

Understanding The Impact of Green Marketing on Green Consumer Purchase Intention: A Systematic Literature Review

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ABSTRACT : This study provides a comprehensive analysis of existing literature on the impact of green marketing on green consumer purchase intention (GCPI), synthesizing findings from 126 peer-reviewed studies published between 1986 and 2025. The analysis identifies four core green marketing components—green brand knowledge, consumer attitude, environmental knowledge, and eco-labelling—as significant drivers of GCPI. These components influence consumer behavior both directly and indirectly through psychological mechanisms such as brand trust, perceived value, and emotional engagement. Brand trust is consistently found to mediate the relationship between green marketing strategies and purchase intention by reducing perceived risk and enhancing brand credibility. Additional factors, including green advertising, sustainable product innovation, environmental brand image, and corporate environmental practices, further reinforce the effectiveness of green marketing strategies. The study also highlights contextual variations across cultures and industries, underscoring the importance of tailored marketing approaches. Theoretical contributions are drawn from the Theory of Planned Behavior, signaling theory, and the Elaboration Likelihood Model. This review advances both theoretical understanding and practical application by emphasizing the need for authentic, transparent, and emotionally resonant green marketing to foster long-term consumer loyalty and sustainable purchasing behavior.

Keywords - Green Marketing; Sustainable Branding; green Consumer Purchase Intention; Environmental Concern; Brand Trust

1. INTRODUCTION

Sustainability is now at the forefront of contemporary marketing strategies due to growing environmental concerns and the growing need for corporate accountability. Green marketing has become a strategic tool for organizations looking to connect with consumers' ecological values and foster long-term involvement in this changing environment. The term "green marketing" describes the creation, advertising, and distribution of ecologically friendly goods and services, frequently in conjunction with initiatives to convey business sustainability pledges (Dangelico & Vocalelli, 2017).

Customers are choosing brands that exhibit genuine environmental responsibility more and more as they get more ecologically concerned (Biswas & Roy, 2015; Chen & Chang, 2018). This change in behavior highlights the increasing significance of sustainable branding, which is the incorporation of ethical and ecological principles into brand identification and positioning, as a means of influencing purchase intentions and cultivating customer loyalty (Leonidou et al., 2019; Wang et al., 2021).

Numerous components of green marketing, such as eco-labeling, green advertising, sustainable product innovation, environmentally themed brand imagery, and corporate sustainability practices, have been found by empirical studies to influence consumer decision-making (Kumar et al., 2020; Kim et al., 2022; Huang et al., 2022). Through the use of dimensions including perceived value, brand trust, environmental concern, and emotional engagement, these initiatives affect consumer behavior through both cognitive and emotional pathways (Wang et al., 2021; Kang & Hur, 2021; Aji & Sutikno, 2020). The elaboration likelihood model (Petty & Cacioppo, 1986), signaling theory (Connelly et al., 2011), and the Theory of Planned Behavior (Ajzen, 1991) provide the theoretical underpinnings for these interactions. The literature is still dispersed, though, with disparities in conceptualization, methodological approaches, and contextual applications across various industries and geographical areas, even with the growth of research on green marketing and sustainable consumer behavior (Snyder, 2019; Lin & Niu, 2019).

Interestingly, the majority of current research concentrates on discrete facets of green marketing rather than combining the ways in which these components operate together to affect consumers' intentions to buy in a comprehensive manner. Furthermore, there is a dearth of thorough research that takes into consideration contextual factors that affect the efficacy of green marketing strategies, such as cultural, sectoral, and geographical variations (Yadav & Pathak, 2016; Li et al., 2020). Furthermore, there is a need for additional longitudinal and experimental study designs because the prevalence of cross-sectional and survey-based approaches in present research restricts our understanding of long-term consumer behavior and post-purchase consequences (Huang et al., 2022; Gupta et al., 2023). In order to advance theoretical development and provide marketers and brand strategists looking to implement sustainability-driven initiatives with useful insights, it is imperative that these gaps be filled.

In order to investigate how green marketing tactics affect green customer purchase intentions within the framework of sustainable branding, this study aims to perform a systematic literature review (SLR) that synthesizes empirical findings from the previous ten years. This study attempts to give a coherent framework that incorporates various discoveries and offers guidance for further research by identifying recurrent themes, conceptual connections, and mediating variables. In addition to highlighting crucial success elements for branding strategies that aim to combine environmental responsibility with market competitiveness, the findings advance our understanding of the mechanisms behind consumer responses to sustainability initiatives.

2. RESEARCH METHODS

In order to investigate how green marketing tactics affect customer purchase intentions within the framework of sustainable branding, the current study uses a qualitative research methodology based on the Systematic Literature Review (SLR) technique. Researchers can find patterns, themes, and theoretical connections among many studies by methodically locating, analyzing, and synthesizing pertinent literature with the use of a qualitative SLR (Siddaway, Wood, & Hedges, 2019). The research goal, which is to provide a conceptual understanding of the ways in which green marketing influences consumer behavioural intentions, is in line with this methodological approach. Because it prioritizes interpretive depth above statistical generalization, the qualitative methodology is suitable for a nuanced investigation of the conceptualization and operationalization of sustainable branding in many empirical situations. In 2015, Boell and Cecez-Kecmanovic

To guarantee methodological rigor and openness in the identification and selection of literature, the review adhered to the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) methodology (Page et al., 2021). Research questions, inclusion and exclusion criteria, keyword selection, and source identification were all part of the structured search methodology that was created. Because of their extensive coverage of peer-reviewed literature in the domains of marketing, sustainability, and consumer behavior, four significant academic databases—Scopus, Web of Science, Emerald Insight, and ScienceDirect—were chosen as primary sources. Boolean operators were used to build the search phrases, which included "green marketing," "sustainable branding," "consumer behavior," "purchase intention," "eco-friendly advertising," and "environmental marketing," in order to collect pertinent variations. In accordance with the current nature of the

research challenge, only recent and pertinent empirical data were included by selecting studies published (Tranfield, Denyer, & Smart, 2003).

The screening procedure was carried out in stages, starting with duplication removal and progressing to title and abstract screening and full-text evaluation. Peer-reviewed English-language journal publications, empirical research that specifically looked at the connection between green marketing and consumer purchase intentions, and studies that offered conceptual or theoretical insights pertinent to sustainable branding were all included in the inclusion criteria. Conference proceedings, book chapters, conceptual papers devoid of empirical research, and studies that exclusively addressed corporate sustainability without taking consumer perspectives into account were all disqualified from consideration. Only relevant and high-quality papers were examined throughout the synthesis phase thanks to this meticulous screening.

After the selection of articles, the data gathered from the final pool of research was coded and categorized using qualitative theme analysis. By identifying recurrent ideas and emerging themes in a variety of situations, thematic analysis improves the review's interpretive value (Braun & Clarke, 2006). To make comparison and synthesis easier, important data from each study—including the research environment, methodological approach, green marketing characteristics, intervening variables (like brand trust, perceived value), and results (like purchase intention, attitude)—were arranged in a tabular style. Table 1 below provides a summary of some of this data, highlighting the main themes and recurring components in the examined studies.

Table 1. Synthesis of Selected Studies by Theme

Author(s) and Year	Green Marketing Component	Intervening Variable	Key Finding
Zhou (2021), Lakchan & Samaraweera (2023), Salim (2020), Moslehpour et al. (2023), Suki (2016), Pebrianti (2021)	Green Brand Knowledge	—	Green brand knowledge positively influences green purchase intention.
Anvar & Venter (2014), Waris & Hameed (2021), Laroche et al. (2001), Ng & Paladino (2009), Rashid (2009), Ramayah et al. (2010), Han et al. (2009), Alwitt & Pitts (1996), Yadav & Pathak (2017), Mobrezi & Khoshtinat (2016), Magnusson et al. (2001), Squires et al. (2001)	Attitude	—	Attitude positively affects green purchase intention, though some studies show income and value-for-money perception may hinder actual behavior.
Fryxell & Lo (2003), Liu et al. (2020), Peattie (2010), Kumar (2012), Vicente et al. (2013), Hamzah (2021), Xu et al. (2019), Mostafa (2007), Tan et al. (2022), Cui et al. (2024)	Environmental Knowledge	—	Environmental knowledge enhances consumers' likelihood of adopting green purchasing behavior.
Nguyen-Viet (2022), Cai et al. (2017), Chi (2021), De Canio et al. (2021), Song et al. (2019), Feuß et al. (2022), Suki et al. (2016), Shahrin et al. (2017), Rex & Baumann (2007), Marini et al. (2021), Grankvist et al. (2004), Teisl et al. (2017), Fiala et al. (2016)	Eco-Labeling	—	Eco-labelling significantly influences green purchase intention by increasing consumer awareness and trust.
Kotler & Keller (2018), Akbar et al. (2014), Lee (2020), Awan et al. (2024), Srivastava et al. (2024), Mittal (2024)	Green Brand Knowledge	Brand Trust	Green brand knowledge strengthens brand trust,

Author(s) and Year	Green Marketing Component	Intervening Variable	Key Finding
			leading to higher green purchase intention.
Kabadayi & Alan (2012), Prastyani et al. (2022), Abdel et al. (2017), Ramesh & Advani (2005), Alhaddad (2015)	Attitude	Brand Trust	Positive consumer attitudes build trust in brands.
Wang et al. (2019), Zaheer et al. (2023), Cam (2023)	Environmental Knowledge	Brand Trust	Environmental knowledge contributes to brand trust and affects green purchase intentions.
Akgün et al. (2024)	Eco-Labeling	Brand Trust	Eco-labels can build brand trust if the certification is credible and standards are transparent.
Liu & Lee (2025), Bahtiar & Asih (2025)	Brand Trust	—	Brand trust directly influences green purchase intention.
Suki (2016), Chen & Chang (2012), Emre & Paul (2016), Cuong (2020), Ahmad & Zhang (2020), Al-Hadi et al. (2024), Sulabh Agarwal et al. (2024)	Green Brand Knowledge, Attitude, Environmental Knowledge, Eco-Labeling	Brand Trust (Mediator)	Brand trust mediates the relationship between green marketing components and green purchase intention, enhancing the impact of knowledge, attitude, eco-labels on intention.
Wang et al. (2021)	Green advertising	Brand trust	Green claims enhance trust and positively affect intention
Chen & Chang (2018)	Eco-labelling and packaging	Perceived value	Eco-labels increase perceived product value and purchase
Kumar et al. (2020)	Sustainable product innovation	Consumer attitude	Innovation leads to favorable brand evaluation
Lee et al. (2019)	Environmental brand image	Green brand credibility	Credible brand image mediates purchase decision
Dangelico & Vocalelli (2017)	Green product strategy	Environmental concern	Consumer concern strengthens green marketing effectiveness

A substantial body of literature has explored the intricate relationship between green marketing components and consumers' green purchase intention. One of the most frequently cited variables is green brand knowledge, which refers to consumers' awareness and understanding of a brand's environmental practices, eco-friendly products, and sustainable positioning. Studies by Zhou (2021), Lakchan & Samaraweera (2023), Salim (2020), Moslehpour et al. (2023), Suki (2016), and Pebrianti (2021) consistently found that increased green brand knowledge positively influences green purchase intention. This indicates that when consumers are more informed about a brand's green attributes, they are more likely to consider buying its products. Parallel to this, attitude plays a significant role in shaping eco-conscious behaviors. Research by Anvar & Venter (2014), Waris & Hameed (2021), and Laroche et al. (2001) found that attitudes—especially those rooted in environmental concern, responsibility, and convenience—are reliable predictors of green purchase intention. Additional scholars, including Ng & Paladino (2009), Rashid (2009), Ramayah et al. (2010), Han et al. (2009), Yadav & Pathak (2017), and Mobrezi & Khoshtinat (2016), emphasized that a positive attitude towards environmentally friendly

products significantly contributes to behavioral intention. However, it is worth noting that some studies, such as those by Magnusson et al. (2001) and Squires et al. (2001), highlighted contextual factors like income and perceived value that may hinder actual purchasing behavior despite a favorable attitude.

Another essential component is environmental knowledge, defined as consumers' cognitive awareness of environmental issues and their ability to engage in pro-environmental decision-making. Fryxell & Lo (2003), Liu et al. (2020), Peattie (2010), Kumar (2012), and others argue that individuals who possess greater environmental knowledge are more likely to make sustainable purchasing decisions. These findings are reinforced by Hamzah (2021), Xu et al. (2019), Mostafa (2007), Tan et al. (2022), and Cui et al. (2024), who show that consumers with higher levels of environmental literacy are more engaged in eco-friendly consumption practices. Meanwhile, eco-labelling has been identified as both an informational and psychological cue in green marketing. Scholars like Nguyen-Viet (2022), Cai et al. (2017), Chi (2021), De Canio et al. (2021), Song et al. (2019), and Feuß et al. (2022) emphasize that eco-labels serve as trustworthy certifications that influence consumers' green purchase decisions by signaling product sustainability. Eco-labels simplify complex environmental information, increase product credibility, and enhance consumer trust, as further supported by Suki et al. (2016), Shahrin et al. (2017), Rex & Baumann (2007), and Marini et al. (2021). Notably, Grankvist et al. (2004), Teisl et al. (2017), and Fiala et al. (2016) found that eco-labels particularly influence younger generations such as Gen Z, who are highly responsive to sustainability indicators.

In addition to these direct relationships, many scholars have explored brand trust as an intervening or mediating variable. Brand trust is crucial in reducing consumer uncertainty and perceived risk, especially in the context of green product claims. Kotler & Keller (2018), Akbar et al. (2014), and Lee (2020) assert that green brand knowledge contributes to building brand trust, which subsequently drives green purchase intention. Similarly, studies by Awan et al. (2024), Srivastava et al. (2024), and Mittal (2024) suggest that when consumers are aware of a brand's sustainable efforts, their trust in the brand is elevated. Attitude has also been linked to brand trust, as supported by Kabadayi & Alan (2012), Prastyani et al. (2022), Abdel et al. (2017), and Ramesh & Advani (2005), who note that trust arises when consumers perceive that a brand consistently delivers on its promises. Alhaddad (2015) further adds that repeated exposure and brand experience shape this trust. The influence of environmental knowledge on brand trust has also been documented by Wang et al. (2019), Zaheer et al. (2023), and Cam (2023), who argue that informed consumers are more likely to trust brands aligned with their ecological values. Similarly, Akgün et al. (2024) highlight that the credibility and clarity of eco-labels are essential in fostering trust.

Furthermore, brand trust itself plays a direct and vital role in influencing green purchase intention. Liu & Lee (2025) and Bahtiar & Asih (2025) conclude that consumers are more likely to buy from brands they perceive as honest and committed to sustainability. Going a step further, several studies have confirmed the mediating role of brand trust. According to Suki (2016), Chen & Chang (2012), Emre & Paul (2016), Cuong (2020), Ahmad & Zhang (2020), and Sulabh Agarwal et al. (2024), brand trust acts as a psychological mechanism that strengthens the relationship between green marketing components—such as brand knowledge, attitude, environmental awareness, and eco-labels—and purchase intention. Other scholars provide additional insights into the broader green marketing framework. Wang et al. (2021) state that green advertising enhances trust, while Chen & Chang (2018) link eco-labeling and packaging with increased perceived product value. Kumar et al. (2020) identify that sustainable product innovation influences consumers' attitudes, and Lee et al. (2019) report that a credible environmental brand image positively affects brand perception. Lastly, Dangelico & Vocalelli (2017) find that green product strategy becomes more effective when it resonates with consumers' environmental concerns. Collectively, these findings demonstrate that green marketing success hinges on a blend of cognitive awareness, emotional attitude, and trust-driven mechanisms that shape consumer intention and behavior in sustainable consumption.

A conceptual framework demonstrating how particular green marketing tactics affect consumer purchase intentions—which are frequently mediated or influenced by psychological and perceptual factors—was developed thanks to the qualitative synthesis. The review concentrated on comprehending the linkages and contextual factors that influence consumer decision-making in sustainable branding environments rather than

calculating effect estimates. This methodology aligns with best practices in qualitative SLRs, where theory development and the expression of novel conceptual ideas are prioritized (Snyder, 2019).

While upholding a high standard of academic rigor, the application of a methodical and qualitative approach guarantees the validity and dependability of the results. By combining disparate findings into a cohesive story that explains the ways in which green marketing tactics influence consumer behaviour, this study adds to the body of existing literature. Additionally, it provides useful advice for marketers looking to match sustainable values with branding strategies and establishes the framework for further empirical research.

3. ANALYSIS OF SELECTED LITERATURE

The selected literature provides a rich and multidimensional understanding of how various components of green marketing influence green consumer purchase intention (GCPI). The analysis is structured around several recurring themes that emerged from the synthesis of 126 peer-reviewed studies, categorized by key variables and their interrelationships.

Green brand knowledge (GBK) reflects the awareness and understanding consumers hold regarding a brand's environmentally sustainable actions and product features. Multiple studies (Zhou, 2021; Suki, 2016; Kotler & Keller, 2018) confirm that GBK is directly linked to increased brand trust and green purchase intention. Consumers who perceive brands as authentic in their sustainability claims are more likely to purchase their products. GBK acts as both a cognitive foundation and a signaling mechanism in consumer decision-making, reducing perceived risks and building credibility.

Consumer attitudes grounded in pro-environmental values and responsibility are strong predictors of green behavior. Research (Anvar & Venter, 2014; Waris & Hameed, 2021) supports that a favorable attitude not only directly influences GCPI but also enhances trust when brands align with consumer values. However, barriers such as cost concerns and lack of convenience (Magnusson et al., 2001) may moderate this effect. Attitude often serves as a motivator that turns internal values into behavioral outcomes.

Environmental knowledge refers to consumers' awareness of environmental issues and their capability to make informed green choices. The literature (Fryxell & Lo, 2003; Tan et al., 2022) shows that environmentally literate consumers are more likely to trust and purchase from green brands. This variable enhances analytical engagement, allowing consumers to distinguish between genuine green efforts and greenwashing. Environmental knowledge therefore contributes to informed decision-making and brand trust.

Eco-labels serve as third-party certifications signaling a product's sustainability. Numerous studies (Nguyen-Viet, 2022; Song et al., 2020; Marini et al., 2021) establish eco-labeling as an influential mechanism that enhances trust and purchase intention, especially among younger demographics. These visual cues reduce cognitive effort, boost credibility, and provide reassurance in contexts where product claims are difficult to verify. When combined with clear communication, eco-labels become powerful trust-building tools.

Brand trust emerges as both a central outcome and a mediating variable that enhances the effect of other constructs (GBK, attitude, eco-labelling) on purchase intention. Studies (Liu & Lee, 2025; Chen & Chang, 2012) highlight trust as a psychological bridge, converting beliefs and awareness into actual purchasing behavior. Trust reduces perceived risks, enhances message credibility, and fosters long-term consumer-brand relationships.

Credible and emotionally resonant advertising significantly strengthens trust and GCPI. Wang et al. (2021) show that emotionally framed environmental claims generate feelings of pride and accountability. Effective green advertising aligns with signaling theory—especially when clarity and authenticity are evident—boosting consumer confidence in brand claims.

Green product innovation includes eco-friendly design, materials, and production technologies. Kumar et al. (2020) and Gupta et al. (2023) indicate that innovation not only shapes favorable brand attitudes but also signals authenticity and leadership in sustainability. When visible and verifiable, such innovation enhances brand credibility and purchase intention.

This construct reflects consumer perceptions of a brand's environmental ethics and values. A strong green image strengthens perceived authenticity and supports trust-building (Lee et al., 2019; Li et al., 2020). It acts as a heuristic in complex decision-making contexts and influences consumer loyalty and advocacy.

Corporate actions such as CSR and sustainability disclosures also impact consumer perceptions and purchase behaviors. Park & Lin (2020) show that transparency in environmental practices builds legitimacy, especially when consistent over time. These actions align brand positioning with broader societal values.

Several psychological and perceptual variables mediate or moderate the green marketing-GCPI relationship:

- Perceived Value – Increases rational justification for purchase (Chen & Chang, 2018).
- Environmental Concern – Amplifies response to sustainability cues (Lin & Niu, 2019).
- Green Trust – Strengthens the effect of labels and messaging (Wang et al., 2021).
- Brand Credibility – Ensures long-term trust in green positioning (Kang & Hur, 2021).
- Emotional Engagement – Aligns brand purpose with identity (Leonidou et al., 2019)

The literature reveals that the efficacy of green marketing varies by geography, culture, and industry. In collectivist cultures (e.g., India, Indonesia), appeals to social norms and collective responsibility are more effective. In individualistic cultures (e.g., USA, UK), personal ethics and autonomy drive green behaviors. Industry context also matters: visual sustainability (fashion/cosmetics) vs. technical sustainability (automotive/tech).

While the field is growing, most studies use cross-sectional, survey-based approaches. There is a critical need for more longitudinal and experimental studies to track long-term consumer behavior and test causal relationships. This limitation constrains our understanding of post-purchase loyalty and sustained behavioral change.

The selected literature demonstrates that effective green marketing hinges on cognitive, emotional, and trust-based mechanisms. Green brand knowledge, positive attitudes, environmental literacy, and credible eco-labels are foundational to increasing green consumer purchase intention. These elements are reinforced by trust, which acts as both an enabler and mediator. The literature also emphasizes the need for strategic alignment with cultural values, sectoral expectations, and emerging technologies to strengthen sustainable branding efforts.

4. RESULT AND DISCUSSION

126 peer-reviewed journal papers published between 1986 and 2025 that satisfied the predetermined inclusion criteria were found through the systematic review. Together, these studies examine the relationship between consumer purchase intentions and green marketing strategies across a range of methodological approaches and geographical locations. Green advertising, eco-labelling and packaging, green product innovation, environmental brand image, and green corporate activities are the five main green marketing characteristics that continuously show up as important determinants of consumer behavior, according to a thematic analysis of the chosen literature. Table 2 provides a summary of the results.

Tabel 2. The Impact of Popular Green Marketing Themes on Purchase Intentions

Theme	Key Elements	Identified Influencing	Mechanism	Representative Studies
Green Brand Knowledge	Awareness of brand's green practices, eco-friendly product info	Green Purchase Intention Brand Trust	Consumers with knowledge about green brands are more likely to trust and buy from them	Zhou (2021); Suki (2016); Awan et al. (2024); Kotler & Keller (2018); Lakchan & Samaraweera (2023)
Attitude	Pro-environmental beliefs, sense of responsibility, concern for the environment	Green Purchase Intention Brand Trust	Positive attitude increases intention and builds trust when consumers feel the brand aligns with their values	Anvar & Venter (2014); Waris & Hameed (2021); Kabadayi & Alan (2012); Alwitt & Pitts (1996)

Theme	Key Elements	Identified Influencing	Mechanism	Representative Studies
Environmental Knowledge	Understanding of environmental issues, sustainability literacy	Green Purchase Intention Brand Trust	Knowledge enhances eco-consciousness and encourages trust in sustainability-oriented brands	Fryxell & Lo (2003); Tan et al. (2022); Wang et al. (2019); Xu et al. (2019); Zaheer et al. (2023)
Eco-Labeling	Third-party certifications, sustainability logos	Green Purchase Intention Brand Trust	Labels signal product sustainability, increasing credibility and trust, especially among younger consumers	Nguyen-Viet (2022); Song et al. (2020); Marini et al. (2021); Akgün et al. (2024); Teisl et al. (2017)
Brand Trust	Perceived credibility, brand reliability, transparency	Green Purchase Intention	Trust lowers risk perception and mediates the effect of green knowledge, attitude, and labels on purchase intention	Liu & Lee (2025); Chen & Chang (2012); Bahtiar & Asih (2025); Emre & Paul (2016)
Green Advertising	Green claims, media messaging	Brand Trust	Advertising enhances trust by showcasing eco-credentials	Wang et al. (2021)
Green Packaging & Labelling	Eco-label presence and design	Perceived Value	Label and design cues boost perceived value and influence decision-making	Chen & Chang (2018)
Sustainable Product Innovation	Eco-friendly design, environmental performance	Consumer Attitude	Innovation leads to favorable evaluations and emotional connection	Kumar et al. (2020)
Environmental Brand Image	Credible environmental positioning	Brand Credibility	Strong green image reinforces trust and influences decisions	Lee et al. (2019)
Green Product Strategy	Long-term environmental orientation	Environmental Concern	Strategies aligned with consumer concerns are more persuasive	Dangelico & Vocalelli (2017)
Green Advertising	Emotional framing and environmental messaging	Increases trust, aligns with personal values	Wang et al. (2021); Chen et al. (2020)	Green Advertising
Eco-Labeling and Packaging	Certifications for the environment and biodegradable design	Enhances perceived value and reduces uncertainty	Chen & Chang (2018); Lee et al. (2022)	Eco-Labeling and Packaging
Green Product Innovation	Eco-friendly procurement and	Appeals to conscious consumers	Kumar et al. (2020); Gupta et al. (2023)	Green Product Innovation

Theme	Key Elements	Identified Influencing	Mechanism	Representative Studies
	low-carbon technology			
Environmental Brand Image	Visual identity and company reputation	Strengthens brand attachment	Dangelico & Vocalelli (2017); Li et al. (2020)	Environmental Brand Image
Green Corporate Practices	Openness and alignment with CSR	Builds brand credibility and long-term loyalty	Park & Lin (2020); Kim et al. (2022)	Green Corporate Practices
Eco-Labeling and Packaging	Environmental certifications, biodegradable design	Enhances perceived value and reduces uncertainty	Chen & Chang (2018); Lee et al. (2022)	Eco-Labeling and Packaging

Green marketing research identifies several core themes that influence consumer behavior, especially green purchase intention and brand trust. One of the most prominent themes is Green Brand Knowledge, which encompasses consumers' awareness of a brand's environmentally responsible practices, including its eco-friendly product lines, sustainability certifications, and broader environmental impact. Studies by Zhou (2021), Suki (2016), and Kotler & Keller (2018) have consistently shown that consumers who are more knowledgeable about green brands tend to develop stronger trust toward those brands, which in turn significantly boosts their intention to purchase. This mechanism reflects how increased familiarity with green efforts leads to more confident consumer decision-making, reinforcing the importance of transparency and education in brand communication.

Another key theme is Consumer Attitude, referring to individuals' pro-environmental values, perceived responsibility toward the environment, and general concern for sustainability. Research from Anvar & Venter (2014), Waris & Hameed (2021), and Alwitt & Pitts (1996) indicates that a positive attitude toward environmental preservation strongly predicts green purchase intention. Furthermore, attitudes also contribute to brand trust when consumers perceive that a company genuinely supports sustainability. Essentially, consumers with strong environmental attitudes are more receptive to green marketing and more inclined to support trustworthy green brands.

Closely related is Environmental Knowledge, which involves consumers' understanding of environmental issues, ecological literacy, and their ability to recognize the environmental impact of their consumption choices. Scholars such as Fryxell & Lo (2003), Tan et al. (2022), and Xu et al. (2019) argue that consumers who are better informed about ecological matters are more likely to make environmentally responsible purchases and place trust in brands that align with their environmental values. Environmental knowledge thus serves a dual role—both as a direct driver of green purchase intention and as a foundation for developing trust in green brands.

A practical tool that bridges knowledge and behavior is Eco-Labeling. These third-party sustainability certifications and logos provide consumers with reliable cues about a product's environmental performance. According to studies by Nguyen-Viet (2022), Song et al. (2020), and Marini et al. (2021), eco-labels significantly influence green purchase intention and can also enhance brand trust—especially when the labeling standards are clear, credible, and transparent. Younger generations, such as Gen Z, have shown particular responsiveness to eco-labels, using them as quick indicators of ethical and sustainable consumption.

The theme of Brand Trust acts both as an independent influencer and a mediating mechanism within the green marketing framework. Trust is defined as the confidence consumers place in a brand's reliability, integrity, and consistency in delivering on environmental claims. Liu & Lee (2025), Bahtiar & Asih (2025), and Chen & Chang

(2012) demonstrate that brand trust directly influences consumers' willingness to purchase green products and mediates the effect of green brand knowledge, attitude, and eco-labels on purchase intention. In this way, brand trust serves as a critical psychological bridge that translates beliefs into actions.

In addition to these core themes, other contributing elements have been identified. For instance, Green Advertising, as explored by Wang et al. (2021), helps build trust when environmental claims are communicated credibly and transparently across media platforms. Eco-labelling and packaging, as found by Chen & Chang (2018), influence consumers' perceived value of a product, which further drives intention. Sustainable Product Innovation is also a noteworthy factor; Kumar et al. (2020) highlight that environmentally friendly product development fosters positive consumer attitudes and encourages sustainable buying behavior. Furthermore, Environmental Brand Image, according to Lee et al. (2019), reinforces brand credibility, making consumers more likely to trust and purchase from brands that project a consistent eco-conscious image. Lastly, Green Product Strategy, as discussed by Dangelico & Vocalelli (2017), is more effective when it resonates with consumers' environmental concerns, strengthening the connection between strategic planning and consumer motivation. Together, these themes form a comprehensive understanding of how green marketing components interact with psychological mechanisms such as knowledge, attitude, and trust to influence green consumer behavior. The interplay between these variables highlights the importance of aligning sustainability messaging, branding, and product development with consumer expectations and values.

A common feature throughout the evaluated research is green advertising. Researchers claim that ads with environmental themes appeal to customers who make sustainable decisions on a regular basis. According to Wang et al. (2021), environmental signals in advertising arouse feelings of pride and accountability, which in turn increase brand trust. According to Chen et al. (2020), brand evaluations are positively shaped by persuasive messages that emphasize eco-friendliness, especially among younger populations. These results support the idea that environmentally conscious and emotionally charged advertising efforts significantly increase consumers' intentions to make purchases.

Green packaging and eco-labeling are two more important factors that affect customer behaviour. Chen and Chang (2018) point out that third-party environmental certifications, like Energy Star or Fair Trade labels, act as indicators of a product's legitimacy, which lowers consumer mistrust and perceived risk. In addition to offering useful information, ecolabels let consumers identify as environmentally conscious people. Visual components like biodegradable packaging and simple design also contribute to pleasant aesthetic experiences, which raise the perceived value of the product and the desire to buy, according to Lee et al. (2022). This is consistent with signalling theory, which holds that in situations when information is asymmetrical, consumers' decisions can be influenced by reliable indications.

Some studies highlight the strategic significance of incorporating sustainability into product design and functioning when it comes to product-level innovation. According to Gupta et al. (2023) and Kumar et al. (2020), customers are more likely to reward businesses that use recyclable materials or produce their goods using environmentally friendly methods. These developments are more than just decorative; they are concrete evidence of a company's dedication to sustainability. Crucially, these improvements seem to affect not only early purchase intentions but also advocacy and long-term loyalty, especially when combined with open communication.

Numerous studies have examined the function of environmental brand image as a mediator between customer results and green marketing strategies. A strong environmental brand image can improve perceived brand authenticity and boost brand recognition, claim Dangelico and Vocalelli (2017). According to Li et al. (2020), customers frequently use brand image as a heuristic to assess a company's environmental integrity, which in turn influences their propensity to make a purchase. In this regard, brand image serves as a logical and affective motivator, influencing consumer expectations and the perceived alignment of the company's stance with their beliefs.

Purchase intentions are also greatly influenced by corporate-level activities, such as sustainability disclosures and Corporate Social Responsibility (CSR) programs, which build brand legitimacy. Customers are more likely to support firms that openly pledge to operate sustainably and participate in neighborhood-level environmental

initiatives, according to research by Park and Lin (2020). This claim is corroborated by Kim et al. (2022), who point out that green business practices strengthen customer trust, especially when they are sustained over time and backed by open reporting.

The review finds a number of intervening variables that mediate or moderate the relationship between green marketing and consumer behavior in addition to highlighting recurrent themes in green marketing. These consist of emotional involvement, brand credibility, perceived value, environmental care, and green trust. Table 3 shows a synthesis of these correlations.

Tabel 3. Intervening Factors in the Link Between Green Marketing and Purchase Intention

Intervening Variable	Role in Consumer Behaviour	Empirical Support
Green Brand Knowledge	Enhances consumers' trust and purchase intention by increasing their awareness of a brand's sustainability practices and eco-friendly product attributes.	Zhou (2021); Suki (2016); Kotler & Keller (2018); Lakchan & Samaraweera (2023); Awan et al. (2024)
Attitude	Shapes consumers' intention to purchase green products and supports the development of trust in brands that align with their environmental values.	Anvar & Venter (2014); Waris & Hameed (2021); Alwitt & Pitts (1996); Mobrezi & Khoshtinat (2016); Yadav & Pathak (2017)
Environmental Knowledge	Encourages eco-conscious behavior by informing consumers about sustainability issues and fostering trust in environmentally responsible brands.	Fryxell & Lo (2003); Tan et al. (2022); Xu et al. (2019); Mostafa (2007); Wang et al. (2019); Zaheer et al. (2023)
Eco-Labeling	Serves as a decision-making aid by signaling product sustainability, thereby increasing credibility and trust, especially among younger consumers.	Nguyen-Viet (2022); Song et al. (2020); Marini et al. (2021); Teisl et al. (2017); Grankvist et al. (2004)
Brand Trust	Reduces perceived risk and uncertainty, directly influences purchase intention, and mediates the effect of green brand knowledge, attitude, and eco-labeling on behavior.	Liu & Lee (2025); Bahtiar & Asih (2025); Chen & Chang (2012); Emre & Paul (2016); Cuong (2020)
Green Advertising	Builds trust by delivering credible environmental claims, which reinforce consumer confidence and drive purchase behavior.	Wang et al. (2021)
Eco-Labeling & Packaging	Enhances perceived product value, leading to increased purchase intention by visually reinforcing a product's eco-friendly qualities.	Chen & Chang (2018)
Sustainable Product Innovation	Shapes consumer attitudes positively by introducing environmentally friendly product features and technologies.	Kumar et al. (2020)
Environmental Brand Image	Strengthens brand credibility and influences purchase decisions by projecting a consistent and trustworthy green image.	Lee et al. (2019)
Green Product Strategy	Aligns with consumer environmental concern, increasing the perceived authenticity and effectiveness of green marketing efforts.	Dangelico & Vocalelli (2017)

Intervening Variable	Role in Consumer Behaviour	Empirical Support
Perceived Value	strengthens the logical argument for buying eco-friendly products	Chen & Chang (2018); Aji & Sutikno (2020)
Environmental Concern	Response to green messaging is moderate.	Lin & Niu (2019); Hartmann & Apaolaza (2016)
Green Trust	mediates how labels and advertising affect intention	Wang et al. (2021); Huang et al. (2022)
Brand Credibility	increases trust in sustainability promises	Kang & Hur (2021); Kim et al. (2022)
Emotional Engagement	uses identity alignment to motivate	Biswas & Roy (2015); Leonidou et al. (2019)

One of the most influential intervening variables in green marketing is green brand knowledge. This refers to consumers' understanding and awareness of a brand's sustainable practices, environmentally friendly product attributes, and ecological commitment. When consumers are well-informed about a brand's green initiatives, they are more likely to trust and favor that brand, resulting in increased green purchase intention. This is because knowledge reduces uncertainty and reinforces perceived brand credibility. Empirical studies by Zhou (2021), Suki (2016), Kotler & Keller (2018), Lakchan & Samaraweera (2023), and Awan et al. (2024) confirm that green brand knowledge significantly enhances both brand trust and consumer purchase behavior in environmentally conscious markets.

Another critical variable is attitude, which reflects a consumer's internal beliefs, values, and predispositions toward environmental responsibility. A positive attitude toward sustainability plays a dual role: it directly influences green purchase intention and fosters brand trust when consumers perceive that a brand aligns with their personal environmental values. Consumers who hold strong pro-environmental attitudes are more likely to respond favorably to green marketing messages and make environmentally responsible choices. This relationship is supported by the work of Anvar & Venter (2014), Waris & Hameed (2021), Alwitt & Pitts (1996), Mobrezi & Khoshtinat (2016), and Yadav & Pathak (2017).

Environmental knowledge is also a key driver of sustainable consumer behavior. It encompasses an individual's ability to understand, evaluate, and act upon information related to environmental issues. Consumers with a high level of environmental knowledge are more likely to adopt eco-conscious habits and trust brands that reflect these values. This knowledge enhances consumers' ability to recognize greenwashing versus genuine commitment, thus influencing both brand trust and purchase intention. Studies by Fryxell & Lo (2003), Tan et al. (2022), Xu et al. (2019), Mostafa (2007), Wang et al. (2019), and Zaheer et al. (2023) illustrate the vital role of environmental knowledge in promoting pro-environmental behaviors.

Eco-labelling serves as a powerful external cue that influences consumer behavior by providing reliable, visible evidence of a product's environmental attributes. Labels from credible third parties help reduce information asymmetry, increase transparency, and build brand trust. They play a particularly influential role among younger, more environmentally conscious generations. As consumers increasingly look for signals of authenticity, eco-labels make it easier for them to choose products that align with their values. This mechanism has been well documented in studies by Nguyen-Viet (2022), Song et al. (2020), Marini et al. (2021), Teisl et al. (2017), and Grankvist et al. (2004).

Brand trust functions both as a direct influencer of green purchase intention and as a mediating variable that strengthens the effects of other factors like green brand knowledge, attitude, and eco-labelling. When consumers trust a brand, they perceive less risk and are more likely to commit to purchase decisions. Trust is especially important in green marketing, where skepticism around greenwashing is common. Research by Liu &

Lee (2025), Bahtiar & Asih (2025), Chen & Chang (2012), Emre & Paul (2016), and Cuong (2020) shows that trust acts as a bridge between beliefs and behavior in green purchasing.

In addition to these primary factors, other supporting variables also influence consumer behavior. Green advertising, for example, plays a crucial role in building consumer trust through consistent, transparent messaging about a brand's environmental actions. Wang et al. (2021) found that effective advertising enhances trust and increases the likelihood of green purchases. Eco-labelling and packaging also influence perceived value; visually appealing, environmentally conscious design elements can increase consumer confidence in a product's sustainability, as supported by Chen & Chang (2018).

Sustainable product innovation represents another influential factor. When companies invest in eco-friendly product features and technologies, they not only demonstrate environmental leadership but also shape positive consumer attitudes. Kumar et al. (2020) found that innovation enhances brand perception and supports purchase decisions. Similarly, environmental brand image, or the consumer perception of a brand's environmental credibility, is shown to affect trust and purchase intent. This was confirmed by Lee et al. (2019), who observed that a consistent and authentic green image strengthens a brand's position in the market.

Finally, a strong green product strategy, rooted in long-term environmental commitment, tends to resonate deeply with environmentally concerned consumers. Strategies that reflect genuine concern for sustainability are more persuasive and effective, especially when aligned with consumer values. Dangelico & Vocalelli (2017) emphasized the importance of integrating environmental concerns into the core of brand strategy to improve consumer response to green marketing efforts.

Emotional engagement is a crucial driver of sustainable consumer behavior, as it helps create a deeper psychological connection between consumers and green products. Leonidou et al. (2019) highlight that storytelling and emotionally resonant narratives can cultivate a shared sense of purpose, thereby enhancing consumers' intention to buy environmentally friendly products. This perspective aligns with Ajzen's (1991) Theory of Planned Behavior, which posits that attitudes and subjective norms significantly shape behavioral intentions—particularly when emotional alignment strengthens these psychological determinants.

Sustainable branding, according to these thematic and conceptual results, is a larger strategic commitment ingrained in consumer-brand interactions rather than just a collection of tactical marketing initiatives. Constructs including trust, perceived value, and environmental concern act as mediators between informational signals and emotional and psychological congruence to shape purchase intentions in the context of green marketing.

Thematic analysis indicates that the impact of green marketing on consumer purchase intentions is highly context-dependent, varying across regions, cultures, and industries. In Western contexts, such as the UK and US, studies by Leonidou et al. (2019) and Kang and Hur (2021) emphasize individual environmental responsibility and consumer empowerment as key drivers. Conversely, research from emerging economies like India, Indonesia, and China (e.g., Kumar et al., 2020; Aji & Sutikno, 2020; Lin & Niu, 2019) highlights the influence of collective environmental concern and prevailing social norms in shaping green purchasing behavior.

Green marketing's effectiveness varies not only across geographic regions but also according to cultural and industry-specific contexts. Hofstede's cultural dimensions help explain these differences: in collectivist societies, marketing that emphasizes social responsibility and communal well-being tends to resonate more strongly (Yadav & Pathak, 2016), while in individualistic cultures, appeals to personal ethics and individualized messaging are more persuasive. This highlights the need for culturally tailored marketing strategies, especially for global brands aiming to optimize consumer engagement across diverse markets.

Industry differences further influence how green marketing is perceived. In sectors like fashion and cosmetics, visual and aesthetic aspects of sustainability—such as eco-friendly packaging and brand image—play a key role in shaping consumer preferences (Kim et al., 2022; Huang et al., 2022). In contrast, industries like automotive and technology rely more on technical attributes, including energy efficiency and environmental certifications, to drive purchase decisions (Dangelico & Vocalelli, 2017; Wang et al., 2021). These insights underscore the importance of sector-specific strategies, suggesting that green marketing must be carefully customized rather than universally applied to achieve meaningful impact.

The methodological landscape of green marketing research is diverse, encompassing quantitative, qualitative, and mixed-method approaches, though survey-based designs dominate. Surveys provide valuable correlations between green marketing strategies and consumer intentions but often fall short in capturing the emotional and psychological depth of consumer responses. Qualitative methods, such as interviews and focus groups used in studies like Biswas and Roy (2015), offer richer insights into how consumers interpret green messages, though these findings are typically limited in generalizability. A notable gap in the literature is the underuse of longitudinal and experimental designs, which restricts understanding of long-term effects and causal relationships in green consumer behavior. As highlighted by Huang et al. (2022), future research should adopt these designs to better capture the lasting impact of sustainable branding.

The review also contributes significantly to theoretical development in green marketing. The Theory of Planned Behavior (TPB) remains central, explaining how green marketing influences purchase intentions through attitudes, subjective norms, and perceived behavioral control (Ajzen, 1991). Signaling theory further explains how eco-labels and sustainability claims help reduce information asymmetry and build consumer trust (Connelly et al., 2011). Meanwhile, the Elaboration Likelihood Model (ELM) provides a dual-pathway explanation, showing how green marketing messages affect decisions either through rational evaluation (central route) or emotional and visual cues (peripheral route) (Petty & Cacioppo, 1986).

Practically, the review underscores the importance of aligning green marketing strategies with cultural norms, consumer values, and industry expectations. Emotional engagement, especially through storytelling and community-focused narratives, is key to enhancing message impact and building brand advocacy. The growing role of digital platforms offers expanded opportunities for outreach but also heightens the risk of greenwashing. To mitigate this, companies must ensure transparency and support claims with third-party certifications (Delmas & Burbano, 2011).

Despite its contributions, the review identifies several limitations: an overreliance on English-language and self-reported studies, and a lack of focus on post-purchase behavior and brand loyalty. Addressing these gaps will require interdisciplinary approaches that incorporate fields like environmental psychology, behavioral economics, and digital media. Future research should also explore emerging technologies, such as blockchain for supply chain transparency and AI for personalized green messaging, to advance the effectiveness and credibility of sustainable branding.

5. CONCLUSION

The integration of green marketing strategies has become increasingly essential in influencing consumer behavior, particularly green purchase intention. This study concludes that four primary green marketing components—green brand knowledge, attitude, environmental knowledge, and eco-labelling—play significant roles in shaping consumers' intentions to purchase environmentally friendly products. (1) Green brand knowledge emerges as a foundational factor. When consumers are aware of a brand's eco-friendly practices and product sustainability, they are more likely to develop trust in that brand, leading to stronger purchase intention. This reflects the importance of brand transparency and environmental communication. (2) Consumer attitude toward the environment also substantially influences purchase intention. A positive environmental attitude not only drives direct purchasing decisions but also enhances trust in brands that align with personal values, reinforcing loyalty and behavioral consistency. (3) Environmental knowledge, which includes awareness of ecological issues and the environmental consequences of consumption, enhances consumers' likelihood of adopting green behaviours. Knowledgeable consumers tend to trust brands that demonstrate genuine commitment to sustainability and are more critical of greenwashing. (4) Eco-labelling serves as an important external cue that bridges the gap between product attributes and consumer perception. Eco-labels act as signals of credibility and sustainability, which are particularly influential in fostering brand trust and simplifying decision-making for environmentally conscious consumers.

Importantly, brand trust plays a mediating role across all these relationships. It functions as a psychological mechanism that converts belief, knowledge, and perception into concrete action. Trust reduces perceived risk, enhances the credibility of environmental claims, and strengthens the effect of other variables on green

purchase intention. Additional factors such as green advertising, sustainable product innovation, environmental brand image, and green product strategy also support and reinforce the primary relationships. These elements contribute to brand credibility, perceived product value, and consumer-brand alignment, which further shape consumer decisions in favor of green products.

Theoretical frameworks like the Theory of Planned Behaviour and signalling theory provide a strong foundation, but future research should expand methodologically through longitudinal and experimental designs to better understand long-term consumer behavior and post-purchase dynamics. Ultimately, authentic, transparent, and emotionally engaging green marketing is essential not only to drive purchase intentions but also to cultivate lasting consumer loyalty and brand advocacy.

6. REFERENCES

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