

The Impact of Green Marketing Strategies on Consumer Purchase Intentions Toward Eco-Friendly Products in Southeast Asia

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ABSTRACT

This study explores the impact of green marketing strategies—eco-labeling, green advertising, and sustainable packaging—on consumer purchase intentions toward eco-friendly products in Southeast Asia. Grounded in the Theory of Planned Behavior (TPB), the research examines how customer trust and attitude influence the relationship between marketing stimuli and behavioral intention. Utilizing a mixed-methods approach, qualitative interviews across Thailand, Malaysia, Vietnam, and Myanmar revealed that eco-labeling enhances trust, green advertising builds emotional engagement, and sustainable packaging serves as tangible proof of environmental responsibility. Quantitative analysis using survey data from 302 respondents confirmed all proposed hypotheses, with eco-labeling having the most substantial influence on trust, and trust emerging as the strongest predictor of purchase intention. The study contributes to the theoretical enrichment of TPB and offers practical insights for marketers targeting environmentally conscious consumers in emerging markets. Findings emphasize the need for credible and transparent green marketing initiatives to foster sustainable consumer behavior.

Keywords: Theory of Planned Behavior, Green Marketing Strategies, Customer Trust, Customer Attitude, Purchase Intention

JEL Classifications: M31, Q56, M14, D12, O53

1. INTRODUCTION

In recent years, the increasing severity of environmental degradation—manifested through climate change, resource depletion, and pollution—has intensified global awareness of sustainable consumption (Mousavi et al., 2024). Governments, businesses, and consumers are progressively recognizing the importance of transitioning toward eco-friendly behaviors and adopting sustainable solutions. Within this context, green marketing has emerged as a critical strategic tool for businesses seeking to align their practices with environmental values and influence consumer behavior.

Green marketing refers to the process of promoting products or services based on their environmental benefits (Carrión-Bósquez

et al., 2024). It encompasses a wide range of strategies, including eco-labeling, sustainable packaging, and green advertising aimed at appealing to environmentally conscious consumers. As awareness of environmental issues grows, companies act responsibly and transparently in their marketing efforts. Consequently, green marketing serves environmental objectives and drives competitive advantage and brand differentiation (Honey et al., 2024). Despite the growing environmental awareness across Southeast Asia, a substantial gap exists between consumer attitudes and purchasing behavior of eco-friendly products. While many consumers claim to support environmental initiatives, their purchase intentions do not always support action. This gap presents a critical challenge for marketers and policymakers striving to promote green consumption. Scholars suggest that trust plays a mediating role

in shaping consumer decisions, particularly regarding claims about environmental performance. Consumers often question the credibility of green messages, especially in regions where regulatory standards and eco-labeling schemes are inconsistent or underdeveloped.

The theory of planned behavior (TPB) offers a foundation framework to understand how various psychological and social factors influence environmentally conscious purchase behavior. According to TPB, an individual's attitude toward the behavior, subjective norms, and perceived behavioral control collectively shape their intention to perform a specific action (Ajzen, 1991). This study uses TPB as a theoretical foundation to assess how green marketing strategies—specifically ecolabeling, green advertising, and sustainable packaging— influence consumer attitudes, trust, and, ultimately, purchase intentions. Among these elements, customer trust is hypothesized as a key mediating variable, bridging marketing efforts and the consumer's final decision to purchase eco-friendly products.

This research is in Southeast Asia, a region characterized by diverse cultural values, environmental awareness levels, and economic development stages. The study investigates the impact of green marketing strategies on consumer behavior in this region. The proposed conceptual framework positions eco-labeling, green advertising, and sustainable packaging as marketing-driven stimuli that shape customer trust and attitudes affecting purchase intention. Simultaneously, TPB constructs such as attitude toward the behavior, subjective norms, and perceived behavioral control provide the cognitive foundation influencing these decisions.

Thus, this study addresses the following questions: To what extent do green marketing strategies impact consumer purchase intentions toward eco-friendly products in Southeast Asia, and how does customer trust and attitude influence customer purchase intention?

2. LITERATURE REVIEW

2.1. Theory of Planned Behavior (TPB)

The theory of planned behavior (TPB), proposed by Ajzen (1991), serves as a central theoretical foundation for this study. TPB posits that behavior is primarily guided by behavioral intention, which is influenced by three constructs: Attitude toward the behavior, subjective norms, and perceived behavioral control. In green marketing, this framework provides a structured understanding of how external stimuli (e.g., marketing strategies) interact with internal psychological processes (e.g., attitudes and trust) to shape eco-friendly purchase decisions.

Attitude refers to the consumer's favorable or unfavorable evaluation of purchasing eco-friendly products. Subjective norms denote the perceived social pressure to act environmentally responsibly, while perceived behavioral control reflects the consumer's perceived ease or difficulty in performing the green behavior. This study builds upon TPB by embedding green marketing stimuli as drivers that shape consumer attitudes and trust—ultimately influencing purchase intentions.

2.2. Eco-Labeling with Customer Trust and Attitude

Eco-labeling involves using symbols or certifications to communicate the environmental performance of a product (Yao et al., 2025). These labels serve as extrinsic cues that influence consumers' trust and help them make informed decisions. Eco-labeling is a significant driver of consumer trust in green products. When consumers see a credible eco-label, they are more likely to believe that the product meets specific environmental performance standards (Carrión-Bosquez et al., 2024). This perception fosters consumer confidence in the brand and the product, reinforcing the belief that the company is transparent and environmentally responsible.

Trust is essential in decision-making under uncertainty, which is particularly relevant for green products where benefits are often intangible or future-oriented (e.g., reduced carbon footprint). Eco-labels act as external quality signals that address greenwashing concerns and validate environmental claims (Sarmad et al., 2024). For instance, Yuan et al. (2025) found consumers were more willing to buy products with third-party certifications than those with self-declared claims. Similarly, Bae et al. (2024) demonstrated that trustworthy eco-labels significantly enhanced consumers' trust in green products, influencing their purchasing decisions. Therefore, incorporating eco-labels into product design and marketing materials helps companies build consumer trust, particularly in emerging markets where environmental knowledge varies across demographic groups.

Consumer attitudes—overall positive or negative product evaluations—are strongly shaped by their perceptions of credibility, ethicality, and product value (Khalid et al., 2024). Eco-labeling plays a pivotal role in shaping these evaluations by providing visible and recognizable markers of environmental performance. Products with well-recognized eco-labels are often seen as more responsible, ethical, and aligned with consumer values, contributing to more favorable attitudes toward the product and brand.

Within the theory of planned behavior (TPB), attitude directly predicts behavioral intention. As a form of environmental communication, Eco-labels positively influence the belief structure that underlies attitude formation. When consumers believe that an eco-labeled product contributes to environmental protection, reduces pollution, or promotes sustainability, they are more likely to form a positive attitude toward purchasing that product (Ajzen, 1991). Furthermore, eco-labels appeal to consumers through central and peripheral processing routes. Environmentally conscious consumers process eco-label information deeply, while less involved consumers rely on the label, leading to attitude formation or reinforcement. Yao et al. (2025) confirm that consumers evaluate products more positively when they display eco-labels, especially if those labels are perceived as transparent, trustworthy, and relevant. In Southeast Asia, where government-backed eco-labeling initiatives are gaining recognition, this relationship becomes even more critical for shaping green consumption behaviors. Thus, we proposed:

H_{1a}: Eco-labeling has a positive effect on customer trust toward eco-friendly products.

H_{1b}: Eco-labeling has a positive effect on customer attitudes toward eco-friendly products.

2.3. Green Advertising with Customer Trust and Attitude

Green advertising refers to promotional messages that highlight the environmental benefits of a product or the sustainable values of a company (Meet et al., 2024). In a market where environmental claims can often be perceived as exaggerated or misleading, the credibility and clarity of green advertising play a critical role in building consumer trust. Trust is essential in shaping how consumers perceive and respond to green claims, especially in Southeast Asia, where environmental education and regulation vary significantly between countries.

Green advertising acts as a signal of corporate integrity and environmental accountability (Chandran, 2024). When such advertisements are perceived as authentic, transparent, and consistent with a brand's actions, they reduce consumer skepticism and build trust in both the product and the brand. This trust becomes the foundation for intention formation and purchasing behavior. The theory of planned behavior (TPB) supports this by suggesting that beliefs—formed through information exposure such as advertising—shape attitudes and intentions. Advertising that provides explicit, evidence-based claims supports belief formation and reinforces trust.

Additionally, green advertising that includes third-party endorsements or data-backed evidence is more effective in enhancing perceived truthfulness, directly impacting trust. Nakaishi and Chapman (2024) found that credibility in green advertising significantly impacts consumer trust in green brands. Suttikun et al. (2025) further assert that green advertising enhances trust when perceived as informative, honest, and socially responsible. In Southeast Asia, the rise of social media has further amplified the visibility of green messaging, making it even more crucial for companies to ensure authenticity in green promotions to gain customer trust.

Green advertising informs consumers and shapes their emotional and evaluative attitude toward environmentally friendly products. In the theory of planned behavior, attitude toward a behavior is influenced by consumers' beliefs about the outcomes of that behavior. If green advertising successfully communicates a product's environmental and social benefits, it helps cultivate positive beliefs, enhancing consumer attitudes (Duarte et al., 2024). Green advertising influences consumer perception by framing products as not just functional but also morally and socially aligned with values like sustainability, ethical responsibility, and community well-being. This framing generates emotional resonance, especially among consumers who care about climate change or sustainability. In Southeast Asia, where collectivist cultures emphasize social harmony and group welfare, advertising messages that link individual choices to broader social or environmental impacts may be particularly effective in shaping attitudes.

Consumers with high involvement in environmental issues are likely to scrutinize green advertising messages, while those with lower involvement may be persuaded by emotional appeals or social proof. Both routes lead to more favorable attitudes when

the advertising is perceived as credible and value-aligned. Sarmad et al. (2024) demonstrated that green advertisements positively shape consumer attitudes in Asian markets, especially when the messaging aligns with cultural values. Similarly, (Duarte et al. (2024) noted that emotional and rational appeals in green ads significantly improve consumer attitudes when trust is established. When green advertisements reflect genuine environmental concern and corporate responsibility, they build trust and foster a favorable and lasting attitude toward the product. Thus, we proposed:

H_2a : Green advertising positively affects customer trust toward eco-friendly products.

H_2b : Green advertising positively affects customer attitudes toward eco-friendly products.

2.4. Sustainable Packaging with Customer Trust and Attitude

Sustainable packaging involves using materials that are biodegradable, recyclable, or minimal. It plays a dual role in shaping consumer trust and enhancing product aesthetics, thereby influencing attitude (Rosidah, 2024). Packaging is often the first physical touchpoint between consumer and product, making it critical for green perception formation. Sustainable packaging—such as biodegradable, recyclable, compostable, or reusable—is a tangible manifestation of a company's environmental commitment. Unlike other verbal or symbolic green marketing strategies (e.g., advertising claims), sustainable packaging provides visible, physical proof of eco-conscious design, significantly influencing consumers' perceptions of brand trustworthiness (Kwon et al., 2024).

In green consumption, trust is vital, especially as consumers increasingly question the authenticity of environmental claims. Sustainable packaging functions as a credibility enhancer, allowing consumers to see and experience the brand's eco-conscious efforts firsthand. Sustainable packaging acts as a credible and verifiable signal of a firm's environmental values, reducing consumer skepticism and reinforcing trust in the brand's green positioning. Sustainable packaging reinforces consumer beliefs about a product's environmental value and ethical production, strengthening the trust component underlying behavioral intention.

Furthermore, Thakkar (2021) found that eco-friendly packaging significantly boosts consumers' trust, mainly when the design reflects clarity, eco-symbols, and material transparency. Similarly, Kaur et al. (2022) found that when consumers perceive sustainable packaging as functional and authentic, their trust in the brand increases, positively influencing green purchasing decisions. In culturally diverse Southeast Asia, where environmental education varies, sustainable packaging offers a universally recognizable cue of brand integrity, fostering customer trust regardless of demographic background.

Customer attitude reflects an individual's overall positive or negative evaluation of purchasing or using a product (Ghouse et al., 2024). Sustainable packaging contributes to this evaluation in two key ways: It aligns with environmental values and enhances perceived product quality and innovation. When consumers encounter responsibly packaged products, they often associate them with sustainability, ethics, and forward-

thinking design—all of which contribute to more favorable attitudes. Beliefs about behavioral outcomes shape attitude. If consumers believe purchasing sustainable packaging contributes to environmental protection or waste reduction, their attitude toward those products will likely be more positive. Sustainable packaging also enhances emotional engagement, allowing consumers to feel that their personal choices can positively impact the environment.

Tavitiyaman et al. (2024) argue that eco-friendly packaging can elevate a brand's image and increase consumer liking and preference. Borah et al. (2024) also demonstrated that innovative green packaging creates a halo effect, improving attitudes toward the product and the company. Thus, sustainable packaging acts as a functional feature and a strategic marketing tool that shapes consumer evaluations and attitudes toward green products. Thus, we proposed:

H_3a : Sustainable packaging positively affects customer trust toward eco-friendly products.
 H_3b : Sustainable packaging positively affects customer attitudes toward eco-friendly products.

2.5. Customer Trust Toward Customer Purchase Intention

Customer trust reflects the degree to which consumers believe in a brand's environmental claims. Green marketing strategies that lack credibility lead to green skepticism, which can suppress purchase intention (Imaningsih et al., 2024). Customer trust is foundational in shaping purchase intentions, particularly in green marketing. Trust can be defined as the belief that a brand will fulfill its environmental claims honestly, consistently, and reliably (Chanda et al., 2025). In an age where greenwashing—the practice of exaggerating or fabricating eco-friendly claims—is widespread, building and maintaining trust is critical for companies attempting to position themselves as environmentally responsible.

Trust acts as a cognitive and emotional shortcut, reducing consumers' perceived risk and uncertainty when evaluating the credibility of green claims (Verma et al., 2024). When consumers trust that a company genuinely follows sustainable practices and backs up its advertising and packaging with real action, they are more inclined to convert their attitude into behavioral intention. In this sense, trust bridges the gap between belief and action—the exact mechanism that the theory of planned behavior (TPB) identifies as crucial for forming intention.

Consumers who trust a brand are more likely to assign positive attributes to its products, perceive more excellent value, and feel confident in their purchase decisions (Tiboni-Oschilewski et al., 2024). Trust enhances the perceived authenticity of green marketing efforts, making consumers more likely to support eco-friendly products even if they come at a higher cost or require behavioral change. Shehawy and Khan (2024) found that green trust directly influenced consumers' willingness to buy green products. Similarly, Rathee and Milfeld (2024) concluded that trust mediates the impact of green product features on purchase intention. In the Southeast Asian context, where cultural factors such as collectivism, brand reputation, and relational marketing

play strong roles, trust is not just a transactional element but a relational one, often built through consistent messaging, third-party certification, and transparent business practices.

Moreover, with the rise of social commerce and user-generated reviews in Southeast Asian platforms, trust is increasingly influenced by peer validation, eco-certification visibility, and honest green advertising (Basnur et al., 2024). Brands that consistently demonstrate environmental responsibility in their messaging and actions create trust-based relationships that convert into sustained consumer loyalty and higher purchase intention. Thus, we proposed:

H_4 : Customer trust positively affects customer purchase intention toward eco-friendly products.

2.6. Customer Attitude Toward Customer Purchase Intention

Customer attitude represents an individual's overall evaluation of purchasing green products (Meet et al., 2024). It is shaped by cognitive beliefs (e.g., the benefits of sustainable packaging) and emotional responses (e.g., feeling responsible for the environment). Prior studies show that positive attitudes significantly influence purchase intentions (Mallick et al., 2024).

In green marketing, consumer attitudes are shaped by their beliefs about environmental impact, ethical consumption, and perceived personal responsibility (Basnur et al., 2024). When consumers evaluate eco-friendly products positively—believing they contribute to environmental protection, align with personal values, or offer long-term benefits—they are more likely to form strong purchase intentions. Positive attitudes serve as a motivational force that drives environmentally responsible behaviors, even when these behaviors may involve inconvenience, higher cost, or behavioral change.

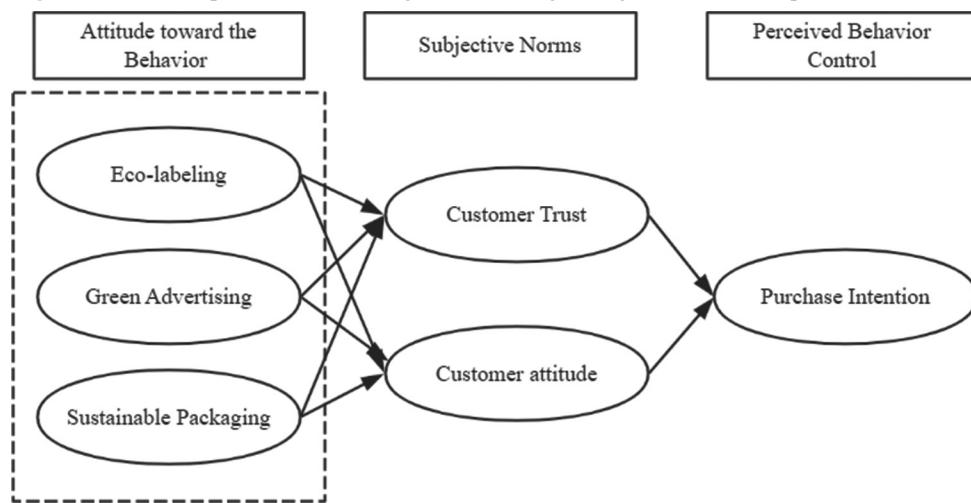
According to TPB, a favorable attitude increases consumers' likelihood of translating their values and beliefs into action. Attitude formation is influenced by environmental knowledge and emotional and normative beliefs—such as feeling proud of making sustainable choices or avoiding guilt associated with environmental harm. Težak Damijanić et al. (2023) found that attitude was the strongest predictor of intention to purchase eco-friendly products among Indian consumers, aligning with TPB. Similarly, Honey et al. (2024) confirmed that consumers who develop favorable attitudes due to green marketing messages, eco-labeling, or sustainable packaging are significantly more likely to act on those attitudes and intend to buy the products. Thus, we proposed:

H_5 : Customer attitude positively affects customer purchase intention toward eco-friendly products.

Thus, based on the hypothesis development, the researchers proposed the conceptual framework in Figure 1.

3. RESEARCH METHODOLOGY

This study adopts a mixed methods research design, combining qualitative and quantitative approaches to comprehensively

Figure 1: The conceptual framework of green marketing strategies on consumer purchase intentions

understand how green marketing strategies influence consumer purchase intentions toward eco-friendly products in Southeast Asia. The qualitative phase explores consumer perceptions and experiences, while the quantitative phase aims to validate relationships among variables using a structured survey and statistical analysis.

3.1. Qualitative Phase

The qualitative phase explores consumer interpretations of green marketing practices in their local context. Besides, researchers also want to identify culturally specific factors that influence trust, attitude, and green purchase behavior.

A total of 20 informants will be interviewed using purposive sampling in Table 1. Participants are selected based on their awareness of environmental issues and prior experience with eco-friendly products. The sample is distributed evenly across four Southeast Asian countries to reflect cultural and market diversity. Participants include eco-conscious consumers, green product users, and individuals exposed to green marketing campaigns through social or digital media.

3.1.1. Data Collection

Data was collected through semi-structured interviews, allowing for open-ended responses and follow-up probing. The interviews were conducted online or in person and were audio-recorded with participant consent. Each interview lasts approximately 30-45 min. The qualitative data will be analyzed using thematic analysis, following Braun and Clarke's (2006) six-step framework. Transcripts are coded, and key themes are identified to reveal patterns across countries and consumer types. These themes inform the development and refinement of the survey instrument for the quantitative phase.

3.1.2. Data result

3.1.2.1. Theme 1: Eco-labeling enhances consumer trust

Across all four countries, participants recognized eco-labels as important indicators of product credibility. However, the clarity and recognition of the label emerged as a key condition for trust. Malaysian and Thai participants were more familiar

with national eco-label programs and associated them with institutional trust.

“When I see the Thai Green Label, I feel more confident to buy—even if it is a bit more expensive. It is like an official guarantee.” (Participant D, Thailand)

However, participants from Myanmar and Vietnam expressed doubts due to unfamiliarity with label symbols, suggesting that educational efforts and label standardization may be necessary.

“I sometimes see green symbols, but I do not know what they mean. It feels more like decoration than real proof.” (Participant P, Myanmar)

3.1.2.2. Theme 2: Green advertising evokes mixed reactions—trust hinges on brand history

Participants' reactions to green advertising varied. While most respondents acknowledged that green-themed advertisements could raise awareness, many remained skeptical about their authenticity, especially when brands lacked a prior history of environmental initiatives.

“I have seen brands suddenly claim to be eco-friendly. But I do not believe it unless they have been consistent for years.” (Participant H, Malaysia)

Vietnamese and Myanmar participants emphasized the emotional tone of advertising—ads that featured nature imagery, storytelling, and community impact were more likely to build positive attitudes.

“The ad from the brand showed how they helped reduce plastic in rivers. That made me like them more and want to support them.” (Participant O, Vietnam)

3.1.2.3. Theme 3: Sustainable packaging is a key driver of positive attitudes

Sustainable packaging emerged as the most convincing element among the three green marketing strategies. Participants across

Table 1: The information of 20 participants

No.	Participant	Nationality	Age	Education	Employment
1	Participant A	Thailand	28	Bachelor	Marketing executive
2	Participant B	Thailand	34	Master	University lecturer
3	Participant C	Thailand	26	Bachelor	Retail assistant
4	Participant D	Thailand	30	Bachelor	NGO coordinator
5	Participant E	Thailand	32	Master	Corporate trainer
6	Participant F	Malaysia	29	Bachelor	Product designer
7	Participant G	Malaysia	33	Bachelor	Sustainability officer
8	Participant H	Malaysia	27	Master	Sales manager
9	Participant I	Malaysia	31	Bachelor	Environmental consultant
10	Participant J	Malaysia	35	Master	Project analyst
11	Participant K	Vietnam	25	Bachelor	Social media manager
12	Participant L	Vietnam	30	Master	Policy researcher
13	Participant M	Vietnam	28	Bachelor	Bank officer
14	Participant N	Vietnam	34	Bachelor	Business consultant
15	Participant O	Vietnam	32	Master	Community organizer
16	Participant P	Myanmar	26	Bachelor	Teacher
17	Participant Q	Myanmar	29	Bachelor	Freelance marketer
18	Participant R	Myanmar	31	Master	Green business owner
19	Participant S	Myanmar	27	Bachelor	Customer service
20	Participant T	Myanmar	33	Master	Environmental journalist

Table 2: The result of key insights from interviews

Construct	Key insights from interviews
Eco-labeling	Trust eco-labels when they recognize them. Labels from known authorities or the government made consumers confident about the product's eco-friendly claims.
Green advertising	Like emotionally connected advertisements, such as stories about protecting nature or helping communities, these ads improved attitudes toward brands.
Sustainable packaging	Packaging was the most influential green marketing strategy because it was tangible and visible. Using sustainable packaging truly cares about the environment. Attractive, simple, and eco-friendly packaging significantly boosted participants' positive attitudes and trust.
Customer trust	Trust was the deciding factor; if they trusted that the company was sincere about its green claims, they were much more likely to purchase the products.
Customer attitude	They were proud and responsible when choosing green products; these positive feelings were major factors driving their decision to buy environmentally friendly products.

all countries associated it with brand authenticity, innovation, and responsibility.

“When I get a product in paper or compostable packaging, I feel that the company walks the talk.” (Participant B, Thailand)

Participants from Malaysia and Vietnam specifically praised minimalist and aesthetic green packaging designs as contributing to brand image and product satisfaction.

“Some green brands use clean, simple packaging. It makes the product feel premium and eco-conscious at the same time.” (Participant K, Vietnam)

3.1.2.4. Theme 4: Customer trust influences customer purchase intentions

Many participants linked their intention to purchase with their level of trust in the overall consistency of brand behavior. When green efforts were perceived as part of a brand's identity—reflected across product design, advertising, and public commitments—participants reported stronger trust and a higher likelihood of buying.

“If the company uses green packaging, gets certified, and does not change its story, then I am willing to pay more.” (Participant L, Vietnam)

3.1.2.5. Theme 5: Positive attitudes link to green purchase intentions

Participants with favorable emotional and moral attitudes toward eco-friendly products were likelier to express strong purchasing intentions. This was especially true for young professionals and educators, who viewed their consumption as expressing personal or social values.

“It is not just about buying something green. It is about being part of a movement that's better for the world.” (Participant R, Myanmar)

3.1.3. Summary of key insights from interviews

The findings from the qualitative phase offer valuable insights into how consumers in Southeast Asia perceive and respond to green marketing strategies in Table 2. The interviews revealed that eco-labeling, green advertising, and sustainable packaging play distinct yet interconnected roles in shaping customer trust, attitudes, and purchase intention toward eco-friendly products.

Participants consistently expressed that eco-labeling enhances trust when the labels are credible and easy to understand, particularly when originating from a government or well-known certification. Similarly, green advertising was found to be effective in generating emotional connection and shaping attitudes, but its impact on

trust depended heavily on the perceived consistency of a brand's environmental messaging. Sustainable packaging emerged as the most visible and convincing green marketing tool, strongly contributing to positive attitudes and increased trust across all four countries.

Furthermore, the interviews confirmed the role of trust and attitude toward consumer behavior. Participants expressed greater willingness to purchase eco-friendly products when they trusted the brand's environmental commitment and held a favorable emotional and moral evaluation of the product.

These findings support the theory of planned behavior (TPB)'s theoretical foundation and validate the proposed hypotheses' relevance. The qualitative results have strengthened the conceptual model, confirming the meaningful relationships between variables and revealing no major contradictions. Informants recognized the constructs, and their perspectives aligned with the directionality proposed in the hypothesis framework.

Therefore, the insights gained from the qualitative phase provide strong justification to proceed with the quantitative phase of the study. The next step involves statistically testing the following relationships through linear regression analysis.

3.2. Quantitative Phase

This study employs linear regression to analyze the quantitative data. The quantitative phase aims to test the hypothesized relationships between green marketing strategies (eco-labeling, green advertising, and sustainable packaging), independent variables (trust and attitude), and the dependent variable (purchase intention).

The target population includes Southeast Asian consumers who are aware of or have purchased eco-friendly products. The study employs non-probability purposive sampling for data collection. A sample size of at least 300 respondents will be targeted to ensure the validity of the multiple linear regression, following the recommendation of Hair et al. (2009) for 10-15 responses per measured variable. All items will be measured on a 5-point Likert scale (1 = strongly disagree-5 = strongly agree).

The survey was distributed online through social media platforms, green product groups, and email, with screening questions to ensure respondents are familiar with eco-friendly products. Informed consent was obtained, and responses were anonymous.

3.2.1. Descriptive analysis

After distributing the questionnaires, the researchers collected 302 valid responses. The respondents' information is shown in Table 3.

A total of 302 participants took part in the survey. The gender distribution was nearly equal, with 153 males (50.7%) and 149 females (49.3%), indicating balanced representation. In terms of nationality, the majority of respondents were from Thailand (61.3%), followed by Myanmar (21.2%), Vietnam (10.6%), and Malaysia (7.0%), reflecting a strong focus on Southeast Asia. Regarding age, most participants were between 26 and 35 (65.6%), showing that the sample primarily comprised young working-age

adults. Only 4.0% were above 40. In education, Bachelor's degree holders make up the largest group (43.7%), followed by Master's degree (29.5%) and High school graduates (14.9%). A smaller number held doctoral degrees (8.6%) or identified with other education levels (3.3%).

3.2.2. Exploratory factor analysis

Table 4 shows that The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was 0.842, which is considered "meritorious" according to Kaiser's criteria (Kaiser, 1974). This indicates that the data is well-suited for factor analysis.

This result confirms that the correlation matrix is not an identity matrix, suggesting significant relationships among the variables and that factor analysis is appropriate.

Table 5 indicates that six components had eigenvalues >1 and explained 55.4% of the total variance together. Eco-labeling was the most influential factor, accounting for 22.6% of the variance, followed by green advertising (8.2%) and sustainable packaging (7.4%). Customer trust, attitude, and purchase intention contributed 6.7%, 5.8%, and 4.7%, respectively. These findings suggest that the constructs are valid and represent distinct dimensions that collectively explain a substantial portion of the variance in consumer responses.

Table 3: Descriptive statistics for demographics (n=302)

Item	Category	Frequency	Percentage
Gender	Male	153	50.7
	Female	149	49.3
Nationality	Thailand	185	61.3
	Malaysia	21	7.0
Age	Vietnam	32	10.6
	Myanmar	64	21.2
Age	18-25	28	9.3
	26-30	102	33.8
	31-35	96	31.8
	36-40	64	21.2
Education	More than 40	12	4.0
	High school	45	14.9
	Bachelor degree	132	43.7
	Master degree	89	29.5
	Doctor degree	26	8.6
Education	Others	10	3.3

Table 4: Bartlett's and KMO's test

Kaiser-Meyer-Olkin Test	0.842
Bartlett's Test	
Chi-squared	2903.138
df	276.000
Sig.	<0.001

Table 5: Eigenvalues

Component	Eigenvalue	% of variance	Cumulative %
Eco-labeling	5.855	22.6	22.6
Green advertising	2.407	8.2	30.8
Sustainable packaging	2.216	7.4	38.2
Customer trust	2.047	6.7	44.9
Customer attitude	1.837	5.8	50.7
Purchase intention	1.574	4.7	55.4

Table 6 confirms that all measurement items loaded strongly on their intended components, with loadings above 0.60. Each construct—eco-labeling, green advertising, sustainable packaging, customer trust, customer attitude, and purchase intention—formed distinct factors, supporting construct validity. Uniqueness values were within acceptable ranges, indicating that the extracted components explain a substantial portion of each item's variance. These results validate the factor structure and confirm that the measurement model is appropriate for hypothesis testing.

3.2.3. Regression analysis

Table 7 shows that all variables had mean scores ranging from 3.43 to 3.77, indicating generally positive responses toward green marketing strategies and purchase intention. The standard deviations ranged from 0.93 to 1.10, suggesting moderate variability in perceptions across respondents. Reliability analysis using Cronbach's alpha (α) confirmed that all constructs had strong internal consistency, with values above 0.80. Specifically, customer attitude had the highest reliability ($\alpha = 0.848$), while customer trust had the lowest but acceptable reliability ($\alpha = 0.806$). These results confirm that the measurement scales are reliable and appropriate for regression analysis.

Table 8 confirmed that all hypothesized relationships were statistically significant and supported. Eco-labeling showed a strong positive effect on both customer trust ($\beta = 0.326$, $P < 0.0001$)

and customer attitude ($\beta = 0.275$, $P < 0.0001$). Green advertising also had significant effects on customer trust ($\beta = 0.225$) and attitude ($\beta = 0.234$), both with $P < 0.0001$. Similarly, sustainable packaging positively influenced customer trust ($\beta = 0.265$, $P < 0.0001$) and attitude ($\beta = 0.171$, $P < 0.0001$). Finally, both customer trust ($\beta = 0.328$, $P < 0.0001$) and customer attitude ($\beta = 0.219$, $P < 0.0001$) were significant predictors of purchase intention. These results strongly support all five hypotheses and validate the proposed conceptual model.

Figure 2 shows that the structural model illustrates the significant relationships between green marketing strategies, mediating variables, and purchase intention. Eco-labeling had the most decisive influence on customer trust ($\beta = 0.326$, $P < 0.001$) and also significantly affected customer attitude ($\beta = 0.275$, $P < 0.001$). Green advertising was a significant predictor of both customer trust ($\beta = 0.225$) and attitude ($\beta = 0.234$), while sustainable packaging showed strong positive effects on trust ($\beta = 0.265$) and moderate influence on attitude ($\beta = 0.171$), all at $P < 0.001$.

In turn, customer trust ($\beta = 0.328$) and attitude ($\beta = 0.219$) significantly predicted purchase intention. All paths were statistically significant at the $P < 0.001$ level, indicating strong support for the hypothesized relationships and validating the model grounded in the theory of planned behavior.

Table 6: Construct validity

Component	1	2	3	4	5	6	Uniqueness
EL1	0.646						0.519
EL2	0.812						0.321
EL3	0.717						0.433
EL4	0.749						0.514
GA1		0.703					0.456
GA2		0.804					0.393
GA3		0.807					0.360
GA4		0.689					0.510
SP1			0.663				0.485
SP2			0.769				0.437
SP3			0.763				0.432
SP4			0.696				0.485
CT1				0.769			0.415
CT2				0.755			0.413
CT3				0.710			0.507
CT4				0.621			0.585
CA1					0.740		0.434
CA2					0.753		0.447
CA3					0.793		0.350
CA4					0.763		0.403
PI1						0.697	0.548
PI2						0.692	0.312
PI3						0.821	0.340
PI4						0.743	0.429

The promax rotated component matrix

Table 7: Reliability and mean value

Items	Eco-labeling	Green advertising	Sustainable packaging	Customer trust	Customer attitude	Purchase intention
n	302	302	302	302	302	302
Mean	3.762	3.548	3.767	3.700	3.432	3.685
S.D.	0.930	1.044	0.932	0.961	1.102	0.980
α	0.824	0.836	0.814	0.806	0.848	0.827

S.D.: Standard deviation, α : Cronbach's alpha

Figure 2: Result of the linear regression

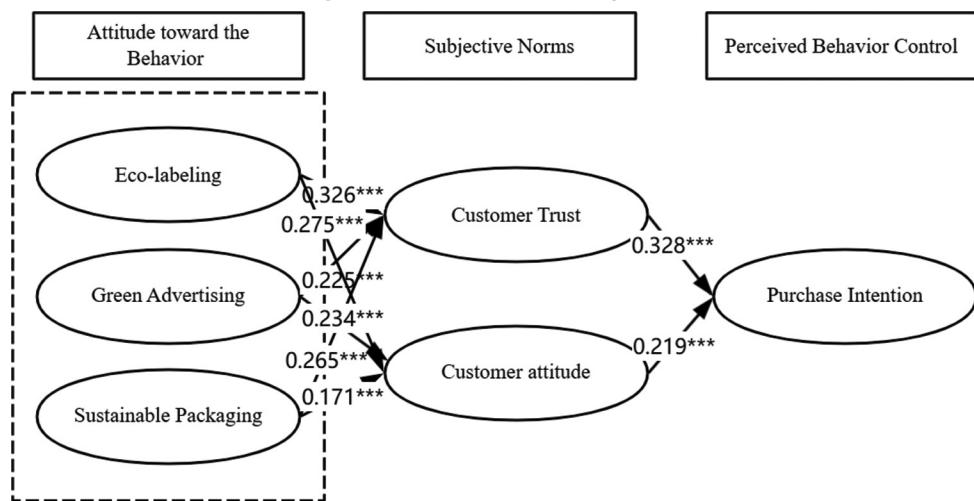


Table 8: Model coefficients

Relationship	Beta	t	P	Results
H _{1a} Eco-labeling–customer trust	0.326	5.981	<0.0001	Supported
H _{1b} Eco-labeling–customer attitude	0.275	4.945	<0.0001	Supported
H _{2a} Green advertising–customer trust	0.225	4.005	<0.0001	Supported
H _{2b} Green advertising–customer attitude	0.234	4.169	<0.0001	Supported
H _{3a} Sustainable packaging–customer trust	0.265	4.752	<0.0001	Supported
H _{3b} Sustainable packaging–customer attitude	0.171	2.998	<0.0001	Supported
H ₄ Customer trust–purchase intention	0.328	6.009	<0.0001	Supported
H ₅ Customer attitude–purchase intention	0.219	3.888	<0.0001	Supported

4. DISCUSSION

This study investigated the impact of green marketing strategies—eco-labeling, green advertising, and sustainable packaging—on consumer purchase intentions toward eco-friendly products in Southeast Asia, with customer trust and attitude mediating variables. Drawing from the Theory of Planned Behavior (TPB), the findings provide strong empirical support for the proposed conceptual framework. The discussion below synthesizes quantitative and qualitative results, offering theoretical insights and practical implications.

4.1. Eco-labeling with Customer Trust and Attitude

The first significant finding reveals that eco-labeling strongly influenced customer trust and attitude among the three green marketing strategies. The path coefficients for eco-labeling's effect on customer trust ($\beta = 0.326$, $P < 0.001$) and attitude ($\beta = 0.275$, $P < 0.001$) were significant and notably high, suggesting that consumers in Southeast Asia respond positively to products that feature credible and recognizable environmental certifications. This supports the notion that eco-labels function as strong trust cues and are perceived as indicators of environmental authenticity (Shehawy and Khan, 2024). It reinforces the TPB's assertion that

behavioral beliefs shape attitudes and that when consumers believe a product is certified and safe for the environment, they are more likely to form a favorable evaluation toward purchasing it.

Qualitative findings support this quantitative result. Informants, mainly from Thailand and Malaysia, frequently mentioned that when a product displays a recognizable eco-label, they are more confident in its environmental integrity. However, in countries like Myanmar and Vietnam, where knowledge of certification programs is less widespread, respondents expressed uncertainty or skepticism about the meaning of certain eco-labels. This highlights the importance of public awareness and education campaigns to improve eco-label recognition in emerging markets.

4.2. Green Advertising with Customer Trust and Attitude

The second key finding relates to green advertising, which also showed a positive and significant effect on both customer trust ($\beta = 0.225$, $P < 0.001$) and customer attitude ($\beta = 0.234$, $P < 0.001$). Although the effect sizes were smaller than eco-labeling, green advertising remains an influential marketing tool. Participants in the qualitative phase noted that advertisements that emphasized real-world environmental impacts, such as campaigns highlighting plastic waste reduction or reforestation efforts, created stronger emotional connections and a sense of purpose. Green advertising that used storytelling and human-interest elements tended to evoke more favorable attitudes (Chandran, 2024). However, the effectiveness of these advertisements was often moderated by perceptions of authenticity. Consumers were less trusting of ads from brands that had not demonstrated a clear or long-term commitment to sustainability. This underscores the importance of brand consistency and transparency; visible actions and sustainability performance must support green messaging.

This result also aligns with the TPB, where external communications such as advertising can influence subjective norms and perceived behavioral control (Honey et al., 2024). In collectivist cultures common across Southeast Asia, advertising that emphasizes community, collective benefit, and social impact may resonate more strongly with consumer values. The emotional and social

dimensions of green advertising thus serve to inform and inspire behavior aligned with environmentally responsible consumption.

4.3. Sustainable Packaging with Customer Trust and Attitude

Sustainable packaging was also found to impact customer trust significantly ($\beta = 0.265$, $P < 0.001$) and customer attitude ($\beta = 0.171$, $P < 0.001$). While its effect on customer attitude was slightly lower than eco-labeling and advertising, sustainable packaging was repeatedly described in interviews as the most “tangible” or “visible” form of a brand’s environmental effort. Respondents associated eco-friendly packaging with sincerity and innovation. Some interviewees noted that minimal, recyclable, or biodegradable packaging felt like a “real effort” rather than just marketing. The tactile and visual nature of packaging seems to provide strong peripheral cues that influence trust and attitudes, especially among consumers who may not deeply process advertising or labeling information (Imaningsih et al., 2024). Sustainable packaging may contribute to perceived behavioral control—when consumers see that the product is easy to dispose of sustainably, they feel more capable of acting in an environmentally responsible way. This supports eco-packaging’s design as a functional element and a strategic brand asset that influences consumer psychology (Tavitiyaman et al., 2024).

4.4. Customer Trust Toward Purchase Intention

Customer trust was the strongest direct predictor of purchase intention ($\beta = 0.328$, $P < 0.001$). This indicates that regardless of how effective green marketing strategies are, their impact on behavioral intention is primarily channeled through the consumer’s level of trust in the brand. The trust serves as the foundation for converting favorable perceptions into actual intent to purchase. This finding is consistent with previous studies, such as those by Chen and Chang (2013), who emphasized that green trust is essential for behavioral change in green consumption, when trust is absent—whether due to vague claims, inconsistent messaging, or negative past experiences—consumers are unlikely to translate positive attitudes into actual buying behavior.

4.5. Customer Attitude Toward Purchase Intention

Customer attitude also played a significant role, with a path coefficient of $\beta = 0.219$ ($P < 0.001$), confirming its importance in shaping purchase intentions. Attitude serves as an evaluative bridge between perception and action. Consumers with a positive view of eco-friendly products are more likely to form intentions consistent with their beliefs and values. Interviews revealed that positive attitudes were often linked with pride, responsibility, and aspiration. Many participants, particularly younger respondents and professionals, viewed green purchases as part of their identity and lifestyle. This emotional engagement makes attitude a powerful driver of behavior, reinforcing the TPB’s structure.

5. CONCLUSION

This study explored the impact of green marketing strategies—eco-labeling, green advertising, and sustainable packaging—on consumer purchase intentions toward eco-friendly products in Southeast Asia, incorporating customer trust and attitude as

mediating variables. Guided by the theory of planned behavior (TPB), the study employed a mixed-methods approach, integrating qualitative interviews from four countries (Thailand, Malaysia, Vietnam, and Myanmar) and quantitative survey data from 302 respondents. The findings support the proposed conceptual framework and offer valuable theoretical and practical insights into green consumer behavior in emerging markets.

The results confirmed that all three green marketing strategies significantly influenced customer trust and attitude. Eco-labeling emerged as the most influential factor, particularly in enhancing consumer trust. Green advertising effectively shaped positive attitudes, especially when messages were perceived as authentic and aligned with a brand’s environmental values. Sustainable packaging, while more moderate in its influence on attitude, strongly impacted customer trust due to its tangible and visible nature. These findings highlight that consumers rely on visual, emotional, and informational cues when evaluating green products.

Crucially, the study demonstrated that customer trust and attitude significantly predict purchase intention, with trust emerging as the more potent mediator. This supports the theoretical foundation of TPB, wherein attitudes and beliefs directly influence behavioral intentions. The results also emphasize the psychological mechanisms that bridge marketing efforts and consumer action, reinforcing the importance of consistency, credibility, and emotional engagement in green marketing.

From a regional perspective, the study sheds light on the unique characteristics of Southeast Asian consumers. While environmental awareness is rising, the effectiveness of green marketing strategies varies based on cultural familiarity, national eco-certification recognition, and consumer education. Brands operating in this region must tailor their communication strategies to local contexts and invest in long-term environmental credibility.

In conclusion, this study advances the academic understanding of green marketing effectiveness by validating a TPB-based model within a Southeast Asian context. It also offers actionable guidance for marketers aiming to promote eco-friendly products more effectively. By building consumer trust and shaping positive attitudes, businesses can play a key role in encouraging sustainable consumption and supporting broader environmental goals.

5.1. Implications

This study offers important implications for both theory and practice, particularly in green marketing, consumer behavior, and sustainable business practices. The findings contribute meaningfully to developing environmentally responsible marketing strategies and provide actionable insights for businesses operating in Southeast Asia.

This study enriches applying the theory of planned behavior (TPB) by integrating marketing stimuli—eco-labeling, green advertising, and sustainable packaging—as key antecedents shaping consumer trust and attitude. Traditional TPB emphasizes psychological components such as beliefs, norms, and perceived

behavioral control. However, by embedding green marketing variables into the framework, this research highlights how specific marketing tactics can influence those internal cognitive and affective mechanisms. Including customer trust as a key mediator strengthens TPB by acknowledging the role of credibility and perceived brand integrity in transforming attitudes into behavioral intentions. Additionally, the model's successful validation within a Southeast Asian context expands the geographic relevance of TPB and confirms its cross-cultural applicability to green consumerism in emerging markets.

The study provides clear guidance for businesses and marketers to enhance consumer engagement with eco-friendly products. First, the findings demonstrate that eco-labeling is a powerful driver of trust. Brands should seek certifications from credible and regionally recognized bodies and ensure that labels are visible and understandable to consumers. Educational campaigns that explain the meaning of these labels can further boost their effectiveness, particularly in countries where environmental literacy is still developing.

Second, green advertising should focus on both rational and emotional appeals. Authentic storytelling that aligns with a brand's environmental actions is crucial. Consumers are increasingly skeptical of superficial green claims, so marketers must avoid greenwashing and highlight measurable impacts, long-term sustainability goals, and community involvement. Consistency across platforms is also essential to maintaining consumer trust.

Third, sustainable packaging should not be overlooked as a strategic product design and brand communication element. Recyclable, minimal, or biodegradable packaging provides a visible and tactile signal of environmental responsibility. Its influence on trust and attitude confirms that consumers perceive packaging not only as a functional component but also as a representation of brand values.

Furthermore, businesses targeting Southeast Asian consumers should tailor their green marketing strategies to align with local values and cultural nuances. In collectivist societies, messages emphasizing community benefit, social responsibility, and intergenerational care may be more persuasive than individualistic appeals. Marketers should also recognize generational differences, as younger consumers strongly align with green values and purchase intentions.

5.2. Future Study

While this study provides valuable insights into the influence of green marketing strategies on consumer purchase intentions in Southeast Asia, there are several areas that future research could explore to deepen and broaden these findings. First, the study focused on four countries within the region—Thailand, Malaysia, Vietnam, and Myanmar. Future research could expand the geographical scope to include other Southeast Asian nations such as Indonesia, the Philippines, or Singapore, allowing for a more comprehensive cross-cultural comparison. Additionally, future studies could explore moderating variables such as environmental knowledge, green lifestyle orientation, or perceived product value.

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