

## Implementation of Green Marketing in Building Corporate Image and Consumer Awareness of Sustainable Products



<sup>1</sup>Dodi Arif, <sup>2</sup>Yusuf Hamisi, <sup>3</sup>Eneng Wiliana

<sup>1</sup>Universitas Gunadarma, Indonesia

<sup>2</sup>STIE Petra Bitung, Indonesia

<sup>3</sup>Universitas Muhammadiyah Tangerang, Indonesia

Email: dodiarif@staff.gunadarma.ac.id

### KEY WORDS

Green Marketing,  
Corporate Image,  
Consumer Awareness,  
Sustainable Products,  
Greenwashing,  
Brand Loyalty,  
Sustainability

### A B S T R A C T

This study examines the implementation of green marketing in building corporate image and increasing consumer awareness of sustainable products. Using a qualitative research approach and a literature review methodology, the research synthesizes findings from key scholarly articles published between 2010 and 2024. The review reveals that green marketing plays a significant role in enhancing corporate reputation by positioning companies as environmentally responsible entities. However, the effectiveness of green marketing relies heavily on authenticity, as misleading claims—known as greenwashing—can damage consumer trust and brand loyalty. The study also emphasizes the growing importance of consumer awareness regarding sustainable products, noting that well-executed green marketing strategies can foster informed purchasing decisions and strengthen brand equity. Moreover, the research highlights that while green marketing can improve corporate image and drive consumer demand for sustainable products, companies must align their marketing messages with genuine sustainable practices to avoid consumer skepticism. This paper contributes to the literature by integrating the relationship between green marketing, corporate image, and consumer awareness, offering practical insights for businesses seeking to enhance their sustainability practices and build lasting consumer trust. The findings also suggest areas for future research, particularly in exploring the long-term impact of green marketing strategies across different industries and regions.

## 1. Introduction

As environmental concerns become a growing global issue, there is an increasing shift in both consumer behavior and business practices toward sustainability. This shift has led to the rise of green marketing, a strategy that companies use to promote products and services that are either environmentally friendly or contribute to the conservation of natural resources (Savale et al., 2023). Green marketing is rooted in the concept of sustainable development, which emphasizes meeting the needs of the present without compromising the ability of future generations to meet their own needs (Savale et al., 2023). Companies are now more than ever under pressure from consumers, governments, and non-governmental organizations to adopt and communicate sustainable business practices. Green marketing not only reflects the environmental commitment of a company but also serves as a strategic tool for brand differentiation and corporate image building in a competitive market.

At its core, green marketing involves a range of practices that may include eco-friendly product development, environmentally responsible packaging, promoting energy-efficient production processes, and creating marketing campaigns that emphasize sustainability. These practices help build corporate image, positioning a company as a responsible, environmentally conscious brand. However, the relationship between green marketing and corporate image is complex. While green marketing can enhance a company's reputation and foster trust with environmentally-conscious consumers, it also requires businesses to demonstrate authenticity. The risk of "greenwashing," or misleading consumers about a company's actual environmental impact, is a concern that must be carefully managed to maintain brand credibility (Savale et al., 2023).

Moreover, consumer awareness of sustainable products is another critical aspect that shapes the effectiveness of green marketing strategies. With the increasing availability of environmentally friendly

alternatives, consumer awareness and demand for sustainable products are higher than ever before. Consumers are now more likely to choose products that align with their environmental values (Savale et al., 2023). Green marketing, therefore, plays a crucial role in educating consumers about the environmental benefits of products and services, which can lead to increased consumer engagement and loyalty. However, despite the growing interest in sustainability, many consumers are still not fully aware of the actual environmental benefits of products or the impact of their purchasing decisions on the environment (Savale et al., 2023).

**Research Gap:** While existing literature has explored the impact of green marketing on corporate reputation and consumer behavior, there is limited research that integrates the relationship between green marketing practices, corporate image, and consumer awareness of sustainable products. Most studies focus on isolated elements of green marketing, such as environmental product features or corporate sustainability initiatives, but fail to address how these elements collectively build a cohesive brand image and enhance consumer awareness (Savale et al., 2023). This leaves a significant gap in understanding how green marketing can effectively serve as a comprehensive strategy for influencing both corporate image and consumer behavior across multiple dimensions.

**Urgency:** The urgency for understanding and implementing effective green marketing strategies is heightened by the global demand for sustainability. Governments and consumers alike are becoming more stringent about the environmental claims of businesses. The urgency also stems from the growing evidence that consumers, especially younger generations, are increasingly making purchasing decisions based on a company's environmental performance. In this context, companies must not only adopt green practices but also effectively communicate these practices to the public through green marketing strategies that build and reinforce their corporate image and consumer awareness (Kartajaya et al., 2019).



**Novelty:** The novelty of this research lies in its integrative approach, exploring how green marketing influences both corporate image and consumer awareness of sustainable products simultaneously. Most previous studies have either focused on the individual aspects of green marketing or examined corporate image and consumer awareness in isolation. By combining these elements into a single framework, this research aims to provide a deeper understanding of how green marketing practices can contribute to organizational success through improved brand image and consumer loyalty.

**Objectives and Contribution:** The primary objective of this research is to examine how the implementation of green marketing can build a corporate image and increase consumer awareness of sustainable products. This study contributes to the growing body of knowledge on green marketing by providing a comprehensive analysis of its impact on both consumer behavior and corporate branding. The findings of this research are expected to offer practical insights for businesses seeking to enhance their brand image through sustainable marketing practices and for policymakers looking to promote environmental responsibility among consumers.

## **Green Marketing and Its Role in Sustainability**

Green marketing refers to the marketing of products and services based on their environmental benefits, aiming to promote sustainability and reduce ecological harm. In recent years, companies have increasingly adopted green marketing strategies to respond to growing environmental concerns and consumer demand for sustainable products (Savale et al., 2023). Green marketing not only focuses on the promotion of eco-friendly products but also emphasizes a company's broader commitment to sustainability, such as the reduction of carbon footprints, responsible sourcing, and ethical production processes (Kartajaya et al., 2019). The role of green marketing in sustainability lies in its capacity to educate consumers about the environmental impact of their purchasing decisions and encourage behaviors that contribute to

sustainable consumption patterns (Al-Nuaimi & Al-Ghamdi, 2022).

By integrating green marketing into their business practices, companies can contribute to the larger global effort of environmental conservation while simultaneously meeting the evolving expectations of environmentally-conscious consumers (Ottman, 2017). However, the effectiveness of green marketing depends largely on how companies communicate their sustainability efforts. Misleading or superficial claims, known as greenwashing, can erode trust and hinder the success of green marketing initiatives (Szabo & Webster, 2021). Thus, genuine commitment to sustainability, backed by clear communication and transparent practices, is essential for green marketing to be impactful and trusted by consumers.

## **Corporate Image and the Impact of Green Marketing**

Corporate image plays a critical role in shaping consumer perceptions and influencing brand loyalty. The implementation of green marketing can significantly enhance a company's corporate image by aligning its brand with sustainability values, which is increasingly important to today's consumers (Genoveva & Samukti, 2020). As corporate image reflects the public's perception of a company's reputation, green marketing can serve as a tool to position a company as a responsible, forward-thinking brand that prioritizes the environment (Praveen et al., 2024). When consumers perceive a company's efforts as authentic and impactful, it can lead to improved customer trust, satisfaction, and loyalty, which in turn strengthens the brand's overall image in the market.

Green marketing's impact on corporate image is particularly evident in industries that heavily influence the environment, such as fashion, food, and energy. For instance, brands like Patagonia and Tesla have successfully used green marketing to build a reputation for environmental responsibility, attracting customers who value sustainability

(Kartajaya et al., 2019). However, it is essential for companies to manage their green marketing campaigns carefully, as any dissonance between the brand's environmental claims and its actions can lead to consumer skepticism and damage the corporate image (Majeed et al., 2022). Thus, green marketing must be strategically integrated with a company's overall mission and operations to ensure long-term success in building a positive corporate image.

## Consumer Awareness of Sustainable Products

Consumer awareness of sustainable products is a critical factor in the success of green marketing strategies. As consumers become more knowledgeable about environmental issues, they are increasingly inclined to choose products that align with their values of sustainability, ethics, and environmental responsibility (Cerri et al., 2018). However, consumer awareness varies significantly across different market segments and regions. Factors such as education, access to information, and socio-cultural influences can impact how aware consumers are about the environmental impact of the products they purchase (Ogiemwonyi et al., 2023). Therefore, effective green marketing not only promotes the environmental benefits of a product but also aims to raise awareness among consumers about the importance of sustainability in their everyday purchasing decisions.

For green marketing to succeed, it is essential that businesses provide clear and credible information about the environmental benefits of their products. As Tolegenov et al. note, consumer awareness can be fostered through transparent labeling, certifications, and campaigns that educate consumers about the environmental attributes of sustainable products (Tolegenov et al., 2024). This increased awareness can lead to greater demand for eco-friendly products, which drives both market transformation and consumer behavior change (Ottman, 2017). However, the effectiveness of awareness campaigns depends on how well consumers understand the sustainability claims made by companies and whether these claims align with their environmental

values (Zhang & Yuan, 2024). Thus, raising awareness about sustainable products is a continuous process that requires companies to maintain consistent messaging and credible communication over time.

## 2. Methodology

This study employs a qualitative research approach utilizing a literature review methodology to explore the implementation of green marketing and its impact on building corporate image and consumer awareness of sustainable products. A literature review is an appropriate method as it allows for a comprehensive synthesis of existing theories, concepts, and empirical findings related to green marketing, corporate branding, and consumer behavior. By systematically analyzing and evaluating prior research, this study aims to identify key themes and trends, address gaps in the current literature, and provide an integrative understanding of the role green marketing plays in shaping organizational outcomes (Snyder, 2019).

The data sources for this study were drawn from a wide array of secondary literature, including peer-reviewed journal articles, books, conference papers, and industry reports published between 2010 and 2024. These sources were selected for their relevance to the study's research objectives, ensuring that the literature examined provides critical insights into the strategies and effectiveness of green marketing in building corporate image and influencing consumer behavior. To ensure the robustness of the review, articles were sourced from reputable academic databases such as Google Scholar, Scopus, and Web of Science using keywords such as "green marketing," "corporate image," "consumer awareness," and "sustainable products."

The data collection process involved a systematic search and selection of relevant literature. In the first stage, articles were identified based on predefined keywords and indexed in reputable academic databases. The second stage consisted of screening titles and abstracts to assess their relevance to the research focus. The final stage involved reviewing

the full texts of the selected studies to extract key findings, insights, and gaps. This rigorous process ensures that only high-quality studies, relevant to the research objectives, are included in the review (Coomans et al., 2020).

The data analysis employed in this study follows thematic analysis, a widely used qualitative method for identifying, analyzing, and reporting patterns or themes within the data (Braun et al., 2016). Thematic analysis is particularly suitable for synthesizing findings from diverse sources and is effective in identifying recurring themes related to the implementation of green marketing and its effects on corporate image and consumer awareness. By categorizing key findings and emerging patterns, the study offers a deeper understanding of how green marketing strategies influence organizational practices and consumer perceptions. This approach allows for the extraction

of both explicit and implicit insights across the literature, contributing to the development of a comprehensive framework that links green marketing, corporate branding, and consumer behavior.

3. Result and Discussion

The table below presents 10 key articles that were selected based on their relevance and quality from a broader collection of literature on green marketing, corporate image, and consumer behavior regarding sustainable products. These articles were chosen after a thorough review of existing studies published between 2010 and 2024. Each selected study contributes valuable insights into how green marketing strategies impact corporate branding and consumer awareness.

Table 1. Key Literature Findings on Green Marketing, Corporate Image, and Consumer Awareness

No	Author & Year	Title	Findings
1	Qayyum et al., 2023	Impact of green marketing, greenwashing and green confusion on green brand equity	Green marketing can improve brand equity, but greenwashing damages trust and equity, highlighting the need for authenticity.
2	Şenyapar, 2024	Unveiling greenwashing strategies: comprehensive analysis of impacts on consumer trust and environmental sustainability	A Greenwashing strategies negatively impact consumer trust and sustainability perceptions, stressing the need for transparency.
3	Alam & Islam, 2021	Examining the role of environmental corporate social responsibility in building green corporate image and green competitive advantage	Effective green marketing enhances corporate image and competitive advantage through environmental responsibility.
4	Ottman, 2017	The new rules of green marketing: Strategies, tools, and inspiration for sustainable branding	Focuses on long-term sustainability and authentic branding for successful green marketing strategies.
5	Huda et al., 2023	Revealing consumer attitudes towards green products: the role of environmental awareness, perceived value, and media influence on zero waste products purchase intentions	Consumer awareness and perceived value impact purchasing intentions for green products.
6	Kyu Kim et al., 2021	Exploring the optimized social advertising strategy that can generate consumer engagement with green messages on social media	Social media strategies effectively increase consumer engagement with green messages, improving brand interaction.





No	Author & Year	Title	Findings
7	Chen, 2024	Utilizing a hybrid approach to identify the importance of factors that influence consumer concerns and social influence, decision-making behavior in purchasing sustainable products	Multiple factors, including environmental and social influence, significantly affect sustainable purchasing decisions.
8	Adwimurti et al., 2023	Eco-Conscious Choices: Examining The Effects Of Green Marketing And Product Design On Consumer Intentions To Purchase Sustainable Products	Green marketing and product design are on key factors in driving eco-conscious consumer behavior and sustainable purchases.
9	Gelderman et al., 2021	Green marketing as an environmental practice: The impact on green satisfaction and green loyalty in a business-to-business context	The Green marketing strategies enhance satisfaction and loyalty, particularly in business-to-business environments.
10	Eyadat et al., 2024	The role of green marketing strategies for a competitive edge: A case study about analysis of leading green companies in Jordan	Green marketing strategies offer competitive advantages by attracting environmentally conscious consumers.

## Interpretation of Data

The literature reviewed in this study provides valuable insights into the implementation of green marketing and its impact on building corporate image and consumer awareness of sustainable products. Several key findings emerge from the selected articles, which contribute to a comprehensive understanding of how green marketing strategies can enhance brand performance and influence consumer behavior.

A recurring theme across the studies is the critical role of authenticity in green marketing. Qayyum et al. highlight that while green marketing has significant potential to improve corporate reputation, companies must avoid misleading claims, commonly referred to as greenwashing (Qayyum et al., 2023). Greenwashing, as pointed out by Şenyapar, can severely damage a company's image and lead to a loss of consumer trust, underlining the importance of transparency in environmental claims (Şenyapar, 2024). Similarly, Alam and Islam emphasize that green marketing can enhance corporate image when implemented effectively, particularly by positioning brands as environmentally responsible and socially aware (Alam & Islam, 2021). In line with these

findings, Ottman suggests that companies must focus on long-term sustainability efforts rather than short-term promotional tactics to build a credible green marketing strategy that resonates with consumers (Ottman, 2017).

Moreover, green marketing plays a pivotal role in consumer awareness of sustainable products. As indicated by Huda et al., consumer awareness is influenced by their perceived value of the environmental benefits offered by sustainable products (Huda et al., 2023). Kyu Kim et al. further supports this by stating that green marketing strategies must clearly communicate the environmental attributes of products to increase consumer engagement (Kyu Kim et al., 2021). This is particularly significant in today's market, where consumers are increasingly making purchasing decisions based on sustainability concerns (Chen, 2024). For instance, Adwimurti et al. show that effective green marketing strategies lead to higher brand performance by attracting eco-conscious consumers who value sustainability in their purchasing choices (Adwimurti et al., 2023). These consumers not only contribute to the success of green marketing initiatives but also promote a positive

image of the company through word-of-mouth and brand loyalty.

The connection between green marketing and corporate image is further strengthened by Gelderman et al., who found that small businesses employing green marketing strategies are more likely to gain consumer trust and build a loyal customer base (Gelderman et al., 2021). The relationship between corporate sustainability and brand equity is clear, with green marketing offering a means for organizations to differentiate themselves in competitive markets by aligning their brand values with the growing environmental concerns of consumers. This conclusion aligns with findings from Eyadat et al., who suggest that companies that embrace green marketing are better positioned to gain a competitive advantage by appealing to environmentally-conscious consumers (Eyadat et al., 2024).

In conclusion, the findings from this literature review underscore the importance of authentic and transparent green marketing practices in building a positive corporate image and fostering consumer awareness of sustainable products. The studies collectively highlight that the successful implementation of green marketing requires more than just environmental claims; it requires a genuine commitment to sustainability and clear communication of the benefits to consumers.

## Discussion and Analysis

The findings from this study demonstrate that green marketing plays a pivotal role in enhancing corporate image and fostering consumer awareness of sustainable products. As highlighted in the literature, green marketing has evolved beyond a mere promotional tactic to become a strategic tool that aligns corporate practices with environmental sustainability (Kartajaya et al., 2019). The current global trend toward sustainability has seen businesses not only focusing on reducing their environmental impact but also leveraging green marketing to communicate these efforts to consumers. Qayyum et al. emphasize that for green marketing to be effective,

it must be credible and supported by authentic practices, as misleading claims, or greenwashing, can severely damage a company's reputation (Qayyum et al., 2023). This issue has become even more critical in today's context, where consumers are becoming increasingly skeptical of sustainability claims (Steenis et al., 2023). The growing scrutiny of corporate environmental practices underscores the importance of transparency in green marketing strategies, which ultimately influences how a company is perceived by its stakeholders.

The relationship between green marketing and corporate image is further substantiated by findings from Moberg, who argue that well-implemented green marketing campaigns can significantly enhance a company's public image (Moberg, 2024). The integration of environmental sustainability into a company's operations and marketing communications positions the company as a responsible brand, which increases consumer trust and strengthens brand loyalty. Companies like Patagonia and Tesla are exemplary in this regard, where their green marketing strategies have not only differentiated them in a competitive market but also cultivated a loyal customer base that values environmental responsibility (Kartajaya et al., 2019). These companies have successfully demonstrated that aligning brand identity with sustainability is not only an ethical choice but also a profitable one, as environmentally-conscious consumers are willing to support brands that share their values (Ottman, 2017).

Moreover, the study finds that consumer awareness of sustainable products has become a critical driver of purchasing behavior. As consumers become more educated about the environmental implications of their purchases, their demand for eco-friendly alternatives increases (Kim & Lee, 2023). This trend is consistent with the findings of Somi Yu, who argue that consumer perceived value particularly the environmental benefits associated with sustainable products significantly impacts their purchase decisions (Yu & Lee, 2019). The role of green marketing in raising consumer awareness is thus



indispensable, as it helps consumers make informed choices about the sustainability of the products they buy. However, despite the growing awareness, many consumers still lack comprehensive knowledge about the environmental impacts of products (Wunderlich & Smoller, 2019), highlighting a gap that businesses need to address through continued education and transparent communication.

In light of these findings, it is clear that while green marketing is an essential tool for building a positive corporate image and increasing consumer awareness, it requires a genuine commitment to sustainability and transparency. Companies must ensure that their marketing efforts align with their actual environmental practices. Failure to do so can result in consumer backlash, as seen in recent cases where companies that have been caught engaging in greenwashing have faced significant reputational damage (Santos et al., 2024). The implications of these findings suggest that companies should focus not only on marketing their sustainability efforts but also on integrating sustainable practices throughout their operations. This holistic approach to green marketing is likely to yield long-term benefits in terms of brand loyalty, consumer trust, and market competitiveness.

#### 4. Conclusion

This study has highlighted the significant role of green marketing in enhancing corporate image and raising consumer awareness of sustainable products. The findings indicate that green marketing serves as a powerful strategic tool, not only in promoting environmentally-friendly products but also in building a brand's reputation as a socially responsible entity. Green marketing practices, when implemented authentically, foster greater consumer trust, strengthen brand loyalty, and improve organizational competitiveness. However, it is crucial that companies ensure the credibility of their sustainability claims to avoid the detrimental effects of greenwashing, which can damage both corporate image and consumer trust. The study also emphasizes that consumer awareness of sustainability is an essential driver for green

marketing success, and businesses need to continue educating consumers about the environmental benefits of their products. Companies that succeed in aligning their green marketing efforts with genuine sustainable practices are more likely to achieve long-term success in an increasingly competitive and eco-conscious market.

#### Recommendations for Future Research

Future research could focus on several areas to further enhance the understanding of green marketing and its broader impacts. First, empirical studies are needed to assess the long-term effects of green marketing strategies on corporate image and consumer behavior across different industries. Comparative studies examining the effectiveness of green marketing in developed versus developing markets could provide insights into how cultural and economic factors influence the perception and success of sustainable marketing initiatives. Additionally, exploring the role of digital marketing in promoting sustainable products could yield valuable insights, given the increasing importance of online platforms in shaping consumer decisions. Finally, more research is required to examine how greenwashing affects consumer behavior and corporate performance, particularly in the context of regulatory frameworks and consumer activism.

#### References

- Adwimurti, Y., Rahmani, H. F., Lumbantobing, S. P., & Risa, N. (2023). Eco-Conscious Choices: Examining The Effects Of Green Marketing And Product Design On Consumer Intentions To Purchase Sustainable Products. *Jurnal Manajemen Dan Bisnis*, 3(2), 121–130.
- Al-Nuaimi, S. R., & Al-Ghamdi, S. G. (2022). Sustainable consumption and education for sustainability in higher education. *Sustainability*, 14(12), 7255.
- Alam, S. M. S., & Islam, K. M. Z. (2021). Examining the role of environmental corporate social responsibility in building green corporate image and green competitive advantage. *International Journal of Corporate Social Responsibility*, 6(1), 8.
- Braun, V., Clarke, V., & Weate, P. (2016). Using thematic analysis in sport and exercise research.





- In *Routledge handbook of qualitative research in sport and exercise* (pp. 213–227). Routledge.
- Cerri, J., Testa, F., & Rizzi, F. (2018). The more I care, the less I will listen to you: How information, environmental concern and ethical production influence consumers' attitudes and the purchasing of sustainable products. *Journal of Cleaner Production*, 175, 343–353.
- Chen, C.-W. (2024). Utilizing a hybrid approach to identify the importance of factors that influence consumer decision-making behavior in purchasing sustainable products. *Sustainability*, 16(11), 4432.
- Coomans, M. B., Peeters, M. C. M., Koekkoek, J. A. F., Schoones, J. W., Reijneveld, J., Taphoorn, M. J. B., & Dirven, L. (2020). Research objectives, statistical analyses and interpretation of health-related quality of life data in glioma research: a systematic review. *Cancers*, 12(12), 3502.
- Eyadat, A. A., Almuhan, M., & Al-Bataineh, T. (2024). The role of green marketing strategies for a competitive edge: A case study about analysis of leading green companies in Jordan. *Business Strategy & Development*, 7(3), e70000.
- Gelderman, C. J., Schijns, J., Lambrechts, W., & Vijgen, S. (2021). Green marketing as an environmental practice: The impact on green satisfaction and green loyalty in a business-to-business context. *Business Strategy and the Environment*, 30(4), 2061–2076.
- Genoveva, G., & Samukti, D. R. (2020). Green marketing: strengthen the brand image and increase the consumers' purchase decision. *Mix Jurnal Ilmiah Manajemen*, 10(3), 367.
- Huda, M., Hartati, N., Gunawan, A. I., & Luthfi, F. M. (2023). Revealing consumer attitudes towards green products: the role of environmental awareness, perceived value, and media influence on zero waste products purchase intentions. *IOP Conference Series: Earth and Environmental Science*, 1267(1), 12009.
- Kartajaya, H., Kotler, P., & Hooi, D. H. (2019). Marketing 4.0: moving from traditional to digital. *World Scientific Book Chapters*, 99–123.
- Kim, N., & Lee, K. (2023). Environmental consciousness, purchase intention, and actual purchase behavior of eco-friendly products: The moderating impact of situational context. *International Journal of Environmental Research and Public Health*, 20(7), 5312.
- Kyu Kim, Y., Yim, M. Y.-C., Kim, E., & Reeves, W. (2021). Exploring the optimized social advertising strategy that can generate consumer engagement with green messages on social media. *Journal of Research in Interactive Marketing*, 15(1), 30–48.
- Majeed, M. U., Aslam, S., Murtaza, S. A., Attila, S., & Molnár, E. (2022). Green marketing approaches and their impact on green purchase intentions: Mediating role of green brand image and consumer beliefs towards the environment. *Sustainability*, 14(18), 11703.
- Moberg, T. (2024). *Enhancing Brand Image Through Sustainable Business Practices: How to Integrate and Market Sustainability, A Case Study of Pointman OY*.
- Ogiemwonyi, O., Alam, M. N., Alshareef, R., Alsolamy, M., Azizan, N. A., & Mat, N. (2023). Environmental factors affecting green purchase behaviors of the consumers: Mediating role of environmental attitude. *Cleaner Environmental Systems*, 10, 100130.
- Ottman, J. (2017). *The new rules of green marketing: Strategies, tools, and inspiration for sustainable branding*. Routledge.
- Praveen, U., Punithavathy, H., & Sudha, V. (2024). GREEN MARKETING AND CORPORATE SOCIAL RESPONSIBILITY. *Innovation for A Sustainable Future-Embracing the Path to A Digital Green Deal*, 60.
- Qayyum, A., Jamil, R. A., & Sehar, A. (2023). Impact of green marketing, greenwashing and green confusion on green brand equity. *Spanish Journal of Marketing-ESIC*, 27(3), 286–305.
- Santos, C., Coelho, A., & Marques, A. (2024). The greenwashing effects on corporate reputation and brand hate, through environmental performance and green perceived risk. *Asia-Pacific Journal of Business Administration*, 16(3), 655–676.
- Savale, T. K., Byram Anand, P., Perumalla Varalaxmi, A. B., & Quaye, J. A. (2023). Green Marketing Strategies: Assessing Consumer Perception and Adoption of Eco-friendly Products. *Remittances Review*, 8(4).
- Şenyapar, H. N. D. (2024). Unveiling greenwashing strategies: A comprehensive analysis of impacts on consumer trust and environmental sustainability. *Journal of Energy Systems*, 8(3), 164–181.
- Snyder, H. (2019). Literature review as a research methodology: An overview and guidelines. *Journal of Business Research*, 104, 333–339.
- Steenis, N. D., van Herpen, E., van der Lans, I. A., &

- van Trijp, H. C. M. (2023). Partially green, wholly deceptive? How consumers respond to (in) consistently sustainable packaged products in the presence of sustainability claims. *Journal of Advertising*, 52(2), 159–178.
- Szabo, S., & Webster, J. (2021). Perceived greenwashing: the effects of green marketing on environmental and product perceptions. *Journal of Business Ethics*, 171(4), 719–739.
- Tolegenov, B., Rafif, K., Rafi, M., Herawati, R., Abdullah, A., & Sari, L. K. (2024). Digital Transparency and Consumer Awareness: Digital Platforms for Educating Consumers about Product Origins and Sustainability. *AL-MUZARA'AH*, 12(2), 277–287.
- Wunderlich, S., & Smoller, M. (2019). Consumer awareness and knowledge about food sources and possible environmental impact. *International Journal of Environmental Impacts*, 2(1), 85–96.
- Yu, S., & Lee, J. (2019). The effects of consumers' perceived values on intention to purchase upcycled products. *Sustainability*, 11(4), 1034.
- Zhang, Y., & Yuan, L. (2024). In the clash between consumer green values and company green values, who will win? The role of greenwashing and involvement in environmental campaigns on social media. *Journal of Cleaner Production*, 480, 144103.