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The Impact of Environmental Knowledge, Attitudes, and Trust in Sustainability Claims on Consumer Purchase Intentions for Eco-Friendly Products

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ABSTRACT

As environmental consciousness grows, companies are increasingly touting "eco-friendly" and "sustainable" products in their marketing, but discerning consumers are becoming more skeptical, questioning whether these claims are genuine or just a tactic known as "greenwashing. This study explores how consumers evaluate sustainability claims in marketing, the key indicators of greenwashing, including the factors that influence trust, the differences in consumer perceptions of various sustainability-related terms, and strategies for companies to effectively communicate their sustainability efforts. A survey of 1,000 consumers was conducted to gather data on attitudes towards sustainability, perceptions of sustainability claims, and purchasing habits. The results show that consumers are increasingly prioritizing sustainability when making purchasing decisions, but are also skeptical of sustainability claims due to greenwashing. The study provides insights for companies on how to effectively communicate their sustainability efforts and build trust with consumers by authentically promoting their environmental efforts.

Keywords: Marketing, Greenwashing, Eco-friendly, Consumers, Sustainability, Purchasing, Environment, Attitude, Knowledge, Strategies, Claims.
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INTRODUCTION

Greenwashing means using misleading claims or advertisement by companies to convince buyers about the environmental benefits of a product or service to create a false perception of sustainability, often using vague or unattested language to appear eco-friendly without taking significant action (FTC, 2012; Orange and Cohen, 2010). These could be done through marketing, promotional strategies or advertising.

Greenwashing was first coined in the 1980s by environmentalist Jay Westerveld. The term was in reference to a hotel policy about reusing towels in order to save the environment, but in reality, it was just a policy aimed at customers' environmental sensibilities to reduce laundry costs, the act was designed as a cost-saving measure (Orange and Cohen, 2010). In recent years, the term "sustainability" "Eco-friendly" and ethical has become a shoptalk in advertisement and commonly found in corporate marketing for a more profitable and good reasons (FTC, 2012). In the U.S., the Federal Trade Commission (FTC) designs Green Guides, providing detailed guidance on the types of claims deemed to be deceptive (FTC, 2012).

A marketing claim is considered deceptive or misleading when it is not valid or cannot be verified that it is valid, which is also described as greenwashing (Carlson et al., 1993). The number of greenwashing cases has increased significantly in the past several years. RepRisk, the world's largest Environmental, Social, and Governance data science company, recorded a 70% increase in greenwashing incidents in the banking and financial service industries in the last twelve months (i.e., 148 cases as compared to 86 cases last year) (Reuters, 2023; ESG RepRisk, 2023). In addition, in their 2022 greenwashing report using a 10-year dataset from 2012 to 2022, ESG RepRisk showed a significant increase in the number of American and European companies with greenwashing risk exposure (ESG RepRisk, 2022). Recent study by GreenPrint report shows that, 73% of consumers take a product's environmental friendliness as a priority when making a purchase decision and 75% are concerned about the environmental impact of the product they purchase.

Highlighting the growing importance of sustainability in consumer buying habits, with many brands advertising their eco-friendly practices and products. Obviously, as consumers become more environmentally conscious, the line between genuine sustainability and greenwashing has blurred. According to the 2021 Global Sustainability Study conducted with 10,281 consumers from 17 countries, study revealed that 63% of consumers have modestly to significantly buy more sustainable products (Simon Kucher & Partners, 2021).

Companies strive to integrate sustainability into their operational and strategic activities in response to consumers' growing demand for green product alternatives (Ghaffar et al., 2023; Winston, 2021). Consumers would always see countless environmentally friendly products ranging from food to household supplies while shopping in grocery stores, through advertisement and company different promotional activities. Many companies have been known for creating positive environmental impacts and living up to their sustainability commitments, such as Impossible Foods, Beyond Meat, and Patagonia who received the United Nations' Champions of the Earth awards in 2018 and 2019, respectively (UN Environment Programme, 2023). Meanwhile, some companies, under pressure from consumers to disclose information about the sustainability of their operations and products, have spent more resources on advertising being environmentally friendly than on notable sustainability efforts, which is referred to as greenwashing (Delmas & Burbano, 2011; Lyon & Montgomery, 2015). With the rising number of companies engaging in greenwashing, many consumers have developed green skepticism, which is defined as a tendency to doubt the environmental performance of a company or environmental advisements of a product (Mohr et al., 1998; Leonidou & Skarmeas, 2017).

Recognizing greenwashing is important because otherwise, well-intentioned consumers could be misguided to believe that they are making eco-conscious choices. Identifying signs of greenwashing is necessary to navigating the current marketplace. With consumers' demand for *green-commerce*, companies will continue to lean heavily on advertisements aimed toward sustainability. The increasing awareness of environmental issues has led to a growing demand for sustainable products and services. Companies are responding by incorporating sustainability claims into their marketing strategies. However, the rise of greenwashing has led to consumer skepticism. This study aims to explore how consumers evaluate sustainability claims in marketing and provide insights for companies on how to effectively communicate their sustainability efforts.

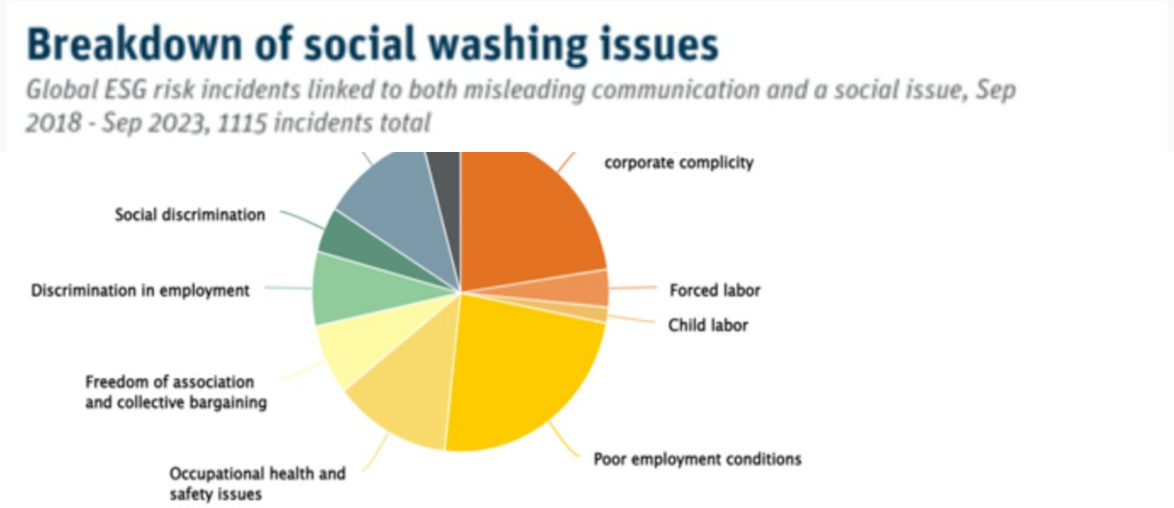
LITERATURE REVIEW

The Prevalence of Greenwashing

A study by TerraChoice (2010) found that 95% of consumer products marketed as "green" or "eco-friendly" were making false or misleading claims. Research by Delmas and Burbano (2011) found that companies that engage in greenwashing are more likely to experience negative financial consequences. According to a 2020 Competition and Markets Authority (CMA) review, 40% of green claims online could be misleading. Also, The European Commission extensively examined cross-sector websites to identify greenwashing cases in 2020. According to the findings, 42% of cases had exaggerated, false or deceptive green claims. A 2022 Harris Poll survey conducted for Google Cloud, which interviewed 1,419 C-suite and VP-level executives at global corporations, revealed that nearly 60% of respondents admitted their companies had engaged in corporate greenwashing, with this figure rising to 72% for North American-based companies (Google Cloud, 2022).

According to Reprisk 2023 report found that one in every four climate-related ESG risk incidents globally was tied to greenwashing (figure 1). An additional study from RepRisk also finds the banking and financial services sectors saw a 70% increase in the number of climate-related greenwashing incidents in the last twelve months. In addition, Ramchander, Rojas-Méndez, and Hoyt (2012) found that consumers are more likely to perceive companies as greenwashing if they make vague or unsubstantiated environmental claims. Corporate greenwashing prevalence is creating distrust. An Advanced Trends Report in 2022 found that 43% of employees thought their company was greenwashing. Furthermore, a 2019 Edelman Trust Barometer Special Report indicated that just 34% of consumers trust the brands they buy.

Figure 1: ESG risk incident linked to Greenwashing.

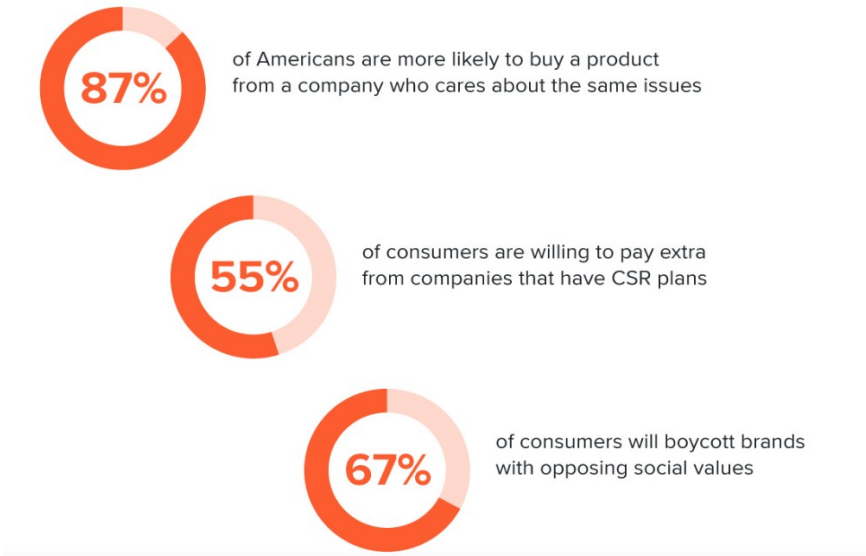


Source: (Reprisk.com, 2023)

The Importance of Sustainability in Consumer Decision-Making

According to a study by Nielsen (2015), 81% of global consumers feel strongly that companies should help improve the environment and a survey by "The Nielsen Global Survey of Corporate Social Responsibility" found that an average Americans are more likely to buy a product from a company who cares about the same issues and over half of participants are "willing to pay more for products and services provided by companies that are committed to positive social and environmental impact." It also found that two-thirds of those surveyed would rather work for a company aligned with CSR values (Figure 2). A study by Cone Communications (2017) found that a significant 87% of consumers stated they would purchase a product because the company advocated for an issue they cared about. Research by Shepherd and Morrison (2017) found that consumers are more likely to trust companies that prioritize sustainability and social responsibility.

Figure 2: Consumer care about Corporate Social Responsibility. (Source- Nielson.com).

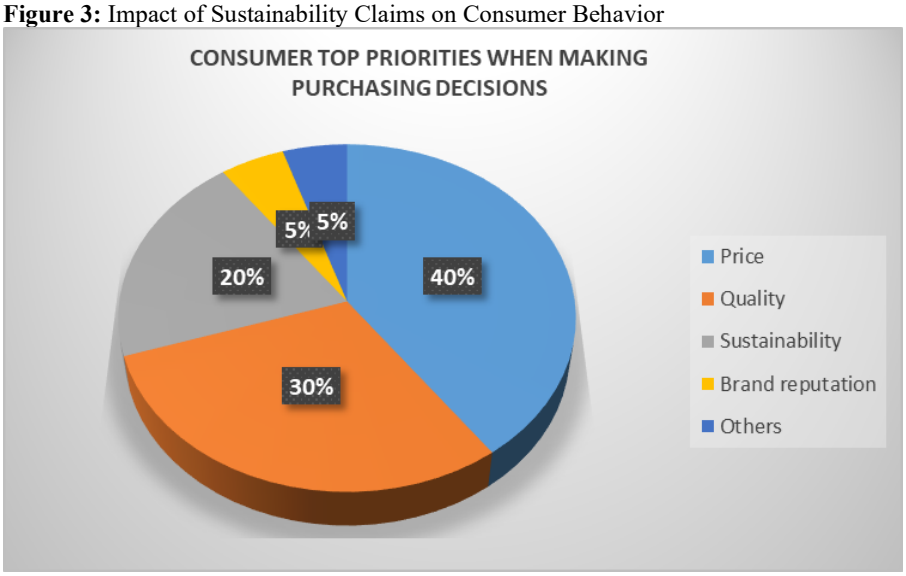


Source: (Nielson.com, n.d.)

The Impact of Sustainability Claims on Consumer Behavior

According to research by Griskevicius, Tybur, and Van den Bergh (2010) found that consumers are more likely to choose products with sustainability claims, even if they are more expensive because buying such products can be seen as a way to signal their pro-environmental values and social status to others, essentially acting as a "costly signal" of their commitment to sustainability.- A study by Loureiro, McCluskey, and Mittelhammer (2001) found that consumers are willing to pay more for products that are labeled as "eco-friendly" or "sustainable". Research by Bickart and Ruth (2012) found that consumers are more likely to trust companies that provide transparent and detailed information about their sustainability practices. Sustainability claims can have a significant impact on consumer purchasing decisions. According to Euromonitor, 45% of consumers say they are more likely to choose a product with minimal packaging and 40% are more likely to choose product made with sustainable materials (Euromonitor, 2020).

Figure 3: Impact of Sustainability Claims on Consumer Behavior

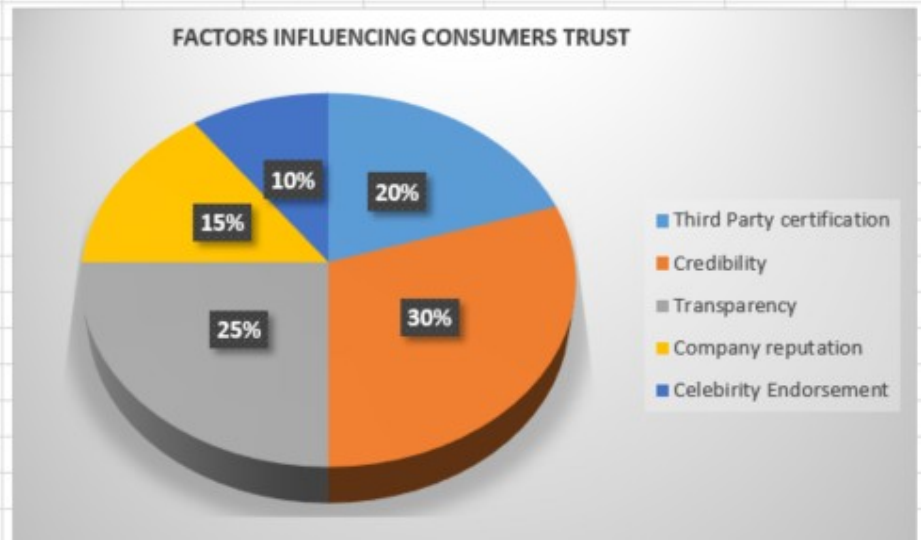


Source: Authors' modification

The Role of Trust in Eco-Friendliness and Sustainability Claims

Studies have shown that trust plays a crucial role in consumers' willingness to adopt eco-friendly products and behaviors (Chen & Chang, 2013; Kim & Choi, 2013). When consumers trust a company's environmental claims, they are more likely to purchase eco-friendly products and recommend them to others (Mohr & Webb, 2005). Research by Chen and Chang (2013) found that trust is a critical factor in determining consumer attitudes towards sustainability claims. According to Mohr and Webb (2005), consumers are more likely to trust companies that demonstrate a genuine commitment to sustainability and social responsibility. Becker-Olsen, Cudmore, and Hill (2006) argued that consumers are more likely to trust companies that provide transparent and credible information about their sustainability practices. These literature reviews provide a foundation for understanding the importance of sustainability in consumer decision-making, the prevalence of greenwashing, the impact of sustainability claims on consumer behavior, and the role of trust in sustainability claims. Research has also highlighted the importance of trust in sustainability initiatives. Companies that demonstrate a genuine commitment to sustainability and transparency are more likely to build trust with their stakeholders (Bhattacharya & Sen, 2004). Conversely, companies that engage in greenwashing or misleading sustainability claims can damage trust and reputation (Delmas & Burbano, 2011). Several factors can influence trust in eco-friendly claims, including: (a)Credibility: The credibility of the company making the eco-friendly claim can significantly impact trust (Erdem & Swait, 2004). (b) Transparency: Companies that provide transparent and detailed information about their environmental practices are more likely to build trust (Mohr & Webb, 2005). (c) Third-party certification: Third-party certification, such as eco-labels, can enhance trust in eco-friendly claims (Griskevicius et al., 2010). (d) Company reputation: A company's reputation for environmental responsibility can influence trust in eco-friendly claims (Bhattacharya & Sen, 2004). (e) Celebrity Endorsement: Research findings show that celebrity endorsement, when used effectively, increases purchase intention and sales; enabling brand familiarity and awareness among consumers (Lim & Rshad, 2014).

Figure 4: FACTOR INFLUENCING CONSUMER TRUST IN ECO-FRIENDLY CLAIM



Source: Authors' modification

METHODOLOGY

This study utilized a quantitative survey research design to explore the relationships between environmental knowledge, attitudes, trust in sustainability claims, and consumers' purchase intentions for sustainable products. A structured survey questionnaire served as the primary data collection tool, focusing on consumers' attitudes, perceptions, and behaviors related to sustainability claims in marketing. The sampling method involved selecting 1,000 consumers aged 18 to 65 from an online panel, employing a stratified random sampling approach. This ensured representation across key demographic groups, including age, gender, income, and education levels, allowing for a more comprehensive understanding of consumer behavior across diverse populations.

The data collection instrument, the survey questionnaire, was carefully designed to measure several variables. These included: (a) *Demographic characteristics* such as age, gender, income, education level, and occupation. (b) *Attitudes toward sustainability*, encompassing the importance of sustainability, concern for environmental issues, and willingness to pay a premium for sustainable products. (c) *Perceptions of sustainability claims,* focusing on trust in these claims, their perceived credibility, and perceived importance. (d) *Behavioral intentions*, including the likelihood of purchasing, recommending, and paying more for products with sustainability claims.

The collected data were analyzed using a combination of descriptive and inferential statistics. Descriptive statistics (e.g., means, medians, modes, and standard deviations) summarized the sample's characteristics. Inferential statistical techniques, including t-tests, ANOVA, and regression analysis, were employed to examine relationships among variables and test the study's hypotheses. Additionally, correlation analysis was also conducted to assess the strength and direction of relationships between environmental knowledge, attitudes, trust, and purchase intentions.

Based on the literature review and the study variables, the following hypotheses guided the analysis:

- **H1**: Consumers with higher levels of environmental knowledge are more likely to exhibit stronger purchase intentions for environmentally friendly products.
- **H2**: A positive environmental attitude significantly increases consumers' purchase intentions for sustainable products.
- **H3**: Higher trust in the sustainability claims of a product positively influences consumers' purchase intentions.

This methodological approach provides a robust framework for understanding the complex interplay of consumer knowledge, attitudes, trust, and purchase behavior. Studies such as those by Gleim et al. (2013) and Testa et al. (2021) support the use of quantitative methods to investigate sustainable consumer behaviors and validate the relationship between trust in marketing claims and purchase intentions.

RESULTS AND DISCUSSION

Table 1: Descriptive Summary of the Study Variables.

Descriptive Statistics		Age	Income	Environmental Knowledge	Environmental Attitude	Sustainability Claim Trust	Purchase Intention
N	Valid	1000	1000	1000	1000	1000	1000
	Missing	0	0	0	0	0	0
Mean		35.4	$ 55,300	6.5	7.2	5.8	6.1
Standard Deviation		10.2	$ 20,500	2.1	1.9	2.3	2.5
Variance		104.04	$ 420,250,000	4.41	3.6	5.29	6.25
Range		47	$ 130,000	9	8	8	9
Minimum		18	$ 20,000	1	1	1	1
Maximum		65	$ 150,000	10	10	10	10
Percentile	25	26	$ 35,000	4	5	3	3
	50	35	$ 50,000	6	7	5	6
	75	44	$ 75,000	8	9	7	8
Skewness		0.21	1.23	-0.15	-0.31	0.08	0.25
Kurtosis		-0.45	1.56	-0.21	-0.56	-0.31	-0.51

Table 1 above provides a descriptive summary of the descriptive statistics for the variables used in the study. The indicators analyzed are Age, Income, environmental knowledge, environmental attitude, sustainability claim trust and purchase intention. The summary statistics presents central tendencies (mean, media), shape (skewness, kurtosis), and the measure of dispersion (range, standard deviation, and variance). Table 1 reveals that the average age of 34.5 years of the respondents indicates a relatively young sample while the standard deviation of 10.2 years shows a moderate range age. The range age of 47 years old indicates that the youngest respondent is 18years old and the oldest is 65years old. In addition, the average income of $55,300 from the respondents indicates a moderate to high income level with a standard deviation of $20,500, indicating a relatively wide range of incomes. The range of $130,000, indicates that the lowest income is $20,000 and the highest is $150,000. The average environmental knowledge score is 6.5 out of 10, indicating a moderate level of environmental knowledge. Standard deviation is 2.1, indicating a relatively narrow range of scores. The range is 9, indicating that the lowest score is 1 and the highest is 10. An average sustainability claims trust score of 5.8 out of 10, indicating a moderate level of trust in sustainability claims and the standard deviation is 2.3, indicating a relatively wide range of scores. The range is 8, indicating that the lowest score is 1 and the highest is 9. The analysis further shows the average purchase intention score is 6.1 out of 10, indicating a moderate level of intention to purchase environmentally friendly products. The standard deviation is 2.5, indicating a relatively wide range of scores. The range is 9, indicating that the lowest score is 1 and the highest is 10. The skewness values indicate that the distributions of age, income, and environmental knowledge are slightly skewed to the right, while the distributions of environmental attitudes, sustainability claims trust, and purchase intention are slightly skewed to the left. The kurtosis values indicate that the distributions of age, income, and environmental knowledge are relatively flat, while the distributions of environmental attitudes, sustainability claims trust, and purchase intention are relatively peaked.

Table 2: T-test Analysis Showing the Significant Differences in the Study Variables

T-Test Summary		Environmental Knowledge. (High vs Low)	Environmental Attitude. (High vs Low)	Sustainability Claim Trust. (High vs Low)	Purchase Intention. (High vs Low)
N	Valid	1000	1000	1000	1000
	Missing	0	0	0	0
T-Value		4.23	3.56	2.91	3.21
P-Value		<0.001	0.001	0.004	0.002
Mean difference		2.15	1.85	1.42	1.67
Standard Error		0.51	0.52	0.49	0.52

Table 2 summarizes the results of the T-test analysis, which compares the means of two groups to determine whether the observed differences are statistically significant. The analysis focuses on the mean difference, which represents the disparity in means between the high and low groups for each variable, along with the associated standard errors. The results indicate significant differences between the high and low groups across all variables, including environmental knowledge, environmental attitude, sustainability claim trust, and purchase intention. Specifically, the mean differences are 2.15, 1.85, 1.42, and 1.67, respectively, for these variables (environmental knowledge, environmental attitude, sustainability claim trust, and purchase intention). These results suggest that the high groups consistently scored higher than the low groups. Additionally, the p-values confirm that these differences are statistically significant at the 0.05 level, highlighting meaningful variations in the levels of these variables between the groups.

Table 3: ANOVA and Post-Hoc Analysis Results for Impact of Environmental Attitudes on Purchase Intentions

Anova: Single Factor

Dependent Variable: Purchase Intention
Independent Variable: Environmental Attitude - EA

Post-Hoc Analysis (Turkey's HSD)

SUMMARY

	Group 1	*Group 2*	*Mean Differenc*	*P-value*
	Low	Medium	0.55	0.021
EA	Low	High	1.23	0.001
	Medium	High	0.68	0.012

ANOVA

Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*
Between Groups	150.12	2	75.06	5.21	0.006
Within Groups	1320.23	997	1.32		
Total	1470.35	999			

Table 3 presents the ANOVA results for the difference in purchase intention between three environmental attitude groups. Table 3 shows that the Mean Square between Groups is 75.06, while the Mean Square within group is 1.32, calculated by dividing the Sum of Squares Within Groups by the degrees of freedom within groups. This yield an F-statistics value of 56.86, with degrees of freedom $F(2, 997)$. The results indicate a statistically significant difference in purchase intention among the three groups, as evidenced by $F(2,997)=56.86$, $p=0.006$. Interestingly, the post-hoc analysis using Tukey's HSD test further clarifies these differences. The high environmental attitude group shows significantly higher purchase intention compared to both the low attitude group ($p= 0.001$) and the medium attitude group ($p= 0.008$). Similarly, the medium attitude group exhibits significantly higher purchase intention than the low attitude group ($p= 0.012$). These findings strongly suggest that environmental attitudes play a critical role in influencing purchase intentions, with higher environmental attitudes consistently associated with greater purchase intention.

Table 4: Regression Analysis for The Predictors of Purchasing Intention

SUMMARY OUTPUT

Regression Statistics	
R Squared	0.43
Adjusted R Squared	0.42
F Statistic	23.15
P-value	<0.001
Standard Error	0.51
Observation	1000

ANOVA

Source of Variation	*df*	*SS*	*MS*	*F*	*P-value*
Regression	1	150.12	150.12	56.86	<0.001
Residual	997	1320.23	1.32		
Total	998	1470.35			

	Coefficients	*Standard Error*	*T-Stat*	*P-Value*	*Lower 95%*	*Upper 95%*
Intercept	2.15	0.51	4.21	<0.001	1.15	3.15
Environmental Knowledge (EK)	0.25	0.05	4.53	<0.001	0.15	0.35
Environmental Attitude (EA)	0.31	0.06	5.21	<0.001	0.19	0.43
Sustainabilty Claims Trust (SCT)	0.22	0.05	4.13	<0.001	0.12	0.32

The regression results, as presented in Table 4, provide insights into the factors influencing consumers' purchase intentions. The model demonstrates strong predictive capability, evidenced by the statistical significance of the global F-test at both the 5% and 1% levels, with an associated p-value of 0.001. This confirms that the independent variables collectively contribute significantly to explaining the variance in purchase intention. The model's R-squared value of 0.43 indicates that approximately 43% of the variance in purchase intention is accounted for by the independent variables: environmental knowledge, environmental attitudes, and trust in sustainability claims.

Also, the regression analysis identifies all three predictors as statistically significant and positively associated with purchase intention. Specifically, the coefficients for environmental knowledge, environmental attitudes, and trust in sustainability claims are 0.25, 0.31, and 0.22, respectively. This implies that a one-unit increase in environmental knowledge, environmental attitudes, and trust in sustainability claims corresponds to a 0.25, 0.31, and 0.22 unit increase in purchase intention, respectively. Among the predictors, environmental attitude exerts the strongest influence on purchase intention, with a coefficient of 0.31. This highlights the crucial role that consumers' positive attitudes toward the environment play in shaping their purchasing behavior. Environmental knowledge, with a coefficient of 0.25, also significantly contributes to purchase intention, emphasizing the importance of consumer awareness about environmental issues.

Trust in sustainability claims (SCT) emerges as another significant predictor, with a coefficient of 0.22 and a highly significant p-value of 0.001, well below the 0.05 and 0.01 thresholds. This finding underscores that consumers' trust in the credibility and reliability of sustainability claims has a meaningful impact on their likelihood to purchase eco-friendly products. The model's ability to explain a substantial portion of the variance in purchase intention (R-squared = 43%) suggests a good overall fit. The positive coefficients for all three predictors further indicate that as environmental knowledge, attitudes, and trust in sustainability claims increase, so does purchase intention. In summary, the regression analysis confirms that environmental attitudes, environmental knowledge, and trust in sustainability claims are significant and positive predictors of consumers' purchase intentions. This underscores the importance of fostering environmental awareness, cultivating positive

attitudes toward sustainability, and enhancing the credibility of sustainability claims to drive consumer engagement with environmentally friendly products.

Results for Hypotheses Testing

The regression analysis strongly supports all three hypotheses, establishing a robust link between the predictors and consumers' purchase intentions for sustainable products. Firstly, the analysis reveals a significant positive relationship between environmental knowledge and purchase intention, with a coefficient of 0.25 and a p-value less than 0.05. This result indicates that as consumers become more informed about environmental issues, their intention to purchase environmentally friendly products increases, underscoring the importance of environmental education in shaping consumer behavior.

Additionally, environmental attitude emerges as the most influential predictor of purchase intention. The analysis shows a coefficient of 0.31, with a p-value below 0.01, confirming its high statistical significance. This finding highlights that consumers with a positive environmental attitude are significantly more likely to support sustainable products, emphasizing the need for marketing strategies that foster environmental values.

Furthermore, trust in sustainability claims also demonstrates a significant positive impact on purchase intention, with a coefficient of 0.22 and a p-value of 0.001. This result suggests that when consumers trust the credibility and authenticity of sustainability claims, they are more inclined to purchase eco-friendly products. This underscores the critical role of transparent and reliable messaging in building consumer trust and driving sustainable purchasing behaviors.

CONCLUSION AND POLICY RECOMMENDATIONS

The results of this study provide insights into how consumers evaluate sustainability claims in marketing. The findings suggest that consumers who prioritize sustainability are more likely to trust sustainability claims, and that consumers who are skeptical of sustainability claims are less likely to purchase products with sustainability claims. Additionally, the findings suggest that consumers who perceive sustainability claims as credible are more likely to recommend products with sustainability claims, and that consumers who are willing to pay more for sustainable products are more likely to purchase products with sustainability claims. These findings have implications for companies seeking to effectively communicate their sustainability efforts and build trust with consumers. This study aimed to investigate the factors influencing consumer trust in sustainable products. The research revealed that credibility, transparency, and third-party influence are the most critical factors contributing to trust. The findings suggest that consumers place significant importance on a company's credibility and transparency when making purchasing decisions. Third-party influence, such as certifications and endorsements, also plays a crucial role in building trust. The study also found that company reputation and celebrity endorsement have a moderate impact on trust. While these factors are not as influential as credibility, transparency, and third-party influence, they still contribute to the overall perception of a company's trustworthiness.

The results of this study have important implications for businesses seeking to build trust with consumers. Companies can increase consumer trust by prioritizing credibility, transparency, and third-party certifications. This can be achieved through various means, such as providing clear and accurate product information, obtaining third-party certifications, and engaging in transparent business practices. Furthermore, the findings suggest that companies should focus on building a strong reputation and leveraging celebrity endorsements strategically. While these factors are not as critical as credibility and transparency, they can still contribute to a company's overall trustworthiness. In conclusion, this study provides valuable insights into the factors influencing consumer trust in sustainable products. The findings highlight the importance of credibility, transparency, and third-party influence in building trust and provide guidance for businesses seeking to increase consumer trust.

Based on the findings of the study, the following policy recommendations can be made to encourage sustainable consumer behavior and promote environmentally friendly purchasing decisions. These recommendations, if implemented, could help create a more sustainable marketplace by encouraging informed, environmentally conscious consumer behavior and promoting transparency and trust in sustainability claims.

- **Enhance Environmental Education Programs**: Given that environmental knowledge is a significant predictor of purchase intention for eco-friendly products, policymakers should invest in public

education campaigns and programs aimed at increasing environmental awareness. This could include integrating sustainability topics into school curriculums, offering community workshops, and supporting media campaigns that emphasize the benefits of environmentally friendly products and the importance of sustainability. Such initiatives could help increase consumer knowledge and influence their purchasing decisions in favor of more sustainable products.

- **Promote Positive Environmental Attitudes Through Incentives**: The study found that consumers with a positive environmental attitude are more likely to purchase sustainable products. Policymakers should create incentives, such as tax breaks, rebates, or discounts, for consumers who engage in environmentally friendly behaviors. For instance, offering financial incentives for purchasing products with eco-labels or supporting companies that adopt sustainable practices could help foster positive environmental attitudes and encourage more sustainable consumer behavior.
- **Strengthen Regulation on Sustainability Claims**: Trust in sustainability claims is a key factor influencing purchase intention. Policymakers should implement stronger regulations around the accuracy and transparency of sustainability claims made by companies. This could include creating standards for what qualifies as a "sustainable" product, requiring third-party certifications, and enforcing penalties for misleading claims. By ensuring that consumers can trust the sustainability information provided by companies, these policies would help increase consumer confidence and support the purchase of truly sustainable products.
- **Support the Development of Sustainable Products and Packaging**: Encouraging companies to develop products with minimal environmental impact, such as using sustainable materials or eco-friendly packaging, is essential. Policymakers can support this by offering grants or tax incentives for businesses that invest in green technologies or adopt sustainable production methods. Additionally, public policies could mandate or encourage the use of environmentally friendly packaging, which would directly appeal to consumers' preferences for sustainable products, as shown in the study. This would contribute to the overall sustainability of the market and align with the growing consumer demand for eco-friendly options.

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