

Authentic Green Marketing; Building Trust through Green Products Marketing

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Abstract: *The study analyzes the idea of authentic green marketing and the way it helps consumers of green products establish trust. As environmental concerns have grown, green marketing has become a key company strategy. Authentic green marketing is essential for sustainable development. The study looks into the elements that affect consumers' faith in green products, such as perceived value, satisfaction, and word-of-mouth.*

Keywords: Green marketing, Sustainable development, Green products

I. INTRODUCTION

Green marketing has become a potent tactic for companies looking to align with sustainable ideals in a time of rising environmental consciousness and conscientious purchasing. Green marketing isn't all the same, either. "Greenwashing" is a dishonest tactic that can undermine customer trust, yet some businesses actually incorporate eco-friendly methods into their operations and goods. Transparency, provable sustainability, and ethical brand communication are the hallmarks of authentic green marketing. Businesses may build enduring trust, increase brand loyalty, and make a significant contribution to a cleaner future by sincerely integrating environmental stewardship into their fundamental beliefs and marketing strategies. Authenticity is the key to effective green product marketing since it not only helps the environment but also strikes a deep chord with consumers who are becoming more environmentally conscious.

1.1 OBJECTIVES

Analyze the way green perceived value affects green satisfaction and green trust.

Analyze the connection between green trust and green satisfaction.

Investigate the way green satisfaction and trust affect green word-of-mouth and green purchase intention

1.2 RESEARCH METHODOLOGY

Employing secondary data and a qualitative, exploratory research methodology, this study examines how genuine green marketing strategies help increase consumer confidence in green products. Finding trends, tactics, and customer impressions from case studies, industry reports, and current literature is the main goal. Document analysis serves as the foundation for the research's descriptive study design. It seeks to characterize and understand the body of knowledge regarding genuine green marketing, green customer behavior (including purchase intention and word-of-mouth), green trust, and green satisfaction.

II. GREEN MARKETING

The promotion of sustainable and eco-friendly goods, services, or methods is known as "green marketing." It entails emphasizing a business's dedication to lessening its influence on the environment through ethical sourcing, sustainable packaging, eco-friendly production, and appropriate disposal. Green marketing has emerged as a crucial tactic for companies looking to fit with contemporary values and win over customers as public knowledge of environmental issues continues to rise. In addition to highlighting a product's environmental advantages, successful green marketing conveys openness and genuineness, both of which are essential for preventing charges of greenwashing. When

implemented properly, green marketing promotes brand loyalty, draws in eco-aware clients, and advances long-term sustainability objectives, benefiting both companies and the environment.

2.1 Green Perceived Value Green Trust and Green Satisfaction

Green perceived value refers to how consumers assess the environmental advantages and overall significance of an eco-friendly product or service, based on what they sacrifice (such as cost and convenience) in relation to what they receive (like sustainability and ethical production). When consumers recognize a high green value—characterized by a genuine positive impact on the environment, quality of the product, and alignment with their personal ethics—they are more inclined to feel fulfilled with their purchase. This feeling of green satisfaction comes from the understanding that their consumption is beneficial to the environment while still meeting their performance expectations.

Additionally, the perceived value of environmentally-friendly products plays a significant role in fostering green trust. When a brand reliably fulfills its environmental promises, consumers are more inclined to believe in its dedication to sustainability. This trust is further strengthened by elements such as transparency, certifications, and genuine communication. Conversely, if environmental claims lack clarity or are deceptive, the perceived value decreases, leading to a decline in both customer satisfaction and trust. Thus, a strong green perceived value not only boosts consumer satisfaction but also cultivates a dependable trust in the brand's commitment to environmental principles.

2.2 Connection between Green Trust and Green Satisfaction

The relationship between green trust and green satisfaction is both robust and mutually dependent. Green trust denotes a consumer's perception of a brand or product's reliability, integrity, and commitment to environmental sustainability. When consumers are convinced that a company is authentically dedicated to eco-friendliness—rather than merely employing green claims for promotional purposes (i.e., steering clear of greenwashing)—they tend to feel more assured and confident in their purchasing choices. This trust naturally boosts green satisfaction, which represents the positive emotional reaction consumers experience after utilizing an eco-friendly product or service. When consumers perceive that the product fulfills their individual needs while also aligning with their environmental values, their level of satisfaction rises. Essentially, green trust serves as a psychological safety net that affirms the consumer's decisions, making them feel positive about both the product's effectiveness and its ethical dimensions. Additionally, the relationship is cyclical: increased green trust results in greater satisfaction, and that satisfaction further solidifies trust, encouraging stronger brand loyalty. On the other hand, if a product does not meet its environmental promises, trust can rapidly erode—irrespective of the product's functional performance—leading to disappointment. Thus, it is vital to develop and sustain green trust in order to attain ongoing green satisfaction among consumers who prioritize environmental issues.

2.3 Green Word-of-Mouth and Green Purchase Intention

Green purchasing intention and green word-of-mouth (WOM) are significantly influenced by green satisfaction and green trust. Customers are more inclined to tell others about their positive experiences when they are pleased with a green product—thinking it offers environmental advantages without sacrificing quality. Green word-of-mouth is the consequence of people willingly recommending eco-friendly firms or items to their social networks. These suggestions are frequently regarded as more reliable than conventional advertising, particularly when they originate from people who are thought to be knowledgeable or ecologically sensitive.

In a similar vein, consumers' belief in a brand's environmental statements, or "green trust," greatly increases word-of-mouth and purchase intention. Customers are more likely to refer a business to others and make repeat purchases when they believe it is truly dedicated to sustainability. In marketplaces where greenwashing is common, trust is especially crucial since it lowers the perceived risk of making green purchases. When paired together, green satisfaction and green trust work as psychological factors that raise the probability that a customer would take part in positive actions, like promoting the company (green word-of-mouth) and extending or continuing their environmentally friendly buying patterns (green purchase intention). To put it briefly, customers who are pleased with and trust a green brand not only

become devoted patrons but also serve as unofficial brand ambassadors, raising awareness and inspiring others to choose sustainably.

III. CONCLUSION

Genuine green marketing has become crucial for companies looking to win over customers' trust and loyalty over the long run in today's eco-aware industry. By incorporating true sustainability into every facet of the product and communication strategy, it transcends flimsy eco-friendly promises. As previously discussed, green perceived value is essential in determining green satisfaction and green trust, two factors that are essential in determining consumer behavior.

Customers are more likely to engage in positive green word-of-mouth and show stronger green buy intentions when they are pleased with a product's functional and environmental performance and have faith in the brand's dedication to sustainability. In the end, being genuine in green marketing not only improves a business's standing but also gives customers the ability to make wise decisions. Brands may successfully cultivate meaningful relationships with environmentally conscious consumers and help create a more sustainable future by remaining transparent, consistent, and values-driven.

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