

*Research Article*

# The Influence of Green Brand Authenticity on Consumer Purchase Intention: Mediating Role of Environmental Commitment

Ghia Subagja <sup>1\*</sup>, Bella Hartati <sup>2</sup>, Evrina <sup>3</sup><sup>1</sup> Universitas Sriwijaya, Indonesia: [ghiasubagja@fe.unsri.ac.id](mailto:ghiasubagja@fe.unsri.ac.id)<sup>2</sup> Universitas Adiwangsa Jambi, Indonesia: [bellahartati0@gmail.com](mailto:bellahartati0@gmail.com)<sup>3</sup> Universitas Adiwangsa Jambi, Indonesia: [evrinarina.85@gmail.com](mailto:evrinarina.85@gmail.com)\* Corresponding Author: [ghiasubagja@fe.unsri.ac.id](mailto:ghiasubagja@fe.unsri.ac.id)

**Abstract:** The rising demand for credible sustainability practices has positioned green brand authenticity as a critical factor influencing consumer evaluation and behavior. However, existing studies show inconsistent results regarding the direct impact of authenticity on purchase intention and provide limited insight into the psychological mechanisms underlying this relationship. This research addresses these gaps by investigating the influence of green brand authenticity on consumer purchase intention and examining the mediating role of environmental commitment. A quantitative survey was conducted with 150 respondents who had experience purchasing environmentally friendly products. Data were analyzed using multiple regression and mediation testing through a three-equation model supported by Sobel analysis. The results show that green brand authenticity significantly and positively influences both environmental commitment and consumer purchase intention. Furthermore, environmental commitment was found to partially mediate the relationship, indicating that authenticity not only enhances consumers' cognitive trust in a brand's environmental claims but also strengthens their moral engagement with ecological values, which in turn increases their likelihood of purchasing green products. These findings contribute to sustainability research by demonstrating the importance of internal psychological factors in shaping consumer responses to authentic environmental initiatives. The study concludes that authentic green branding strategies can foster deeper environmental commitment and more consistent purchasing behavior. Limitations include the cross-sectional design and the use of purposive sampling, suggesting that future research should consider longitudinal and cross-cultural approaches to validate the robustness of these findings.

Received: April 07, 2025

Revised: June 25, 2025

Accepted: August 08, 2025

Published: October 31, 2025

Curr. Ver.: October 31, 2025

**Keywords:** Environmental Commitment; Green Brand Authenticity; Green Marketing; Purchase Intention; Sustainability Behavior.

## 1. Introduction

Environmental degradation, rising consumer awareness, and increasing skepticism toward corporate sustainability claims have positioned green brand authenticity as a critical determinant of consumer behavior. Authenticity, defined as the perceived genuineness and consistency of a brand's environmental initiatives, has become increasingly important as modern consumers face an overwhelming amount of green messaging. The central object of this research is to examine how consumers evaluate the sincerity of a brand's environmental practices and how such evaluations influence their purchase intention within the evolving landscape of sustainable consumption. Previous studies have widely employed quantitative survey methods, structural equation modelling, regression analysis, and psychological frameworks to explore relationships among green trust, environmental concern, perceived responsibility, and pro-environmental behavior. These approaches have provided valuable insights, particularly regarding the direct effects of authenticity on consumer attitudes. However, empirical weaknesses remain evident, including inconsistent findings, limited focus



Copyright: © 2025 by the authors.

Submitted for possible open

access publication under the

terms and conditions of the

Creative Commons Attribution

(CC BY SA) license

[\(https://creativecommons.org/licenses/by-sa/4.0/\)](https://creativecommons.org/licenses/by-sa/4.0/)

on internal psychological mechanisms, and underrepresentation of consumers in emerging markets where environmental literacy and trust in green claims vary considerably.

A significant gap in existing literature concerns the insufficient exploration of environmental commitment as a mediating mechanism linking brand authenticity to purchase intention. Environmental commitment, which reflects a consumer's emotional and moral attachment to ecological preservation, is theoretically capable of strengthening the influence of authenticity by transforming cognitive evaluations into purposeful behavioral intentions. Despite this theoretical relevance, prior studies have rarely integrated environmental commitment into a comprehensive empirical framework. Most research focuses only on direct relationships, overlooking the possibility that authenticity may exert a stronger effect when channeled through internalized environmental values. Additionally, past methods often overlook contextual variability. Much of the empirical evidence originates from developed countries, leaving uncertainty about whether the same dynamics apply to consumers in developing nations who may exhibit higher skepticism toward greenwashing and lower institutional trust.

Based on these limitations, the research problem addressed in this study concerns the absence of an integrated empirical model explaining how green brand authenticity influences consumer purchase intention both directly and indirectly through the mediating role of environmental commitment. To address this gap, the present research proposes a quantitative analytical approach using multiple regression models and mediation testing to validate the causal pathways among the three variables. This framework combines principles from brand authenticity theory, sustainability psychology, and behavioral intention models to offer a deeper understanding of the cognitive and motivational processes underpinning green consumer behavior. By incorporating environmental commitment, this study provides a more nuanced theoretical explanation that moves beyond surface-level attitudinal responses and emphasizes the role of moral and value driven motivations.

The contributions of this study are multifaceted. Theoretically, it provides empirical evidence that environmental commitment functions as a psychological mediator that enhances the effect of authenticity on purchase intention. Conceptually, it refines existing green marketing models by integrating authenticity with sustainability oriented motivational constructs. Methodologically, it employs a structured mediation framework supported by robustness testing to validate both direct and indirect effects. Contextually, it enriches green marketing literature by offering empirical data from an emerging market, addressing the persistent imbalance in geographic representation. Practically, it delivers strategic insights for companies seeking to cultivate stronger consumer trust and sustainable brand loyalty through authentic, transparent, and credible environmental initiatives.

## **2. Preliminaries or Related Work or Literature Review**

The growing emphasis on environmental sustainability has led to a significant rise in studies examining how consumers evaluate and respond to green marketing practices. Among these, green brand authenticity has become a central topic, as consumers increasingly demand transparency and consistency between a brand's environmental claims and its actual practices. Prior research has explored various dimensions of green consumer behavior, including trust, environmental concern, and perceived responsibility, yet findings remain varied and sometimes contradictory. Furthermore, emerging discussions highlight the importance of deeper psychological factors such as environmental commitment that may shape how consumers interpret authentic sustainability efforts. These developments indicate the need for a more comprehensive understanding of the mechanisms connecting brand authenticity with purchase intention, positioning this study within a growing body of work aimed at refining green marketing theory and addressing existing research gaps.

### **2.1. Green Brand Authenticity**

Green brand authenticity refers to the degree to which consumers perceive a brand's environmental initiatives as genuine, consistent, and aligned with its core values and practices. In the context of sustainable marketing, authenticity emerges when brands demonstrate clear evidence of environmental responsibility through transparent communication, credible certifications, traceable production processes, and long-term ecological commitments. Prior research highlights that authenticity plays a crucial role in shaping positive consumer

evaluations, as it reduces skepticism toward greenwashing and strengthens confidence in the brand's sustainability claims. Studies also show that authentic brands tend to foster deeper emotional connections with consumers because authenticity signals moral integrity and congruence between what a brand claims and what it actually practices. This perception is essential in influencing consumer attitudes since authenticity serves as a credibility cue that distinguishes genuinely sustainable brands from those that merely adopt eco friendly imagery for promotional purposes. As green markets become increasingly competitive, understanding how consumers interpret authenticity is fundamental for explaining variations in trust, satisfaction, and behavioral intention toward green products.

## **2.2 Environmental Commitment**

Environmental commitment represents an individual's enduring motivation and moral responsibility to engage in behaviors that support environmental protection. It reflects a deeply internalized value system in which consumers perceive ecological preservation as part of their personal identity, influencing the choices they make in everyday consumption. Prior literature describes environmental commitment as a stable psychological state shaped by awareness, concern, and long term involvement with environmental issues. Studies show that individuals with strong environmental commitment tend to be more receptive to sustainability related brand cues and are more likely to respond positively to credible green initiatives. This commitment not only fosters pro environmental attitudes but also strengthens behavioral consistency, making consumers more inclined to purchase products that align with their ecological values. In the context of green branding, environmental commitment is considered a crucial mechanism that links brand-level attributes with consumer-level responses, suggesting that consumers who feel morally connected to environmental causes are more likely to interpret authentic green practices as supportive of their personal goals and ethical standards.

## **2.3 Consumer Purchase Intention**

Consumer purchase intention refers to an individual's planned or deliberate willingness to buy a product based on cognitive evaluations, emotional responses, and perceived alignment with personal values. Within the green marketing context, purchase intention is shaped not only by functional product attributes but also by the credibility and authenticity of a brand's environmental practices. Research grounded in the theory of planned behavior suggests that attitudes toward environmentally friendly products, social expectations, and perceived behavioral control collectively influence the formation of purchase intention. Empirical studies further indicate that when consumers believe that a brand genuinely upholds sustainable practices, their confidence in the brand increases, leading to stronger intentions to support it through purchasing decisions. Moreover, purchase intention in green markets is often linked to moral and ethical considerations, where consumers perceive their buying choices as contributions to broader environmental goals. As a result, purchase intention becomes an important outcome variable in understanding how psychological factors such as trust, perceived authenticity, and environmental commitment translate into concrete consumer actions in sustainable product markets.

## **3. Proposed Method**

This study adopts a quantitative approach using a survey design to empirically test the influence of green brand authenticity on consumer purchase intention and to examine the mediating role of environmental commitment. The proposed method is structured into four main stages: research design, sampling and data collection, measurement of variables, and data analysis procedure including mediation testing. This stepwise structure aims to ensure that the research model is operationally clear, statistically robust, and replicable in future studies.

### **3.1. Research Design**

The research employs a cross sectional survey design, in which data are collected at a single point in time from consumers who have experience purchasing environmentally friendly products. This design is appropriate for examining the relationships among psychological constructs, such as perceived authenticity, commitment, and behavioral

intention, and for estimating the magnitude and direction of these relationships using multivariate statistical techniques. The conceptual model specifies green brand authenticity as the independent variable (X), environmental commitment as the mediating variable (M), and consumer purchase intention as the dependent variable (Y). The relationships are tested through a series of regression equations that represent both direct and indirect effects, allowing for an explicit assessment of the mediation mechanism.

### 3.2. Sample and Data Collection

The target population of this study consists of consumers who have purchased or interacted with green branded products within the six months prior to data collection. Due to the absence of a complete sampling frame and the heterogeneous distribution of green consumers, a non-probability purposive sampling technique is used. Respondents are selected based on specific criteria, including familiarity with eco friendly products and exposure to brand-level environmental claims. Data are collected via a structured online questionnaire distributed through digital communication channels. A total of 150 valid responses are obtained, which is considered adequate for multiple regression and mediation analysis in behavioral research. Prior to the main survey, a pilot test is conducted on a smaller group of respondents to ensure that the questionnaire items are clear, relevant, and easily understood.

### 3.3. Measurement of Variables

All constructs in the model are measured using multi-item scales adopted and adapted from established instruments in previous green marketing and consumer behavior studies. Green brand authenticity (X) is measured using items that capture perceptions of genuineness, consistency, and alignment between brand claims and environmental practices. Environmental commitment (M) is measured through items reflecting moral attachment, long-term concern, and willingness to support environmental protection. Consumer purchase intention (Y) is measured using items that assess the likelihood of buying green products in the future and the intention to choose environmentally friendly brands over conventional alternatives. All items are rated on a five point Likert scale ranging from “strongly disagree” (1) to “strongly agree” (5). Content validity is established through expert judgment by academics familiar with green marketing and consumer psychology. Construct validity is assessed using item–total correlations, while internal consistency reliability is evaluated using Cronbach’s alpha, with values above 0.70 considered acceptable for all constructs.

## 4. Results and Discussion

The results of this study present a comprehensive examination of how green brand authenticity influences consumer purchase intention and the extent to which environmental commitment mediates this relationship. The findings are derived from a series of statistical analyses conducted on primary data collected from respondents who actively engage with environmentally friendly products. This section outlines the data collection process, sample characteristics, and analytical procedures used to evaluate the proposed research model. The results are then interpreted in relation to existing theoretical frameworks and previous empirical studies, providing deeper insight into the psychological mechanisms that shape green consumer behavior. In addition, the discussion highlights the theoretical and managerial implications that emerge from the study’s findings, offering valuable contributions to both academic literature and practical sustainability strategies. The subsections below describe each analytical component and its relevance to the overall research objectives.

### 4.1. Data Collection and Respondent Characteristics

Data for this study were obtained through an online questionnaire distributed to consumers who had experience purchasing eco friendly products within the last six months. The data collection process took place over a three week period in August 2024 and targeted respondents from major urban areas with higher exposure to green brands. A total of 150 valid responses were collected and included in the analysis. Most respondents were young adults with high environmental awareness, reflecting the market segment most engaged with green consumption. Descriptive statistics indicate that respondents perceive green brand authenticity, environmental commitment, and purchase intention at relatively high levels, suggesting positive attitudes toward environmentally responsible branding practices.

#### 4.2. Regression Analysis: Direct Effects

The first regression model examined the influence of green brand authenticity on environmental commitment. The analysis revealed a strong and statistically significant effect, indicating that consumers who perceive a brand as environmentally genuine tend to develop stronger psychological attachment to environmental values. The second regression model assessed the direct impact of green brand authenticity on purchase intention. The findings show that authenticity significantly increases consumers' willingness to purchase green products, underscoring the importance of credibility and consistency in shaping consumer behavior. These results provide empirical support for the theoretical assumption that authentic environmental claims play an essential role in fostering positive behavioral responses among green consumers.

**Table 1.** Regression Analysis: Effect of Green Brand.

Variable	Coefficient ( $\beta$ )	t-value	Sig.
Green Brand Authenticity (X)	0.612	8.452	0.000

The results presented in Table 1 show that green brand authenticity has a strong and statistically significant influence on environmental commitment, with a regression coefficient of 0.612 and a p-value of 0.000. This finding indicates that consumers who perceive a brand as genuinely committed to environmental practices are more likely to develop a deeper psychological attachment to environmental values. The strength of the coefficient suggests that authenticity is a major predictor of consumers' willingness to commit to environmentally responsible behaviors. This result aligns with previous studies asserting that authenticity serves as a credibility signal that strengthens consumers' emotional and moral engagement with eco-friendly brands. The positive and significant effect confirms that when brands consistently demonstrate genuine environmental actions beyond marketing claims consumers respond by reinforcing their own environmental identity and commitment.

**Table 2.** Regression Analysis: Effect of Green Brand Authenticity on Purchase Intention.

Variable	Coefficient ( $\beta$ )	t-value	Sig.
Green Brand Authenticity (X)	0.497	6.201	0.000

As shown in Table 2, green brand authenticity also significantly influences purchase intention, with a coefficient of 0.497 and a p-value of 0.000. This indicates that authenticity plays a key role in shaping consumers' willingness to buy green products. When consumers believe that a brand's environmental claims are sincere and aligned with its behavior, they are more confident that purchasing the brand aligns with their personal values and contributes to environmental preservation. This result supports the Theory of Planned Behavior, which posits that positive attitudes toward a brand formed through trust and credibility lead to higher behavioral intentions. The relatively high coefficient reflects that sincerity, transparency, and consistency in environmental actions enhance brand attractiveness and stimulate consumer purchase decisions. The finding is consistent with prior research showing that authenticity reduces skepticism, mitigates perceptions of greenwashing, and ultimately increases consumer loyalty toward sustainable brands.

#### 4.3. Mediation Effect of Environmental Commitment

The mediation analysis employed a series of regression equations combined with the Sobel test to determine whether environmental commitment acts as a psychological pathway linking brand authenticity to purchase intention. The results demonstrate that the effect of green brand authenticity on purchase intention decreases when environmental commitment is included in the model, while environmental commitment itself significantly predicts purchase intention. The Sobel test confirms the presence of partial mediation, suggesting that authenticity not only influences purchase intention directly but also strengthens consumers' moral and emotional motivation to support environmentally responsible brands. This indicates that environmental commitment serves as a meaningful psychological mechanism that reinforces green behavioral intentions.

**Table 3.** Regression Analysis: Mediation Effect of Environmental Commitment.

Variable	Coefficient ( $\beta$ )	t-value	Sig.
Green Brand Authenticity (X)	0.214	2.901	0.004
Environmental Commitment (M)	0.451	5.873	0.000

Table 3 reveals that the introduction of the mediating variable, environmental commitment, significantly changes the relationship between authenticity and purchase intention. When environmental commitment is included in the model, the coefficient of green brand authenticity on purchase intention drops from 0.497 (in Table 2) to 0.214, while environmental commitment itself shows a strong, significant effect on purchase intention ( $\beta = 0.451$ ,  $p = 0.000$ ). This indicates that environmental commitment partially mediates the relationship between authenticity and purchase intention.

The significant reduction in the coefficient suggests that a substantial portion of the influence attributable to authenticity works indirectly through the formation of environmental commitment. In other words, authenticity does not simply encourage consumers to buy products it first strengthens their internal motivation and moral attachment to environmental values. This internalized commitment then drives them to choose sustainable products more consistently. The mediation result supports the moral psychological mechanism suggested in sustainability behavior literature, which argues that environmentally committed consumers are more responsive to credible and genuine green messages. This finding also resonates with previous research demonstrating that internal motivational factors amplify the influence of external stimuli such as branding and marketing messages.

#### 4.4. Discussion of Findings

The findings of this study align with the theoretical premise that authenticity enhances trust, credibility, and emotional engagement in green branding. Consistent with earlier research, the study confirms that consumers evaluate green brands based on perceived sincerity rather than mere promotional messages. Authenticity serves as a strong signal of brand integrity, encouraging consumers to view green products as credible and aligned with their environmental values. The significant mediating role of environmental commitment illustrates that consumers' moral identification with environmental protection amplifies their intention to purchase green products. This is particularly relevant in emerging markets, where skepticism about greenwashing remains prevalent. The results demonstrate that when consumers recognize genuine action, their commitment translates into stronger behavioral intentions.

#### 4.5. Theoretical Implications

The results contribute to the expansion of green marketing theory by validating the role of environmental commitment as a psychological mediator. Previous studies have largely emphasized direct effects, while the present study highlights a more nuanced pathway through which authenticity shapes consumer decisions. This supports the integration of moral psychological constructs into sustainability oriented behavioral models. Additionally, the findings reinforce the applicability of the theory of planned behavior by demonstrating how attitudes and values interact with brand-level attributes to drive intention.

#### 4.6. Practical Implications

From a managerial perspective, the findings emphasize the importance of consistently implementing genuine environmental practices rather than relying solely on promotional messaging. Companies should invest in transparent sustainability initiatives, credible certifications, and communication strategies that demonstrate long-term commitment to environmental stewardship. Strengthening authenticity can build deeper emotional bonds with environmentally conscious consumers, ultimately enhancing purchase intention and brand loyalty. Furthermore, businesses should design campaigns that encourage consumer engagement with environmental values, as such engagement fosters the psychological commitment necessary to support green purchasing behavior. These insights may guide

companies in creating meaningful strategies that differentiate authentic green brands from superficial claims and promote enduring consumer trust.

## 5. Comparison

A comparison with state of the art research provides deeper clarity regarding the contribution and novelty of the present study. Previous studies consistently emphasize that green brand authenticity enhances consumer trust and strengthens their willingness to support environmentally responsible brands. Research such as those conducted in developed markets typically identifies authenticity as a strong and direct predictor of purchase intention, often viewing the consumer decision pathway as relatively linear. These studies generally assume that consumers respond straightforwardly to credible sustainability signals without fully considering internal psychological mechanisms that may influence how authenticity is interpreted. In contrast, the findings of this research reveal that while authenticity has a significant direct impact on purchase intention, the strength of this effect is substantially amplified through environmental commitment, highlighting a more complex psychological process than previously suggested in the literature.

Recent state of the art work also demonstrates increasing concern about greenwashing, particularly in emerging markets where institutional trust may be lower and environmental literacy varies widely. Many prior studies note that consumers are becoming more skeptical of superficial sustainability claims, yet they rarely investigate how internal values, such as environmental commitment, shape consumer responses to authenticity cues. This study fills that gap by empirically demonstrating that authenticity does not influence purchase intention solely through perceptual trust but also by activating consumers' moral and value-based engagement with environmental issues. The partial mediation result strengthens this argument, showing that authentic brands encourage consumers to internalize environmental values, which subsequently drives stronger purchase intention.

## 6. Conclusions

This study examined the influence of green brand authenticity on consumer purchase intention and evaluated the mediating role of environmental commitment within the context of sustainable consumer behavior. The results demonstrate that green brand authenticity has a significant direct effect on purchase intention while also exerting a strong indirect influence through environmental commitment, confirming the presence of a partial mediation mechanism. These findings provide empirical evidence that authenticity not only enhances consumers' cognitive evaluations of environmentally friendly brands but also strengthens their moral engagement with environmental issues, thereby increasing their intention to support sustainable products. The synthesis of results supports the initial research objectives and reinforces the argument that psychological constructs particularly environmental commitment play an essential role in translating authentic brand cues into behavioral intentions.

The implications of this study contribute meaningfully to the growing body of knowledge in green marketing and sustainability psychology. For scholars, the integration of authenticity and environmental commitment advances theoretical understanding by highlighting internal motivational processes that have been underexplored in previous research. For practitioners, the findings suggest that companies must prioritize genuine and transparent environmental practices, as authenticity fosters deeper consumer commitment and promotes long-term purchasing behavior rather than superficial acceptance of green claims. Brands that demonstrate consistency between communication and environmental performance are more likely to cultivate loyal, environmentally conscious consumers.

Despite its contributions, this study has several limitations. The cross-sectional design restricts the ability to infer long-term behavioral changes, and the use of purposive sampling limits the generalizability of findings beyond the sampled population. Additionally, the study focuses on consumers within a single national context, which may differ from perceptions in other cultural or institutional environments. Future research may address these limitations by employing longitudinal designs, expanding to cross-cultural comparisons, or integrating additional mediating or moderating variables such as environmental knowledge, green trust, or perceived consumer effectiveness. Further exploration of digital green communication and

AI-driven sustainability messaging may also provide valuable insights into evolving consumer responses to environmental authenticity.

**Acknowledgments:** The authors would like to express their sincere appreciation to all individuals and institutions that contributed to the completion of this research. Special gratitude is extended to the respondents who generously participated in the survey and provided valuable insights essential for the analysis. The authors also acknowledge the support from Universitas Sriwijaya and Universitas Adiwangsa Jambi for facilitating the research process and providing academic guidance throughout the study. Appreciation is further conveyed to colleagues and reviewers who offered constructive feedback that enhanced the clarity and quality of this manuscript. This article is part of the authors' ongoing academic research in the field of green marketing and sustainable consumer behavior, and its completion would not have been possible without the collective support of all parties involved.

## References

- Ahn, J., & Kwon, J. (2023). Authenticity in green branding: The influence of perceived brand sincerity on sustainable consumer behavior. *Journal of Business Research*, 158, 113698. <https://doi.org/10.1016/j.jbusres.2023.113698>
- Boobalan, K., Nachimuthu, G. S., & Sivakumaran, B. (2021). Understanding the role of green brand authenticity and green value in green purchase intentions. *Journal of Cleaner Production*, 318, 128474. <https://doi.org/10.1016/j.jclepro.2021.128474>
- Carfora, V., Cavallo, C., & Crescimbeni, F. (2021). Fake or real green? How greenwashing shapes attitudes toward sustainable products. *Sustainable Production and Consumption*, 27, 1950–1961. <https://doi.org/10.1016/j.spc.2021.04.007>
- Chen, Y. S., Chang, C. H., & Lin, Y. H. (2020). The role of green brand authenticity in driving green purchase intention: The moderating effect of environmental concern. *Sustainability*, 12(21), 8857. <https://doi.org/10.3390/su12218857>
- Chin, T., Zhang, J., & Wong, C. W. (2023). How brand authenticity affects consumer trust in the era of green marketing. *Journal of Retailing and Consumer Services*, 71, 103270. <https://doi.org/10.1016/j.jretconser.2023.103270>
- Choi, W., & Kim, Y. (2021). Green brand authenticity and its impact on consumer decision-making. *Business Strategy and the Environment*, 30(6), 2801–2813. <https://doi.org/10.1002/bse.2789>
- Gao, Y., & Liu, X. (2023). A meta-analysis of green purchase intention determinants: Authenticity, trust, and environmental values. *Journal of Environmental Psychology*, 86, 101969. <https://doi.org/10.1016/j.jenvp.2023.101969>
- Gupta, S., & Kumar, V. (2023). Investigating consumer responses to authentic and inauthentic green claims. *Journal of Marketing Theory and Practice*, 31(4), 453–469. <https://doi.org/10.1080/10696679.2022.2138949>
- Han, H., Al-Ansi, A., & Chua, B. L. (2020). Environmental commitment as a driver of green behavioral intention. *International Journal of Hospitality Management*, 90, 102632. <https://doi.org/10.1016/j.ijhm.2020.102632>
- Huang, H., Liao, C., & Chen, C. (2022). How perceived greenwashing influences consumer trust and purchase intention. *Journal of Environmental Management*, 323, 116210. <https://doi.org/10.1016/j.jenvman.2022.116210>
- Kim, J., & Kim, S. (2023). The psychological mechanisms linking environmental commitment to sustainable consumption behavior. *Sustainability*, 15(2), 1211. <https://doi.org/10.3390/su15021211>
- Lee, K., & Rhee, H. T. (2022). Consumer evaluation of sustainable brands: The role of authenticity and emotional engagement. *Sustainable Production and Consumption*, 30, 102–114. <https://doi.org/10.1016/j.spc.2022.01.028>
- Liang, Y., & Li, L. (2020). The effects of environmentally responsible branding on consumer behavior. *Journal of Cleaner Production*, 256, 120563. <https://doi.org/10.1016/j.jclepro.2020.120563>
- Liu, Y., Qu, Y., & Li, X. (2022). Environmental values, commitment, and intention: A triadic model of green consumer behavior. *Environmental Science and Policy*, 132, 259–268. <https://doi.org/10.1016/j.envsci.2022.03.007>
- Nguyen, T. N., Huynh, P. A., & Tran, V. T. (2021). Green brand perception, environmental commitment, and sustainable purchase intention. *Journal of Retailing and Consumer Services*, 61, 102566. <https://doi.org/10.1016/j.jretconser.2021.102566>
- Osei-Tutu, E., & Xie, C. (2023). Consumer skepticism, green brand authenticity, and intention to purchase: Evidence from emerging markets. *Journal of Consumer Behaviour*, 22(4), 873–889. <https://doi.org/10.1002/cb.2138>
- Singh, A., & Verma, P. (2022). The impact of green brand credibility and authenticity on purchase behavior. *Resources, Conservation & Recycling*, 180, 106178. <https://doi.org/10.1016/j.resconrec.2022.106178>
- Testa, F., Iovino, R., & Iraldo, F. (2020). The role of trust and engagement in sustainable consumer behavior. *Business Strategy and the Environment*, 29(3), 1019–1031. <https://doi.org/10.1002/bse.2406>
- Wang, X., & Choi, S. (2023). Sustainable branding and the mediating role of consumer environmental commitment. *Journal of Business Ethics*, 188, 623–639. <https://doi.org/10.1007/s10551-021-05053-5>
- Zhao, H., Gao, Q., & Wu, Y. (2022). How green brand image and authenticity shape consumer intention: Evidence from eco-friendly industries. *Journal of Cleaner Production*, 368, 133091. <https://doi.org/10.1016/j.jclepro.2022.133091>