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Unpacking Green Quality: A structural Model Analysis of Eco-Awareness and Trust

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ABSTRACT:

Green purchasing behaviour refers to the inclination of consumers to choose and prioritise a variety of environmentally friendly products that minimise negative impacts on the environment. This facet of buying has recently acquired significance, since many consumers engaging in green purchasing behaviour are motivated by a profound commitment to environmental conservation, waste reduction, and ethical company practices. The paper explores the role of eco-awareness and trust on consumer perceptions of the quality of green products to cover a vacuum in the available literature regarding the interdependence between these variables when consumers are shopping online. Based on 292 respondents in Gujarat with structural equation modelling being used to measure these dependencies, the study establishes that the dimension of eco-centricity perceptions has a consequential influence on green quality cognition ($\beta = 0.45$, $p < 0.01$) and trust ($\beta = 0.38$, $p < 0.01$). The model has great predictive power with its contribution about 62 percent ($R2 = 0.62$) explaining the variance in green quality cognition. The results prove the significance of eco-consciousness and consumer trust in driving the green buying behaviour and may serve well in planning the proper eco-friendly marketing. Incorporating trustworthy connection, effective brand associations and Quality Cognition is essential for enterprises in the green market.

Keywords: *Eco-centric Perceptions, Green Brand Awareness, Green Quality Cognition, Trust, Sustainability*

1. INTRODUCTION

The recent years are marked by the development of the environmental consciousness of the whole world community that has changed the behaviour of the consumer towards a more sustainable and environmentally friendly trend of purchasing products [45]. The world has witnessed a rise in consumer awareness over the ecological footprint, and that has resulted in an increase in demand to purchase goods that are of sustainable nature and brands that are responsible. Digital means of communication, social media, and some reliable certifications are more likely to contribute to this increased eco-consciousness and shape the opinion about the quality of products and trust in them [48]. The e-commerce industry keeps growing at a high rate around the globe with India taking the lead. The latest statistics show that the turnover rate of e-commerce in India is 11.45% every year and the market is projected to reach ₹7,591.94 billion by 2029 compared to ₹ 4,416.68 billion by 2024. This increased growth is especially sharp in the smaller cities like tier-2 and tier-3 cities where more than 60 percent of transactions take place indicating an increased online presence in parts of the country such as Gujarat [2]. Also, the behavioural trends of increase in consumerisation show that over 50 percent of internet-based shopping purchases are made in these smaller cities, and countries areas showing a major change towards digitalized retailing in varied demographic groups. These trends help reaffirm the significance of studying consumer perceptions and trust processes in these high growth markets in marketing green products as these markets continue to be built out with the help of e-commerce

in the Indian context [47]. Although this is a positive trend, the nexus between the global eco-awareness and local perceptions of the consumers in the Indian perspective have not been explored fully. Gujarat is characterized by progressive environmental efforts and a thriving e-commerce environment and thus provides a good context to explore the effect of eco-conscious and trust on the perceptions of green products as well as possessing intention to purchase. To be aware of these dynamics at the local level would prove beneficial in assisting businesses and policymakers to formulate specific strategies which capitalize on the global trends and the local context in a bid to promote sustainable consumption [46].

This paper works towards filling this gap by analysing the role of eco-awareness and trust in assessing the green quality among online consumers in Gujarat, India, therefore producing insights, which can be characterised as both globally informed and locally contextual. The present study focuses on the following fundamental research issues.

- RQ 1: What exactly are the main issues of utilizing digital green purchases?
- RQ 2: What effect will these considerations have on customers' intentions to utilize online green purchasing platforms?

2. LITERATURE REVIEW

2.1 Theories and their integration

There are existing well-proven theoretical frameworks that have been used to explain and make a prognosis about green purchase intentions by consumers. One of the most common models is the “Theory of Planned Behaviour” (TPB) by Conner [9] under which it is assumed that behavioural intentions are influenced by the attitude to the behaviour, subjective norms, and perceived behavioural control collectively. Further, “Value-Belief-Norm” (VBN) theory determines the pro-environmental behaviour with the help of the core values an individual has and their ecological beliefs, and personal norms encouraging the responsive behaviour towards environmental protection [17]. It is also worth mentioning the Stimulus-Organism-Response (SOR) model, which suggests that external environment triggers, e.g. eco-labelling or green advertising, impact internal such as emotional and cognitive organisations and eventually lead to consumer responses [19]. The utilization of these theories helps to have a thorough picture of the complex factors that influence the green buying behaviour.

The incorporation of these identified theories into studies of green consumer behaviour adds more strength to the explanatory value as well as the applicability of the results. As an example, the integration of TPB and the SOR framework would explain how the external inputs, eco-centric perceptions and green brand consciousness affect the inner state of mind and mood, which eventually will result in purchase intentions. Likewise, the addition of the VBN theory can make it clearer on how the fundamental ecological values can be converted into personal norms and behaviours. The latter integration will help come towards a more holistic treatment where researchers will be able to construct a better hypothesis and fail-safe interventions to bring about sustainable consumption behaviours. Explicit inclusion of these frameworks also furnishes the theoretical basis of the research, thus making this a strong critique of the complex interrelationship between cognition, emotion, and behaviour within the scope of green marketing.

To provide a unified theoretical foundation, this study integrates TPB, VBN, and SOR Model into a single framework. Eco-centric perception is conceptualized as a value-driven construct within the VBN framework, influencing internal cognitive states such as trust and green brand awareness (organism in SOR), which in turn shape green quality cognition (response). TPB complements this by explaining how these perceptions translate into evaluative judgments and behavioural intentions.

2.2 Eco-centric Perception

Perceptions of Eco-centric are essential for fostering a green emotional connection between consumers and companies. A sense of trust and commitment arises when a brand is seen to be really dedicated to sustainable practices [2]. Individuals are inclined to establish profound emotional bonds with enterprises that embody their beliefs, especially with environmental stewardship. The emotional link associated with the notion of social identity via Eco-centric further amplifies this effect [47]. A significant number of consumers align with firms that uphold environmental principles, and by advocating for Eco-centric, a brand enables individuals to express their dedication to the environment. Bonding involves not just a transactional approach but also an emotional connection, since consumers see their participation as a contribution to problem-solving [46]. Moreover, positive perceptions of Eco-centric foster pride and satisfaction in consumers, since they see themselves as integral to a larger cause. Customers will feel reassured if they see a company as significantly contributing to environmental preservation. This may foster emotional involvement, perhaps transforming consumers into brand advocates, driven by shared values and emotional ties. A customer's impression of a brand's Eco-centric efforts significantly affects the green emotional connection, hence influencing trust, loyalty, and consumer advocacy positively, contingent upon the brand's perceived authenticity [31].

- H1: Eco-centric Perception significantly impacts Green Quality Cognitions

2.3 Trust in Platform

Social media is the most efficacious method for firms to cultivate brand trust and shape the perceptions of their target customers. Restoring value is more essential than enhancing consumer satisfaction to preserve confidence. Trust is fundamental in influencing client intents to use e-payment systems and good Quality Cognitions for online buying. It is essential for consumers to feel comfortable and assured while engaging in online transactions [42]. The perceived security of the e-payment system and availability of genuine product is crucial, as consumers greatly appreciate the confidence that their personal and financial information is safeguarded. The legitimacy of the e-payment system provider or shopping platform substantially influences its reputation. Consumers are more inclined to trust and use a payment method associated with a prominent, renowned brand. Privacy is a crucial expectation, since consumers need their data to be maintained properly and not disclosed without authorisation [41]. Reliability is important, since consumers expect transactions to be executed properly and quickly. A system exhibiting constant dependability and few technical problems fosters confidence. Moreover, a favourable user experience, straightforward design, and elevated usability foster the establishment of trust. Social evidence, including positive reviews and consumer endorsements, significantly contributes to establishing trust. E-commerce service providers may improve client intents to use their services by emphasising security, privacy, dependability, user experience, and brand reputation [40]. Trust is defined as the consumer's assurance in a wireless network's capacity to protect them from security, fake products and privacy threats. This may also be seen as credibility, whereby a user's choice to interact with a platform is shaped by their assessment of its trustworthiness. The incorporation of trust as a determinant is essential, particularly since online purchase systems continue to be seen as hazardous owing to occurrences of fraud, hacking, and other security issues [38]. Trust also entails diminishing the perceived risk associated with using an e-payment and product quality system. Consequently, in light of the above described data, this research proposes the following hypothesis:

- H2: Trust in platform significantly impacts Green Quality Cognition

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2.4 Green Brand Awareness

Green brand awareness refers to a consumer's ability to identify and remember a brand that provides environmentally sustainable products. Green brand awareness denotes a consumer's ability to identify ecologically responsible enterprises. Green brand awareness entails the recognition and recollection of environmentally sustainable brand attributes. Green brand awareness is assessed using characteristics including perception, recognition, memory, and searchability [3]. Environmental consciousness alters consumers' viewpoints from reducing conventional product use to endorsing, selecting, and acquiring eco-friendly items.This was closely linked to customers' comprehension of ecologically sustainable product attributes. The intention to buy is affected by understanding of environmental Eco-centric about eco-friendly goods. Consequently, the company has to revise its marketing strategy to adopt a more proactive approach and enhance its understanding of the impact of environmental consciousness on consumer behaviour [37]. The company's green marketing initiatives may substantially enhance environmental consciousness. Green marketing is a cohesive marketing strategy whereby a company utilises environmental Eco-centric to satisfy client expectations [3]. Consumer green awareness may be augmented by marketing strategies that foster an emotional connection with the company, ultimately influencing green purchasing intentions. Green awareness serves as a catalyst for consumer inclination to acquire a product, influenced by the company's environmentally conscious ads and sustainable brand image [36]. Green brand awareness may be assessed using environmental comprehension attitudes, including effort, label, slogan, symbol, and brand, which provide an emotional connection with the brand and enhance brand memory and buy intentions [21]. In light of the aforementioned literature assessment, we offer the following hypothesis.

- *H3: Green Brand Awareness significantly impacts Green Quality Cognition*

2.5 Green Quality Cognitions

Quality Cognition denotes the consumer's comprehensive assessment of a product or service's effectiveness or distinctiveness. Quality Cognition may be assessed via five dimensions: ease of use, performance, efficiency, service capacity, and credibility. Attachment and awareness signify consumers' perceived trustworthiness and assurance with a person, event, product, or process. Consequently, positive customer views of a product's trustworthiness and efficacy foster confidence among customers towards the product [35]. Prior studies indicate that Quality Cognition enhances customer confidence. Customers may exhibit reluctance to acquire a product due to their insufficient faith in the product or service supplier. The quality of green goods is determined by their composition, attributes, and ecological advantages. Currently, Quality Cognition is defined as consumers' preferences about their total surroundings [5]. The majority of consumers see eco-friendly products as superior in quality and offering a more favourable cost-benefit ratio. The Quality Cognition of green products affects consumers' purchase decisions and may be regarded as a measure of green customer satisfaction and loyalty. Previous studies indicates that consumers are willing to pay a premium for environmentally friendly items deemed to have superior quality [33].

Based on above literature review the following model of study was developed

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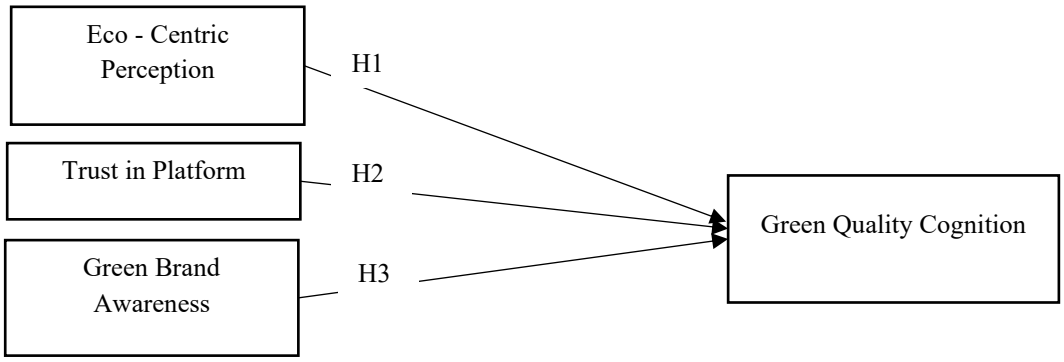

Figure 1. Conceptual model of Study

3. RESEARCH METHODOLOGY:

This study's major emphasis is on preliminary descriptive investigation that comes in numerous groups. A descriptive single cross sectional research design was formulated that helped to collect the initial data using a survey approach, followed by a forward stepwise research analysis [32]. Customers should have been using online platform for making purchase at least since last six months. A structured questionnaire was developed using the Eco-centric Perceptions and Green Quality Cognitions. The information was gathered systematically using a questionnaire which was divided into two parts first the demographic information of the respondent and second part was based on the variables of the study in Likert Scale based questions. A non-probability convenience sampling is a research strategy that combines qualitative and quantitative methods to collect in-depth information. Convenience sampling was adopted due to accessibility constraints and the exploratory nature of the study in an emerging market context. This approach is consistent with prior consumer behaviour studies where sampling frames are not readily available. The Data was collected between May and June 2024 through a structured questionnaire from Gujarat State. A total of 310 respondents submitted their responses out of which 18 responses were rejected due to various reasons and were not considered for analysis. The final data set of 292 responses was considered for final analysis.

4. ANALYSIS & INTERPRETATION

4.1 Demographic Analysis

Table No.1 below provides a demographic study of respondents based on gender, education, and monthly income. Out of 292 responses, 60.3% are male and 39.7% are female, demonstrating a clear male majority. When it comes to education, 39.70% of respondents were undergraduate, 27.40% was Graduate and 32.90% was Post Graduate. The income distribution indicates that 23.3% of respondents earn less than ₹25000 monthly, while 41.10% earn between ₹25000 to ₹50000 per month. The group whose monthly income falls between ₹50000 to ₹75000 was 17.8% and the group earning more than ₹75000 was also 17.8%. This data indicates a middle-income majority among respondents, with a small proportion of high-income earners. In the same way frequency of using E – commerce platform 4.11% were daily users, 8.90% were weekly, 32.88% were twice a month and 54.11% were monthly. This shows that proportion of frequent online shoppers is comparative less

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Table 1. Demographic Analysis

	Frequency	Percentage %
Gender		
Male	176	60.3%
Female	116	39.7%
Education		
Under-graduate	116	39.7%
Graduate	80	27.4%
Post-Graduate	96	32.9%
Monthly Income		
Less than 25000	68	23.3%
25000 – 50000	120	41.1%
50000 – 75000	52	17.8%
Above 75000	52	17.8%
E-commerce platform used		
Flipkart	94	64.4%
Amazon	132	90.4%
Others	28	19.3%
Frequency of Online Shopping		
Daily	12	4.11%
Weekly	26	8.90%
Twice a month	96	32.88%
Monthly	158	54.11%
Total	292	100%

4.2 Common Method Bias

Given that the data were gathered through a singular self-reported questionnaire, an evaluation of common method bias was conducted utilizing Harman's single-factor test as suggested by MacKenzie and Podsakoff [28]. The findings revealed that no single factor was responsible for the majority of the variance, which was less than 50%. This implies that common method bias does not pose a significant issue in this research.

4.3 Reliability & Validity Analysis

Table 2. Reliability & Validity

	CR	AVE
GQP	0.932	0.820
BA	0.802	0.504
SP	0.941	0.761
TR	0.922	0.705

Construct Reliability was assessed using Cronbach's Alpha and Composite Reliability. Cronbach Alpha for each construct in the study was found over the required limited of .70 [34]. Composite reliabilities ranged from 0.802 to 0.941, above the 0.70 benchmark [14]. Hence, construct reliability was established for each construct in the study. Convergent validity of scale items was estimated using Average Variance extracted [11]. The average variance-extracted values were above the threshold value of 0.50 [11]. Therefore, the scales used for the present study have the required convergent validity.

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4.4 KMO Barlett's Test Analysis

Table 3. KMO Barlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		**0.850**
Bartlett's Test of Sphericity	Approx. Chi-Square	2187.718
	Df	136
	Sig.	0.000

The table lists two main tests used to determine the acceptability of data for factor analysis. First, the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy is 0.850, suggesting that the data is suitable for factor analysis (numbers over 0.8 are regarded as good) [13]. This implies that the variables have a significant amount of shared variation. Second, Bartlett's Test of Sphericity yields a very significant result, with a Chi-Square value of 2187.718, degrees of freedom (df) of 136, and a p-value (Sig) of 0.000 [15]. This demonstrates that the correlation matrix is not an identity matrix, indicating that the variables are sufficiently connected to continue with component analysis.

Figure 2-Measurement model Assessment

4.5 Exploratory Factor Analysis (EFA)

Table 4. EFA

	Factor 1	**Communalities**	**Total Variances Assumed**
		Factor 1: Eco-centric Perception	
SP_1:	0.864	0.868	4.150

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SP_2:	0.887	0.855	
SP_3:	0.817	0.781	
SP_4:	0.825	0.801	
SP_5:	0.827	0.814	
Factor 2: Trust in Platform			
TR_1:	0.838	0.800	3.919
TR_2:	0.860	0.822	
TR_3:	0.809	0.792	
TR_4:	0.790	0.790	
TR_5:	0.767	0.766	
Factor 3: Green Quality Cognitions			
GQC_1:	0.939	0.887	2.681
GQC_2:	0.938	0.885	
GQC_3:	0.931	0.872	
Factor 4: Brand Awareness			
BA_1:	0.665	0.583	2.574
BA_2:	0.790	0.686	
BA_3:	0.875	0.779	
BA_4:	0.636	0.544	

The table shows the findings of a factor analysis with four discovered factors, each representing a distinct concept and its related elements. Factor 1: Eco-centric Perception (SP) explains the most variation, with a total of 4.150. It comprises five items (SP_1 to SP_5) with high loadings ranging from 0.817 to 0.887, as well as communalities ranging from 0.781 to 0.868, showing that this factor accounts for a considerable percentage of the variation in these items. Factor 2: Trust in Platforms explains 3.919 variation across five measures (TR_1 to TR_5). The loadings are likewise high, ranging from 0.767 to 0.860, and the communalities vary from 0.766 to 0.822, indicating substantial correlations between these variables. Factor 3: Green Quality Cognition accounted for 2.681 variance, with three items (GQP_1–GQP_3) having extremely high factor loadings (0.931–0.939) and communalities ranging from 0.872 to 0.887, suggesting great consistency. Factor 4: Brand Association explains 2.574 of the variation and consists of four items (BA_1 to BA_4). Loadings vary from 0.636 to 0.875, with communalities ranging from 0.544 to 0.779, indicating that, despite their significantly lower communalities, Social Influence elements are still significant contributors. The communalities show that all variables share a significant amount of variation with their respective factors, which supports a strong factor structure.

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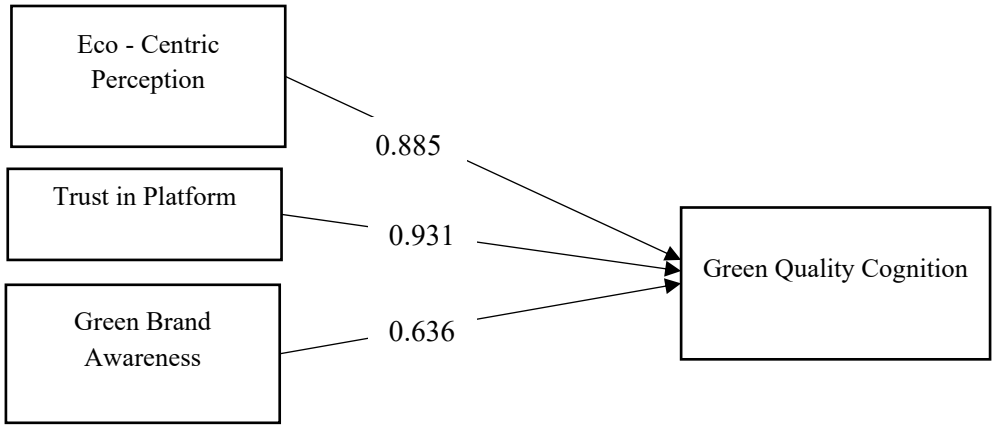

Figure 3. Conceptual framework with hypothesized relationships with β values

4.6 Confirmatory Factor Analysis (CFA)

Table 5. Model Fit Statistics (CMIN/df, GFI, CFI, TLI, SRMR, and RMSEA)

Fit Indices	Recommended Value	Obtained Value	Remarks
P	Insignificant	0.000	Significant
CMIN(Chi Squre/df)	3 – 5	1.871	Excellent
CFI	>0.9	0.956	Excellent
TLI	>0.9	0.945	Excellent
SRMR	<0.08	0.0568	Excellent
RMSEA	<0.08	0.077	Acceptable

The table lists various major fit indices used to assess the quality of fit in a structural equation model by comparing suggested thresholds to actual values. The first statistic, p-value, should be negligible, yet it is significant in this case (0.000). This is normal in high sample numbers and should not be overemphasized if other indicators are positive. CMIN (Chi-Square/df), with a suggested range of 3 to 5, has a value of 1.871, which is deemed outstanding, suggesting a modest difference between the observed and anticipated covariance matrices. The Comparative Fit Index (CFI) is expected to be more than 0.9, and the obtained value of 0.956 indicates an outstanding model fit, implying that the model compares well to an independent baseline. Similarly, the Tucker-Lewis Index (TLI), with a value of 0.945 (which above the suggested threshold of 0.9), is another evidence of a great fit, meaning that the model improves on a simpler baseline. The Standardized Root Mean Square Residual (SRMR), which should be less than 0.08, is 0.0568, which is in the good range, showing a modest difference between the observed and predicted correlations [39]. Finally, the Root Mean Square Error of Approximation (RMSEA) was 0.077, which, although significantly higher, is still regarded acceptable within the 0.08 criterion, indicating a good approximation error [16]. Overall, the model fits well throughout all benchmarks with adequate RMSEA. Based on the above interpretation of data analysis it could be concluded that all the factors have a notable impact on behavioural intentions. Thus, all the framed Hypothesis were accepted.

5. DISCUSSIONS

Consistent with previous empirical findings in the field, the study aligns with the same findings. They proved that confidence in the platform, brand association, and the impression of Eco-centric are crucial to the quality of green perception. This study's findings corroborated the significance of perceived green value in driving green product uptake [29]. This finding aligns with prior studies; however, the stronger effect observed in the present study suggests that in emerging markets like Gujarat, consumers rely more heavily on trust and eco-centric cues due to limited institutional verification mechanisms.The results of the study provide visitors with important information about the connections that there are between eco-centric perception, trust in platforms, green brand awareness and green quality cognition [43]. The strongest effect observed was the influence of trust and eco-centric perception on green quality cognition effect, whereby the path coefficient, (beta), was 0.885 and again this was found significant at $p < 0.001$. This shows that there is high positive impact of the perception of quality of green products by consumers on their intention of buying green products. it was discovered that the way green goods are seen has a direct impact on how high-quality items are considered [26]. People tend to perceive that a business has higher green quality products when they hear about its Eco-centric initiatives, whether those efforts are focused on using renewable energy, reducing waste, or even lowering the firm's carbon footprint [25]. Similarly, trust in platforms strongly influenced the green quality cognition with a path coefficient of 0.931 ($p < 0.001$) implying that the faith placed in online platforms by consumers strengthens their cognition of green quality of products considerably. According to the results of this research, consumers would feel more connected to a product's environmental advantages and the impact of their purchasing decisions on the planet if the product was associated with strong green connections [26]. This reinforces the argument that trust functions as a risk-reduction mechanism in online green purchasing environments, extending prior research by highlighting its stronger role in digital platforms. The term "trust" refers to the degree to which customers have faith in a wireless network to safeguard them against intruders, counterfeit goods, and invasions of privacy. When a product is often linked to being environmentally friendly and are promoted on a trustworthy platform, consumers tend to believe that it is of good quality and meets both functional and environmental criteria [4]. The effect of brand awareness on quality cognition of green was also found influential though not as much as the overall effect, the path coefficient of overall effect is about 0.636 and individual items strongly contributed to the same e.g. BA _3 with 0.875, $p < 0.001$. The hypothesis that the eco-centric perception affects the green quality cognition also found support but was not mentioned directly as to which path coefficient in the extract. However, owing to the elevated factor loadings on the eco-centric perception factors (i.e., SP_2 = 0.887), it can be concluded that the factor significantly contributes to identifying green quality in the mind. Customers are more likely to intend to make environmentally conscious purchases when marketers highlight credibility, perceived value, and quality. The use of third-party certification and awards in PR and marketing initiatives is a viable option. Green goods have a higher perceived worth and quality, thus customers are prepared to pay a premium for them. This may be achieved by more explicit linkages in advertising, marketing material, product packaging, and food labelling [30].These findings extend existing literature by demonstrating that trust plays a more dominant role in digital green purchasing contexts compared to traditional retail environments

5.1 Managerial Implications

The managerial implications are directly derived from the empirical findings, particularly the significant influence of trust ($\beta = 0.931$) and eco-centric perception on green quality cognition. Building on the notion of green purchasing behaviour is the ability to support the eco-centric images of the brand among the consumers. It is crucial that practitioners create clear and persuasive communication campaigns that advertise clearly the efforts of the company regarding use of renewable

energy, reducing emissions, and minimizing carbon footprints. The storytelling method can be used to establish an emotional appeal about the products or services offered by the company to reach the environmentally awakened consumers i.e., by presenting specific case studies, linking to the story behind the item or testimonials by the consumers [24]. Collaborating with well-known environmental organizations or environmental activists may be used as a legitimizing point to support and strengthen the credibility of your sustainability assertions, which will boost the eco-focused image of your brand. Also, the use of familiar labels and certifications e.g. FSC or Organic certification on products and platforms can serve as the credible cues of authentic green behaviour, which should give consumers a sense of a focus on the environment [23]. Trust development is also important when it comes to the translation of positive perceptions to resulting consumer action. Third party certifications by recognized environmental authorities should be carried out by practitioners in order to prove their green claims [44]. Such accolades show transparency and integrity which is critical in curbing the level of suspicion and greenwashing allegations. By prominently featuring these certifications in all marketing efforts including the web site, on product packaging, on social media channels and using advertising, large gains can be achieved in building consumer confidence [22]. This complement by producing educational material detailing the ‘what’ and ‘how’ of having these certifications, the strenuous streams they go through and how you are compliant to these requirements. These endeavours not only build credibility but also act as social proof that will reinforce the trust even more, encouraging people to start choosing environmental-friendly products [20].

Consumer preference in the newly digitalized market has gone beyond the view of environmental responsibility to incorporate platform reliability and data security. The practitioners must make sure that their online systems should be implemented with intensive security, which includes the use of SSL encryption, the presence of explicit privacy policies, and trusted transaction procedures. Making such assurances as convenient return policies and the presence of customer support gives confidence in the buying process [18]. Positive customer feedback and recommendations as well as trust messages via seals of approval established bodies associated with eco-labelling and pesticides can also be highlighted further to reassure the consumers. Honest and transparent communication of the features of a product, the positive environmental impacts, and the actions of a business, without overpromises and promises, will allow keeping a certain level of transparency, which is essential to impose sustained trust [12].

To strengthen the eco-centres perceptions and trust, the practitioners are encouraged to choose numerous marketing platforms such as social media, digital advertising, cooperation with influencers, and green integration with environmental organizations. Consumer connection can be enhanced by developing emotionally appealing stories which present your work on sustainability and further show authenticity [10]. It may also be useful to include testimonials or endorsements of the organizers by well-regarded environmental proponents to further increase the credibility. The same message delivered across the platforms on environmental responsibility will enhance the emotional attachment, as patrons attach values to the brand. This method of integrated marketing campaign would not only create awareness but will increase the perceived genuineness of your green programs [7]. Lastly, eco perception and trust are subject to continuous evaluation in order to uphold it and raise levels. Consumer perceptions should be monitored on a regular basis through surveys, social listening, and feedback mechanisms to know where you have to improve. Acting quickly to consumer questions regarding environmental assertions or reliability of the platform used proves accountability and being trustworthy. Leverage feedback to tune messaging, certification statements and platform security controls so that the sustainability effort is transparent and credible. Such responsive strategy assists in maintaining the loyalty of consumers, stimulating the development of long-term cooperation, and entrenching your role as a reliable supplier of green products [8].

Overall, the practitioners must be guided by the phased approach that starts with reinforcing the eco-centric perceptions by using transparent communications, eco-labelling, and ecological alliances [4]. At the same time, earn trust of consumers through authentic certifications, security, and social proof of your products and nurture confidence in your green products. As soon as these factors are established, emotionally engaging storytelling and incongruent messaging that will increase brand awareness is going to help establish more robust emotive connections and ensure long-term loyalty [6]. The process of continuous feedback mechanisms secures the ongoing authenticity and credibility of your green actions, which will result in the ultimate improved consumer propensity to pay higher prices on environment friendly products [1].

6. CONCLUSION

With the ever-compounding consumer awareness and environment conscious trends, its increasingly becoming a proactive and strategic imperative on brands to ensure they manage to develop authentic eco-centric perceptions and bring in insurmountable trust. Authenticity, transparency, and emotion appeal will have more influence on the future of green purchasing because they will create long-term loyalty to the brands. Organizations that seek to invest in the certification of their sustainability claims, build on credible partnerships, and utilize the power of the advanced digital platform to develop perceptions and trust will be in a better situation to exploit the growing green market. This aspect of differentiation through adopting new technologies like blockchain to guarantee transparency in supply chain or augmented reality to create an immersive experience in the storytelling process can be used to give further distinction to brands in this competitive environment. Beyond short-term measures, corporate brands should in effect make sustainability a part of their brand promise and their overall business strategy, as it is expected that, in the long run, consumers would actively choose companies that are interested in sustainability and authenticity. The capacity to evolve, collaborate openly, and establish lasting emotion-based relationships will spell the difference between which green economy brands can build sustainable relationships and take long- horizon business opportunities in the new green economy.This study contributes to green marketing literature by integrating multiple theoretical frameworks and providing evidence from an emerging market context. Future research should validate these findings using longitudinal and multi-regional data.

7. LIMITATIONS

This study has a number of limitations that cannot be ignored. To start with, the gathering of data significantly depended on self-reporting by filling Likert-scale questionnaires which are prone to bias known as social desirability: individuals tend to report overestimating or misunderstanding their behaviors and perceptions so as to match the acceptable face of social norms. Secondly, the study was only done in Gujarat region which restricted the geographical significance of the study. Because of this, the findings cannot be generalized across the entire Indian environment or to other industries without finding other validation. Third, utilization of one technique of data collection prompts potential concern of common method bias, that may overestimate the observed relationships between variables. Also, the sample size and demographic factors might not be representative of a more general population, and the study is cross-sectional, which limits causal conclusions.

8. Future scope

There are some aspects of a possible continuation of the study that should be pointed out. First, the research should be replicated in a broader scale by including various parts of India thus giving a more detailed answer to regional variations and generalizing most of the findings. Secondly, it may be useful to add the longitudinal research design to determine the causality between all the variables and the changes in eco-awareness, trust, and green purchasing behaviour over time. Third, one can consider the application of mixed-method study designs e.g. qualitative interviews or focus groups to get a better picture of

consumer motivation and perceptions going beyond the consumer self-report measures. Also, other industries can be included in the future investigation to obtain results as to whether the developed relationships extend into other markets. The validity of future studies would also be strengthened by addressing such possible biases like social desirability and the common method bias by using methodological triangulation. Finally, these extensions have the potential to formulate more specific measures to marketing green products and improvement of environmentally friendly consumer behaviour in various situations.

ETHICS STATEMENT

Respondents participated anonymously and no human violation was involved..

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DATA AVAILABILITY STATEMENT

Data is confidential.

AUTHOR CONTRIBUTIONS

: Mamta Brahmbhatt contributed to conceptualization, methodology, formal analysis, investigation, data curation, writing – original draft, writing – review and editing, supervision, and project administration.

CONFLICT OF INTEREST DISCLOSURE

The author declares no conflict of interest.

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