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Green Marketing and Eco-Branding: Building Consumer Loyalty through Sustainable Development Values

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ABSTRACT:
The relevance of the study is determined by the growing role of environmental responsibility of business and sustainable development values in shaping consumer behavior and long-term relationships between brands and their target audience. The growth of environmental awareness of consumers necessitates the transition from the declarative use of "green" messages to scientifically based strategies of green marketing and eco-branding, based on transparency, authenticity and verification of environmental attributes. The purpose of the study is to theoretically substantiate the mechanisms of influence of green marketing and eco-branding on the formation of consumer loyalty through the value integration of sustainable development. The methodological basis was the analysis and synthesis, comparison, systematization, theoretical generalization and content analysis of scientific literature, thematic research and structural-logical modeling. The conceptual differences and relationships between green marketing and eco-branding are highlighted, their key tools are clustered, and the role of environmental values in consumer behavior is identified. The impact of green marketing on long-term loyalty is multi-level and is carried out through the perceived value of the green product, green trust, perceived brand authenticity, value congruence and environmental satisfaction. The congruence of brand values and consumers' personal beliefs has been substantiated as a factor in strengthening the emotional connection and sustainable connection with the eco-brand. It was found that greenwashing increases consumer skepticism and perceived risk, reduces trust and long-term brand value. A shift to an evidence-based green marketing model is proposed, which includes verification of environmental claims, transparency of information, third-party verification of environmental characteristics and consistency of communication with actual business practices. The practical implications of this study are, firstly, that they can be used to improve eco-branding strategies in order to reduce the risk of greenwashing and build long-term consumer loyalty based on sustainable values.

Keywords: green marketing, eco-branding, sustainable development, consumer loyalty, environmental value, brand trust, brand authenticity, greenwashing, environmental behavior, green brand equity.

1. Introduction

The structure of consumer markets development is revealed by the increased focus of society on environmental protection issues, responsible consumption and the principles of sustainable development. Climate change and depletion of natural resources,

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environmental pollution and the formation of a new consumer consciousness pose new requirements for enterprises and transform traditional methods of marketing interaction with consumers. Under these conditions, environmental responsibility becomes not so much an additional feature of business, but a significant factor in its competitiveness, reputation and ability to maintain long-term relationships with target audiences.

One of the consequences of such changes was the development of green marketing, the essence of which is the integration of environmental standards into production processes, positioning, promotion and sales of goods and services. It does not simply emphasize the environmental characteristics of the product, but is also associated with resource-efficient technologies, greening of production processes, packaging, reducing the ecological footprint and responsible consumption. Thus, the values of sustainable development are integrated into the marketing offer of the organization and are able to influence brand perception and consumer behavioral intentions.

One of the important tools for promoting green marketing is eco-branding, which aims to develop an environmentally responsible brand image and form lasting associations with the principles of sustainable living. For a modern consumer, the choice of a brand is increasingly determined not only by the price, quality or functional characteristics of the product, but also by the compliance of the company's activities with his own values and beliefs. Environmental responsibility, transparency of business processes, ethical production and confirmation of the declared environmental characteristics can increase trust in the brand, its emotional appeal and the consumer's willingness to build long-term relationships with it.

In this regard, developing consumer loyalty is of particular importance. A value fit between a brand and a consumer can lead to repeat purchases, positive attitudes towards the product, recommendations and reduced sensitivity to competing offers. At the same time, promoting an environmental positioning carries the risk of greenwashing – a situation where the declared environmental responsibility is not reflected in the actual behavior of the company. Such a mismatch can undermine trust and damage the brand image, which emphasizes the need for accuracy, transparency and consistency in environmental marketing communications.

Thus, the relevance of green marketing and eco-branding research is determined by the need to better understand the processes by which sustainable development values are transformed into perceived environmental value, brand trust, and consumer loyalty. Research on the relationship between environmental positioning, brand authenticity, consumer value orientation, and consumer behavior provides a theoretical basis for an improved marketing strategy that allows a company to develop sustainable competitive advantages.

2. Literature Review

Green marketing research provides a broad theoretical framework for examining the relationship between business and consumer environmental responsibility. One of the seminal works is the analysis of green marketing (Polonsky, 1994), which considers green marketing as a marketing activity aimed at satisfying needs while minimizing negative environmental impacts. The further evolution of the concept is associated with the

transition from a narrow view of environmental marketing to the integration of sustainable development principles into the strategic management of the firm (Peattie, 2001). (Peattie & Crane, 2005) also warn against the risk of formalistic use of "green" rhetoric, which is not accompanied by actual transformation of corporate activities, which is a crucial condition for the modern debate on greenwashing.

A significant contribution to the development of ecomarketing theory was made in (Chen, 2010). The author demonstrated that environmental brand image, environmental satisfaction and environmental trust are key determinants of environmental brand value, and that environmental brand image should be considered not only as a communication tool but also as an element of long-term brand value. Further research has also shown that perceived environmental value has a positive direct and indirect effect on environmental loyalty through environmental satisfaction and environmental trust, indicating that consumer loyalty is the result of the accumulation of positive cognitive and emotional responses (Chen, 2013).

A separate line of research has been devoted to the trust and risks of greenwashing. (Chen & Chang, 2013) demonstrated that greenwashing negatively affects trust in environmentalism, increasing consumer confusion and perception of environmental risk. Similar findings were obtained by (Akturan, 2018), who found that greenwashing negatively affects environmental brand value and purchase intention. This confirms that trust in environmental communications is a crucial factor in forming long-term loyalty to an eco-brand.

Considerable attention in the literature has been paid to the role of perceived value, transparency and brand connection. (Lin et al., 2017) demonstrate that transparency and perceived benefits positively influence perceived environmental value and brand connection, which is also associated with brand loyalty. Thus, eco-branding can generate loyalty not only through the functional features of the product, but also through the symbolic and value proximity of the brand to the consumer.

brand involvement were found to mediate the effects of environmental positioning on purchase intention and environmental advertising (Guerreiro & Pacheco, 2021). (Li et al., 2021) found that environmental values are positively associated with purchase intention for an environmental product, and environmental trust plays a key role in predicting this relationship. (Majeed et al., 2022) also demonstrated that environmental marketing strategies can influence environmental purchase intention through environmental brand image and consumers' environmental beliefs.

IN works (Román-Augusto et al., 2022) considered green satisfaction, green trust, green word-of-mouth and green perceived value in process purchases ecological products. (Čang et al., 2023) used bibliometric content analysis to confirm that ecological loyalty mainly was investigated in communication with ecological trust, satisfaction, perceived value and image brand in existing literature. This indicates the gradual development of an integrated model of consumer behavior, in which loyalty is the result not of one single determinant, but of a set of interrelated determinants.

Research on the behavior of younger generations deserves special attention. Consumer knowledge, consumer social responsibility, green advertising, and green consumer trust significantly influence the behavior of Generation Z towards green

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purchases (Borah et al., 2024). This demonstrates the need to consider not only brand characteristics, but also the value system of the target group.

Thus, the literature review indicates that the individual components of green marketing, green trust, green perceived value, green brand image and green loyalty have been extensively studied. However, the integration of these components with perceived brand authenticity and value congruence in the formation of long-term loyalty has been less studied. It is this gap that determines the potential usefulness of an integrative approach, where a firm's environmental practices, the authenticity of its communications, trust, authenticity and value congruence are considered as interrelated elements in the development of sustainable relationships between the consumer and the eco-brand.

Aims. The aim of the study is to theoretically substantiate and determine the mechanisms of influence of green marketing and eco-branding on the development of consumer loyalty by integrating sustainable development values into the marketing activities of enterprises.

3. Materials and Methods

The methodological basis of the study was a combination of general scientific and special methods, which allowed for a comprehensive consideration of the theoretical foundations of green marketing and eco-branding, as well as the tools of their influence on consumer loyalty. The method of analysis and synthesis was used to develop scientific approaches to determining the essence of green marketing, eco-branding, perceived green value, green trust, brand authenticity, value congruence, green satisfaction and green loyalty. A systematic approach was used to describe green marketing and eco-branding as interrelated aspects of sustainable development marketing strategies.

Comparative analysis methods were applied to the theoretical and conceptual characteristics of green marketing and eco-branding, their tools and the consequences of influencing consumer behavior. The theoretical generalization method allowed to organize the determinants of the formation of environmentally oriented and long-term loyal behavior. Content analysis was used to clarify the roles of environmental value, trust, brand authenticity, value alignment and greenwashing in the interaction between the enterprise and the consumer. The case study method of the study is applied to the analysis of various international brands in green marketing and eco-branding to study the manifestations of practice.

4. Results

The modern concept of green marketing has developed as a result of the gradual awareness of the role of business in ensuring environmental, social and economic aspects of sustainable development. While traditional marketing focuses mainly on identifying and satisfying customer needs while achieving the economic goals of the business, green marketing extends this by "integrating what is known about the environmental impact of production, distribution, consumption and disposal of products into traditional marketing" using the terminology of green marketing. Green marketing is seen as a marketing system that involves minimal damage to the natural environment while creating

value for business and society in the long term (Polonsky, 1994; Peattie, 2001). This approach reflects the transition of the environmental marketing perspective from a narrow interpretation of marketing "green" products to a comprehensive management concept embedded in a corporate strategy for sustainable development.

The evolution of green marketing reflects a gradual shift from reactive to proactive and strategic environmental business behavior. In the past, firms primarily responded to environmental concerns, regulatory constraints, and societal pressures. Today, environmental orientation is viewed as a potential source of competitive advantage, innovation, and long-term customer relationships. (Peattie & Crane, 2005) argue that there cannot be truly green marketing simply by including environmental concerns as part of the marketing approach in product advertising, as green marketing involves real changes in product, technology, and company behavior. (Prakash, 2002) also compares green marketing to the need to align firms' marketing strategies with social and environmental interests. Therefore, its conceptual framework is based on the principle of creating value for the consumer, the firm, and the natural environment simultaneously.

In this sense, it is appropriate to distinguish between green marketing and eco-branding. Green marketing is broader in the system of marketing activities and calls to manage marketing activities in general taking into account environmental aspects, while eco-branding is aimed at developing a specific brand identity related to sustainable development, environmental compliance and appropriate consumption. An eco-brand transforms the environmental properties of the product and corporate practices into a system of functional, symbolic and emotional values that is easily understandable for the consumer. That is why the brand acts as its native communicative city between the company's real eco-activity and its perception by the consumer. (Chen, 2010) identifies a close relationship between green brand image, green satisfaction, green trust, and green brand equity, which confirms the need to consider green branding not only as a means of product identification, but also as a mechanism for accumulating long-term brand equity.

The distinction between the functional and communication-value components of green marketing allows us to specify the place of eco-branding in the general system of environmentally-oriented enterprise management. The generalization of scientific approaches (Polonsky, 1994), (Peattie, 2001), (Prakash, 2002), (Peattie & Crane, 2005), (Chen, 2010) and (Chen, 2013) allowed us to identify differences in the object of influence, tools, expected results and risks, which are systematized in Table 1.

Table 1. Conceptual distinction between green marketing and eco-branding in the system of forming ecological consumer value and long-term loyalty

Analytical criterion	Green Marketing	Eco/Green Branding	Importance for consumer behavior
Conceptual focus	Integrating environmental principles into the marketing mix	Formation of the brand's ecological identity, image and value position	Determines the nature of the perception of the environmental proposal
Management object	Product, price, distribution channels, promotion, logistics	Associations, reputation, symbolic meanings, trust and	Forms the consumer's cognitive and emotional response

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	and stakeholder engagement	identification with the brand	
Basic tools	Green product, green price, green place, green promotion, ecological innovations	Eco-labeling, certification, green storytelling, brand identity, communication of sustainable values	Reduces information asymmetry and increases clarity of environmental benefits
Immediate result	Perceived environmental value and purchase intention	Green brand image, green trust, brand attachment	Strengthens the advantage of an environmentally friendly brand
Long-term result	Sustainable positioning and competitiveness	Green brand equity and green loyalty	Promotes repeat purchases and recommendations
Critical risk	Formal use of "green" elements without systemic changes	Greenwashing, loss of trust, increasing skepticism	Can destroy the positive effect of environmental positioning

Source: summarized, compared, and supplemented by the author based on the results of a critical analysis of the conceptual provisions of Polonsky (1994), Peattie (2001), Prakash (2002), Peattie and Crane (2005), Chen (2010), and Chen (2013).

The green marketing toolkit is its systemic integral part. The traditional marketing mix is undergoing transformation in line with the principles of environmental responsibility. The term “green product” implies the development of products whose life cycle includes reduced resource consumption, are reusable or recyclable, durable and minimize the use of hazardous materials. Green price is the market price of the product and the value of environmental services that the consumer receives by making responsible choices. Green space is associated with reducing the environmental impact of logistics procedures, rationalizing supply channels and choosing local or low-carbon distribution schemes. Green promotion is the truthful communication of the environmental characteristics of the product, the use of eco-labeling, certification and digital channels, as well as socially responsible content (Majeed et al., 2022; Román-Augusto et al., 2022).

particularly relevant in the service sector, in particular in such a segment as the restaurant business. The environmental orientation of catering establishments can be manifested in the use of local and seasonal raw materials, reduction of food waste, rejection of excessive disposable packaging, application of resource-saving technologies and transparent information to consumers about the environmental characteristics of the offer. In this context, eco-branding makes it possible to transform actual sustainable development practices into a component of the restaurant brand identity. At the same time, long-term consumer loyalty is formed only when the environmental statements of the establishment are confirmed by its real activities, and the declared values are consistent with the actual customer experience.

Eco-branding enhances the effect of these tools by creating stable cognitive and emotional associations. The main focus was on the environmental brand image, which is the consumer's perception of the environmental commitments and features of the brand. A positive environmental image is not created only by green symbols, colors and green

language. It must be rooted in the actual practices of the company that those who consume it can identify and appreciate. (Chen, 2010) found that environmental brand image is positively related to environmental brand value, and this relationship is mediated by environmental satisfaction and green trust. Therefore, the success of eco-branding depends on the fit between the declared environmental value and the actual consumer experience.

Perceived environmental value also plays an important role in the conceptual model. The consumer evaluates an environmentally friendly product based on the functional, emotional, social, and environmental benefits and costs associated with its acquisition. Satisfaction is formed when the relationship is favorable, and this can be translated into trust and loyalty. Chen (2013) empirically confirmed that perceived environmental value is positively related to environmental loyalty both directly and indirectly through environmental satisfaction and environmental trust. Therefore, environmental value is not an additional characteristic of the product, but a separate element of overall consumer value.

Green Trust is particularly relevant because consumers cannot independently verify the environmental performance of a product. Information asymmetry forces the buyer to rely on the manufacturer, on labeling, on certification and on corporate communications. However, there is a risk of "greenwashing" due to the excessive use of unverified environmental claims. (Chen & Chang, 2013) found that "green" trust is weakened by "greenwashing" due to increased consumer confusion about "green" and perception of "green" risk. (Akturan, 2018) also confirms the negative impact of greenwashing on green brand value and purchase intention. Thus, transparency and verifiability of environmental claims should be considered as fundamental aspects of eco-branding, rather than as derivative attributes of the communication of such claims.

The concept of sustainable development expands the value content of green marketing. It recognizes the need to reconcile social, environmental and economic interests, so an environmentally sound marketing strategy must go beyond simple sales promotion. Now it is about the formation of responsible consumption patterns, where a person's choice of a product is associated with the perception of the long-term impact of this product on the environment and society. Green marketing in this sense performs not only commercial functions, but also informative and educational ones, as it contributes to the dissemination of knowledge about the properties of the product, consumption, reuse and recycling.

Sustainability values can serve as internal determinants of environmentally friendly behavior. A consumer who personally associates environmental protection, responsibility to future generations, and conscious business practices with their daily lives is more likely to positively evaluate the environmental attributes of products. (Li et al., 2021) found that environmental values are positively associated with the intention to purchase an environmentally friendly product, highlighting the role of environmental trust in shaping such behavioral intention. At the same time, positive environmental attitudes do not always automatically translate into actual purchases. (Kalafatis et al., 1999) also noted, applying the theory of planned behavior, that it is necessary to take into account not only the attitude towards the ecological product, but also the subjective norm, perceived behavioral control, and the characteristics of the market environment.

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In this sense, green marketing plays the role of a value-based mechanism that adjusts the actual value of behavior. Marketing tools based on transparent information, eco-labeling, positive green brand image and trust can make sustainable choices more understandable and attractive. (Chairy & Alam, 2019) show that environmental concern, perceived green product knowledge and green trust are positively related to green purchase intention. (Chairunnisa and Perdhana, 2020) also emphasize the importance of perceived green value, green trust and subjective norm in shaping the intention to purchase an environmentally friendly service.

However, environmentally conscious behavior is more than a one-time purchase. A more strategically important outcome for a firm is the buyer's transition from initial intention to long-term commitment. Green Trust expresses consumers' willingness to repeatedly choose a more environmentally friendly brand, to recommend it, and to remain loyal in the face of alternative offers. (Chen, 2013) links the development of such loyalty to the cumulative effect of perceived value, satisfaction, and trust. (Guerreiro & Pacheco, 2021) also confirm the influence of green trust, consumer brand engagement, and green word-of-mouth on subsequent behavioral intentions.

Comparing (Chen, 2010, 2013), (Chen & Chang, 2013), (Lin et al., 2017), (Akturan, 2018), (Guerreiro & Pacheco, 2021) with (Zhang et al., 2023), the impact of a green marketing tool can be presented not so much as a direct effect of "green product — purchase", but as a multi-stage behavioral process. In it, marketing incentives first lead to changes in perceived environmental value and brand trust, then to trust, satisfaction, emotional attachment, and only then to repeat purchase and loyalty (Table 2).

Table 2. Conceptual sequence of the influence of green marketing and eco-branding tools on the formation of environmentally friendly behavior and consumer loyalty

Marketing influence element	**Mechanism of consumer perception**	**Intermediate behavioral variable**	**Likely outcome for the brand**
Eco-design and product life cycle	Assessment of functional and ecological utility	Green perceived value	Increase purchase intention
Ecolabeling and independent certification	Reducing uncertainty about the reliability of characteristics	Green trust	Growing willingness to choose a brand
Green promotion with concrete environmental evidence	Increasing awareness and understanding of the environmental offer	Environmental awareness	Forming a positive attitude towards the product
Transparency of corporate environmental practices	Reducing perceived risk and consumer confusion	Green trust	Reinforcement of re-selection
Sustainable green brand image	Enforcing environmental associations in brand perception	Brand preference	Growth of brand equity

Alignment of brand values with personal beliefs	Consumer self-identification with the brand	Self-brand connection / attachment	Emotional attachment
Positive user experience	Confirmation of expected ecological and functional value	Green satisfaction	Repeat purchase
Trust in environmental commitments	Reducing the risk of making the wrong choice	Green trust	Green loyalty and positive WOM
Greenwashing detected	Increasing doubts about the veracity of environmental claims	Green skepticism / perceived risk	Decline in loyalty and brand equity

Source: formed by the author through a conceptual comparison of the empirical models of Chen (2010, 2013), Chen and Chang (2013), Lin et al. (2017), Akturan (2018), Guerreiro and Pacheco (2021) and the results of bibliometric-content generalization of Zhang et al. (2023).

The theoretical and conceptual foundations of green marketing and eco-branding are based on changing the framework of orientation towards short-term sales of environmentally-positioned products into sustainable formation of long-term consumer value. Effective green marketing involves real greening of marketing activities as a whole, eco-branding, in turn, transforms relevant practices into an image and system of values that are accessible to the consumer. As the ecological quality of the product, the reliability of information, certification, transparency, green brand image, perceived value, satisfaction and trust are components of a single mechanism of influence on behavior. As a result, the values of sustainable development cease to be only a normative characteristic of corporate activities and turn into a factor of consumer choice, emotional attachment and long-term green loyalty.

The impact of green marketing and eco-branding on consumer loyalty is a multi-level process, as a number of cognitive, emotional and value connections are formed between a company's green initiative and repeat purchase behavior. Simply positioning a product as environmentally friendly does not guarantee the automatic formation of brand loyalty. The consumer first interprets information about the environmental properties of the product and the company's activities, compares this information with his own expectations and values, assesses the veracity of the statements and, finally, constructs the expected level of environmental value and trust. Only a positive experience can transform these components into satisfaction, emotional attachment, repeat choice and green loyalty. That is why green marketing is better considered not as a direct cause of loyalty, but as a set of marketing incentives, the effectiveness of which depends on the psychological and behavioral processes of their perception (Chen, 2013; Zhang et al., 2023).

A fundamental part of this mechanism is a set of green marketing tools through which a company expresses its environmental commitments. Environmental characteristics of the product, resource-efficient production, responsible packaging, green logistics, certification, labeling and dissemination of information about the impact of products on the environment provide an informational basis for brand evaluation. At the same time, the effectiveness of these tools is assessed not by the volume of environmental

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messages, but by their ability to create a compelling value proposition. Research shows that green marketing approaches can influence green purchase intentions through the green image of the brand and consumers' environmental beliefs, namely, there are significant intermediate variables between the firm's marketing activities and the behavioral response (Majeed et al., 2022). From this perspective, eco-branding consists in transforming the real features of the enterprise's activities into a system of associations, meanings and values that the consumer associates with a particular brand.

Thus, environmental perceived value is considered one of the key elements of this procedure. It is formed by subjectively comparing the benefits that consumers expect to receive from using an environmentally better product with the financial, time and other costs. Unlike traditional consumer value, environmental perceived value includes not only the functional utility of the product, but also its environmental, social and symbolic aspects. When a consumer buys an environmentally friendly product, there is often an additional intangible benefit associated with the awareness that he has caused less harm to the environment or supported a responsible business. (Chen, 2013) found that perceived environmental value is positively related to environmental loyalty, and its influence is also exerted through environmental satisfaction and environmental trust. Thus, environmental value provides a platform for the formation of more sustainable brand attitudes.

Perceived value is particularly relevant in contexts where green products can justify a price premium or where established consumption patterns are challenged. When the buyer considers the additional environmental benefits to be significant, a higher price is not necessarily a critical barrier. At the same time, proclaiming the sustainable properties of a product without obvious benefits for the consumer may limit the intention to repurchase. Thus, to be successful, a company must combine environmental and functional value and demonstrate not only the social effect of responsibility in the choice, but also some personal benefits for the consumer. (Lin et al., 2017) emphasize the importance of perceived benefits and transparency in developing perceived "green" value, connection with one's own brand and brand loyalty. This means that an eco-offer becomes particularly powerful when the consumer simultaneously sees the practical utility of its use and finds that it corresponds to his or her own personal identity.

The next important element of the mechanism is green trust. The attributes of a "green" product are among those characteristics that are difficult for many consumers without specialized knowledge to verify. The buyer can rarely independently determine the true carbon footprint of the product, the source of raw materials, whether the production process meets the stated standards, or whether the packaging can be recycled. This creates an information asymmetry between the firm and the consumer. Trust in this context reduces subjective uncertainty and the risk of making the wrong decision. Green trust, as part of the "green" brand image and "green" satisfaction, is also an important factor determining the equity of a "green" brand, as shown (Chen, 2010). Meanwhile (Li et al., 2021) emphasize the importance of "green" trust in the relationship between environmental value and intentions to purchase "green" products.

Trust is built not only on the content of the marketing message, but also on its evidence. Certification, traceability of raw materials, quantitative environmental indicators, transparency of corporate reporting and consistency of company behavior can reduce uncertainty. In this regard, transparency becomes particularly important. The consumer

must be able to distinguish between genuine environmental transformation and the symbolic use of green rhetoric. Trust therefore effectively acts as a filter from a psychological point of view: even with a positive green brand image, if strong evidence is lacking, this can hinder the transformation of environmental positioning into long-term loyalty (Lin et al., 2017; Guerreiro & Pacheco, 2021).

The credibility of environmental evidence depends not only on the amount of information disclosed but also on its source, verifiability, relevance, and comprehensibility to consumers. Independent certification and recognized eco-labeling can reduce information asymmetry by providing third-party confirmation of environmental attributes that consumers are generally unable to verify directly. Traceability systems can strengthen this effect by linking environmental claims to identifiable stages of sourcing, production, distribution, and product disposal, while quantitative environmental indicators provide measurable evidence of environmental performance. Corporate sustainability reporting and transparent disclosure of assessment methodologies can further support credibility, particularly when environmental claims concern complex characteristics such as carbon emissions, resource efficiency, or supply-chain impacts. However, the relative credibility of these forms of evidence may vary across industries and consumer groups. Product-level eco-labels may be particularly relevant in frequently purchased consumer goods, whereas traceability, lifecycle information, and independently verified performance indicators may become more important for products and services characterized by higher involvement, technological complexity, or environmental uncertainty. Their effectiveness may also depend on consumers' environmental knowledge, familiarity with certification schemes, perceived independence of the information source, and ability to interpret environmental information. Therefore, evidence contributes to lasting loyalty when it is not only credible but also understandable, relevant to the purchasing decision, consistently communicated, and confirmed by the consumer's subsequent experience with the brand. In this process, verification reduces uncertainty, transparency facilitates evaluation, and consistent brand behavior reinforces green trust over time, creating conditions under which initial confidence can develop into repeat purchasing, positive word-of-mouth, and long-term green loyalty.

The reverse process occurs when it comes to greenwashing. Vague claims, exaggerating environmental benefits, selective disclosures, or the use of natural imagery without any real changes in production can all contribute to consumer skepticism. Greenwashing negatively impacts trust in the green market as a result of increasing consumer confusion and environmental risk perception (Chen & Chang, 2013). (Akturan, 2018) also finds a negative relationship between greenwashing, green brand equity, and purchase intention. Thus, false environmental communication poses a double risk: it not only reduces the effectiveness of the current marketing campaign, but also undermines the accumulated trust that could be replenished with much larger investments. In a loyalty reward system, combating greenwashing is not just an ethical issue, but rather a necessary condition for protecting long-term brand equity.

Authenticity also has a significant impact on the perception of an eco-brand, and can be defined as the degree of congruence between the brand's stated environmental positioning, its actual behavior, and its history of interaction with consumers. Environmental communication is perceived as more credible if it is a consistent extension

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of the business model, rather than a situational response to a sustainability fad. An authentic eco-brand reflects its unwavering principles at all points of contact with the consumer, from product features and packaging to logistics, corporate communications, and after-sales interactions. It is this consistency that allows consumers to conclude that sustainability is a genuine part of the company's identity.

In this sense, green brand image and authenticity are interrelated but not identical. Image reflects the consumer's preconceived perception of the brand, while authenticity describes the truthfulness and consistency of this image. A good image can be created through high exposure, but without reinforcement by actions, it may remain unstable. (Chen, 2010) demonstrates the importance of green brand image in building green brand equity, but the results of greenwashing research show that the gap between an organization's claims and its actions can undermine the credibility of this image (Chen & Chang, 2013; Akturan, 2018). Therefore, authenticity can be seen as a prerequisite for maintaining a positive green brand image in the long term.

Perceived brand authenticity and green trust should be treated as closely related but conceptually distinct constructs. Perceived brand authenticity reflects consumers' assessment of whether a brand's environmental identity is genuine, consistent, and supported by its actual behavior, whereas green trust refers to consumers' willingness to rely on the credibility of the brand's environmental claims, commitments, and performance. Thus, authenticity primarily concerns the perceived congruence between what the brand claims to represent and what it actually does, while trust concerns the consumer's confidence that the brand will provide reliable environmental information and fulfill its environmental commitments.

Consumers can assess claim–behavior consistency through multiple observable signals. These include correspondence between environmental advertising and actual product characteristics, continuity of environmental commitments over time, consistency between product design, packaging, sourcing, logistics, and corporate sustainability policies, independent certification, disclosure of measurable environmental indicators, and the absence of contradictions between corporate statements and publicly observable practices. Repeated consistency across these touchpoints strengthens perceived authenticity because sustainability is interpreted as an embedded component of brand identity rather than a temporary promotional strategy. Conversely, inconsistencies, vague environmental claims, selective disclosure, or discrepancies between communication and observable corporate behavior can operate as signals of greenwashing and weaken perceived authenticity.

The interaction between authenticity and trust can therefore be understood as a reinforcing process rather than as an equivalence between the two constructs. Perceived authenticity provides consumers with evidence that environmental positioning is genuine, thereby strengthening the basis for green trust. Green trust, in turn, reduces perceived uncertainty and facilitates reliance on future environmental promises made by the brand. When authenticity and trust are subsequently confirmed by positive product and brand experience, their combined effect can support green satisfaction, repeat purchasing, positive word-of-mouth, and long-term loyalty. Greenwashing disrupts this mechanism because detected inconsistencies between claims and behavior simultaneously undermine

perceived authenticity and increase uncertainty regarding the reliability of future environmental commitments.

An even deeper level of mechanism is the alignment of brand values with the consumer's personal values. The current brand can serve both a utilitarian and an identity role. Choosing green products gives a person the opportunity to share their views on environmental issues, responsible use of resources, and sustainable development. When consumers perceive brand values as their own beliefs, this creates a "self-brand connection" that can transform a functional choice into an emotional connection. (Lin et al., 2017) demonstrate that perceived "green" value and transparency are associated with self-brand connection and, subsequently, brand loyalty. Thus, eco-branding can lead to loyalty not only through better product characteristics, but also by allowing the consumer to symbolically express who they are.

The importance of value congruence is particularly strong among segments with high levels of environmental awareness. Value congruence refers to a person's perception of how well their values align with those of another individual or group. (Borah et al., 2024), studying the behavior of Generation Z, emphasize the importance of environmental consumer knowledge, consumer social responsibility, environmental advertising, and environmental consumer trust in sustainable purchasing behavior. For such consumers, a company's environmental responsibility can be a factor in moral and social acceptance of a brand. However, value congruence does not eliminate the requirement for functional quality. If a product does not meet basic expectations in terms of quality, convenience, or price, environmental value proximity alone may not be enough to support repeat purchases. Since functional value, environmental value, and symbolic proximity converge on the boundaries of sustainable loyalty, it is through sustainable loyalty that sustainable loyalty emerges at the intersection of innovation management. Therefore, along with functional and environmental value, sustainable loyalty should be given more attention.

The processing of research allows us to consider the development of "green" loyalty as a series of interconnected transitions, rather than as a direct result of a single marketing action. The analytical form of such a transformation is shown in Table 3. It includes positive mechanisms for forming commitment, as well as potential points of rupture between the consumer and the brand.

Table 3. Multi-level mechanism for transforming green marketing and eco-branding tools into long-term consumer loyalty through value, trust, authenticity, and value alignment

Interaction stage	Marketing signal or brand characteristic	Mechanism of consumer perception	Resulting variable	Importance for building loyalty
Initial contact	Green product, eco-label, green promotion, ecological packaging	Recognizing the environmental characteristics of the offer	Environmental awareness	Generates initial interest in the brand
Proposal evaluation	Functional and environmental benefits	Comparison of total benefits and costs	Green perceived value	Increases the attractiveness of re-selection

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Authenticity check	Certification, transparency, concrete environmental evidence	Reducing information asymmetry and perceived risk	Green trust	Reduces decision uncertainty
Authenticity assessment	Correspondence of statements to the company's actual behavior	Checking the consistency of the environmental position	Perceived brand authenticity	Strengthens trust in ecological identity
Value identification	Sustainable values and social and environmental position of the brand	Correlation of brand values with personal values	Value congruence / self-brand connection	Forms emotional attachment
Post-purchase experience	Compliance of actual quality with expectations	Confirmation of functional and ecological value	Green satisfaction	Encourages repeat purchases
Strengthening relationships	Consistent positive experience and trust	Reduced motivation to switch to an alternative brand	Green loyalty	Repeat purchases, recommendations, positive WOM
Violation of expectations	Greenwashing or the contradiction between statements and actions	Consumer confusion, skepticism, perceived risk	Decline in green trust	Weakening loyalty and green brand equity

Source: formed by the author through an analytical comparison of conceptual and empirical dependencies presented in the studies of Chen (2010), Chen (2013), Chen & Chang (2013), Lin et al. (2017), Akturan (2018), Li et al. (2021), Guerreiro & Pacheco (2021), Majeed et al. (2022), Zhang et al. (2023) and Borah et al. (2024).

The post-purchase experience completes the transition from intention to sustainable behavior. A high level of green trust in a purchase does not guarantee long-term loyalty if the actual experience does not match the desired quality and environmental value. In this case, green satisfaction acts as a confirmation mechanism for prior expectations. If the product's functional characteristics, environmental attributes, and corporate behavior match the brand's promises, the likelihood of repeat purchase increases. (Chen, 2013) considers green satisfaction and green trust as key factors in the transition from perceived value to loyalty, while (Román-Augusto et al., 2022) confirm the importance of green satisfaction, green trust, green WOM, and green perceived value in the process of purchasing green products.

As a result, green loyalty is defined by both behavioral and relational elements. The behavioral aspect is loyalty in the form of repeat purchases and brand preference over alternatives, while the relational aspect includes trust, positive attitude, recommendations,

and willingness to support the brand. A bibliometric content synthesis (Zhang et al., 2023) notes that research on green loyalty focuses on the interaction of categories such as satisfaction, trust, perceived value, green image, and behavioral intentions. Therefore, eco-brand loyalty should be viewed as the cumulative effect of a series of positive interactions, rather than as the result of a single advertising message.

Thus, the impact of green marketing and eco-branding on green consumer loyalty is felt through the complex process of transforming marketing incentives into cognitive evaluations, trust, value identification and behavioral commitment. Green perceived value suggests awareness of the functional and environmental benefits of the offer; green trust reduces informational uncertainty; authenticity verifies the correspondence between environmental claims and the company's actual behavior; value congruence turns the brand into a means of expressing the consumer's personal beliefs. Their interaction, based on positive experiences and "green" satisfaction, forms the basis for repeat purchases, recommendations and long-term green loyalty. At the same time, "greenwashing" can interfere with this mechanism at the stage of establishing trust, so trust, transparency and consistency of the environmental position must be considered as prerequisites for effective eco-branding. Thus, sustainable development values are not a decorative element of marketing communication, but become the basis for long-term relationships between the brand and the consumer.

The practical implementation of the mechanism of influence of green marketing on consumer loyalty is most clearly manifested in the activities of brands that integrate the principles of sustainable development directly into product policy, production, packaging, communications and interaction with consumers. In such cases, environmental values become concretely expressed and felt by consumers in the real characteristics of the product and in the behavior of the company. A comparison of the relevant practices of international brands shows how different green marketing or eco-branding tools are associated with the formation of perceived green value, trust, authenticity and value congruence as prerequisites for long-term consumer loyalty (Chen, 2013; Lin et al., 2017; Zhang et al., 2023). A summary of such practices is presented in Table. 4.

Table 4. Examples of implementation of green marketing and eco-branding tools in the practice of international brands and their potential impact on the formation of consumer loyalty

Brand	Practice of green marketing / eco-branding	The value of sustainable development	Mechanism of influence on the consumer	Potential outcome for loyalty
Patagonia	Clothing repair and reuse, Worn Wear, communication of environmental responsibility	Extending the product life cycle, responsible consumption	Confirming the environmental position with practical actions and enhancing perceived authenticity	Green trust, self-brand connection, re-election
IKEA	Development of circular solutions, use of renewable	Circular economy and resource efficiency	Combining environmental value with product	Green perceived value,

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	and recycled materials, reuse programs		functionality and affordability	satisfaction, loyalty
The Body Shop	Ethical sourcing of raw materials, refill solutions, environmental and social campaigns	Responsible production, waste reduction, ethical consumption	Combining product characteristics with the buyer's socio-ecological beliefs	Value congruence and emotional attachment
LEGO	Changing materials and packaging, investing in reducing the environmental impact of production	Resource efficiency and reduction of environmental burden	Integrating sustainability into long-term corporate strategy	Maintaining brand trust and a positive brand image
Adidas	Use of recycled materials in products and development of circular approaches	Reducing the use of primary resources	Materialization of environmental value in product characteristics	Green perceived value and purchase preference
Lush	Packaging minimization, naked products, packaging reuse, ethical sourcing	Waste reduction and responsible use of resources	Visually and functionally noticeable to the buyer the implementation of environmental principles	Brand authenticity, green satisfaction, loyalty
Tesla	Positioning electromobility as an alternative to traditional road transport	Decarbonization of transport and technological innovation	Combining environmental and technological consumer value	Brand preference and identification with an innovative brand

Source: formed by the author by comparing publicly presented sustainable development practices of international brands with the theoretical determinants of green perceived value, green trust, self-brand connection and green loyalty, defined in the works (Chen, 2010), (Chen, 2013), (Lin et al., 2017), (Guerreiro & Pacheco, 2021) and (Zhang et al., 2023).

Practical examples show that the formation of loyalty to an eco-brand is not a process of activating one universal marketing tool. In one case, the basis of interaction is the prolongation of the product life cycle and circular consumption, in another - a reduction in the volume of packaging, the use of secondary raw materials, eco-innovations in production processes or the ethics of the supply chain. Similarities that unite them, all these approaches allow transforming abstract principles of sustainable development into a concrete consumption experience. How noticeable and understandable the practice of environmental friendliness is affects the formation of green perceived value, and such characteristics as its consistency and verifiability - on green trust and perceived brand

authenticity. When the eco-position of the brand is aligned with the personal beliefs of the buyer, this connection of acquisition and value measurement creates the prerequisites for the emergence of self-brand connection and subsequent green loyalty.

Further development of green marketing and eco-branding strategies should be aimed at moving from the declarative use of environmental themes to an evidence-based model of brand value formation, in which any environmental claim is confirmed by specific product characteristics, production practices or measurable results. This is especially relevant in a world of information asymmetry, when the buyer cannot personally verify the origin of raw materials, carbon footprint, processing or other declared factors. Therefore, the green marketing strategy should be built on the principles of transparency, evidence and traceability of environmental claims. In this case, Green trust is not a by-product of communication, but a strategic resource that determines the potential of environmental positioning in the formation of long-term loyalty, while the positional significance of green trust between environmental awareness and brand loyalty was first traced (Chen, 2010; Chen, 2013).

Particular attention should be paid to reducing greenwashing. The use of vague terms such as "ecological", "green" or "sustainable" without specifying criteria and evidence can lead to increased skepticism among consumers. Greenwashing tends to convey green consumer confusion and green perceived risk negatively affects the credibility of eccologico brand development (Chen & Chang, 2013). In addition, counterfactual green positioning can damage green brand equity and reduce purchase intention (Akturan, 2018). Then internal audit procedures for green claims before their public use, independent certification, quantitative indicators and available information on the method of assessing environmental performance will be justified.

At the same time, evidence must be combined with clarity of communication. Overly complex technical details may be formally true, but do not create value for the buyer. Good eco-branding should translate environmental performance into meaningful benefits for the consumer, without distorting them into unsubstantiated advertising claims. Transparency of environmental information increases perceived environmental value and brand association, which is associated with future brand loyalty (Lin et al., 2017). Thus, a balance should be found between the scientific substantiation of environmental claims and their accessibility for the target audience.

Another promising approach is to adapt green marketing strategies to the values and level of environmental awareness of different consumer segments. The impact of environmental communication is not the same for all market segments, as it depends on environmental concern, knowledge, corporate social responsibility, trust and price sensitivity. In particular, the knowledge and trust of green consumers are of great importance for shaping sustainable purchasing behavior among the younger generation (Borah et al., 2024). This justifies the transition from general environmental messages to differentiated communication, with an emphasis on those aspects of sustainability that are most relevant to the target audience.

Substantiated directions should be integrated into an eco-brand management system in which trust and loyalty are considered as the result of a process of consistent positive experience, rather than separate advertising (Table 5).

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Table 5. Directions for improving green marketing and eco-branding strategies to strengthen trust, long-term loyalty and minimize greenwashing risks

Direction of improvement	The practical content of management changes	The problem being minimized	Expected result
Green claims verification	Pre-verification of environmental claims, use of measurable indicators	Untrue or exaggerated claims	Green trust growth
Independent confirmation	Certification, eco-labeling, external verification of environmental performance	Information asymmetry	Increasing positioning accuracy
Transparency of environmental data	Disclosure of methodologies, indicators, origin of raw materials and results of environmental measures	Consumer skepticism	Strengthening perceived brand authenticity
Value segmentation	Adapting communications to the environmental concern and green knowledge audience	Low relevance of universal messages	Value congruence and self-brand connection
Integrating sustainability into the brand	Alignment of product, packaging, logistics and communications with stated values	The gap between words and actions	Green satisfaction and brand authenticity
Systemic anti-greenwashing control	Regular audit of advertising messages and environmental promises	Green consumer confusion and perceived risk	Protecting green brand equity and long-term loyalty

Source: developed by the author based on a critical comparison of the mechanisms of green trust, green perceived value, greenwashing and green loyalty, studied in the works (Chen, 2010), (Chen, 2013), (Chen & Chang, 2013), (Lin et al., 2017), (Akturan, 2018), (Zhang et al., 2023) and (Borah et al., 2024).

Therefore, the improvement of green marketing and eco-branding should be based on the development from symbolic environmentalism to real economic environmental value. The current level of consumer expectations is confirmed by these green claims, transparency, independent verification, targeted segmentation and consistency, reducing the risks of greenwashing and providing grounds for green trust. It is the accumulation of trust, positive experience, and the correspondence of brand and consumer values that are the prerequisites for the transformation of environmental positioning into sustainable competitive advantage and long-term green loyalty (Chen, 2013; Zhang et al., 2023).

5. Discussion

Thus, the results give reason to believe that green marketing in the current conditions should no longer be considered as a separate tool for promoting environmental products, but as an integrative model of forming relationships between the brand and the consumer. This approach corresponds to the concept of (Polonsky, 1994) and (Peattie,

2001), according to which the evolution of green marketing is a feature of the transition from a reactive position regarding individual environmental problems to the inclusion of the principles of sustainable development in marketing activities. At the same time, research data extended this approach to eco-branding as a process of transforming the environmental activity actually carried out by the company into a system of values perceived by the consumer.

The established relationship between perceived environmental value, environmental trust, satisfaction and loyalty is consistent with the results of (Chen, 2010) and (Chen, 2013). However, this study allows us to consider the process in a more holistic way, taking into account brand authenticity and the consistency of consumers' personal beliefs with the environmental values of the brand. In this regard, the results of (Lin et al., 2017) are relevant for linking transparency with perceived environmental value, connection with one's own brand and brand loyalty. Thus, eco-brand loyalty develops not only through rational evaluation of product attributes, but also through consumers' identification of values and emotional attachment to the brand.

Green trust also deserves special attention. The results of the study show that trust is in fact the link connecting a company's environmental claims and long-term consumer behavior. This is consistent with the findings (Guerreiro & Pacheco, 2021), which highlight the importance of green trust in the formation of purchase intentions and in green word-of-mouth. However, trust is fragile in conditions of information asymmetry, when the consumer is unable to personally verify most of the environmental characteristics of the product. Therefore, certification, traceability, specificity of environmental indicators and transparency in corporate activities should be considered not as information tools, but as elements of managing long-term relationships with consumers.

Greenwashing remains a significant problem. The negative impact of false and/or exaggerated environmental claims on trust is found to be consistent with (Chen & Chang, 2013), which links greenwashing to increased consumer confusion and risk perception. The same issue is explored by (Akturan, 2018), who point to the negative impact of greenwashing on green brand value and purchase intentions. This means that aggressive environmental positioning without a proper evidence base can lead to marketing effects that contradict expectations. Thus, a promising path for innovation in green marketing would be to move from a declarative way of communication to an evidential way, where environmental claims could be verified by consumers or an independent party.

At the same time, the results do not allow us to consider the impact of green marketing to be the same for all consumers. The importance of the environmental element is influenced by environmental concern, knowledge, price sensitivity, social norms and individual values. The results (Borah et al., 2024) emphasize the importance of consumers' environmental knowledge, social responsibility and trust for the behavior of Generation Z, as does this study. Thus, not only traditional socio-demographic variables, but also the level of environmental concern and the type of sustainability value can be used to segment consumers in order to predict their willingness to pay a price premium.

The interpretation proposed in this study is also consistent with, but extends, the most recent research published in 2026. (Eyasu, 2026) confirms that the effects of green marketing on customer loyalty are largely indirect and operate through brand image and relational mechanisms such as trust, perceived value, and customer satisfaction. This

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supports the present study's argument that green marketing should not be interpreted as a direct "green marketing–loyalty" relationship. Similarly, (Dash, 2026) emphasizes the mediating role of green brand trust in sustainable fashion, while (Uikey et al., 2026) demonstrate the importance of green transparency and green perceived value in explaining green brand loyalty and willingness to pay more. These findings reinforce the central position assigned in the present framework to perceived value, transparency, and trust as mechanisms through which environmental marketing signals are transformed into stronger consumer–brand relationships.

Recent studies also provide evidence that these relationships are context-dependent. Maadza and (Shava, 2026) identify interpersonal influence, green trust, media exposure, environmental attitudes, and price sensitivity as relevant determinants of green purchasing behavior among young consumers, while Eyasu and (Negash, 2026) emphasize moderators and boundary conditions affecting consumer responses to green marketing. (Baharuddin et al., 2026) further connect green branding with trust and reduced consumer skepticism, whereas (Zhao et al., 2026) specifically examine the transition from greenwashing to green trust in the fashion context. Together, these studies confirm that trust, perceived value, transparency, environmental attitudes, and skepticism remain central to contemporary explanations of green consumer behavior.

The present study extends this recent evidence by bringing these relationships together within a broader multi-level framework of long-term loyalty. Its contribution is therefore not the identification of green trust, perceived value, satisfaction, or greenwashing as entirely new determinants. Rather, the proposed framework integrates these established relationships with perceived brand authenticity and value congruence and distinguishes between two interconnected pathways: a constructive pathway in which verifiable environmental practices support perceived value, authenticity, trust, satisfaction, and ultimately loyalty, and a disruptive pathway in which inconsistency between environmental claims and actual corporate behavior generates skepticism and perceived risk and weakens trust and brand equity. In this respect, the study shifts the analytical focus from isolated determinants of green purchasing toward the process through which sustainable development values can become embedded in enduring consumer–brand relationships.

A limitation of this study lies in its theoretical and conceptual design. The proposed relationships among green perceived value, green trust, perceived brand authenticity, value congruence, green satisfaction, and green loyalty were derived from the synthesis of previous empirical and conceptual studies and illustrated through selected business practices rather than tested using original primary data. Accordingly, the integrative mechanism proposed in this study should be interpreted as a theoretically grounded framework rather than as a fully validated causal model. Although prior research provides empirical support for individual relationships among these constructs, their simultaneous interaction within one integrated model has not yet been directly tested across different industries, countries, and consumer segments. This limitation restricts the extent to which the proposed relationships can be generalized to all market contexts. At the same time, it provides a clear basis for further empirical research aimed at validating the model through survey data, structural equation modeling, longitudinal observations, or cross-market comparative designs.

The summary of the results allows us to offer a broad understanding of the mechanism of green loyalty formation as a sequence of interrelated processes: the company's environmental practices serve as the basis for green marketing communication; green marketing communication affects the perceived green value and image of the green brand; transparency and certification of environmental claims lead to green trust and perceived authenticity; the correspondence of brand values to consumer beliefs promotes connection with one's own brand; positive interaction experiences transform these elements into satisfaction and long-term loyalty. This approach extends existing models by integrating cognitive, trust, and value-emotional dimensions of the formation of commitment to an eco-brand.

Future research should empirically test the proposed multi-level framework and examine the boundary conditions under which green marketing and eco-branding are more or less effective in generating long-term loyalty. Particular attention should be paid to the moderating roles of environmental concern, green knowledge, perceived consumer responsibility, green trust, price sensitivity, and familiarity with environmental certification. These factors may influence both the interpretation of environmental claims and the extent to which perceived value, authenticity, and trust are translated into behavioral outcomes. Comparative studies across generations, countries, industries, and product categories would help determine whether the proposed relationships are stable across different market contexts or depend on cultural, demographic, and sector-specific conditions. Further studies should also move beyond purchase intention and include behavioral and economic outcomes such as willingness to pay a price premium, actual repeat purchasing, positive word-of-mouth, switching resistance, and long-term loyalty. Longitudinal research would be particularly valuable for determining whether trust and perceived authenticity generated by environmental communication persist over time and whether repeated brand experience strengthens or weakens the proposed relationships. The integrated framework could also be tested using structural equation modeling and multi-group analysis to compare the strength of direct, mediating, and moderating effects across consumer segments and market settings.

6. Conclusions

The study identified that green marketing and eco-branding are related elements of modern marketing focused on the principles of sustainable development. Green marketing includes an ecological product, pricing, distribution and promotion, while eco-branding contributes to the development of an ecological brand identity, a positive brand image and emotional connections with the consumer. Their success is not measured by the number of ecological messages, but rather by how well the promoted principles correspond to the real practices of the firm.

The impact of green marketing on consumer loyalty is multi-level. Important intermediate components of this mechanism are perceived environmental value, trust, satisfaction, brand authenticity, and the fit between brand value and consumer personal beliefs. The functional benefits of the product, combined with environmental and symbolic value, contribute to the formation of brand loyalty, repeat purchase, recommendation, and long-term commitment.

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Greenwashing continues to be identified as a serious risk. The gap between a company's environmental claims and its actual behavior fuels consumer skepticism, undermines trust, and can negatively impact brand reputation. For this reason, environmental positioning should be based on transparency, evidence, third-party verification of environmental attributes, and consistency in corporate behavior.

The shift from a declarative to an evidence-based model of green marketing and eco-branding was discussed. Key elements should be verified environmental claims, credible eco-labeling, transparency of information, communication adapted to the values of target groups, and systematic management of the risk of greenwashing.

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