

The Influence of Greenwashing on Green Purchase Behavior Using Expectations Confirmation Theory

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Abstract. There is a lot of evidence about the negative impact of greenwashing as a marketing strategy. Consumers have a high perception of sustainable products, even on products whose labels are not known to be true. This study aims to determine the effect of greenwashing on green brand image, green brand love, and green purchase behavior using Expectations Confirmation Theory. The study used purposive sampling with the criteria that consumers had purchased green-labeled food products for a maximum of 3 months and respondents were post-millennials born in 1996–2018. The study was conducted on 120 respondents through an online survey and analyzed using PLS-SEM with the smartPLS 3.0 analysis tool. The results of the study showed that of the five hypotheses, only one was significant. This shows that greenwashing in post-millennial consumers in developing countries has no effect on their purchasing behavior and the green brand image built by the company has succeeded in encouraging consumers to buy their products. Future research can expand the focus on the role of price in encouraging green product purchases, as well as examine new approaches to increase consumers' emotional attachment to green brands without ignoring economic aspects. The research is expected to be able to examine knowledge about green products and trust in green products as moderating or mediating variables.

Keywords: Greenwashing, green brand image, green brand love, green purchase behavior

Introduction

According to *Plastic Pollution by Country*, (2024) states that the world has experienced a plastic pollution crisis. Since 1950, humans have produced more than 8 billion tons of plastic, more than half of which goes straight to the trash and only about 9% is recycled. Society is becoming more sensitive and concerned about the environmental practices adopted by companies because the environmental practices adopted by companies are appreciated by society and companies face significant pressure to adapt to stakeholder demands (Santos et al., 2024). Successfully developing and producing environmentally friendly products or services is critical to reducing the environmental impact of industrial activities and encouraging cleaner production practices. The marketing process plays a crucial role in this, because input from marketing is very necessary in defining product concepts and designs (Marquis et al., 2016). Green consumerism which has paid attention to the green marketing strategy carried out by the company is expected to be able to influence consumers' green purchase intention towards green products.

According to a systematic review Netto et al., (2020) conducted exploring the greenwashing phenomenon in 10 years, there were 263 articles from Scopus and Web of Science, this shows that the latter states that greenwashing is difficult for general consumers to identify and only expert consumers know well about greenwashing. Consequently, it can be said that research in the field of greenwashing is a hot topic that has gained increasing importance in recent years with a diversity of perspectives and an alignment of different focuses (management, marketing, production, public policy and the environment) (Montero-Navarro et al., 2021). To date, academics have mainly analyzed the negative impacts of greenwashing in three different domains (Marquis et al., 2016). One is that there is ample evidence of the negative impact of greenwashing as a marketing strategy (in a business-to-consumer context) on end consumers' perceptions and beliefs (Guo et al., 2018; Szabo & Webster, 2021; Wu et al., 2019).

These calls for the negative consequences of greenwashing highlight that the phenomenon requires further research, especially as greenwashing is a commonly accepted undesirable outcome. The consequences of greenwashing is a topic that is already at an advanced level of study in academic literature. It is now important to analyze in depth the reasons for the existence of this phenomenon in developing countries (Valero-Gil et al., 2024). Consumers have a high perception of sustainable products, even for products whose labels are not known to be true (Urbański & Ul Haque, 2020). According to Nguyen et al., (2019) , this means that many companies abuse greenwashing to appear environmentally friendly in developing countries. As a result, the demand for eco-friendly products is expected to continue however, customers are still concerned between the image and reality of companies' ecolabels and they may still doubt the claims. Consumer perspectives make them concerned about various environmental issues when consuming products that are falsely advertised. However, this skepticism can be positive because consumers can be encouraged to seek further information about the authenticity

of a product by reading reviews, asking friends, checking websites, reading certification certificates, and so on. Consumer awareness of sustainable products is quite high, even for products whose labels are unknown (Urbański & Ul Haque, 2020). Consumers believe that greenwashing is caused by false claims on product labels or negative word-of-mouth from other consumers, which will have a negative impact on consumer attitudes and purchasing behavior towards the product or brand (Chen et al., 2019).

Generation Z or post-millennials are the largest generation in Indonesia, totaling 74.93 million people or covering 27.94% of the total population of Indonesia. Generation Z consumers in Indonesia care about environmental issues, are brand-conscious followers, like all kinds of brands, and follow trends closely, but they do not integrate it into their green purchasing practices compared to Generation X and Millennials (Kim et al., 2020). According to (Lakatos et al., 2018), Generation Z is the generation that is least involved in ecological consumption patterns compared to pre-millennials and millennials. In several previous studies, greenwashing was said to have a negative impact on environmentally friendly purchasing behavior (Hameed et al., 2021; Gil, Cabrera, Cepeda, and Ortega, 2021), but there are also studies that say it does not have a negative impact on environmentally friendly purchasing behavior, but has a positive impact (Krafft and Saito, 2014; Urbański and Ul Haque, 2020). Greenwashing has many factors that influence consumer purchasing behavior. According to Hameed, Hyder, Imran, Shafiq, (2021), there is still a lack of research that identifies the impact of greenwashing with the variables of green brand love, green brand image, and identifies the negative impact of greenwashing on green purchase behavior in general and suggests testing in developing industries or countries Hameed et al., (2021). Based on the literature study and research described above, this research takes the topic of changes in purchasing behavior of green products due to product labels love of green brands and green brand image, as well as its mediation on the greenwashing perspective of consumers in Indonesia.

Literature Review and Hypothesis Development

Expectations Confirmation Theory

Based on observations through expectations confirmation theory (Oliver, 1980) argued that when the results of some experiences do not match initial expectations (for example, due to performance that is lower than expected), a level of dissatisfaction will arise. Kim (2019) has proven this theory through consumer responses to greenwashing, which can be extrapolated to other stakeholders in the context of business relationships, such as commercial partners, suppliers, or even public institutions. Linking this situation to consumers' perceptions that if a brand consumed is proven to be a greenwasher, there will be increased dissatisfaction because initial expectations are not confirmed, thereby increasing the possibility that the relationship will be broken. We argue that these two theoretical perspectives are closely related to managerial trust, because the outcome expectations of business relationships between firms and stakeholders are determined by

managerial perceptions of trust. Managers tend to evaluate and interpret available information for decision making, which forms the basis for creating environmental expectations in business relationships (Siano et al., 2017), and these expectations are usually influenced by their level of trust in third parties.

Greenwashing dan green brand image

According to Hameed et al., (2021) perceptions of greenwashing can have a negative impact on consumers' perceptions of a company's environmental commitment. In more complex marketing, brand image is very important because consumers find it difficult to differentiate goods or services (Mudambi et al., 1997). Previous research highlights the negative influence of greenwashing on brands, one of which is green brand image, increasing greenwashing damages the company's green brand (Pimonenko et al., 2020). According to Padgett & Allen, (1997), brand image is a set of perceptions about a brand as shown by customers' brand associations with that brand. Therefore, greenwashing can damage a company's environmentally friendly image because it will make customers skeptical of environmentally friendly campaigns (Navarro et al., 2021). Companies deceive and mislead the public with their practices and products or services, companies engage in greenwashing, consumers become more discerning about companies' environmental claims, which makes them more skeptical of the company's image (Santos et al., 2024). Greenwashing practices are rife in commerce, and companies exaggerate the environmental friendliness of their products. However, Greenwashing damages the entire green sales group. Thanks to this reason, customers find it difficult to trust green sales campaigns and damage the company's image in consumers' minds (Nguyen et al., 2019). Therefore this research has a hypothesis:

H1: Greenwashing has a negative effect on green brand image

Greenwashing dan green brand love

Greenwashing is considered to damage brand loyalty, brand image, as well as brand love and have a negative impact on customer purchasing behavior for a company's products and services. Brand love is defined as the level of passionate emotional attachment that satisfied consumers have towards a particular brand (Hamouda & Aissaoui, 2024). Companies adopt greenwashing measures to save costs and increase their profits. This damages the love customers have for their brand for their products. Consumers don't like companies cheating them; they want products they can trust. Greenwashing hinders customer trust and brand love for the product. Consumers will be more aware of companies' greenwashing claims and their social responsibilities. When customers feel confused about any purchasing behavior, they may delay making a purchasing decision, which can have a negative impact on brand love and company performance (Hameed et al., 2021). Despite its clear advantages, research on brand love remains scarce, and an underdeveloped concept (Palusuk, dkk., 2019). Therefore this research has a hypothesis:

H2: Greenwashing has a negative effect on green brand love

Greenwashing dan green purchase behavior

The perception of greenwashing can have a negative impact on consumer attitudes and purchasing behavior towards a product or brand (Chen et al., 2019). For example, it appears that greenwashing affects consumer purchase behavior and intentions (Ahmad & Zhang, 2020; Bulut et al., 2021; Guerreiro & Pacheco, 2021; Hameed et al., 2021; Yang et al., 2020). On the other hand, Urbański & Ul Haque, (2020) found statistical evidence in their study that greenwashing does not affect consumer purchase intentions. In addition, climate warming causes consumers to be less selective when making purchase decisions (H. C. Wu et al., 2018), causes them to be more confused (Chen et al., 2013), and reduces their willingness to pay for counterfeit products (Lee et al., 2018). Greenwashing also has negative consequences for businesses. Higher levels of greenwashing lead to higher levels of higher attribution of blame and decreased intention to invest (Pizzetti et al., 2021). Greenwashing poses a major threat and does not offer a true competitive advantage (Jong et al., 2018). This is because greenwashing can have a negative impact on a company's financial performance as well as their green brand (Pimonenko et al., 2020). Therefore, only true green behavior can provide the desired benefits to various stakeholders (Jong et al., 2020). Therefore this research has a hypothesis:

H3: Greenwashing has a negative effect on green purchase behavior

Green brand image dan green purchase behavior

Brand reputation is one of the important factors in consumer purchasing behavior. "A set of beliefs, ideas, and impressions that a person has about an object" is the definition of image (Chakraborty & Biswal, 2023). A positive relationship exists between how customers view a brand of a product and how they make a purchase. If consumers have a bad impression of a particular brand, they are less likely to purchase the product. On the contrary, if the brand has a positive impression in the minds of consumers, they are more likely to purchase the product (Wu et al., 2018). Therefore, according to (Hameed et al., 2021), green brand image is more important for businesses because it increases customer awareness of green purchasing behavior and is limited by environmental policies by the government. To gain a competitive advantage over other players in the industry, companies must apply green marketing techniques in their green purchasing behavior. A good brand image will have a greater influence on consumer purchasing patterns and reduce the risk of consumer health problems. On the contrary, a bad brand image will harm the company, reduce their productivity, reduce consumer interest in the product, and greatly disrupt consumer purchasing expectations. Corporate image greatly helps to improve brand reputation and foster positive attitudes, which leads to the adoption of the company's products. According to the marketing study of (Kamalanon et al., 2022), green practices such as production, packaging, material recovery, and sales of green products can enhance the reputation of companies, especially green companies. However, there is

still a lack of empirical studies in the context of purchasing green products. We analyze the impact of green attitudes on a company's green image by proposing the hypothesis:

H4: Green brand image has a positive effect on green purchase behavior

Grand brand love dan green purchase behavior

Many people do not know the term "brand love" because it is new in consumer behavior research. Research on brand love is still limited and underdeveloped, although it has clear advantages (Palusuk et al., 2019). Customers who have more brand love buy more of a particular product compared to those who have low levels of brand love. This is due to the fact that Hameed et al., (2021) stated that consumers who love a particular brand very much will have a strong attachment and affection for the brand, which in turn will make consumers satisfied and motivated to buy the product. This is why companies develop plans to foster customer brand love. Hameed et al., (2021) stated that someone who loves a brand will have a positive attitude and perception towards a particular product. Customer love for a brand is positively correlated with their purchasing actions. The greater the love for a brand, the more people buy the product, and the less love for the brand. However, in the case of natural products, consumer opinions about brands are still unclear. In addition, research on brand love is still very new and focuses on its conceptualization (Sreen et al., 2021). However, brand love contributes to the formation of a strong bond with the brand. The hypothesis used in this study is

H5: Green brand love has a positive effect on green purchase behavior

Research Method

This research uses a quantitative research design. This research is explanatory research because it aims to test the relationship between several variables being investigated with a hypothesis formulated firmly and clearly which is based on several theories that are considered to support the research (Neuman, 2014:40). The population of this research is all consumers who perceive that there are companies that carry out deceptive green marketing. The research used purposive sampling with criteria consumers have purchased green labeled food products for a maximum of 3 months and respondents were post-millennials born in 1996–2018. The study was conducted on 120 respondents through an online survey and analyzed using PLS-SEM with the smartPLS 3.0 analysis tool. The research uses 5 specific scales. PLS-SEM using smartPLS 3.0 consists of two sub models, namely the measurement model or also called outer model which shows how the observed variables represent the latent variables to be measured. This research uses 5 greenwashing measurement items from (Chen dan Chang, 2012); Zhang *et al.*, 2018), Chang, 2012; Zhang et al., 2018), 4 green purchase behavior items from (Kim dan Choi, 2005), 5 green brand love items from (Carroll dan Ahuvia, 2006), and 5 green brand image items (Chen, 2010).

Result and Discussion

This research is based on 120 respondents who met the specified criteria. The results of research that have been carried out and processed to determine the influence greenwashing on green purchasing behavior for green products.

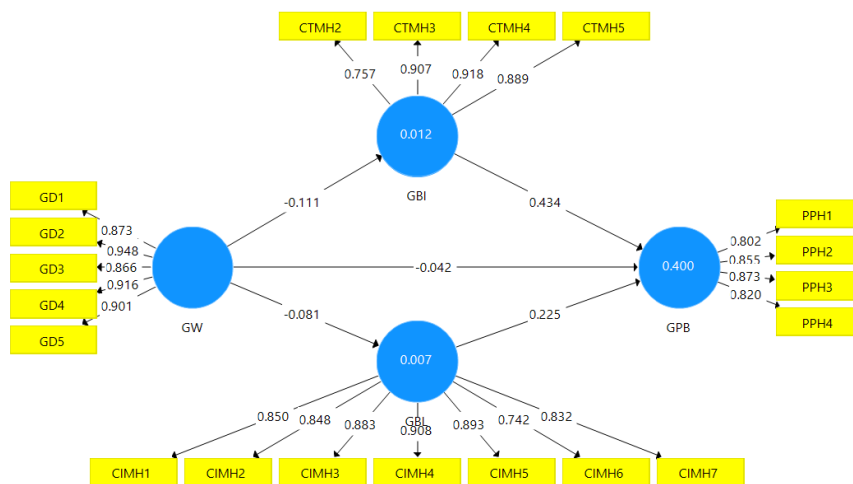


Figure 1. Algorithm
Source: Primary data processed by Smartpls 3.0

Tabel 1. Outer Loadings

Item	GBI	GBL	GPB	GW
CIMH1		0,850		
CIMH2		0,848		
CIMH3		0,883		
CIMH4		0,908		
CIMH5		0,893		
CIMH6		0,742		
CIMH7		0,832		
CTMH2	0,757			
CTMH3	0,907			
CTMH4	0,918			
CTMH5	0,889			
GD1				0,873
GD2				0,948
GD3				0,866

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GD4		0,916
GD5		0,901
PPH1	0,802	
PPH2	0,855	
PPH3	0,873	
PPH4	0,820	

Source: Primary data processed by Smartpls 3.0

Based on results Outer Model to see validity and reliability. Based on figure 1 and table 1 Value Outer loading on table shows that each variable indicator has a value outer loading ≥ 0.7 , previously the Green brand image indicator (CTMH1) was removed because the value was ≤ 0.7 . This was done so that the results provided were better.

Tabel 2. Construct Reliability dan Validity

Variable	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
GBI	0,892	0,905	0,925	0,757
GBL	0,937	0,946	0,949	0,727
GPB	0,858	0,860	0,904	0,702
GW	0,947	1,005	0,956	0,812

Source: Primary data processed by Smartpls 3.0

Based on table 2 Reliability and Validity show that The AVE value obtained is > 0.5 . Based on the results of the value table reliability test Cronbach's alpha And Composite Reliability each variable has a value > 0.70 . This shows that the constructs in this research are valid and reliable. Next, the research is viewed through the Inner Model to see the direct effect results.

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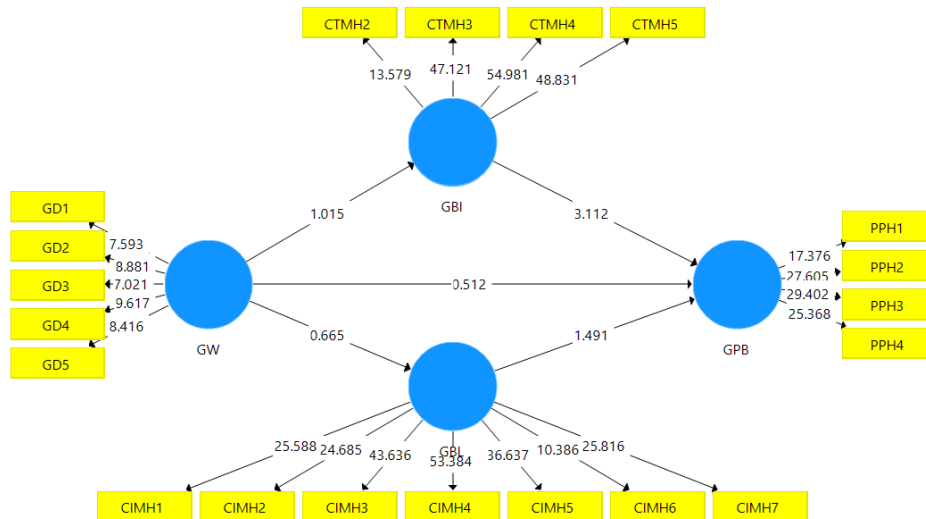


Figure 2. Bootstrapping
Source: Primary data processed by Smartpls 3.0

Tabel 3. Path Coefficients Test Results

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
GBI -> GPB	0,434	0,442	0,140	3,090	0,002
GBL -> GPB	0,225	0,220	0,148	1,514	0,131
GW -> GBI	-0,111	-0,102	0,122	0,913	0,362
GW -> GBL	-0,081	-0,075	0,128	0,632	0,528
GW -> GPB	-0,042	-0,036	0,087	0,486	0,627

Source: Primary data processed by Smartpls 3.0

This hypothesis can be said to be accepted when P Values < 0.05 and t table > 1.96. Based on Figure 2 and Table 2, it shows that almost all hypotheses have P Values > 0.05 and t table < 1.96, so Hypotheses 1, 2, 3, and 5 were declared not supported. The resulting value of the variable green brand image on green purchasing behavior with a statistical t value of 3.090 > t table 1.96 or p value 0.002 < 0.05. Statistically it can be said that green brand image has a positive and significant effect on green purchase behavior in the context of ecolabeled food, so it can be said that hypothesis 4 is supported.

This research is inconsistent because greenwashing has no effect on the image of green brands Chen *et al.*, (2018) which revealed that greenwashing can confuse customers because untrustworthy marketing can make it more difficult for them to

evaluate the company's products and result in damage to the company's green brand image. The level of consumer awareness and education about environmental issues is often lower compared to developed countries. This makes consumers less able to detect greenwashing claims. For example, research shows that consumers in developing countries may not have enough knowledge to critically evaluate environmentally friendly claims, so they are more easily influenced by misleading marketing. Society does not have strong values regarding sustainability or if sustainability is not considered a top priority, then greenwashing practices may not have a significant impact on purchasing behavior. Consumers are more likely to be influenced by other factors such as price and product availability compared to environmentally friendly claims (Magang Alam, 2023). This is the reason why everything related to the greenwashing variable is not supported. In developing countries, limited information about sustainable practices can make consumers less aware of greenwashing. As a result, they may continue to purchase green products without considering whether the claims are valid or not (Desty & Kurniawati, 2023), so that hypotheses 1, 2, and 3 are not supported.

Green brand image influences green purchase behavior. The results in this study are in line with the findings of Chen, (2010) who stated that companies dedicated to enhancing their green brand image are not only for social responsibility alone, but also enable them to increase their customers' green purchasing behavior on electronic products in Taiwan. Research also shows that greenwashing has a spillover effect, meaning that the greenwashing practices of one brand negatively impact consumers' intention to purchase other brands in the same industry (Wang et al., 2020). Consumers make a comprehensive assessment of the brand image of other companies, even if they produce truly green products (Kahraman & Kazançoğlu, 2019). Besides, Chen *et al.*, (2018) also found Green brand image is an important determinant in the green era, so it is confirmed that the company's green brand image is positively related to the green purchasing behavior of consumers of green products in general in China, so hypothesis 4 is supported.

Green brand love has no effect on green purchase behavior. There are several allegations that occur, such as in developing countries, consumers prioritize economic factors such as price and product availability compared to emotional values related to green brand love. Research shows that when consumers face financial constraints, they tend to choose products based on lowest price or basic needs, not based on love for green brands. Research (Desty & Kurniawati, 2023) states that the price of green products is often considered more expensive than conventional products, thus preventing consumers from making purchases even though they like the brand so hypothesis 5 is not supported.

Conclusion

This research shows that the greenwashing variable does not influence the image of green brands in developing countries, in contrast to the results of research in developed countries. This is caused by the low level of consumer awareness and education regarding

environmental issues, as well as the value of sustainability not being a top priority. Consumers are more influenced by product price and availability than environmentally friendly claims, so greenwashing practices do not have a significant impact on purchasing behavior. On the other hand, green brand image is proven to have a positive influence on green purchasing behavior, indicating that companies that succeed in building a green image can increase customer loyalty towards environmentally friendly products. However, green brand love does not influence green purchasing behavior because consumers in developing countries consider economic factors more than emotional aspects.

Limitations

Therefore, the hypothesis related to greenwashing and green brand love is not supported, while the hypothesis related to green brand image is supported. Future researchers need to explore the relationship between economic factors, level of environmental awareness, and green purchasing behavior in more depth. Research could also expand the focus on the role of price and financial incentives in encouraging the purchase of green products, as well as examine new approaches to increase consumers' emotional attachment to green brands without ignoring economic aspects. The research is expected to examine knowledge about green products and trust in green products as moderating or mediating variables. This research only looks at it from the perspective of Expectations Confirmation Theory. It is hoped that further research can use other theories that are able to capture consumer perspectives more deeply, such as CAB theory, utility theory & rational choice theory, or equity theory. This study only used post-millennial generation respondents, it is hoped that further research can use other criteria such as other generations or differentiated by gender.

Implications

This study contributes to the literature on greenwashing by providing empirical evidence on how misleading environmental claims affect green purchasing behavior through the Expectations Confirmation Theory (ECT) approach. While previous studies have focused more on the direct impact of greenwashing on consumer trust, this study highlights the role of expectation confirmation in shaping green purchasing decisions. For companies, companies should be more careful in delivering their green marketing campaigns. Exaggerating environmental credentials without strong evidence can lead to expectation disconfirmation, which ultimately damages consumer trust and inhibits green purchase behavior. Therefore, brands need to emphasize honesty and transparency in their environmental claims, as well as provide real evidence related to the environmental benefits of the products being marketed. For consumers, consumers need to be more critical in assessing a product's environmental claims. This study shows that consumers who verify green claims through third-party certification are more likely to have consistent green purchasing behavior. Therefore, education is needed on how to

distinguish valid green claims from greenwashing so that consumers can make more environmentally conscious purchasing decisions.

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