



RESEARCH PAPER

Investigating Green Purchase Intention through Sustainability Concerns, Social Cynicism and Perceived Greenwashing

¹Azha Rubab, ²Muhammad Abrar and ³Rizwan Shabbir

1. PhD Scholar, Lyallpur Business School, Government College University, Faisalabad Punjab, Pakistan
2. Professor, Lyallpur Business School, Government College University, Faisalabad Punjab, Pakistan
3. Associate Professor, Lyallpur Business School, Government College University, Faisalabad Punjab, Pakistan

Corresponding Author: azha.mohsin@gmail.com

ABSTRACT

Sustainability deduces that natural resources are finite and must be conserved to protect future generations from this scarcity. The study investigates the intricate relationship between sustainability environmental concerns and social cynicism with green purchase intention through the mediating role of perceived greenwashing in the organic beauty industry. A total of 386 responses were collected through an online structured survey from consumers in Pakistan. The data were analyzed using Smart PLS, the results of the study indicated that Sustainability Concerns and Social Cynicism both have a significant positive impact on perceived greenwashing. This proposed that consumers who are both environmentally concerned and socially cynical tend to doubt the credibility of sustainable messaging in organic beauty industry. Moreover, perceived greenwashing has a significant negative effect on green purchase intention. The mediation analysis confirms that perceived greenwashing significantly mediates the relationship between sustainability concerns, social cynicism and green purchase intention. The findings extend existing literature by incorporating sustainability concerns and social cynicism within a unified framework. It aims to offer valuable insight into the mediating role of greenwashing and provide managerial implications on how sustainability concerns and social cynicism in online organic beauty business green purchase intentions can be shaped up.

KEYWORDS Sustainability Environmental Concerns, Social Cynicism, Perceived Greenwashing, Green Purchase Intention, Theory of Planned Behavior

Introduction

With the rise of sustainable awareness and the health many consumers started exploring better products and services that reflect better on their health as well as on our planet (Bibi & Satti, 2022). The idea of triple bottom line has developed into a global paradigm shift in consumption patterns, similar shift in consumption of organic products has been observed in Pakistan as well. The emergence of socially and environmentally conscious consumer segments along with the advent of digitalization, has largely transformed the decision-making patterns (Khan & Siddiqui, 2020). Many have started exploring alternatives, and a shift in natural and eco-friendly personal care solutions has been observed. Options for organic beauty products have surged due to the awareness of consumers towards health consciousness and environmental knowledge. This surge is no longer seen as a trend but it in fact is studied as a new normal, the rationality behind is driven by the desire to avoid harmful chemicals, large amount of water wastage, otherwise wastage, synthetic additives, environmental harming production processes commonly associated with conventional methods of beauty products (Ebenezer, et al.,

2023). Pakistan during great evolution in the organic beauty market with the emerging local entrepreneurs and international brands creating awareness, widely using social media platforms (Bhutto et al., 2023). The growing interest of consumers in the usage of organic products is somewhat driven by the social media influence (Gani et al., 2022). This rising sector is characterized by a variety of offerings which include haircare, skincare, and cosmetics, all formulated with natural ingredients produced through sustainable supply chain. Promising chemical free products since many aware women tend to avoid parabens, sulfates and or artificial fragrances (Srinivasulu, et al., 2022). These businesses ensure that no harm is done to the earth and its inhabitants and are fixed to cater to a growing segment of niche consumers who set their health priorities along with sustainability concerns in order.

Green Purchase Intention (GPI) refers to an individual's preferences or likelihood of buying environmentally friendly products. Purchasing green or organic products that align with the consumers' sustainability values has gained a great deal of prominence in the context of the organic beauty industry. In Pakistani organic beauty markets, this preference is shaped by not only consumers' environmental consciousness but at the same time their underlying belief system such as social cynicism. Consumers high in social cynicism tend to distrust corporate motives. Social Cynicism has taken a toll on the purchase of green products due to decreased consumer engagement (Aqueveque & Encina, 2010). Past studies have shown a huge shift in the extent of awareness among consumers, the popularity in sustainability and digitalization is regarded as a 'twin transition' by the European Commission in 2020 (Mouthaan et al., 2023). With the increased focus towards a green image the business organizations are now indulging in deceptive green practices that are considered as greenwashing where firms tend to claim green practices in online promotional activities. Perceived greenwashing is a well-known term defined as an act which seems to mislead consumers regarding the environmentally friendly practices of a company (Szabo & Webster, 2021). Consumption of digital information enables the consumers to engage with green products which can boast green purchase intention (GPI) of organic beauty products. The common practices of greenwashing (e.g., misleading labels, vagueness, selective disclosure) have bred an issue of social cynicism amongst consumers which suggests investigation of untapped avenues of research to reduce customers' suspicions towards organic beauty products (Manoela et al., 2023).

Developing countries are facing a serious dilemma, they are under immense pressure by developed countries to adopt green practices, the rigorous research and heightened awareness regarding organic consumption among the consumers has compelled South-Asian countries to adopt green practices (Pandey & Asif, 2022). Additionally, these countries do not have infrastructure or plentiful resources to genuinely implement and shift completely to clean business practices, which results in unintended consequences. This leads to misleading practices and the same has been observed in South-Asian countries (Sneha Rani Deb et al., 2022) as they have adopted greenwashing to turn the tide on. With so many factors in play, these countries have a difficult time achieving true environmental responsibility which is fraught with various challenges (Choudhury et al., 2023). Given the urgency to align with global sustainability expectations, companies are now resorting to superficial green claims. Whereas the real environmental and social issues continue to mount in the form of pollution, deforestation, overexploitation of natural resources and degraded air quality (Qing et al., 2024). Pakistan as a globally recognized country has a commitment towards achieving United Nations Sustainable Development Goals (SDGs), and has increased the stress on environmental, social and governance compliance. To stay as a globally competitive

country to attract investment and enhance market credibility, Pakistan's businesses are now compelled to acquire accreditations. However, in a resource constraint situation, firms may face financial challenges in fully implementing substantive sustainability practices. Resultantly, some organizations resort to exaggerated sustainability claims or symbolic compliance which are commonly referred to as Greenwashing. The profound transformations witnessed in the business arena reflect a shifting paradigm towards sustainable practices.

This study proposes a global perspective of sustainability concerns to shape the purchase intention of organic beauty products, which is intervened by perceived greenwashing (Kim & Lee, 2023). Sustainability concerns have been widely studied across industries such as food production, fashion, and energy, where consumer demand for ethically sourced, eco-friendly products is well-documented (Elmor et al., 2024). However, the organic beauty industry remains underexplored in this context (Witek et al., 2024). The present study is particularly relevant as it aims at understanding how consumers both environmentally conscious and socially cynical interpret and respond to the misleading sustainability practices while making consumption choices. By investigating the role of social cynicism and perceived greenwashing in shaping green purchase intention, this study provides insight into psychological behaviors that influence sustainable consumption in Pakistan.

Literature Review

Theoretical Foundation

To offer a structured understanding of the relationship between given variables, the study is grounded in established theoretical foundations. The purpose of this theoretical framework is to provide a logical basis through which the key variables can be connected and understood. This ensures that the study is not merely descriptive but analytically driven as well. The relevant theories, as cited below, help explain how and why factors such as social cynicism, sustainability concerns and perceived greenwashing influence green purchase intention. With the anchor of the study in theories the research gains conceptual clarity, it also strengthens the interpretations of findings, eventually allowing for a rigorous and meaningful contribution to existing literature.

The Theory of Planned Behavior (TPB) has emerged as a guide to explore and predict human behavior across various domains, including sustainability (Ajzen, 2011). In this context of consumption various intentions and behaviors positively connected to green purchase. Baca & Reshidi (2025) demonstrate positive attitudes towards environmentally friendly products, coupled with perceived control over purchasing decisions, significantly predict consumers' intentions to engage in green purchasing behaviors. Similarly, studies by Pham et al. (2022) have highlighted the role of subjective norms, indicating that social influences from peers and reference groups can shape individuals' intentions to adopt sustainable consumption practices. An environmentally aware consumer is someone who satiates his own needs without compromising the needs of others in the long term. This concern of others, is existent in socially aware or socially concerned consumption as well (Hosta & Zabkar, 2020).

Moreover, the Signaling theory also provides a theoretical foundation used to explain how different entities (for instance individuals, companies or firms) communicate or send 'signals' regarding their attributes or intentions to others. Signaling theory was derived from animal and human behavioral ecology but has been widely

applied in multiple fields of life like marketing and consumer behavior studies (Saad et al., 2006). It suggests that in the field of marketing a message would be considered effective if that is believable and relevant to the consumers. In the organic beauty industry, many messages are sent to convey relevant information about the sustainability, quality or authenticity of their products to the target consumers (Dunham et al., 2011). The information send has a) signal, b) signaler, c) receiver and d) feedback: the signal here is the marketing message, the signaler is the company or the brand, the receiver is the consumers of that product and on the basis of this feedback is collected from the consumers (Connelly et al., 2011).

Hypotheses Development

Perceived greenwashing is a phenomenon which suggests that the consumers are misled about a firm's environmental practices or the environmental benefits of a product or service. Greenwashing occurs through smart cues like eco-labels, usage of green color in brand aesthetics, and nature themed imagery which gives an impression of the natural origin of the products. Perceived greenwashing strongly influences consumer behavior. A study (Majeed & Kim, 2022) found that it reduces green purchase intention while enhancing environmental concern and promoting negative word-of-mouth. Emotional reactions such as disappointment, anger, and betrayal can occur, consistent with psychological contract theory, and may reduce long-term customer loyalty (Sun et al., 2024).

H1: Perceived Greenwashing has a negatively associated relationship with green purchase intention.

Sustainable concerns are defined as consumers' concerns and how much importance they place on the well-being of planet Earth, this includes environment, social and legal concerns. Well informed users make choices by evaluating a business's ability to provide sustainable products (Sarkis, 2001). Consumers expect them to be more sensitive towards the well-being of the environment and are emotionally involved. The organic product industry would not only be concerned about end products but also have concern towards procurement of organic raw materials, the civility of the workplace environment, and sustainability of production processes, packaging (Lavuri et al., 2022). The green marketing perceptions were explored (Szabo & Webster, 2020) to demonstrate that even precise and accurate messages can be taken adversely causing a perception of deception coupled with incongruent brand behaviors.

H2a: Sustainability Environmental concerns are positively associated with perceived greenwashing.

Sustainability concerns have arisen as a critical determinant of consumerism, particularly in the context of green purchase intention within the contemporary markets. With the heightened attention on sustainable consumption this is a surge observed within the environmentally concerned individuals, the degree to which these issues are considered and how much these consumers feel responsible for contributing ecological preservation with their consumption choices. Studies highlight the increasing climate change awareness, environmental degradation institutional pressures have remarkably elevated consumer sensitivity towards sustainable products or services, thus influencing their purchase intention (Zameer & Yasmeen, 2022).

H2b: Sustainability Environmental Concerns are positively associated with Green Purchase Intention.

Policarpo et al. (2023) has identified that environmental concerns are crucial to green purchase intention, highlighting that consumers with a sensitive approach towards environmental values are more likely to prioritize sustainability. Moreover, it has been (Kharbanda et al., 2022) illustrated that role of product attributes for instance organic certification and eco-labelling tends to push the idea of buying green products.

H2c: Perceived Greenwashing mediates the relationship between sustainability environmental concerns and green purchase intention.

Literature has identified the need to encourage the corporate to run their business with more consideration and commitment towards rather customer-centric corporations. It has been observed that the consumer social cynicism heightens where consumers tend to disbelief in sincerity in firms' actions; this disbelief has yielded consumers' negative attitude towards the firms, and many businesses have been affected by this social issue. Delmas and Burbano (2011) argue that perceived greenwashing exists at the intersection of environmental performance and communication. De Freitas Netto et al., (2020) further highlighted that the implicit and explicit signals both contribute to consumer skepticism, emphasizing the need for verifiable and standardized environmental claims in marketing.

H3a: Social Cynicism is positively associated with Perceived Greenwashing.

Environmentally conscious consumers tend to advocate ethical consideration at every stage of production, particularly in developing green purchase intentions (Indibara & Varshney, 2020). The intention to purchase green products reflects an individual's choice to consider environmentally friendly products more than conventional alternatives. It is majorly driven by their pro-environmental values, subjective norms, perceived behavioral control, as has been explained by the theory of planned behavior. Cynical consumers tend to doubt corporate environmental claims, perceiving them as deceptive or as opportunistic rather than pure efforts towards gaining sustainability (Vu, et al., 2021).

H3b: Social cynicism is negatively associated with green purchase intention.

In a study published, (Daou et al., 2025), researchers have explained how consumers respond when their conscious environmental values conflict with the wrongful corporate greenwashing practices. When individuals with high sustainability consciousness meet with the brands that proactively engage in misleading environmental practices, they feel psychological discomfort which triggers them to reassess their environmental consciousness perception of the brand (Luca et al., 2025). The mistrust in the brand causes reduced brand credibility eventually leading to decreased green purchase intention due to the widely spread negative word-of-mouth (Mohammed et al., 2025). Digital media marketing deepens the impact and intensifies the process by increasing exposure to conflicting information and provides a medium that facilitates public discussions that can enhance skepticism. Resultantly, has a dual effect on individual attitudes as well as the broader spread of social cynicism within consumer circles that can leave an adverse effect on green purchase intention.

H3c: Perceived greenwashing mediates the relationship between social cynicism and green purchase intention.

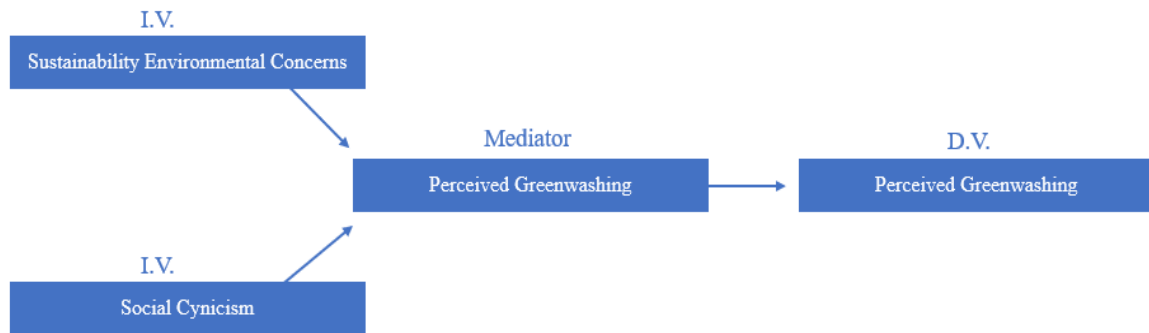


Figure 1: Conceptual Framework

Material and Methods

In the combination of the positivism and deductive approach of the research, a mono-method quantitative research design is chosen for the research design of the current study. Quantitative research instruments are very practical for collecting numerical data that can be analyzed statistically to determine the relationships between the variables of interest. Quantitative research contributes effectively to acquiring precise measurements, utilizing statistical methods to establish relationships between variables (Guetterman et al., 2015). A sample of 362 respondents of such demographics was selected through random sampling to collect their responses during a span of six months starting from August 2025 till January 2026.

All the measures, given in Table 1, were answered on five-point Likert scales that ranged from "1=strongly disagree" to "5= strongly agree". Followings are the list of variables along with the constructs of their sources and the Likert scale which is used during the collection of data:

Table 1
Measurement Items

Constructs	Items	Source	Likert-scale
Sustainability Environmental concern	5	(Francis & Davis, 2014)	Five-point
Social cynicism	3	(Leung & Bond, 2004)	Five-point
Perceived greenwashing	4	(Raihana & Purwanegara, 2023)	Five-point
Green Purchase intention	3	Hamzah and Tanwir (2021)	Five-point

Table 2a
Demographic Profile

	Particulars	Frequency	Percent
Gender	Male	202	51.9
	Female	187	48.1
	Total	389	100.0
Age	13-19	81	20.8
	20-26	154	39.6
	27-33	61	15.7
	34-40	57	14.7
	41-47	35	9.0

	48.54	1	.3
	Total	389	100.0
Education	Intermediate	67	17.2
	Bachelors	246	63.2
	Masters	66	17.0
	Doctorate	8	2.1
	Others	2	.5
	Total	389	100.0
Income	Less than 50,000	113	29.0
	50,000-100,000	71	18.3
	100,001-150,000	16	4.1
	150,001-200,000	53	13.6
	200,001-250,000	131	33.7
	250,001 and above	5	1.3
	Total	389	100.0

Four demographic-related questions were asked, i.e., gender, age, education, and profession. As shown in the above table, Table 2a, the gender distribution of the respondents implies a comparatively balanced sample where male respondents are 51.9% (n=202) while 48.1% (n=187) shows female participation. Next up is the age distribution that reveals that the sample is primarily composed of young respondents with the majority falling within the age of 20-26 years making it 39.6% (n=154). Overall, the findings indicate that the study largely captures the perspective of younger consumers. Next is the educational information of the respondents which is a highly educated sample. A noteworthy majority of participants of the study hold a bachelor's degree (63.2%, n=246). These indicators of education suggest that most respondents have a strong educational background which is a representation of influence and degree of awareness and evaluation of organic beauty products. The income profile of the participants of the study shows a varied stance across the different income categories. The largest proportion of respondents falls into the income bracket of PKR 200,001-250,000 (33.7%, n=131), followed by 29.0% (n=113) of the sample earning less than PKR 50,000. This income distribution shows a large concentration in the middle-income bracket, with a marginal representation from both lower and higher groups.

Table 2b
Variable Profile.

Particulars	Frequency	Percent	
Purchase	Yes	389	100.0
	Yes	223	57.3
Purchase Digital	No	166	42.7
	Total	389	100.0
	Yes	304	78.1
Online Reviews on organic beauty products	No	85	21.9
	Total	389	100.0
	Yes	149	38.3
Following the Celebrities endorsing organic beauty products	No	240	61.7
	Total	389	100.0
	Daily	103	26.5
	Weekly	137	35.2
How often does organic beauty products are used?	Monthly	79	20.3
	Rarely	70	18.0
	Total	389	100.0

Results and Discussion

In which measurement model is considered prior to structural models. While evaluation of the outer model of the measurement model of the study construct validity and construct’s reliability are measured, whilst evaluating the inner model; convergent validity, discriminant validity and structural model fit are gauged. The reliability of constructs is based on Cronbach’s alpha values and composite reliability values fulfilling the threshold of 0.70 or higher (Hair et al., 2019). The Convergent validity is assessed through the factor loading and average variance extracted (AVE).

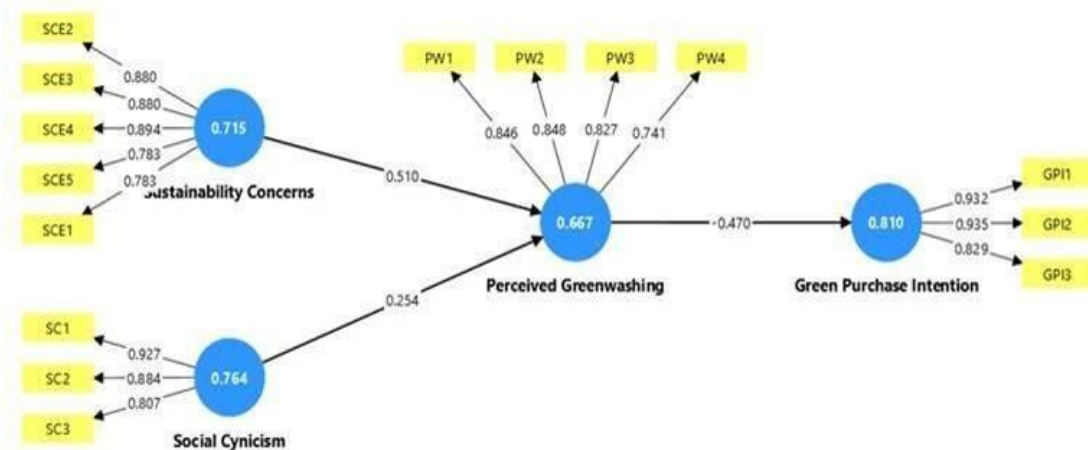


Figure 2: Structural model

Table 3
Construct Reliability & Convergent Reliability

Construct	Items	Factor Loading	Cronbach Alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	AVE
Green Purchase Intention	GPI1	0.932	0.881	0.888	0.927	0.810
	GPI2	0.935				
	GPI3	0.829				
Perceived Greenwashing	PW1	0.846	0.833	0.839	0.889	0.667
	PW2	0.848				
	PW3	0.827				
	PW4	0.741				
Social Cynicism	SC1	0.927	0.843	0.845	0.906	0.764
	SC2	0.884				
	SC3	0.807				
Sustainability Concerns	SCE2	0.880	0.899	0.909	0.926	0.715
	SCE3	0.880				
	SCE4	0.894				
	SCE5	0.783				
	SCE1	0.783				

The measurement model was evaluated through outer loadings, reliability and validity, as presented in the Table 3 given above, the results indicate that the loadings exceeded the recommended threshold of 0.07, confirming satisfactory indicator reliability. It was supported through Cronbach’s alpha and composite reliability values, where values up to 0.70 are good and those values exceeding 0.80 are considered good fit. All constructs of this study exceeded the minimum threshold of 0.70, with Cronbach’s alpha ranged from 0.833 to 0.899 and composite reliability (ρc) ranged from 0.899 to 0.927.

This indicated a high level of internal consistency across all constructs. Convergent validity was evaluated through the use of Average Variance Extracted (AVE). The AVE values are *acceptable* when they are greater than 0.50 and are considered *Good Fit* if greater than 0.70. In this case, all AVE values surpassed the recommended threshold confirming that the construct explains a substantial portion of the variance in their indicators.

Table 4
Heterotrait-monotrait ratio (HTMT) - Matrix

	Green Purchase Intention	Perceived Greenwashing	Social Cynicism	Sustainability Concerns
Green Purchase Intention	0.900			
Perceived Greenwashing	0.545	0.817		
Social Cynicism	0.578	0.624	0.874	
Sustainability Concerns	0.619	0.739	0.605	0.845

Discriminant Validity was evaluated using Heterotrait-Monotrait (HTMT), ratio which is acceptable if it is less than 0.80 and the Fornell-Larcker Criterion which is acceptable when the values exceed 0.80. The HTMT values, as given in Table 4, are well below the conservative threshold indicating that each construct is empirically distinct from the other. Moreover, the diagonal values representing Fornell-Larcker Criterion were all higher than the inter-construct correlations.

Table 5
Path coefficients

	Coff.	ST. DEV	T statistics	P values
Perceived Greenwashing -> Green Purchase Intention	-0.470	0.047	10.001	0.000
Social Cynicism -> Perceived Greenwashing	0.254	0.052	4.872	0.000
Sustainability Environmental Concerns -> Perceived Greenwashing	0.510	0.048	10.606	0.000
Specific indirect effects				
Social Cynicism -> Perceived Greenwashing -> Green Purchase Intention	-0.119	0.030	3.953	0.000
Sustainability Environmental Concerns -> Perceived Greenwashing -> Green Purchase Intention	-0.240	0.034	7.020	0.000
Total effects				
Perceived Greenwashing -> Green Purchase Intention	-0.470	0.047	10.001	0.000
Social Cynicism -> Green Purchase Intention	-0.119	0.030	3.953	0.000
Social Cynicism -> Perceived Greenwashing	0.254	0.052	4.872	0.000
Sustainability Environmental Concerns -> Green Purchase Intention	-0.240	0.034	7.020	0.000
Sustainability Environmental Concerns -> Perceived Greenwashing	0.510	0.048	10.606	0.000

The structural model was evaluated using path coefficients, t-statistics, and p-values and the results as indicated in Table 5 show that Perceived Greenwashing has significant negative effect on Green Purchase Intention having coefficient ($\beta=-0.470$, $t=10.001$, $p<0.05$) suggesting that higher perception of greenwashing reduces consumers' willingness to purchase green products. Moreover, Social Cynicism significantly influences Perceived Greenwashing having coefficient ($\beta=0.254$, $t=4.872$, $p<0.05$). This suggests that individuals with higher levels of social cynicism are more likely to perceive firm claims as deceptive. Furthermore, Sustainability Concerns show a strong positive relationship with Perceived Greenwashing having coefficients ($\beta=0.510$, $t=10.606$, $p<0.05$). These findings show that consumers who are sensitive towards sustainability

issues are more critical and skeptical of firms' environmental claims, resulting in heightened perception of greenwashing.

The total effects further reinforce the mediation findings. Social Cynicism has a significant negative total effect on Green Purchase Intention ($\beta = -0.119$, $t = 3.953$, $p < 0.001$). While Sustainability Concerns also demonstrate a significant negative total effect ($\beta = -0.240$, $t = 7.020$, $p < 0.001$). These results indicate that both constructs ultimately diminish Green Purchase Intention through mediating the role of Perceived Greenwashing.

The study's findings imply that greenwashing has a negative significant relationship with green purchase intention and accepted as the prior study has highlighted that perceived greenwashing strongly influences consumer behavior. Majeed & Kim, (2022) found in their study that perceived greenwashing reduces green purchase intention while enhancing environmental concern and promoting negative word-of-mouth. Emotional reactions such as disappointment, anger, and betrayal can occur, consistent with psychological contract theory, and may reduce long-term customer loyalty (Sun et al., 2024). This research showed that sustainability concerns are positively associated with perceived greenwashing, as consumers of organic products seldom get confused while evaluating unclear or misleading sustainability claims. The results align with who testified how greenwashing practices affect green perceived value. This implies that green consumer mistrust in organic beauty products can significantly mediate this relationship. Conducted in the Chinese market, this research stresses that the poor claim clarity disturbs or significantly reduces credibility of green brands and dampens consumer engagement which can influence green purchase intention. The study offers an understanding that sustainability concerns are positively associated with green purchase intention as the recent literature, from its theoretical perspective, has shown that sustainability concerns are closely related to the theory of planned behavior, in this regard environmental awareness influences attitudes, subject norms and perceived behavioral control eventually shaping behavioral intention. According to this, there is evidence as proposed by Wang et al., (2024) that consumers who have higher sensitivity towards environmental consciousness exhibit stronger pro-environmental attitudes. These sentiments directly enhance their intention to purchase green products. Such a relationship is particularly significant in emerging countries where rising environmental awareness is gradually translating into responsible consumption patterns. Literature (Mei et al. 2012), (Tang et al., 2025) also align with this study as suggested before that perceived greenwashing mediates the relationship between sustainability concerns and green purchase intention. Social cynicism is positively associated with perceived greenwashing. When individuals perceive green claims as deceptive, they often encounter feelings of frustration, mistrust and disappointment. Such emotional responses can lead to a high level of disengagement from environmentally positioned brands and can result in a further rejection of sustainable products altogether. The findings of the research are consistent with recent study findings (Joseph & Vinod, 2025) that these emotional reactions are not only byproducts but are the central components of consumer reactions to misleading greenwashing practices.

The results of the study imply that the relationship between social cynicism is negatively associated with green purchase intention. As discussed in literature (Hameed et al., 2026) that sometimes even genuine sustainable efforts may be dismissed by cynical consumers who are exposed to continuous negative or deceptive content. This highlights the significance of addressing the content of green marketing messages but also the

digital environments in which they are consumed (Kumar et al., 2025). The study has proven that perceived greenwashing mediates the relationship between social cynicism and green purchase intention, which also align with Suphasomboon & Vassanadumrongdee (2025), in the research the authors have emphasized that due to the pressing need of individuals and their societal values, sustainable practices in the field of cosmetics must be integrated to avoid consumer skepticism that may lead to lower green purchase intention.

Conclusion

This study provides a comprehensive understanding of how consumer perceptions combined with psychological traits, as grounded in the theory of planned behavior, influence their consumption of environmentally friendly personal care products. Keeping in view the intricate relationship between sustainability concerns, social cynicism, perceived greenwashing and green purchase intention by integrating theory of planned behavior and the signaling theory, the findings have offered an important insight into the complex and sometimes contradictory nature of green consumer behavior. The results of this study demonstrate that perceived greenwashing plays a central or decisive role in shaping green purchase intention. Explicitly, individuals who perceive ecological claims as misleading are significantly less likely to go for green purchase of organic beauty products. This stresses the significance of trust and credibility in sustainability communication, as even well-intentioned marketing efforts can backfire if they are perceived as inauthentic and untruthful. Which in tales is that honesty in sustainable communication and transparency in marketing initiatives is essential to foster consumer confidence in organic beauty business.

Moreover, this study has revealed that both sustainability concerns and social cynicism substantially increase perception of greenwashing. Whilst social cynicism reflects a general distrust towards corporate motives and institutions, sustainability concerns cause heightened environmental awareness amongst the conscious consumers. Both components contribute to skepticism towards sustainable claims in green products, albeit through different psychological pathways. This emphasizes a critical paradox: consumers who possess environmental consciousness are also more likely to question the authenticity of sustainable communication. The mediation analysis further concludes that perceived greenwashing serves as a central mechanism through which sustainability concerns and social cynicism greatly impact green purchase intention of organic beauty products. Rather than directly impacting purchasing behavior, these variables function indirectly by shaping how consumers interpret sustainable signals. The findings of this study entail that consumer attitudes and intentions are not formed in isolation but are deeply influenced by their perception of credibility and trustworthiness.

Recommendations

Collectively, this study helps in the growing body of literature on sustainable consumption by identifying the dual role of consumer awareness and skepticism. While increasing environmental awareness is essential for the promotion of sustainable behavior, this must be accomplished by credible and transparent corporate practices to be effective. For practitioners, the results suggest that establishing trust in green consumption through authentic sustainability initiatives is essential for encouraging green purchasing of beauty products. Conclusively, this study demonstrates that the success of green marketing efforts hugely depends not only on raising awareness but at the same time ensuring that the credibility of environmental claims is not compromised.

Hence, addressing perceived greenwashing is therefore essential for bridging the gap between positive environmental attitudes and actual purchasing behavior of green personal care products.

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