



СТАЛИЙ ТА ІНКЛЮЗИВНИЙ РОЗВИТОК, ЕКОНОМІКА ПРИРОДОКОРИСТУВАННЯ І «ЗЕЛЕНИЙ ПЕРЕХІД»

SUSTAINABLE AND INCLUSIVE DEVELOPMENT,
ENVIRONMENTAL ECONOMICS,
AND “GREEN TRANSITION”

<https://doi.org/10.15407/economyukr.2024.10.066>
JEL: M31, Q56, D12

BOURICHE Ahmed, Associate Prof., University Professor
Institute of Economics, Business and Management Sciences, LEPESE Laboratory
University Centre of Maghnia, Tlemcen, Algeria
Al-Zawiya Road, 13300, Maghnia, Algeria
e-mail: a.bouriche@cu-maghnia.dz

ORCID: <https://orcid.org/0000-0002-0349-3598>

HAMLI Abdelkader, PhD, University Professor
Institute of Economics, Business and Management Sciences, LEPESE Laboratory
University Centre of Maghnia, Tlemcen, Algeria
Al-Zawiya Road, 13001, Maghnia, Algeria
e-mail: a.hamli@cu-maghnia.dz

ORCID: <https://orcid.org/0000-0001-9765-362X>

ALI Naeem, PhD, Network Administrator of the Women University Multan, Punjab, Pakistan
Block A, 199, Housing Foundation Near new Katchery, Multan-Punjab, Pakistan
e-mail: naeemali@wum.edu.pk

ORCID: <https://orcid.org/0000-0002-6370-5177>

BENAISSA Benamar, PhD Student, Accountant
Institute of Economics, Business and Management Sciences, LEPESE Laboratory
University Centre of Maghnia, Tlemcen, Algeria
Al-Zawiya Road, 13300, Maghnia, Algeria
e-mail: benaissa.benamar@ucmaghnia.dz

ORCID: <https://orcid.org/0009-0005-2128-3964>

THE EFFECT OF GREEN MARKETING MOTIVATION FACTORS ON CONSUMERS' PURCHASE INTENTION THROUGH THE MEDIATING ROLE OF GREEN BRAND TRUST TO COUNTER GREENWASHING

This study explores how green marketing influences Algerian consumers' buying decisions. It finds that trust in a green brand is crucial, and this trust is built by positive advertising

Ц и т у в а н н я: Bouriche, A., Hamli, A., Ali, N., Benaissa, B. (2024). The effect of green marketing motivation factors on consumers' purchase intention through the mediating role of green brand trust to counter greenwashing. *Economy of Ukraine*. 67. 10 (755). 66-91. <https://doi.org/10.15407/economyukr.2024.10.066>

© Publisher PH «Akademperiodyka» of the NAS of Ukraine, 2024. This is an open access article under the CC BY-NC-ND license (<https://creativecommons.org/licenses/by-nc-nd/4.0/>)

and a strong brand image. Consumers are more likely to trust brands that are transparent and avoid deceptive environmental claims. The research highlights the challenge of greenwashing in developing economies.

Keywords: Green Brand Trust; Green Advertising; Purchase Intention; Greenwashing; Green Brand Image.

There is a growing public concern about the environment, which puts pressure on businesses to enhance their public image by meeting the needs of environmentally sensitive clients (Sun et al., 2020). Although many companies have started to incorporate sustainability into their operations, there are a few that have failed to live up to their claims, which has led to the practice known as "greenwashing" (Bingaman et al., 2022). A company's marketing strategy that makes it seem like it's helping the environment while serving the interests of its customers is known as "greenwashing"¹. The detrimental effects of greenwashing on firms have been proven by (Sun et al., 2020). It not only makes consumers and companies enemies, but it also thwarts customers' efforts to reduce their environmental impact through consumption. It should come as no surprise, then, that companies pour billions of dollars into research into customer trust and loyalty programs. For instance, according to Plant with Purpose (2021), the biggest oil firms in the world, including BP, Chevron, ConocoPhillips, Exxon, and Shell, collectively spent more than \$3.6 billion on reputation management.

Fashion companies like Zara and H&M, water bottle companies like Spring, Evian, and Deer Park, automakers like Volkswagen, and FMCG companies like Nestlé and Coca-Cola are just a few examples of the many global organizations that have been found guilty of greenwashing².

People are starting to notice when companies try to pass themselves off as environmentally conscious, thanks to the growth of sustainable consumption. The fact that a company is honest with its customers is significant to over 90% of buyers, according to the research. Meanwhile, businesses that are contributing to the planet's warming are exposing consumers to tremendous deceit. Companies who try to boost their reputation by capitalizing on environmental trends are finding that their customers view them with suspicion (Wang et al., 2020). Consumers are now more perplexed regarding the veracity of companies' environmental promises, which has reduced their trust and prevented them from making informed purchases (Topal et al., 2020; Thøgersen, 2021). Consequently, consumers' growing mistrust has undermined the credibility of companies' eco-friendly advertising campaigns (Szabo, Webster, 2021). This is why the following research question was set out to be answered:

¹ The sins of greenwashing: Home and family edition 2010. URL: https://www.twosides.info/wp-content/uploads/2018/05/Terrachoice_The_Sins_of_Greenwashing_-_Home_and_Family_Edition_2010.pdf

² Coca-Cola sued for false advertising over sustainability claims. *Earth Island Journal*. 2021. Jun 08. URL: <https://www.earthisland.org/journal/index.php/articles/entry/coca-cola-sued-for-false-advertising-over-sustainability-claims/> (accessed: 20.04.2022).

What is the mediating role that green brand trust plays in enhancing the relationship between green marketing motivating factors and consumers' purchase intention?

The primary objective of this study is to:

- based on previous studies conducted by Bashir et al. (2020), De Jong et al. (2020), Do Paço et al. (2019), Konuk (2018), Lavuri et al. (2022), which examined specific variables related to environmentally conscious consumers' trust and the improvement of green marketing strategies, it has been observed that there is insufficient focus on linking this trust to the development of green marketing strategies and consumers' purchase intentions. Therefore, the current study aims to address this gap by examining the role of green brand trust in enhancing green marketing tactics and its relationship with consumers' purchase intentions;
- green advertisement reception and the formation of a positive brand image are examples of green marketing tactics that can assist consumers in evaluating companies' environmental promises. However, current studies present inconclusive results and are based on speculation (Hwang, Lyu, 2020; Lin, Zhou, 2022). Therefore, this research aims to explore the role of green advertisement reception and the formation of a positive brand image in enhancing green brand trust.

Scientific method: the nature of the research topic requires us to rely on the inductive approach using a social survey through a questionnaire tool to describe and analyze the data according to the research problem.

GREEN MARKETING

Green marketing involves developing and marketing green products, with consumers willing to pay a premium price for products with environmental benefits (Dangelico, Vocalelli, 2017). Green marketing involves greening products and firms, promoting them by making claims about their environmental attributes and understanding public policy processes (Prakash, 2002). However, green marketing involves different approaches than non-green products, with few consumers willing to pay more for green products and a disconnect between green purchasing intention and actual green purchasing behavior (Groening et al., 2018). Green marketing is a responsible approach to the environment that attracts new customers or strengthens the loyalty of existing ones, benefiting socially responsible brands (Nadanyiova et al., 2020). Additionally, green marketing involves informing, raising awareness, educating, and changing consumer behavior towards sustainability and ecopreneurship (Kardos et al., 2019). Several researchers such as Jacquelyn (2011), Polosky (2003), Makower (2008), and Esty (2006) have agreed that green advertising reception, non-deception, transparency, and the image of the green brand are fundamental factors in promoting green marketing. This means that when companies and brands adopt these factors, they contribute to convincing customers of the environmental benefits of green products or services, thereby enhancing the effectiveness of sustainable marketing strategies and promoting environmental awareness among the target audience.

CONSUMERS PURCHASE INTENTION

Purchase intention is the likelihood that a customer is willing to buy a specific product (Giri et al., 2020). It denotes a customer's desire to purchase a particular product or service, defined as the level at which consumers have a positive attitude toward the brand and intend to continue purchasing specific branded products in the future (Pradana, 2021). This reflects brand loyalty and the desire to maintain ongoing business with it. Many researchers such as Yu (2023), Lei et al. (2022), and Qi (2024) argue that purchase intentions are influenced by a variety of internal and external factors among consumers, such as price, brand trust, product quality, and consumer perception. Sun and Wang (2019) also indicate that consumer purchase intentions are positively influenced by attitudes, self-standards, perceived control, product knowledge, and perceived consumer effectiveness (PCE). Additionally, in the field of green marketing, Zhuang et al. (2021) found that perceived green value, attitude, trust, behavioral control, consumer effectiveness, self-standards, social grouping, and perceived risks all significantly impact consumers' purchase intentions towards green products. This suggests that several factors significantly affect consumers' purchase intentions for green products.

GREEN BRAND TRUST

Green brand trust is defined as the level of trust in a green brand among stakeholders, based on sustainable development goals (Pimonenko et al., 2019). It refers to the level of confidence and reliance that consumers have in a brand that demonstrates a strong commitment to environmental sustainability and green practices. Research by Salehzadeh et al. (2021) indicates that green brand trust is related to the reduction of environmental impact and is influenced by factors such as brand image, attitude, and trust. Furthermore, Chen (2010) highlights that green brand trust is positively related to green brand equity, and this relationship is partially mediated by green brand image and satisfaction. Additionally, Wang et al. (2022) found that green trust acts as a moderator for the relationship between green brand positioning and green customer value with green purchase intention. Moreover, in the energy sector, Guo et al. (2017) found that Green Energy Brand Trust (GEBT) is the relationship between the Green Promise (DEBG) and Green Energy Brand Trust (GEBT), influenced by brand legitimacy and brand loyalty. This means that for a green energy brand to build strong consumer trust, its environmental promises must be credible and legitimate, and it must be able to foster sustainable loyalty among its customers.

GREENWASHING

The term greenwashing is defined as when companies mislead stakeholders by promoting various products, including different types, involving both company-level implementation and claims, as well as product-level implementation and claims (Netto, 2020). This can have societal and environmental impacts, as dis-

cussed by Nemes et al. on how greenwashing leads to deception and misleading claims in commercial sectors, affecting trust in climate and environmental solutions. This is achieved through public deception, false claims, and its impact on environmental, climate, and sustainability policies. Greenwashing can also impact public health and ethical marketing practices, as Dahl (2010) argues that misleading advertisements and labels promise false environmental benefits, potentially causing harm to health and violating marketing ethics. This means exposing consumers and the environment to unknown health risks and depriving them of informed consumption decisions. Delmas et al. (2011) indicate that greenwashing affects consumer and investor confidence by misleading them about the actual performance and benefits of environmental products, negatively impacting relationships with consumers and investors and their ability to attract sustainable and reliable investments. Aragón-Correa & Bowen (2014) explain how selectively disclosing positive information without full disclosure of negatives creates an overly positive image of the company, distorting the truth and creating a false reputation.

THEORETICAL FRAMEWORK

The Stimulus-Organism-Response (SOR) theory (Jacoby, 2002) provides the theoretical foundation for this study's proposed conceptual framework, which aims to explain behavioral differences caused by various marketing stimuli and cognitive elements (Sultan et al., 2021). Prior research on environmentally conscious purchasing practices has made use of SOR theory to clarify the chain reaction that begins with customers' subjective experiences and ends with their planned actions Nguyen-Viet, (2022). The SOR hypothesis postulates that this study's reaction is influenced by the organism's cognitive and emotional judgments, which in turn are influenced by a stimulus (Jacoby, 2002). The variables that motivate are Green Brand Image, Transparency, Green Advertising Reception, and Non-Deception. More specifically, the SOR architecture uses the Green Brand Trust variable as an organism item and the Purchase Intention variable as a response item.

Green Advertising Reception and Green Brand Trust. Companies should cut back on greenwashing and give customers all the information they need to make informed purchases if they want to keep their customers from being confused (Chen, Chang, 2013). One or more of the following must be true for an advertisement to be considered environmentally friendly (Yoon, Kim, 2016):

- examining the relationship between a product and its surrounding environment;
- promoting an environmentally friendly lifestyle with or without highlighting the product;
- creating an image of the company as environmentally responsible.

As to the findings of Baily et al. (2016), the reception of green commercials is an indication of how much attention people give to, favor, and react to advertisements that incorporate environmentally friendly messages to promote items or the firm. Therefore, the inclusion of green commercials decreases the

level of confusion in promotions and has a more significant impact on the consumer's purchasing choice (Sun et al., 2020).

Studies have demonstrated the significance of precise and truthful communication in advertising, as it plays a crucial role in establishing confidence and credibility in the brand (Nguyen-Viet, 2022). Consumers develop affect and knowledge when they are exposed to commercials, which in turn shape their views about the brand (Nagar, 2015). Green advertisements convey information regarding the ecological consequences of commercial operations, primarily focusing on aspects such as sourcing of materials, production methods, transportation processes, and post-consumption activities (Leonidou et al., 2011).

The Green Advertising Reception further enhances the correlation between the appeal of environmentally friendly practices and the trust customers have in a company, positively impacting their confidence in the firm's commitment to sustainability (Nguyen-Viet, 2022).

The Relationship between Receiving Green Advertisements, Lack of Deception, and Green Brand Trust. Several sources have pointed to consumers' views of corporations' irresponsible behavior as a cause of greenwashing (Mansoor, Paul, 2022; White et al., 2019). According to Roman (2007), consumers have faith in businesses that they do not engage in deceptive sales tactics that influence their purchasing decisions. They also believe that the organizations they do business with will not use deceptive tactics to make them buy something they do not want (Cheung, To, 2021). The Role of Deception has been uncovered in earlier studies, Kangun et al. (1991) and Schmuck et al. (2018) are two of the few studies that have looked at green marketing research with an eye on non-deception. According to recent studies, customers' impressions of stores' environmental consciousness are significantly impacted by their degree of candor. The articles (Cheung, To, 2021; Szabo, Webster, 2021; Rahman et al., 2015) discovered that customers have more faith in environmentally conscious businesses when they are not led to believe otherwise.

Prior studies have shown that advertisements, in general, might be perceived as untrustworthy owing to worries about disinformation and deceit and that Green Advertising Reception is no exception (Johnston, 2008). Contrary statements mislead buyers into thinking the offered products are better than they are (Chaouachi, Rached, 2012; Schmuck, 2018).

Green Brand Image and Green Brand Trust. Customers are more inclined to buy a company's products if they have a positive impression of the brand, according to a phenomenon called "brand image" (Chen et al, 2020). In a green setting, picture According to Chen (2012) and Martínez (2015), "green branding" refers to how customers perceive a brand concerning its environmental commitments and concerns. Given the growing environmental consciousness of consumers and the stringent international legislation aimed at protecting the environment, organizations must cultivate a green brand image (Delafrooz, Goli, 2015).

According to Khandelwal et al. (2019), consumers' expectations for a more environmentally conscious brand are met, and the difficulties that arise as a

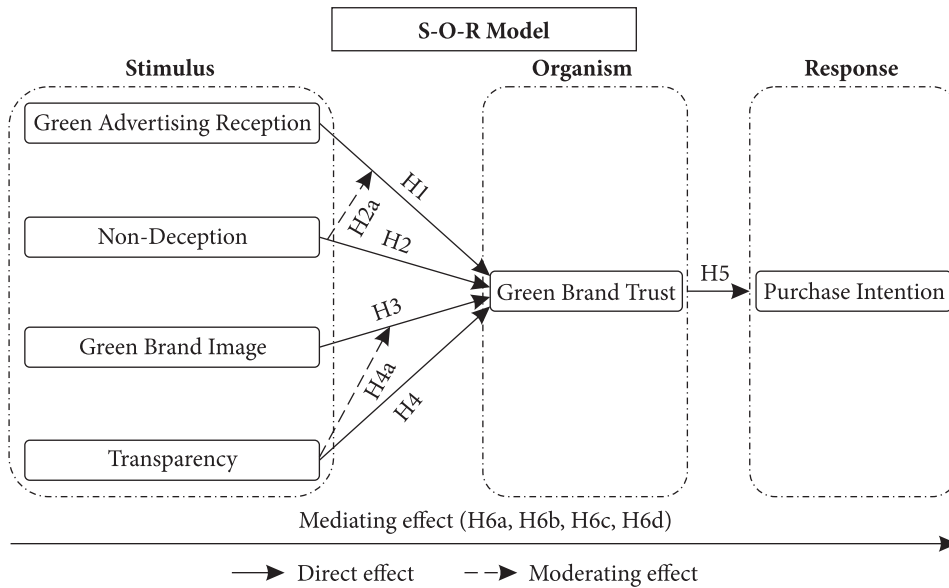
result are minimized. As a result, consumer confidence is boosted as perceived dangers are reduced. As previously stated by Chen in 2010 Trust and environmentally conscious brand perceptions have been the subject of prior studies (Bashir et al., 2020).

The Correlation Between Trust in Green Brands, Transparency, and Brand Image. When discussing environmental issues, "transparency" means that eco-friendly companies are forthright about their environmental initiatives. Being open and honest about the environmental implications of a company's manufacturing process is a sign of transparency (Lin et al., 2017). Reputable eco-friendly companies don't limit themselves to measuring impact. How well they explain their company policies and the long-term environmental benefits of their products (Bhaduri, Ha-Brookshire, 2011). According to Kang and Hustvedt (2014), for companies to have a positive relationship with consumers, transparency is essential.

Trust and a positive perception of a brand can be enhanced by environmental transparency, according to recent studies (Deng, Yang, 2022). Customers have more faith in environmentally conscious companies when they are open and honest with them (Chun, 2021). Conversely, studies have revealed that customers' perceptions of companies' value and utility improve when they are well-informed about the effects of products on the environment. According to Copeland and Bhaduri (2020), this results in a solid bond between brands and their consumers. Similarly, confidence in a brand is positively correlated with its perceived environmental friendliness and transparency helps to foster that image (Lee, Chen, 2019). Busser & Shulga (2019) asserts that customers have more faith in brands when they perceive those brands to be trustworthy and open.

Green Brand Trust and Purchase Intention. According to Chen (2010), when consumers have trust in a brand, they are very likely to expect favorable feedback about the brand. When consumers have faith in a brand, it's because they think the brand is reliable, trustworthy, competent, and responsible (Doney, Cannon, 1997). According to Martínez (2015), in a green context, trust refers to customers' readiness to depend on a brand because they believe it is reliable, accountable, and environmentally conscious. According to research (Kahraman, Kazançoglu, 2019), consumers' trust in environmentally friendly brands can enhance their inclinations to buy. Consumers' trust in green brands has a positive effect on their intention to buy green products, according to recent research Amin & Tarun (2020) and Gil & Jacob (2018), which supports previous research by Nguyen-Viet (2022).

The mediating role of Green Brand Trust. Organizations use consumer trust as a metric for quality evaluation because they place importance on the emotional components of trust (Martínez, 2015). Green organizations employ advertising, trust-building techniques, and image to communicate the utility, efficiency, and dependability of their green products and increase consumer confidence by Cheung & To (2021), Lavuri (2022) and Wang (2020). People have good intentions to purchase enterprise products because they believe that consumers'



Study model

Source: prepared by authors based on Study Hypotheses.

trust is based on the company’s good intentions and behavior (Wang, 2011). Customers’ faith in a product’s ability to address environmental issues is a major motivator for their purchase of eco-friendly goods. As previously stated by Chen in 2010 Green brand confidence affects the link between the antecedents of green purchase goals and purchase intention, according to Chen & Chiang (2013). Similarly, Bhaduri & Ha-Brookshire (2011) found that consumers’ views and intent to purchase are more strongly correlated when they have faith in the transparency initiatives of organizations. Consumers’ reactions to and views of ethical businesses’ transparency in dealing with them should be investigated, according to recent studies (Cheung, To, 2021). Green Advertising Reception, green brand image, and purchase intention are all favorably correlated with green brand trust, according to research (Lavuri et al., 2022).

Study hypotheses: in response, this study proposes that variables like Green Advertising Reception, Non-Deception, Green Brand Image, and Transparency could contribute to the development of Green Brand Trust, which in turn could affect Purchase Intention (Tewari et al., 2022).

Furthermore, this study postulates that in the interaction between Green Advertising Reception, Non-Deception, Green Brand Image, and Transparency and consumers’ Purchase Intention, the Green Brand Trust may act as a mediator (Lavuri et. al, 2022; Szabo, Webster, 2021; Wang et al., 2020).

The goal of this research is to determine how Non-Deception and Transparency, respectively, moderate the relationship between Green Advertising Reception and Green Brand Trust and Green Brand Image, Green Brand Image and Green Brand Trust.

Accordingly, we formulated the study hypotheses as follows:

H1: Green Advertising Reception positively affects Green Brand Trust.

H2: Non-Deception positively affects Green Brand Trust.

H2a: Non-Deception moderates the relationship between green advertising reception and Green Brand Trust.

H3: Green Brand Image positively affects Green Brand Trust.

H4: Transparency positively affects Green Brand Trust.

H4a: Transparency moderates the relationship between Green Brand Image and Green Brand Trust.

H5: There is a positive effect of Green Brand Trust on green Purchase Intention.

H6: Green Brand Trust plays a mediating role between:

H6a: Green Advertising Reception and Purchase Intention.

H6b: Green Brand Image and Purchase Intention.

H6c: Non-Deception and Purchase Intention.

H6d: Transparency and Purchase Intention.

As shown in *Fig.*, the proposed relationships illustrate the interplay between the various constructs and their influence on Purchase Intention through Green Brand Trust.

APPLIED FRAMEWORK

Based on the SOR (Stimulus-Organism-Response) model perspective, this study examines the relationship between green marketing motivation factors and Algerian consumers' purchase intention through trust in green brands in Maghnia, a city on the western border of Algeria, specifically within Tlemcen. This study is conducted within the Algerian context for the following reasons: (i) the majority of current studies are conducted in advanced economies, where understanding how green marketing practices influence Algerian consumers' purchase intentions for products and services is expected; (ii) understanding how green marketing impacts the consumer market in Algeria, and thereby understanding its influence on purchasing patterns and product choices based on sustainable criteria; (iii) identifying how green marketing motivation factors stimulate Algerian consumers' response to green brands, such as transparency, product quality, price competitiveness, and brand trust.

To test the proposed hypotheses, data were collected through a structured questionnaire. The questionnaire consisted of three parts: the first part began with demographic characteristics of the sample; the second part included general items to assess the independent variables representing Stimulus (S) according to the SOR model, which included 04 sub-variables representing the main variable of green marketing stimulus: GAR with 4 items, GBI with 6 items, GBT, and ND with 5 items; the third part focused on the mediator variable representing Organism according to the SOR model between the dependent and independent variables, which included the variable of trust in green brand with

5 items. The fourth part was allocated to Response according to the SOR model, which included the variable of purchase intention measured with 5 items.

This study investigated the impact of green marketing in Maghnia, a city located near the Moroccan border, providing a unique perspective on environmental and economic influences. A survey conducted in December 2023 initially targeted 250 consumers, but ultimately yielded 500 responses. After thorough data cleaning, 262 complete responses were analyzed. Participants were selected through purposive sampling, ensuring a large and diverse dataset was collected efficiently. The sample size, calculated using the Krejcie and Morgan formula (1970), guaranteed statistical significance for estimating coefficient C, allowing for robust analysis of green marketing effects. Data analysis was conducted using SPSS and PLS-Smart4, employing a 5-point Likert scale-based research tool.

Study Variables. This study includes the following variables:

- *green Advertising Reception*: this variable was coded as GAR. This variable was measured using four scale items taken from the study (Tewari et al. 2022);
- *non-deception*: this variable was coded as ND, where the scale items for this variable were formulated based on the study (Cheung, To, 2021);
- *green brand image*: this variable was coded as GBI, where this variable was measured using four scale items taken from the study (Lin, Zhou 2022);
- *transparency*: this variable was coded as TR, where the transparency scale items were adapted from the study (Lin et al. 2021);
- *green brand trust*: this variable was coded as GBT and four measures were taken for it (Konuk et al. 2018);
- *purchase intention*: this variable was coded as PI, and four measures were taken for it (Konuk et al. 2018).

Statistical Description of the Population and Study Sample According to Personal and Occupational Data. To put the theories to the test, researchers used an online survey in a field investigation. Furthermore, a non-probability cross-sectional sampling technique was employed, which has proven to be effective in studies examining consumers' experiences buying environmentally friendly products (Suki, 2016). This method was chosen because it is likely that the respondents will have purchased and consumed a sustainable product at least once in the previous six months (Tewari et al., 2022). Thus, a pre-test was carried out among 50 participants to guarantee the validity and structure of the questionnaire. Respondents were asked to fill out the survey by remembering a brand they had bought and considering the brand's reputation, advertising, and claims. They were also informed of the data's goals. This was done to prevent non-response bias. Google Forms was used to create the survey and generate the link to it. Alternatively, out of 500 participants, 262 (or about 52.4%) provided responses that were useful for data analysis. Structural equation modeling (SEM) is a suitable method for data analysis because the sample size is greater than 200 respondents (Bagozzi, Yi, 2012).

Frequencies and percentages were calculated to identify the personal characteristics of the study sample. The detailed analysis of the characteristics and attributes of the study sample is presented below, as shown in Table 1.

Through this table 1, it can be analyzed as follows:

- gender: most of the participants are female;
- age: most participants are between 18 and 35 years old;
- marital status: most of the participants are Bachelor.

Statistical Technology. The model's fit and expected correlations were verified using structural equation modeling (SEM). For data analysis, this study used Smart PLS 3.0, a software application that supports the partial least squares (PLS) methodology. This statistical program for variance-based structural equation modeling (SEM) makes use of the PLS path modeling method and has a graphical user interface. Structured equation modeling (SEM) is a good fit for studies that have a large number of variables and multiple constructs since it allows for the joint estimate of relationships (Hair et al., 2010).

Evaluation of the Measurement Model:

Convergent validity is crucial to ensure that the indicators measuring a latent construct are closely related. Assessing convergent validity helps researchers ensure that the indicators are reliable measures, ultimately enhancing the strength and accuracy of the PLS-SEM model;

Loading coefficient also called the reliability of the indicator, refers to the extent to which the indicators share the common variance of the construct, helping in the accurate representation of the construct's characteristics (Hair et al. 2015). By examining the outer loadings of construct indicators, one can assess the level of convergence and the degree to which these indicators collectively capture the essence of the reflective construct. The items representing indicators of a particular reflective construct must converge and share a high proportion of variance.

Table 1. Personal and functional characteristics of the study sample members

Variable	Status	Frequency	Percentage, %
Sex	Male	109	41.60
	Female	153	58.40
Marital Status	Married	82	31.30
	Bachelor	175	66.79
	Absolute	4	1.53
	Widower	1	0.38
The Age	18—20	114	43.51
	25—21	29	11.07
	30—26	46	17.56
	35—31	30	11.45
	40—36	14	5.34
	45—41	10	3.82
	50—46	9	3.44
	55—51	5	1.91
	60—56	5	1.91

Source: prepared by authors based on the results of statistical processing using SPSS.

ce, underscoring the significance of shared variance in evaluating the reflective measurement model;

High loading coefficients, specifically when they are greater than 0.7, indicate that the observed variable explains a significant portion of the variance in the latent variable. This ensures that approximately 50% of the variance in the observed variable is explained by the latent variable (Geminiani et al., 2021). Based on the results in the table below, we note that all indicators have a loading coefficient greater than 0.7. This indicates that the variance between the latent variable and its indicators is greater than the variance of measurement errors.

Cronbach Alpha (CA) is a measure of internal consistency reliability commonly used in (PLS-SEM) to assess the reliability of a scale or set of items (Ge-

Table 2. Construct validity of the items of the scales using SEM-PLS

Scales items	Factorial Weight	CA	CR
Green Advertising Reception			
GAR1	0.715		
GAR2	0.923		
GAR3	0.842	0.781	
GAR4	0.856		0.832
Green Brand Image			
GBI1	0.874		
GBI2	0.846		
GBI3	0.792		
GBI4	0.815	0.819	
GBI5	0.785		0.873
GBI6	0.789		
Green Brand Trust			
GBT1	0.888		
GBT2	0.843		
GBT3	0.704	0.756	
GBT4	0.846		0.900
GBT5	0.791		
Non-Deception			
ND1	0.886		
ND3	0.782	0.789	
ND4	0.822		0.875
ND5	0.733		
Purchase Intention			
PI1	0.768		
PI2	0.843	0.706	
PI3	0.887		0.917
PI4	0.703		
PI5	0.765		
Transparency			
T1	0.812		
T2	0.723	0.781	
T3	0.746		0.893
T4	0.802		
T5	0.857		

Source: prepared by authors based on PLS-Smart outputs.

miniani et al., 2021). There is strong evidence of good internal consistency from the table findings that show Cronbach's alpha values higher than 0.7. This strengthens the validity of the measurement model and provides evidence that the items reliably assess the same construct.

Composite Reliability (CR) is a measure that assesses the reliability of a latent construct by considering the internal consistency of its indicators. Greater values of this coefficient (which ranges from 0 to 1) signify increased reliability. A composite reliability value of 0.7 or higher is generally considered acceptable, indicating good internal consistency among the indicators of the latent construct. (Hair et al., 2014, p. 136). Composite reliability is a crucial metric in PLS-SEM because it provides a robust measure of the reliability of latent constructs, considering the magnitude of the correlations between variables and the accompanying inaccuracies in measurement.

From Table 2 below, it can be observed that all composite reliability (CR) coefficients are statistically acceptable, as they exceed the threshold of 0.7. This indicates that the construct items are internally consistent when measuring the latent variables, providing evidence that the measurement model is reliable.

Discriminant Validity is a criterion for assessing the extent to which latent constructs (factors) in the model are distinct from one another. The assessment determines whether the correlations between the items or indicators used to measure a specific construct and that construct are more pronounced in comparison to other constructs within the model. Establishing discriminant validity in PLS-SEM ensures that the measurement model precisely differentiates among distinct constructs, precluding any overlap or ambiguity between them.

We examined all structures of the research to identify missing values, including outlier checks and addressing normality issues. Pearson correlation was used to observe relationships between variables. To verify the reliability and validity of convergent data, we calculated Average Variance Extracted (AVE), Cronbach's Alpha, and Composite Reliability (CR). Adequate discriminant validity was ensured by confirming that the square root of AVE is greater than the correlation coefficients between corresponding structures (see Table 3). All factor loadings demonstrated sufficient convergent validity, indicating internal consistency above the recommended threshold of 0.50 (Fornell, Larcker, 1981). Moreover, to confirm discriminant validity following Henseler et al.'s (2015) suggestion.

It was necessary to evaluate common method variance since the model data was derived from a single-country survey with participants from a single event. Following the process and statistical method proposed by (Podsakoff, 2003), we were able to adjust for any common method bias in the model. Confidentiality was assured to participants concerning the procedural procedure. Also, to make sure people couldn't draw any conclusions about causation and effect, we gave each variable and statement in the survey a random assignment. Our statistical analysis focused on VIFs, or variance inflation factors, that emerged from a PLS-SEM completely linear test (Kock, 2015). According to this process, multicollinearity, or a common method bias, is indicated if the VIF result is more than 3.3.

The VIF readings were found to be below the threshold value of 3.3, ranging from 1.090 to 3.169, according to our research. These rules out multicollinearity and the common technique bias as serious issues in this study.

Structural Model Evaluation is a comprehensive process of analyzing and assessing the structural model (PLS-SEM) or any other structural statistical model. This evaluation aims to assess the models' validity and appropriateness for the data and research conditions. It includes several aspects such as:

The Coefficient of Determination (R^2). For each dependent variable in the model, the amount of variance explained by the independent variables is expressed as the coefficient of determination (R^2). The statistic represents the proportion of the variability in the dependent variable that can be accounted for by the independent variables included in the model.

According to the R^2 values presented in Table 4, green trust accounts for 29% of the variance in purchase intention whereas independent factors account for 57% of the variance in green trust. These numbers are greater than the 10% recommended cut-off value put forth by Hair et al. (2010) in a marketing study, especially the green trust rate.

Effect size f^2 . Within the structural model, effect size is a metric that expresses how much of an impact or influence one construct has on another. It aids in determining the relevance or practical significance of the connections between latent variables. Cohen (1988) offered the following recommendations for inter-

Table 3. Coorelation, discrimant validity, reliability and internal consistency

Variables	GAR	GBI	TR	GBT	ND	PI	CR	AVE	α
GAR	(0.862)						0.832	0.744	0.732
GBI	0.631**	(0.892)					0.873	0.795	0.807
TR	0.531**	0.729**	(0.912)				0.900	0.832	0.852
GBT	0.592**	0.709**	0.582**	(0.893)			0.975	0.797	0.808
ND	0.114*	0.243*	0.268*	0.106*	(0.925)		0.917	0.856	0.846
PI	0.580**	0.629**	0.607**	0.542**	0.135**	(0.926)	0.893	0.857	0.820

Note: values of the square root of AVEs are shown diagonally in parentheses; ** — $P > 0.05$, * — $P < 0.01$; GAR — green advertising reception; GBI — green brand image; TR — trust; GBT — green brand trust; ND — non-deception; PI — purchase intention and transparency; CR — is equal to the square of the total factor loadings times the square of the sum of the error variances (square of the square of the sum of the factor loadings); AVE is equal to the sum of squared factor loadings divided by the sum of error variances; α — a Cronbach's Alpha.

Source: prepared by authors based on PLS-Smart outputs.

Table 4. Structural Model Evaluation

Relations	R^2	R^2 Adjusted	VIF	Q^2	f^2
GBT	0.569	0.553	3.169	0.3510	
PI	0.287	0.302	1.090	0.210	0.270

Source: prepared by authors based on PLS-Smart outputs.

pretation: $f^2 = 0.02$ denotes a little effect, $f^2 = 0.15$ denotes a medium effect, and $f^2 = 0.35$ denotes a significant effect.

The data presented in Table 4 clearly indicates that there is a modest impact, or impact size of 0.270, between consumers' Purchase Intention and Green Brand Trust. This highlights how crucial these basic variables are to the model.

Predictive relevance (Q^2). Q^2 is a measure of the predictive relevance or predictive power of the structural model for a particular endogenous construct. It assesses the model's ability to predict the data points of the indicators related to that construct. The model is predictively relevant if $Q^2 > 0$, whereas it is not predictively significant if $Q^2 < 0$ (Vincenzo et al., 2010).

Based on the results in Table 4, the estimated Q^2 value is 0.35 for green brand trust and 0.21 for purchase intention, indicating significant predictability of the model. This demonstrates a good fit (Henseler et al., 2015).

Paths and Hypothesis Testing. During this stage, the significance of the assumed paths of the structural model is tested, where the path coefficients are estimated via the multiple regression equation, where multiple regression is used to obtain the standard regression parameters, which represent the standard path parameters, and Weak correlations are shown by calculated coefficients that are around zero. Values very near to zero, or extremely low, typically do not deviate much from zero. The relationship is significant and statistically significant when the error rate (P -value) is less than 5% (Hair et al., 2014, p. 206). Therefore, comes as a second stage to verify the Significance of the path values. Thus, a student test is performed based on the Bootstrapping method with an error rate of 5%. The results are in the Table 5.

It is clear from the above table that all path values are significantly significant, which are:

Direct effect: the Green Advertising Reception variable significantly affects brand trust, which supports H1 ($\beta = 0.224$, P -value $< 5\%$). This study's findings, however, contradict the second hypothesis (H2) because non-deception has a

Table 5. Testing the significance of path coefficients using "Bootstrapping"

Hypothesis	Relationship	Beta	t-value	P-value	Decision
H1	GAR- > GBT	0.224	4.102	0.00	Supported
H2	ND- > GBT	-0.137	1.713	0.07	Not Supported
H3	GBI- > GBT	0.485	7.473	0.00	Supported
H4	TR- > GBT	0.122	1.692	0.09	Not Supported
H5	GBT- > PI	0.543	9.901	0.00	Supported
H6a	GAR- > GBT- > PI	0.121	3.654	0.00	Supported
H6b	GBI- > GBT- > PI	0.270	5.559	0.00	Supported
H6c	ND- > GBT- > PI	-0.039	1.696	0.09	Not Supported
H6d	TR- > GBT- > PI	0.065	1.646	0.10	Not Supported
H2a	GAR x ND- > GBT	0.172	3.879	0.00	Supported
H4a	GBI x TR- > GBT	0.005	0.085	0.93	Not Supported

Note: $p < 0.05$ (based on a one-tailed test with 5000 bootstrapping).

Source: prepared by authors based on PLS-Smart outputs.

negative effect on the Green Brand Trust brand trust variable ($\beta = -0.137$, P -value $> 5\%$). Regarding the third hypothesis H3. According to the study's findings, the green brand image influences the Green Brand Trust brand trust variable because ($\beta = 0.485$, P -value $< 5\%$), however, the effect of transparency on Green Brand Trust brand trust is not significant because ($\beta = 0.122$, P -value $< 5\%$) Therefore, the results of this study do not support the data H4.

Mediating effect: Having faith in the Green Brand Trust brand has a positive impact on purchase intention, according to the study's findings because ($\beta = 0.534$, P -value $< 5\%$), so we accept the results of the fifth hypothesis H5. The study results also show that Green Brand Trust brand trust fully mediates between GAR-PI (H6a) Because ($\beta = 0.121$, P -value $< 5\%$) and between GBI-PI (H6b) Because ($\beta = 0.270$, P -value $< 5\%$) However, Green Brand Trust does not mediate the ND-PI relationship (H6c), because $\beta = -0.039$, P -value $> 5\%$, and between TR-PI (H6d), because $\beta = 0.065$, P -value $> 5\%$.

Moderating effect: The findings presented in the table indicate that the non-deception variable effectively altered the association between brand trust Green Brand Trust and receptivity of Green Advertising Reception, which supported H2a, but the results of the study did not support the moderating effect of transparency on the relationship between green brand image and brand trust Green Brand Trust Hence, we reject H4a.

Results Analysis of the Study. Our research shows that eco-friendly companies hide important details about their environmental impact from consumers. Consumers become more suspicious of certain companies Romani et al. (2016), Nguyen et al. (2019).

Considering the function of green brand trust as a link between independent and dependent variables, it was determined that Green Brand Trust brand trust plays a significant mediating role in the relationships between Green Advertising Reception (H6a), green brand image (H6b), and purchase intention. Having said that, there is no statistically significant correlation between the Green Brand Trust brand trust variable and either the non-deception variable (H6c) or the transparency variable (H6d). Lavuri et al. (2022) found that this is a significant discovery that backs up earlier research.

Green Advertising Reception and a positive public perception of environmentally conscious companies are two other ways in which green brands could win over customers. Consumers who have a favorable impression of green firms and their advertising tend to be more confident, leading them to intend to buy green items. Findings like these corroborate those of earlier studies (Cheung, To, 2021; Bashir et al., 2020). Consumers do not trust green businesses due to the widespread belief that Green Advertising Reception and the green business image fall short of consumers' expectations, as demonstrated by the function of intangible brand trust Green Brand Trust in the association between non-deception and transparency with purchase intention. Thus, green businesses deceive customers and exaggerate the negative effects of their eco-friendly policies and procedures on the planet (Tewari et al., 2022). Curiously, the association between Green Advertising Reception and Green Brand Trust brand trust was shown to

increase when non-deception was investigated as a moderating variable. Providing the essential production and manufacturing information can improve honesty, say Cheung and To (2021). Therefore, shoppers will verify their faith in eco-friendly labels using non-deception. As a result, consumers' perceptions of not being misled might increase in correlation with the level of trust they have in green businesses, which in turn increases the uptake of green advertising.

Additionally, Transparency, the second moderating variable, did not affect the GBI-GBT link. Consumers' reduced focus on transparency when assessing green brand image is indicative of this outcome. The correlation between Green Brand Image and Green Brand Trust is not strongly influenced by Transparency, according to Nguyen & Dekhili (2019).

The study's findings provide credence to the notion that greenwashing is a serious issue in developing nations, including Algeria, which has significant implications for the country. Nguyen et al. (2019) and Yang et al. (2020) indicate that companies in these countries may face less pressure to implement transparent and honest environmental policies, thereby increasing the risk of greenwashing. This necessitates that policymakers and practitioners focus on developing regulatory controls and enhancing transparency to strengthen credibility and trust in green marketing.

Even though their actions have negative effects on the environment, opportunistic businesses in Algeria can convince Algerian consumers through green advertising.

Since Algerian consumers are aware of which institutions participate in misleading tactics and which do not reveal information on their environmental impact, they can make informed green purchasing decisions (Testa et al., 2018). This study found that environmental awareness and greenwashing awareness are present among Algerian consumers, assuming that developing-world institutions say one thing and do another and that most developing-world consumers are unaware of the term.

Limitation of the Study. Environmental repercussions are more likely to hit weaker nations since people there are less likely to be aware of greenwashing. This makes it easy for businesses to mislead their customers by pretending to be environmentally conscious. To further understand how consumers view greenwashing, it would be interesting to test these studies in a cross-national or cross-cultural setting. Further research can compare and contrast the various theories by drawing on various theoretical frameworks, such as self-determination theory and social exchange theory. Additionally, chemical-free items are frequently associated with sustainable consumption motivation since they are beneficial to health, society, and the environment. Research on consumers' sustainable consumption choices can benefit from including varied variables. Aspects like perceived value, product quality, practical benefits, the environment, and society can all be improved upon theoretically and practically as a result of this. Finally, there can be issues with the research's methodology, sample size, operationalization of constructs, or respondent characteristics. These could be addressed in future studies by employing other analytical methods, testing data based on respondent characteristics, performing studies with larger samples, and operationalizing constructs differently.

CONCLUSION

This research, conducted in the context of Algeria, provides a comprehensive understanding of the intricate relationship between green marketing strategies, consumer trust, and purchase intentions, with a particular focus on the threat of greenwashing. The findings highlight the crucial role of green brand trust in mediating the impact of green marketing motivating factors on consumers' purchase behavior.

Analyzing data from 262 consumers in Maghnia, Algeria, using Partial Least Squares Structural Equation Modeling (PLS-SEM), this study revealed that green brand trust serves as a critical mediator between green marketing factors and purchase intentions. Positive reception of green advertising and a strong green brand image significantly enhance green brand trust, which in turn, strongly influences consumers' intentions to purchase green products.

Further analysis demonstrates that while non-deception and transparency do not directly impact green brand trust, they act as important moderators, enhancing the link between green advertising reception and trust. Notably, the study highlights the pervasive issue of greenwashing in Algeria, demonstrating how misleading environmental claims undermine consumer trust and purchase intentions.

These findings underscore the need for companies to prioritize genuine environmental efforts and ethical marketing practices to build lasting consumer relationships. Furthermore, the research emphasizes the importance of promoting environmental awareness among consumers through education programs and awareness campaigns, as well as strengthening environmental legislation to prevent deceptive practices. By understanding the complex relationship between green marketing factors, green brand trust, and purchase intentions, this study offers valuable insights for developing sustainable consumption patterns in developing economies while mitigating the negative effects of greenwashing.

To counter the threat of greenwashing, this research advocates for prioritizing genuine environmental efforts and ethical communication to foster sustainable consumer relationships. Increasing environmental awareness among consumers through educational programs and awareness campaigns is also crucial. Strengthening environmental legislation to prevent greenwashing is essential, as is supporting research and studies on green marketing to develop more effective marketing strategies. Employing influential environmental advertisements that resonate with Algerian consumers' values, adopting sustainable production practices that support the Algerian environment, and obtaining accredited environmental certificates from international and local organizations will further contribute to promoting responsible green marketing practices, protecting the environment, and enhancing Algerian consumers' awareness of the importance of sustainable consumption. This research serves as a valuable guide for marketers and policymakers seeking to foster sustainable consumption patterns in developing economies while mitigating the detrimental effects of greenwashing.

REFERENCES

- Sun, Y., Wang, S. (2020). Understanding consumers' intentions to purchase green products in the social media marketing context. *Asia Pacific Journal of Marketing and Logistics*, 32, 860-878. <https://doi.org/10.1108/apjml-03-2019-0178>
- Bingaman, J., Kipkoech, G., Crowley, J. (2022). Inoculation & greenwashing: Defending against misleading sustainability messaging. *Communication Reports*, 1-13. <https://doi.org/10.1080/08934215.2022.2048877>
- Wang, D., Walker, T., Barabanov, S. (2020). A psychological approach to regaining consumer trust after greenwashing: The case of Chinese green consumers. *Journal of Consumer Marketing*, 37(6), 593-603. <https://doi.org/10.1108/JCM-06-2019-3257>
- Thøgersen, J. (2021). Consumer behavior and climate change: Consumers need considerable assistance. *Current Opinion in Behavioral Sciences*, 42, 9-14. <https://doi.org/10.1016/j.cobeha.2021.02.008>
- Topal, I., Nart, S., Akar, C., Erkollar, A. (2020). The effect of greenwashing on online consumer engagement: A comparative study in France, Germany, Turkey, and the United Kingdom. *Business Strategy and the Environment*, 29(2), 465-480. <https://doi.org/10.1002/bse.2380>
- 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. <https://doi.org/10.1007/s10551-020-04461-0>
- De Jong, M., Huluba, G., Beldad, A. (2020). Different shades of greenwashing: Consumers' reactions to environmental lies, half-lies, and organizations taking credit for following legal obligations. *Journal of Business and Technical Communication*, 34(1), 38-76. <https://doi.org/10.1177/1050651919874105>
- Bashir, S., Khwaja, M., Rashid, Y., Turi, J., Waheed, T. (2020). Green brand benefits and brand outcomes: The mediating role of green brand image. *SAGE Open*, 10(3), <https://doi.org/10.1177/2158244020953156>
- do Paço, A., Shiel, C., Alves, H. (2019). A new model for testing green consumer behaviour. *Journal of Cleaner Production*, 207, 998-1006. <https://doi.org/10.1016/j.jclepro.2018.10.105>
- Konuk, F. (2018). The role of store image, perceived quality, trust and perceived value in predicting consumers' purchase intentions towards organic private label food. *Journal of Retailing and Consumer Services*, 43, 304-310. <https://doi.org/10.1016/j.jretconser.2018.04.011>
- Lavuri, R., Jabbour, C., Grebivnych, O., Roubaud, D. (2022). Green factors stimulating the purchase intention of innovative luxury organic beauty products: Implications for sustainable development. *Journal of Environmental Management*, 301, 113899. <https://doi.org/10.1016/j.jenvman.2021.113899>
- Hwang, J., Lyu, S. (2020). Relationships among green image, consumer attitudes, desire, and customer citizenship behavior in the airline industry. *International Journal of Sustainable Transportation*, 14(6), 437-447. <https://doi.org/10.1080/15568318.2019.1573280>
- Lin, J., Zhou, Z. (2022). The positioning of green brands in enhancing their image: The mediating roles of green brand innovativeness and green perceived value. *International Journal of Emerging Markets*, 17(6), 1404-1424. <https://doi.org/10.1108/IJOEM-06-2020-0657>
- Dangelico, R., Vocalelli, D. (2017). "Green Marketing": An analysis of definitions, strategy steps, and tools through a systematic review of the literature. *Journal of Cleaner Production*, 165, 1263-1279. <https://doi.org/10.1016/J.JCLEPRO.2017.07.184>

- Prakash, A. (2002). Green marketing, public policy and managerial strategies. *Business Strategy and The Environment*, 11, 285-297. <https://doi.org/10.1002/BSE.338>
- Groening, C., Sarkis, J., Zhu, Q. (2018). Green marketing consumer-level theory review: A compendium of applied theories and further research directions. *Journal of Cleaner Production*, 172, 1848-1866. <https://doi.org/10.1016/J.JCLEPRO.2017.12.002>
- Nadanyiova, M., Gajanova, L., Majerová, J. (2020). Green Marketing as a Part of the Socially Responsible Brand's Communication from the Aspect of Generational Stratification. *Sustainability*. <https://doi.org/10.3390/su12177118>
- Kardos, M., Gabor, M., Cristache, N. (2019). Green Marketing's Roles in Sustainability and Ecopreneurship. Case Study: Green Packaging's Impact on Romanian Young Consumers' Environmental Responsibility. *Sustainability*. <https://doi.org/10.3390/SU11030873>
- Jacquelyn A. Ottman (2011). The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding. <https://doi.org/10.4324/9781351278683>
- Polonsky, M. (2003). Environmental Marketing: Strategies, Practice, Theory, and Research.
- Makower, J. (2008). Strategies for the Green Economy: Opportunities and Challenges in the New World of Business.
- Esty, D. (2006). Green to Gold: How Smart Companies Use Environmental Strategy to Innovate, Create Value, and Build Competitive Advantage.
- Giri, A., Chatterjee, S., Biswas, S., Aich, A. (2020). Factors Influencing Consumer Purchase Intention of Daily Groceries Through B2c Websites in Metro-Cities of India. *International Journal of Scientific & Technology Research*, 9, 719-722. URL: <http://www.ijstr.org/final-print/jan2020/Factors-Influencing-Consumer-Purchase-Intention-Of-Daily-Groceries-Through-B2c-Websites-In-Metro-cities-Of-India.pdf>
- Pradana, I. (2021). The Effect of Youtube Advertisement on Consumer Purchase Intention of Online Transportation Brands in Bandung (Case Study on Grab and Gojek Companies). *South Asian Research Journal of Engineering and Technology*. <https://doi.org/10.36346/sarjet.2021.v03i02.001>
- Yu, Q. (2023). Research on Factors Affecting Consumers' Purchase Intention. *Advances in Economics, Management and Political Sciences*. <https://doi.org/10.54254/2754-1169/37/20231835>
- Lei, Li, Ji, Xu, Uma, Kumar (2022). Consumers purchase intention in consumer-to-consumer online transaction: the case of Daigou. *Transnational Corporations Review*, Vol. 15, Iss. 3, pp. 15-31. <https://doi.org/10.1080/19186444.2022.2077059>
- Qi, Zhang, Yuling, Wang, Shaizatulaqma, K.A. (2024). Consumers purchase intention in live-streaming e-commerce: A consumption value perspective and the role of streamer popularity. *PLOS ONE*. Feb 24. <https://doi.org/10.1371/journal.pone.0296339>
- Sun, Y., Wang, S. (2020). Understanding consumers' intentions to purchase green products in the social media marketing context. *Asia Pacific Journal of Marketing and Logistics*, Vol. 32, No. 4, pp. 860-878. <https://doi.org/10.1108/APJML-03-2019-0178>
- Zhuang, W., Luo, X., Riaz, M. (2021). On the Factors Influencing Green Purchase Intention: A Meta-Analysis Approach. *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.644020>
- Pimonenko, T., Chygryn, O., Lyulyov, O. (2019). Green branding as a driver to boost the development of green investment market. *Cherkasy University Bulletin: Economics Sciences*. <https://doi.org/10.31651/2076-5843-2019-1-144-150>
- Salehzadeh, R., Sayedan, M., Mirmehdi, S., Aqagoli, P. (2021). Elucidating green branding among Muslim consumers: the nexus of green brand love, image, trust and attitude. *Journal of Islamic Marketing*. <https://doi.org/10.1108/jima-08-2019-0169>

- Chen, Y. (2010). The Drivers of Green Brand Equity: Green Brand Image, Green Satisfaction, and Green Trust. *Journal of Business Ethics*, 93, 307-319. <https://doi.org/10.1007/S10551-009-0223-9>
- Wang, Y., Zaman, H., Alvi, A. (2022). Linkage of Green Brand Positioning and Green Customer Value with Green Purchase Intention: The Mediating and Moderating Role of Attitude Toward Green Brand and Green Trust. *SAGE Open*, 12. <https://doi.org/10.1177/21582440221102441>
- Guo, R., Tao, L., Li, C., Wang, T. (2017). A Path Analysis of Greenwashing in a Trust Crisis Among Chinese Energy Companies: The Role of Brand Legitimacy and Brand Loyalty. *Journal of Business Ethics*, 140, 523-536. <https://doi.org/10.1007/S10551-015-2672-7>
- Netto, S., Sobral, M., Ribeiro, A., Soares, G. (2020). Concepts and forms of greenwashing: a systematic review. *Environmental Sciences Europe*, 32, 1-12. <https://doi.org/10.1186/s12302-020-0300-3>
- Dahl, R. (2010). Green Washing. *Environmental Health Perspectives*, 118, A246-A252. <https://doi.org/10.1289/ehp.118-a246>
- Delmas, M., Burbano, V. (2011). The Drivers of Greenwashing. *California Management Review*, 54, 64-87. <https://doi.org/10.1525/cmr.2011.54.1.64>
- Bowen, F., Aragón-Correa, A. (2014). Greenwashing in Corporate Environmentalism Research and Practice. *Organization & Environment*, 27, 107-112. <https://doi.org/10.1177/1086026614537078>
- Jacoby, J. (2002). Stimulus-organism-response reconsidered: An evolutionary step in modeling (consumer) behavior. *Journal of Consumer Psychology*, 12(1), 51-57. https://doi.org/10.1207/S15327663JCP1201_05
- Sultan, P., Wong, H., Azam, M. (2021). How perceived communication source and food value stimulate purchase intention of organic food: An examination of the stimulus-organism-response (SOR) model. *Journal of Cleaner Production*, 312, <https://doi.org/10.1016/j.jclepro.2021.127807>
- Nguyen-Viet, B. (2022). Understanding the influence of eco-label, and green advertising on green purchase intention: The mediating role of green brand equity. *Journal of Food Products Marketing*, 28(2), 87-103. <https://doi.org/10.1080/10454446.2022.2043212>
- Chen, Y., Chang, C. (2013). Greenwash and green trust: The mediation effects of green consumer confusion and green perceived risk. *Journal of Business Ethics*, 114(3), 489-500. <https://doi.org/10.1007/s10551-012-1360-0>
- Yoon, H., Kim, Y. (2016). Understanding green advertising attitude and behavioral intention: An application of the health belief model. *Journal of Promotion Management*, 22(1), 49-70. <https://doi.org/10.1080/10496491.2015.1107006>
- Bailey, A., Mishra, A., Tiarniyu, M. (2016). Green advertising receptivity: An initial scale development process. *Journal of Marketing Communications*, 22(3), 327-345. DOI: 10.1080/13527266.2014.904812
- Nagar, K. (2015). Modeling the effects of green advertising on brand image: Investigating the moderating effects of product involvement using structural equation. *Journal of Global Marketing*, 28(3-5), 152-171. <https://doi.org/10.1080/08911762.2015.1114692>
- Leonidou, L., Leonidou, C., Palihawadana, D., Hultman, M. (2011). Evaluating the green advertising practices of international firms: A trend analysis. *International Marketing Review*, 28(1), 6-33. <https://doi.org/10.1108/02651331111107080>

- Mansoor, M., Paul, J. (2022). Consumers' choice behavior: An interactive effect of expected eudaimonic well-being and green altruism. *Business Strategy and the Environment*, 31(1), 94-109. <https://doi.org/10.1002/bse.2876>
- White, K., Habib, R., Hardisty, D. (2019). How to SHIFT consumer behaviors to be more sustainable: A literature review and guiding framework. *Journal of Marketing*, 83(3), 22-49. <https://doi.org/10.1177/0022242919825649>
- Roman, S. (2007). The ethics of online retailing: A scale development and validation from the consumers' perspective. *Journal of Business Ethics*, 72(2), 131-148. <https://doi.org/10.1007/s10551-006-9161-y>
- Cheung, M., To, W. (2021). The effect of consumer perceptions of the ethics of retailers on purchase behavior and word-of-mouth: The moderating role of ethical beliefs. *Journal of Business Ethics*, 171(4), 771-788. <https://doi.org/10.1007/s10551-020-04431-6>
- Kangun, N., Carlson, L., Grove, S. (1991). Environmental advertising claims: A preliminary investigation. *Journal of Public Policy & Marketing*, 10(2), 47-58. <https://doi.org/10.1177/074391569101000203>
- Schmuck, D., Matthes, J., Naderer, B. (2018). Misleading consumers with green advertising? An affect-reason-involvement account of greenwashing effects in environmental advertising. *Journal of Advertising*, 47(2), 127-145. <https://doi.org/10.1080/00913367.2018.1452652>
- Johnston, J. (2008). The citizen-consumer hybrid: Ideological tensions and the case of Whole Foods Market. *Theory and Society*, 37, 229-270. <https://doi.org/10.1007/s11186-007-9058-5>
- Rahman, I., Park, J., Chi, C. (2015). Consequences of "greenwashing": Consumers' reactions to hotels' green initiatives. *International Journal of Contemporary Hospitality Management*, 27(6), 1054-1081. <https://doi.org/10.1108/IJCHM-04-2014-0202>
- Chaouachi, S., Rached, K. (2012). Perceived deception in advertising: Proposition of a measurement scale. *Journal of Marketing Research & Case Studies*, 2012, 1-15. <https://doi.org/10.5171/2012.712622>
- Chen, Y.-S., Huang, A.-F., Wang, T.-Y., Chen, Y.-R. (2020). Greenwash and green purchase behaviour: The mediation of green brand image and green brand loyalty. *Total Quality Management & Business Excellence*, 31(1-2), 194-209. <https://doi.org/10.1080/14783363.2018.1426450>
- Chen, Y., Chang, C. (2012). Enhance green purchase intentions: The roles of green perceived value, green perceived risk, and green trust. *Management Decision*, 50(3), 502-520. <https://doi.org/10.1108/00251741211216250>
- Martínez, P. (2015). Customer loyalty: exploring its antecedents from a green marketing perspective. *International Journal of Contemporary Hospitality Management*, 27(5), 896-917. <https://doi.org/10.1108/IJCHM-03-2014-0115>
- Delafrooz, N., Goli, A. (2015). The factors affecting the green brand equity of electronic products: Green marketing. *Cogent Business & Management*, 2(1), <https://doi.org/10.1080/23311975.2015.1079351>
- Khandelwal, U., Kulshreshtha, K., Tripathi, V. (2019). Importance of consumer-based green brand equity: Empirical evidence. *Paradigm*, 23(4), <https://doi.org/10.1177/0971890719844428>
- Lin, J., Lobo, A., Leckie, C. (2017). Green brand benefits and their influence on brand loyalty. *Marketing Intelligence & Planning*, 35(3), 425-440. <https://doi.org/10.1108/MIP-09-2016-0174>

- Bhaduri, G., Ha-Brookshire, J. (2011). Do transparent business practices pay? Exploration of transparency and consumer purchase intention. *Clothing and Textiles Research Journal*, Vol. 29, Iss. 2. <https://doi.org/10.1177/0887302X11407910>
- Kang, J., Hustvedt, G. (2014). Building trust between consumers and corporations: The role of consumer perceptions of transparency and social responsibility. *Journal of Business Ethics*, 125(2), 253-265. <https://doi.org/10.1007/s10551-013-1916-7>
- Deng, Y.-Y., Yang, Y.-C. (2022). Exploring the role of green attributes transparency influencing green customer citizenship behavior. *British Food Journal*, 124(5), 1473-1484. <https://doi.org/10.1108/bfj-03-2021-0223>
- Chun, E., Joung, H., Lim, Y., Ko, E. (2021). Business transparency and willingness to act environmentally conscious behavior: Applying the sustainable fashion evaluation system "Higg Index". *Journal of Global Clothing and Textiles Research Journal*, 29(2), 135-149. <https://doi.org/10.3390/su15076202>
- Copeland, L., Bhaduri, G. (2020). Consumer relationship with proenvironmental apparel brands: Effect of knowledge, scepticism and brand familiarity. *The Journal of Product and Brand Management*, 29(1), 1-14. <https://doi.org/10.1108/JPBM-03-2018-1794>
- Lee, Y., Chen, S. (2019). Effect of green attributes transparency on WTA for green cosmetics: Mediating effects of CSR and green brand concepts. *Sustainability*, 11(19), <https://doi.org/10.3390/su11195258>
- Busser, J., Shulga, L. (2019). Involvement in consumer-generated advertising: Effects of organizational transparency and brand authenticity on loyalty and trust. *International Journal of Contemporary Hospitality Management*, 31(4), 1763-1784. <http://dx.doi.org/10.1108/IJCHM-10-2017-0685>
- Doney, P., Cannon, J. (1997). An examination of the nature of trust in buyer-seller relationships. *Journal of Marketing*, 61(2), 35-51. <https://doi.org/10.2307/1251829>
- Kahraman, A., Kazançoglu, I. (2019). Understanding consumers' purchase intentions toward natural-claimed products: Qualitative research in personal care products. *Business Strategy and the Environment*, 28(6), 1218-1233. <https://doi.org/10.1002/bse.2312>
- Amin, S., Tarun, M. (2020). Effect of consumption values on customers' green purchase intention: a mediating role of green trust. *Social Responsibility Journal*, 17(8), 1320-1336. <https://doi.org/10.1108/SRJ-05-2020-0191>
- Gil, M., Jacob, J. (2018). The relationship between green perceived quality and green purchase intention: A three-path mediation approach using green satisfaction and green trust. *International Journal of Business Innovation and Research*, 15(3), 301-319. <https://doi.org/10.1504/IJBIR.2018.089750>
- Wang, A. (2011). The effects of firms' advertising disclosures as a reflection of CSR practices on consumer responses. *Social Responsibility Journal*, 7(4), 592-603. <https://doi.org/10.1108/17471111111175155>
- Tewari, A., Mathur, S., Srivastava, S., Gangwar, D. (2022). Examining the role of receptivity to green communication, altruism and openness to change on young consumers' intention to purchase green apparel: A multi-analytical approach. *Journal of Retailing and Consumer Services*, 66. <https://doi.org/10.1016/j.jretconser.2022.102938>
- Lin, J., Zhou, Z. (2022). The positioning of green brands in enhancing their image: The mediating roles of green brand innovativeness and green perceived value. *International Journal of Emerging Markets*, 17(6), 1404-1424. <https://doi.org/10.1108/IJOEM-06-2020-0657>
- Lin, J., Zhou, Z., Leckie, C. (2021). Green brand communication, brand prominence and self brand connection. *The Journal of Product and Brand Management*, 30(8), 1148-1161. <https://doi.org/10.1108/JPBM-04-2020-2874>

- Konuk, F. (2018). The role of store image, perceived quality, trust and perceived value in predicting consumers' purchase intentions towards organic private label food. *Journal of Retailing and Consumer Services*, 43, 304-310. <https://doi.org/10.1016/j.jretconser.2018.04.011>
- Krejcie, R., Morgan, D. (1970). Determining sample size for research activities. *Educ. Psychol. Meas*, 30, 607-610. <https://doi.org/10.1177/001316447003000308>
- Suki, N. (2016). Green product purchase intention: Impact of green brands, attitude, and knowledge. *Br. Food J.*, 118, 2893-2910. <https://doi.org/10.1108/BFJ-06-2016-0295>
- Comrey, A., Lee, H. (1992). *A First Course in Factor Analysis*, 2nd ed. New York, Psychology Press. URL: <https://www.taylorfrancis.com/books/mono/10.4324/9781315827506/first-course-factor-analysis-andrew-comrey-howard-lee>
- Wandiga, E., Kilika, J., James, R. (2017). Linking Operations Strategies with Customer Based Competence and Firm Performance in the Context of Knowledge Based Intensive Sector: A Theoretical Review. *International Journal of Business and Management*. Vol. 12, No. 8, pp. 234-248. <https://doi.org/10.5539/ijbm.v12n8p234>
- Bagozzi, R., Yi, Y. (2012). Specification, evaluation, and interpretation of structural equation models. *Journal of the Academy of Marketing Science*, 40(1), 8-34. <https://doi.org/10.1007/s11747-011-0278-x>
- Hair, J., Black, W., Babin, B., Anderson, R. (2010). *Multivariate data analysis: A global perspective*, 7th ed. Pearson Education Inc.
- Hair, J., Celsi, M., Money, A., Samouel, P., Page, M. (2015). *The essentials of business research methods*, 3d ed. New York, Routledge. 506 p. <https://doi.org/10.4324/9781315716862>
- Geminiani, E., Ceulemans, E., De Roover, K. (2021). Testing for Factor Loading Differences in Mixture Simultaneous Factor Analysis: A Monte Carlo Simulation-Based Perspective. *Structural Equation Modeling: A Multidisciplinary Journal*, Vol. 28, Iss. 3, pp. 391-409. <https://doi.org/10.1080/10705511.2020.1807351>
- Hair, J., Sarstedt, M., Hopkins, L., Kuppelwieser, V. (2014). Partial Least Squares Structural Equation Modeling (PLS-SEM): An Emerging Tool for Business Research. *European Business Review*, 26(2), 106-121. <https://doi.org/10.1108/EBR-10-2013-0128>
- Fornell, C., Larcker, D. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39-50. <https://doi.org/10.2307/3151312>
- Podsakoff, N. (2003). Common method biases in behavioral research: A critical review of the literature and recommended remedies. *Journal of Applied Psychology*, 88(879), 10-1037. <https://doi.org/10.1037/0021-9010.88.5.879>
- Kock, N. (2015). Common method bias in PLS-SEM: A full collinearity assessment approach. *International Journal of e-Collaboration*, 11(4), 1-10. <https://doi.org/10.4018/ijec.2015100101>
- Cohen, J. (1988). *Statistical Power Analysis for the Behavioral Sciences*. 2nd ed. New York, New York University. 579 p. URL: <https://www.utstat.toronto.edu/~brunner/oldclass/378f16/readings/CohenPower.pdf>
- Di Vincenzo, G., Bracciali, L., Del Carlo, P., Panter, K., Rocchi, S. (2010). (Supplement Table 1) Argon isotope concentrations in volcanic samples of core AND-2A. PANGAEA. <https://doi.org/10.1594/PANGAEA.809104>
- Henseler, J., Ringle, C., Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115-135. <https://doi.org/10.1007/s11747-014-0403-8>

- Romani, S., Grappi, S., Bagozzi, R. (2016). Corporate socially responsible initiatives and their effects on consumption of green products. *Journal of Business Ethics*, 135(2), 253-264. <https://doi.org/10.1007/s10551-014-2485-0>
- Nguyen, T., Yang, Z., Nguyen, N., Johnson, L., Cao, T. (2019). Greenwash and green purchase intention: The mediating role of green scepticism. *Sustainability*, 11(9), 2653. <https://doi.org/10.3390/su11092653>
- Nguyen, T., Dekhili, S. (2019). Sustainable development in Vietnam: An examination of consumers' perceptions of green products. *Business Strategy & Development*, 2(2), 127-136. <https://doi.org/10.1002/bsd2.48>
- Yang, Z., Nguyen, T., Nguyen, H., Nguyen, T., Cao, T. (2020). Greenwashing behaviours: Causes, taxonomy and consequences based on a systematic literature review. *Journal of Business Economics and Management*, 21(5), 1486-1507. <https://doi.org/10.3846/jbem.2020.13225>
- Testa, F., Miroshnichenko, I., Barontini, R., Frey, M. (2018). Does it pay to be a green-washer or a brownwasher? *Business Strategy and the Environment*, 27(7), 1104-1116. <https://doi.org/10.1002/bse.2058>

Received on May 30, 2024

Reviewed on June 24, 2024

Revised on July 15, 2024

Signed for printing on August 13, 2024

Ахмед Буріш, доц., професор університету
Інститут економіки, бізнесу та менеджменту, Лабораторія
з оцінювання економічної політики і прогнозування стратегій підприємств
Університетський центр Магнії, Тлемсен, Алжир
шосе аль-Завія, 13001, Магнія, Алжир
Абделькадер Хамлі, д-р філософії, професор університету
Інститут економіки, бізнесу та менеджменту, Лабораторія
з оцінювання економічної політики і прогнозування стратегій підприємств
Університетський центр Магнії, Тлемсен, Алжир
шосе аль-Завія, 13001, Магнія, Алжир
Наїм Алі, д-р філософії, мережевий адміністратор
Мултанський жіночий університет, Пенджаб, Пакистан
житлова забудова біля Нового Катчері, 199, блок «А», Мултан-Пенджаб, Пакистан
Бенамар Бенаїсса, аспірант, бухгалтер
Інститут економіки, бізнесу та менеджменту, Лабораторія
з оцінювання економічної політики і прогнозування стратегій підприємств
Університетський центр Магнії, Тлемсен, Алжир
шосе аль-Завія, 13300, Магнія, Алжир

ВПЛИВ МОТИВАЦІЙНИХ ЧИННИКІВ ЗЕЛЕНОГО МАРКЕТИНГУ НА КУПІВЕЛЬНІ НАМІРИ СПОЖИВАЧІВ ЗА ПОСЕРЕДНИЦЬКОЇ РОЛІ ДОВІРИ ДО ЗЕЛЕНОГО БРЕНДУ ДЛЯ ПРОТИДІЇ ГРІНВОШІНГУ

Розглянуто вплив мотиваційних чинників зеленого маркетингу на купівельні наміри алжирських споживачів, особливу увагу приділено посередницькій ролі довіри до зеленого бренду в пом'якшенні впливу «зеленого відмивання» — грінвошінгу. У рамках дослідження, проведеного в Магнії, було опитано 262 споживачі з використанням структурованої анкети. Аналізуючи дані за допомогою моделювання

структурними рівняннями за частковими найменшими квадратами (PLS-SEM), показано, що довіра до зеленого бренду виступає критичним посередником між чинниками зеленого маркетингу і купівельними намірами. Виявлено, що позитивне сприйняття зеленої реклами і потужний імідж зеленого бренду значно підвищують довіру до останнього, що, у свою чергу, істотно впливає на наміри споживачів купувати екологічні продукти.

Подальший аналіз показує, що, хоча відсутність обману і прозорість безпосередньо не впливають на довіру до зеленого бренду, вони діють як важливі модератори, посилюючи зв'язок між сприйняттям зеленої реклами і довірою. Висвітлено, зокрема, поширену проблему грінвошінгу в Алжирі й продемонстровано, як оманливі екологічні заяви підривають довіру споживачів та їхні купівельні наміри. Підкреслено, що пріоритетом для компаній мають бути реальні зусилля з охорони навколишнього середовища і етичні маркетингові практики для побудови стійких зв'язків зі споживачами. Наголошено на важливості сприяння екологічній обізнаності серед споживачів через освітні програми та інформаційні кампанії, а також посилення екологічного законодавства для запобігання шахрайству. Завдяки розумінню складного взаємозв'язку між чинниками зеленого маркетингу, довірою до зеленого бренду і купівельними намірами отримано цінну інформацію для розробки моделей сталого споживання в економіках, що розвиваються, і пом'якшення негативних наслідків грінвошінгу.

Ключові слова: довіра до зеленого бренду; зелена реклама; купівельний намір; грінвошінг; імідж зеленого бренду.

Надійшла 30.05.2024

Прорецензована 24.06.2024

Доопрацьована 15.07.2024

Підписана до друку 13.08.2024