



Factors Affecting Intention to Purchase Green Products

Chenhe Zhang

Qingdao No. 9 High School (Qingdao Foreign Language School),
Qingdao, Shandong, 266426, China

631501011222@mails.cqjtu.edu.cn

Abstract. This study aims to analyze various factors influencing consumers' intention to purchase green products. By integrating relevant literature and practical cases, it is found that multiple factors interact to influence consumers' decisions, and these factors have both positive and negative effects. Among the positive influencing factors, the appeal of green advertising stands out. In addition, the enhancement of consumers' perceived value, covering emotional, social, functional values, and the actual benefits of purchasing green products, can all strengthen the purchase intention. Substantive environmental protection actions of enterprises, such as Apple's environmental protection measures, can enhance brand trust and promote product sales. Social norms can also guide consumption. However, negative influencing factors also exist. Problems such as high prices, difficulty in judging the environmental friendliness, limited purchase channels when buying green products, as well as consumers' concerns about product quality and origin, all hinder the purchase behavior. In conclusion, enterprises should earnestly fulfill their environmental responsibilities and ensure truthful publicity. Society needs to strengthen supervision, publicity, and education. Future research can focus on the differences in influencing factors under different backgrounds to provide more ideas for promoting green consumption.

Keywords: Green products, Purchase intention, Influencing factors, Perceived value, Perceived greenwashing

1 Introduction

In the general trend of sustainable global development, green consumption has gradually become a prominent trend. With the continuous enhancement of the public's environmental awareness, green products are highly favored, and they have great market potential. Green products not only meet consumers' daily use needs but also play an important role in environmental protection and sustainable resource utilization.

However, in reality, consumers' intention to purchase green products has not increased synchronously with the demand but is comprehensively influenced by multiple factors. This phenomenon has attracted great attention from the academic and business communities. From the enterprise's perspective, understanding these influencing factors is the key to formulating effective marketing strategies, enhancing product competitiveness, and expanding the green market. For example, enterprises

need to know how to promote the green advantages of their products to attract consumers. From a social perspective, studying these factors is of great significance for promoting sustainable consumption and promoting the coordinated development of the economy and the environment. With clarifying how social norms guide consumers' green purchase behavior, people can carry out environmental protection publicity more effectively and encourage consumers to choose green products. Although previous studies have touched on the factors influencing consumers' intention to purchase green products, the action mechanisms of many factors are still unclear, and the interactions between different factors remain to be further studied. For example, consumers with different levels of power have different reactions to green advertising appeals, and the impact of these differences on purchase decisions in a complex market environment currently lacks in-depth analysis.

Based on this, this article comprehensively and systematically analyzes various factors influencing consumers' intention to purchase green products, explores their internal mechanisms and interrelationships. By integrating theory with practical cases, it excavates the key factors behind consumers' purchase decisions, provides references for enterprises to formulate marketing strategies, offers theoretical support for society to promote sustainable consumption, and contributes to the development of the green economy.

2 Positive Influencing Factors

2.1 Green Advertising Appeals

Self-interested advertising appeals emphasize the high degree of fit between the health and safety of products and consumers' own interests, resonating with consumers' demands for green products and meeting their needs for such products [1]. In the drinking water industry, Nongfu Spring's advertisements highlight the high-quality ecological environment of its water sources, such as the Chang-bai Mountain and Qiandao Lake water sources, which have natural and pure water resources. The brand adopts advanced production processes and strictly controls every link in the production process to ensure that each bottle of water meets high-standard health and safety requirements, free from any impurities and harmful substances. This meets consumers' needs for safe and healthy drinking water, allowing them to drink pure and reassuring water in their daily lives, which is in line with the concept of green products caring for consumers' health.

2.2 Power

There is an Interaction between Power Perception and Advertising Appeals. High-power consumers have an agentic orientation and pay more attention to the satisfaction of their own needs. Therefore, high-power consumers are easily influenced by self-interested green advertising appeals and thus have a stronger intention to purchase green products; low-power consumers have a communal orientation and consider the interests of others when making decisions. Therefore, low-power con-

sumers are more easily influenced by altruistic green advertising appeals [1]. In the high-end automotive market, Tesla's electric vehicle advertisements targeted at high-power consumers are typical examples of self-interested green advertising appeals. The advertisements focus on highlighting the vehicle's high performance, advanced technological configurations, and the ultimate pursuit of the driver's own experience. For example, the autonomous driving assistance system can greatly improve driving convenience and safety, meeting the driver's needs for efficient travel and personal comfort. At the same time, it emphasizes the environmental advantages of electric vehicles, such as zero exhaust emissions, which not only allows consumers to enjoy the fun of driving but also enables them to demonstrate their environmental protection concept while meeting their own needs. This makes high-power consumers more easily impressed and enhances their purchase intention for Tesla electric vehicles.

In the field of public welfare environmental protection projects, the promotion of Ant Forest is an altruistic green advertising appeal targeted at low-power consumers. Ant Forest promotes that users' low-carbon behaviors in daily life (such as walking, online payment, etc.) can accumulate energy, which can then be used to plant real trees in desert areas, improving the ecological environment and creating value for others and society. Low-power consumers tend to consider the interests of others when making decisions. Seeing that their small actions can contribute to improving the Earth's ecology, they will actively participate, reflecting the strong influence of altruistic green advertising appeals on them. For example, many users will choose green travel methods more actively to reduce carbon emissions in order to plant more trees in Ant Forest.

High-power Consumers Are More Inclined to Purchase Green Products. High-power consumers usually choose green products for a healthier lifestyle or due to the influence of traditional concepts, fulfilling their social responsibilities and obligations to protect the environment. Therefore, they have a higher intention to purchase green products than low-power consumers [2]. In terms of the pursuit of a healthy lifestyle, take some high-power consumers such as corporate executives as an example. Due to their busy daily work and high pressure, they pay great attention to their own health conditions. In order to maintain a good physical quality and living state, they often choose to purchase air purification equipment, such as the air purifier of IQAir. During the promotion of such products, it is emphasized that they adopt advanced filtration technology, which can effectively remove harmful substances such as PM2.5, formaldehyde, bacteria, and viruses in the air, thus creating a healthy and clean indoor breathing environment for users. Based on the health needs of themselves and their families, high-power consumers usually choose such green products without hesitation. Compared with low-power consumers, they are clearly more capable and willing to invest in health.

Power Affects Consumers' Preference Types for Green Products. High-power consumers prefer self-interested green products, while low-power consumers prefer altruistic green products, which confirms the view of the agentic-communal orienta-

tion model. High-power individuals pay more attention to themselves and are prone to an agentic orientation, so they prefer green products that are beneficial to themselves; low-power individuals pay more attention to others and the social environment and are prone to a communal orientation. Therefore, they are more inclined to purchase altruistic green products [2]. In the high-end fitness equipment field, high-power consumers such as corporate bosses usually choose to buy home-use smart fitness equipment, such as the Peloton stationary bike. This kind of product is not only equipped with a professional-level sports monitoring system that can accurately analyze users' sports data and customize fitness plans for users, meeting their personalized fitness needs, but also uses environmentally friendly recyclable materials in material selection, meeting the green product standards. Corporate bosses purchase such products mainly for the consideration of their own health and the improvement of their quality of life, reflecting the preference of high-power consumers for self-interested green products.

In the fast-moving consumer goods and daily necessities field, low-power consumers such as ordinary office workers may be inclined to choose brands that advocate environmental protection concepts and participate in public welfare activities when purchasing toilet paper. For example, a certain brand of toilet paper promises that for every certain number of products sold, it will donate a batch of supplies to schools in poverty-stricken areas to help improve the local educational environment. When ordinary office workers purchase, considering that their consumption behavior can have a positive impact on others and society, they are more willing to choose such altruistic green products, which is also in line with the characteristics of low-power consumers paying attention to others and the social environment and verifies the view of the agentic-communal orientation model.

2.3 Consumers' Perceived Value

Emotional Value. When consumers purchase green products, they often experience a sense of pleasure. Some studies have pointed out that when consumers make decisions to purchase green products, they will have a unique sense of satisfaction due to their environmental protection behavior. This emotional experience can significantly enhance their purchase intention [3]. It has a significant positive impact on product trust, thereby enhancing the purchase intention. Items measuring emotional value such as "Green products make me feel comfortable and happy" and "Green products make me feel relaxed" indicate that consumers can obtain positive emotional experiences when purchasing green products. This experience will make them trust the products more and be willing to purchase [4]. For example, when purchasing a shampoo made of natural ingredients, consumers will feel happy because they are taking care of themselves and the environment. This kind of shampoo uses natural plant extracts, such as tea tree oil and lavender essence, and does not contain harmful chemical components such as silicone oil and sulfates. It can not only effectively clean the hair but also reduce irritation to the scalp and will not pollute the water environment. During the use process, consumers feel the improvement of their hair health

and think that their choice is beneficial to environmental protection, so they will have a sense of satisfaction, which in turn enhances their purchase intention.

Social Value. Purchasing green products can not only improve others' perception of oneself but also enhance one's social image. For example, purchasing a new energy vehicle often makes people around think that one pays attention to environmental protection. This increase in social recognition encourages consumers to make purchase decisions. Some studies have found that factors such as social pressure and peer competition have a significant impact on the purchase behavior of green products. Therefore, social values are an important factor in enhancing consumers' purchase intention [3]. It has a positive impact on product trust and promotes consumers to purchase green products. Items such as "Green products bring me social recognition" and "Green products make me contribute to energy conservation and emission reduction" show that consumers can meet their social responsibilities and obtain social recognition when purchasing green products. This makes them trust green products more and be more inclined to purchase [4]. For example, when participating in some social activities, wearing clothes made of organic cotton or recycled fiber. The raw materials of these clothes are produced in a sustainable way, reducing the pressure on the environment. When others learn about the environmental protection attributes of the clothes, they will affirm the wearer's fashion taste and environmental protection concept. In activities organized by some environmental protection organizations, participants wearing green clothes are more likely to obtain recognition and communication opportunities from other members. This manifestation of social value prompts consumers to be more willing to purchase green clothes, meeting their own wearing needs and enhancing their social image at the same time.

Functional Value. The good performance, high-quality design, and reasonable price of green products usually enhance consumers' purchase intention. When green products perform superiorly in terms of quality and function, consumers often feel that they "get what they pay for". This recognition of product functions also promotes purchase decisions [3]. The functional value of green products has a positive impact on product trust and thus a positive impact on the purchase intention [4]. For example, a new national standard electric bicycle of Yadea has a strong performance. The high-performance battery equipped with has an excellent battery life, meeting the needs of daily commuting and short-distance travel. Its appearance design is fashionable, in line with the aesthetic of young people nowadays, and it adopts an ergonomic design, making the riding comfortable. In terms of price, it has a high cost-performance ratio. Among the new national standard electric bicycles, it provides a high-quality product experience at a reasonable price. After weighing the performance, design, and price, consumers often choose to purchase it decisively.

Perceived Benefits of Purchasing Green Products. When consumers think that purchasing green products can bring various benefits, such as psychological satisfaction and improvement of the quality of life, it will stimulate their desire to purchase

[5]. For example, in the Islington area of London, UK, the local community encourages residents to participate in the "Green Street" project. Residents actively respond and purchase street benches made of recycled plastic and donate them to the community. These benches are not only beautiful in appearance but also effectively reduce the landfill of plastic waste and contribute to environmental protection. When residents see that the originally monotonous street has become more vibrant because of these green products and learn that their actions have had a positive impact on environmental protection, they feel a sense of achievement. This social recognition and the sense of contribution to environmental improvement prompt residents to pay more attention to green products. Many people also actively participate in other environmental protection projects organized by the community and purchase more green products for the construction of community public facilities, such as solar-powered signboards and rainwater collection barrels.

2.4 Enterprises' Environmental Protection Advertising Propositions

Enhance Purchase Intention. The persuasiveness of environmental protection advertisements is usually better than that of advertisements without environmental protection propositions. In particular, substantive environmental protection propositions are more influential than associative advertising propositions. Substantive environmental protection propositions mean that enterprises have actually taken corresponding actions for environmental protection. Therefore, consumers believe that substantive environmental protection propositions can better demonstrate enterprises' determination to protect the environment, thus increasing the purchase intention of green products [6]. Apple has taken many substantive actions in environmental protection and reflected them in its advertising. For example, Apple is committed to reducing carbon emissions in the product production process by using renewable energy to power its factories and optimizing product design to reduce energy consumption. In terms of product materials, Apple continuously increases the proportion of recyclable materials used. For example, in the iPhone 14 series products, certain proportions of recycled materials are used in the motherboard solder and battery anode. At the same time, Apple has launched a "trade-in" program to encourage consumers to recycle old devices and reduce electronic waste. These actual actions allow consumers to see Apple's serious attitude towards environmental protection. When purchasing electronic products, compared with brands that only mention environmental protection concepts in advertisements but have no actual actions, consumers are more willing to choose Apple's products.

Enhance Brand Trust and Promote Brand Selection. Enterprises can effectively enhance consumers' trust in the brand by demonstrating practical environmental protection actions in environmental advertisements. This, in turn, becomes a key factor influencing consumers' choices when they purchase goods [6]. BMW showcases its R & D investment in new energy technologies in its environmental protection advertisements, such as its innovative achievements in the fields of pure electric vehicles

and plug-in hybrid vehicles. At the same time, BMW factories actively use renewable energy to reduce carbon emissions during the production process. Through the promotion of these environmental protection measures, consumers can see BMW's attention to environmental issues, and their trust in the brand has significantly increased. Many consumers, when choosing to buy a car, will be more inclined to choose BMW's new energy models because of its environmental protection image, believing that BMW not only provides high-performance cars but also fulfills its environmental responsibilities.

2.5 Social Norms

Social norms can urge people to pay attention to environmental protection issues. Consumers influenced by social environmental protection actions and concepts will choose to purchase green products. Therefore, consumers' sense of social responsibility is positively correlated with their intention to purchase green products [5]. For example, community environmental protection publicity activities: The Palo Alto community in California, USA, has been committed to environmental protection for a long time. The community regularly holds the "Green Living Festival". In the activities, not only do experts give lectures on environmental protection knowledge, but also environmental protection enterprises are invited to display various green products. In one activity, the current situation of local water shortage and the impact of residents' daily water-use habits on the environment were introduced in detail. Residents were encouraged to save water, and water-saving faucets, smart water meters, and other water-saving products were displayed. After participating in the activity, residents deeply felt their great responsibility in water resource protection. Then, many families actively purchased water-saving appliances, such as high-efficiency water-saving toilets, to reduce water waste and fulfill their environmental responsibilities when renovating or replacing water-using equipment. This clearly shows that the sense of social responsibility inspired by community environmental protection activities effectively promotes consumers' intention to purchase green products.

2.6 Green Product Characteristics

Product characteristics such as quality, availability, and environmental protection labels can make consumers think that products are beneficial to the environment and have high use value, so they are willing to purchase [5]. Product functional attributes (such as health, quality, taste, etc.), green attributes (environmentally friendly production, recyclability, etc.), and high-quality products are considered to have a positive impact on consumers' purchase of green products [6]. In the general trend of environmental protection consumption, various products attract consumers with their unique advantages. For example, the Blueair air purifier from the United States, in terms of function, is equipped with a professional-level HEPASilent multi-layer filter, which can efficiently remove harmful pollutants such as PM2.5, pollen, bacteria, viruses, and formaldehyde. It is especially suitable for families with the elderly, children, or people with allergic constitutions, creating a fresh and healthy breathing envi-

ronment for them. In terms of green attributes, Blueair uses energy-saving motors, which greatly reduces energy consumption, and the body shell is made of recyclable environmental-friendly plastic materials. In terms of product quality, this brand has passed a number of international authoritative certifications, such as the German Rheinland TÜV certification, with stable and reliable performance. Therefore, in the face of haze weather or indoor air pollution problems, consumers purchase it based on their recognition of its functions, green attributes, and high quality, which not only guarantees the health of their families but also practices the concept of environmental-friendly consumption. Another example is the organic cotton T-shirt launched by the Swedish brand H&M. In terms of function, organic cotton is soft, skin-friendly, breathable, and has good hygro-scopicity and air permeability, which is very suitable for people with sensitive skin and can bring a comfortable experience even in hot weather. In terms of green attributes, the cultivation of organic cotton follows natural laws, without the use of genetically modified seeds, reducing the use of chemical pesticides and fertilizers, and reducing pollution to the soil and water sources. The production adopts an environmentally friendly dyeing process, reducing the emission of harmful chemical substances. The production process is elaborate, with fine stitches and wear-resistant fabric, ensuring high quality. As consumers pay more and more attention to comfort, health, and environmental protection when purchasing clothing, this organic cotton T-shirt attracts many consumers who pursue a quality life and environmental protection concept with these characteristics. Many people will buy multiple pieces at once to meet their daily wearing needs.

3 Negative Influencing Factors

3.1 Negative Impacts of Perceived Greenwashing

Arouse Suspicion. Some enterprises may engage in "greenwashing" behavior, that is, providing vague, false, or unverifiable environmental protection information in advertisements to deceive consumers [6]. For example, H&M was once exposed for exaggerating in its environmental protection publicity, claiming to use a large amount of sustainable materials, but the actual proportion was much lower than what was advertised.

Reduce Brand Trust and Purchase Intention. Once consumers discover such greenwashing behaviors, they will become skeptical of the company's environmental claims, which in turn reduces their trust in the products [6]. This will not only lead to a decrease in the purchase of the brand's current green products but also affect future purchasing decisions and lower brand loyalty. Consumers may switch to brands that are more environmentally conscious and have truthful promotional claims [7]. From an economic perspective, consumers will think that the green products they bought at a high price do not meet their expectations and feel that they have suffered economic losses. In terms of environmental benefits, when consumers find that there is "greenwashing" behavior in the packaging and other aspects of green products, they will lose trust in the product and even the entire green product industry, directly leading to a decline in purchase intention [7]. Just like Volkswagen's "emissions scandal", its

false publicity in exhaust emission environmental protection caused consumers' trust in the brand to collapse, and its sales also dropped significantly, seriously affecting the enterprise's market reputation and long-term development.

3.2 Perceived Risks and Inconveniences of Purchasing Green Products

Price Factor. Green products often have relatively high prices due to reasons such as production processes and raw material costs [5]. Green products have increased costs due to environmentally friendly raw materials, advanced technologies, or sustainable production models, so their prices are often on the high side [8]. For example, in the production of organic food, without the use of chemical fertilizers and pesticides and following stricter production standards, the production cost increases, and the price is usually 20%-50% higher than that of ordinary food. For some price-sensitive consumers, when their budget is limited, faced with high-priced green products, they will feel that purchasing green products will bring economic pressure to their lives, and thus be more inclined to choose traditional products with affordable prices, which directly affects their intention to purchase green products.

Difficulty in Judging the Degree of Environmental Friendliness. Judging the degree of environmental friendliness of green products is a major challenge for consumers. There are a wide variety of environmental protection labels on the market for green products, lacking unified standards, making it difficult for consumers to distinguish their authenticity and reliability [5]. Take laundry detergent as an example. Some products claim to be "natural" and "environmentally friendly", but consumers can hardly understand the exact impact of their ingredients on the environment from the packaging and publicity, nor can they know whether the production process is truly environmentally friendly. This information asymmetry makes consumers hesitant when purchasing green products, increasing the uncertainty and risk of purchase, and thus reducing their purchase intention.

Limited Purchase Channels. The purchase channels for green products are relatively limited, which brings inconvenience to consumers [8]. Difficulty in obtaining products and inconvenience in purchasing seriously hinder consumers from buying green products [9]. In some small and medium-sized cities or remote areas, green products may only be available in a few large supermarkets or exclusive stores, and ordinary consumers can hardly find the green products they need easily in their daily shopping places. For example, as a green travel tool, new energy vehicles have imperfect charging piles and other supporting facilities in some areas, and their sales networks are not as extensive as those of traditional fuel-powered vehicles. Consumers will worry about problems such as inconvenient charging and difficult after-sales maintenance when purchasing and using new energy vehicles, which makes many consumers hesitant when considering purchasing them.

3.3 Health Consciousness

Health consciousness, as one of the important factors influencing consumers' purchase behavior, does not have a simple positive correlation with the intention to pur-

chase green products. In some cases, it even has a negative impact on the intention to purchase green products. Logically, the enhancement of health consciousness should make consumers pay more attention to the health of themselves and their families and thus have a positive attitude towards green products. After all, green products are usually promoted as being produced in a more environmentally friendly way, using natural or organic raw materials, and theoretically can reduce potential harm to human health, which meets the needs of consumers who pursue a healthy life. However, a large number of research results show that health consciousness sometimes can have a detrimental effect on the intention to purchase green products. The key factor is that consumers lack confidence in the source and quality of green products on the market [10]. In the real market environment, the green product market is mixed, and the product quality varies greatly. For example, in the organic food market, many products claim to be organic food and are sold at higher prices, but consumers find it difficult to judge whether they truly meet the organic standards. Some unscrupulous merchants take advantage of consumers' favor for organic food and sell ordinary food as organic food. Concerned consumers will worry about buying products that do not live up to their claims when facing such "organic foods" with unknown sources. They are worried that they not only cannot guarantee their health but may even suffer losses due to buying low-quality products at high prices. This concern makes them extremely cautious when purchasing green products, often reducing their purchase intention.

4 Conclusion

This study focuses on the factors influencing consumers' intention to purchase green products and finds that positive and negative factors jointly affect consumers' decisions.

Among the positive factors, green advertising appeals have a significant impact. Self-interested appeals are easy to stimulate the purchase intention because they meet consumers' needs for their own health and safety, such as Nongfu Spring's promotion of high-quality water sources. There is an interaction between power perception and advertising appeals. High-power consumers are greatly influenced by self-interested appeals, such as Tesla's advertisements featuring high-performance, high-tech, and environmentally friendly features targeted at them; low-power consumers are more easily moved by altruistic appeals, such as the promotion of Ant Forest. Moreover, high-power consumers are more inclined to purchase green products for the pursuit of a healthy life or to fulfill social responsibilities, and they prefer self-interested green products, while low-power consumers are the opposite.

Consumers' perceived value is also crucial. The emotional value brought by purchasing green products, such as the pleasure of using natural shampoo; the social value, such as obtaining social recognition by buying new energy vehicles; the functional value, such as the high performance, good design, and reasonable price of Yadea electric vehicles, and the perceived benefits of purchasing green products, such as the sense of achievement from participating in the "Green Street" project, can all enhance the purchase intention. The substantive environmental protection advertising

propositions of enterprises, such as Apple's actual actions in environmental protection, can enhance brand trust and promote product sales. Social norms can also guide consumers to purchase green products, as demonstrated by the environmental protection activities in the Palo Alto community in the United States, which prompt residents to purchase water-saving products. Green product characteristics, such as the functions, green attributes, and high quality of Blueair air purifiers and H&M organic cotton T-shirts, can also drive consumers to make purchases.

However, negative factors cannot be ignored. Perceived greenwashing can arouse consumers' suspicion of enterprises' environmental protection claims, reduce brand trust, and lower the purchase intention. H&M's exaggerated publicity and Volkswagen's "emissions scandal" are typical cases. Purchasing green products also faces perceived risks and inconveniences. High prices, difficulty in judging environmental friendliness, and limited purchase channels all hinder consumers from buying. The high price of organic food, the non-standardized environmental protection labels of laundry detergents, and the imperfect supporting facilities for new energy vehicles are specific manifestations. Health consciousness can also reduce the intention to purchase green products in some cases. Consumers' concerns about the source and quality of green products make them cautious when facing organic food.

In conclusion, enterprises should attach importance to environmental protection actions and truthful publicity, formulate strategies for different consumers, reduce costs, improve quality, standardize labels, and expand channels. Society needs to strengthen publicity, education, and supervision. Future research can focus on the differences in influencing factors under different backgrounds to provide more support for promoting green consumption.

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