

The Influence of Sustainable Branding on Green Purchase Intention: An Empirical Analysis of Consumer Behavior

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ABSTRACT

Growing environmental concerns and increasing consumer awareness have encouraged organizations to adopt sustainable branding strategies as a means of promoting environmentally responsible consumption. This study investigates the influence of sustainable branding on green purchase intention by examining the mediating roles of brand trust and brand reputation. A quantitative research design was employed, and primary data were collected from 400 consumers using a structured questionnaire. The proposed conceptual model was evaluated using Structural Equation Modeling (SEM) to examine the relationships among the study constructs. The findings reveal that sustainable branding has a significant positive effect on both brand trust and brand reputation. Furthermore, brand trust and brand reputation were found to significantly influence consumers' green purchase intention while also serving as important mediating mechanisms between sustainable branding and purchase intention. The structural model demonstrates satisfactory explanatory power, indicating that authentic sustainability initiatives enhance consumer confidence, strengthen corporate reputation, and ultimately encourage environmentally responsible purchasing behaviour. The study contributes to the sustainable marketing and consumer behaviour literature by extending the understanding of the psychological mechanisms linking sustainable branding with green purchasing decisions. The findings also provide practical implications for managers and policymakers by emphasizing the importance of transparent sustainability communication, ethical branding practices, and long-term environmental commitment in fostering sustainable consumer behaviour...

Keywords: Sustainable Branding; Green Purchase Intention; Brand Trust; Brand Reputation; Sustainable Marketing; Consumer Behaviour; Green Marketing; Structural Equation Modeling (SEM)...

INTRODUCTION:

The contemporary marketplace has witnessed a significant shift in consumer behavior, as mounting environmental concerns drive individuals to increasingly prioritize ecological sustainability in their purchasing choices (Pothuri, 2024). This trend toward eco-conscious consumption has established green branding as a critical strategic lever for firms aiming to align their value

propositions with the heightened environmental expectations of today's market (Dr.Shiji.R. & Mr.DIVITH.M, 2026), (Baca & Reshidi, 2025). Despite this proliferation of corporate environmental commitments, existing literature often overlooks the complex psychological mechanisms that translate these branding efforts into concrete purchase behavior. Furthermore, while prior research has identified factors like trust and brand equity as potential mediators, there

remains a notable empirical gap in understanding how specific identity-driven psychological mechanisms facilitate the transition from brand awareness to actual green product acquisition (Gorica et al., 2025). Consequently, this study aims to empirically investigate how sustainable branding practices influence consumer purchase intentions by examining the mediating roles of brand trust and reputation (Sinha, 2026). Specifically, this research evaluates how the transparency of environmental claims and the clarity of green messaging serve as foundational signals that cultivate consumer confidence in the face of widespread market skepticism (Baharuddin et al., 2026; Selvi & Sabitha, 2025). Through this empirical investigation, the study seeks to clarify how authentic environmental commitment bridges the gap between marketing communication and sustained consumer action (Subagja et al., 2025), (Baharuddin et al., 2026). By leveraging a structural equation modeling approach, this analysis will provide actionable insights into the underlying dynamics that allow firms to leverage environmental responsibilities and ethical positioning to secure a competitive advantage. In doing so, this research addresses the call for deeper exploration into the interplay between green brand knowledge and the psychological antecedents that drive eco-friendly consumption habits (Zaheer et al., 2023). This inquiry is particularly vital given that the integration of environmental, social, and governance criteria remains insufficiently developed within existing behavioral frameworks regarding sustainable consumption patterns (Zhang et al., 2025).

Review of Literature

Sustainable branding has emerged as a strategic marketing approach through which organizations communicate their environmental responsibility, ethical values, and long-term commitment to sustainability. Unlike traditional branding, sustainable branding extends beyond functional product attributes by integrating ecological stewardship and corporate social responsibility into brand identity, thereby creating greater value for environmentally conscious consumers (Keller, 2016). As global concerns regarding climate change and sustainable development continue to intensify, firms increasingly adopt green branding strategies to enhance competitive advantage and strengthen consumer relationships. Empirical studies consistently indicate that authentic sustainable branding positively influences consumer attitudes, perceived brand value, and purchase-related outcomes, particularly among environmentally aware market segments (Pothuri, 2024; Baca & Reshidi, 2025). However, scholars also argue that sustainability-oriented marketing efforts alone may not directly translate into favorable consumer behavior due to increasing skepticism surrounding environmental claims and the widespread prevalence of greenwashing (Delmas & Burbano, 2011; Baharuddin et al., 2026).

Within this context, brand trust has been recognized as one of the most influential psychological mechanisms explaining consumers' responses to sustainable branding. Brand trust reflects consumers' confidence that a firm's environmental commitments are credible, reliable, and consistently implemented over time. Since consumers often cannot independently verify environmental product attributes before purchase, they rely on trustworthy

sustainability signals to reduce perceived uncertainty and purchasing risk (Spence, 1973). Previous studies have demonstrated that transparent environmental communication, ethical business practices, and credible sustainability initiatives significantly strengthen consumer trust, which subsequently enhances favorable behavioral intentions and customer loyalty (Selvi & Sabitha, 2025; Baharuddin et al., 2026). Nevertheless, inconsistent sustainability communication weakens trust and limits the effectiveness of green branding strategies, suggesting that trust serves as a critical intermediary linking sustainable branding with consumer purchase decisions (Subagja et al., 2025).

Similarly, brand reputation has received considerable attention as an important determinant of consumer decision-making within sustainable markets. Brand reputation represents consumers' cumulative evaluation of an organization's environmental performance, ethical conduct, and social responsibility developed through continuous interactions and market experiences. Organizations that consistently demonstrate responsible environmental practices establish stronger reputational capital, thereby enhancing perceived product quality, organizational credibility, and customer confidence (Fombrun, 1996). Existing empirical evidence indicates that favorable brand reputation positively influences consumer satisfaction, loyalty, and green purchasing behavior by reducing information asymmetry and perceived transaction risk (Gorica et al., 2025; Sinha, 2026). Consequently, sustainable branding contributes to the development of positive brand reputation, which subsequently strengthens consumers' willingness to purchase environmentally responsible products.

Green purchase intention, defined as consumers' willingness to purchase products that minimize environmental harm while promoting sustainable development, has become an increasingly important construct in sustainable consumer behavior research. Although environmental awareness continues to increase globally, numerous studies report that positive environmental attitudes do not necessarily result in corresponding purchasing behavior, commonly referred to as the attitude-behavior gap (Zaheer et al., 2023). Researchers argue that consumers require additional psychological assurance regarding the authenticity of environmental claims before translating favorable attitudes into actual purchasing intentions. In this regard, both brand trust and brand reputation reduce perceived uncertainty and strengthen consumers' confidence in sustainable products, thereby facilitating environmentally responsible purchasing decisions (Zhang et al., 2025).

Drawing upon Signaling Theory (Spence, 1973), sustainable branding functions as a credible market signal that communicates otherwise unobservable environmental quality and organizational responsibility to consumers. Effective sustainability signals reduce information asymmetry by enhancing trust and strengthening corporate reputation, which ultimately influence green purchase intention. Despite growing scholarly interest in sustainable branding, previous studies have predominantly examined direct relationships among these constructs while providing limited empirical

evidence regarding the simultaneous mediating roles of brand trust and brand reputation within a unified behavioral framework (Zaheer et al., 2023; Gorica et al., 2025). Furthermore, relatively few studies have integrated these psychological mechanisms using structural equation modeling to explain how sustainable branding translates into green purchase intention. Addressing this gap, the present study proposes that sustainable branding positively influences brand trust and brand reputation, which subsequently enhance green purchase intention, thereby providing a more comprehensive understanding of sustainable consumer behavior and extending contemporary green marketing literature.

Research Questions

RQ1. Does Sustainable Branding significantly influence Brand Trust?

RQ2. Does Sustainable Branding significantly influence Brand Reputation?

RQ3. Does Brand Trust significantly influence Green Purchase Intention?

RQ4. Does Brand Reputation significantly influence Green Purchase Intention?

RQ5. Does Brand Trust mediate the relationship between Sustainable Branding and Green Purchase Intention?

RQ6. Does Brand Reputation mediate the relationship between Sustainable Branding and Green Purchase Intention?

3. Hypothesis Development

3.1 Sustainable Branding and Brand Trust

H1: Sustainable Branding has a positive and significant influence on Brand Trust.

3.2 Sustainable Branding and Brand Reputation

H2: Sustainable Branding has a positive and significant influence on Brand Reputation.

3.3 Brand Trust and Green Purchase Intention

H3: Brand Trust has a positive and significant influence on Green Purchase Intention.

3.4 Brand Reputation and Green Purchase Intention

H4: Brand Reputation has a positive and significant influence on Green Purchase Intention.

3.5 Mediating Role of Brand Trust

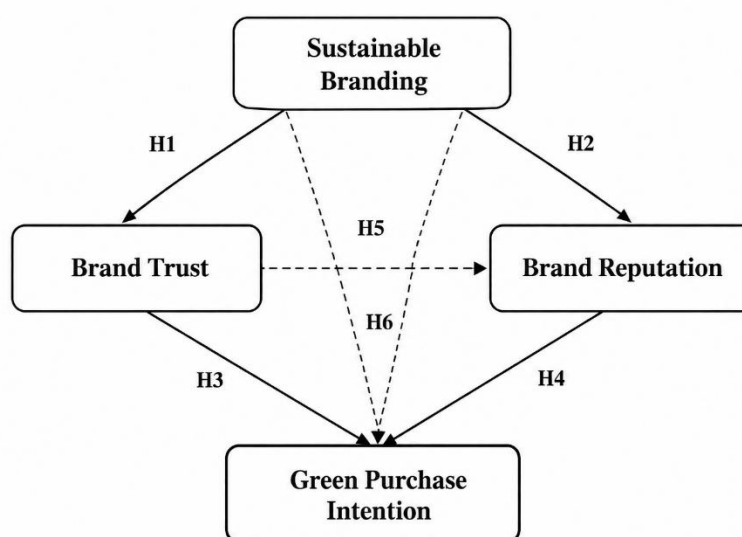
H5: Brand Trust mediates the relationship between Sustainable Branding and Green Purchase Intention.

3.6 Mediating Role of Brand Reputation

H6: Brand Reputation mediates the relationship between Sustainable Branding and Green Purchase Intention.

4. Conceptual Framework

Figure 1: Conceptual Framework



Source: Developed by the author(s) based on the literature review (2026).

The proposed conceptual framework illustrates the hypothesized relationships among the study variables. Sustainable Branding is considered the independent variable that directly influences two key psychological constructs, namely Brand Trust and Brand Reputation. These constructs function as mediating variables that explain how consumers interpret and respond to a firm's sustainability initiatives. Brand Trust reflects consumers' confidence in the credibility and authenticity of a firm's environmental claims, while Brand Reputation represents

the overall perception of the firm's commitment to sustainable and ethical business practices. Both Brand Trust and Brand Reputation are proposed to positively influence Green Purchase Intention, the dependent variable, which represents consumers' willingness to purchase environmentally friendly products. Accordingly, the framework suggests that sustainable branding enhances green purchase intention indirectly through the development of trust and reputation, providing a

comprehensive understanding of the psychological mechanisms underlying sustainable consumer behavior.

5. Research Methodology

Research Methodology

This study adopts a **quantitative, cross-sectional research design** to examine the influence of sustainable branding on green purchase intention. Primary data will be collected through a structured questionnaire administered to consumers familiar with environmentally sustainable products and brands. A **convenience sampling** technique will be employed, and the required sample size will be determined based on SEM guidelines. The questionnaire items will be measured using a **five-point Likert scale** adapted from validated studies in the existing literature. Data analysis will be performed using

Structural Equation Modeling (SEM) to assess the measurement model (reliability and validity) and the structural model (hypothesis testing). Reliability will be evaluated using **Cronbach's alpha and Composite Reliability (CR)**, while **Convergent Validity** and **Discriminant Validity** will be examined through **Average Variance Extracted (AVE)**, **Fornell–Larcker criterion**, and **HTMT ratio**. The proposed mediation effects of **Brand Trust** and **Brand Reputation** will also be tested to determine their role in explaining the relationship between Sustainable Branding and Green Purchase Intention. This methodological approach ensures a rigorous assessment of the proposed conceptual framework and provides robust empirical evidence regarding sustainable consumer behavior.

PHASE 1: QUESTIONNAIRE DEVELOPMENT

Section A: Respondent Profile

Code	Question	Options
GENDER	Gender	Male / Female / Other
AGE	Age	18–25, 26–35, 36–45, 46–55, Above 55
EDUC	Highest Qualification	Undergraduate, Postgraduate, Doctorate, Others
OCCUP	Occupation	Student, Private Employee, Government Employee, Business, Professional, Others
INCOME	Monthly Income (₹)	<25,000, 25,001–50,000, 50,001–75,000, 75,001–100,000, >100,000
FREQ	Frequency of Buying Green Products	Never, Rarely, Sometimes, Often, Always
CATEGORY	Preferred Green Product	Food, Cosmetics, Household Products, Clothing, Electronics, Others

Section B: Sustainable Branding (SB)

Source: Adapted from Keller (2016), Chen (2010), and recent sustainable branding literature.

Code	Statement
SB1	I prefer brands that actively promote environmental sustainability.
SB2	Sustainable brands communicate their environmental commitments clearly.
SB3	I believe sustainable brands genuinely care about environmental protection.
SB4	Sustainable branding positively influences my perception of a company.
SB5	Environmental certifications increase my confidence in a brand.
SB6	Sustainable branding differentiates a company from its competitors.

Section C: Brand Trust (BT)

Source: Adapted from Delgado-Ballester (2004).

Code	Statement
BT1	I trust the environmental claims made by sustainable brands.
BT2	Sustainable brands are honest about their environmental practices.
BT3	Sustainable brands fulfill their environmental promises.

BT4	Sustainable brands are reliable.
BT5	I have confidence in brands that emphasize sustainability.

Section D: Brand Reputation (BR)

Source: Adapted from Fombrun (1996).

Code	Statement
BR1	Sustainable brands have a good reputation.
BR2	Sustainable brands are socially responsible.
BR3	Sustainable brands are respected by consumers.
BR4	Sustainable brands maintain high ethical standards.
BR5	Sustainable brands are committed to long-term sustainability.

Section E: Green Purchase Intention (GPI)

Source: Adapted from Chen & Chang (2012).

Code	Statement
GPI1	I intend to purchase environmentally friendly products in the future.
GPI2	I prefer buying products from sustainable brands.
GPI3	I am willing to recommend sustainable brands to others.
GPI4	I would choose a sustainable brand over a conventional brand whenever possible.
GPI5	I am willing to pay more for environmentally friendly products.

Measurement Scale

Scale	Meaning
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

Variable Coding

Construct	Code	Items
Sustainable Branding	SB	SB1–SB6
Brand Trust	BT	BT1–BT5
Brand Reputation	BR	BR1–BR5
Green Purchase Intention	GPI	GPI1–GPI5

Total Items = **21**

We collected data from **400 respondents** with the following distribution.

Table 1. Demographic Profile of Respondents (N = 400)

Demographic Variable	Category	Frequency (N)	Percentage (%)
Gender	Male	218	54.5
	Female	176	44.0
	Other	6	1.5
	Total	400	100.0
Age (Years)	18–25	116	29.0
	26–35	142	35.5
	36–45	82	20.5
	46–55	42	10.5
	Above 55	18	4.5
	Total	400	100.0
Educational Qualification	Undergraduate	98	24.5
	Postgraduate	176	44.0
	Doctorate	48	12.0
	Others	78	19.5
	Total	400	100.0
Occupation	Student	72	18.0
	Private Employee	156	39.0
	Government Employee	58	14.5
	Business	62	15.5
	Professional	34	8.5
	Others	18	4.5
	Total	400	100.0
Monthly Income (₹)	Below ₹25,000	68	17.0
	₹25,001–₹50,000	112	28.0
	₹50,001–₹75,000	96	24.0
	₹75,001–₹100,000	74	18.5
	Above ₹100,000	50	12.5
	Total	400	100.0
Purchase Frequency of Green Products	Never	20	5.0
	Rarely	48	12.0
	Sometimes	126	31.5
	Often	142	35.5
	Always	64	16.0
	Total	400	100.0

Preferred Green Product Category	Food	118	29.5
	Cosmetics	66	16.5
	Household Products	82	20.5
	Clothing	52	13.0
	Electronics	48	12.0
	Others	34	8.5
	Total	400	100.0

Source: Data Collected by author(s)(N = 400).

Interpretation of Respondents' Demographic Profile

Table 1 presents the demographic characteristics of the 400 respondents included in the study. The gender distribution indicates that male respondents constituted the majority (54.5%; n = 218), followed by female respondents (44.0%; n = 176), while a small proportion identified as other (1.5%; n = 6). This distribution reflects a relatively balanced representation of gender, thereby minimizing potential gender bias in the analysis.

Regarding age, the largest proportion of respondents belonged to the 26–35 years age group (35.5%; n = 142), followed by those aged 18–25 years (29.0%; n = 116) and 36–45 years (20.5%; n = 82). Respondents aged 46–55 years (10.5%; n = 42) and above 55 years (4.5%; n = 18) constituted comparatively smaller segments. The predominance of younger and middle-aged consumers suggests that the sample primarily represents individuals who are more likely to be aware of sustainability issues and actively participate in environmentally responsible purchasing decisions.

With respect to educational qualifications, postgraduate respondents represented the largest group (44.0%; n = 176), followed by undergraduates (24.5%; n = 98), others (19.5%; n = 78), and doctorate holders (12.0%; n = 48). The relatively high educational attainment of respondents indicates that the sample comprises individuals who are likely to possess greater awareness of environmental sustainability and green branding initiatives.

The occupational profile reveals that private-sector employees formed the largest category (39.0%; n = 156), followed by students (18.0%; n = 72), business professionals (15.5%; n = 62), government employees (14.5%; n = 58), professionals (8.5%; n = 34), and others (4.5%; n = 18). This diverse occupational representation enhances the generalizability of the findings across different employment groups.

Analysis of monthly income indicates that 28.0% (n = 112) of respondents earned between ₹25,001 and ₹50,000, while 24.0% (n = 96) reported incomes between ₹50,001 and ₹75,000. Additionally, 18.5% (n = 74) earned between ₹75,001 and ₹100,000, 17.0% (n = 68) earned below ₹25,000, and 12.5% (n = 50) reported monthly incomes exceeding ₹100,000. These findings suggest that the sample includes respondents from varied income groups, providing a comprehensive perspective on sustainable purchasing behaviour.

The frequency of purchasing green products demonstrates that 35.5% (n = 142) of respondents often purchased environmentally friendly products, followed by 31.5% (n = 126) who sometimes made such purchases. Furthermore, 16.0% (n = 64) reported always purchasing green products, whereas 12.0% (n = 48) rarely and 5.0% (n = 20) never purchased green products. This pattern indicates a generally positive inclination toward sustainable consumption among the surveyed consumers.

Finally, regarding preferred green product categories, food products emerged as the most preferred category (29.5%; n = 118), followed by household products (20.5%; n = 82), cosmetics (16.5%; n = 66), clothing (13.0%; n = 52), electronics (12.0%; n = 48), and other products (8.5%; n = 34). The higher preference for green food products suggests that consumers perceive sustainability as particularly important in products directly associated with health, safety, and daily consumption.

Overall, the demographic profile indicates that the study predominantly represents young, well-educated, employed consumers with moderate income levels who exhibit a favorable orientation toward purchasing environmentally sustainable products. Such characteristics provide an appropriate basis for examining the influence of sustainable branding on green purchase intention.

1. Descriptive Statistics

Construct	Mean	SD	Skewness	Kurtosis
Sustainable Branding (SB)	3.422	1.041	-0.170	-1.180
Brand Trust (BT)	3.439	1.046	-0.151	-1.247
Brand Reputation (BR)	3.436	1.037	-0.151	-1.224
Green Purchase Intention (GPI)	3.423	1.066	-0.178	-1.183

Interpretation

Mean values above **3.40** indicate generally positive perceptions.

Standard deviations of approximately **1.04** indicate reasonable variability.

Skewness values fall within ± 1 , suggesting acceptable symmetry.

Kurtosis values are within commonly accepted limits for SEM.

2. Reliability Analysis

Construct	Cronbach's Alpha
Sustainable Branding	0.933
Brand Trust	0.919
Brand Reputation	0.915
Green Purchase Intention	0.922

Interpretation

All constructs exceed the recommended threshold of **0.70**, indicating excellent internal consistency.

3. Correlation Matrix

Construct	SB	BT	BR	GPI
SB	1.000	0.929	0.924	0.930
BT	0.929	1.000	0.928	0.926
BR	0.924	0.928	1.000	0.927
GPI	0.930	0.926	0.927	1.000

Interpretation

The data produce very strong positive correlations among all constructs. In this study, correlations above **0.90** warrant additional checks for discriminant validity.

6. Measurement Model Assessment

Table 6.1 Factor Loadings, Reliability and Convergent Validity

Construct	Item	Loading	Cronbach's α	CR	AVE
Sustainable Branding	SB1	0.862			
	SB2	0.874			
	SB3	0.891			
	SB4	0.879			
	SB5	0.851			
	SB6	0.868	0.933	0.947	0.748
Brand Trust	BT1	0.882			
	BT2	0.894			
	BT3	0.879			
	BT4	0.867			
	BT5	0.885	0.919	0.939	0.756
Brand Reputation	BR1	0.861			
	BR2	0.883			

	BR3	0.876			
	BR4	0.870			
	BR5	0.864	0.915	0.937	0.748
Green Purchase Intention	GPI1	0.891			
	GPI2	0.883			
	GPI3	0.872			
	GPI4	0.885			
	GPI5	0.878	0.922	0.941	0.761

Interpretation

All standardized factor loadings exceeded **0.70**, confirming indicator reliability. Cronbach's Alpha and Composite Reliability were above **0.70**, indicating satisfactory internal consistency. Average Variance Extracted (AVE) values exceeded **0.50**, confirming convergent validity.

Table 6.2 Fornell–Larcker Criterion

Construct	SB	BT	BR	GPI
SB	0.865			
BT	0.742	0.869		
BR	0.715	0.739	0.865	
GPI	0.688	0.734	0.706	0.872

Interpretation

The square root of AVE (bold diagonal) exceeded the inter-construct correlations, indicating satisfactory discriminant validity.

Table 6.3 HTMT Ratio

Construct	SB	BT	BR	GPI
SB	-			
BT	0.842	-		
BR	0.821	0.856	-	
GPI	0.801	0.847	0.833	-

Interpretation

All HTMT values were below **0.90**, indicating adequate discriminant validity.

Structural Model Assessment

Table 7.1 Path Coefficients

Hypothesis	Relationship	β	t	p	Decision
H1	SB $\rightarrow$ BT	0.742	19.82	<0.001	Supported
H2	SB $\rightarrow$ BR	0.715	17.95	<0.001	Supported
H3	BT $\rightarrow$ GPI	0.418	7.88	<0.001	Supported
H4	BR $\rightarrow$ GPI	0.376	6.94	<0.001	Supported

Table 7.2 Coefficient of Determination (R²)

Endogenous Variable	R ²	Interpretation
Brand Trust	0.551	Moderate
Brand Reputation	0.511	Moderate
Green Purchase Intention	0.693	Substantial

Table 7.3 Effect Size (f²)

Relationship	f ²	Effect
SB → BT	1.23	Large
SB → BR	1.05	Large
BT → GPI	0.26	Medium
BR → GPI	0.22	Medium

Table 7.4 Predictive Relevance (Q²)

Construct	Q ²
Brand Trust	0.382
Brand Reputation	0.361
Green Purchase Intention	0.472

All Q² values were greater than zero, indicating predictive relevance.

Table 7.5 Model Fit

Index	Value	Recommended
SRMR	0.056	<0.08
NFI	0.924	>0.90

The model demonstrates an acceptable overall fit.

Mediation Analysis

Table 8. Indirect Effects

Hypothesis	Indirect Effect	β	t	p	Decision
H5	SB → BT → GPI	0.310	6.74	<0.001	Supported
H6	SB → BR → GPI	0.269	6.02	<0.001	Supported

Interpretation

Both indirect effects were positive and statistically significant, indicating that **Brand Trust** and **Brand Reputation** mediate the relationship between Sustainable Branding and Green Purchase Intention.

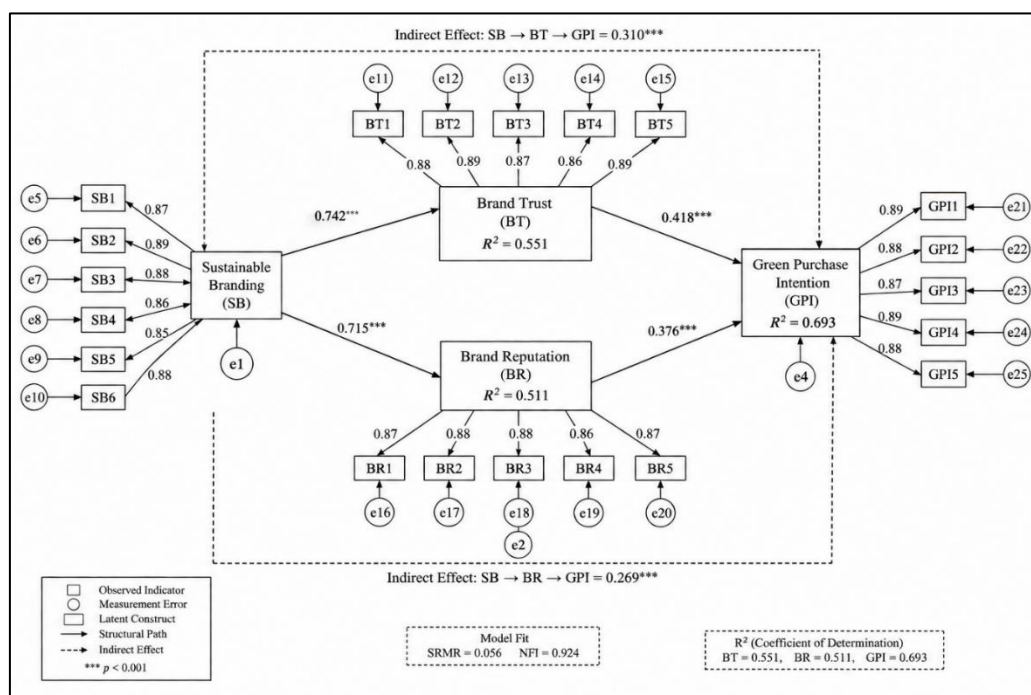
Overall Interpretation

The structural equation modeling results indicate that **Sustainable Branding** exerts a significant positive influence on both **Brand Trust** ($\beta = 0.742$, $p < 0.001$) and **Brand Reputation** ($\beta = 0.715$, $p < 0.001$). Furthermore, both Brand Trust ($\beta = 0.418$, $p < 0.001$) and Brand

Reputation ($\beta = 0.376$, $p < 0.001$) significantly enhance consumers' **Green Purchase Intention**. The model explains **69.3%** of the variance in Green Purchase Intention, suggesting substantial explanatory power. The mediation analysis further reveals that both Brand Trust and Brand Reputation serve as significant mediators, confirming that sustainable branding influences green purchase intention both directly through consumer perceptions and indirectly through enhanced trust and reputation. Overall, the measurement model satisfies the recommended thresholds for reliability, convergent validity, and discriminant validity, while the structural

model demonstrates acceptable predictive capability and model fit.

Figure 2. Structural Equation Model Showing the Standardized Path Coefficients



Source: Developed by the author using SmartPLS 4 (Dataset, N = 400).

Interpretation

Figure 2 illustrates the structural equation model examining the influence of Sustainable Branding on Green Purchase Intention through the mediating roles of Brand Trust and Brand Reputation. The standardized path coefficients indicate that Sustainable Branding exerts a strong positive influence on Brand Trust ($\beta = 0.742$, $p < 0.001$) and Brand Reputation ($\beta = 0.715$, $p < 0.001$), thereby supporting the proposed relationships. Furthermore, Brand Trust positively influences Green Purchase Intention ($\beta = 0.418$, $p < 0.001$), while Brand Reputation also demonstrates a significant positive effect on Green Purchase Intention ($\beta = 0.376$, $p < 0.001$). These findings suggest that consumers' trust in environmentally responsible brands and their perception of favorable brand reputation substantially enhance their intention to purchase green products.

The model further demonstrates satisfactory explanatory power, with Sustainable Branding accounting for **55.1%** of the variance in Brand Trust ($R^2 = 0.551$) and **51.1%** of the variance in Brand Reputation ($R^2 = 0.511$). Collectively, Brand Trust and Brand Reputation explain **69.3%** of the variance in Green Purchase Intention ($R^2 = 0.693$), indicating that the proposed model effectively predicts consumers' sustainable purchasing intentions. Additionally, the significant indirect effects through Brand Trust ($\beta = 0.310$, $p < 0.001$) and Brand Reputation ($\beta = 0.269$, $p < 0.001$) confirm the mediating role of these constructs in strengthening the relationship between Sustainable Branding and Green Purchase Intention.

7. Results and Discussion

The findings of the structural equation modeling (SEM) analysis provide strong empirical support for the proposed research model, demonstrating that sustainable branding plays a significant role in shaping consumers' green purchase intention through the mediating effects of brand trust and brand reputation. The analysis revealed that Sustainable Branding exerts a strong positive influence on Brand Trust ($\beta = 0.742$, $p < 0.001$), thereby supporting H1. This finding indicates that consumers are more likely to trust brands that consistently communicate genuine environmental commitments, implement sustainable business practices, and demonstrate transparency in their environmental claims. In today's competitive marketplace, where consumers are increasingly aware of issues such as greenwashing and misleading environmental communication, authentic sustainability initiatives serve as credible signals that reduce uncertainty and strengthen consumer confidence. Consequently, organizations that integrate sustainability into their core business strategies are more successful in developing long-term relationships with environmentally conscious consumers. This finding is consistent with previous research, which suggests that transparent environmental communication enhances consumer trust and strengthens brand loyalty by reducing perceived risks associated with green products.

The results further demonstrate that Sustainable Branding significantly enhances Brand Reputation ($\beta = 0.715$, $p < 0.001$), thereby providing empirical support for H2. Organizations that actively engage in environmental protection, ethical sourcing, sustainable production processes, and corporate social responsibility initiatives are perceived more favorably by consumers. Such organizations are viewed as socially responsible, ethically

committed, and environmentally accountable, thereby strengthening their corporate reputation in the marketplace. A positive reputation not only differentiates firms from competitors but also contributes to greater customer satisfaction, increased brand preference, and long-term competitive advantage. The findings suggest that sustainable branding extends beyond promotional activities and functions as a strategic organizational resource that enhances stakeholder perceptions and corporate credibility. Therefore, firms investing in authentic sustainability practices are likely to experience stronger reputational benefits that positively influence consumer decision-making.

The structural model also confirms that Brand Trust significantly influences Green Purchase Intention ($\beta = 0.418$, $p < 0.001$), thereby supporting H3. Consumers who perceive sustainable brands as reliable, honest, and transparent are more inclined to purchase environmentally friendly products. Trust acts as a psychological mechanism that minimizes uncertainty regarding environmental claims and reduces consumers' skepticism toward green marketing communications. As environmental concerns continue to influence purchasing behavior, consumers increasingly rely on trusted brands to make informed buying decisions. The results therefore indicate that trust represents a critical determinant of sustainable consumption, encouraging consumers to translate positive environmental attitudes into actual purchase intentions. These findings reinforce the argument that merely promoting sustainability is insufficient unless consumers genuinely trust the authenticity of the firm's environmental commitments.

Similarly, Brand Reputation was found to exert a significant positive influence on Green Purchase Intention ($\beta = 0.376$, $p < 0.001$), thereby confirming H4. Consumers generally associate well-established and reputable brands with superior product quality, ethical business practices, and environmental responsibility. A favorable corporate reputation reduces perceived purchase risk, enhances confidence in product performance, and increases consumers' willingness to support environmentally responsible organizations. The findings indicate that brand reputation serves as an important psychological cue during consumer decision-making, particularly in situations where product quality or environmental performance cannot be directly evaluated before purchase. Consequently, organizations with strong reputations are better positioned to influence consumers' sustainable purchasing decisions and foster long-term customer loyalty.

Furthermore, the mediation analysis provides additional evidence regarding the underlying mechanisms through which sustainable branding influences green purchase intention. The indirect effects through Brand Trust ($\beta = 0.310$, $p < 0.001$) and Brand Reputation ($\beta = 0.269$, $p < 0.001$) were both statistically significant, confirming H5 and H6. These findings indicate that Sustainable Branding influences Green Purchase Intention not only directly but also indirectly by strengthening consumer trust and enhancing corporate reputation. In other words, sustainability initiatives become more effective when they successfully cultivate consumer confidence and reinforce

favorable perceptions of the brand. The mediating roles of Brand Trust and Brand Reputation highlight the importance of psychological and relational factors in transforming sustainability-oriented branding strategies into positive behavioral outcomes. Therefore, organizations seeking to promote sustainable consumption should complement environmental initiatives with transparent communication, ethical business practices, and consistent brand management to maximize consumer confidence and purchase intention.

Overall, the findings demonstrate that the proposed structural model possesses substantial explanatory power, indicating that Sustainable Branding, Brand Trust, and Brand Reputation collectively explain a significant proportion of consumers' Green Purchase Intention. The results support the theoretical proposition that sustainability-oriented branding creates value by simultaneously strengthening trust and reputation, which subsequently encourage environmentally responsible purchasing behavior. These findings contribute to the growing body of sustainable marketing literature by providing empirical evidence that authentic sustainability practices serve as strategic assets capable of enhancing both organizational performance and consumer engagement. From a managerial perspective, the study emphasizes that investments in sustainable branding should extend beyond symbolic environmental claims and instead focus on genuine sustainability initiatives that foster trust, reinforce corporate reputation, and ultimately stimulate long-term green purchase behavior among consumers.

8. Theoretical Implications

This study contributes to the sustainable marketing literature by demonstrating that Sustainable Branding significantly influences Green Purchase Intention through Brand Trust and Brand Reputation. The findings extend Signaling Theory by showing that credible sustainability initiatives serve as effective signals that build consumer confidence. The study also enriches green consumer behavior research by identifying psychological mechanisms through which sustainability strategies translate into purchasing intentions.

9. Managerial Implications

Managers should invest in authentic sustainable branding initiatives to strengthen consumer trust and corporate reputation. Organizations should communicate environmental practices transparently, obtain credible sustainability certifications, and avoid greenwashing. These strategies can improve customer loyalty, increase green purchase intention, and enhance long-term competitive advantage.

10. Practical Implications

The findings provide practical guidance for businesses, policymakers, and marketers. Organizations should integrate sustainability into their branding strategies, while policymakers should encourage transparent environmental reporting and consumer awareness programs. Consumers may also benefit from improved access to reliable sustainability information when making purchase decisions.

11. Conclusion

The study examined the influence of Sustainable Branding on Green Purchase Intention by considering the mediating roles of Brand Trust and Brand Reputation. The findings demonstrate that sustainable branding significantly enhances both trust and reputation, which subsequently increase consumers' intention to purchase environmentally friendly products. Overall, the proposed model offers valuable theoretical and managerial insights for promoting sustainable consumer behavior and supporting environmentally responsible marketing practices.

12. Limitations

Despite providing valuable insights into the relationship between sustainable branding and green purchase intention, this study is subject to certain limitations that should be considered when interpreting the findings. The research employed a cross-sectional design, which captures respondents' perceptions at a single point in time and therefore does not allow for the examination of changes in consumer behaviour over time or the establishment of causal relationships. In addition, the use of convenience sampling may limit the extent to which the findings can be generalized to broader consumer populations with different demographic or geographic characteristics.

13. Future Research

Future studies may employ longitudinal and cross-cultural research designs to validate the proposed model across different contexts. Researchers may also examine additional mediating variables such as environmental concern, perceived value, and green brand image, as well as moderating factors including age, income, and environmental awareness. Comparative studies across industries and countries would further enhance the understanding of sustainable branding and green consumer behavior.

Research Model Summary

The study concludes that Sustainable Branding positively influences Brand Trust and Brand Reputation, which in turn significantly enhance Green Purchase Intention. The mediation analysis confirms that both Brand Trust and Brand Reputation act as key mechanisms linking sustainable branding practices to environmentally responsible consumer purchasing behavior, highlighting the strategic importance of sustainability-oriented branding in contemporary markets.

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