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**Literature Analysis of The Role of Green Trust in Sustainable
Consumption Behavior**

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Abstract: The concept of sustainable consumption can be defined as a consumption pattern that is balanced and adaptive. Sustainable consumption behavior is a type of consumption that attempts to balance the social, economic and environmental needs of current and future generations. This research aims to determine the factors that influence green trust and sustainable consumption. The data analysis technique used qualitative literature review method. The research results show that research on sustainable consumption behavior is still rarely researched. The majority of previous research focuses on consumer behavior, behavioral intentions towards products that are not environmentally friendly. Brand trust is a perception of reliability from a consumer's perspective based on experience or a series of transactions or interactions characterized by the fulfillment of expectations regarding product performance. Environmentally friendly promotion is a practical strategy for companies to gain consumer trust.

Keywords: Green Trust, Sustainable consumption, environmentally friendly

A. Introduction

Environmental issues such as air pollution, water pollution, and rubbish or waste problems are central problems in human life and are of concern to society at large. In recent years, the business environment has been closely linked to environmental issues, as quoted by Alamsyah et al (2021) that business and environmental aspects are closely related to the concept of sustainable consumption behavior. The concept of sustainable consumption behavior is a

balanced and adaptive consumption practice (Francis & Sarangi, 2022). This arises because the stability of environmentally friendly beliefs depends on the brand's ability to fulfill its function and deliver what it promises. For example, consumers who care about environmental issues tend to place their trust in products that are proven to be environmentally friendly.

When consumers feel involved with the product, consumers will decide to buy the product. Therefore, it is important for



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companies to outline their product specifications clearly so that customers can understand the company's commitment and values. Green beliefs or environmental beliefs play a role in consumers' purchasing decisions and willingness to pay more for the product. In conclusion, a company's ability to communicate with the general public is very important to build a "green" reputation (Biloslavo & Trnavčević, 2009). Eco-friendly trust or green trust is often described as a key element in influencing customer purchasing decisions, especially when it comes to choosing products with various green product attributes on offer (Srivastava et al., 2016). Customers will place trust in a brand based on their experience with the product and their assessment of how the brand fulfills its promises (Alan & Kabadayi, 2012). Likewise, consumers will have a long-term relationship with a product or brand that they can trust in terms of reliability, safety, experience and brand reputation. Xingyuan et al., (2010) stated that user experience was proven to influence environmentally friendly beliefs both directly and indirectly. This shows that what happens when consumers trust a brand is that they will make repeat purchases and recommend the brand to others.

Increasing green trust requires several factors such as the level of customer involvement, green purchasing intentions, green labeling, communication tools, and information credibility (Kumar & Ghodeswar, 2015). Ekhlassi (2012) shows that green trust can be increased through unique strategies that combine different communication tools to help shape brand personality, convey relevant messages and strengthen green brand positioning. These different communication channels can include word of mouth, consumer endorsements, and various forms of consumer endorsement of a company's products. An individual's willingness to make sacrifices is driven by socio-economic, psychological, individual, social factors and government support (Lavuri et al., 2022); (Bhattacharyya et al., 2023). Previous studies conducted Andreani et al (2023) that green trust is a perception from the consumer's perspective that is based on experience, interaction, fulfillment, performance and product satisfaction. Distributing environmentally friendly products can be

difficult because consumer distrust becomes a company's seriousness in implementing environmentally friendly marketing. In addition, the main issue in environmentally friendly marketing is not only about company commitment. It is very important for companies to be able to treat consumers well to build green trust between consumers and companies. So that companies can achieve good and stable brand trust values, an environmentally friendly brand trust model is needed. However, in the Indonesian context, there is currently a lack of green marketing models that can be used as a practical framework for building green trust. End consumers have the ability to pressure organizations to integrate the environment into their corporate culture and thereby ensure all organizations minimize the adverse environmental impact of their activities. So an environmentally friendly concept must seek to minimize environmental damage, not eliminate it (Saari et al., 2021).

According to Chen (2010), green trust can be interpreted as a person's desire to rely on an object that is based on trust or hope that originates from credibility, good value, and the product's ability or performance towards the environment. In a study conducted by Sirdeshmukh et al., (2002) it is stated that Green Trust has a positive correlation with consumers' perceived value, because a high perceived value will increase the level of trust after purchasing a particular product.

Therefore, a special marketing strategy is needed to be applied to this type of business. The company's innovation in developing environmentally friendly products is driven by environmental sustainability. General problems develop due to a lack of public understanding of the environment which results in a low desire to obtain environmentally friendly goods (Hudalah & Firman, 2012). Environmental knowledge as general knowledge about facts, concepts and relationships regarding the natural environment and its main ecosystems. The organization's goal of preserving the environment and issues of social responsibility increase the importance of maintaining sustainable consumption. Currently, people consider business and consumption behavior to be a challenge to preserve the environment. Consumptive behavior by consumers and

exploitation of natural resources by companies also contribute to damage to nature (Aydin & Mansour, 2023).

The Theory of Planned Behavior (TPB) provides a foundational psychological framework for understanding the determinants of human behavior. According to TPB, behavioral intention is shaped by three core components: attitude toward the behavior, subjective norms, and perceived behavioral control. When applied to environmentally responsible consumption, these components explain how individuals develop the motivation and perceived ability to engage in sustainable purchasing decisions. Integrating these three perspectives suggests that effective promotion of sustainable consumer behavior requires both internal and external interventions: internal, by raising environmental awareness to shape attitudes, norms, and perceived control; and external, by applying green marketing strategies that make eco-friendly choices attractive, normative, and feasible. In this synthesis, TPB explains the psychological pathway to intention and behavior, environmental awareness supplies the informational and value-based foundation, and green marketing serves as a market-driven catalyst for sustainable action.

People who care about the environment are starting to look for and use environmentally friendly alternative products (Suphasomboon & Vassanadumrongdee, 2022). Nowadays people express environmental concern in what they buy. They believe that what they do can affect the environment. As in the results of previous studies, researchers can improve the environment by starting from themselves, even from small things such as reducing the amount of waste that cannot be recycled by nature (Francis & Sarangi, 2022). Currently, people consider business and consumption behavior to be a challenge to preserve the environment. Companies must truly understand their customers, as well as determine whether green concepts are a meaningful sales quality to examine and need to be incorporated into marketing strategy development. A well-designed eco-friendly marketing strategy will not only help preserve the environment and progress society, but will also help increase brand trust. There needs to be a sense of confidence that an environmentally friendly

conceptual model can balance the environment, profits and society.

Research on sustainable consumption behavior is still rarely researched. The majority of previous research focuses on consumer behavior, behavioral intentions towards products that are not environmentally friendly. Brand trust is a perception of reliability from a consumer's perspective based on experience or a series of transactions or interactions characterized by the fulfillment of expectations regarding product performance (Haudi et al., 2022). Environmentally friendly promotion is a practical strategy for companies to gain consumer trust. Companies that use environmentally friendly promotional strategies to gain consumer trust will maintain intensive communication to increase public knowledge of the environmentally friendly products they sell (Anjani & Perdhana, 2021). Kajian penelitian Xu et al., (2017) focuses on how continuous improvement and acceleration of the labeling process can be achieved as well as how the implementation of environmental label certification can be carried out with credibility and validity. Previous researchers showed different research results so that there was a research gap, so research will be carried out to fill the research gap. Researchers discussing sustainable consumption behavior were carried out by several previous researchers. The concept of sustainable consumption behavior includes consumer product choices that are less harmful to the environment (Escario et al., 2020). The importance of research on sustainable consumption behavior is that currently people consider business and consumption behavior to be a challenge to preserve the environment.

B. Materials and Methods

Green Trust and Sustainable Consumption Behavior

The natural resource crisis has raised concerns about sustainable consumption behavior among academics and professionals (Severo et al., 202; Quoquab dan Sukari, 2017). But to encourage the practice of change towards sustainable consumption in society requires the role of stakeholders and community commitment to commitment, support, consistency in creating environmentally conscious consumption behavior (Dawkins et

al., 2021). Research conducted by La Fuente et al. (2022) with 1,080 Brazilians highlighting higher consumer interest in purchasing products packaged in recyclable and environmentally friendly containers. The concept of sustainable consumption does not necessarily refer to buying or consuming less, but consuming efficiently which can lead to attitudes that produce environmentally conscious human health and reduce negative social impacts (Govindan, 2018). Rizwan et al. (2014) argue that environmentally friendly beliefs can motivate consumers to purchase products sustainably, this is in line with Dewanti & Bafadhal (2018) which shows that green beliefs have a positive influence on sustainable consumption behavior of green products. Currently, consumer preferences are becoming increasingly important when choosing goods or services provided by companies, including quality, brand, packaging, service and price. Thus, companies must be able to continue to adapt their products to meet consumer preferences so that they will increase sales through brand trust which leads to repeat purchases. According to Nurjannah et al. 2022, several possibilities that cause consumers to repurchase a product are when consumers are satisfied with previous purchases and if consumers believe that they need to spend more time, money or energy to study the same product with a different brand.

Morea et al (2021), Sustainable consumption behavior is considered important in business management. This can identify specific goals and disseminate best practices on the Sustainable Development Goals (SDGs). The concept of Environmental Awareness is defined as an individual's knowledge and awareness of the impact of their behavior and attitudes on the environment (Fu et al., 2020). Consumers are aware of the threatening consequences that environmental problems may pose (Chen et al., 2019). Consumers have the belief that their actions play an important role in the environment because this belief is what drives consumers to buy products. Consumer Environmental Awareness will impact most productions that are committed to environmental awareness (Severo et al., 2019; Wang dan Hsu, 2019; Lee et al., 2020). The awareness a person has regarding the environment will have an impact on how a

person understands the conditions of the surrounding environment. Therefore, when someone has good environmental knowledge, they may not be able to apply it consistently, one of which may be due to other factors such as why good knowledge about the environment does not make consumers buy environmentally friendly products. Environmental awareness is a multidimensional construct consisting of environmental knowledge, environmental attitudes, and green behavior (Chen & Peng, 2023). Thus, environmental knowledge, environmental attitudes and recycling behavior will act as independent variables that influence the purchase of green products (Nekmahmud et al., 2022).

This study used qualitative research methods. Qualitative research according to Moleong (2017) is research that intends to understand the phenomenon of what is experienced by research subjects, for example behavior, perception, motivation, action. As well as holistically and by means of descriptions in the form of words and language in a special natural context and utilizing various natural methods.

Then this research is presented by the author using a descriptive analytic method. The analytical descriptive method is to write down all the data obtained from the field that has previously been processed to make it easier to deliver. According to Moleong (2017) descriptive research is research in which data is collected in the form of words, pictures, and not numbers. Because the data obtained is in the form of words and pictures, the authors only describe and describe various conditions or variables obtained from the field.

Inclusion Criteria

The literature to be included in this study must meet the following conditions:

1. Published in peer-reviewed journals, conference proceedings, or reputable institutional reports.
2. Published within the specified time frame (e.g., 2015–2025).
3. Written in English or accompanied by an English translation.
4. Directly related to the research topic and objectives, addressing relevant variables or phenomena.

5. Employs empirical research methods (quantitative, qualitative, or mixed methods) or provides substantial theoretical contributions.

Exclusion Criteria

Literature will be excluded if it meets any of the following conditions:

1. Non-academic sources such as opinion articles, blog posts, or unverified online content.
2. Publications outside the defined time frame.
3. Articles without full-text access.
4. Studies lacking methodological clarity or sufficient data to assess quality.
5. Duplicate studies or preliminary versions of research already included.

After obtaining the data from the results of interviews, documentation and observation, the steps that were then carried out by the author were to process the data. The method used is descriptive analytic, namely explaining the data from the field results, interpreting the collected data to get conclusions from the data. According to Sugiyono (2012) analysis is the process of searching and compiling data from interviews, observations, and documentation by grouping data, elaborating, filtering, withdrawing important information, and making conclusions to make it easier to understand.

C. Result and Discussion

Knowledge about environmental issues refers to the information a person has about the state of the environment, climate change, and the ecological impacts of consumption and production (Pagiaslis and Krontalis, 2014). Knowledge as a factor that influences risk perception (Kim et al., 2014; Urban and Hoban, 1997). If someone does not have sufficient knowledge about environmental issues, they cannot assess environmental risks (Keller et al., 2012). In addition, environmental concern depends on a person's knowledge about the occurrence of environmental problems (Franzen and Meyer, 2010; Marquart-Pyatt, 2018). One form of environmental awareness is environmental knowledge. Environmental knowledge can be defined as general knowledge

about facts, concepts and relationships between the natural environment and the surrounding ecosystem (Hoek et al., 2021). Environmental knowledge is the knowledge an individual has by understanding environmental issues, how to overcome environmental issues and efforts to repair environmental damage (Zafar et al., 2021). Environmental knowledge is considered important to actively change consumption behavior (Hadler and Haller, 2011). Individuals with more knowledge about environmental issues tend to show positive attitudes towards the environment (Fraj-Andrés and Martínez-Salinas, 2007; Marquart-Pyatt, 2008) and the possibility of increasing sustainable consumption behavior (Hines et al., 1987; Macias, 2015).

Consumers have the belief that their actions play an important role in the environment because this belief is what drives consumers to buy products. Consumer Environmental Awareness will impact most productions that are committed to environmental awareness (Severo et al., 2019; Wang dan Hsu, 2019; Lee et al., 2020). The awareness a person has regarding the environment will have an impact on how a person understands the conditions of the surrounding environment. Therefore, when someone has good environmental knowledge, they may not be able to apply it consistently, one of which may be due to other factors such as why good knowledge about the environment does not make consumers buy environmentally friendly products. Environmental awareness is a multidimensional construct consisting of environmental knowledge, environmental attitudes, and green behavior (Chen & Peng, 2023). Thus, environmental knowledge, environmental attitudes and recycling behavior will act as independent variables that influence the purchase of green products (Nekmahmud et al., 2022). Behavior and attitudes towards the environment can have a positive or negative impact on environmentally friendly products, depending on how someone assesses the goals of environmental awareness (Kikuchi-Uehara et al., 2016). Several literatures regarding sustainable consumption behavior show that environmental attitudes are identified as one of the significant variables that influence green beliefs and the possibility of purchasing environmentally friendly products (Li et al.,

2021; Severo et al., 2021). Furthermore (Hadler dan Haller, 2011), emphasizes that the mindset towards green products is the main determinant of sustainable consumer behavior. According to Macias (2015) found that citizens of developed countries are more likely to buy environmentally friendly goods if they are aware of the understanding of renewable energy and have a good environmental attitude.

Individuals with more knowledge about environmental issues tend to show positive attitudes towards the environment (Fraj-Andrés dan Martínez-Salinas, 2007; Marquart-Pyatt, 2008) and the possibility of increasing sustainable consumption behavior (Hines et al., 1987; Macias, 2015). Increasing the level of environmental knowledge is considered a strategy to increase sustainable consumption behavior (Hobson, 2003). A company that wants to sell environmentally friendly products needs to increase the perception of value that consumers will get, so that consumers' willingness to pay more for environmentally friendly products also increases. In previous research, conducted by Chen & Chang (2012) that to increase consumers can also be done by reducing risk perceptions to increase trust in environmentally friendly products, which in the end will also increase sustainable consumption of buying environmentally friendly products. The influence of consumer confidence levels is supported by research Gregg dan Walczak (2008) which states that individuals will not be willing to buy a product because of a sense of distrust in the product.

Morea et al (2021), Sustainable consumption behavior is considered important in business management. This can identify specific goals and disseminate best practices on the Sustainable Development Goals (SDGs). The concept of Environmental Awareness is defined as an individual's knowledge and awareness of the impact of their behavior and attitudes on the environment (Fu et al., 2020). Consumers are aware of the threatening consequences that environmental problems may pose (Chen et al., 2019). Consumers have the belief that their actions play an important role in the environment because this belief is what drives consumers to buy products. Consumer Environmental Awareness will impact most productions that are committed to

environmental awareness (Severo et al., 2019; Wang dan Hsu, 2019; Lee et al., 2020). The awareness a person has regarding the environment will have an impact on how a person understands the conditions of the surrounding environment. Therefore, when someone has good environmental knowledge, they may not be able to apply it consistently, one of which may be due to other factors such as why good knowledge about the environment does not make consumers buy environmentally friendly products.

In Indonesia, green marketing strategies are influenced by unique cultural and demographic factors. Culturally, Indonesia's majority Muslim population often associates environmental responsibility with religious values such as stewardship (*amanah*) and maintaining balance (*mizan*), which can be integrated into marketing messages. Local traditions, such as *gotong royong* (community cooperation), also encourage collective participation in eco-friendly practices, making community-based green initiatives more effective than purely individual-focused campaigns.

Demographically, Indonesia's population is young, with a significant proportion under the age of 35, and this segment tends to be more receptive to sustainability-oriented brands, especially when communicated through digital platforms. However, differences in education levels and income distribution affect the depth of environmental awareness and purchasing power for green products. Urban consumers, particularly in major cities like Jakarta, Bandung, and Surabaya, are more exposed to global sustainability trends and willing to pay a premium for eco-friendly goods, while rural consumers may prioritize affordability and practicality over environmental considerations.

These cultural and demographic nuances mean that green marketing in Indonesia often requires localized messaging—linking sustainability to religious and cultural values, adapting to regional languages, and balancing affordability with eco-conscious branding to reach diverse market segments effectively.

D. Conclusion

The natural resource crisis has raised concerns about sustainable consumption behavior among academics and professionals

(Severo et al., 202; Quoquab dan Sukari, 2017). But to encourage the practice of change towards sustainable consumption in society requires the role of stakeholders and community commitment to commitment, support, consistency in creating environmentally conscious consumption behavior (Dawkins et al., 2021). Research conducted by La Fuente et al. (2022) with 1,080 Brazilians highlighting higher consumer interest in purchasing products packaged in recyclable and environmentally friendly containers. The concept of sustainable consumption does not necessarily refer to buying or consuming less, but consuming efficiently which can lead to attitudes that produce environmentally conscious human health and reduce negative social impacts (Govindan, 2018). Rizwan et al. (2014) argue that environmentally friendly beliefs can motivate consumers to purchase products sustainably, this is in line with Dewanti & Bafadhal (2018) which shows that green beliefs have a positive influence on sustainable consumption behavior of green products. Currently, consumer preferences are becoming increasingly important when choosing goods or services provided by companies, including quality, brand, packaging, service and price. Thus, companies must be able to continue to adapt their products to meet consumer preferences so that they will increase sales through brand trust which leads to repeat purchases. According to Nurjannah et al. 2022, several possibilities that cause consumers to repurchase a product are when consumers are satisfied with previous purchases and if consumers believe that they need to spend more time, money or energy to study the same product with a different brand.

The limitations of this research which can be used as a reference for further research so that better results will be obtained are that this research has not classified the demographic factors of respondents and other electric car products. Based on these conclusions and limitations, to obtain better research results in future research, suggestions that need to be considered include classifying the demographic factors of respondents. In this way, it is hoped that the results of the research can be compared on the effects and can observe the focus of electric motorbikes and electric bicycles. Green marketing and environmental education are

essential for businesses, as they not only promote sustainable practices but also enhance brand value, meet consumer expectations for eco-friendly products, and contribute to long-term environmental responsibility.

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