



Unveiling the Sustainable Path: Exploring the Nexus of Green Marketing, Service Quality, Brand Reputation, and Their Impact on Brand Trust and Purchase Decisions

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Abstract

This study's goal is to investigate the impact of green marketing, service quality, and brand reputation on brand trust and purchase decisions within the electronics, apparel, and cosmetic industry brands, utilizing quantitative techniques. The study gathered data from a sample of 400 participants, of which 348 responses were received. To collect data efficiently, an electronic survey questionnaire was employed, utilizing Google Forms as a tool for both questionnaire formation and distribution. The sample was chosen by the use of random sampling methods, ensuring a representative cross-section of consumers from the target industries. Data analysis was to evaluate the relationships between green marketing, service quality, brand reputation, brand trust, and purchase decisions. The results demonstrated significant positive correlations between green marketing, service quality, and brand reputation with brand trust and purchase decision. These findings highlight the importance of incorporating environmentally friendly practices, maintaining high service standards, and cultivating a positive brand image to foster trust among consumers. Furthermore, the study revealed that brand trust plays a vital role in shaping purchase decisions. When consumers perceive a brand as trustworthy, they are more likely to make purchases from that brand, demonstrating the interdependency between brand trust and purchase behavior. Practical implications for businesses operating in the electronics, apparel, and cosmetic industry are evident from these findings. By adopting and promoting green marketing strategies, companies can enhance their brand trust and attract environmentally conscious consumers. Investing in service quality improvements will not only elevate brand trust but also positively influence purchase decisions. Moreover, nurturing a strong brand reputation can significantly impact brand trust and purchase decision, ultimately driving sales and customer loyalty.

Keywords: Green Marketing, Service Quality, Brand Reputation, Brand Trust and Purchase Decision



Introduction

Customers and prospective consumer's purchasing choices are important determinants of what goods they will utilize. Marketers may use the purchase decision as an approach or method to sway or convince customers to make a purchase (Hartmann et al., 2020). The method of choosing from a broad range of offerings, or the customer's activity of selecting goods and services from a number of choices, is known as purchasing decisions (Cheung & Thadani, 2012). Customers make purchase using an array of all of their information, which becomes an evaluation of the choice between two or more different options accessible in selecting a result at the point of purchasing choices. Customers will pick between two or more options to satisfy their demands. This is referred to as a buying decision-making process (Kotler et al., 2014; Riaz et al., 2023). Different alternatives are available to a customer who wishes to make choices. Customers will buy anything if they have already made up their minds on which option they prefer and, if required, its replacement. When making a purchase, a person must decide what to buy, when to buy it, where to buy it, and how to pay for it (Arshad et al., 2022). The method of making purchasing decisions by buyers begins with the identification of the issue or demands first, then persists with looking for details on the good or service to be acquired, the next step being to assess the different purchase options, after which purchasing a good or service, and the final step that consumers do is acts after purchasing or assessing the purchase of a good or service that they've bought (Kotler & Keller, 2016; Faisal et al., 2023).

Based on Hsiao (2021), traditional firms have been attempting to acquire an edge over their competitors through interacting with clients via the internet since every person has a mobile device and can readily access the web, both consumers and rivals are able to join the marketplace in e-commerce. Additionally, since you aren't required to travel to the shop, utilizing online shopping for making purchases is quite affordable from a buyer's standpoint. Marketing will have the ability to affect customer behavior when it comes to online commerce (Pandey, 2018; Hayat et al., 2022). Clients become more connected to a business or brand if they can engage and communicate with them easily on social media, which will help them decide whether to make a purchase (Aji, 2020; Khan, 2019; Pandey, 2018; Yang, 2020).

It is a functional style that relies on sustainable technology, a green market, and a green economy and responds to people's ecological issues. The heart of green marketing is to choose and



validate the approach of the marketing mix in accordance with the concept of protecting the planet and ecosystem. During the stages of goods or services creation, development, and production, making, selling, and after-sales, businesses operate on the principle of sustainable growth, such as maximizing the effectiveness of assets distribution and the maintenance of the environment, and the approach of green marketing is highlighted in green placement, green costs, green transportation, green advertisement, and green cooperation (Polonsky & Rosenberger, 2001). As a result, businesses have met both their obligation to safeguard the planet and the fundamental needs of customers for goods. According to Tarabieh (2021), Chang (2011), Wu & Lin (2016), Khan et al. (2023), and others, green marketing is an important strategy for responding to customers who are concerned about environmental concerns and boosting the reputation of the green business by helping their goods stand out. Brand reputation and brand trust are significant aspects in studies on the green brand's business value (Chen, 2010).

Statement of Problem

It is currently shown that internet advertisements and the caliber of online offerings affect purchase decisions, study connecting security of payment to online shopping decisions is still lacking. Dewi and Yap (2022) indicated that additionally research is needed to fully understand the study of the online shopping sector and its safety payment system. Additionally, Fernando and Prasetyo (2021) discussed the necessity to research how the caliber of online services affects a customer's choice to make an online purchase in an expanding marketplace. As stated by Howcroft & Hamilton (2007), excellent service should persuade customers to purchase, but based on Mambu (2015), the service quality has no effect on a person's decision to purchase. The investigation gap is evident in the study on the quality of service. Concerning the Purchasing Decision aspect, issues and investigation gaps from numerous disciplines may be utilized as a problem creation tool.

Significance of the Study

In accordance with earlier investigations, Rani et al. (2014) report that green marketing offers concepts about the comparatively better environmental qualities of the business's goods and services by carrying awareness of environmental damage to clients. According to Maheshwari (2015), advertisers must inform consumers about a green brand's awareness in order for it to succeed after it has been ingrained in their thoughts. According to Papadas (2016), organizations



require to implement green marketing methods to improve company success. Green marketing is a crucial instrument to a long-term brand planning. According to Bukhari (2018), shipping and advertising may save resources by using fewer packages, selecting recyclable supplies, and promoting gathering of package trash. According to Patil & Shelke (2018), green marketing strategies used by businesses have little impact on Marathwada consumers' purchasing choices. Consumers are going to pay greater prices for things that are sustainable. Mahmoud (2018) contends that better data should be made available to government decision-makers in charge of business growth in order to support the adoption of green marketing by manufacturing facilities for the benefit of important participants. According to Jeevandas and Vivek (2019), the findings showed that there are a lot of potential consumers who are interested in purchasing environmentally friendly items, and that this number would rise as a result of green marketing campaigns. According to Widyastuti et al. (2019), integrating green marketing into advertising approaches and corporate social responsibility programs benefits the society and adds to brand trust. The purpose of current research is to check the influence of green marketing, service quality and brand reputation on brand trust and purchase decision in electronics, apparel and cosmetic industry brands by using quantitative techniques.

Objective of the Study

- To analyze the impact of Green Marketing on Brand Trust.
- To inspect the influence of Green Marketing on Purchase Decision.
- To evaluate the importance of Service Quality on Brand Trust.
- To assess the significance of Service Quality on Purchase Decision.
- To judge the inspiration of Brand Reputation on Brand Trust.
- To investigate the effect of Brand Reputation on Purchase Decision.
- To examine the bearing of Brand Trust on Purchase Decision.

Literature Review

Relationship of Green Marketing with Brand Trust

Brand trust is a crucial component in encouraging consumer brand loyalty. Customers' faith in a company's potential to earn their trust stems from their belief in the power of its goods to deliver on their promises (Mastoi, 2022). It depends on the brand's reputation among customers, and it is



seen as a company that can put the needs of its customers first (Pushpaningrum, 2020; Kousar & Shafiq, 2023). Shoppers develop a psychological bond with businesses via trust, which is seen as a crucial component in determining brand value. A key component of customer brand devotion is the proportionate reduction in sensitivity to prices that occurs when customers gain trust in the brand (Mabkhot et al. 2017; Mastoi, 2022). It was progressively proven that marketing actions had an advantageous bearing on customer attitudes and actions, which is especially demonstrated by brand loyalty, brand trust, brand engagement, brand perspective, and other areas (De Pelsmacker et al. 2002; Wu and Liu, 2022; Nosheen and Danya, 2022). As an example, conventional advertising methods possess numerous impacts on customer views and actions. Regarding new marketing, it has been shown that advertising considerably increases customer reliance on brands (Pushpaningrum, 2020; Ibrahim et al., 2021; Ramzan et al., 2023). One example of this is traditional media advertising. The information below makes a new marketing strategy that links green marketing to brand trust.

H1: Green Marketing has optimistic influence on Brand Trust.

Relationship of Green Marketing with Purchase Decision

According to Utami (2020), green marketing is growing as a result of public concern about issues related to the environment, and as a result, the public expects businesses to behave responsibly while performing their operations. The purchasing decision, according to Prasetyaningsih & Astini (2016), comes after an attempt or want of purchase, but it differs from the actual purchase.

H2: Green Marketing has constructive inspiration on Purchase Decision.

Relationship of Service Quality with Brand Trust

According to studies by Al-dweeri et al. (2019), Hsu et al. (2018), and Roshana et al. (2023), one of the most important factors in determining trust in online buying is service quality. Agag and El-Masry (2017) described it as "customers' views about flexibility, compassion, and confidence." According to Shafiee and Bazargan (2018), the majority of e-commerce sites acquires the trust of their clients and creates enduring connections by offering top-notch services. According to Ibrahim et al. (2019), their opinion of service quality has a bearing on consumers' willingness to engage in purchase online. Additionally, trust and service quality have been



proven to be significantly correlated (Das, 2016). When a client believes that a service's beneficial results will continue to be sustained in the future, confidence in that service will grow. As a result, the customer's trust will be influenced by excellent, continuous service quality. According to Anderson and Narus (1990), trust arises when a person thinks the other side's actions will have favorable effects. When customers are feeling insecure, they need to have trust that they can depend on it, which helps to reduce uncertainty (Chaudhuri & Holbrook, 2001). According to previous investigations (Kim et al., 2008), the quality of a service may influence how trust is felt by the recipient.

H3: Service Quality has helpful impression on brand trust

Relationship of Service Quality with Purchase Decision

As stated by Dhingra (2020), the degree to which an internet site or network satisfies a variety of customer demands, from inquiry to purchase, is a measure of online service quality in its relationship with the site or network. Therefore, businesses that have incorporated social media into their operations must constantly give focus to the services offered. Customers are more likely to make purchases when they perceive the company's service as being of extremely high quality. According to Ruanguttamanun (2022) and Surjandy (2021) investigation, 87% of customers complete purchases when they get excellent service. In order to gauge the quality of internet services, Luo (2020) develops metrics for dependability, layout, safety, and service to customers. E-service quality, according to Goutam (2022), includes the interaction with sites or networks both prior to and afterwards receiving online services. When a corporation converts its formerly conventional operations to online ones, it has to offer customers excellent service. Numerous researches have supported the idea that improved online offerings might encourage customers to make more purchases (Goutam, 2022). Firdausy and Idawati (2017) discovered that service quality influences buying decisions favorably. Saling et al. (2016) discovered the same thing: service quality influences purchases in a favorable and substantial way. Subsequently Indiani et al. (2015) discovered that the quality of a site influences customers' online impulsive purchases in a favorable way. Nonik et al. (2015), Nurmanah & Nugroho (2021), Sinurat & Ali, (2020) demonstrates how purchase choices are positively and significantly influenced by the quality of e-services.

H4: Service Quality Positively impact on Purchase Decision.



Relationship of Brand Reputation with Brand Trust

Clients' opinion of a shopping establishment's perceived reputation, according to Doney and Cannon (1997), refers to whether they believe it to be trustworthy, customer-focused, and capable of keeping its commitments. Clients' level of trust in a marketing business's integrity and attention for their needs (Doney & Cannon, 1997; Ali & Asim, 2023) are key factors. According to Kim and Peterson (2017) systematic review of internet trust, important predictors of online trust include risk perception, safety, confidentiality, data quality, website layout quality, service quality, and overall reputation.

H5: Brand Reputation has positive influence on Brand Trust.

Relationship of Brand Reputation with Purchase Decision

According to study on purchase decisions done by Bart et al. (2005), a brand's strength and reputation are significant influencing factors. Brand reputation seems to be a significant impact, particularly for goods that are very involved with their clients and that compete in premium categories of goods. Automobiles, banking and insurance, and the technology sector are a few instances of the goods in issue. Brand reputation was shown by Zhan et al. (2003) to have a favorable impact on purchase decisions. As stated by Zhan et al. (2003), consistently upholding quality may help a brand build its reputation. WOM, promotion, and credibility may all help online merchants improve their reputations (Zeithaml, 1988; Shafiq et al., 2023). Because of this, reputation is usually seen to be a key component of both ongoing client relationships and consumer trust (Fedorko et al., 2017; Suryadi et al., 2018). Researchers in the past have discovered a substantial relationship between perceived reputation and trust in internet purchasing (Agag & ElMasry, 2017; Rosa et al., 2018; Kumar & Khan, 2023) as well as the choice to make a purchase (Mohseni et al., 2018).

H6: Brand Reputation has constructive impression on Purchase Decision.

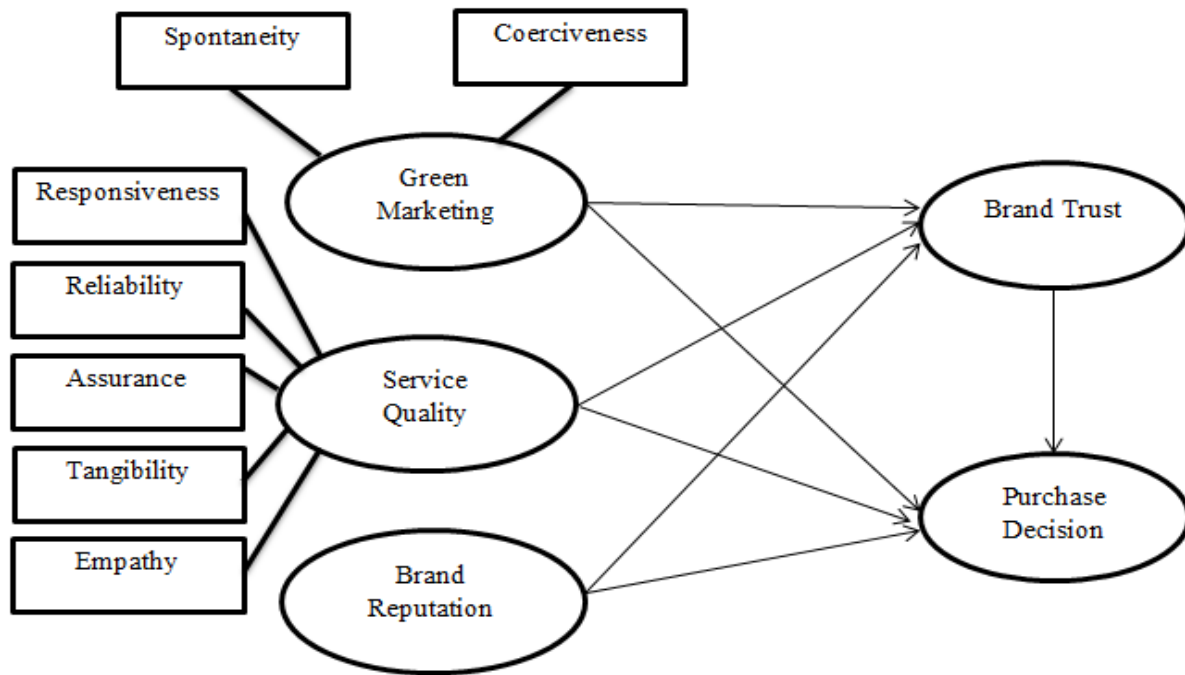
Brand Trust and Purchase Decision

The prior research characterized brand trust as customers' readiness to rely on the brand to fulfill its express or inferred commitment (Chaudhuri & Holbrook, 2001). Thus, it occurs as a result of a company's goodwill in operating in customers' desires to try to forge strong bonds with them. Customer trust in the reliability and honesty of the assistance supplier develops, as noted by Morgan and Hunt (1994). Customer reactions to various brand communications in online

environments are influenced by reputation and customer trust. Social media connections are crucial for fostering brand trust, according to Calefato et al. (2015), Lanubile and Novielli (2015). The writers went on to say that these connections may be created via content produced by a company as well as through internet feedbacks and social media data. Businesses will find it simpler to deliver their specific advertising messages and foster positive perceptions of their brands in customers' thoughts as brand trust among target market consumers increases (Ebrahim, 2020). Online trust is a significant factor in influencing customer behavior, according to Jadil et al. (2022). Brand trust influences purchasing decisions favorably, according to Pop et al. (2022).

H7: Brand Trust has significant influence on Purchase Decision.

Figure 1
 Proposed Framework



Research Methodology

Data about participants were gathered from Electronics, clothing, and cosmetics companies in Pakistan in 2023. The approach for this research comprised quantitative methods via questionnaire. The research sample includes consumers of several brands. The core information needed for this investigation was gathered utilizing an infinite sample employing a random sample approach (Zikmund et al., 2010). The total sample employed in this study consisted of 400 respondents. This study makes use of a Google Docs survey questionnaire. The offered



questionnaire is well-structured and includes a section on the assessment, characterization, and analysis of factors influencing online shopping purchasing decisions. The questionnaires were circulated in accordance with the requirements of the study by posting on social media sites and delivering respondents direct messages. Following an initial assessment, 348 answers in total were gathered and utilized in the statistical investigation. This percentage is higher than the required threshold percentage of responses and the 348-person sample size (Sekaran and Bougie, 2016).

Instrument Development

Green Marketing was adjusted from earlier exploration by Kim (2009). Service quality 20 items including five dimensions of service quality was adopted from prior study of Stamenkov & Dika (2015). Brand reputation was revised from earlier exploration by Nguyen & Leblanc, G. (2001) (Four Items). Brand trust was modified from previous investigation by Ebrahim (2020) (Four Items). Purchase decision was adopted from previous study by Shareef et al., (2008) (Five Items).

Table 1

Item and Sources

Variable	No. of Item	Source
Green Marketing	06	Kim (2009)
Service Quality Responsiveness Reliability Assurance Empathy Tangibility	04 04 04 04 04	Stamenkov & Dika (2015).
Brand Reputation	04	Nguyen & Leblanc, G. (2001)
Brand Trust	04	Ebrahim (2020)
Purchase Decision	05	Shareef et al., (2008)

Analyses

Exploratory Factor Analysis (EFA) and Structural Equation Modeling (SEM) are employed to assess the suggested framework. Finding hidden trends in the information is the first phase of



EFA. The most current concept for participation in digital settings is assessed using SEM. As contrast to regression evaluation or other dependency studies, which aim to explain relationships in a statistical approach, the mathematical purpose of a SEM is to explore a group of relationships that represent multiple answers (Hair et al., 2019). The applications of the studies will be examined by using SmartPLS 4 and SPSS (version 26).

Data Analysis

Respondent's Profile

The data show the sampling frequency and gender breakdown of the population. 63.2% of 348 respondents were male, while 36.8% were female. Results show the respondents' ages. The sample show that 34.48% of the total is of 18–30, 25.86% of the total are of 31–45 and 39.66% of the total population are 46–60. The statistics show that 36.48% of respondents have bachelors or lower degrees, 29.02% have master's degrees, 25.86% have M.Phil degree and 8.64 have PhDs.

Table 2

Demographics Analysis (N = 348)

Variable	(%)
Gender	
Male	63.2
Female	36.8
Ages	
18-30	34.48
31-45	25.86
46-60	39.66
Education Level	
Bachelors	36.48
Masters	29.02
MS/M.Phil.	25.86
PhD	8.64

Reliability and Validity

Examine factor loadings to evaluate a reflecting measurement model. The construct should account for more than 50% of the indicator's variability and provide item dependability with



loadings of 0.708 or above. Internal consistency dependability is assessed using Cronbach's Alpha and Composite dependability. This research used CR for accuracy and item weights (Werts, Rock, Linn, & Jöreskog, 1978). AVE values of 0.50 or above indicated convergent validity (Werts et al., 1978). VIF values enhanced collinearity between formative factors. VIF values over 5 indicate substantial collinearity difficulties, while even values below 3 may raise concerns. VIF values below 3 reduce collinearity (Becker, Rai, Ringle, & Völckner, 2013). Table 2 shows good VIF values.

Table 3
 Construct & Convergent Validity

Variable	No. of Items	Factor Loading	CronBach's Alpha	Composite Reliability	AVE	VIF
Green Marketing	GM1	0.877	0.832	0.843	0.527	2.54
	GM2	0.865				2.81
	GM3	0.847				2.59
	GM4	0.827				2.65
	GM5	0.855				2.76
	GM6	0.829				2.65
Responsiveness	RES1	0.819	0.834	0.841	0.537	2.32
	RES2	0.841				2.45
	RES3	0.832				2.74
	RES4	0.847				2.34
Reliability	REL1	0.838	0.876	0.889	0.524	2.84
	REL2	0.821				2.57
	REL3	0.867				2.68
	REL4	0.864				2.77
Assurance	ASSU1	0.875	0.820	0.802	0.571	2.43
	ASSU2	0.854				2.35
	ASSU3	0.865				2.67
	ASSU4	0.816				2.76
Tangibility	TAN1	0.825	0.838	0.844	0.592	2.27
	TAN2	0.846				2.18
	TAN3	0.857				2.38
	TAN4	0.842				2.16
Empathy	EMP1	0.874	0.866	0.875	0.566	2.63
	EMP2	0.881				2.52
	EMP3	0.858				2.45
	EMP4	0.865				2.11
Brand Reputation	BR1	0.841	0.853	0.843	0.608	2.23
	BR2	0.884				2.39
	BR3	0.855				2.79
	BR4					2.45
Brand Trust	BT1	0.828	0.831	0.845	0.591	2.55
	BT2	0.843				2.42
	BT3	0.839				2.49
	BT4	0.854				2.18
Purchase Decision	PD1	0.821	0.867	0.854	0.727	2.13
	PD2	0.854				2.34
	PD3	0.817				2.67



	PD4	0.866				2.45
	PD5	0.836				2.65

Structural Equation Modeling

In this section, a structural equation model (SEM) is used to evaluate and assess the theoretically advanced ideas. The structural model in PLS made use of the highest probability estimate. Hu et al. (1999) claim that the following factor estimations exhibit satisfactory data fit: $X^2/df = 2.342$, $SRMR = 3.198$, and $NFI = .945$. The linkages in the structural model show that each of the key predictions of the model is valid.

Figure 2
 Structural Model

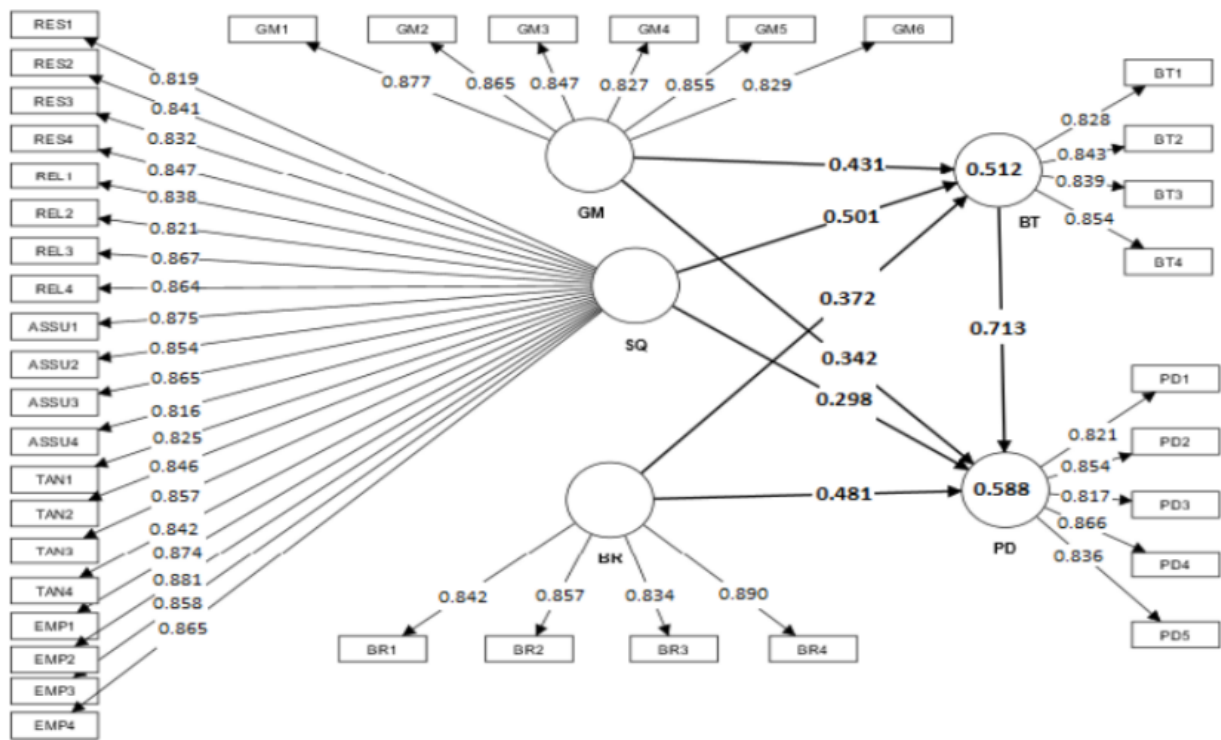


Table 4
 Summary of Direct Hypotheses

Relationship	Mean	SD	Beta	T	P	Outcome
Green Marketing --> Brand Trust	0.352	0.054	0.431	3.314	0.000	Verified
Green Marketing --> Purchase Decision	0.367	0.074	0.342	5.433	0.031	Verified
Service Quality --> Brand Trust	0.3.74	0.047	0.501	9.453	0.015	Verified
Service Quality --> Purchase Decision	0.437	0.074	0.298	10.324	0.020	Verified
Brand Reputation --> Brand Trust	0.421	0.065	0.372	9.567	0.000	Verified
Brand Reputation --> Purchase Decision	0.433	0.071	0.481	10.653	0.003	Verified



Brand Trust --> Purchase Decision	0.379	0.067	0.713	14.345	0.000	Verified
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Discussion

Green marketing has positive influences on brand trust. Previous investigation by Tan et al. (2022); Riaz et al. (2023); Wu & Liu (2022) and Amireh (2021) confirmed that green marketing has beneficial impression on brand trust. Hence H1 is accepted. Green marketing has direct significant impact on purchase decision. Results from previous research by Ariyanti et al. (2020); Arshad et al. (2022); Faisal & Iqbal (2023); Hayat et al. (2022); Suryono et al. (2023) and Randika & Mavilinda (2023) verified that green marketing positively boosts purchase decisions. Hence H2 is accepted. Service quality has positive inspiration on brand trust. Earlier research by Putri & Indriani (2022); Khan et al. (2023); Iqbal et al. (2023); Armawan et al. (2023) and Jain et al. (2023) supported that service quality has helpful impression on brand trust. Hence H3 is accepted. Service quality has significant assessment on purchase decision. Former inquiry by Anggita & Ali (2017); Mbete & Tanamal (2020); Tran et al. (2020); Kousar & Shafiq, (2023); Mastoi, (2022); Nosheen & Danya (2022); Ramzan et al. (2023) and Bintoro et al. (2023) certified that service quality increases purchase decision. Hence H4 is accepted. Brand reputation expressively improves brand trust. Prior finding by Han et al. (2015); Ngo et al. (2020); Roshana et al. (2023); and Ali & Asim (2023) confirmed that brand reputation develop brand trust. Hence H5 is accepted. Brand reputation expressively advances purchase decision. Previous study by Benlahbib (2020); Nisa & Hutaglung (2022); Shafiq et al. (2023) and Bintoro et al. (2023) shown that reputation directly rise purchase decision. Hence H6 is accepted. Brand trust has progressive influence on purchase decision. Prior finding by Mahliza et al. (2021); Hanaysha (2022); Kumar & Khan (2023) and Budiyo & Novandalina (2022) proved that brand trust has optimistic influence on purchase decision. Hence H7 is accepted

Conclusion

The findings of the quantitative study conducted in Pakistan using random sampling techniques in the electronics and cosmetic industry reveal that green marketing, service quality, brand reputation, and brand trust are interconnected and have significant positive impacts on each other and on consumers' purchase decisions. The study highlights that green marketing initiatives can enhance brand trust, which in turn influences consumers' purchase decisions positively.



Moreover, service quality and brand reputation also play essential roles in building brand trust and influencing purchase decisions. These insights underscore the importance of incorporating sustainability practices, maintaining high service quality, and building a positive brand reputation for businesses looking to thrive in the electronics and cosmetic markets in Pakistan.

The practical implications of the study's findings are significant for businesses operating in the electronics and cosmetic industry in Pakistan. Firstly, adopting green marketing strategies can benefit to shape and enhance brand trust among consumers. By showcasing environmentally-friendly practices and sustainable initiatives, companies can gain the trust of environmentally-conscious customers and increase their chances of making a purchase. Secondly, investing in service quality improvements can lead to an increase in brand trust, ultimately influencing consumers' purchase decisions positively. Companies should concentrate on providing excellent client support and upholding high standards for the goods and service standards. Thirdly, building and maintaining a strong brand reputation is crucial, as it positively impacts both brand trust and purchase decisions. A positive brand image can attract more customers and drive sales. Lastly, recognizing the interrelation between brand trust and purchase decisions, businesses should prioritize efforts to build trust among their target audience, knowing that this will directly contribute to increased sales and overall success in the competitive market.

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