

**THE IMPACT OF CONSUMER' TRUSTS IN GREEN PRODUCTS: THE STUDY IN  
PAKISTAN MARKET**

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**Abstract**

Previous research investigated how product qualities influence consumer trust. Still, additional research is needed to understand how product qualities influence consumer trust, as well as the mediating mechanisms that underpin this relationship. Given that diverse product features influence consumer trust, the current study investigates how internet purchasing affects consumer behavior. The study's findings revealed that green product qualities are most strongly connected with customer trust. Furthermore, green products were found to influence green product features and customer trust. Marketing practitioners interested in branding strategies in the context of online buying will find these insights useful not only for academics but also for marketers.

**Keywords:** *Consumer Trust, Online Shopping, Physical Attributes, Trust,  
Perceptual Factors*

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**Introduction**

Online buying can be an effective technique for building trust in green products (Ahmad & Zhang, 2020). Companies can utilize online shopping to highlight the good aspects of their products, such as its benefits, in order to win client trust. Companies can also use internet buying to project a positive image and establish a reputation for being environmentally conscious.

Furthermore, online buying can be utilized to teach shoppers about environmental issues. Companies can also use internet purchasing to set themselves apart from competitors, since many are now prioritizing environmental and ethical practices. Additionally, online shopping can be used to demonstrate corporate social responsibility. Online purchasing may enhance consumer loyalty since people are more likely to support businesses that care about the environment. Online

purchasing may also be used to set a company apart from competitors, frequently observe as foundation of rivalry edge. Furthermore, it can boost sales because people are more likely to buy products that are marketed as environmentally friendly (Amoako et al., 2020).

Academics have declared that the pandemic may encourage a shift towards environmentally friendly and justifiable consumption. Consumers are becoming alert to the vulnerability of humans and the significance of climate change and pandemics, all of which can negatively affect humans and the environment (Kooch et al., 2022). According to Kooch et al.'s research from 2022, consumers are becoming more conscious of environmental problems that are now impacting the world's ecosystems, and they are more likely to make purchases from businesses that they believe to be ecologically responsible. According to Kishita et al. (2009), a firm that incorporates environmentally friendly practices into its existing business's production processes and product offerings would be in a better position to capitalize on the growing demand for environmentally conscious goods.

According to Ahmad & Zhang (2020), consumers base their purchasing choices on various considerations. Each product has several characteristics, and the value that customers place on those characteristics varies from product to product. In today's literature, environmental behaviour is primarily discussed as an antecedent to intention, ultimately determined by environmental attitude and knowledge. However, much less is known about the factors influencing consumers' attitudes towards going green purchase conducts, among those elements of green products (Amoako et al., 2020). We explore how perceptual, physical, and reflexive attributes affect customers' trust in products. Consumers are initially influenced by a product's appearance, touch, and feel through its physical attributes. A product's perceptual attributes are related to its functionality.

In contrast, its reflexive attributes are related to the product's right fullness appraisal based on standards, such as how it should be designed and how it should be manufactured (Assaker et al., 2020). With rapid industrialization, governments, communities, and consumers are becoming more concerned about the atmosphere (Nunes et al., 2021). Consumers' preferences and intentions towards eco-friendly products have evolved and become more important (Amoako et al., 2020). Researchers are now focusing on the environmental impacts of marketing as a whole (Kooch et

al., 2022). Companies have adopted various environmental approaches to market their products (Shafiee & Shahin, 2021) because of online shopping, and consumers are developing greater awareness of the need to safeguard the environment (Nunes et al., 2021).

Its contribution to practicality may be seen in sustainability, an area of study in which manufacturing organizations are often categorized as being environmentally friendly or having a strong sense of corporate social responsibility. By demonstrating their connection and concerns with the community and environment via this study, businesses can earn the confidence of their customer base. There has yet to be an empirical study done on this model to classify the many significant (green) features of product impact GM and CT, nor has any research been done to determine how the effects of online shopping and product attributes together affect consumer trust. In particular, this research aims to investigate whether consumers in Saudi Arabia place more faith in environmentally friendly product qualities. Within the scope of this research report, we attempted to answer the following research questions:

1. What characteristics of green goods impact consumer trust?
2. What role does online shopping play in mediating the link among product-features and, customer-trust in product purchases?

## **Literature Review**

### **Online shopping & Physical Attributes**

Shiau et al. (2010) report that engineering design require multitude conceptual models in order to satisfy aesthetics and performance, Industrial engineering and marketing are two areas where the buyer-shareholder group has different objectives (Assaker et al., 2020). Environmentally friendly products must also be affordable and improve the product's environmental track. European companies based in France and Germany seek to develop "Clean Technologies" cited as enabling factors to improve green performance continuously. Accordingly, these physical characteristics may also govern marketing campaigns by transferring the cost of protecting the environment from consumers to enable environmental safety in the industry (Nuryakin & Maryati, 2022). Nuryakin Maryati (2022) listed the 5Es—quality, energy efficiency, and low environmental impact—as product design considerations in conjunction with consumer needs and environmental rules.

## **H1: Physical Attributes Positively Related to Online Shopping**

### **Perceptual Factors & Online shopping**

"Perceptions of products (for example, that something is beautiful) are what one notices from them," Assaker et al. (2020) posits. The eight categories that describe how products are perceived are wide in scope: analytical, formal, evocative, emotive, behavioural, representational, perceptual, and historical in its approach. Consumer experiences and comparisons with other items are two primary factors influencing perceptions in these categories. According to Susanty et al. (2021), the attributes of a product's design affect consumers' perceptions of the product's objective qualities. It is challenging to quantify perceptual attributes, and the "behavioural sciences" are the only way that can be used to express the desired number of perceptual attributes. Susanty et al. (2021) discovered designers and customers interpret perceptual qualities differently. When customers are presented with a large number of options that are comparable, they use subjective characteristics to reduce their options. Assaker et al. (2020) describes most vital factors affecting sales is how items are designed to fit with perceptual qualities. According to Ahmad & Zhang, (2020) using environmentally friendly criteria in the design of a product and its performance guidelines can improve witnesses' and bystanders' perceptions of the product's friendliness towards the environment. According to research conducted by Susanty et al., (2021), environmentally conscious consumers pay higher prices for products that reduce their environmental impact. A product's sustainability-oriented features, which can also be referred to as "Green Trust" (Chen, 2013, pp.), might pique the interest of environmentally conscious consumers and lead them to purchase the product in question.

## **H2: Perceptual Attributes are Positively Associated with Online Shopping**

### **Reflexive Attributes & Online Shopping**

Online shopping creates consumer belief that reduces negative impacts. Perceptual attributes, such as environmentally friendly, organic, and eco-friendly, are important to consumers purchasing decisions. Companies can use online shopping to build credibility and trust customers

(Witek, 2020). A person's emotion also reinforces the relationship between them and their environment, attracting them to particular objects, actions, individuals, and ideas while displacing them (Susanty et al., 2021). Positive emotion tends toward what is helpful, whereas negative emotions move forward from what is harmful (Trang et al., 2018). A product's initial perception or impression is determined by its sensory system. Various factors influence how an individual appraises a product's usability. The last step is to think about the finished product and what it means to the individual when feelings surface. Emotions differ from person to person and in each individual's circumstances (Witek, 2020). An online shopping strategy creates positive feelings and attitudes towards a company among consumers (Trang et al., 2018). Additionally, it demonstrated that perceptual attributes and attitudes influence customer behaviour in various ways, like purchase.

### **H3: Reflexive Attributes are Positively Associated with Online Shopping**

#### **Physical Attributes, Perceptual Attributes, Reflexive Attributes, Consumer Trust**

Since consumers are increasingly concerned about the environment, green product attributes have gained increasing attention (LI, 2008). A growing number of consumers are making green purchases due to consumer-environment issues (Witek, 2020). In consumer trust, a product's physical attributes, such as its size, design, price, and packaging, can incline consumers' trust (Panda et al., 2020). This consumer trust probably purchases, primarily from the seller's ethics, opportunistic behavior, and product attributes (Assaker et al., 2020). Designers and consumers observe products differently (Witek, 2020). A consumer's decision to buy a product is often based on subjective reasoning. In addition to subjective attributes, consumers also use objective attributes when faced with many similar alternatives (Assaker et al. (2020) to narrow down their choices. Product design is a vital element that influences sales (Trang et al., 2018). According to previous studies (Assaker et al., 2020), customers perceive a product's attributes primarily based on its quality, value, and risk. These attributes contribute to decision-making and build long-term trust for the product. Trang et al.'s 2018 research, some individuals believe that developing trust in a company begins with cultivating a positive image of the company's product manufacturing division. Assaker et al. (2020) consumers' impressions of country stereotypes and their experiences with products from the country are considered. Witek (2020), the reflexive trait is the capacity to

evaluate whether a specific occurrence or product is likely advantageous or deleterious to an individual's health. An evaluation determines stimulus significance to a person's overall health and happiness. One example of the significance of a stimulus is a person's desire to buy an environmentally friendly product for the environment (Susanty et al., 2021). The individual with an awareness of environmental issues may respond by intending to buy green products if consumers trust green product liability.

**H4: Physical Attributes Would Positively Associate on CT**

**H5: PA Would be Positively Associated on CT**

**H6: RA Would Positively Associate with Consumer Trust**

### **Consumer Trust & Online Shopping**

Saxena Sharma (2021) states that green consumption has reached a point where businesses are now actively responding to market demand by adopting online shopping strategies to meet market demands. Susanty et al. (2021), customers' comprehension of online shopping communications affects the purchases they ultimately intend to make directly from communications. Panda et al. (2020) using online shopping strategies like environmental advertising, eco-labelling, and eco-branding is a good approach to building consumer trust and directing them to purchase certain environmentally friendly items. Therefore, by implementing a online shopping strategy and educating consumers about how to use green products, consumers will get a feel for the benefits of green consumption. They will be able to move from purpose to act (Amoako et al., 2020) Because consumers will get a feel for the benefits of green consumption.

**H7: Online Shopping is Positively Associated with Consumer Trust**

### **Online Shopping (Mediation) Impact**

Consumers in more environmentally concerned than they have ever been in the past (Zhang & Berhe, 2022), which implies that businesses have a responsibility to provide items that are favorable to the environment (also known as green products). Consumers implies that businesses have a responsibility to provide items that are favourable to the environment (also known as green

products). Currently, businesses are utilizing "recyclable and biodegradable" forms and other online shopping methods to achieve a competitive advantage and appeal to environmentally concerned customers (Zhang & Berhe, 2022, pp.). According to Trang et al.'s 2018 research, consumers prefer environmentally friendly products and environmentally responsible packaging. The fundamental premise behind online shopping so potential customers will evaluate the "greenness" of a product or service as a positive quality and adapt their purchasing decisions as a direct result of this evaluation. According to Nuryakin & Maryati (2022), it is becoming more common to employ phrases such as "ozone-friendly" and "recyclability" as part of "online shopping strategies." These methods apply not only to consumer goods but also to industrial ones. Online shopping strategies are becoming increasingly popular among businesses to communicate with customers to win and keep customers' loyalty over the long term. Environmentally conscious businesses have developed green products as a direct response to concerns regarding climate change, global warming, and other environmental problems.

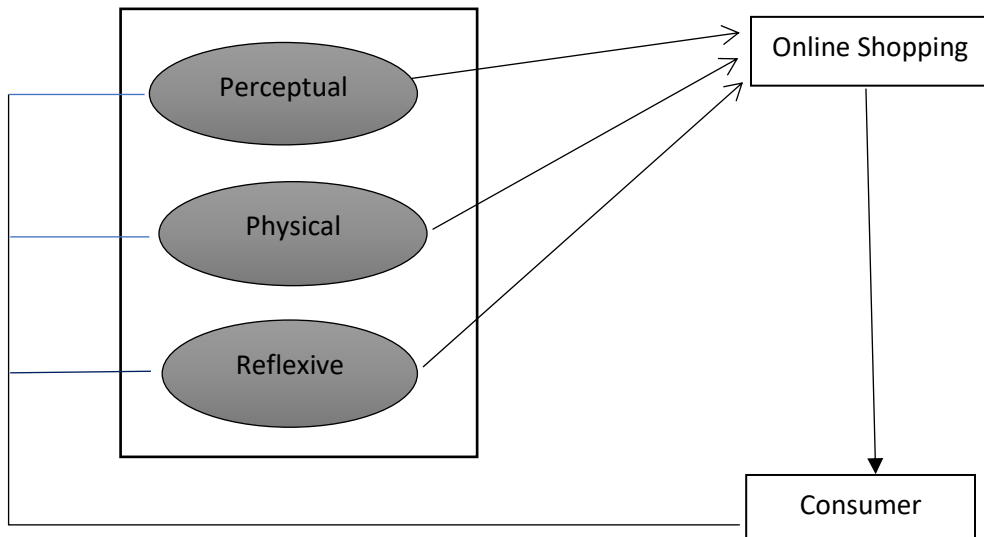
Consumers have a strong preference for environmentally friendly goods that carry an eco-label. Currently, businesses are utilizing "recyclable and biodegradable" forms and other online shopping methods to achieve a competitive advantage and appeal to environmentally concerned customers (Kooch et al., 2022). Alkahtani and Nordin (2020) research consumers prefer environmentally friendly products and environmentally responsible packaging. The fundamental premise behind online shopping is that potential customer would evaluate "greenness" of positive quality & modify purchasing decisions as an evaluation direct result. Shafiee & Shahin (2021), it is becoming more common to employ phrases such as "ozone-friendly" and "recyclability" as "online shopping strategies." These methods apply not only to consumer goods but also to industrial ones. Online shopping strategies are becoming increasingly popular among businesses to communicate with customers to win and keep customers' loyalty over the long term.

Environmentally conscious businesses have developed green products in direct response to concerns regarding climate change, global warming, and other environmental problems. Consumers strongly prefer environmentally friendly goods that carry an eco-label (Saxena& Sharma, 2021). Environmentally driven consumer consumption patterns are governed by several factors. A consumer's behaviour is partly determined by altruism and willingness to accept responsibility for environmental degradation in the long run. Companies should build marketing

efforts that are primarily focused on influencing consumers to make environmentally conscious buying decisions by showing them the influence of their choices on the ecology of the globe. These campaigns should encourage consumers to buy more environmentally friendly products (Sharma, 2021). Wei et al. (2018), certain customers can be convinced to buy more environmentally friendly products at a higher price if they believe that they are more "environmentally friendly" than other options. HayuAgustini et al. (2019) online shopping strategies highlight consumers' beneficial impact on the environment by highlighting how their purchases alleviate environmental damage. Businesses are reevaluating their marketing approaches and implementing environmentally responsible marketing guidelines.

**H8: Online Shopping Mediates the Link between Product Attributes and Trust**

**Figure 1: Conceptual Framework**





## **Materials and Methods**

Because of the necessity to gather information from a large number of respondents, study utilized quantitative methodology & get questionnaire assistance. As a result, the study was able to acquire the necessary information.

It is possible to collect data from a large population in a more trustworthy manner by employing a survey technique, which is an efficient method. A survey questionnaire was intended to examine how physical, perceptual, and reflexive aspects affect respondents' purchases of environmentally friendly products. On the basis of the existing body of research, measurements were modified, and the questions were customized to meet the requirements of the study within the context of Pakistan. It was suggested to the participants, who were consumers, particularly employees working in the various industrial sectors listed in Table 1, that they rank the items on a Likert scale with five points, ranging from five (extremely high) to one (very low). The information that was gathered for the study came from a variety of respondents who were employed in a variety of organizations across Pakistan, including those in the fields of education, manufacturing, and service. Two hundred and four questions were included in the questionnaire, which was written in English. We received a total of 439 responses, 45 of which were rejected due to the fact that they were not filled out correctly according to the instructions. When it came to applying the right statistical approach to analyse and interpret the data that was obtained, the sample size ( $N = 394$ ) appeared to be appropriate. In order to determine the reliability and validity of the data, pilot testing was performed on the first seventy-five responses they received. There were no modifications that needed to be made to the questionnaire, and subsequent responses were collected using the same questionnaire. In addition to being under the age of sixty, every single reply was at least 18 years old. Structural Equation Modelling (SEM) with the SMART-PLS software is the method that we have decided to use in order to apply quantitative methodology to the theory.

### **Data: Dependent Variable**

CT is measured using survey as dependent variable. The seven items from Wang et al. (2015) were modified and changed to fulfil the requirements of the study. According to Chen and Barnes (2007), consumer trust reliable purchase intention predictor since it increases customer satisfaction and makes it easier for customers to remain loyal to a brand. Cronbach's alpha equal=0.89,

indicates construct is quite reliable. Chen and Chai (2010) research served as the basis for developing these metrics.

**Table 1: Frequency Distribution of Demographics**

	<b>Items</b>	<b>Frequency</b>	<b>%</b>
<b>Gender</b>	Male	249	63.20
	Female	145	36.80
<b>Age</b>	21-25	134	34.01
	26-31	112	28.43
	32-37	95	24.11
	38-43	53	13.45
<b>Monthly Income</b>	Under 170\$	45	11.42
	171\$–278\$	15	3.81
	279\$–445\$	128	32.49
	446\$–557\$	120	30.46
	Over 558\$	86	21.83
<b>Do you have Children?</b>	Yes	300	76.14
	No	96	24.37
<b>Education</b>	Less than High school	94	23.86
	Inter	98	24.87
	Bachelor	164	41.62
	Masters <	38	9.64
<b>Nature of Industry</b>	Manufacturing	132	33.50
	Retail and Service	176	44.67
	Education	54	13.71
	Other	32	8.12

### **Independent Variables**

Size, weight, quality, design, pricing, and packaging are examples of physical characteristics of a product that affect consumer trust (Aburumman & Nieto, 2019). The PA were measured via

7 modified items (Desmet, 2010). Hence, Cronbach's alpha of 0.890, this scale is reliable and discriminately valid. According to Reid et al. (2010), perception attributes refer to how a product's design qualities affect how consumers perceive its objective aspects. Seven perception attributes were measured using an adapted version of Desmet's (2010) evaluation. Cronbach's alpha was equal =0.901.

Additionally, measure demonstrated validity and reliability. Appropriate fullness evaluation is linked to reflexive characteristics and is predicated on standards-driven emotions about goods' creation and production process (Desmet, 2011). Five items that were changed and adapted from Desmet (2011) to measure reflexive qualities had validity examined. The Cronbach's alpha was equal =0.899.

### **Mediating Variable**

Mercade Mele et al. (2019), Online shopping is process of buying goods or services over internet. The mediating variable is online shopping measured using three questions from Mercade Mele et al. (2019). The Cronbach's alpha value is 0.921, and greater than threshold value of .7, it demonstrates construct is very reliable. Variables Under Your Control Table 1 provides some descriptive statistics.

### **Demographics Variables**

6 items were created to gather information of study's participants, including age, income, gender, children, education level, & industry type. Table 1 shows the descriptive statistics for these variables.

## **Results**

### **Confirmatory Factor Analysis**

The research demonstrates the appropriate reliability measuring approach to observed items links, and constructs they measure (Panda et al., 2020). Survey item loadings are described in the table below; all measures have significant path loadings, indicating acceptable convergent validity.

**Data Validity & Reliability**

Before carrying out the various tests, we determined whether the data were reliable and legitimate. Cronbach's alpha was another method utilized to determine reliability, range from .890 to .937. Threshold values for CR and mean-variance extracted (AVE) measures of convergent validity are 0.7 and 0.5, respectively. Tables 3, AVE are higher than the threshold values. Threshold values for composite reliability range from 0.84 to 0.92, while threshold values for AVE range from 0.82 to 0.95. Findings suggest no cause for concern regarding "the degree to which items differentiate between variables". As a result, a robust association within an element ought to be highly important; the Fornell–Larcker criterion can be validated by doing a correlation analysis and then applying the average variance square root. The inter-construct values in Table 4 are greater than the AVE square root, shown in bold within the brackets. To establish whether or not a discriminant is legitimate, it is also required to know the range of values the variables fall into. This ensures that the values are neither either excessively high (more than 0.90) or excessively low (less than 0.10). Testing of hypotheses currently takes place using bootstrapping, which comes after data validation.

**Table 2: Actor Loading and T-Values**

	<b>Items</b>	<b>FL</b>	<b>T-Values</b>
<b>PAT</b>	PAT1	0.758	61.481
	PAT2	0.790	58.045
	PAT3	0.756	58.294
	PAT4	0.761	59.169
	PAT5	0.762	55.603
	PAT6	0.790	56.323
	PAT7	0.758	55.821
<b>Perceptual Attributes</b>	PET1	0.684	44.436
	PET2	0.804	45.291
	PET3	0.864	45.229
	PET4	0.799	46.980
	PET5	0.810	42.647

	PET6	0.787	41.349
	PET7	0.846	40.877
<b>Reflexive Attributes</b>	PER1	0.860	61.469
	PER2	0.813	60.154
	PER3	0.701	60.335
	PER4	0.668	65.909
	PER5	0.895	64.057
<b>Online shopping</b>	OS1	0.891	58.398
	OS2	0.842	58.737
	OS3	0.892	0.55.159
<b>Consumer Trust</b>	CT1	0.893	54.534
	CT2	0.863	59.934

**Table 3: CR, AVE & Factor Loadings**

<b>Items</b>	<b>a</b>	<b>CR</b>	<b>AVE</b>
<b>Physical Attributes</b>	.89	.86	.51
<b>Perceptual Attributes</b>	.90	.85	.53
<b>Reflexive Attributes</b>	.89	.85	0.65
<b>Online shopping</b>	.92	.83	.62
<b>Consumer Trust</b>	.93	.82	.614

### **Model Fit Indices**

Taking the chi-square value of /df at least 5 is recommended when checking a model for a good fit. Hair et al., 2013 recommended values of the CFI and GFI. A RMSEA threshold 0.08 is recommended (Shafiee & Shahin, 2021). It is recommended that AGFI is  $\geq 0.8$ . Bollen (1989) recommended IFI  $>0.9$ . Study displays significant consequences, Like, CFI = 0.97, RMSEA = .06, NFI = 0.95, and IFI = 0.97. GFI = 0.65, AGFI = 0.89.

**Table 4: Correlations**

	<b>CT</b>	<b>GM</b>	<b>RA</b>	<b>PET</b>	<b>PAT</b>
<b>Customer trust</b>	(1.0)				
<b>Online behavior</b>	0.58	(0.78)			
<b>Reflexive-Attributes</b>	0.50	0.61	(0.81)		
<b>Perceptual-Attributes</b>	0.36	0.661	0.73	(0.74)	
<b>Physical-Attributes</b>	0.44	0.61	0.71	0.72	(0.79)

**Path Analysis of the Model**

A bootstrap analysis of 396 samples was conducted to determine T-statistics and significant variables for the structural model. Four were significant from seven paths, while the remaining three were not. When consumer trust was weighted, perceived and perceived attributes became statistically significant ( $\beta = 0.41$  significant) and ( $\beta = 0.45$ , significant). Based on consumer trust weighting, online shopping was statistically significant. Results support hypotheses H1, H2, H3, H5, and H7. Regarding consumer trust and reflexive, consumer trust is not statistically significant ( $\beta = 0.09$ ,  $p = 0.15$ ). The hypotheses H6 not supported.

**Indirect Effect**

As Panda et al. (2020) indicate, we conducted (Sobel, 1982) to examine the mediation of product attributes on CT. Sobel test indicates that online shopping partially mediates PA and CT ( $\beta = 2.54$ ,  $p < .01$ ). To minimize CMB, we targeted different organizations across Pakistan, including manufacturing, service, and education. To calculate CMB, use Harman's single factor (1976) analysis. If (CMB) is to be avoided, the EFA should have a less 50% coefficient. In the current study, total variance was not an issue (Whiting et al., 2012).

**Table 5: Direct & Indirect Effects**

Hypothesis	Paths	$\beta$	$t$	Results
H1	Physical attributes -online behavior	.42	11.32	Not supported
H2	Perceptual attributes - online behavior	.46	11.54	Supported
H3	Reflexive Attributes - online behavior	.34	10.12	Supported
H4	Physical Attributes - Consumer trust	.41	11.78	Not supported
H5	Perceptual Attributes - Consumer trust	.45	7.58	Supported
H6	Reflexive Attributes - Consumer trust	.09	1.54	Supported
H7	online behavior - Consumer trust	.52	10.87	Supported

## DISCUSSION

Physical attributes of green items would positive effect on online buying. Table 5 demonstrates that the findings do not support the hypothesis. The relationship between physical characteristics and internet buying generates a societal issue in which environmental and individual goals conflict (Panda et al., 2020). The outcomes of this study are negligible in comparison to the point of tradeoff that (Panda et al., 2020) extensively focused on in their research since consumers in Saudi Arabia may engage in tradeoffs such as selecting products based on physical attributes and online purchasing. The second hypothesis effects people's perceptions of green items when purchasing online. As seen in Table 5, consumer perceptions of green products are not geared toward online buying. Susanty et al. (2021) discovered that product perceptions influence internet shopping to varying degrees. Consumer involvement in environmental sustainability is classified into three levels: awareness, motivation, and involvement. According to Luchs et al. (2010), consumer preferences and intentions to shop online decrease when a product's perceived performance attributes improve. Our research contributes to a deeper understanding of the perceived attributes of a green product, which firms may utilize to develop green product marketing strategies.

Furthermore, Nunes et al. (2021) observed that green clients were motivated by their own opinions and preconceptions regarding the state of the environment. When customers believe that utilizing the product will help them emphasize their role as a "concerned" consumer, they pay

closer attention to the product's reflexive characteristics. H3 showed a strong link among reflexive features & consumer trust in making a green buying. However, the evidence on this link remains ambiguous in terms of increasing purchasing behavior (Panda et al., 2020). Thus, such marketing objectives may have been validated by consumers' internal views about eating such products, which then converted into (trust) a motivated purchasing behavior (Canova et al., 2020). This study provides a unique perspective by looking into reflexive green product characteristics impact on CT. According to Assaker et al. (2020), describes activities influenced into consumer's own values, inspired 70% of effective online shopping programs over the previous two decades. Josa Aguado (2020) explored the idea of green trust and its mediation role in shaping consumers' attitudes toward green products.

Products that demonstrated equal concern for consumers and the environment fostered an eco-friendly mindset among consumers, increasing their faith in products that were promoted as such. Furthermore, they may be considered as environmentally conscious (Trang et al., 2018). Finally, this study contributes to our understanding of how online shopping campaigns foster customer trusts in sustainable green purchasing practices. According to Assaker et al. (2020), eco-labelling and green packaging have boosted the environmental appeal of products by offering consumers apparent environmental benefits. According to Susanty et al. (2021), internet buying techniques that meet customer expectations for eco-friendliness would boost consumer trust. Panda et al. (2020) suggest that consumers are more inclined to trust a company with a high level of perceived green performance than if those marketing elements are kept separate. When picking between similar performing products, a consumer's loyalty may come into play, and eco-trust may ultimately dictate his or her purchasing decision (Assaker et al., 2020).

## **CONCLUSION**

This study looked at the impact of green products on consumer trust, or sustainable consumer purchasing behavior. Furthermore, we investigated the aspects that make online buying successful, as well as how they are expected to affect client trust. Quantitative research was used to assess the impact of online shopping on customer trust (consumer intentions to buy green products in Pakistan). Customer trust is vital for success in the green goods sector. Consumer trust was favorably associated with how green things were regarded. Online purchasing strategies contribute



to increased consumer trust. These findings enable future online shopping efforts to focus on the aspects that were discovered to have a significant impact on consumers' belief (or trust) in the benefits of these "green" products.

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