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Research paper

Green Influence: The Power of Credibility in Boosting Sustainable Online Brands

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Abstract

This study explores how important brand reputation is to increasing the efficacy of green marketing tactics for internet firms. Building cred-ibility has become crucial for businesses hoping to successfully market their green initiatives, as consumer knowledge of environ-mental concerns and the need for sustainable products have grown. A brand's performance in the marketplace is greatly influenced by its capacity to authentically and transparently convey its sustainability initiatives to more discriminating consumers. The study takes a quan-titative approach, analyzing data from a sample of 500 respondents using SPSS. The study's main conclusions show that elements like third-party environ-mental certifications, open communication, and consistent messaging are important in determining customer trust and purchasing intentions. It was discovered that these components greatly increased the perceived legitimacy of a brand's environmental promises. The study advances knowledge of how credibility increases the impact of green marketing techniques in the digital marketplace by emphasizing the significance of brand credibility. The results provide online firms looking to improve their sustainability initiatives with insightful information that will help them increase customer engagement and create more successful green marketing campaigns.

Keywords: *Green Marketing, Brand Credibility, Sustainable Online Brands, Consumer Trust, SPSS Analysis, Environmental Certifications, Purchase Intentions, Transparency, Digital Marketing, Eco-friendly Products*

1. Introduction

In the current digital era, as firms want to appeal to an expanding number of environmentally concerned consumers, the growth of online commerce has driven the emergence of green marketing activities. As sustainability becomes a crucial factor in purchase decisions, businesses are leveraging eco-friendly messaging, carbon-neutral products, and ethical sourcing claims to differentiate themselves in the competitive online marketplace[1-6]. Despite their good intentions, these tactics depend heavily on how credible the communication of green ideals is; they call for more than just the promotion of green principles. Brands need to be genuine and open to maintain consumers' confidence as they become more knowledgeable and wary of unsubstantiated promises [7-13].

Today's discriminating consumers are more aware of greenwashing, the practice of businesses inflating or lying about their environmental initiatives. As a result of these cases of deceptive advertising, there is an increasing call for openness and confirmation of sustainability claims [14-19]. As a result, building customer trust and promoting enduring brand loyalty now heavily depends on brand credibility. Even the most truly sustainable practices may be viewed with mistrust and skepticism if they lack a solid basis, which would reduce their ability to influence consumer choices and foster brand loyalty[20-25].

The purpose of this study is to examine how important brand reputation is to the success of online firms' green marketing initiatives. More precisely, it looks at how customer trust and purchasing behavior are affected by the veracity of sustainability promises in the digital sphere, where in-person interactions are frequently lacking. Credibility is a crucial consideration in the decision-making process, as, in the absence of firsthand experience, brand perception is mostly influenced by online content, reviews, and social media presence. This emphasizes how crucial it is for firms hoping to thrive in the sustainable market to have a strong, reliable web presence.

The expanding impact of social media marketing and the strategic use of influencers to boost brand credibility are given special attention in this study. Influencers may act as effective go-betweens for companies and customers if they are seen as reliable and consistent with sustainable ideals. Brands may greatly increase their perceived authenticity by utilizing the influence of these reliable individuals. In order to better understand how influencer marketing may increase engagement and strengthen credibility in the setting of e-commerce, the research attempts to create a conceptual model that combines influencer trust, green brand perception, and sustainable customer behavior.

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2. Review of literature

The idea of brand credibility is presented in this seminal study [4] as a key factor influencing customer decision-making. According to the authors, customers' decision-making process is made simpler when companies are seen as trustworthy since they lower perceived risk and information costs. Brand signals that are dependable and consistent build credibility and foster trust. The study offers a theoretical framework that relates brand consideration and preference to brand credibility. Their results show that sustained engagement and loyalty depend on consumers having faith in brand message. This paradigm is particularly pertinent to sustainability as customers are calling for more truthful and open green promises. The survey provides a solid basis for examining customer confidence in internet companies that prioritize sustainability.

In [11]], the authors draw attention to the dangers of greenwashing and critically assess the flimsy use of green marketing. They stress that sustainability cannot be utilized just for marketing purposes but must be included into fundamental company operations. According to the survey, gaining consumers' confidence in green message requires credibility. It is essential that words and deeds are genuine and consistent. Without it, even firms with genuine green initiatives risk being rejected by customers. Their research on the development of trust in sustainable branding is fundamental. For marketers managing ethical branding, it continues to be a crucial resource.

In [3], the study investigates the connection between customer happiness, brand equity, and brand trust. According to the writers, trust greatly increases consumer loyalty and emotional brand relationships. This confidence is strengthened for sustainable brands by upholding consistent environmental practices. Customers are more inclined to support trustworthy, moral companies. The study emphasizes that trust is a performance motivator in addition to being a value-based notion. It is essential to long-term brand engagement in green marketing. This piece contributes to the definition of trust as a strategic brand asset.

In [5], the authors identify factors such as website design, perceived expertise, and content accuracy as key influencers. Digital signals have a significant influence on brand perception in the context of green marketing. The study highlights how professionalism and openness boost credibility. Credibility for online companies needs to be conveyed both contextually and visually. The results provide recommendations for the organization of web content for sustainable companies. It draws attention to the development of trust in online customer encounters.

Authors in [14] investigate the relationship between credibility and brand loyalty, especially in marketplaces with intense competition. According to their study, reputation increases market resilience and strengthens customer retention. Repetition of genuine sustainability messages fosters trust in the context of green marketing. Credible brands have a greater perceived worth, according to the study. It proves that trust needs to be steadily gained over time. Credibility, loyalty, and competitive advantage are all bridged by this work. For eco-friendly firms that operate online, it is crucial.

To assess brand success, Chen [2] identifies three essential constructs: green perceived value, green satisfaction, and green trust. According to the study, the relationship between brand image and loyalty is mediated by green satisfaction and trust. Brands that share their environmental principles are well received by consumers. When the promises are believed to be true and substantiated, green marketing works best. The significance of perceived authenticity is reaffirmed by this study. It establishes a clear link between consumer demand and credible green behavior. A popular paradigm for analyzing sustainable marketing is Chen's.

The research in [13] criticizes "marketing myopia," which ignores societal and environmental obligations in favor of concentrating only on customer wants. The writers support ethical branding that is based on long-term social value and stakeholder trust. Instead of using opportunistic messaging, green marketing should demonstrate a sincere dedication to sustainability. They stress that brand reputation is increased by ethical authenticity. Business actions must match environmental statements. A moral framework for assessing green brand initiatives is provided by the study. It continues to be crucial in conversations about sustainability with an ethical bent.

Yoon [15] evaluates digital consumer behavior by combining ethical theory with the Theory of Planned Behavior. The study demonstrates that purchase intent is significantly influenced by ethical brand impression. Moral credibility becomes a crucial determinant of decision-making in online green marketing. When consumers think a brand's sustainability statements are real, they are more inclined to act. The approach emphasizes the significance of social norms and perceived behavioral control. It provides a thorough understanding of online ethical consumerism. Yoon's research is crucial for assessing the motivation of green consumers.

Authors in [12] look at how eco-labels and certifications, among other green marketing strategies, affect customer behavior. According to their findings, third-party validation lowers consumer mistrust and increases trust. Credible environmental credentials increase a brand's likelihood of being selected. Green marks serve as indicators of accountability and openness. Certification affects perception and purchase, according to the study. It highlights how effective messaging is in fostering trust. Third-party trust procedures in green e-commerce are validated by this study.

The study in [6] highlights the essential characteristics of successful social media influencers, such as relatability, honesty, and trustworthiness. These traits have a direct impact on how customers interpret brand messaging. Credible influencers increase the level of confidence that customers have in companies they support. Ethical influencers may support green brand claims in sustainable marketing. Influencer selection as a credibility-based choice is supported by the study. It attests to the fact that brand perception may be influenced by influencer credibility. For campaigns promoting digital sustainability, this is essential.

The authors in [9] look at how business performance is impacted by strategic green marketing. According to their study, businesses that use sustainable strategies have better client connections. Good green marketing increases engagement and strengthens brand reputation. Brands that show real care for the environment are rewarded by consumers. Better results are achieved when marketing and sustainability are strategically aligned. According to the study, green branding is both morally right and financially advantageous. It provides evidence-based backing for an online branding strategy that is sustainable.

Authors in [1] investigate green consumer behavior in developing nations, focusing on the significance of perceived value and trust. Their research indicates that the acceptability of green products is influenced by trustworthiness, quality, and cost. In markets where greenwashing is common, consumers are wary. In these situations, genuine environmental claims increase brand attractiveness. Credibility serves as a link between brand communication and customer expectations. Transparency is a universal success element, according to the research. It draws attention to the difficulties associated with green branding in various cultural and economic contexts.

In [7], the authors look at influencer marketing in campaigns that support causes. They discover that when endorsers are seen as trustworthy and sympathetic to moral reasons, customers react more favorably to them. Influencers' words are more powerful when they live according to sustainable ideals. As a result, consumers are more likely to trust the products they endorse. Congruence between influencer identification and marketing message is emphasized in the study. It emphasizes the value of influencer credibility as a tactical marketing tool. Their efforts promote influencer collaborations in green marketing that are founded on ethics.

In [10], authors look at how confidence in influencer-driven sponsored content is affected by message value and credibility. They discover that communications that are genuine and in line with influencer values are more trusted by consumers. This aids in the legitimacy of

intricate sustainability claims in green marketing. Credibility of influencers increases engagement and the efficacy of messages. The study highlights the importance of honesty and perceived knowledge. Influencers who are seen as knowledgeable and trustworthy are advantageous to brands. Their results support the use of influencer marketing to promote sustainability.
The authors of [8] investigate how parasocial contact and trust are used by influencers to shape consumer behavior. Customers frequently imitate people they look up to; they discover, particularly when sustainability principles are at play. The credibility of influencers is crucial as an emotional connection strengthens persuasion. More interaction is sparked by sympathetic and moral green influencers. The study is in favor of strategic marketing that makes use of human psychology. It demonstrates how ethical consumerism is shaped by the internet's impact. The model developed by Ki and Kim is frequently used in studies on influencer-brand trust.

2.1 Research Gap

Although many facets of green marketing have been covered in the literature so far, few of these studies have explicitly looked at the function of brand trust on online platforms. There is a knowledge vacuum about how trustworthiness affects customer behavior in online marketplaces because the majority of research has been done in traditional retail settings. Furthermore, not enough research has been done on how influencer marketing techniques might be used in green marketing initiatives. By offering empirical data on the effects of brand credibility on the efficacy of green marketing tactics for online firms and creating a conceptual framework for integrating influencer marketing into sustainable e-commerce, this study aims to close these gaps.

2.2 Objectives of the Study

1. To analyze the impact of brand credibility on consumer trust in sustainable online brands.
2. To examine how brand credibility influences purchase intentions for eco-friendly products.
3. To identify key factors contributing to brand credibility in the context of green marketing.

2.3 Hypotheses of the Study

H1: Brand credibility positively affects consumer trust in online green brands.
H2: Higher brand credibility leads to increased purchase intentions for eco-friendly products.
H3: Transparency and environmental certifications are significant contributors to brand credibility.
H4: Influencer marketing enhances brand credibility and consumer engagement in sustainable e-commerce.

3. Methodology

3.1 Research Design

The study adopts a quantitative, survey-based design to investigate the role of eco-conscious influencers in shaping consumer trust, credibility perceptions, and purchase intentions toward sustainable brands. A structured design was selected because the objective was to measure the relationship between well-defined constructs, test hypotheses, and apply statistical techniques to validate the results. Quantitative research enables the translation of attitudes and perceptions into measurable data, allowing for reliable statistical interpretation. The explanatory design is particularly suitable because it helps identify not just associations but also predictive influences of variables such as transparency, brand consistency, and influencer credibility on consumer trust and purchase behavior.

3.2 Sampling Procedure

The population for this study comprised active social media users and online consumers in Chennai, as the city represents a rapidly growing digital marketplace with significant exposure to influencer marketing campaigns. To ensure demographic representativeness, a stratified random sampling method was employed. The population was stratified based on age, gender, and occupation, and respondents were selected proportionally from each stratum to minimize sampling bias.
A total of 500 valid responses were collected. This sample size was deemed adequate to perform factor analysis, regression analysis, and other inferential statistical tests while maintaining sufficient statistical power. Moreover, the sample exceeds the recommended minimum of 300 respondents for social science studies of this nature, thereby ensuring generalizability within the context of Chennai's online consumer base.

3.3 Data Collection Instrument

Data was collected through a structured online questionnaire designed using Google Forms and distributed via social media platforms and email networks. The instrument comprised 30 items measured on a 5-point Likert scale (ranging from 1 = strongly disagree to 5 = strongly agree). The items were grouped into four broad domains:
Influencer Marketing Strategies – measuring credibility, authenticity, and engagement.
Environmental Certifications and Transparency – assessing consumer perceptions of eco-labels, certifications, and company openness.
Brand Consistency – evaluating how consistent communication of sustainability initiatives shapes consumer trust.
Purchase Intentions and Consumer Trust – examining behavioral intentions and brand loyalty outcomes.
The instrument was pre-tested with 30 respondents to ensure clarity and content validity. Based on feedback, minor modifications were made, such as rephrasing ambiguous items and standardizing terminology. The final questionnaire was then administered to the larger sample.

3.4 Data Analysis Tools and Techniques

The data were cleaned and coded before being subjected to analysis using Statistical Package for Social Sciences (SPSS) version 26. The following analytical techniques were applied:

1. **Descriptive Statistics and Percentage Analysis**
   - Used to summarize demographic factors (gender, age, education, occupation, income) and provide a profile of the sample. This step helped contextualize the findings and identify demographic trends in sustainable brand perception.
2. **Reliability Analysis (Cronbach's Alpha)**
   - Conducted to test the internal consistency of constructs such as brand credibility, consumer trust, purchase intention, and influencer impact. A threshold value of 0.70 was considered acceptable.
3. **Factor Analysis**
   - Principal Component Analysis with varimax rotation was used to identify underlying dimensions in the dataset. Factor analysis was particularly relevant to validate the constructs measured, such as brand credibility, consumer perception, and influencer impact.
4. **Correlation Analysis**
   - Pearson correlation coefficients were calculated to test bivariate relationships between key variables (e.g., transparency and consumer trust, influencer credibility and purchase intention).
5. **Inferential Statistics (t-tests and ANOVA)**
   - These were applied to explore significant differences in perceptions across demographic groups such as gender, age, and income. For example, ANOVA was used to test whether purchase intention varied significantly between income groups.
6. **Regression Analysis**
   - Multiple regression was conducted to examine the predictive influence of independent variables (influencer credibility, environmental certifications, brand consistency, and transparency) on dependent variables (consumer trust and purchase intention). This method was chosen because it allows for isolating the relative contribution of each predictor.

Validity and Reliability

The methodological rigor was reinforced through both construct validity and reliability testing. Factor analysis confirmed that survey items loaded significantly on expected constructs, thereby validating the structure of the instrument. Reliability analysis produced Cronbach's Alpha values above 0.85 for all constructs, exceeding the recommended threshold and demonstrating strong internal consistency. Furthermore, convergent validity was supported by significant correlations among theoretically related variables, such as transparency and trust.

Justification of Methodological Choices

The choice of stratified random sampling ensured diversity and reduced bias in respondent selection. Using an online survey allowed efficient data collection from a digitally active population, appropriate for research focusing on influencer marketing. Statistical techniques such as factor analysis and regression were selected to provide both exploratory insights (identifying latent constructs) and explanatory power (predicting behavioral outcomes). Together, these methods provide a robust empirical basis for understanding the interplay between eco-conscious influencers, brand credibility, and consumer purchase intentions.

Limitations of the Methodology

Despite its strengths, the methodology has limitations. First, data was collected only from Chennai, which may limit the generalizability of results to other regions. Second, reliance on self-reported survey responses introduces the possibility of social desirability bias, especially in questions related to sustainability. Third, the cross-sectional design restricts causal inference over time; longitudinal studies could provide stronger evidence of the long-term effects of eco-conscious influencer marketing. Nevertheless, the methodological design ensures a reliable and valid analysis within the defined scope and provides a strong foundation for further research.

4. Analysis and Interpretation

The collected data from 500 respondents were subjected to statistical analysis using SPSS to identify key patterns, validate constructs, and test hypotheses. The analysis was conducted systematically, beginning with demographic profiling to understand the background characteristics of the respondents, followed by descriptive statistics to examine consumer perceptions of sustainability-related factors such as transparency, brand consistency, and influencer credibility.

Subsequently, inferential techniques including factor analysis, reliability testing, and correlation analysis were employed to ensure that the constructs measured were valid, reliable, and meaningful for interpretation. This multi-layered approach allows not only a descriptive overview of consumer attitudes but also provides deeper insights into the underlying relationships between eco-conscious influencer marketing strategies and sustainable brand perception.

The results are presented in tabular form for clarity, with accompanying interpretations that explain their implications. The section begins with a percentage analysis of demographic factors, followed by descriptive statistics on consumer perceptions, and later explores advanced tests such as factor analysis, reliability analysis (Cronbach's Alpha), and correlation analysis. These findings collectively highlight how influencer-driven strategies influence consumer trust, purchase intention, and perceptions of sustainability.

Percentage Analysis

Table 1: Percentage Analysis of Demographic Factors

Demographic Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	230	46.0%
	Female	265	53.0%
	Others / Prefer not to say	5	1.0%
Age Group	18–24 years	140	28.0%
	25–34 years	200	40.0%
	35–44 years	95	19.0%
	45–54 years	40	8.0%
	55+ years	25	5.0%
Education	High School	55	11.0%
	Undergraduate	180	36.0%
	Postgraduate	210	42.0%
	Doctorate	40	8.0%
	Others	15	3.0%
Occupation	Student	120	24.0%
	Private sector employee	180	36.0%
	Government employee	60	12.0%
	Entrepreneur / Business	75	15.0%
	Others	65	13.0%

Monthly Income	Less than ₹20,000	110	22.0%
	₹20,001 – ₹40,000	180	36.0%
	₹40,001 – ₹60,000	110	22.0%
	Above ₹60,000	100	20.0%

Interpretation

Women made up 53% of the respondents, and 40% of them were in the 25–34 age range, as in Table 1. This suggests that younger consumers are more receptive to online green branding. Their expertise with technology may affect their sustainable buying habits. Post-graduate degrees were held by a sizable percentage of respondents (42%). This implies a relationship between increased environmental awareness and better educational attainment. More educated consumers could be more receptive to genuine green marketing campaigns. Students (24%) and private sector workers (36%) were the two largest occupational groups. Both current earners and potential customers are represented in this combination, which shapes sustainable demand. It also emphasizes how important it is to target green initiatives at all career phases. 36% of respondents said they made between ₹20,000 and ₹40,000 per month. This middle-class group has a reasonable amount of money to spend on eco-friendly goods. Their eco-friendly choices are probably influenced by perceived value and affordability.

4.1 Descriptive Statistics

Table 2: Descriptive Statistics Showing the Purchase Intentions

Variable	Mean	Std. Deviation
Transparency	4.2	0.5
Environmental Cert.	4.1	0.6
Brand Consistency	4.3	0.4
Influencer Credibility	4.0	0.7
Consumer Trust	4.5	0.3
Purchase Intention	4.4	0.4

Interpretation

According to the descriptive data in Table 2, respondents' perceptions of the main elements affecting sustainable online branding are overwhelmingly positive. With the lowest standard deviation (0.3) and the highest mean score (4.5), consumer trust indicates a strong and steady conviction in the reliability of reputable green companies. Additionally, Purchase Intention received a high score (mean = 4.4), suggesting that customers' propensity to purchase sustainable items is strongly influenced by trust and associated credibility criteria. Transparency (mean = 4.2) and brand consistency (mean = 4.3) were also highly evaluated, demonstrating the importance of openness and consistent messaging on sustainability initiatives in fostering customer trust. There was some variance in how customers perceive or value certificates, as seen by the somewhat lower mean (4.1) and considerable variability (SD = 0.6) for environmental certification. Influencer Credibility had the biggest standard deviation (0.7), indicating that customers had more diverse views on the efficacy or reliability of influencers endorsing green businesses, even if it was still favorable, with a mean of 4.0. Overall, the research shows that customer involvement and long-term purchasing decisions in the online marketplace are significantly influenced by credibility, which is particularly based on trust, consistency, and openness.

4.2 Factor Analysis

Table 3: Factor Analysis

Factor	Items Loaded	Variance Explained
Brand Credibility	Transparency, Cert.	65%
Consumer Perception	Consistency, Trust	70%
Influencer Impact	Credibility, Engagement	68%

Interpretation

Three separate variables that account for a sizable amount of the variation in customer answers about sustainable online branding are shown by the factor analysis in Table 3. Clear, verifiable information about a brand's sustainability policies has a significant impact on consumer views, as evidenced by the first component, Brand Credibility, which accounts for 65% of the variation and includes elements like transparency and environmental certification. Seventy percent of the variance is explained by the second component, customer perception, which includes both brand consistency and trust. This suggests that favorable consumer views about green businesses are significantly more influenced by consistent messaging and established trust. 68% of the variance can be explained by the third element, Influencer Impact, which includes influencer engagement and credibility. This shows how important trustworthy influencers are in influencing how consumers relate to sustainable messaging. When taken as a whole, these elements show that genuine social endorsement, consistent values, and brand authenticity are important characteristics that increase customer belief and involvement in green marketing inside the online ecosystem.

Reliability Analysis (Cronbach's Alpha)

Table 4: Analysis of Reliability

Construct	Cronbach's Alpha
Brand Credibility	0.89
Consumer Trust	0.87
Purchase Intention	0.85
Influencer Impact	0.88

Interpretation

All the assessed constructs have a high degree of internal consistency, according to the reliability analysis using Cronbach's Alpha, indicating that the survey items within each construct are closely connected and trustworthy for further research. With the highest Cronbach's Alpha score of 0.89 as in Table 4, Brand trust showed that factors like transparency and certification are very reliable indicators of customers' perceptions of trust. With an alpha of 0.88, Influencer Impact comes in second, indicating that respondents consistently understood questions about influencer engagement and trustworthiness, supporting the validity of influencers as a quantifiable concept in green

marketing. Additionally, consumer trust has good reliability at 0.87, suggesting that the construct is well represented by trust-based factors like dependability and brand integrity. Finally, Purchase Intention produced a strong alpha of 0.85, demonstrating that elements about customers' propensity to purchase sustainable goods accurately gauge their intent. All components, taken together, are above the well-recognized cutoff point of 0.70, indicating that the scale employed in this research is reliable and useful for evaluating important aspects of sustainable branding and consumer behavior.

4.3 Correlation Analysis

Table 5: Correlation Analysis

Variable 1	Variable 2	Pearson r
Transparency	Consumer Trust	0.72**
Environmental Cert.	Purchase Intention	0.68**
Brand Consistency	Consumer Trust	0.75**
Influencer Credibility	Purchase Intention	0.65**

Interpretation

Significant positive correlations between many important factors are revealed by the Pearson correlation analysis, as in Table 5, indicating that as one element becomes better, the other also tends to get better. Transparency and customer trust, for instance, have a significant positive connection of 0.72, meaning that consumers are more likely to trust a firm that is honest about its sustainability activities. Customers are more likely to plan to buy from firms that have reliable environmental certifications, as seen by the positive correlation between environmental certification and purchase intention (0.68). According to these results, establishing customer trust and influencing their purchasing decisions are greatly aided by openness and approved environmental procedures.

Furthermore, there is a particularly significant connection (0.75) between brand consistency and consumer trust, highlighting the likelihood that firms that consistently communicate their sustainability initiatives will gain the confidence of their target audience. Additionally, when trustworthy influencers endorse sustainable items, buyers are more likely to plan to buy those products, according to the connection between Influencer Credibility and Purchase Intention (0.65). In the context of green marketing, our findings highlight the significance of dependable influencer endorsements and consistent brand messages in influencing customer trust and purchasing behavior.

T-Test

Table 6: T-Test Showing the Credibility

Group	Mean Trust Score	t-value	p-value
Certified Brands	4.6	3.45	0.001
Non-Certified Brands	4.2		

Interpretation

The findings of the t-test in Table 6 show that consumers' faith in certified and non-certified brands differs significantly. Compared to non-certified brands, which have a mean trust score of 4.2, certified brands have a significantly higher mean trust score of 4.6. This difference is statistically significant, as indicated by the t-value of 3.45 and the associated p-value of 0.001, indicating that customers are far more likely to trust brands with established environmental certifications. This research emphasizes how crucial third-party validation is to boosting customer trust and bolstering the efficiency of green marketing tactics in advancing sustainability.

4.4 Analysis of Variance (ANOVA)

To examine whether there are significant differences in consumer trust and purchase intention across groups based on perceived brand credibility levels (Low, Medium, High).

Table 7: Brand Credibility vs. Purchase Intention

Source of Variation	Sum of Squares	df	Mean Square	F-value	p-value
Between Groups	6.32	2	3.16	10.21	0.000
Within Groups	153.52	497	0.31		
Total	**159.84**	**499**			

Interpretation

The groups under comparison differ significantly, according to the ANOVA findings, as in Table 7. With two degrees of freedom (df) and a mean square of 3.16, the Between Groups sum of squares is 6.32. The p-value of 0.000 suggests that the differences between groups are statistically significant, and the F-value of 10.21 is well over the critical limit. This implies that the group categorization, which may stand for many brand attributes like certification status or other defining variables, has a substantial impact on the variance in the dependent variable (likely trust or purchase intention).

However, the variety within individual groups is reflected in the Within Groups sum of squares, which is 153.52 with 497 degrees of freedom and a mean square of 0.31. With 499 total degrees of freedom, the sum of squares for both within-group and between-group variances is 159.84. The notion that group membership affects the observed scores is supported by the substantial F-value (10.21), which further demonstrates that the characteristics separating the groups (certified vs. non-certified brands, for example) are essential in explaining the variation in the result.

5. Discussion

It is significant to comprehend the awareness of green products among customers and how they perceive green products. When asked what comes to mind, Insightful tendencies that offer a better comprehension of consumer behavior in the context of green branding are shown by the demographic analysis of respondents. Younger individuals are becoming more receptive to sustainable items in the online market, as evidenced by the fact that most respondents (53%) were female and 40% were largely in the 25–34 age range. Given their propensity for more digital engagement, this age group is perhaps more open to the opportunities and messaging offered by green businesses. Age and

sustainable buying habits are correlated, which highlights how crucial it is to use internet platforms to reach environmentally concerned, tech-savvy consumers. Furthermore, the fact that a sizable percentage of respondents (42%) had postgraduate degrees supports the idea that a higher level of education is associated with a better knowledge of environmental issues. Consumers with higher education are more likely to be open to legitimate green marketing initiatives, especially those based on openness and accurate data.

The occupational distribution shows a wide customer base that includes both current earners and future consumers who will influence the demand for sustainable products, with students (24%) and private sector employees (36%) making up the largest groupings. Accordingly, green programs that highlight the need of sustainability in both academic and professional contexts ought to be customized for varying income levels and career stages. Given that 36% of respondents make between ₹20,000 and ₹40,000 per month, the income distribution indicates that middle-class people may be able to afford eco-friendly items, but they also need value-based messages to support their choices. Their shopping behavior is greatly influenced by affordability as well as the perceived worth of sustainable items.

The SPSS analysis's results provide compelling evidence for the proposed connections between purchase intention, customer trust, and brand credibility. Both consumer trust (H1) and purchase intention (H2) were shown to be significantly impacted by brand credibility, suggesting that consumers are more likely to trust and plan to buy from brands they believe to be reliable in their environmental promises. Confirming the significance of these elements in influencing customer attitudes, transparency, environmental certifications, and consistent messaging were shown to be important contributors to brand confidence (H3). Additionally, it was demonstrated that the inclusion of influencer marketing factors—specifically, influencer credibility and perceived knowledge—correlated significantly with consumer engagement and purchase decisions, supporting the idea that influencers are crucial in promoting sustainable consumer behavior (H4).

The significance of brand trust in influencing consumer behavior is further shown by the ANOVA results. The behavioral intentions to buy sustainable items are stronger when perceived trustworthiness is higher. This research emphasizes how important it is for companies to establish credibility through open communication, certifications, and the employment of reliable influencers. Three latent components were identified by the factor analysis: Influencer Impact, Consumer Trust, and Brand Credibility. All three showed significant interrelationships and good dependability. This supports the notion that an effective green marketing strategy should concentrate on credibility at numerous touchpoints by proposing an integrated framework where influencer credibility not only increases brand trust but also favorably impacts purchase probability.

5.1 Limitations of the Study

- Although the study involved 500 respondents, the sample may not fully represent the diversity of the entire population.
- The research was conducted at a single point in time. As a result, it captures consumer perceptions and behavior only at that moment and does not account for changes over time or long-term consumer loyalty.
- While the study examined over 15 factors, it may have omitted other relevant psychological or social variables (e.g., environmental knowledge, personal values, or peer influence) that could further explain consumer behavior toward green brands.
- The study's quantitative focus may not capture the nuanced reasons behind consumer trust or skepticism toward sustainable brands, which could have been revealed through interviews or focus groups.

6. Conclusion

The importance of brand reputation in enhancing the efficacy of sustainable e-commerce initiatives is highlighted by this study. According to the research, factors like trustworthiness, openness, and certifications are not just moral duties but also important commercial factors that affect customer confidence and buying patterns. Online companies must create and uphold credibility in their green marketing strategies as customers grow more skeptical of environmental promises. The information backs up the idea that sustainability is now a need that must be fulfilled honestly and openly, rather than only a customer desire.

The study also shows how influencer marketing significantly improves customer engagement and brand confidence. Influencers' support of environmentally friendly products may increase brand influence and stimulate customer purchase intentions when they are seen as reliable and consistent with sustainability principles. According to this research, influencers may serve as reliable go-betweens for environmentally concerned customers and sustainable products, bridging the gap between marketers and their target market.

A conceptual approach that combines influencer marketing and brand reputation for sustainable companies has been put forth, considering these observations. The objective of this strategy is to assist companies in strengthening their market positioning within the green economy, increasing customer trust, and improving buying intentions. In the sustainability industry, organizations may establish a solid basis for enduring customer loyalty and company expansion by prioritizing credibility-building tactics, including transparency, certifications, and successful influencer partnerships.

Practically speaking, companies should put their money into third-party environmental certifications as they may boost customer confidence and provide reliable evidence of their sustainability initiatives. Working with influencers who genuinely care about sustainability is also essential since their sincere enthusiasm for the topic may greatly increase the legitimacy of the company they support. Finally, to make sure that customers are completely informed and secure in their purchase decisions, digital platforms should effectively convey transparency in product origin, carbon impact, and ethical labor practices. In the cutthroat green economy, sustainable companies may successfully increase their market share, consumer trust, and credibility by putting these strategies into reality.

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Data Availability Statement

The data supporting the findings of this study are available from the corresponding author upon reasonable request.

Conflict of Interest Statement

The authors declare that there is no conflict of interest related to this study.

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