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Meta-Analysis on Greenwash Practices and Its Effects on Green Purchase Intentions

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Introduction

Sustainability is one of the greatest megatrends of this century. This trend can be seen in various industries and nowadays marketing products as sustainable can be seen everywhere. The trend has led to dishonest marketing strategy called greenwashing that aims to market the products as green or greener than they are. In greenwashing misleading information of environmental practices and positive communication of environmental performance are pushed towards the customers [1-3]. This has led to customer trust issues and green skepticism to help the customers detect the true green products Terra Choice has created a list of seven sins of greenwashing [2,3]. Sustainable standards, certificates and measures are in addition used to help in recognizing the greenwashing. The emphasis on eco-friendly products has prompted some businesses to engage in a practise known as "greenwashing" [2]. On hotel towel rules, Jay Westerveld coined the phrase for the first time in 1986. Reusing towels is said to save water, according to the hotels.

The act had no substantial negative environmental effects. According to Lyon & Montgomery (2015), referenced in de Freitas Netto, Sobral, Ribeiro & Soares (2020), greenwashing is a complex problem that lacks a clear description. This implies that there are several approaches to account for the phenomena. Selective disclosure is a common cause for explanations. It is a phenomenon that both spreads and discloses negative information. It is a phenomenon that both spreads and reveals positive and negative information [2,4]. Alwitt and Pitts (1996) In order to determine consumers' intents to buy products that are typically ecologically conscious, conducted a study. The major objective of it was to determine how much ecological concerns influenced consumers' purchase intentions. It also places a strong emphasis on the explanation of environmental significance and attitude in connection to product consumption. Through mailed questionnaire surveys, data was gathered from three states: Pennsylvania, Illinois, and California. The poll attracted 1500 female respondents between the ages of 18 and 40. In this procedure, the chi-square test and path analysis were used to evaluate and analyse the whole set of data. The results of the study reveal that broad environmental concerns have a mediated indirect impact on buying intentions. Budak et al. (2005) looked into how students felt about environmental issues. the 240 undergraduate students' survey the questionnaire was used to generate a random selection of agriculture faculty. For the study, a five-point Likert scale was employed. The kids were questioned about their attitudes about and behaviours toward the environment. The study's statistical methods included ANOVA, correlation, descriptive analysis, and The findings showed that the university has not offered satisfying information on environmental issues. The majority of students said that newspapers, television, and radio were their main sources of environmental knowledge, and that they were interested in going to seminars, meetings, and conferences relating to the environment. Gender differences in behaviour did not come into play in any way.

Borin et al. (2011) The impact of various levels of environmental information on consumers' purchasing intentions, product quality, and value was examined by. The study sought to compare ecologically friendly products to those that have a negative influence on the environment. The study utilised a number of product categories. In order to learn what consumers thought about green products, they were given to information about the products that ranged from very favourable to strongly negative. According to the study's findings, consumers' perceptions of a product's worth and purchase intent are not significantly affected by whether it conveys a positive environmental message or not. On the other hand, it was found that information about the environment that was harmful. Chang (2011) investigated the variables influencing customers' hesitation toward making green product purchases. The study defined an ambivalent

attitude as one in which consumers have both positive and negative views about environmentally friendly products. The link between ambivalence and one's attitude toward green items was investigated using correlations. The study's use of multiple regressions also demonstrated that ambivalence about green items is significantly influenced by scepticism. Additionally, it was found that ambivalent individuals experience high levels of discomfort when exposed to excessively inflated claims made by advertisements, which results in a more negative opinion of a green product. Yi-Chun Huang and Minli Yang(2012) Building a comprehensive model and analysing the connections between green brand positioning (GBP), green brand knowledge (GBK), attitude toward green brands (AGB), and intention to buy green are the goals of this research (GPI). Data from the questionnaire survey, which was used to gather 425 valid samples were collected from members of Taiwan's Lifestyles of Health and Sustainability (LOHAS) Club, and structural equation modelling was used to analyse them. Green brand opinions are influenced differently by GBP and GBK. GBK impacts opinions about green brands. GPIs are impacted by green brand perceptions in the meanwhile. Another finding suggests the presence of the mediating effects.

The presence of a GBK-attitude intention hierarchy in the context of GPIs Kwatkar (2013) The influence of environmentally friendly products on consumer behaviour was noted by. The study's primary goal was to learn how consumers felt about environmentally friendly products. Another goal was to identify the most effective media for promoting eco-friendly products as well as the obstacles that prevent these products from reaching the market. Primary data from the market in the Amravati region was gathered using structured questionnaires. The study's sample size was 100. The study's respondents included shoppers, merchants, distributors, and store owners. The study found that consumers do not believe eco-friendly items are effectively or conveniently available on the market or promoted. It was discovered that eco-friendly products did not successfully satisfy the ego and esteem needs of the consumers. The buying decisions were impacted by the family, kids, and housewives. The study came to the conclusion that because consumers typically oppose change, they adopted eco-friendly products less readily. Mukherjee and Ghosh (2014) A study was carried out to look at the instances of greenwashing in Indian businesses. The study's goals were to identify the mechanisms through which consumers may feel that they are the victims of greenwashing and to suggest the rules that should be followed to prevent it. It was a conceptual research that advised consumers to recognise the telltale symptoms of greenwashing in order to avoid falling victim to it in everyday life. The study came to the conclusion that overusing the phrase "green" and knowledge gaps cause customer perception to become dubious. Additionally stated were the need for increased corporate responsibility and tighter legal enforcement against greenwashing. Chekima B, Syed Khalid Wafa SAW, Igau OA, Chekima S, Sondoh Jr SL (2015) A survey was conducted, and 405 complete questionnaires were collected. The theories were tested using structural equation modelling. Results show that the intention to make green purchases is significantly influenced by environmental attitude, eco-label, and cultural value (man-nature orientation). The outcome also shows that the premium price has no moderating effect, disproving its prior claims to be one of the major obstacles preventing customers from acting on what they say they will do.

The results also showed that gender and education level have a substantial beneficial moderation effect. This indicates that highly educated individuals, particularly female customers, are more motivated to make green purchase decisions. Chekima and others (2015) aimed to pinpoint the elements of a product's functionality, cultural norms, and environmental mindset that have an impact on consumers' intentions to make green purchases. The moderator role of environmental advertising was also covered. Convenience sampling was used as the basis for the study. A survey instrument was employed, and 337 respondents answered it. The findings showed that aspect 63 all had a positive influence on consumers' intentions to make green purchases. Environmental advertising also has a beneficial moderating effect on these relationships. Dr. Meghna Sharma , Prachi Trivedi (2016) This paper identifies those variables and the effect of each on consumer's green buying behaviour. There are eight such variables namely eco-labels, eco-brands, environmental advertising, environmental awareness, green product, green price, green promotions and demographics. Each variable is equally significant for the green marketer. He should know which variable to emphasize more as per the market segment he is concentrating. This paper gives a vivid description of each variable. Dr. Goh See Kwong, Dr. M S Balaji. (2016) 303 real retail consumers were surveyed using the mall intercept approach. The outcomes of structural equation modelling reveal that Green scepticism and plans to make green purchases are totally mediated by environmental concern and environmental knowledge. The results show that consumers' environmental awareness and concern decrease as a result of green scepticism, which has a negative effect on their intents to buy green products. These findings will help researchers studying environmental management and businesses comprehend how scepticism affects consumers' decisions to buy environmentally friendly items and help them create ways to improve consumer attitudes and behaviours. Joshi, Y.; Rahman, Z.(2016)This study aims to identify the variables that influence young educated customers in Delhi's green purchase behaviour. A survey of 1,502 young, educated consumers was conducted. The prediction ability of the variables taken into consideration with regard to green purchasing was evaluated using structural equation modelling.

The findings show that, in descending order, social influence, attitude toward green purchases, perceived environmental knowledge, participation in recycling, ecolabelling, and exposure to environmental messages in the media all predicted the green purchase behaviour of young educated consumers in Delhi. G. Rejikumar(2016)An organised questionnaire was used to gather the opinions of 188 retail customers from the Cochin area of Kerala state in India for a cross-sectional study. The relationship between key variables was examined using structural equation modelling using variance-based assumptions. Other than what the study found All other variables significantly increased green purchasing intentions,

including perceived customer effectiveness. In the theoretical framework, it was discovered that the perceived green wash dread considerably moderated all relevant antecedents. According to the study's findings, in order to promote sustainable development, greenwashing methods should be effectively reduced and buyers should receive accurate information about the products' environmental benefits. Jiaosi, Taiwan(2017)The perceived risk theory is used in this study to investigate the elements that affect customers' purchasing decisions about green goods, including information costs saved, green perceived quality, value, and risk, as well as purchase intentions for green brands. This study focuses on Taiwanese customers who have used green brands to buy products in the food and restaurant services sector. The findings of this study demonstrate a favourable relationship between buying intentions and behaviour. The study also shows that the effects of green perceived quality, green perceived value, information costs avoided, and green perceived risk on buying behaviour are mediated by purchasing intents. In particular,green perceived risk acts as a mediator between green perceived risk, green perceived value, and information costs saved.Lu Zhang , Dayuan Li , Cuicui Cao , Senhua Huang (2018) Using a questionnaire survey of 553 consumers of batteries in China, the results demonstrate that consumers' greenwashing perceptions not only have a direct negative impact on green purchasing intentions, but also have indirect negative effects via green WOM. Further, green concern strengthens the negative relationship between greenwashing perceptions and green purchasing intentions. Hence, this study suggests that firms should promote substantive environmental initiatives rather than greenwashing to ensure consumers and increase sales. Thi Thu Huong Nguyen, Zhi Yang, Ninh Nguyen, Lester W. Johnson and Tuan Khanh Cao (2019) Using an online survey, information was collected from 419 Vietnamese customers who had purchased green veggies. Green scepticism acted as a mediating factor in the multivariate data analysis that showed greenwash was inversely connected with intentions to make green purchases. Additionally, it was confirmed that knowledge and information have a moderating influence.

These findings add to our understanding of the connection between greenwashing and aspirations to make green purchases. They also have significant ramifications for businesses that want to boost consumer confidence and improve their propensity to buy organic products.Doni Purnama Alamsyaha, Norfaridatul Akmaliah Othmanb and Hayder Alhadey Ahmed Mohammed (2020) A survey of 102 supermarket customers in Bandung City who have used environmentally friendly products was used to perform the study. Using the use of a questionnaire and SmartPLS, data from the clients was collected, collated, and processed through path analysis. In the study hypothesis test was carried out in order to underline the research result. According to research findings, consumers like green advertising and it can raise their level of environmental consciousness. On the other side, it is claimed that green knowledge had a positive effect on customers' intentions to buy ecologically friendly products. The supermarket in Indonesia can benefit from this study, especially in analysing consumer behaviour toward environmentally friendly products. Consequently, the marketing approach is more effectively implemented. Muhammad Iskandar Hamzah, Nurul Syafiqah Tanwir (2020) Whether environmental commitment can encourage eco-friendly purchasing behaviour is a subject of debate. The validity and internal mechanism of the impact of environmental commitment on green purchasing behaviour have not been thoroughly researched, particularly in the Chinese setting. This study investigates how environmental commitment affects customers' green purchase behaviour using the Norm Activation Theory and Theory of Planned Behavior as a foundation. Randomized control trials were used to assess research data that came from China. The findings show that environmental dedication greatly encourages green purchasing practises. Environmental commitment and green purchasing behaviour are mediated by expected pride and expected guilt. The benefits of environmental commitment on expected pride and expected guilt are moderated by social norms. Environmental commitment has a stronger impact than poor social norms. The Generation Y (Gen Y) customer is posing a threat to the traditional buyer-seller relationship. Sellers must alter their marketing tactics if they want to win the interest, money, and loyalty of Gen Y consumers. Ying Sun, Biao Luo, Shanyong Wang, Wenpei Fang (2020) Consumers' aspirations to make green purchases are influenced by their growing concern that their existing consumption habits have a harmful impact on the environment. Using the stimulus-organism-response paradigm and the signaling theory, building a theoretical framework to comprehend customer intentions to purchase products with an eco-label is the goal of this research.

Empirical findings from 671 questionnaires reveal that, as predicted, openness to green advertising positively influences intention. This link is additionally influenced by promotion focus and mediated by system trust and personal trust. However, prevention focus does not influence the association between receptivity to green advertising and purchase intention. Therefore, this study advises stakeholders to run honest green advertising efforts to allay consumer concerns and target various consumer groups with various green messages. Uyar et al. (2020) logistics businesses' CSR performance and reporting are related. The study's objective is to determine whether the company's CSR reporting attempts to highlight their CSR performance or if it's just a ruse to cover up their greenwashing activities. SInformation was gathered from the EIKON database from Thomson Reuters, which contained information on 100 companies involved in the logistics industry. To determine the relationship between CSR performance and CSR reporting, the robustness test was used. According to the study, there is a strong correlation between CSR performance and reporting. The 72 inconsistencies among the many stakeholders about performance and reporting were eliminated thanks to reliable CSR reports. The study came to the conclusion that logistics companies are sincerely devoted to carrying out and disclosing their CSR practises. Saeed M.Z. A. Tarabieh (2021) The study analyses the mediating roles of green confusion, green perceived risk, and green trust, as well as the impact of greenwash on green purchasing intention. This study's research topic focuses on Jordanian food and beverage companies. Structural equation modelling is used in this paper to conduct an empirical investigation. The findings show that greenwash has a beneficial impact on perceived risk and green confusion. Additionally, this study shows that the negative association between greenwash and green purchase intention

is mediated by green confusion and green perceived risk. It means that greenwash not only has a negative impact on green purchasing intention directly, but also negatively impacts it indirectly through green confusion and perceived risk. Last but not least, green trust has little bearing on green buying intent and It does not mediate the connection between the aspiration to buy green and greenwashing. As a result, this study advises businesses to stop using "greenwashing" techniques and to demonstrate the veracity of their green product claims in addition to simply claiming to be "green." These regulations would lessen uncertainty and risk for customers. It will increase the chance of green company practises and claims and help consumers be more inclined to buy environmentally friendly food and beverages. W.D.N. Madhavika, D.I. Amaraweera, M.S.A. Fernando, K.K.D.H. Perera, M.N.D. Perera (2021) The study used a deductive methodology. 384 customers in the Sri Lankan event planning market were chosen for the study sample using the cluster sampling technique. As data analysis methods, correlation and regression analysis were used. According to the findings, consumer green purchase intentions in the Sri Lankan event planning industry are positively and significantly impacted by awareness, environmental concern, green advertising, and product attributes, whereas greenwashing and social norms have a negligible positive influence. The study advises Sri Lankan event planners to prioritise green advertising, environmental concern, product features, and green awareness in order to effectively impact buyers' intentions to make green purchases. Mayumi Kris Ghassani, Nadhiv Arifata Rahman, Trisha Geraldine, Ina Agustini Murwani(2022). This study aims to determine the correlation between greenwashing, green word of mouth, and attitude towards green products on green purchase intention. Green trust is studied to get a better understanding of attitude. The method used is Theory Reasoned Action (TRA). A sample of 227 participants used the purposive sampling technique. Results were analysed using a PLS-SEM approach. This study showed that greenwashing and attitude towards green product have a positive impact on green purchase intention, while green word of mouth and green trust do not affect green purchase intention.

The findings show that greenwashing does not impact green trust, while green word of mouth has a positive impact on green trust. Greenwashing does not impact on attitude towards green products, while green trust and green word of mouth have a positive impact on attitude towards green products. From the data that has been obtained, green marketing method is still effective to increase Indonesia's customers purchase intention. Mayumi Kris Ghassani, Nadhiv Arifata Rahman, Trisha Geraldine, Agustini Murwani (2022). In relation to sustainable packaging, the current study looks at the variables that affect customers' product purchasing and recycling behaviour. Using data from a 215-respondent online survey conducted in Portugal, researchers tested a number of hypotheses by contrasting the preferences of two distinct consumer groups: those who prioritise ecologically friendly packaging and those who don't think it matters when making product purchases. The findings indicate that elements that distinguish the two groups of customers include gender, environmental awareness, concerns about society opinions, a favourable attitude toward green shopping, and the perception of consumer activities. was empirically supported by applying the environmental knowledge-attitude-intention paradigm to green brand research. Xixiang Sun, Ziyuan Tian, Jianguo Wang and Weihuan SuOn(2022) whether environmental commitment can encourage green purchasing behaviour, there is little agreement. The validity and internal mechanisms of the impact of environmental commitment on green purchasing behaviour, particularly in the Chinese setting, have not been thoroughly researched. This study investigates the mechanism through which customers' commitment to the environment affects their decision-making on green purchases. It is based on the Norm Activation Theory and Theory of Planned Behaviour. Chinese research data were used for analysis, and randomised control trials were used. According to the findings, environmental commitment strongly encourages green purchasing habits. The association between environmental commitment and green purchasing behaviour is mediated by anticipated pride and remorse.

The favourable impact of environmental commitment on predicted pride and guilt is moderated by social norms. Environmental commitment has a stronger impact compared to societal norms that are weaker. Mohammed Wamique Hisam , Shouvik Sanyal and Sandeep Singh (2022) There are many gaps in the available literature, particularly with regard to emerging economies, which makes it difficult to establish sustainable growth that safeguards society and the environment. Therefore, the aim of this study was to investigate the variables affecting Gen Y's green shopping preferences in regard to online goods in the Sultanate of Oman. The research included both a qualitative and a quantitative approach. A questionnaire was created by adapting and including questions from earlier studies. Danish Mehraj ,Ishtiaq Hussain Qureshi (2022) The goal of this study is to create a thorough model and examine the relationship between identified elements of green marketing strategies and green consumer behaviour, such as green brand positioning (GBP), green brand knowledge (GBK), attitude toward green brands (ATGB), and willingness to pay (WTP) a premium. With a desire to make green purchases (GPI). By using the stratified random sample method, a questionnaire survey was used to gather information from 600 students attending nine state universities in India who were young consumers. The study's findings imply that a company's green marketing tactics have an effect on green consumer behaviour. According to the study, GBP and GBK have different effects on customers' perceptions toward green brands. Similar to this, consumer opinions about green brands affect GPI. WTP premium, however, considerably modifies the connection. Syed Abdul Rehman Khan, Adnan Ahmed Sheikh , Mubeen Ashraf and Zhang Yu (2022) This study looks at the effects of green brand attachment and green scepticism as mediating variables on these interactions and investigates the relationship between green practises and green brand equity. 454 customers from international fast-food establishments made up the dataset we used. According to empirical findings, green practises boost consumer-based green brand equity. Green brand attachment has a substantial positive impact on green brand equity while green brand attachment has a significant negative impact. Green practises and green brand equity are mediated by green brand attachment, as are

green scepticism and green brand equity. The study's findings offer management suggestions for global fast-food chains as well as customer insights into environmentally friendly items. Lanmeng Wu and Ziyang Liu (2022) The distribution of 500 surveys resulted in the collecting of 415 valid questionnaires, for an effective collection rate of 83%. In this study, the theoretical model and structural model are validated using SPSS 24 and AMOS 23. The outcome demonstrates that the design of the questionnaire is highly effective and highly reliable, and the variables are strongly connected. Additionally, it comes to the conclusion that the two characteristics of spontaneity and compulsion that distinguish the relationship between green marketing and brand trust are. Additionally, it is clear that brand image acts as a mediator between green marketing and brand credibility, demonstrating the harmful regulatory effects of greenwash. Setyo Ferry Wibowo, Mukhamad Najib, Ujang Sumarwan, Yudha Heryawan Asnawi (2022) This study analysed 76 empirical studies on green purchase intention and behaviour from 2014 to 2019 across nations using PRISMA's systematic review methodology. One of the earliest academic projects to cross-examine the setting and theories used in studies on green purchases. We provide a succinct overview and recommendation for the direction of future study for each theory used. Despite the wide range of findings from earlier studies, this study reveals that the majority of them focused on green products in general. In addition, the three primary theoretical frameworks of the consumer green buy behaviour study across products and nations evolved as the theory of planned behaviour, the theory of perceived value, and the theory of personal value.

The study's findings will assist managers and politicians in developing and implementing measures to strategies. Jenny E.P. Chuah, Say Keat Ooi, Jasmine A.L. Yeap (2022) By carefully analysing the attribution creation, motivations, and result of green scepticism based on the attribution theory, this research seeks to fill this gap. Overall, this thorough model provides insightful information for marketers looking to comprehend the conceptual differences between consumer green purchasing intention and scepticism. In a nutshell, this study presents a number of theoretical and practical implications for business practitioners and marketing researchers, as well as future directions for green marketing research. Jako Volschenk, Charlene Gerber, Bruno A. Santos (2022) This article investigates how consumers' buying intentions and willingness to pay change after learning about greenwashing. We discovered that when greenwashing goes unnoticed, customers praise it. The ability of consumers to spot greenwashing is not developed by educating them about environmental issues. Contrarily, customers who are informed about and aware of greenwashing penalise such products through what we refer to as a "greenwash penalty." The change in consumers' willingness to pay more for a product when they become aware of greenwashing is what we refer to as the "greenwash penalty." Greenwashing also has an impact on purchase intent (PI). Xixiang Sun, Ziyuan Tian, Jianguo Wang and Weihuan Su (2022) On whether environmental commitment can encourage green purchasing behaviour, there is little agreement. The validity and internal mechanisms of the impact of environmental commitment on green purchasing behaviour, particularly in the Chinese setting, have not been thoroughly researched. This study investigates the mechanism through which customers' commitment to the environment affects their decision-making on green purchases. It is based on the Norm Activation Theory and Theory of Planned Behavior. Chinese research data were used for analysis, and randomised control trials were used. According to the findings, environmental commitment strongly encourages green purchasing habits.

The association between environmental commitment and green purchasing behaviour is mediated by anticipated pride and remorse. The favourable impact of environmental commitment on predicted pride and guilt is moderated by social norms. Environmental commitment has a stronger impact compared to societal norms that are weaker. between expected pride and expected remorse in the presence of strict social rules. The results of this study offer fresh understanding of environmental commitment and how to encourage green purchasing behaviour. Governments and marketers may use these results to develop new regulations and strategies to encourage consumers to make green purchases in the future. D. M. Sachinthee Dissanayake (2022) Using the web platform, a structured questionnaire was distributed, and 345 valid replies were gathered. Using the SmartPLS 3.0 tool, partial least squares-structural equation modelling (PLS-SEM) was done to evaluate the hypotheses. The findings show that scepticism and empathy both directly and indirectly impact customer intention to purchase green items. This study the first to look into the connection between cynicism and green purchase intention, adding to both the literature and business practise. The study also aids managers in explaining marketing tactics like compassionate and morally driven advertising to encourage customers' intents to purchase green products. For developing nations like Sri Lanka, this research will be especially crucial for promoting sustainable consumption that improves the environment, society and the wellbeing of future generations. Due to the widespread adoption of sustainable business practises by multinational corporations, Sri Lankan companies can expand their global footprint by emphasising green consumerism. Md. Nekmahmud, farheen naz, Haywantee Ram kissoon (2022) The study intended to investigate customers' intentions to purchase green products and how social media usage and marketing (SMM) have an impact on consumers' sustainable consumption behaviour. By adding new factors to the Theory of Planned Behaviour (TPB), such as green thinking, social media usage, and social media marketing, we offer a novel model for assessing consumers' green purchasing intentions (GPI) through social media (SM). A self-administered questionnaire was used to gather 785 usable responses, and PLS-SEM was used to do the analysis. Results point to a strong and favourable relationship between attitude, subjective norms, perceived behaviour control, green thinking, and social media marketing and the intention to buy green items on social media. To the authors' knowledge, this was the first empirical study in the field.

Meta Analysis

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