

A Study on Consumer Perception on Sustainable Brands

Ms. Ghazala Ferheen¹, Dr. (Prof) T. K Srinath²

¹Research Scholar, AL-Ameen Research Foundation, University of Mysore, Karnataka, India

²Research Guide, AL-Ameen Research Foundation, University of Mysore, Karnataka, India

ABSTRACT

The growing emphasis on environmental responsibility has significantly influenced consumer attitudes toward sustainable brands. This study examines consumer perception of sustainable brands, focusing on awareness levels, emotional engagement, purchase intentions, and brand loyalty. It explores how sustainability initiatives shape brand credibility, appeal, and consumer trust, while also identifying barriers such as price sensitivity, information gaps, and skepticism toward green claims. Using primary data collected from consumers, the research analyzes the relationship between sustainability communication and consumer decision-making. The findings reveal that although consumers increasingly value sustainability and associate it with ethical and responsible branding, the translation of positive perception into actual purchase behavior remains inconsistent. The study highlights the need for transparent communication, affordability, and authentic sustainability efforts to strengthen consumer engagement and long-term loyalty toward sustainable brands.

KEYWORDS: *Green washing, Sustainability, Green Marketing Eco Friendly, Consumer Perception.*

1. INTRODUCTION

Over the past few years, sustainability has come to be an integral aspect of business planning, influenced by increasing concerns regarding climate change, natural resource scarcity, and ethical consumption. Customers are becoming more conscious of the social and environmental consequences of their own consumer choices, thus creating a demand shift in favor of sustainable brands. Most firms have countered by embracing green practices, including the use of environmentally friendly materials, carbon footprint reduction, and embracing corporate social responsibility (CSR) activities. Nevertheless, regardless of these measures, consumer perception of green brands is still intricate and differs according to awareness, trust, and perceived efficacy of sustainability assertions. Sustainable branding is not just a marketing concept; it is about infusing environmental, social, and economic responsibility into the core of a company. Brands that effectively convey their sustainability initiatives can establish more effective relationships with consumers, resulting in higher brand loyalty and competitive strength. Yet, most companies struggle to effectively communicate their sustainability efforts because of concerns over

greenwashing—the process of companies overstating or misrepresenting their sustainability efforts to appeal to environmentally conscious consumers. This concern, combined with reasons like premium prices and scarcity, tends to drive a disconnect between consumer intent and actual purchase behavior, so it is important to know how consumers view sustainable brands and what drives their choices. --- In order to comprehend consumer attitudes towards sustainable brands, it is necessary to examine the underlying theories that influence consumer behavior and attitudes. The Triple Bottom Line (TBL) concept is a starting point, highlighting that companies must prioritize three areas: People, Planet, and Profit in order to be successful in the long term. Furthermore, the Theory of Planned Behavior (TPB) posits that sustainability attitudes, social norms, and perceived control over behaviors affect consumer behavior. Consumers who feel that their sustainable behaviors have an impact are more prone to pro-environmental purchasing behavior. Another applicable theory is the Value-Belief-Norm (VBN) model, which articulates the role of personal values and moral norms in promoting sustainable consumption. Consumers who are highly committed

How to cite this paper: Ms. Ghazala Ferheen | Dr. (Prof) T. K Srinath "A Study on Consumer Perception on Sustainable Brands" Published in International Journal of Trend in Scientific Research and Development (ijtsrd), ISSN: 2456-6470, Volume-10 | Issue-1, February 2026, pp.751-758, www.ijtsrd.com/papers/ijtsrd100130.pdf



IJTSRD100130

URL:

Copyright © 2026 by author (s) and International Journal of Trend in Scientific Research and Development Journal. This is an Open Access article distributed under the terms of the Creative Commons Attribution License (CC BY 4.0) (<http://creativecommons.org/licenses/by/4.0>)



to sustainability values tend to favor brands that reflect their ethical standards. Likewise, Brand Equity Theory underscores the role that a powerful, genuine brand image plays in enhancing consumer image, trust, and loyalty. Those firms that include sustainability in their brand image can differentiate themselves from competitors and form long-term connections with consumers. Yet, evidence suggests that trust is the most significant factor in determining consumer attitudes—without transparency and ambiguity, even the most sustainable brand will find it difficult to instill consumer trust.

In spite of the growing significance of sustainability in branding, there is a wide difference between consumer attitudes and genuine buying behavior. While a large number of consumers indicate they prefer sustainable brands, greater expense, lack of knowledge, perceived hassle, and cynicism about green statements tend to deter them from making sustainable decisions. Such an attitude-behavior disparity poses a great challenge for companies that aim to advance sustainability. In addition, there is a shortage of empirical evidence on how various factors—such as brand trust, transparency, and eco-labeling affect consumer attitudes and decision-making toward sustainable brands. Moreover, though research on sustainability and consumer behavior is well-established in developed markets, there is scant research on how consumers in emerging economies think about sustainable brands. Regional differences in cultural, economic, and social contexts can shape consumer attitudes towards sustainability differently, rendering it imperative to explore whether consumers in various markets respond uniformly to efforts towards sustainability. It is important for businesses to recognize these gaps in order to create more impactful communications and encourage wider use of sustainable products.

1.1. Statement of the Problem

Sustainability has emerged as an area of top priority for companies and consumers both, with rising demand for sustainable brands that practice environmentally friendly methods. Yet, even as awareness grows along with consumer sentiment towards sustainability, there is a huge disconnect between consumer opinion and purchasing behavior. Consumers claim to want sustainable brands, but the price sensitivity, greenwashing scepticism, unfamiliarity, and availability tend to deter them from buying in a sustainable manner.

1.2. Review of Literature

Krampe, de Groot, and Hurst (2025) examined consumer preferences for sustainable temporary loyalty programs. Adopting an experimental research

design, the study explored whether consumers respond positively to short-term but sustainability-oriented loyalty schemes compared to conventional alternatives. Findings revealed a growing preference for temporary green programs, particularly among environmentally aware consumers, while also highlighting variations across demographic groups. This study contributed to literature by extending the scope of loyalty research into non-traditional and time-bound program formats that integrate sustainability.

Jalu, Dasalegn, Japee, Tangl, and Boros (2024) investigated the combined effect of green brand innovation and perceived value on green brand loyalty, with green knowledge as a moderating factor. Based on a survey of consumers familiar with environmentally innovative brands, the research employed structural equation modeling to test hypotheses. Results indicated that both innovation and perceived value positively drive brand loyalty, but the impact is amplified when consumers possess higher green knowledge. The study filled an important gap by highlighting knowledge as a boundary condition in loyalty formation.

Flacandji, Passebois Ducros, and Ieva (2023) examined how green loyalty programs can be redesigned to create higher perceived value for consumers. Utilizing a survey-based quantitative design, the study measured consumer perceptions of program features that emphasized sustainability. Advanced statistical modeling revealed that integrating ecological value into loyalty programs significantly enhances perceived program worth and consumer engagement. The study addressed the gap in understanding how sustainability-driven program designs differ from traditional loyalty mechanisms in driving consumer value.

Mark Anthony Camilleri, Livio Cricelli, Roberto Mauriello, Serena Strazzullo Published in: Sustainability (2023) The Triple Bottom Line framework—economic, social, and environmental factors—is used in this systematic literature review to examine how consumers see sustainable products. Price, perceived quality, trust, and awareness difficulties are the main causes of the ongoing discrepancy between consumers' sustainable intentions and actual purchasing behavior. The study argues for a more system-oriented approach, pointing out that previous research was mostly individual-focused and had conflicting results. To increase customer acceptability of sustainable products, it highlights the necessity of effective management of sustainability trade-offs, trust-building, and clear communication.

Majer, J. M., Henscher, H. A., Reuber, P., Fischer-Kreer, D., & Fischer, D. (2022) The study focuses at how consumers' perceptions of sustainable fashion firms are influenced by visual identity, especially logos. Although there are discrepancies between contemporary branding techniques and consumer perceptions, the analysis of 384 brand logos and consumer survey data reveals that logos are crucial for brand identification and trust. According to the research, in order to improve recognition, trust, and market appeal, sustainable fashion firms should implement explicit, consumer-aligned design criteria.

Doroteja Mandarić, Anica Hunjet, Goran Kozina (2021) The study finds a significant awareness-action gap in the consumption of sustainable clothes. Due to its accessibility and cost, fast fashion continues to be popular even if customers, particularly women, are conscious of ethical and environmental challenges. Sustainable purchasing is hampered by elements like ignorance, mistrust of sustainability promises, and price sensitivity. Although CSR enhances brand perception, it does not guarantee consumer confidence or action. In order to promote sustainable fashion, the study highlights the need for increased transparency, efficient digital communication, and consumer-focused marketing; it also highlights the paucity of research in the Croatian market.

Hannah L. Neumann, Luisa M. Martinez, Luis F. Martinez (2020) The study examines how consumer trust and purchase intention are impacted by sustainability initiatives in the fast fashion sector. Perceived social responsibility has a favorable impact on consumer attitudes, trust, and perceived consumer efficacy, according to research using structural equation modeling and survey data from 216 consumers. But the only factor that directly influences purchasing intention is trust. The report highlights that in order to foster confidence, sustainability activities must be seen as genuine. The study's concentration on younger consumers limits its generalizability, even though it provides managerial insights on open CSR communication.

Ak, Yogendran, and Mundol (2020) investigated key factors influencing green brand loyalty and purchase behavior. Using a survey-based methodology, the study analyzed variables such as environmental concern, perceived quality, and brand trust through regression techniques. Results revealed that trust and environmental concern significantly predicted loyalty, which in turn enhanced purchase intentions. The study addressed the gap in integrating psychological and behavioral dimensions of green consumption, offering practical insights for marketers.

Papista and Dimitriadis (2019) revisited the dynamics of consumer–green brand relationships by focusing on perceived benefits, relationship quality, and loyalty outcomes. Using survey data and relational models, the study examined both functional and symbolic aspects of consumer–brand ties. Findings revealed that strong relationship quality mediates the link between perceived benefits and outcomes such as commitment and loyalty. This research advanced understanding by positioning consumer–brand relationship theory within the context of sustainability-driven branding.

Lin, Lobo, and Leckie (2017) explored the benefits of green branding and their impact on consumer loyalty. Through a survey of environmentally conscious consumers, the study employed structural equation modeling to examine the role of functional, emotional, and social benefits. Findings demonstrated that these benefits positively shape brand loyalty by strengthening consumer–brand relationships. The research filled a gap by unpacking the multi-dimensional nature of green brand benefits and their direct and indirect pathways to loyalty formation.

Jialing Lin, Antonio Lobo, Civilai Leckie Aarti Kataria, Jaydeep Mukherjee 2016. Using in-depth interviews with 32 consumers, the study investigates sustainable consumption in India and finds four main perceived benefits-functional, social, hedonistic, and altruistic-that propel sustainable brand adoption. However, sustainable purchasing is hampered by high costs, restricted availability, ignorance, and performance concerns. The study offers a model that balances perceived benefits and costs based on Social Exchange Theory, providing marketers with insights to improve sustainable brand acceptance in the Indian environment.

1.3. Research Gap

The study found that sustainability significantly influences consumer brand perception, engagement, and loyalty. Consumers connect sustainable practices with higher brand credibility and enhanced brand appeal, although perceptions vary across individuals. Sustainability-driven factors foster emotional connections, increasing consumers' willingness to explore and interact with environmental conscious brands. However, purchase decisions are still moderated by practical considerations such as price and product attributes.

The findings further indicate that sustained and authentic sustainability initiatives strengthen brand loyalty and customer retention, with many consumers expressing readiness to pay a premium for genuinely sustainable products. Despite this, an evident gap persists between environmental concern and

willingness to pay, highlighting the importance of transparent, value-oriented sustainability communication. Overall, genuine and consistently communicated sustainability efforts are shown to build trust, deepen emotional bonds, and support long-term brand competitiveness.

1.4. Objectives of the Study

1. To Assess Consumers' Perception of Brands' Sustainability and the Underlying Drivers of Such Perceptions
2. To Examine the Role of Trust, Transparency, and Authenticity on Consumers' Attitudes towards Sustainable Brands
3. To Identify the Impact of Sustainability Certifications, Eco-Labels, and Brand Messages on Consumer Trust and Willingness to Purchase Sustainable Products
4. To Investigate the Barriers Preventing Consumers from Purchasing Sustainably, Such as Price Sensitivity, Availability, and Greenwashing Concerns
5. To Provide Strategic Insights on How Brands Can Optimize Consumer Engagement with Sustainability Programs

1.5. Research Methodology

This research utilizes a mixed-methods approach to thoroughly examine consumer perceptions of sustainable brands and the impact of these perceptions on purchasing behavior, brand loyalty, and word-of-mouth promotion. By incorporating qualitative, quantitative, and content analysis techniques, the study aims to provide a comprehensive understanding of how sustainability messaging and initiatives shape consumer attitudes in today's environmentally conscious market. Both primary and secondary data will be used in this study to provide a complete analysis of consumer perception of sustainable brands. Administration of the 25-question Likert-scale questionnaire to all 100 subjects Follow-up open-ended questions for those participants with especially strong responses Optional demographic information collection to examine perception patterns, Secondary Data is collected from Research Studies & Industry Reports Published research on consumer trust in sustainable brands Market trend statistics on sustainable product buying habits. Comparative research on differences in perception by demographics

1.6. Research Design

Both primary and secondary data will be used in this study to provide a complete analysis of consumer perception of sustainable brands. Primary data will be collected from surveys Administration of the 25-question Likert-scale questionnaire to all respondents

Follow-up open-ended questions for those participants with especially strong responses Optional demographic information collection to examine perception patterns. Secondary data will be collected from research studies & Industry Reports Published research on consumer trust in sustainable brands, Market trend statistics on sustainable product buying habits& Comparative research on differences in perception by demographics

1.7. Limitations of the Study

1. Sampling Limitations and Generalizability

The research uses non-probability sampling techniques, including convenience and purposive sampling, that can restrict the representativeness of the sample. Geographic and cultural variations can affect consumer perception, so findings in one country or region might not be entirely transferable to other markets. Small sample size (e.g., 300–500 survey participants) might not reflect the complete range of consumer views among various income groups, age segments, or industries. Results might not be entirely generalizable to the overall population, necessitating additional research with larger and more representative samples.

2. Self-Reported Data and Social Desirability Bias

The research is based on interviews and surveys, which use self-reported data. The respondents can give responses that are socially desirable but not necessarily their true behaviors. Customers can say they are in favor of sustainability but do not buy sustainable brands because of price, convenience, or brand loyalty. This is referred to as the attitude-behavior gap. This could overestimate real adoption of sustainable brands, making it hard to measure actual consumer behavior Incorporating observational data, purchase history, or experiments in future studies could yield more accurate results.

3. Limited Industry Scope

The research might concentrate on certain industries (e.g., fashion, beauty, or food) without considering sustainability perceptions in other industries (e.g., electronics, automobiles, and hospitality). Various industries have differing degrees of awareness regarding sustainability and divergent regulatory issues. Results might be industry-specific, and findings may not be readily applicable across all industries. Future studies may broaden to several industries to enable a comparison of sustainability perceptions.

4. Issues in Measuring Perception vs. Behavior

The study captures consumer attitudes and perceptions but does not monitor actual buying behavior over time. Numerous consumers are

interested in sustainability but end up buying less expensive, non-sustainable alternatives for convenience or out of habit. Greenwashing issues could skew results since some consumers cannot distinguish between authentic sustainable brands and brands adopting sustainability as a marketing strategy. The research could record consumer intentions and not necessarily their actions, so discrepancies could result. Future studies might employ behavioral tracking techniques, market sales figures, or eye-tracking research to measure actual decision-making behavior.

5. Limited Timeframe for Data Collection

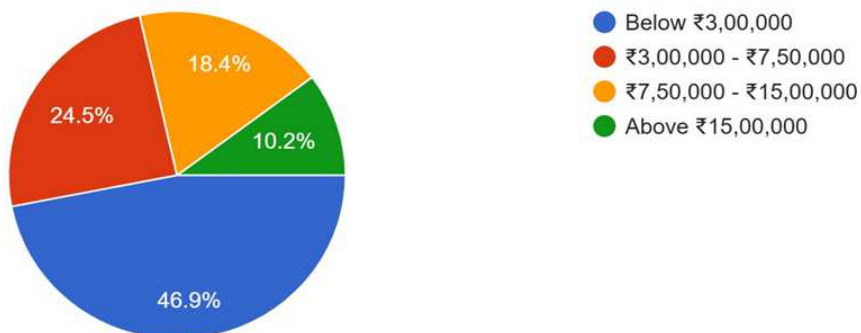
The research adopts a cross-sectional approach, which implies data is gathered at one time point instead of across a long period. Consumer attitudes about sustainability change over time as a result of new trends, media reports, and policy shifts. Findings might not capture long-term changes in consumer perception, necessitating longitudinal research for improved understanding. Subsequent research might utilize longitudinal research to examine how sustainability perception evolves over months or years.

6. Impact of External Factors

External factors such as economic conditions, political policies, and media reporting can influence consumer perception of sustainability over the course of the study. COVID-19, inflation, or regulatory changes can redirect consumer priorities, focusing attention away from sustainability. Fast fashion, cheap imitation, and environmental scandals may adversely affect trust in sustainable branding.

Annual Income:

49 responses



Analysis of income demographics reveals economic stratification among respondents, with 46.9% earning below ₹3,00,000, 24.5% between ₹3,00,000-₹7,50,000, 18.4% between ₹7,50,000-₹15,00,000, and 10.2% above ₹15,00,000. This distribution suggests varying capacity for sustainable consumption, as lower-income consumers face greater financial constraints when considering eco-friendly alternatives despite environmental concerns. The predominance of respondents in lower income brackets indicates affordability remains critical in bridging intention-behavior gaps regarding sustainable purchasing, while higher-income consumers may demonstrate greater willingness to absorb premium pricing for sustainable products, highlighting the need for market segmentation strategies addressing both environmental impact and economic accessibility.

Unintended deviations in consumer opinion may be induced by external effects on responses. Long-term perspectives and multiple-time-period data must be considered for future research in order to exclude external effects.

7. Researcher Bias and Ethical Concerns

Participants might feel reluctant to voice genuine opinions on fear of censure in interview or focus groups. Researchers' own sustainability views may inadvertently influence questionnaire design or interpretation of data.

1.8. Data Analysis

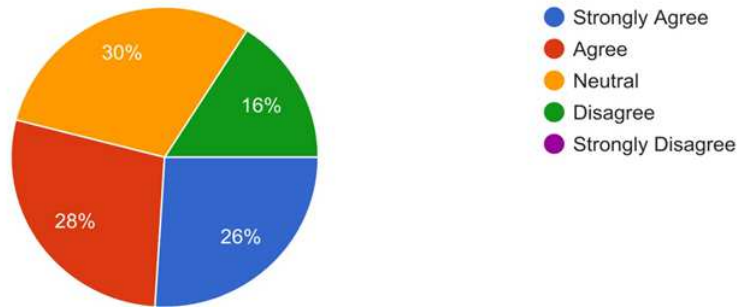
Age Group	Percentage (%)
18-24	66%
25-34	26%
35-44	6%
45-55	2%

The demographic breakdown of the age data indicates a marked skew in this consumer sustainability mindset research, with 66% being in the 18-24 age segment (Gen Z), 26% in the 25-34 group (Millennials), and just 8% comprising consumers aged 35 and above (6% in the 35-44 and 2% in the 45-55 segments), which suggests that the afore-stated strong inclinations towards sustainable brands (61.9%) and sustainability research behaviors (50%) largely represent younger consumers' attitudes over a balanced cross-section of all consumer groups

	Percentage (%)
Male	38.1%
Female	61.9%

Do you regularly look for information about a brand's sustainability practices before making a purchase?

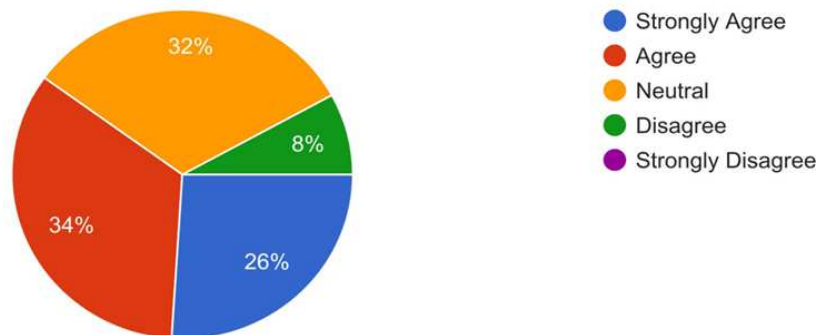
50 responses



This breakdown indicates that most of the respondents (54% total Agree/Strongly Agree) actively look for sustainability information prior to purchasing decisions, showing sustainability as a key consideration factor among many consumers. The high neutral response (30%) indicates a group of consumers who might be conscious of sustainability concerns but don't always place this information high on their consideration list. The relatively small percentage who disagree (16%) represents consumers who rarely consider sustainability information in their purchasing decisions. When viewed alongside the demographic data showing nearly half of respondents (46.9%) earn below ₹3,00,000, this distribution suggests that despite potential economic constraints, sustainability information remains relevant to consumer decision-making across income levels.

Do you generally prefer sustainable brands over conventional alternatives?

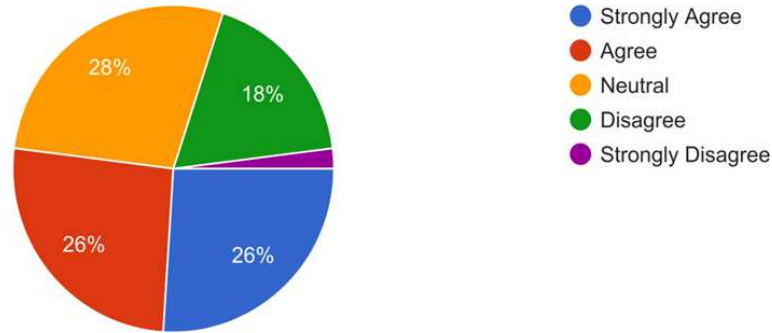
50 responses



There is a large majority (60% combined Agree/Strongly Agree) who show a preference for sustainable brands to traditional ones, which shows huge consumer interest in sustainability as a brand differentiator. This large positive response points towards sustainability having become a factor of importance while making purchasing decisions. The large neutral response (32%) is consumers who are potentially willing to consider sustainable alternatives but do not always value them, possibly because of variables such as cost, availability, or product quality. This audience offers a prospect for brands able to clearly communicate sustainability value with overcoming potential roadblocks. Only a slim minority (8%) actively object to preferring sustainable brands. When contrasted with the earlier chart where 54% actively search for sustainability information, these statistics indicate that even though most consumers prioritize sustainability information, an even larger percentage (60%) indeed prefer sustainable versions when they become available.

Do you often research sustainability claims made by brands?

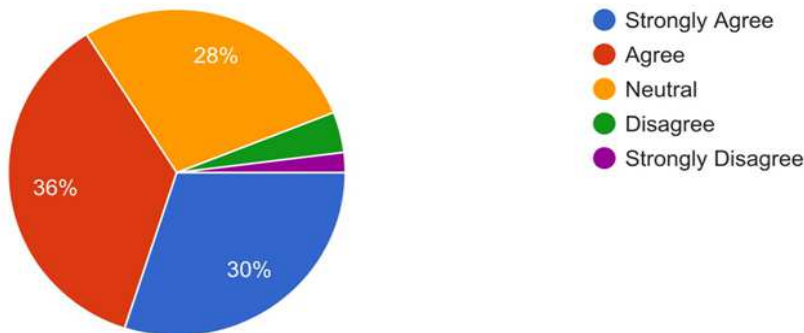
50 responses



This split illustrates that slightly more than half of the respondents (52% total Agree/Strongly Agree) actually check up on sustainability assertions made by companies, reflecting a high degree of consumer skepticism and diligence in terms of corporate sustainability communications. The high neutral response (28%) indicates a segment of consumers who will sometimes pursue claims but do not make this a habitual practice. The 20% Disagree/Strongly Disagree combined group represents consumers who tend to take sustainability claims at face value or simply do not make verifying them a priority. Compared to earlier charts, which indicated 54% look for sustainability information and 60% want sustainable brands, this 52% verification rate indicates an interesting trend - while most consumers appreciate and want sustainability, about the same number go the extra mile to authenticate claims. This indicates increasing consumer savvy about possible greenwashing and wanting authenticity in sustainability messaging.

Do you find brands with detailed sustainability information more trustworthy than those without?

50 responses



Overwhelmingly, respondents (66% combined Agree/Strongly Agree) trust brands that share comprehensive sustainability information more than those that don't. This strong insight confirms that brand credibility and consumer trust are increased by transparency in sustainability reporting. The 28% of neutral responses indicate that some consumers might judge brand trustworthiness on several grounds other than transparency of sustainability. A very small minority (6% combined Disagree/Strongly Disagree) do not link comprehensive sustainability information with greater trustworthiness. When considered in conjunction with past research, this information fills out a valuable trend: 54% look for sustainability information, 60% want sustainable brands, 52% investigate sustainability claims, and now 66% trust transparent brands more. This development indicates that although not every consumer actively looks for or checks sustainability information, a strong majority do notice and react favorably to transparency when it is offered.

A vast majority of respondents (68% Agree/Strongly Agree combined) prefer sustainable packaging as a more attractive option compared to traditional packaging. It thus suggests that sustainability is not only fulfilling ethical needs but also holds aesthetic appeal for consumers, creating a twofold benefit for brands that go for sustainable packaging solutions. The 22% neutral answers indicate that some consumers either do not perceive notable visual differences or assess packaging beauty based on factors other than sustainability. A mere small minority (10% combined Disagree/Strongly Disagree) prefer the visual look of traditional packaging actively.

1.9. Findings

Overall, the study indicates that sustainability plays a significant role in shaping brand perception, engagement, and loyalty. Consumers generally associate sustainable practices with brand credibility and enhanced appeal, though perceptions vary across segments. Sustainability-driven narratives strengthen emotional connections and encourage brand exploration and interaction, while some consumers continue to prioritize functional factors such as price and product features. Importantly, sustained and authentic sustainability initiatives increase consumers' willingness to pay a premium and foster long-term loyalty, highlighting the need for a holistic and consistent approach to sustainability communication.

1.10. Recommendations

To strengthen sustainable brand adoption, firms should focus on increasing consumer awareness through simplified data visualizations, real-life impact comparisons, and engaging digital content that makes sustainability tangible and shareable. Improving affordability and accessibility via tiered pricing, starter sustainable products, subscriptions, and transparent cost-benefit communication can reduce price barriers and encourage trial. Additionally, building strong emotional connections through storytelling, community engagement, gamified challenges, and personalized sustainability journeys can deepen consumer involvement and reinforce long-term commitment to sustainable consumption.

1.11. Conclusion

The study goes in-depth into the complex interaction between sustainable behavior and consumer sentiment, presenting a multifaceted picture of ecological awareness and brand devotion. With sustainability playing a greater role in consumer choice, companies have to negotiate a subtle strategy that compromises emotional narratives, real-world environmental effects, and functional reasons. The research reveals extensive proof that genuine, open sustainability initiatives can profoundly boost brand confidence, develop stronger consumer ties, and underpin long-term market position. Notably, the research indicates that whereas consumers are growing more concerned about sustainable alternatives, there still exists an environmental interest-willingness to pay gap, meaning brands have to communicate strategically about value and affordability.

REFERENCES

[1] Krampe, C., de Groot, A. J., & Hurst, W. (2025). Green loyalty? Unveiling consumer

preferences in sustainable temporary loyalty programs. *Cleaner and Responsible Consumption*, 16, 100253.

- [2] Jalu, G., Dasalegn, G., Japee, G., Tangl, A., & Boros, A. (2024). Investigating the effect of green brand innovation and green perceived value on green brand loyalty: examining the moderating role of green knowledge. *Sustainability*, 16(1), 341.
- [3] Flacandji, M., Passebois Ducros, J., & Ieva, M. (2023). Redesigning loyalty marketing for a better world: the impact of green loyalty programs on perceived value. *Journal of Service Theory and Practice*, 33(4), 465-487.
- [4] Camilleri, M. A., Cricelli, L., Mauriello, R., & Strazzullo, S. (2023). Consumer perceptions of sustainable products: A systematic literature review. *Sustainability*, 15(4), 1-28.
- [5] Majer, J. M., Henschler, H. A., Reuber, P., Fischer-Kreer, D., & Fischer, D. (2022). The effects of visual sustainability labels on consumer perception and behavior: A systematic review of the empirical literature. *Sustainable Production and Consumption*, 33, 1-14.
- [6] Ak, F. R., Yogendran, D., & Mundol, A. A. (2020). Factors influencing green brand loyalty and green purchase behaviour. *National Institute of Technology*, 14(2), 921-928.
- [7] Papista, E., & Dimitriadis, S. (2019). Consumer-green brand relationships: revisiting benefits, relationship quality and outcomes. *Journal of Product & Brand Management*, 28(2), 166-187.
- [8] Camilleri, M. A., Cricelli, L., Mauriello, R., & Strazzullo, S. (2023). Consumer perceptions of sustainable products: A systematic literature review. *Sustainability*, 15(4), 1-28.
- [9] Lin, J., Lobo, A., & Leckie, C. (2017). The influence of green brand innovativeness and value perception on brand loyalty: The moderating role of green knowledge. *Journal of Business Research*, 73, 99-110
- [10] Liu, S. Q., & Mattila, A. S. (2016). The influence of a "green" loyalty program on service encounter satisfaction. *Journal of Services Marketing*, 30(6), 576-585.