

# Predictors of Green Brand Love Via Brand Trust as Function of Green Marketing: Moderating Role of Green Altruism

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## Predictors of Green Brand Love Via Brand Trust as Function of Green Marketing: Moderating Role of Green Altruism

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### Abstract

Based on the customers' awareness of environmental issues and the desire to safeguard their surroundings by achieving sustainable use of nonrenewable resources, the current research follows the information processing theory's assumptions regarding green marketing. The purpose of this study is to explore the effect of green information quality in the form of information persuasiveness, trustworthiness, and completeness on consumers' trust in green brands and subsequent preference for green brands. To achieve the study's aims, time-lagged research was conducted utilizing the mall intercept method and a multi-stage random sample strategy by visiting various malls and markets in the Indonesian province of Banjarmasin. Using the SmartPLS v.4 software, structural equation modeling was used to data gathered from 533 respondents surveyed. The results indicated that the quality of green information strongly predicts green brand love and brand trust among consumers of natural or organic products. Results showed that information credibility, followed by completeness and persuasiveness, had the greatest impact on brand love, directly and indirectly, via the underlying mechanism of green brand trust. The findings of this study contribute to the existing knowledge of sustainability marketing and have various policy implications.

**Keywords:** Green Brand Love and Trust; Green Information Quality; Information Credibility; Information Completeness; Information Persuasiveness; Green Altruism.

### Introduction

Due to deteriorating environmental and ecological conditions, greater focus has been placed on sustainable products and services (Yousaf et al., 2021). This has resulted in a minor increase in customer demand and consumption of natural or organic products (Chun et al., 2021). Following the trend, there is a relative shift in consumption and production patterns and business policies and plans. Such changes can be observed in eco-friendly production technology, legislation and regulations, product labeling, and certifications, increasing consumer awareness of sustainable products and services (Sun et al., 2021).

Unquestionably, a ubiquitous approach to promoting natural products in company practices and consumer policies can be confirmed. Yet, the prevalence of natural products in consumer choices and consumption is determined to be barely acceptable (Mansoor & Paul, 2022). Yet, existing research predicts that environmentally friendly products (Organic or natural) will become pervasive with each passing day (Yazdanpanah et al., 2022). Research outputs encompassing the previous two decades suggest that trends for sustainable consumption have risen among communities, organizations, and governments (Ahmed et al., 2021; Taghikhah et al., 2021).

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But, in sustainable marketing, consumers' faith in or affection for green companies must be analyzed further (Castro-Gonzalez, Bande, & Fernandez-Ferrin, 2021; Islam & Rahman, 2016). Yet, several studies have determined that particular channels or methods have been instrumental in encouraging consumers to engage in sustainable consumption. For instance, Castro-Gonzalez et al. (2021) found in their study that brands are potent instruments that have been a source of augmentation for the customer interaction process that leads to trust. Moreover, brand trust is a phenomenon that represents behavioral adaptability to certain situations (Huang & Guo, 2021). Defining customer green brand love refers to various scenarios where consumers regard the environment as congruent with their psychological state and believe in a given brand as environmentally friendly (Leite & Baptista, 2022). As part of their marketing strategy, the marketers in this environment undertake further efforts to increase consumer loyalty, trust, and affection for green brands. The current study attempts to empirically investigate the drivers of green brand love and trust, notwithstanding their paramount importance in engaging consumers in sustainable consumption (Leite & Baptista, 2022; Suyanto & Pramono, 2020).

In addition, marketers have two primary objectives for drawing consumers to their offers. One engages them by providing various promotional tools, including placing advertisements on social media channels (Mansoor et al., 2022). Its objective is, on the one hand, to attract their attention and, on the other, to boost the possibility of consumer involvement. The Second is tenacious in establishing relationships with consumers, utilizing technological tools to establish and maintain relationships with consumers (Wang, Nguyen, & Bu, 2020a). This study proposes a paradigm for consumers' views of the green information quality of organic or natural products and rationalizes this as a predictor of brand affection. To operationalize the proposed abstraction of natural and organic products, it is generally accepted that information value or quality is the foundation for customers' intentions and decisions (Mansoor et al., 2022; Taghikhah et al., 2021).

Moreover, the quality and transparency of information contribute to consumers' trust (Wilson, Keni, & Tan, 2021), which transforms into a brand or their affection for the company (Islam & Rahman, 2016). Several scholars have examined the quality or value of knowledge in the past and discovered its utility. Information quality has improved by introducing information and communication technology technologies (Wang & Teo, 2020).

Our model conceptualizes green information quality as a fundamental component because, in the case of natural and organic products, consumers view information trustworthiness, comprehensiveness, and persuasion as sources of engagement. These information quality derivatives greatly benefit customer interaction (Kumar et al., 2021).

The three variants of information quality are expected to affect consumers' trust in and affection for green brands. This study hypothesizes that there is a significant association between information quality and customers' preference for green brands. In addition, the study establishes how information quality might increase customers' likelihood of trusting green brands. In general, research has confirmed the validity of the phenomenon. Yet, in the case of natural or organic products, whether the quality of information will increase consumers' desire for natural or organic items (Kumar et al., 2021; Mansoor & Paul, 2022). In addition, moderating factors, such as green altruism, have been considered to mitigate the relationship between green brand trust and brand love.

Likewise, the totality of information presented in various formats and influenced by multiple factors has little effect on consumers' confidence (Wilson et al., 2021). Thus, examining this



link in the context of a developing nation, such as Indonesia, would be beneficial. Like the rest of the world, Indonesia has been affected by the worst effects of global warming, excessive use of natural resources, and limited supply of nonrenewable resources (Kamaruddin et al., 2022; Limaho, Pramono, & Christiawan, 2022). These difficulties have spawned several sustainability challenges. In addition, research conducted in the Indonesian context indicates that most consumers have shifted their consumption habits due to an ongoing understanding of the advantages of natural and organic products and health consciousness (Suyanto & Pramono, 2020). Thus, it is of the utmost importance to empirically explore the factors influencing sustainable consumption patterns among Indonesians regarding their use of natural and organic products to safeguard the environment and obtain greater sustainability standards in the country. Thus, based on the premise of information processing theory, the purpose of this study is to;

- Investigate the association of green information quality (i.e., information persuasiveness, information credibility, and information completeness) with brand trust and love.
- Investigate the association of green brand trust with green brand love.
- Empirically test the mediatory role of green brand trust between the association of green information quality (i.e., information persuasiveness, information credibility, and information completeness) with green brand love.
- Empirically test the contingent impact of green altruism between the association of green brand trust and brand love.

## **Literature Review and Hypotheses Development**

### **Theoretical Foundation**

The theory of information processing provides a theoretical foundation for the research. Based on the information processing theory, it has been hypothesized that consumers with limited and narrow attention may not process the quality of information comprehensively or from several perspectives (Wang et al., 2020b). Thus, information processing theory predicts that when consumers have access to complete and high-quality information with credibility and persuasiveness, they are more likely to fall in love with a brand based on its eco-friendliness (Wong, Wong, & Boon-itt, 2020). Based on its persuasive nature, information processing theory concurs that green brand trust will likely transfer the significance of green information quality to establish and enhance brand love among customers.

In addition, green altruism will likely bring effectiveness to the established trust to augment its significance in creating brand love among consumers for natural or organic products (Ali et al., 2020).

### **Green Information Quality, Green Brand Trust, and Green Brand Love**

Based on ecological and societal ramifications, sustainable consumption of natural or eco-friendly products is a keystone today (Kirikkaleli & Adebayo, 2021). It indicates customers' propensity toward healthy product selection and consumption. The setting of consumers' preferences for eco-friendly brands synchronizes their psychological state and purchase trends (Huang & Liu, 2021). Hence, this phenomenon explains consumer behavior regarding their internal emotional conditions and decision-making processes (Rahman, Langner, & Temme, 2021). Indulging consumers' affection for a brand is challenging and involves the participation of multiple forces (Salehzadeh et al., 2023). But, it is necessary to investigate what motivates

consumers to purchase natural or organic items, ultimately leading them to adore such businesses. Prior research has revealed that green information quality and its characteristics motivate electronic purchasing habits (Lin, 2022). Whereas this study hypothesizes the role of crucial criteria such as green information characteristics, information trustworthiness, information completeness, and information persuasiveness, these factors are not examined in detail. These elements describe the process of consumer involvement that may result in brand loyalty for natural or organic products.

Concurrently, green information credibility demonstrates that a brand delivers on its promises, considering the environment's sensitivity and the company's impact on the ecosystem (Kumar et al., 2021). Prior research indicates credibility influences green purchasing and consumer engagement in sustainable consumption (Mainolfi et al., 2022). In addition, the current study hypothesizes the importance of information credibility in establishing confidence among customers about green companies, which ultimately leads to their affection for such products. Moreover, searchers have previously said that brands that provide thorough information about their products and services without hidden intentions or ambiguities are more trustworthy (Kong et al., 2020). The same holds in the green brand context, such that the most trusted brands promote their eco-friendliness and execute that promise (Suyanto & Pramono, 2020). Based on consumers' conceptions of environmental preservation, brands that provide comprehensive information with compelling qualities generate and strengthen brand loyalty among consumers (Kumar et al., 2021). Moreover, based on the assumptions of information processing theory, it is essential to deliver excellent information in a complete, convincing, and credible manner to build customer trust and loyalty. Based on the theory and literature review, it is therefore hypothesized that;

**H1:** *There is a positive association of green information quality, i.e., a) information persuasiveness, b) information credibility, and c) information completeness) with green brand love.*

**H2:** *There is a positive association of green information quality, i.e., a) information persuasiveness, b) information credibility, and c) information completeness) with green brand trust.*

### **Green Brand Trust and Green Brand Love**

Green trust is defined as "the readiness of a consumer to depend on a product based on belief or expectation resulting from its benevolence, credibility, and ability about environmental performance" (Huang & Guo, 2021). Similarly, a brand's transparency, honesty, and consistency inspire user trust (Wang et al., 2020a). Moreover, the brand, which takes a stance on social concerns, grew more popular among environmentally conscious consumers (Salehzadeh et al., 2023). This study demonstrates that customers prefer companies in various categories that incorporate sustainable elements (Hameed & Waris, 2018). In contrast, brand love is a marketing strategy focusing on converting loyal customers into evangelizing brand supporters (Rahman et al., 2021). So, brands that primarily focus on achieving customer happiness by providing them with the greatest values and fostering a relationship with them are more popular among consumers (Salehzadeh et al., 2023). This study expands on these prior findings by highlighting the role of brand trust in determining brand love among consumers of organic or natural products.

### **Green Altruism as a Moderator**

Green altruism provides a solid theoretical basis for evaluating consumers' belief in natural products' disposition and sympathy for environmental concerns that are only incidental (Panda



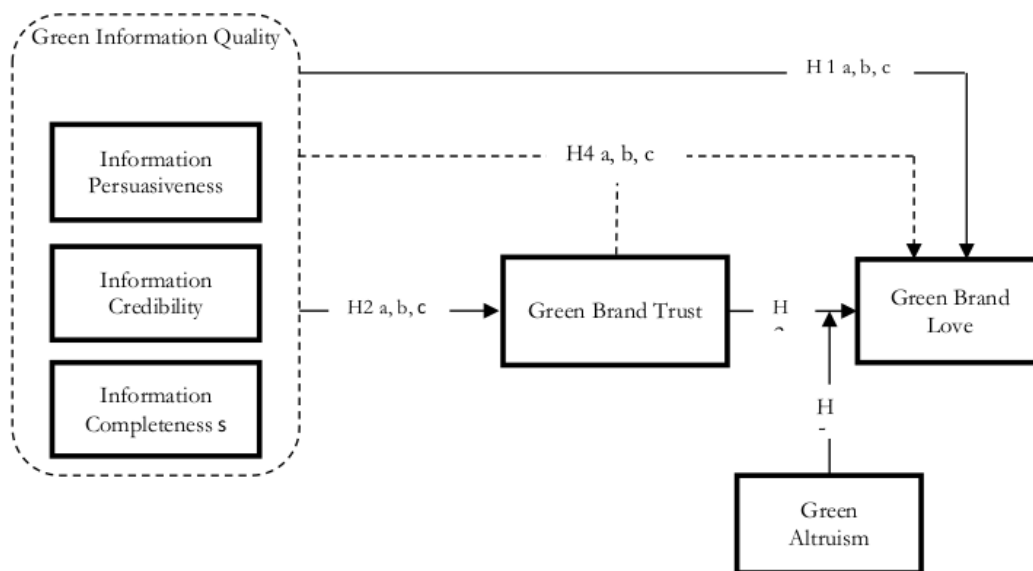
et al., 2020). Consumers with such concerns have sparked a substantial commitment to global environmental improvement (Farooq & Yahya, 2021). Green altruism has proven to be a significant link between consumer efforts and environmental welfare goals (Mansoor & Paul, 2022). Based on various research supporting green altruism, the study is strongly predicted to produce positive and meaningful results for green brand loyalty. In addition, the current study contributes to the existing body of knowledge by proposing the contingent role of green altruism in strengthening the effect of green brand trust on consumers' love of green brands for natural or organic products. Hence, it is hypothesized that;

**H5:** *Green altruism moderates the relationship of green brand trust with green brand love such that the relationship is stronger in the case of the higher level of green altruism among consumers of green brands.*

### Theoretical Framework

Figure 1 presents the critical framework of the study based on the literature review and information processing theory.

**Figure 1.** The theoretical framework of the study



### Methodology

This study was done among users of natural or organic products. The data was collected using a multistage random sampling strategy with the mall intercept approach by visiting various shopping malls and markets in the Indonesian region of Banjarmasin. Respondents were chosen at random. Students were provided screening questions to assess their understanding of sustainability and environmental concerns. In addition, the writers attempted to pick respondents who purchase or utilize natural or organic items. Fruits, vegetables, cereals, dairy products like milk and cheese, meat, etc., are examples of organic or natural items. After the respondents passed the initial screening questions and consented to engage in a time-lagged survey, they were instructed on the study's goal and the protocol for serving at two distinct times. In April 2022, the author began visiting several shopping malls and markets, and by the

end of July 2022, they had interviewed roughly 1050 people who frequented these locations. 677 of these individuals consented to the timelapse survey and provided their contact information. The authors maintained the confidentiality of their responses. The author distributed the Time 1 survey questionnaires consisting of the measures of green information quality, including information persuasiveness, information credibility, information completeness, and green brand trust, to the participants who agreed to participate. After collecting the survey questions, the authors instructed respondents to complete the Time 2 survey through email or WhatsApp at their convenience. After two months of initial interaction with respondents, the authors emailed the Time 2 survey comprising green brand love and altruism questions. At the end of September 2022, the authors received 560 responses to the survey completed in Time 1 and 2. The authors then evaluated these responses and discovered that 27 were incomplete or contained disinterested patrons. Thus, the remaining 533 answers were included in the data analysis process.

### Participants' Profile

Details about the participants revealed that 64.8% were male and 35.2% were female. Participants ages range between 18 and 71 years, with a mean of 36.21 years (SD = 9.54). Participants comprised 29.5% undergraduates, 53.3% graduates, and 17.2% postgraduates. 21.8% were students, 25.8% were employees, 29% were businessmen, and 23.4% were other individuals.

### Survey Instrument

A 24-item survey questionnaire was delivered to natural and organic product customers. Table 1 displays all study constructs and their respective items. The authors used a six-item scale created by Yang et al. (2005) to measure the persuasiveness of information. Three items derived from MacKenzie and Lutz were used to judge the trustworthiness of the data (1989). Concurrently, information completeness was assessed using four Zhang-adapted items (1996). Kang and Hur (2012) created a three-item scale to measure consumer trust in green brands. Moreover, brand love was assessed using four items derived from Carroll and Ahuvia (2006). Ali et al. devised a four-item scale measuring green altruism (2020).

## Data Analysis and Findings

### Measurement Model

For the analysis purpose, SmartPLS v.4 software was used, applying Structural Equation Modelling (SEM). The simulation analysis showed that participants' education significantly influenced their love for green brands. Therefore, we controlled the participants' education before the hypothesis testing. In the next stage, we performed a confirmatory factor analysis. The results showed that factor loadings of all the items of study variables were above 0.70, presenting that each measure belonged to its respective variable (Hair et al., 2019; Noor, Mansoor, & Shamim, 2022). Moreover, we calculated the values of "Cronbach's  $\alpha$  (CA)," "Composite Reliability (CR)" and the "Average Variance Extracted(AVE)" for establishing the measure reliabilities and validities (Sulamsi & Dalle, 2022). The results presented in Table 1 reflect that values of reliabilities and validities were within the specified ranges, i.e., CA and CR >0.70. Likewise, the AVEs of the study constructs were > 0.50. It further establishes the "convergent validity" of the measures (Amka & Dalle, 2022).



**Table 1:** Factor loadings, reliability, and validity

<b>Constructs/Items</b>	<b>FL AVE CR CA</b>
<b>Information Persuasiveness</b>	<b>0.6070.9030.843</b>
<b>IPER1:</b> The information arguments are strong	0.722
<b>IPER2:</b> The information arguments are reasonable	0.814
<b>IPER3:</b> The information arguments are convincing	0.720
<b>IPER4:</b> The information arguments are persuasive	0.812
<b>IPER 5:</b> The information effectively supports its arguments	0.795
<b>IPER 6:</b> The information arguments are good	0.807
<b>Information Credibility</b>	<b>0.5560.7900.726</b>
<b>ICRE1:</b> The information is trustworthy	0.754
<b>ICRE2:</b> The information is unbiased	0.781
<b>ICRE3:</b> The information is believable	0.700
<b>Information Completeness</b>	<b>0.6030.8580.790</b>
<b>ICOMP1:</b> The information provides sufficient information for readers	0.801
<b>ICOMP2:</b> The information provides relatively comprehensive information	0.806
<b>ICOMP3:</b> The information provides all necessary topics	0.726
<b>ICOMP4:</b> The information provides a complete description	0.770
<b>Green Brand Love</b>	<b>0.5880.8510.765</b>
<b>GBL1:</b> [Green Brand] is awesome	0.760
<b>GBL2:</b> I love [Green Brand]	0.739
<b>GBL3:</b> I am passionate about [Green Brand]	0.817
<b>GBL4:</b> I am very attached to [Green Brand]	0.749
<b>Green Brand Trust</b>	<b>0.5970.8160.731</b>
<b>GBT1:</b> I feel that this brand's environmental comments are generally reliable.	0.780
<b>GBT2:</b> I feel that this brand's environmental arguments are generally trustworthy.	0.782
<b>GBT3:</b> This brand's environmental concerns meet my expectation.	0.756
<b>Green Altruism</b>	<b>0.5810.8470.759</b>
<b>GALT1:</b> By buying organic/natural products, I would be fulfilling my duty to society.	0.790
<b>GALT 2:</b> By buying organic/natural products, I would be doing something to help others.	0.762
<b>GALT 3:</b> By buying organic/natural products, I would save someone's life.	0.753
<b>GALT 4:</b> I believe the world would be better if everyone could buy organic/natural products.	0.742

**Note:** FL= Factor loadings AVE=Average Variance Extracted; CR=Composite Reliability; CA=Cronbach's Alpha."

Moreover, to overcome the possible chances of multicollinearity among the study constructs, "the Heterotrait-Monotrait (HTMT) ratio" was used. Table 2 depicts that HTMT values for all the study variables were less than 0.85, as suggested by scholars (Henseler, Ringle, & Sarstedt, 2015). Hence, it also establishes the discriminant validity among the study variables.

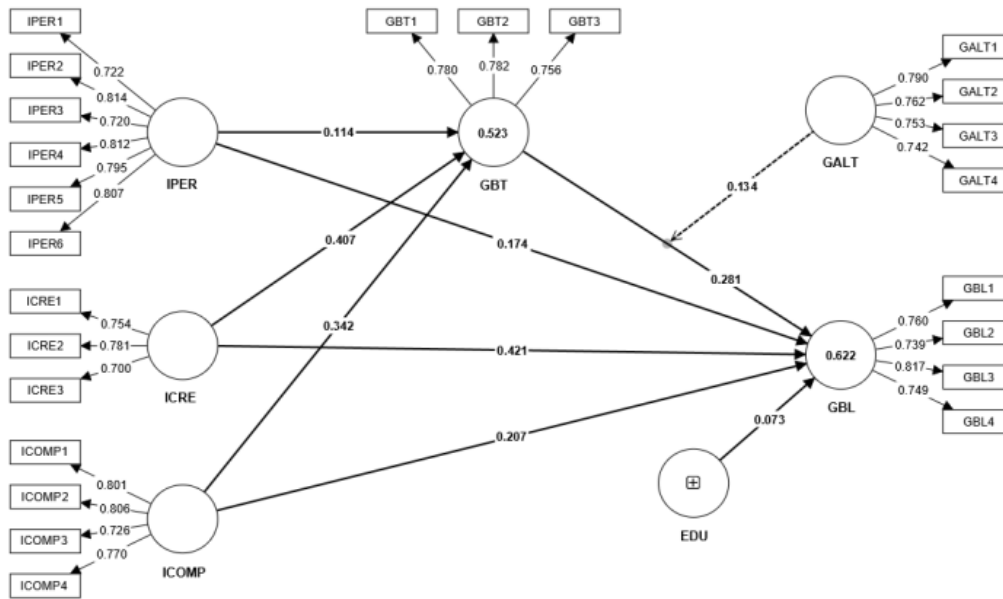


**Table 2: Heterotrait-Monotrait Ratio**

Constructs	Mean	Std	1	2	3	4	5	6
Information Persuasiveness	<b>3.88</b>	<b>1.01</b>	<b>0.779</b>					
Information Credibility	3.98	1.05	0.473	<b>0.745</b>				
Information Completeness	3.80	1.11	0.501	0.419	<b>0.776</b>			
Green Brand Love	4.11	0.90	0.592	0.606	0.433	<b>0.766</b>		
Green Brand Trust	4.00	0.96	0.520	0.587	0.508	0.502	<b>0.772</b>	
Green Altruism	3.95	0.91	0.431	0.457	0.491	0.551	0.608	<b>0.762</b>

**Note:** The square roots of AVEs of the constructs are shown in bold in diagonal.

**Figure 2: Full Measurement Model**



**Structural Model**

We evaluated the SmartPLS v.4 structural models to test the hypothesized correlations. The "Coefficient of Determination" (R2) was calculated to assess the adequacy of the study's theoretical framework. The data revealed a 52.3% R2 change in consumer trust for green organic brands depending on the quality of available information about these companies. Similarly, the results demonstrated an R2 change of 62.2% in consumers' preference for green organic brands due to the direct and indirect influence of the quality of the accessible information about such products through the mediating role of green brand trust. These results further illustrate the general viability of the research model.

**Direct Hypotheses**

The findings of the current study suggest a significant impact of *information persuasiveness* ( $\beta = 0.174^{**}$ ,  $t = 3.108$ ), *information credibility* ( $\beta = 0.421^{***}$ ,  $t = 7.139$ ), and *information completeness* ( $\beta = 0.207^{**}$ ,  $t = 3.861$ ) on consumers green brand love for organic or natural products. Similarly, a



significant positive influence of *information persuasiveness* ( $\beta = 0.114^*$ ,  $t = 2.321$ ), *information credibility* ( $\beta = 0.407^{***}$ ,  $t = 6.872$ ), and *information completeness* ( $\beta = 0.342^{***}$ ,  $t = 5.836$ ) on consumers green brand trust for organic or natural products was revealed by the results. At the same time, consumers' green brand trust was positively associated with their green brand love ( $\beta = 0.281^{***}$ ,  $t = 4.922$ ). These results support hypotheses H1 a and b, H2a and b, and H3.

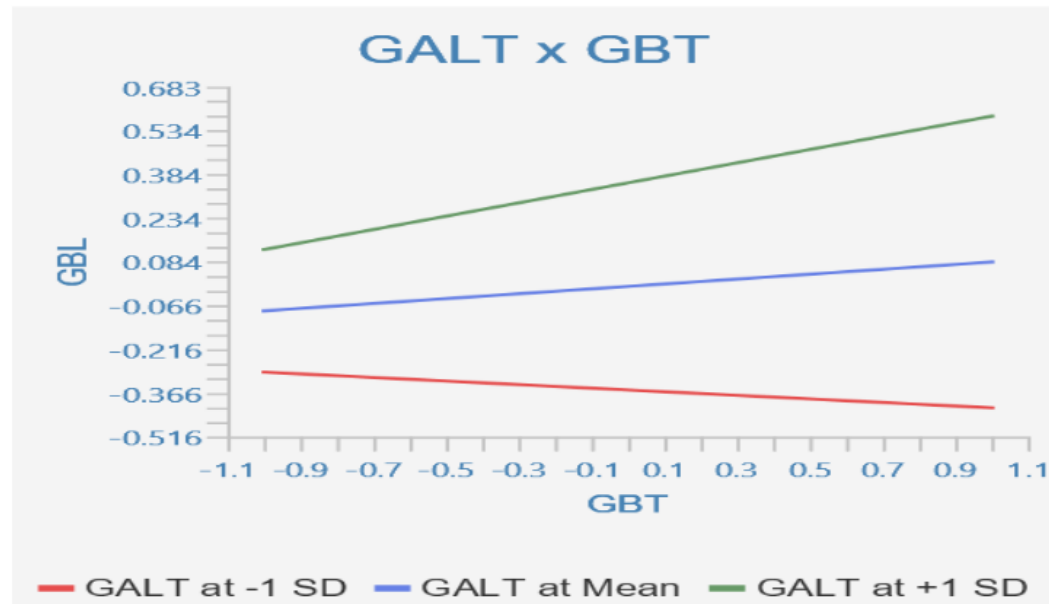
### Mediations Hypotheses

The mediation hypotheses H4 and the study findings also supported a and b. The indirect influence of the *information persuasiveness* ( $\beta = 0.190^{**}$ ,  $t = 3.569$ ), *information credibility* ( $\beta = 0.356^{***}$ ,  $t = 5.942$ ), and *information completeness* ( $\beta = 0.211^{**}$ ,  $t = 3.976$ ) on consumers green brand love for organic or natural products via the mediatory role of green brand trust was evident by the findings as presented in Table 3.

### Moderation Hypotheses

To examine the moderating effect of green altruism on the impact of green brand trust on green brand love, we created the interaction term GALT\*GBT using the product indicator method in PLS-SEM v4. The study found that interaction terms substantially influenced consumers' preference for green brands ( $\beta = 0.0134^{**}$ ,  $t = 2.954$ ). The results also revealed that R2 for the influence of green brand trust on brand love was 35%. However, the influence increased to 52.3% when interaction variables were included. Based on the interaction between green brand trust and green altruism, adding the interaction term increases the explanatory power of green brand love by 17.3% among users of organic or national products. In addition, Figure 3 illustrates the moderation results that reject the study's H5 hypothesis.

**Figure 3:** Interaction plots of green altruism and green brand trust



The line labeled for the higher values of green altruism in Figure 3 has a steeper gradient than the line labeled for the lower values of greener trigger for the relationship between green brand trust and green brand love among consumers of organic or natural products. Our findings

indicate that customers with a higher level of trust in green companies based on the quality of information and greater care and environmental awareness are more likely to fall in love with environmentally friendly brands.

**Table 3:** Hypothesis Testing Results

	Hypotheses	Std. Beta	t-Value	p-values	Supported
H1a	IPER→GBL	0.174	3.108	0.005	Yes
H1b	ICRE→GBL	0.421	7.139	0.000	Yes
H1c	ICOMP→GBL	0.207	3.861	0.001	Yes
H2a	IPER→GBT	0.114	2.321	0.011	Yes
H2b	ICRE→GBT	0.407	6.872	0.000	Yes
H2c	ICOMP→GBT	0.342	5.836	0.000	Yes
H3	GBT → GBL	0.281	4.922	0.000	Yes
H4a	IPER→GBT→GBL	0.190	3.569	0.002	Yes
H4b	ICRE→GBT→GBL	0.356	5.942	0.000	Yes
H4c	ICOMP→GBT→GBL	0.211	3.976	0.001	Yes
H5	GALT*GBT → GBL	0.134	2.954	0.009	Yes

**Where:** IPER= Information Persuasiveness; ICRE=Information Credibility; ICOMP=Information Completeness; GBL= Green Brand Love; GBT= Green Brand Trust; GALT= Green Altruism

According to the findings of Hypothesis 10, there exists a strong positive moderating relationship between tangibility and customer happiness, which is mediated by consumer culture. According to a study by Tabash et al., most consumers prefer to conduct business with companies with physical locations (2019). According to the study, the volume of internet business transactions varies from culture to culture (Nambisan & Watt, 2011). According to Ahmed's (2021) research, many customers are influenced to buy from huge, physically present businesses. According to the research of (Ghali, 2021), firms' tangible characteristics may improve the purchasing experience for a subset of customers.

## Theoretical and Practical Implications

### Study Findings

Given the global significance of the sustainability concept based on limited resources and nonrenewable nature as a potential threat to future generations, several studies have examined the elements that influence consumers' preference for green brands (Hameed et al., 2021; Salehzadeh et al., 2023). According to this study, consumers' trust in and affection for green brands are influenced positively by information quality. In particular, the data revealed that information credibility is the most significant predictor of love and trust for green brands, followed by information completeness and persuasiveness. It also indicates that consumers are increasingly aware of the credibility of the product or service information companies offer (Singh & Banerjee, 2021). These findings are consistent with those of earlier researchers who emphasize the importance of information quality in boosting customers' purchasing preferences for such brands (Karjaluo & Chatterjee, 2009; Kumar et al., 2021). Similarly, Wang and Teo (2020) hypothesized that the quality of green information substantially affects consumer engagement in sustainable purchasing. Based on the green brand's reliable data, these insights can be applied to fostering consumer confidence.



Likewise, consumers desire detailed information on the items or services they purchase or use based on the effort and money invested. Customers' unhappiness ensures the demise of businesses that supply insufficient or erroneous information (Wilson et al., 2021). Concurrently, as environmentally conscious consumers want to purchase organic and natural items when such products are supplied with complete information, people will begin to adore them (Salehzadeh et al., 2023).

This love may inspire them to spread the word about our products and services (Rahman et al., 2021). Conversely, reputable brands that give comprehensive information but lack the persuasive power to convince consumers to purchase them fail in competitive markets (Lin & Zhou, 2022). Hence, green businesses should incorporate compelling characteristics to entice people to purchase natural organic products for a healthy and sustainable lifestyle.

In addition, the results demonstrated a substantial relationship between green brand trust and the development and enhancement of consumer passion for green brands. These results showed that consumers who viewed the brand as trustworthy due to its transparency, quality, and responsiveness engendered a sense of affection among consumers. The outcomes of the present study also reveal the process underlying green brand trust between green information quality and green brand love. In addition to the direct influence of green information quality in the form of credibility completeness and persuasion on great green love, our results indicate that an indirect relationship exists via the underlying mechanism of green brand trust. Historically, green brand trust has been viewed as a link between customers' awareness and their purchasing decisions (Suyanto & Pramono, 2020).

Similarly, the research describes the mechanism behind big green trust in communicating the significance of environmentally concerned customers' preferences toward their engagement in sustainable consumption (Huang & Guo, 2021). In contrast, the new study expands this initial funding and demonstrates that customers create trust when companies are trustworthy, with complete information and persuasive nature. This trust further convinces people to like these products and become brand advocates. Lastly, the current study evaluates the contingent role of green altruism between green brand trust and love for the first time. As green altruism interacts with brand trust among customers, the effect on green brand adoration increases. It also indicates that consumers who viewed themselves as a reflection of their environment and had stronger feelings of green altruism to return something important to the environment have a higher degree of trust in green companies, resulting in a higher level of love for green brands.

### **Theoretical Implication**

The current study contributes to the existing marketing literature on sustainability studies by developing a unified model based on the information processing theory. As previously said, the desire for organic or natural products is not prevalent. This results in challenges typically encountered by entities and organizations, such as poor productivity, improper resource utilization, resource deterioration, and indifference of employees and customers towards natural and organic products. Above importantly, consumers of international economics have not yet prioritized sustainable consumption (Ali et al., 2020; Castro-Gonzalez et al., 2021), as sustainable behavior must be taught and translated. Considering these anomalies, we have developed a research framework that generally affirms these natural or organic products to be in the brand love hemisphere. Consumers' favorite feelings and strong attachment to a product or service constitute brand love (Islam & Rahman, 2016). The study aims to propose the notion as a guiding principle for sustainable consumption, especially in natural and organic products.

In addition, a significant contribution of this study is the underlying mechanism of green brand trust in transmitting the benefits of green information quality to build improved brand love and convert customers into influencers or champions.

In addition, recognizing the contingent function of green altruism as an internal incentive of individuals to conserve their environment and adjust their consumption patterns to preserve natural resources for future generations is a significant addition to the literature on sustainability. Past studies have focused on the independent character of green altruism related to green brand consumer behavior (Ali et al., 2020; Farooq & Yahya, 2021). In contrast, the current study evaluated its interaction effect on green brand trust and green brand love among customers who use natural or organic products.

### **Practical Implication**

Our empirical analysis of natural and organic products allows us to give policymakers, practitioners, and communities a viable and concrete solution for sustainable consumption. Moreover, the findings of this study can be utilized to provide long-term benefits at the regional and national levels. Considering the importance of information credibility, firms should construct favorable images by displaying comprehensive information rather than leaving things unexplained and losing clients. To induce people to purchase natural organic products, the organization should offer eco-labels highlighting their eco-friendly qualities. In addition, marketers should work on marketing tactics that induce customers to purchase green brands in order to increase customer awareness of green brands. To attract the attention of environmentally concerned consumers, it is necessary to emphasize the eco-friendly qualities of the products and services by employing emotive and family-focused advertising themes. To persuade consumers to purchase natural/organic products, businesses and marketers must also appeal to their emotional and mental motivations, such as green altruism. They might emphasize the benefits of organic products and their limited environmental impact to achieve this. To promote a sustainable and successful society, the government and regulatory organizations should provide leverage to green brand producers to encourage the manufacturing of environmentally friendly products.

### **Future Directions**

Future researchers must pay careful attention to the study's shortcomings to foster a sustainable and long-lasting environment and society. The current study's dependent variable is brand love, which indicates customers' attitudes toward green brands. Unfortunately, they do not reflect the intensity of usage or consumers' commitment to sustainable consumption. Also understudied is the extent to which consumers who adore a certain green brand also evangelize or promote that brand. So, future researchers should concentrate on this crucial problem by experimentally analyzing the transition from brand love to brand promotion and evangelism. Second, only the moderating role of green altruism has been studied in this study.

In contrast, future research can also focus on celebrity endorsement and social norms as modifiers to evaluate their significance and convey green information quality towards green brand love and subsequent behaviors. The impact of green information quality in creating and enhancing brand love among consumers via the underlying mechanism of green brand trust was evaluated using quantitative research. In contrast, the future study can be built on mixed method approaches, including interviews and focus group sessions, to investigate other aspects influencing brand love and subsequent behaviors.



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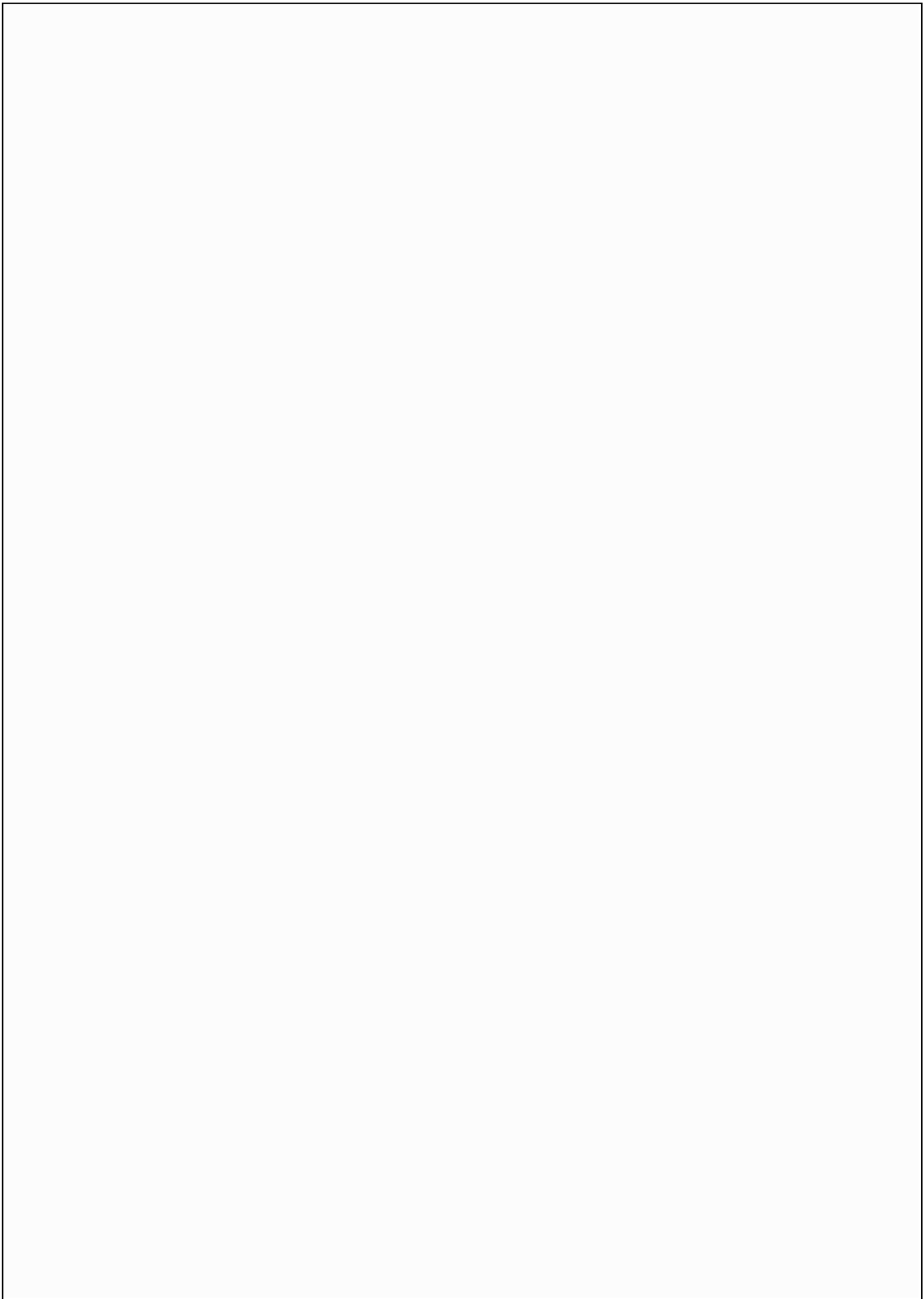


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