

Sustainable Practices and Authentic Branding: Their Impact on Consumer Behaviour and Customer Satisfaction

Mr. Sony Varghese^{1*}, Dr. Sudhanshu²

¹Research Scholar, Suresh Gyan Vihar University, Jaipur
(ORCID Id: 0000-0003-1748-6150)

²Professor, Centre for Climate Change and Water Research, Suresh Gyan Vihar University

***Corresponding Author**

Mr. Sony Varghese
Research Scholar, Suresh Gyan Vihar University, Jaipur
(ORCID Id: 0000-0003-1748-6150)

ABSTRACT

Most shoppers say they care about the planet, yet far fewer let that concern decide what ends up in the basket. This paper argues that the missing link is often authenticity. Sustainable practices on their own do not reliably move people; they move people when the brand behind them is seen as genuine, consistent and honest about its limits. Drawing on literature from marketing, consumer psychology and corporate social responsibility (CSR), the paper brings together three streams of work that are usually studied apart: sustainability-oriented business practices, brand authenticity, and the pathway from consumer attitudes to satisfaction and loyalty.

We develop a conceptual framework in which perceived sustainable practices shape consumer behaviour and satisfaction through brand trust and perceived authenticity, while scepticism and greenwashing suspicion weaken the effect. Seven research propositions are set out, together with a proposed survey-based design for testing them using structural equation modelling. The discussion looks at the well-known gap between what consumers say and what they do, and uses short cases (Patagonia, Unilever and the Volkswagen emissions scandal) to show how authenticity can turn green claims into loyalty, or into backlash. The paper closes with practical advice for managers and an agenda for future research, with particular attention to emerging markets such as India.

Keywords: sustainable marketing, brand authenticity, consumer behaviour, customer satisfaction, greenwashing, brand trust, CSR.

INTRODUCTION

Walk down the aisle of any large supermarket and you will see the word "green" doing a lot of work. Bottles are "eco", detergents are "planet-friendly", and clothing labels promise "conscious" collections. Sustainability has moved from the margins of marketing to its centre. Kotler (2011) argued more than a decade ago that firms would have to reinvent marketing around the environmental imperative, and in many sectors that prediction has come true. There is a catch, though. Consumers have grown used to these claims, and many have learned to distrust them. Studies of green scepticism show that shoppers often doubt environmental messages and discount them when they suspect a firm is exaggerating (Leonidou & Skarmas, 2017). At the same time, research on the so-called attitude-behaviour gap shows that people who describe themselves as ethical consumers frequently buy the conventional option anyway (Carrington, Neville & Whitwell, 2010). So firms face an awkward situation: sustainability is expected, but simply claiming it earns little credit and can even cause harm. This is where brand authenticity becomes important. Authenticity refers to the extent to which consumers see a brand as faithful to itself, true to its customers, and driven by something more than profit (Morhart, Malär, Guèvremont, Girardin & Grohmann, 2015). A brand that has long been open about its supply chain, admits its shortcomings and acts on its values even when it costs money tends to be believed. A brand that suddenly discovers sustainability in its advertising, without changes in how it operates, tends not to be. The central argument of this paper is simple. Sustainable practices influence consumer behaviour and customer satisfaction most strongly when they are perceived as authentic. Authenticity works as a filter: it decides whether a green initiative is read as a real commitment or as a marketing trick.

The paper addresses three research questions:

1. How do perceived sustainable practices influence consumer attitudes, purchase intention and customer satisfaction?
2. What role does perceived brand authenticity play in this relationship?

3. Under what conditions, such as scepticism or suspected greenwashing, does the relationship weaken or reverse?

Its contribution is mainly integrative. Although there is a large body of research on green marketing and a growing literature on brand authenticity, the two are seldom brought together in a single model that runs all the way to satisfaction and loyalty. The paper offers such a model, states testable propositions, and suggests how they might be examined empirically, with a particular eye on emerging-market consumers, who remain under-represented in this literature.

2. LITERATURE REVIEW

2.1 Sustainable practices in business

The idea that firms should answer for more than their profits has a long history. Carroll (1991) described corporate responsibility as a pyramid of economic, legal, ethical and philanthropic duties. Elkington (1997) later popularised the "triple bottom line", asking companies to account for people and planet alongside profit. In marketing, this thinking shaped what came to be called green or sustainable marketing: the design, pricing, promotion and distribution of products in ways that reduce environmental and social harm (Peattie & Crane, 2005).

In practice, sustainable practices cover a wide range of activities. They include cleaner production, renewable energy use, recyclable or reduced packaging, fair treatment of workers and suppliers, ethical sourcing, product take-back and repair schemes, and transparent reporting. What matters for consumers, however, is not the full list of what a company does but what they perceive it to be doing. Much of the literature therefore works with "perceived sustainability" or "perceived CSR" rather than objective performance (Sen & Bhattacharya, 2001).

Early enthusiasm about green marketing was followed by a period of disappointment. Peattie and Crane (2005) described much of the 1990s activity as "green spinning" and "green selling", in which firms repackaged existing products with environmental language. This history helps explain why modern consumers are wary.

2.2 Brand authenticity

Authenticity has become one of the most discussed ideas in branding. Gilmore and Pine (2007) went so far as to call it "what consumers really want". Beverland (2005), studying luxury wineries, showed that brands build a sense of authenticity through stories of heritage, craft and commitment to quality, even as they operate as modern businesses.

Scholars have since tried to pin the concept down. Napoli, Dickinson, Beverland and Farrelly (2014) proposed a consumer-based scale built on heritage, quality commitment and sincerity. Morhart et al. (2015) identified four dimensions that are now widely used:

Continuity: the brand is stable and consistent over time.

Credibility: the brand is willing and able to keep its promises.

Integrity: the brand has good intentions and cares about more than money.

Symbolism: the brand reflects values that consumers feel are important to who they are.

Other studies link authenticity to brand trust, emotional attachment and purchase intention (Fritz, Schoenmueller & Bruhn, 2017; Schallehn, Burmann & Riley, 2014). A common thread runs through all of them: authenticity is not something a brand can simply announce. It is a judgement that consumers form over time, based on the fit between what a brand says and what it does.

2.3 Consumer behaviour and sustainable choices

The Theory of Planned Behaviour (Ajzen, 1991) remains the most common starting point for explaining sustainable purchasing. It holds that behaviour follows from intention, which is shaped by attitudes, social norms and perceived behavioural control. Applied to green products, it predicts that people who hold positive attitudes, feel social approval and believe they can act will be more likely to buy sustainably.

The theory explains intention well but explains behaviour less well. Carrington et al. (2010) showed that good intentions often fail to become purchases because of price, habit, convenience and the situation at the point of sale. White, Habib and Hardisty (2019) reviewed this gap and grouped the drivers of sustainable behaviour under five headings: social influence, habit formation, the individual self, feelings and cognition, and tangibility. Their review makes clear that people act sustainably when the choice feels socially supported, easy, personally meaningful and concrete. Trust sits close to the centre of this picture. Consumers cannot usually check whether a product was made with renewable energy or whether workers were fairly paid. Sustainability is largely a

"credence" attribute that has to be taken on trust. Chen (2010) showed that green brand image and green trust together shape what he called green brand equity.

2.4 Customer satisfaction and loyalty

Customer satisfaction is usually understood through the expectancy–disconfirmation model (Oliver, 1980): people compare what they receive with what they expected, and are satisfied when the experience meets or beats that expectation. Satisfaction, in turn, is linked to loyalty, repurchase and firm performance (Anderson, Fornell & Lehmann, 1994; Fornell, Johnson, Anderson, Cha & Bryant, 1996).

Sustainability can add to satisfaction in two ways. First, it adds a moral or emotional benefit: people feel good about having made a responsible choice. Second, it shapes expectations. When a brand makes a sustainability promise and keeps it, satisfaction rises; when a promise is broken, the disappointment is larger than for an ordinary product failure. Luo and Bhattacharya (2006) found that CSR was linked to higher customer satisfaction, which then contributed to firm market value, although the effect depended on the firm's underlying capability.

2.5 Theoretical lenses

Three theories help explain why authenticity matters so much here.

Signalling theory suggests that when quality is hard to observe, consumers look for costly signals that are hard to fake. Long-term investments in supply chains, third-party certifications and transparent reporting act as such signals. Cheap talk in advertising does not. **Attribution theory** holds that people ask why a firm is doing something. If they attribute a sustainability initiative to genuine values, they reward it; if they attribute it to self-interest, they discount or punish it (Becker-Olsen, Cudmore & Hill, 2006; Du, Bhattacharya & Sen, 2010). **Commitment–trust theory** (Morgan & Hunt, 1994) argues that lasting relationships rest on trust and commitment. Authentic sustainable practices build trust, and trust carries consumers from a single purchase to a relationship.

3. CONCEPTUAL FRAMEWORK AND PROPOSITIONS

Pulling these strands together, we propose that sustainable practices do not act on satisfaction directly so much as through the meaning consumers give them. Figure 1 sets out the logic. Perceived sustainable practices build perceived authenticity and trust; these two carry the effect into purchase behaviour; a good experience with the product then produces satisfaction, and satisfaction feeds loyalty. Scepticism can interrupt the chain at the start, and the consumer's own context decides how much of it reaches the till.

Authenticity and trust carry green practices through to loyalty

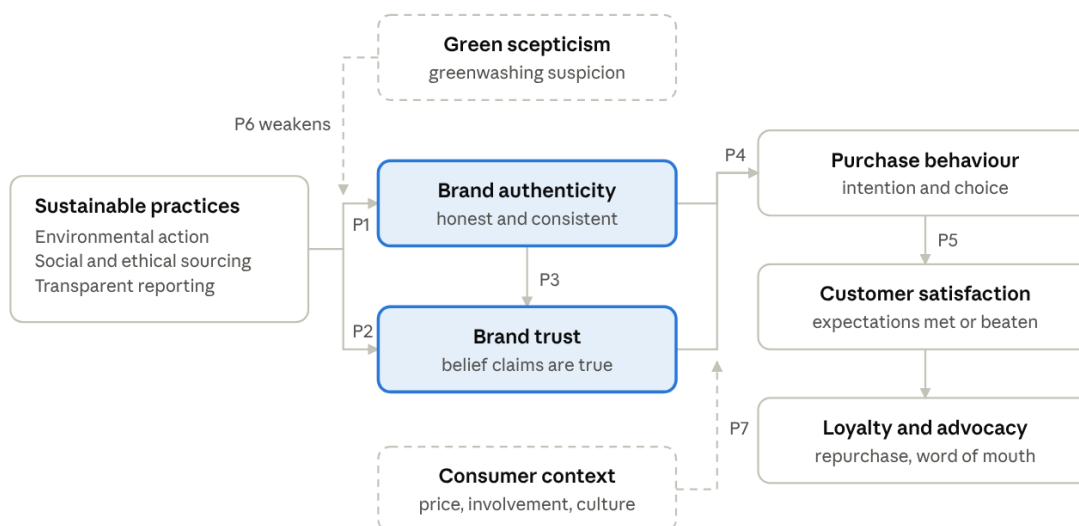


Figure 1. Conceptual framework · solid arrows are main effects, dashed arrows are moderators

Proposition 1 (P1). Perceived sustainable practices have a positive effect on perceived brand authenticity. The effect is stronger when the practices are long-standing, costly to the firm, and verifiable by third parties.

The reasoning follows signalling theory. A firm that spends real money on cleaner production or fair wages, and keeps doing so over years, sends a signal that a firm merely advertising green values cannot copy cheaply. Such behaviour speaks directly to the continuity, credibility and integrity dimensions described by Morhart et al. (2015).

Proposition 2 (P2). Perceived sustainable practices have a positive effect on brand trust.

Because sustainability is a credence attribute, consumers rely on cues. Visible, consistent practices lower the perceived risk of being misled, which is the essence of trust (Chen, 2010).

Proposition 3 (P3). Perceived brand authenticity has a positive effect on brand trust.

A brand seen as true to itself is easier to believe on new claims. Authenticity, in other words, acts as a kind of reputational capital that makes each new sustainability message more credible.

Proposition 4 (P4). Brand authenticity and brand trust have positive effects on purchase intention and actual purchase, and together they mediate the effect of sustainable practices on consumer behaviour.

This proposition is at the heart of the model. It suggests that the weak and inconsistent direct links between sustainability and buying, reported in many studies, may be explained by the absence of these mediators. A sustainable product from a brand that is not trusted is still a risky purchase.

Proposition 5 (P5). Purchase of an authentic, sustainable brand has a positive effect on customer satisfaction, which in turn has a positive effect on loyalty and advocacy.

Satisfaction here has two parts: functional (the product works) and moral (the customer feels good about the choice). Authentic brands are better placed to deliver the second part because customers do not later discover that the claims were hollow.

Proposition 6 (P6). Green scepticism and suspicion of greenwashing weaken the positive effect of sustainable practices on authenticity. Where consumers detect a clear gap between claims and conduct, the effect may become negative. Attribution research shows that CSR activities seen as self-serving can reduce, rather than improve, evaluations of a firm (Becker-Olsen et al., 2006). Greenwashing is the extreme case: once exposed, it damages trust beyond the specific claim (Delmas & Burbano, 2011; Szabo & Webster, 2021).

Proposition 7 (P7). Consumer context, including price sensitivity, product involvement and cultural values, moderates the effect of authenticity and trust on purchase behaviour.

A student on a tight budget may trust a sustainable brand completely and still buy the cheaper alternative. In collectivist cultures, social norms around responsible consumption may strengthen the link; in highly price-driven categories, they may weaken it (White et al., 2019).

4. METHODOLOGY

4.1 Approach of this paper

This is a conceptual paper built on an integrative literature review. Rather than a formal systematic review with fixed search strings, we took a purposive approach: we started from widely cited works in green marketing, brand authenticity, CSR and customer satisfaction, followed their citation trails forwards and backwards, and gave priority to peer-reviewed journals such as the *Journal of Marketing*, *Journal of Consumer Psychology*, *Journal of Business Research* and *Journal of Business Ethics*. The aim was to find where these streams overlap and where they talk past each other, and to turn those overlaps into testable propositions. Short illustrative cases were chosen because they are well documented in public sources and show contrasting outcomes.

4.2 Proposed empirical design

To test the framework, we suggest a cross-sectional survey of adult consumers who have bought at least one product marketed on sustainability grounds in the past six months. Categories such as apparel, personal care and packaged food work well because sustainability claims are common in them and purchase is frequent. A sample of around 400 respondents would give sufficient statistical power for a model of this size. For an Indian study, collecting responses across two or three metropolitan cities and one tier-2 city would help capture differences in income and exposure to sustainable brands. Each construct can be measured with established, multi-item scales on a seven-point Likert format, adapted to the chosen product category:

Construct	Suggested source of measures	Role in model
Perceived sustainable practices	Adapted from perceived CSR measures (Sen & Bhattacharya, 2001)	Independent variable
Brand authenticity	Morhart et al. (2015), four dimensions	Mediator
Brand trust	Green trust items (Chen, 2010)	Mediator
Purchase intention	Theory of Planned Behaviour items (Ajzen, 1991)	Outcome
Customer satisfaction	Expectancy–disconfirmation based items (Oliver, 1980)	Outcome
Loyalty and advocacy	Behavioural intentions (Zeithaml, Berry & Parasuraman, 1996)	Outcome
Green scepticism	Leonidou & Skarmas (2017)	Moderator
Consumer context	Price sensitivity, involvement, collectivism items	Moderator

Analysis would proceed in two stages. First, confirmatory factor analysis would check reliability (Cronbach's alpha and composite reliability above 0.70), convergent validity (average variance extracted above 0.50) and discriminant validity. Second, structural equation modelling would test the direct paths, with bootstrapped indirect effects to test mediation (P4) and interaction terms or multi-group analysis to test moderation (P6, P7). Because all measures come from one survey, procedural remedies and a statistical check for common method bias are advisable. A survey on its own cannot establish cause and effect. A useful complement would be a simple experiment in which participants see the same sustainability claim from a brand with a long record of sustainable action and from a brand with none, with authenticity and purchase intention measured afterwards. Together, the two studies would give a fuller test of the model.

5. DISCUSSION

5.1 Rethinking the say–do gap

The gap between what consumers say and what they buy is often explained by price and convenience, and those factors certainly matter. The framework proposed here adds another explanation. Many shoppers may not be failing to act on their values; they may simply not believe the claims in front of them. If a consumer suspects that a "green" label is decoration, choosing that product does not feel like an ethical act at all. Seen this way, part of the gap is a credibility gap. Closing it depends less on louder messaging and more on giving people good reasons to believe. This also explains why the same sustainability claim can work for one brand and fall flat for another. The claim is identical; the history behind it is not. Authenticity is built slowly and spent quickly.

5.2 The cost of greenwashing

Delmas and Burbano (2011) define greenwashing as the combination of poor environmental performance with positive communication about that performance. They trace it to weak regulation, pressure from investors and competitors, and organisational habits such as poor communication between the sustainability team and the marketing team. Szabo and Webster (2021) found that perceived greenwashing lowers consumers' views of both the firm's environmental performance and its products, and reduces purchase intention.

Regulators have started to catch up. The European Union has adopted rules restricting vague environmental claims such as "eco-friendly" when they cannot be substantiated. In India, the Central Consumer Protection Authority issued guidelines on greenwashing and misleading environmental claims in 2024, while SEBI's Business Responsibility and Sustainability Reporting (BRSR) framework requires large listed companies to disclose their

sustainability performance in a standard format. As these rules tighten, the space for easy green claims will shrink, and authenticity will become a matter of compliance as well as reputation.

5.3 Illustrative cases

Patagonia: authenticity through costly signals. Patagonia is perhaps the most cited example of an authentic sustainable brand. In 2011 it ran a Black Friday advertisement in The New York Times telling readers "Don't Buy This Jacket", urging them to think before buying and to repair what they already owned. Its Worn Wear programme repairs and resells used clothing. In 2022, founder Yvon Chouinard and his family transferred ownership of the company to a trust and a non-profit organisation dedicated to fighting the environmental crisis. Each of these moves carried a real cost, which is exactly why customers found them believable. The brand's loyal following fits the predictions of P1, P3 and P5.

Unilever: scale, purpose and pushback. Unilever launched its Sustainable Living Plan in 2010 and for several years reported that its purpose-led "Sustainable Living Brands" were growing faster than the rest of its portfolio. The case shows that sustainability can support growth at scale. It also shows the limits. Some investors later argued that the company had focused too much on purpose at the expense of performance, and Unilever has since revised several of its targets. For consumers, frequent changes in commitments may raise questions about continuity, one of the core dimensions of authenticity.

Volkswagen: the price of a broken promise. Volkswagen had promoted its "clean diesel" cars as an environmentally responsible choice. In September 2015 the US Environmental Protection Agency revealed that the company had installed software to cheat emissions tests, affecting about eleven million vehicles worldwide. The fallout included large fines, recalls and lasting damage to trust. The case illustrates P6 in its most extreme form: once the gap between claim and conduct was exposed, the sustainability message turned from an asset into a liability.

5.4 The emerging-market angle

Most research on green consumption and brand authenticity comes from North America and Western Europe. Emerging markets such as India are different in several ways. Price sensitivity is often higher, which may weaken the path from trust to purchase (P7). On the other hand, traditional practices of reuse, repair and frugality are deeply rooted, and many Indian consumers may see sustainability less as a lifestyle choice and more as common sense. Brands that connect their practices to these familiar values, rather than importing Western green language, may find it easier to be seen as authentic. India's mandatory CSR spending rule under Section 135 of the Companies Act, 2013 also means consumers are used to hearing about corporate social activity, which could either raise expectations or feed scepticism. These are open empirical questions worth testing.

6. IMPLICATIONS

6.1 For theory

The framework makes three contributions. First, it links two literatures, green marketing and brand authenticity, that have grown up largely in parallel. Second, it places authenticity and trust as the mechanisms through which sustainability works, which offers one explanation for the mixed results in studies that look only for a direct link between sustainable practices and purchase. Third, it extends the outcome of interest beyond purchase intention to satisfaction and loyalty, where the long-term value of sustainability is most likely to show up.

6.2 For managers

For practitioners, the message is that sustainability is not a campaign but a track record. Several practical steps follow from the model:

Act first, then speak. Build the practice into operations before building it into advertising. Communication should describe what has been done, not only what is planned.

Choose signals that are costly to fake. Third-party certification, published supplier lists, repair and take-back schemes and measurable targets with public progress reports carry more weight than slogans.

Be specific and honest about limits. Vague words such as "natural" or "eco" invite doubt. Stating clearly what a product does and does not achieve, including where the company still falls short, tends to increase credibility rather than reduce it.

Keep the story consistent. Frequent changes in targets, logos or messaging weaken the continuity dimension of authenticity. A modest commitment kept over ten years does more than an ambitious one abandoned in three.

Connect sustainability to the customer's own life. Link practices to local values, product quality, health or savings, so the benefit feels concrete and personal (White et al., 2019).

Align internal teams. Greenwashing often starts with a gap between what the operations team knows and what the marketing team says (Delmas & Burbano, 2011). Regular review of claims by sustainability and legal staff reduces that risk.

Measure the right outcomes. Track perceived authenticity, trust and satisfaction alongside sales, since these are the leading indicators of whether sustainability efforts are paying off.

6.3 For policymakers

Clear standards for environmental claims help honest firms as much as they protect consumers, because they make credible signals easier to tell apart from empty ones. Simple labels, accessible verification and firm penalties for misleading claims would all strengthen the link between real practice and consumer reward.

7. LIMITATIONS AND FUTURE RESEARCH

This paper has limits that should be stated plainly. It is conceptual, so its propositions remain untested. The literature review was purposive rather than systematic, and some relevant studies, especially those published outside English-language journals, may have been missed. The cases were selected to illustrate the argument, not to prove it, and each has features that make it unusual.

These limits point to a useful research agenda:

Empirical testing. The propositions should be tested with survey and experimental data, ideally across several product categories, since authenticity may matter more for products tied to identity, such as clothing, than for low-involvement goods.

Longitudinal designs. Authenticity is built over time, so studies that follow the same consumers and brands across several years would capture its dynamics far better than one-off surveys.

Behavioural data. Most studies rely on stated intentions. Linking survey responses to loyalty-card or online purchase records would show whether trust and authenticity translate into real buying.

Recovery after failure. Little is known about whether, and how, a brand can rebuild authenticity after a greenwashing scandal.

Emerging markets and generations. Research in India and other emerging economies, and comparisons between Gen Z and older consumers, would test how far the framework travels.

Digital and social media. Influencers, online reviews and social media call-outs now shape how quickly a gap between claim and conduct is exposed. Their role in building or destroying authenticity deserves closer study.

8. CONCLUSION

Sustainability has become part of what consumers expect from brands, but expectation is not the same as reward. This paper has argued that sustainable practices change consumer behaviour and lift customer satisfaction mainly when people believe them, and that belief rests on authenticity and trust. Brands that act consistently, accept real costs and speak honestly about their progress are likely to turn sustainability into satisfaction and loyalty. Brands that treat it as a slogan run the opposite risk: the claim that was meant to attract customers can become the reason they leave.

The practical lesson is not complicated, even if it is hard to follow. Do the work, show the evidence, and let the story follow the practice rather than the other way round. For researchers, the task now is to test these ideas with real consumers, in real markets, over real periods of time.

REFERENCES

1. Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
2. Anderson, E. W., Fornell, C., & Lehmann, D. R. (1994). Customer satisfaction, market share, and profitability: Findings from Sweden. *Journal of Marketing*, 58(3), 53–66.
3. Becker-Olsen, K. L., Cudmore, B. A., & Hill, R. P. (2006). The impact of perceived corporate social responsibility on consumer behavior. *Journal of Business Research*, 59(1), 46–53.

4. Beverland, M. B. (2005). Crafting brand authenticity: The case of luxury wines. *Journal of Management Studies*, 42(5), 1003–1029.
5. Carrington, M. J., Neville, B. A., & Whitwell, G. J. (2010). Why ethical consumers don't walk their talk: Towards a framework for understanding the gap between the ethical purchase intentions and actual buying behaviour of ethically minded consumers. *Journal of Business Ethics*, 97(1), 139–158.
6. Carroll, A. B. (1991). The pyramid of corporate social responsibility: Toward the moral management of organizational stakeholders. *Business Horizons*, 34(4), 39–48.
7. Chen, Y.-S. (2010). The drivers of green brand equity: Green brand image, green satisfaction, and green trust. *Journal of Business Ethics*, 93(2), 307–319.
8. Delmas, M. A., & Burbano, V. C. (2011). The drivers of greenwashing. *California Management Review*, 54(1), 64–87.
9. Du, S., Bhattacharya, C. B., & Sen, S. (2010). Maximizing business returns to corporate social responsibility (CSR): The role of CSR communication. *International Journal of Management Reviews*, 12(1), 8–19.
10. Elkington, J. (1997). Cannibals with forks: The triple bottom line of 21st century business. Capstone.
11. Fornell, C., Johnson, M. D., Anderson, E. W., Cha, J., & Bryant, B. E. (1996). The American Customer Satisfaction Index: Nature, purpose, and findings. *Journal of Marketing*, 60(4), 7–18.
12. Fritz, K., Schoenmueller, V., & Bruhn, M. (2017). Authenticity in branding: Exploring antecedents and consequences of brand authenticity. *European Journal of Marketing*, 51(2), 324–348.
13. Gilmore, J. H., & Pine, B. J. (2007). *Authenticity: What consumers really want*. Harvard Business School Press.
14. Kotler, P. (2011). Reinventing marketing to manage the environmental imperative. *Journal of Marketing*, 75(4), 132–135.
15. Leonidou, C. N., & Skarmas, D. (2017). Gray shades of green: Causes and consequences of green skepticism. *Journal of Business Ethics*, 144(2), 401–415.
16. Luo, X., & Bhattacharya, C. B. (2006). Corporate social responsibility, customer satisfaction, and market value. *Journal of Marketing*, 70(4), 1–18.
17. Morgan, R. M., & Hunt, S. D. (1994). The commitment–trust theory of relationship marketing. *Journal of Marketing*, 58(3), 20–38.
18. Morhart, F., Malär, L., Guèvremont, A., Girardin, F., & Grohmann, B. (2015). Brand authenticity: An integrative framework and measurement scale. *Journal of Consumer Psychology*, 25(2), 200–218.
19. Napoli, J., Dickinson, S. J., Beverland, M. B., & Farrelly, F. (2014). Measuring consumer-based brand authenticity. *Journal of Business Research*, 67(6), 1090–1098.
20. Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460–469.
21. Peattie, K., & Crane, A. (2005). Green marketing: Legend, myth, farce or prophesy? *Qualitative Market Research: An International Journal*, 8(4), 357–370.
22. Schallehn, M., Burmann, C., & Riley, N. (2014). Brand authenticity: Model development and empirical testing. *Journal of Product & Brand Management*, 23(3), 192–199.
23. Sen, S., & Bhattacharya, C. B. (2001). Does doing good always lead to doing better? Consumer reactions to corporate social responsibility. *Journal of Marketing Research*, 38(2), 225–243.
24. Szabo, S., & Webster, J. (2021). Perceived greenwashing: The effects of green marketing on environmental and product perceptions. *Journal of Business Ethics*, 171(4), 719–739.
25. White, K., Habib, R., & Hardisty, D. J. (2019). How to SHIFT consumer behaviors to be more sustainable: A literature review and guiding framework. *Journal of Marketing*, 83(3), 22–49.
26. Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of Marketing*, 60(2), 31–46.