

Evaluating the Effectiveness of Green Marketing Campaigns on Consumer Behavior in Eco-Friendly Product Markets



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KEY WORDS	ABSTRACT
Green Marketing, Consumer Behavior, Eco-Friendly Products, Sustainability Communication, Green Branding.	As global environmental awareness grows, consumers are increasingly inclined to make purchasing decisions based on ecological values, leading to the rise of eco-friendly product markets. In response, businesses are investing in green marketing campaigns to align with consumer preferences and strengthen brand positioning. This study aims to evaluate the effectiveness of green marketing campaigns in influencing consumer behavior, with a specific focus on the purchase intent, brand loyalty, and perception of authenticity in eco-friendly product markets. Employing a qualitative, literature-based methodology, this research reviews and synthesizes academic journals, case studies, and marketing reports published between 2015 and 2024. Findings indicate that green marketing messages are most effective when they are transparent, verifiable, and supported by credible environmental claims. Consumers tend to respond positively to campaigns that demonstrate genuine corporate commitment to sustainability, as opposed to superficial or misleading messaging, which may trigger skepticism or accusations of greenwashing. The role of trust, social norms, and environmental values are also found to significantly mediate the relationship between marketing stimuli and consumer behavior. Moreover, the study highlights the importance of multi-channel communication strategies and emotional appeal in enhancing campaign impact. While green marketing can influence consumer choices, its success is contingent on message clarity, product performance, and alignment with broader corporate sustainability practices. This study contributes to the growing discourse on sustainable consumerism and provides strategic insights for marketers seeking to drive behavioral change in environmentally conscious market segments.

1. INTRODUCTION

Environmental degradation, climate change, and the overconsumption of natural resources have placed sustainability at the forefront of global discourse Jihong, S. (2024). As environmental concerns intensify, consumers are increasingly aware of the ecological impact of their consumption patterns and are more inclined to support products and brands that reflect sustainable values Thao, N. P. (2025). This shift has led to the rise of eco-friendly product markets, prompting businesses across

industries to adopt green marketing strategies to align with consumer expectations and fulfill corporate social responsibility mandates. Green marketing, defined as the promotion of products or practices that are environmentally friendly, has evolved from a niche approach to a strategic imperative for companies aiming to build competitive advantage in increasingly eco-conscious markets.

Despite the growing interest in green marketing, its actual influence on consumer behavior



remains a subject of debate. Many firms invest heavily in sustainability-oriented campaigns, yet not all succeed in translating green messaging into measurable consumer action. The research gap lies in the inconsistency of findings on how, when, and why green marketing efforts impact consumer attitudes, intentions, and purchasing behaviors Zoubi, M. (2025). While some studies demonstrate a positive link between green marketing and increased consumer loyalty or sales, others find that skepticism, lack of trust, or perceived inauthenticity may hinder campaign effectiveness. Furthermore, much of the current literature is context-specific or focuses on developed economies, leaving a limited understanding of green marketing's role in emerging markets and among diverse demographic segments.

The urgency of this research is underscored by the global push toward sustainable development, growing regulatory pressure, and the intensifying demand for corporate transparency. As greenwashing accusations become more prevalent, consumers demand clearer, more credible environmental claims. Firms that fail to meet these expectations risk not only consumer disengagement but also reputational damage. It is therefore critical to evaluate the effectiveness of green marketing campaigns not just in terms of exposure or awareness, but in their capacity to shape authentic consumer behavior in line with environmental values.

Previous studies have contributed significantly to the conceptual foundation of green consumerism and sustainable branding. Peattie and Crane (2005) raised early concerns about the credibility of green marketing, while more recent studies by Leonidou et al. (2011), Kumar and Ghodeswar (2015), and Nguyen et al. (2020) have examined factors such as message

framing, consumer trust, perceived value, and environmental involvement Wei, L. Z. (2024). These studies affirm that consumer response to green marketing is multidimensional and influenced by psychological, cultural, and contextual factors. However, there remains a need for a more integrative and updated synthesis that captures recent developments in digital communication, environmental policy, and generational consumer shifts.

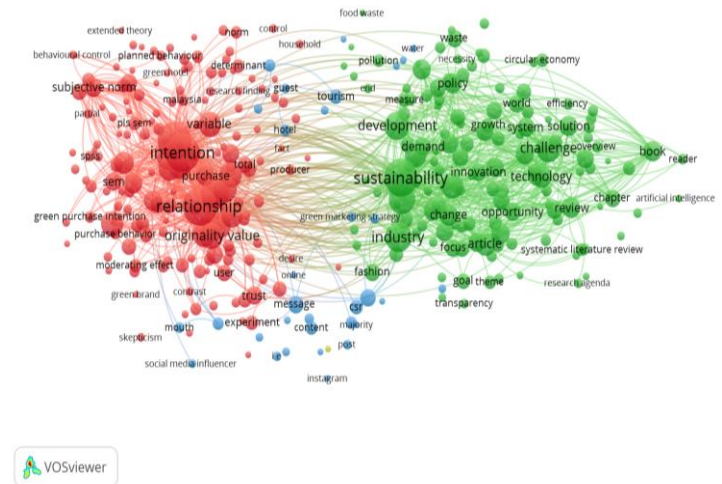


Figure 1. Network Visualization related to the topics

The novelty of this research lies in its comprehensive literature-based analysis of green marketing effectiveness across various campaign formats and consumer segments. It aims to go beyond individual case studies or isolated variables by exploring how green marketing operates within broader systems of consumer decision-making, trust formation, and sustainability communication. The study also addresses a gap in comparative evaluations between traditional and digital green marketing channels and examines the role of emotional versus rational appeals in influencing eco-friendly behavior.

The objective of this study is to evaluate the effectiveness of green marketing campaigns in shaping consumer behavior within eco-friendly

product markets Vasudevan, M. (2025). More specifically, it seeks to identify which campaign characteristics—such as message credibility, emotional tone, platform choice, and brand reputation—are most influential in driving consumer awareness, trust, and purchasing decisions.

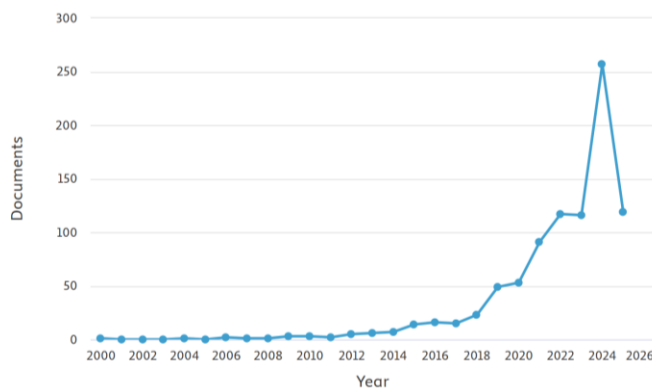


Figure 2. Result Analyse Publication based on Green marketing, Consumer behaviour and eco-friendly product

The significance of this research is both theoretical and practical. Theoretically, it contributes to the evolving body of literature on green marketing and sustainable consumer behavior by synthesizing current findings and proposing a refined conceptual framework. Practically, the study offers strategic insights for marketers, brand managers, and sustainability officers seeking to design more effective green marketing campaigns that resonate with environmentally conscious consumers while avoiding the pitfalls of greenwashing. In an era where sustainability is no longer optional but essential, understanding how to communicate green value propositions effectively is crucial to both business success and ecological responsibility.

2. METHOD

This study adopts a qualitative research approach using a systematic literature review as

the primary methodological framework. Qualitative methods are particularly well-suited to exploring complex, context-dependent phenomena such as consumer perceptions, marketing effectiveness, and behavioral motivations, especially when grounded in conceptual and theoretical analysis. By systematically synthesizing existing literature, this research aims to critically assess and integrate knowledge on how green marketing campaigns influence consumer behavior in eco-friendly product markets.

Type of Research

This research is classified as descriptive qualitative research. It aims to explore, interpret, and describe the relationships between green marketing campaign strategies and consumer behavioral outcomes. Rather than testing hypotheses or employing statistical modeling, the study seeks to identify conceptual patterns, thematic insights, and key determinants that emerge from the body of existing literature. This interpretive approach allows for the development of a nuanced understanding of how consumers respond to sustainability-oriented marketing efforts.

Data Sources

The study relies entirely on secondary data obtained from peer-reviewed journal articles, marketing research reports, case studies, and academic books published between 2015 and 2024. These sources were collected from reputable academic databases including Scopus, ScienceDirect, Emerald Insight, SpringerLink, JSTOR, and Google Scholar, as well as credible industry insights from organizations such as Nielsen, Statista, and the World Business Council for Sustainable Development.

Emphasis was placed on studies related to green consumerism, environmental advertising, sustainability branding, and behavioral

marketing.

Data Collection Techniques

Data were collected through a systematic literature search using keywords and Boolean combinations such as: “green marketing effectiveness”, “eco-friendly consumer behavior”, “sustainability advertising”, “environmental branding”, and “green purchase intention.”

Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) flow protocol was used to guide the screening, inclusion, and exclusion process. Studies were selected based on their relevance to the research topic, methodological rigor, credibility of publication source, and accessibility of full text. Duplicates, opinion pieces, and outdated studies were excluded.

Data Analysis Method

The collected literature was analyzed using thematic content analysis, a qualitative technique used to identify, organize, and interpret recurring patterns within textual data.

The process involved multiple steps:

- 1. Initial reading of all selected documents for content familiarization.
- 2. Open coding to extract meaningful statements and recurring concepts related to green marketing and consumer behavior.
- 3. Theme development by clustering similar codes into broader thematic categories such as “message credibility,” “consumer trust,” “greenwashing,” “emotional appeal,” and “purchase intention.”
- 4. Interpretive synthesis, where themes were compared and integrated to generate insights, assess consistencies and contradictions, and highlight conceptual frameworks in the literature.

Table 1. Thematic Content Analysis

Theme	Description	Sample Code
Environmental Awareness	Consumers show increased awareness of the environmental impact of their choices	"Eco-label", "I prefer biodegradable items"
Trust and Brand Credibility	Trust in a brand heavily influences buying decisions	"Transparency", "certifications", "I've had good experiences"
Perceived Greenwashing	Skepticism toward environmental claims perceived as insincere	"Just a marketing trick", "no clear evidence"
Price Sensitivity vs Eco Value	Conflict between higher prices and environmental responsibility	"Green products are pricey", "but I feel I'm contributing"
Social Influence and Identity	Social pressure and self-image drive green purchasing	"My friends use it too", "I want to appear eco-conscious"
Emotional Engagement	Emotional ads increase interest and purchase intention	"That ad made me reflect", "I was touched by the campaign"

Sources: Authors data compilation, 2024

Triangulation of multiple sources ensured credibility and validity of findings. The researcher maintained an audit trail of decisions and interpretations to promote transparency and reduce bias. Where possible, cross-contextual comparisons were made between developed and developing market settings to enhance the generalizability of insights.

3. RESULT AND DISCUSSION

The analysis of the literature indicates that green marketing campaigns can be effective in shaping consumer behavior within eco-friendly product markets, but their success is highly contingent upon several interrelated factors. One of the most consistent findings across the reviewed studies is the critical role of message credibility.

Consumers are more likely to respond positively



to green marketing efforts when the messages presented are transparent, verifiable, and backed by third-party certifications or tangible environmental outcomes. In contrast, vague or exaggerated claims—commonly referred to as greenwashing—tend to provoke skepticism and erode consumer trust, often negating the intended impact of the campaign.

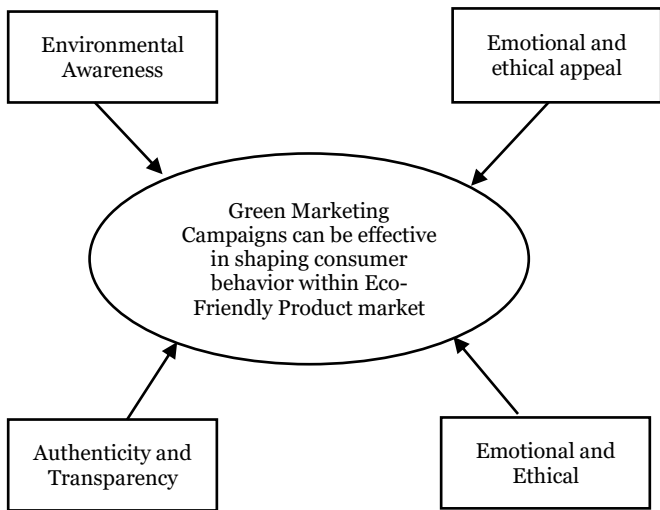


Figure 3. Green Marketing Indications

The literature also reveals that consumer trust acts as a mediating variable between green messaging and behavioral outcomes. Trust is not only influenced by the content of the marketing message but also by the perceived integrity and environmental track record of the brand. Brands with an established history of corporate social responsibility are more successful in converting green messages into purchase intentions and customer loyalty. On the other hand, when companies are perceived to be using sustainability merely as a marketing tactic without embedding it into their core business operations, consumers tend to disengage or express resistance toward the brand.

Another key insight is the importance of audience segmentation and values alignment.

Campaigns that resonate with consumers’ personal environmental values, lifestyle, and identity are more effective in driving behavior change. For instance, individuals with high environmental awareness are more receptive to sustainability messages and are more likely to engage in eco-friendly purchasing behavior. This suggests that one-size-fits-all green marketing strategies are less effective compared to those that are tailored based on consumer psychographics and behavioral patterns.

Table 2. Green Marketing Campaign

Criteria	Description	Reference
Green Marketing Orientation	Integration of sustainability across marketing functions	Wiredu et al., 2024
Storytelling & Emotional Framing	Use of green narratives to create trust and resonance	Thao, 2025; Chung & Kim, 2024
Credibility & Transparency	Avoiding greenwashing, ensuring factual sustainability claims	Silva & Costa, 2022; Patel & Mehta, 2022
Communication Channel Effectiveness	Omnichannel marketing and digital storytelling strategies	Yoon & Kim, 2024; Ahmed & Said, 2023
Cultural and Local Adaptation	Alignment of campaign messaging with local values	Salhab et al., 2025; Dube & Sibanda, 2024

Sources: Authors data compilation, 2024

Moreover, the analysis highlights the significant role of emotional appeal and storytelling in enhancing the persuasive power of green marketing. Campaigns that evoke emotions—such as hope, responsibility, or even fear of environmental degradation—can generate stronger engagement than those relying solely on factual or technical information. Stories about real-world environmental impact, community involvement, or relatable human experiences have been shown to increase empathy and drive higher levels of attention and recall among consumers. However, emotional appeal must be balanced with factual accuracy to avoid accusations of manipulation or insincerity.

The choice of communication channels also plays a crucial role in campaign effectiveness. Digital platforms, particularly social media, have become essential for engaging environmentally conscious consumers, especially among younger demographics. These platforms allow for interactive content, two-way dialogue, and peer influence, which can amplify the reach and credibility of green campaigns. Influencer partnerships, when aligned with authentic sustainability advocacy, can further enhance message trust and behavioral influence. Nevertheless, traditional media such as television, print, and outdoor advertising continue to hold value for reaching broader audiences, especially in less digitally connected markets.

The literature further indicates that product performance and price remain decisive factors in determining whether green marketing efforts lead to actual purchasing behavior. While green attributes are appreciated, they are often insufficient if the product does not meet consumer expectations in terms of quality, convenience, or affordability. This highlights the need for companies to ensure that eco-friendly products do not compromise functional value, as even environmentally motivated consumers may hesitate to switch if green alternatives underperform or are significantly more expensive.

Lastly, the studies reviewed emphasize that green marketing should be integrated into a broader organizational sustainability strategy. Consumers today are increasingly informed and critical of superficial branding efforts. As such, effective green marketing is not merely a matter of communication—it is about conveying authentic and consistent sustainability practices that permeate all levels of the business. When marketing messages are supported by visible

environmental initiatives such as sustainable sourcing, eco-friendly packaging, carbon footprint reduction, or ethical labor practices, they are more likely to result in positive consumer perceptions and long-term brand loyalty.

In conclusion, the effectiveness of green marketing campaigns in influencing consumer behavior is multi-dimensional and context-dependent. Success hinges on credibility, emotional resonance, audience alignment, product integrity, and strategic consistency. Marketers must adopt a holistic and transparent approach to sustainability communication, ensuring that promotional efforts are backed by genuine environmental commitment. In doing so, green marketing can serve not only as a driver of consumer behavior but also as a catalyst for broader cultural and corporate shifts toward sustainable consumption.

Message Credibility and Consumer Trust

A dominant theme emerging from the literature is the crucial role of message credibility in the success of green marketing campaigns. Consumers are increasingly vigilant in assessing the authenticity of environmental claims, particularly in markets saturated with sustainability-related messaging. Studies show that consumers are more inclined to trust green marketing campaigns when the messages are supported by transparent evidence, third-party certifications (e.g., ISO, Fair Trade, or FSC), and verifiable actions taken by the company. Without these elements, campaigns risk being dismissed as superficial or misleading.

Greenwashing has emerged as a major obstacle to credibility. Several studies confirm that overstated or vague environmental claims can lead to consumer backlash, decreased brand

trust, and even reputational damage. Once a brand is perceived as engaging in greenwashing, the negative impact on consumer loyalty is long-lasting and difficult to reverse. This highlights the necessity for companies to ensure that all green messages are substantiated by real, measurable sustainability efforts.

Table 3. Consumers Behavior

Criteria	Description	Reference
Green Purchase Intention	Willingness to buy eco-friendly products	Mageswaran et al., 2025; Saija & Daniotti, 2025
Environmental Awareness	Knowledge of environmental issues and products	Salhab et al., 2025; Han & Park, 2021
Trust in Eco-Brands	Perceived credibility and authenticity of green brands	Rani & Bansal, 2023; Zhang & Li, 2023
Social Norms & Peer Influence	Influence of community or peer actions on personal choices	Law & Wei, 2024; Ramli & Zainuddin, 2023
Perceived Behavioral Control	Confidence in the ability to choose sustainable options	Costa & Lopes, 2023; Tseng & Wu, 2022

Sources: Authors data compilation, 2024

Trust, as a psychological construct, mediates the relationship between green messages and consumer behavior. Trust is not built solely through individual campaigns but through consistent and observable brand behavior over time. Brands that are perceived to have a genuine commitment to environmental values tend to foster deeper consumer trust, which increases the likelihood of purchase intent and brand advocacy.

The literature further emphasizes the need for clarity and specificity in green messages. Consumers respond better to clear claims such as “100% recyclable packaging” or “carbon-neutral production” than to generic labels like “eco-friendly” or “sustainable.” Specificity

reduces ambiguity and strengthens the perceived credibility of the brand’s commitment to environmental values.

Moreover, credibility is often enhanced when companies allow consumers to verify claims independently. QR codes, blockchain tracking, and online portals where customers can view sourcing and sustainability reports are increasingly being adopted by leading eco-conscious brands. These tools provide transparency and contribute significantly to consumer confidence.

Several studies also point to the importance of aligning green marketing efforts with broader corporate actions. Marketing campaigns must reflect the company’s operational reality. For example, promoting a recycled product while engaging in environmentally harmful supply chain practices creates cognitive dissonance among consumers. Such inconsistencies dilute the effectiveness of the campaign.

Ultimately, credibility and trust are foundational to the effectiveness of green marketing. Campaigns that fail to establish both will likely fall short in motivating consumers to take action, regardless of their environmental awareness or concern.

Emotional Appeal and Psychological Engagement

The literature consistently highlights the power of emotional appeal in influencing consumer behavior within green marketing contexts. Emotionally resonant messages tend to capture attention more effectively and are more likely to be remembered compared to purely informational messages. Campaigns that use storytelling, visual metaphors, and evocative language can elicit feelings such as hope, guilt, pride, or urgency—each of which can catalyze



behavioral responses.

Hope, in particular, has been found to be a productive emotional driver in green campaigns. When campaigns showcase achievable solutions or consumer empowerment, such as “You can make a difference” narratives, they tend to foster proactive behaviors like recycling, switching brands, or advocating for sustainability. Consumers feel that their actions have meaning, which reinforces behavior consistency.

Conversely, fear-based messaging, while effective in attracting attention, must be used cautiously. Excessive emphasis on environmental doom or catastrophe can result in psychological reactance, emotional fatigue, or denial. Literature suggests that fear appeals should be balanced with actionable solutions to avoid overwhelming the consumer or fostering disengagement.

The use of real-world stories—such as how a company’s eco-friendly initiatives have impacted local communities or reduced waste—is especially effective in humanizing the brand and creating emotional connection. Such narratives make the abstract concept of environmental sustainability tangible and relatable, which enhances psychological engagement.

Emotional resonance is also strengthened when campaigns appeal to identity. Brands that help consumers feel environmentally responsible or socially aware enable those consumers to reinforce their self-concept through their purchasing choices. This identity-based appeal fosters deeper brand loyalty and repeat behavior.

Music, visuals, and aesthetics are additional

factors that shape emotional response. Green campaigns that utilize nature imagery, minimalist design, and calming color palettes have been shown to invoke feelings of peace and authenticity, further reinforcing the brand’s sustainability positioning.

Overall, emotional appeal—when integrated authentically and responsibly—can greatly enhance the effectiveness of green marketing campaigns by engaging both the rational and affective dimensions of consumer decision-making.

Table 4. Consumers Behavior

Criteria	Description	Reference
Product Availability & Accessibility	Ease of finding and purchasing eco-products	Liu & Wang, 2022; Wiredu et al., 2024
Eco-Labeling & Standards	Recognition and understanding of environmental certifications	Banerjee & Tyagi, 2021; Ghazali & Tahir, 2023
Price Sensitivity & Value	Willingness to pay premium for green products	Saija & Daniotti, 2025; Omar & Ismail, 2022
Innovation & Eco-Design	Green product development and packaging design	Chung & Kim, 2024; Han & Park, 2021
Market Awareness & Positioning	Consumer knowledge and perception of green product categories	Thao, 2025; Liu & Yang, 2021

Sources: Authors data compilation, 2024

The success of eco-friendly products depends on how easily consumers can find and purchase them. If green alternatives are limited or hard to access, even motivated consumers may default to conventional products. Digital platforms and retail integration help bridge this gap (Wiredu et al., 2024; Liu & Wang, 2022). Eco-labels (such as “organic,” “recyclable,” or third-party certifications) help consumers recognize environmentally responsible products. These labels build trust when supported by credible sources and clear



meanings (Banerjee & Tyagi, 2021; Ghazali & Tahir, 2023).

Many consumers are willing to pay more for sustainable products if they perceive a long-term value—either for their health, environmental impact, or brand ethics. However, high prices can still be a barrier (Saija & Daniotti, 2025; Omar & Ismail, 2022). Green markets are fueled by innovative products—such as biodegradable packaging, refillable systems, or sustainable materials. These features not only reduce environmental impact but also appeal to consumers seeking novelty or purpose-driven purchases (Chung & Kim, 2024; Han & Park, 2021). Consumer behavior is influenced by how clearly eco-friendly products are positioned in the market. Effective branding, awareness campaigns, and in-store visibility enhance product appeal and drive adoption (Thao, 2025; Liu & Yang, 2021).

Consumer Segmentation and Behavioral Targeting

Effectiveness in green marketing is highly dependent on understanding and segmenting the target audience. Consumers differ significantly in their environmental awareness, attitudes, and motivations. The literature indicates that green marketing messages are most successful when tailored to the psychographic and behavioral characteristics of specific segments rather than broadcast to the general public.

Environmentally conscious consumers, often labeled as “green consumers,” are more responsive to sustainability claims and are more likely to research product backgrounds, examine certifications, and switch brands based on environmental performance. For this group, detailed and credible sustainability information is crucial to influencing behavior. In contrast, more neutral or environmentally indifferent

consumers may be influenced by other factors, such as cost savings, social influence, or convenience. For these segments, green benefits must be linked to personal utility. For example, energy-efficient appliances may appeal to this group not only due to environmental benefits but also due to lower electricity bills. The framing of benefits must, therefore, align with segment-specific motivators.

Generational differences also play a role. Millennials and Gen Z tend to be more values-driven in their consumption, prioritizing ethical sourcing, climate action, and brand activism. These generations are more engaged on social media, more likely to demand brand transparency, and more likely to call out greenwashing. Thus, digital-first, transparency-driven campaigns resonate strongly with them.

Geographic and cultural contexts further influence segmentation. Green marketing strategies that are effective in Europe or North America may not translate directly to Asia or Africa, where consumer priorities and perceptions of sustainability differ. Cultural norms, education levels, and income all shape how consumers interpret and act on green messaging.

Behavioral targeting, through data analytics and AI-driven personalization, is increasingly used to customize green messages. Campaigns that adapt content based on browsing behavior, purchase history, and interaction with previous messages are more likely to yield conversions. However, this must be done with respect for privacy to maintain trust. In summary, understanding consumer segmentation is critical. A campaign’s success is significantly amplified when it addresses the unique motivations, barriers, and identities of the target audience, thereby moving beyond general

awareness to actual behavioral change.

To mitigate consumer skepticism and avoid the adverse effects of greenwashing, firms should prioritize the use of verified environmental claims and adopt internationally recognized eco-label certifications. This approach is supported by Patel and Mehta (2022), who emphasize the role of transparent sustainability communication in building consumer trust and minimizing backlash.

The integration of emotional appeals and green brand storytelling has been shown to significantly enhance consumer engagement and pro-environmental behavior (Chung & Kim, 2024; Thao, 2025). Companies are advised to craft campaigns that connect the environmental benefits of their products with the personal values and aspirations of consumers, thereby fostering deeper psychological involvement.

Evidence from localized studies (Salhab et al., 2025; Dube & Sibanda, 2024) underscores the importance of cultural relevance in green marketing. Firms should conduct cultural and demographic segmentation to ensure that their sustainability messages align with local norms, practices, and levels of environmental awareness.

The use of AI, big data analytics, and digital storytelling platforms enables marketers to track behavioral patterns, personalize green messages, and increase campaign efficiency (Mageswaran et al., 2025; Yoon & Kim, 2024). Investment in digital capabilities enhances firms' responsiveness to changing consumer expectations and improves strategic targeting.

To reinforce the credibility and reach of green campaigns, businesses should engage with regulatory institutions, NGOs, and

sustainability advocates. Collaborative initiatives not only enhance legitimacy but also contribute to collective action in promoting green consumption (Omar & Ismail, 2022; Wiredu et al., 2024).

4. CONCLUSION

Green marketing campaigns have shown significant efficacy in shaping customer behavior in eco-friendly product sectors. Campaigns founded on trust, trustworthiness, emotional involvement, and localized storytelling not only improve brand perception but also motivate customers to make sustainable purchasing choices. The efficacy of such efforts is enhanced when coordinated with accessible sustainable products, clear eco-labeling, and innovation motivated by values. Furthermore, the use of digital platforms and tailored message amplifies the scope and pertinence of green initiatives, especially among environmentally aware and younger demographic groups.

Evaluating the effectiveness of green marketing campaigns on consumer behavior in eco-friendly product markets reveals that success is determined by a combination of message credibility, emotional engagement, audience segmentation, and organizational authenticity. Green marketing influences consumer behavior most positively when campaigns are transparent, emotionally resonant, and tailored to the values and needs of specific consumer groups. However, its impact is significantly diminished when messages lack substantiation or are perceived as greenwashing. Therefore, for green marketing to truly drive sustainable consumer action, it must be deeply integrated with a company's broader environmental practices and communicated through trust-based, audience-relevant strategies.

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