

Uncovering psychological and green pathways in young consumers' adoption of organic skincare products in SME brands

Sahana S ¹ , Shareena P ^{1*} , Manjushri C Shetty ¹ , Divya Shekar Anchan ¹ 

¹The Yenepoya Institute of Arts, Science, Commerce and Management, Yenepoya (Deemed to be University), Mangalore - 575018, INDIA

*Corresponding Author: shareenap7@gmail.com

Citation: S, S., P, S., Shetty, M. C., & Anchan, D. S. (2026). Uncovering psychological and green pathways in young consumers' adoption of organic skincare products in SME brands. *European Journal of Sustainable Development Research*, 10(3), em0418. <https://doi.org/10.29333/ejosdr/18973>

ARTICLE INFO

Received: 09 Dec. 2025

Accepted: 16 May 2026

ABSTRACT

In the realm of consumer-decision making, brand credibility plays a vital role in organic skincare, trusting product claims to pave the way for consumer adoption. This research, therefore, focuses on how the credibility of SME brands proves to be a stimulant in organic skincare product adoption among consumers, combining the mediating effects of perceived green value and habit formation, the moderating effect of eco-conscious consumerism, and the debris caused by emotional engagement and social influence. This study collected 400 responses from customers who use organics skincare products in Karnataka, India. The mediation and moderation were analysed utilizing confirmatory factor analysis (CFA) to check the model fit and Structural Equation Modelling (SEM) to test hypothetical relationships. The major findings indicate that SME brand credibility significantly boosts the chance of consumer adoption of organic skincare products. Products that resonate with transparency, ethical sourcing, and sustainability certifications tend to earn the trust and choice of consumers, Habit formation and perceived green value act as important mediators in substantiating and strengthening the relationship between brand credibility and sustainable customer adoption. The study further highlights that eco-conscious consumerism enhances the relationship, whereby individuals with larger environmental concerns put significant weight upon brand credibility while making purchasing decisions. Moreover, emotional engagement and social influence in many ways highlight the path toward eco-conscious consumerism, manifesting the impact of endorsements by influencers, peer recommendations, and community-led support advocacy on consumer behaviour. The findings accentuate brand credibility in building the trust of an organic skincare shopper toward a product.

Keywords: SME brand credibility, organic skincare, perceived green value, eco-conscious consumerism, sustainability marketing, ethical branding

INTRODUCTION

The growing shift towards sustainability at the global level has propelled growth in demand towards organic skincare products. Consumers are catering large weightage to choices based on ethicality, eco-friendliness, and health, therefore brand credibility becomes a major influencing factor in such buying decision behaviour. Small and Medium Enterprises (SMEs) in the skincare industry face unique challenges in establishing credibility, especially in an environment of scepticism towards product claims. Unlike large corporations with their established goodwill, these SMEs have to work towards actively winning trust through transparency, ethical procurement, and product performance. The SMEs' ability to develop credibility has a direct effect on consumer perception, trust, and uptake of organic skincare products.

Brand trust emerges as an essential determinant within the special category of manufacturing activities regarding the quality and authenticity of organic skincare. SME brand credibility comprises a multi-faceted nature, wherein trustworthiness, expertise, and attractiveness become primary contributors to forming consumer attitudes and ensuing purchase intentions. Moreover, the perceived green value refers to the awareness of environmental and own benefits from the purchase of organic products by the consumer, which plays a crucial mediating role in adoption. The tricky configuration between credibility, green value, and consumer trust creates a dynamic route influencing purchase decisions. Moreover, eco-conscious consumerism strengthens this relationship and enhances the effect of brand credibility amongst consumers with strong sustainability concerns.

This study aims to unravel a delicate connection of SME brand credibility with consumer adoption of organic skincare, with perceived green value and habit development functioning

as mediating factors, while eco-conscious consumerism becomes the moderating factor. It further exemplifies how social influence, emotional engagement, and habit formation govern eco-conscious behaviour in the organic skincare sector. Understanding these dynamics is imperative for the SMEs in their quest to build consumer trust and adoption.

Thus, by addressing these aspects, the study will provide valuable insights into trust-building mechanisms, green consumer behaviour, and strategic approaches for SMEs in the organic skincare sector. The findings of this study shall enhance both academics and practitioners by guiding building credibility, taking care of consumers, and promoting sustainability in the skincare industry.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Due to the rising demand for organic skincare, factors influencing their adoption through research have begun to be considered. Small and Medium Enterprises (SMEs) in the skincare industry always face unique challenges regarding the establishment of brand credibility, which is of massive importance in the context of consumer decision-making. Brand credibility is defined as involving three factors: trustworthiness, expertise, and attractiveness, impacting how consumers perceive the organic skincare brand. This part of the study examines the dynamics of SME brand credibility and its role in consumer adoption, leading to hypothesis development.

Brand credibility is one of the crucial determinants of consumer trust and purchase intention. According to Keller and Aaker (1992), it influences perceived quality and reduces risk; thus, it has a bearing on consumer preference. In this regard, Erdem and Swait (2004) claimed that credible brands foster consumer trust and, therefore, diminish perceived risks regarding purchase decisions. This is even more crucial in the adoption of organic skincare, given skepticism toward its claims (Chrysoschoidis, 2000). Previous studies have indicated that transparency, authenticity, and ethical marketing are some of the most commonly cited factors of building credibility in the context of SMEs (Newell & Goldsmith, 2001). Organic skincare brands emphasizing ethical sourcing, sustainability, and product effectiveness build consumer trust that increases adoption levels (Atkinson & Rosenthal, 2014). Consumers then use external sources, including USDA Organic and Ecocert-certified brands, to make decisions on the credibility of any given product (Ngobo, 2011). Such certifications from external bodies act as a validation of the credibility accorded by consumers with regard to a brand's adherence to organic and sustainable modalities, which increases trust in them from the consumers' end. Brand credibility furthermore lowers perceived risk, an important aspect of decision-making for consumers. The perception of risk in the organic skincare market incorporates efficacy, safety, and authenticity of the products (Pavlou et al., 2007). Therein lies the attraction of SMEs whose brand credibility has been entrusted and upheld through ethical sourcing modalities, backed by science and sustainability efforts; consumers are willing to pay higher amounts for such trusted

products (Kim & Ko, 2012). This is in accordance with the signalling theory, including the aspects where credible brands send a positive signal to consumers, hence diminishing uncertainty and thus escalating perceived value (Erdem & Swait, 2004).

Particularly, brand storytelling tremendously enhances the aspect of credibility. Especially SMEs that weave genuine narratives related to their journey, commitments toward ethics, and innovations in products tend to develop a more gut feeling of bond with different kinds of consumers (Escalas, 2004). The degree to which consumers are likely to identify themselves with brands openly sharing their values and agenda (Kapferer, 2012). Such storytelling can help to link brand credibility with consumer trust in favor of adopting the brands.

Perceived green value is of the essence in shaping public perception related to organic skincare. Green perceived value is defined as the value representing environmental and personal benefits gained from the use of organic products (Chen & Chang, 2013). The higher the perceived green value individuals consumers, the higher the chances to adopt organic skincare products (Yadav & Pathak, 2016). The theory of planned behaviour postulates that attitude towards a behaviour as influenced by the perceived green value will directly act upon behavioural intentions and actual behaviour (Ajzen, 1991).

For organic skincare, perceived green value embraces more than just environmental impacts: it further includes product safety and personal well-being. Research suggests that those consumers holding a high green value of organic products adopt habitual purchasing patterns to the effect of showing brand loyalty and sustaining acceptance (Leonidou et al., 2010). Such SMEs marketing efforts that emphasize environmental benefits and personal gain will flourish more vehemently when building habits in the consumer and through a loyalty culture (Leonidou et al., 2010). Behavioural economics further suggests that organic skincare products which enhance positive consumer outcomes are likely to yield positive brand attachment and habitual purchasing behaviour (Thaler & Sunstein, 2008).

Product packaging and sensory experiences further promote the formation of habits. It is reported that eco-friendly, nice-looking, and user-friendly packaging is said to raise the perceived value of organic skincare products (Magnier & Cri , 2015). This combination of superior efficacy in product features causes a higher likelihood of habit formation and loyal brand commitment for consumers. Eco-conscious consumerism refers to the extent to which environmental and ethical issues factor into consumers' purchasing decisions (Straughan & Roberts, 1999). Eco-conscious consumers are more likely to prefer brands that possess a strong credibility in sustainable practices (Paul et al., 2016). Studies suggest the impact of brand credibility on adoption is more potent among eco-conscious consumers (Gleim et al., 2013). They also gather information about the environmental and ethical practices of given brands, and their purchasing decisions are influenced by certifications, sustainability reports, and brand transparency (Taufique et al., 2017). These businesses are also more receptive to sustainability- and CSR-focused marketing messages (Rahman

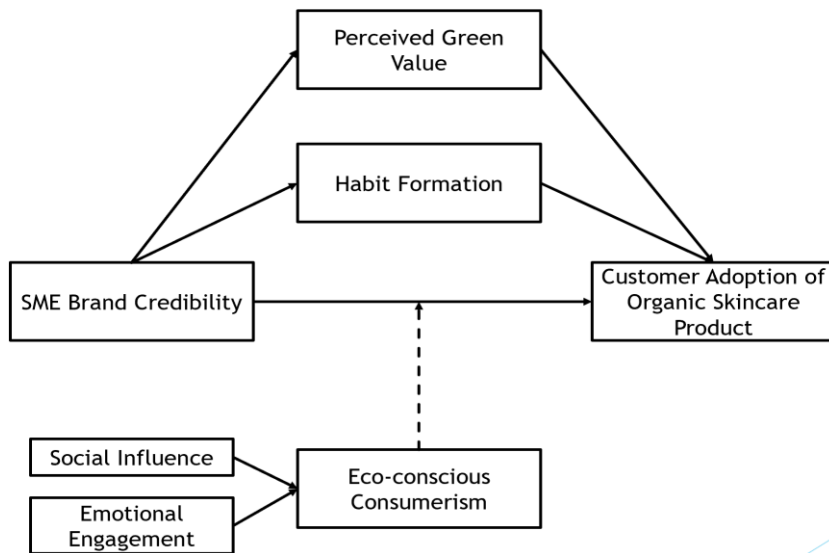


Figure 1. Conceptual model (Source: Authors' own elaboration)

& Reynolds, 2016). Thus, eco-conscious consumers are a market segment that SMEs can use to gain a competitive advantage if the eco-conscious values of consumers align with their branding efforts (White et al., 2019). Further studies indicate that consumers with heightened environmental awareness are more likely to engage in brand advocacy behaviours, including word-of-mouth and social media sharing (Chatzidakis et al., 2007). Eco-conscious consumers are more willing to pay above-average prices for sustainable products, thereby further enhancing the brand differentiation of SMEs through investments in environment-friendly raw materials, carbon-neutral production methods, and cruelty-free formulations (Burke et al., 2014).

Emotional engagement and social influence are two important drivers of eco-conscious consumerism. Emotional engagement refers to an affective bond that consumers form with brands based on the perception of shared values and experiences (Holbrook & Hirschman, 1982). Social influence, which incorporates peer recommendations and influencer endorsements, further moulds consumer behaviour (Kaplan & Haenlein, 2010). The research says that the more emotionally engaged the customers, the higher their commitment to a sustainable brand is (Griskevicius et al., 2010).

The influence of social media on consumer attitudes toward organic skincare cannot be ignored; social influence from peer networks, online testimonials, and endorsements from influencers play a prominent role in consumer decision-making (Griskevicius et al., 2010). When trusted influencers endorse organic skincare products or positive testimonials from peers emerge, consumers become more inclined to purchase it (Lee & Yun, 2015). SMEs may employ social media engagement strategies to forge an emotional bond with their audience and gradually strengthen consumer loyalty (Kim & Johnson, 2016). User-generated content and online reviews as social proof are known to provide great help in establishing consumer trust and purchase intentions for the organic skincare market (Tuten & Solomon, 2018).

Nonetheless, even though great efforts have been made to study the brand credibility of SMEs and consumer adoption of organic skincare, much more needs to be done to understand

such dimensions of credibility as the prolonged relationship between a brand and its consumers, transparency in the sourcing of ingredients, and the psychological effect of eco-labelling in-depth. Also, while perceived green value and habit formation have been acted out as mediators, future studies should appraise other possible effects such as consumer skepticism, ethical branding, and cultural influences towards adopting behaviours. Furthermore, there is also a need for research on the effectiveness of different modes of building brand credibility used by SMEs in consumer decision-making, such as storytelling, influencer partnerships, and community engagement. All these works contribute to a better understanding of the work of brand credibility in instilling sustainable consumer practices and long-standing loyalty in the organic cosmetic sector.

Based on the preceding critical analysis of the literature, the following hypotheses have been formulated and conceptual model has been demonstrated in **Figure 1**:

- H1:** SME brand credibility positively influences customer adoption of organic skincare products.
- H2:** Perceived green value and habit formation mediate the relationship between SME brand credibility and customer adoption of organic skincare products.
- H3:** Eco-conscious consumerism moderates the relationship between SME brand credibility and customer adoption, strengthening the effect for highly eco-conscious consumers.
- H4:** Emotional engagement and social influence positively impact eco-conscious consumerism in the organic skincare market.

METHODOLOGY

In order to examine the role of SME brand credibility, customer adoption of organic skincare, perceived green value being mediator and eco-conscious consumerism acting as a moderator, this research employed a quantitative research design with a descriptive & analytical approach. Besides that,

Table 1. Demographic profile

Gender	Male	female	Prefer not to say			
	25%	74.7%	0.3%			
Marital status	Single	Married	Divorced/Widowed			
	95%	4.3%	0.8%			
Education Level	High School or Below PUC	Undergraduate Degree	Postgraduate Degree			
	0.3%	3.3%	91.3%	5.3%		
Employment Status	Student	Employed (Full-time)	Employed (Part-time)	Unemployed	Retired	Other
	93%	5%	0.5%	0.5%	0.8%	0.3%
Monthly Income	Below Rs 10,000	Rs 10,001-Rs 20,000	Rs 21,001-Rs 30,000	Rs 31,001- Rs 40,000	Above Rs 41,000	
	59.8%	18.8%	5.3%	2.8%	13.5%	
Region	Urban	Semi-Urban	Rural			
	54.3%	30.8%	15%			
Frequency of purchasing organic skincare products	Rarely	Occasionally	Frequently	Always		
	32.3%	53.8%	8%	6%		
Source of purchasing organic skincare products	Physical Stores	Online Stores	Farmer's Markets	Specialty Boutiques	Other	
	26.8%	63.7%	2.5%	2.8%	4.3%	
Factor considered while purchasing	Price	Quality	Sustainability	Brand Credibility	Packaging	Other
	9.5%	75.3%	6%	6.3%	0.5%	2.5%

it also investigated the role of social impact & emotional engagement on eco-conscious consumerism. A structured questionnaire was designed to acquire data from customers who use organic skincare products, subsequently using statistical tools the collected data was analysed.

Sample Description

This study collected 400 responses from customers who use organics skincare products in Karnataka, India. **Table 1** indicates that majority of the respondents were aged between (93.5%) 18–25, and most of the respondents were female (74.7%), indicating highest unmarried (95%) customers. Moreover, it is observed that majority of the respondents were Undergraduates (91.3%), most of them being (93%) Students, having monthly income of (59.8%) below Rs 10,000, and residing in (54.3%) Urban area. Additionally, highest number of respondents (53.8%) occasionally purchase organic skincare products, purchasing primarily from (63.7%) Online Stores, with majority considering (75.3%) Quality as the important factor before making purchases.

Research Instrument

Since this study was primary aimed at examining the role of SME brand credibility on customer adoption of organic skincare with perceived green value being mediator and eco-conscious consumerism acting as a moderator which then forming habit and being impacted by social impact & emotional engagement, ultimately leading to customer adoption of organic skincare, the research utilised a structured questionnaire. The questionnaire encompassed two sections: Section-I consisting of Demographic Profile; Section-II having variables such as 1) SME Brand Credibility involving sub constructs such as Trustworthiness (5 items) measured with the help of Delgado-Ballester and Luis Munuera-Alemán (2005); Erdem and Swait (2004); Chaudhuri and Holbrook (2001), Transparency (5 items) using the work of Montecchi et al. (2024), Authenticity (5 items) (Ilicic & Webster, 2014; Napoli et al., 2013), Reliability (4 items) (Sharma, 2024) and Expertise (3 items) (Pontes et al., 2017; Thayyib et al., 2024). 2) Perceived Green Value consisting sub-constructs like Functional Value (4 items), Social Value (4 items) and

Emotional Value (3 items) was measured using the items from Woo and Kim (2019) whereas, 3) Customer Adoption consisting subconstructs such as Purchase Intention (5 items) (Kalra et al., 2023), Actual Behaviour (5 items) (Al Mamun et al., 2020) and Advocacy (Word-of-Mouth) (3 items) (Nguyen et al., 2024). 4) Eco-Conscious Consumerism with sub-constructs like Environmental Concern (5 items) (Chen et al., 2023), Sustainability Awareness (5 items) (Khalil & Khalil, 2022) and Pro-Environmental Behaviour (4 items) (Menardo et al., 2020). 5) Social Influence (5 items) (Wang, 2014), 6) Emotional Engagement (5 items), and 7) Habit Formation (5 items) (Brinck & Reddy, 2020). All the opinions of customers were assessed on a five-point Likert scale, ranging from 1 to 5, 1 being strongly disagree (SD), to 5 indicating strongly agree (SA).

Method

This study aimed comprehending consumer behaviour in Karnataka, India, to provide deeper insights on the aspects impacting the organic skincare products adoption among consumers. In light of growing demand for organic skincare products as well as increased awareness of sustainable consumption it was important to gather views of consumers. Similarly, 400 questionnaires were circulated among the consumers across various districts in Karnataka, India. Moreover, a judgment & snowball sampling technique, ensured that the study encompassed perspectives from suitable consumers. Initially, the respondents were reached out through store owners & employees when researchers visited organic skincare enterprises. Furthermore, the google form links were also created to reach out maximum respondents, the links were shared to organic skincare businesses having Instagram pages and websites. Subsequently, Statistical tests such as, descriptive statistics, Confirmatory Factor Analysis and structural equation model with direct effect, total effect as well as mediation analysis was tested. Beyond that, this study complied with the Scientific Review Board's ethics, including voluntary participation, informed consent, as well as confidentiality. No personal data were obtained, and the participants were allowed to withdraw at any time. The data were solely used for scientific purposes

Table 2 (Continued). Factor loadings, reliability and convergent validity results

Items		CR	AVE	SBC	PGV	ECC	HF	CA	SI	EE
HF	HF1	0.792	0.870	0.661	0.509	0.711	0.607	0.813		
	HF2	0.821								
	HF4	0.832								
	HF5	0.810								
CA	AB1	0.703	0.902	0.701	0.553	0.631	0.651	0.725	0.844	
	AB2	0.721								
	AB3	0.822								
	AB4	0.841								
	AD1	0.860								
	AD2	0.871								
	AD3	0.880								
	CA1	0.852								
	CA2	0.861								
	CA3	0.880								
	CA4	0.904								
	CA5	0.852								
SI	SI1	0.812	0.881	0.674	0.610	0.701	0.713	0.671	0.691	0.821
	SI2	0.827								
	SI3	0.835								
	SI4	0.818								
	SI5	0.829								
EE	EE1	0.782	0.854	0.631	0.503	0.591	0.581	0.705	0.751	0.593
	EE2	0.801								0.797
	EE4	0.816								
	EE5	0.776								

theoretically plausible given the conceptual relatedness of the constructs examined. These results suggest that construct overlap is unlikely to bias the structural relationships.

Customer adoption (CA) was modeled as a higher-order construct comprising multiple first-order dimensions, including behavioral adoption, attitudinal intention, and advocacy-related indicators. This operationalization reflects the multidimensional nature of adoption, capturing both behavioral engagement and attitudinal commitment.

Empirically, the higher-order construct demonstrates strong reliability and convergent validity, with composite reliability (CR = 0.902) and average variance extracted (AVE = 0.701), exceeding the recommended thresholds. The factor loadings of the underlying items are also substantial, indicating that the first-order indicators adequately represent the higher-order construct.

Although the dimensions of customer adoption are conceptually related, the higher-order modeling approach provides a parsimonious representation of these closely linked behavioral outcomes. At the same time, the relatively high loadings and strong relationships are interpreted with caution, as they may partly reflect conceptual proximity among the sub-dimensions.

To ensure robustness, the results were also examined at the aggregate level, and consistent patterns were observed, supporting the stability and validity of the higher-order specification.

Common Method Bias

Given that data for all constructs were collected using a self-reported questionnaire at a single point in time, the potential for common method bias (CMB) was carefully considered. Several procedural remedies were employed to mitigate CMB, including assuring respondents of anonymity and confidentiality, emphasizing that there were no right or wrong answers, and randomizing item order to reduce

evaluation apprehension and pattern responding. In addition, predictor and outcome constructs were presented in separate sections of the questionnaire to minimize respondents' ability to infer hypothesized relationships.

To statistically assess CMB, the study employed the full collinearity variance inflation factor (VIF) approach, which, although more commonly used in SEM, has been applied as a diagnostic tool to detect both vertical and lateral collinearity associated with common method variance. The results indicate that all outer model VIF values ranged from 1.000 to 2.992, which are below the conservative threshold of 3.3, suggesting that common method bias is unlikely to be a serious concern.

In addition, to ensure robustness within a covariance-based SEM framework using IBM SPSS AMOS, Harman's single-factor test was also conducted. The results showed that a single factor did not account for the majority of variance, further indicating that common method bias is not a significant issue in this study. Together, these findings provide consistent evidence that the observed relationships are not substantially influenced by common method variance.

RESULTS

Structural Equation Modelling is used to analyse the formal as well as conceptual relationships among SME brand credibility, perceived green value, eco-conscious consumerism, behavior factors, & customer adoption of organic skincare products. Direct effect for all the relationships and Mediation analysis to test the effect of perceived green value and habit formation. Moderation analysis to check the influence of eco-conscious consumerism on those paths have been used. The overall aim is to present a complete understanding of how demand for organic skincare products is shaped.

Table 3. Direct effect of study variables

Hypothesis	Relationship	β	P	Decision
H1	SMC→CA	.23	***	Supported
Other Direct Effects	SMC→PGV	.90	***	Supported
	SMC→HF	.66	***	Supported
	PGV→CA	.34	***	Supported
	HF→CA	.41	***	Supported

Note: SMC: SME brand credibility; CA: Customer adoption of organic skincare products; PGV: Perceived Green Value; HF: Habit Formation

Direct Effect

Table 3 shows that SME Brand Credibility significantly impacts Customer Adoption of Organic Skincare Products ($\beta = .23$, $p = 0.000$) as they believe that organic skincare products from reputable SME companies are trustworthy, high-quality, and reliable, consumers are more inclined to purchase them, reducing concern about the safety and effectiveness of the products. Additionally, it also remarkably influences Perceived Green Value ($\beta = .90$, $p = 0.000$) and Habit Formation ($\beta = .66$, $p = 0.000$) which may be because such companies build trust and satisfaction by ensuring transparency, ethical sourcing, as well as sustainability assurances, boosting formation of buying habits via constant product reliability. Further, Perceived Green Value significantly shapes Customer Adoption of Organic Skincare Product ($\beta = .34$, $p = 0.000$) because consumers consider it to be sustainable, eco-friendly, as well as beneficial. Additionally, Habit Formation contributes to Customer Adoption of Organic Skincare Products ($\beta = .41$, $p = 0.000$) because usage of organic products frequently boosts frequent purchases and loyalty, promoting long-term adoption among customers, leading to the acceptance of H1.

While the structural model demonstrates statistically significant relationships, certain path coefficients - particularly the relationship between SME brand credibility and perceived green value ($\beta = 0.90$) are relatively high. This magnitude can be theoretically justified by the close conceptual alignment between the constructs, as both SME brand credibility and perceived green value are rooted in consumers' evaluation of trust, authenticity, and sustainability-related attributes. In the context of organic skincare products, credible brands are more likely to be perceived as environmentally responsible and value-driven, which can lead to strong associations between these constructs.

However, such large coefficients may also reflect partial conceptual overlap or shared variance between related constructs. Although multicollinearity diagnostics and discriminant validity assessments indicate acceptable levels, the strength of these relationships is interpreted with caution. Rather than indicating absolute causal dominance, these coefficients should be understood as reflecting strong associations within a theoretically related construct space. Future research may further refine construct boundaries or employ alternative model specifications to minimize potential inflation effects and provide more nuanced insights.

Mediation Analysis

The mediating role of perceived green value and habit formation in the relationship between SME Brand Credibility and customer adoption of organic skincare products has been investigated. Accordingly, we estimated the mediation effects using a bootstrapping procedure (5,000 resamples) and revised the manuscript to explicitly report bootstrapped confidence intervals. The results indicate that the indirect effects are statistically significant, as the 95% bias-corrected confidence intervals do not include zero, confirming the mediating roles of the proposed constructs. These results are now reported in the revised mediation results table.

Table 4 and **Figure 2** show a positive association between SME brand credibility and customer adoption of organic skincare products ($\beta = 0.235$). The total effect ($\beta = 0.809$) exceeds the direct effect, indicating that the relationship between SME brand credibility and customer adoption is stronger when perceived green value is considered as an intervening mechanism. The indirect effect ($\beta = 0.574$) suggests that perceived green value plays a significant statistical mediating role in this relationship. Specifically, higher levels of SME brand credibility are associated with stronger perceptions of green value, which in turn are associated with higher levels of customer adoption. These findings support H2, indicating that perceived green value statistically mediates the relationship between SME brand credibility and customer adoption within the proposed framework.

With respect to habit formation as a mediator, the results indicate a positive association between SME brand credibility and customer adoption of organic skincare products ($\beta = 0.235$). The total effect ($\beta = 0.658$) is greater than the direct effect, suggesting that the relationship between SME brand credibility and customer adoption is stronger when habit formation is included as an intervening variable. The indirect effect ($\beta = 0.423$) further indicates that habit formation serves as a significant statistical mediator in this relationship. Specifically, higher levels of SME brand credibility are associated with stronger habit formation tendencies, which in turn are associated with higher levels of customer adoption. These findings suggest that habit formation plays an important explanatory role in linking SME brand credibility and customer adoption within the proposed framework (see **Table 4** and **Figure 2**). Moreover, the direct effect of SME brand credibility on customer adoption remained significant after the inclusion of the mediators, indicating that the mediating effects are partial rather than full. These findings confirm that perceived green value and habit formation act as important explanatory mechanisms through which SME brand credibility influences customer adoption of organic skincare products. As a result, H2 supported.

Table 4. Mediating role of perceived green value and habit formation

Hypothesis	Path	Total Effect (β)	Direct Effect (β)	Indirect Effect (β)	95% CI (LL, UL)	p-value	Decision
H2a	SMEBC → PGV → CA	0.809	0.235	0.574	[0.421, 0.698]	< 0.001	Supported
H2b	SMEBC → HF → CA	0.658	0.235	0.423	[0.301, 0.552]	< 0.001	Supported

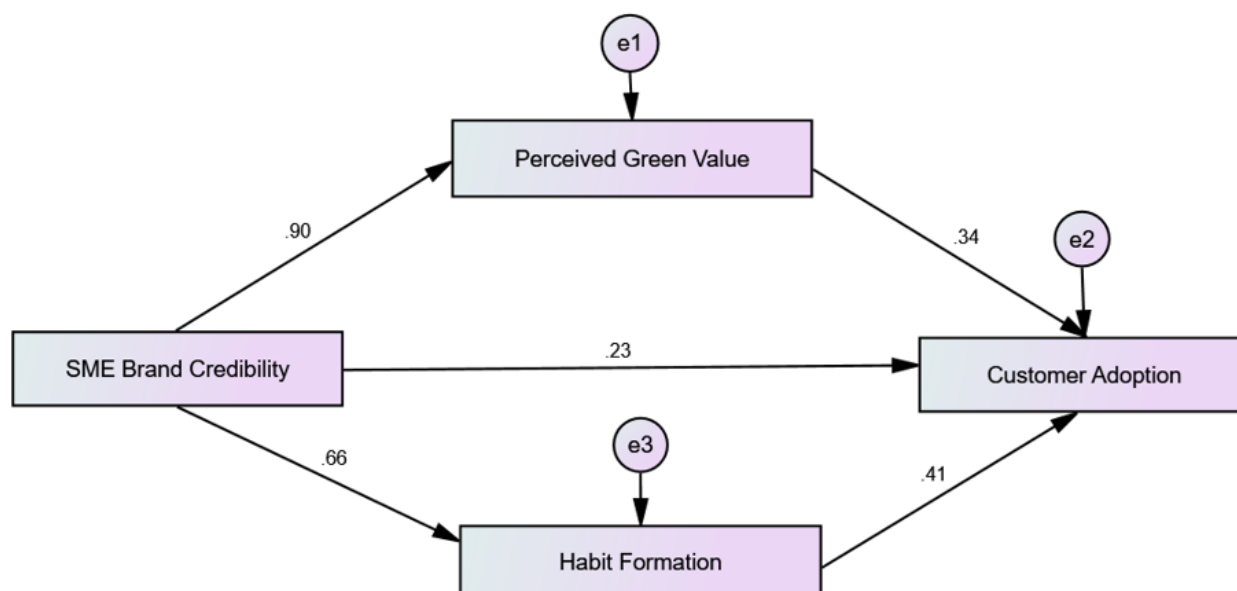


Figure 2. Mediating role of perceived green value and habit formation (Source: Authors' own elaboration)

Table 5. Moderating effects of eco-conscious consumerism

Relationship	Beta	S.E.	t value	P	Decision
SMEBC → CA	0.281	0.051	5.427	***	Supported
ECC → CA	0.272	0.055	4.923	***	Supported
SMEBC × ECC → CA	0.193	0.061	3.129	***	Supported

Note: SMC: SME brand credibility; CA: Customer adoption of organic skincare products; PGV: Perceived Green Value; HF: Habit Formation

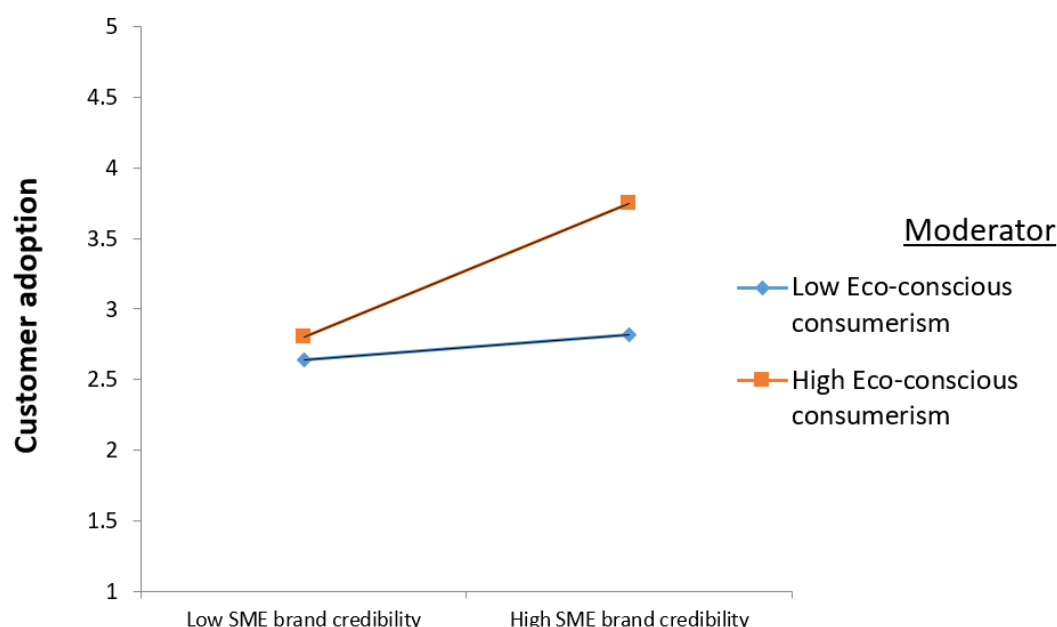


Figure 3. Moderating role of eco-conscious consumerism (Source: Authors' own elaboration)

Moderating Effect of Eco-conscious Consumerism

The moderating role of eco-conscious consumerism in the relationship between SME brand credibility and customer adoption of organic skincare products was examined using structural equation modelling in IBM SPSS AMOS. Since AMOS does not directly estimate latent interaction effects, moderation was tested using a product-indicator approach with mean-centering. Specifically, SME brand credibility

(SMEBC) and eco-conscious consumerism (ECC) were mean-centered, and an interaction term (SMEBC × ECC) was included as a predictor of customer adoption.

As shown in **Table 5** and **Figure 3**, SME brand credibility ($\beta = 0.281$, $p < 0.001$) and eco-conscious consumerism ($\beta = 0.272$, $p < 0.001$) are both significantly associated with customer adoption. Importantly, the interaction term ($\beta = 0.193$, $p < 0.001$) is also significant, indicating a moderating effect.

Table 6. Regression analysis for emotional engagement, social influence and eco-conscious consumerism

Variables	R	R square	Adjusted R square	Beta	t-value	F	Sig.
Social Influence	.862 ^a	.743	.742	.521	.521	13.296	.000
Emotional Engagement				.396	.396	10.102	.000

This result suggests that the strength of the association between SME brand credibility and customer adoption varies depending on the level of eco-conscious consumerism. Specifically, the positive association between SME brand credibility and customer adoption is stronger at higher levels of eco-conscious consumerism compared to lower levels. Thus, eco-conscious consumerism does not directly enhance SME brand credibility; rather, it conditions the relationship between credibility and adoption.

The interaction plot (**Figure 3**) further supports this interpretation, showing that the slope representing the relationship between SME brand credibility and customer adoption is steeper for consumers with higher eco-conscious orientation and flatter for those with lower eco-conscious orientation. These findings support the moderating role of eco-conscious consumerism.

Additionally, the role of emotional engagement and social influence on Eco-Conscious Consumerism has been examined. As per the results (See **Table 6**), it is evident that Social Influence and Emotional Engagement explains Eco-Conscious Consumerism by 74.3% with significant correlation ($R=.862$). Moreover, it is witnessed that for every one-unit increase in the Social Influence contributes to .521 increase in the eco-conscious consumerism and for every one-unit increase in the Emotional Engagement results in .396 hike in eco-conscious consumerism with significant difference between the variables ($F=575.270$; $p=0.000$). This result suggests that peer influence, norms within the society, and group behaviour have much larger contributions compared to emotional attachment.

DISCUSSION

The study confirmed that SME brand credibility has a substantial influence on the adoption of organic skincare products from the perspective of a consumer (H1). These results are consistent with earlier research indicating that brand credibility is one major indication of consumer trust and purchase intention (Erdem & Swait, 2004). Consumers will choose brands they believe to be trustworthy, competent, and reliable since they eliminate uncertainty and enhance confidence in decisions about purchasing (Keller & Aaker, 1992). The issue of brand credibility is especially potent in the organic skincare market, given that consumer skepticism is a prevailing attitude toward product claims (Chrysoschoidis, 2000). To counter consumer skepticism, SMEs must build credibility based on transparency, ethical sourcing, and the proven efficacy of products. Certified brands building their image around authenticity and sustainability seem to be creating more trust in consumers (Newell & Goldsmith, 2001); at the same time, third-party certifications like USDA Organic and Ecocert act as external validators to bolster brand credibility and thus help with consumer adoption (Ngobo, 2011).

The findings further elucidate how perceived green value and habit formation mediated the relationship between brand credibility for SMEs and the purchasing of organic skincare products by customers (H2). Perceived green value is when a consumer believes that there are environmental or personal benefits attributable to the application of organic skincare products, which enhances consumer attitudes towards organic skincare brands and could, in the long run, develop habitual purchasing behaviours (Chen & Chang, 2013; Leonidou et al., 2010). This is supported by Yadav and Pathak (2016), who provide evidence that consumers with a strong perception of green value have stronger tendencies to adopt. Habit formation reinforces continued product use. The study supports findings by Lally et al. (2010) that repeated exposure to a product alongside a very good experience leads to the habit formation process. SMEs that project an environmental and personal health benefit would be further able to gain the habit-forming capacity for consumers, which ultimately would lead to greater brand loyalty. Other studies propose that eco-friendly packaging, as well as sensory product experiences, prompted habit formation. As stated by Magnier and Crié (2015), aesthetically pleasing, environmentally friendly packaging enhances perceived green value and would result in repurchase intentions and habits. The focus on young consumers is particularly relevant, as this segment represents an emerging and influential market for organic and sustainable skincare products, often acting as early adopters and opinion leaders. SMEs can use these findings to enhance customer loyalty and improve their position in the market.

The study also reinforced the idea that eco-conscious consumerism moderates the relationship between the brand credibility of SMEs and consumer adoption (H3). This corresponds with existing research postulating that highly eco-conscious consumers prioritize brand credibility during their decisions to purchase (Paul et al., 2016). Eco-conscious consumers are on the lookout for any information that involves the sustainability of the brand for ethical sourcing and transparency issues (Taufique et al., 2017). The acts of purchasing by eco-conscious consumers are greatly affected by brands that share their environmental values, hence conferring a linkage between brand credibility and adoption. These observations were further reaffirmed by Rahman and Reynolds (2016), stating that consumers with strong sustainability concerns were more responsive to marketing messages that highlighted the CSR initiatives. Also, the study proves that eco-conscious consumers endorse paying premium prices for organic skincare products, which has been elaborated by Burke et al. (2014). SMEs could strategically traverse associated grounds to target this segment by engendering their credibility as its backbone to bolster sustainability, tracking a high accord adoption.

Furthermore, emotional engagement and social influence were stated to have significant impacts on eco-conscious consumerism in the organic skincare world (H4). Emotional engagement acts as a strong driving force in consumer

behaviour, allowing a deep emotional and affective connection to be created between consumers and brands (Holbrook & Hirschman, 1982). It is believed that the consumers who form emotional attachments to brands are more brand-committed, likely to advocate the brand, and are more inclined to be brand-loyal (Griskevicius et al., 2010). In addition, the influence that society brings into the attitudinal matrix of the consumers contains a serious consideration for evaluating consumer behaviour. Research conducted by Kaplan and Haenlein (2010) has shown that social media has intensified the extent to which peer networks influence decision-making concerning purchase behaviour. This study further affirms that social proof, which grants positive testimonials and opinions endorsed by influencers, exerts a profound influence on eco-conscious consumers' beliefs and actions. Lee and Yun (2015) further endorse this concept, stating that consumers who are exposed to endorsements from credible influencers are more inclined to accept organic skincare products. This speaks to the need for Small and Medium Enterprises to embed social media marketing strategies and influencer collaborations to enhance consumer trust and engagement. User-generated content combined with community-driven advocates acts to further enhance brand credibility (Tuten & Solomon, 2018)

The study discussed here further supports the validity that, among consumers of organic skincare, the brand credibility of SMEs is of vital importance for its adoption. The results stressed the importance of mediating roles of perceived green value and habit formation, while the moderating role was played by eco-conscious consumerism. Key elements of emotional engagement and social influence played a huge part in shaping eco-conscious consumerism, which subsequently affected the consumer adoption of organic skincare. Brand credibility needs therefore to be established using transparent practices and also sustainability programs in combination with ethical marketing practices. Brand credibility, therefore, becomes a great mechanism through which SMEs appeal to eco-conscious consumers and enhance their market penetration. These findings provide highly relevant insights for practitioners and policymakers regarding credibility-building strategies and consumer engagement in organic skincare.

CONCLUSION AND IMPLICATIONS

The current research backs up SME brand credibility as critical to securing consumer adoption of organic skincare products through the mediation of perceived green value and habit formation, with eco-conscious consumerism acting as a modulator. Emotional engagement and social influence were determined to be influential in establishing a platform for eco-conscious consumerism, expanding the process of acceptance. The outcomes of the study suggest that SMEs should develop confidence through transparent communication, sustainable practices, and ethical marketing. With enhanced brand credibility, they will be able to better seduce eco-conscious consumers and consequently increase their penetration in the market. It is recommended that, as good practice, SMEs proceed with a focus on establishing credibility through third-party certification, sustainable sourcing, and educating

consumers. The emotional connection can also enhance consumer trust and long-term loyalty if reinforced through storytelling and influence on social media platforms. Policymakers should also think about regulating more strictly misleading claims within the organic skincare industry to improve consumer protection and encourage ethical business practices.

LIMITATIONS AND FUTURE SCOPE

It is also important to note that this study had its weaknesses. First, the primary focus of the study was on SME brand credibility operational in the organic skincare industry, limiting its application to other industries. Further research needs to examine how brand credibility could play a role in other sectors of sustainable consumer products. Secondly, the study answers were based on self-reported data of consumers and, as a result, came with various biases through social desirability or perception errors. Experimental designs or longitudinal data could then further support the findings presented in this study. While this study examined the perceived green value and habit formation as mediators, further research could look into other psychological and behavioural factors such as perceived risk, brand attachment, and perception toward corporate social responsibility. The role of digital marketing and e-commerce in informing brand credibility and consumer adoption requires further investigation into the organic skincare industry needs. Future research can therefore seek to establish how digital engagement strategies motivate consumer trust and, in turn, influence purchase behaviour.

Despite the topical relevance and empirical robustness of the study, certain limitations should be acknowledged. The sample primarily comprises young, student consumers, which may limit the generalizability of the findings to the broader population of organic skincare users. Young consumers often exhibit distinct consumption patterns, environmental attitudes, and psychological motivations compared to older or more diverse demographic groups. Consequently, the results should be interpreted within the context of this youth-centric sample. Future studies may extend this research by examining more demographically diverse samples, including working professionals, middle-aged consumers, and older age groups, to enhance the external validity of the findings. Comparative studies across age cohorts could provide deeper insights into how psychological and green pathways differ between young consumers and the general population, thereby strengthening the theoretical and practical implications for SME brands operating in the organic skincare market. Given the homogeneity of the sample, which primarily comprised undergraduate students aged 18–25 with similar income levels, subgroup robustness checks based on age, income, or employment status were not feasible. Future research should employ more diverse samples to enable subgroup and multi-group analyses and to assess the stability of the proposed relationships across different consumer segments. This study used judgment and snowball sampling through retail outlets and Instagram, which may have over-represented environmentally conscious and digitally active consumers.

Accordingly, the findings should be interpreted as applicable to this segment rather than the broader consumer population. Future research should employ probability-based sampling and more diverse recruitment channels to enhance generalizability.

Author contributions: **SS:** conceptualisation, methodology, investigation, visualisation, writing - original draft; **SP:** supervision, project administration, formal analysis, validation, writing - review & editing; **MCS:** investigation, data curation, resources, validation, writing - review & editing; **DSA:** conceptualisation, methodology, writing - review & editing. All authors read and approved the final manuscript and agree to be accountable for all aspects of the work.

Funding: No funding source is reported for this study.

Ethical statement: The authors stated that the Scientific Review Board (SRB) of the YIASC, Yenepoya (Deemed to be University) evaluated the research protocol and granted ethical approval for the study on 27 February 2025 (SRB No.: YIASC/SRB-05/COM/04/2025). The study was conducted in accordance with the ethical standards and guidelines of the Yenepoya (Deemed to be University). The authors further stated that participation in the study was voluntary and anonymous. By completing the questionnaire, participants provided their informed consent to participate in the research and for the findings to be reported in aggregated form. No personal identifiers were collected.

AI statement: The authors stated that they used Generative AI tools solely to assist with language editing, grammar refinement, and improving the manuscript's clarity. All AI-generated suggestions were carefully reviewed, verified, and revised by the authors. The authors take full responsibility for the accuracy, integrity, and originality of the content presented in this manuscript.

Declaration of interest: No conflict of interest is declared by the authors.

Data sharing statement: Data supporting the findings and conclusions are available upon request from corresponding author.

REFERENCES

- Al Mamun, A., Nawi, N. C., Hayat, N., & Zainol, N. R. B. (2020). Predicting the purchase intention and behaviour towards green skincare products among Malaysian consumers. *Sustainability*, 12(24), Article 10663. <https://doi.org/10.3390/su122410663>
- Ajzen, I. (1991). The theory of planned behaviour. *Organizational Behaviour and Human Decision Processes*, 50(2), 179-211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Atkinson, L., & Rosenthal, S. (2014). Signaling the green sell: The influence of eco-label source, argument specificity, and product involvement on consumer trust. *Journal of Advertising*, 43(1), 33-45. <https://doi.org/10.1080/0091367.2013.834803>
- Brinck, I., & Reddy, V. (2020). Dialogue in the making: Emotional engagement with materials. *Phenomenology and the Cognitive Sciences*, 19(1), 23-45. <https://doi.org/10.1007/s11097-019-09629-2>
- Burke, P. F., Eckert, C., & Davis, S. (2014). Segmenting consumers' reasons for and against ethical consumption. *European Journal of Marketing*, 48(11-12), 2237-2251. <https://doi.org/10.1108/EJM-06-2013-0294>
- Chatzidakis, A., Hibbert, S., & Smith, A. P. (2007). Why people don't take their concerns about fair trade to the supermarket: The role of neutralisation. *Journal of Business Ethics*, 74(1), 89-100. <https://doi.org/10.1007/s10551-006-9222-2>
- Chaudhuri, A., & Holbrook, M.B. (2001). The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty. *Journal of Marketing*, 65(2), 81-93. <https://doi.org/10.1509/jmkg.65.2.81.182>
- Chen, Y. S., & Chang, C. H. (2013). Greenwash and green trust: The mediation effects of green consumer confusion and green perceived risk. *Journal of Business Ethics*, 114(3), 489-500. <https://doi.org/10.1007/S10551-012-1360-0>
- Chen, L., Matloob, S., Sunlei, Y., Qalati, S. A., Raza, A., & Limón, M. L. S. (2023). A moderated-mediated model for eco-conscious consumer behavior. *Sustainability*, 15(2), Article 897. <https://doi.org/10.3390/su15020897>
- Chrysoschoidis, G. (2000). Repercussions of consumer confusion for late introduced differentiated products. *European Journal of Marketing*, 34(5-6), 705-722. <https://doi.org/10.1108/03090560010321992>
- Delgado-Ballester, E., & Luis Munuera-Alemán, J. (2005). Does brand trust matter to brand equity?. *Journal of Product & Brand Management*, 14(3), 187-196. <https://doi.org/10.1108/10610420510601058>
- Erdem, T., & Swait, J. (2004). Brand credibility, brand consideration, and choice. *Journal of Consumer Research*, 31(1), 191-198. <https://doi.org/10.1086/383434>
- Escalas, J. E. (2004). Narrative processing: Building consumer connections to brands. *Journal of Consumer Psychology*, 14(1-2), 168-180. https://doi.org/10.1207/s15327663jcp1401&2_19
- Fusar-Poli, P., Byrne, M., Badger, S., Valmaggia, L. R., & McGuire, P. K. (2013). Outreach and support in south London (OASIS), 2001-2011: Ten years of early diagnosis and treatment for young individuals at high clinical risk for psychosis. *European Psychiatry*, 28(5), 315-326. <https://doi.org/10.1016/j.eurpsy.2012.08.002>
- Gleim, M. R., Smith, J. S., Andrews, D., & Cronin, J. J. (2013). Against the green: A multi-method examination of the barriers to green consumption. *Journal of Retailing*, 89(1), 44-61. <https://doi.org/10.1016/J.JRETAIL.2012.10.001>
- Griskevicius, V., Tybur, J. M., & Van den Bergh, B. (2010). Going green to be seen: Status, reputation, and conspicuous conservation. *Journal of Personality and Social Psychology*, 98(3), 392-404. <https://doi.org/10.1037/A0017346>
- Hair Jr, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate data analysis* (8th ed.). Cengage.
- Holbrook, M. B., & Hirschman, E. C. (1982). The experiential aspects of consumption: Consumer fantasies, feelings, and fun. *Journal of Consumer Research*, 9(2), 132-140. <https://doi.org/10.1086/208906>

- Hu, L. T., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling: A Multidisciplinary Journal*, 6(1), 1-55. <https://doi.org/10.1080/10705519909540118>
- Ilicic, J., & Webster, C. M. (2014). Investigating consumer-brand relational authenticity. *Journal of Brand Management*, 21(4), 342-363. <https://doi.org/10.1057/bm.2014.11>
- Kalra, B. S., Dharni, K., Rathore, R., & Sharma, S. (2023). Antecedents of purchase intention towards herbal products: an emerging market study. *Asian Journal of Agricultural Extension, Economics & Sociology*, 41(9), 594-605. <https://doi.org/10.9734/ajaees/2023/v41i92081>
- Kapferer, J. N. (2012). *The new strategic brand management: Advanced insights and strategic thinking*. Kogan Page Publishers.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59-68. <https://doi.org/10.1016/J.BUSHOR.2009.09.003>
- Keller, K. L., & Aaker, D. A. (1992). The effects of sequential introduction of brand extensions. *Journal of Marketing Research*, 29(1), 35-50. <https://doi.org/10.1177/002224379202900104>
- Khalil, M. K., & Khalil, R. (2022). Leveraging buyers' interest in ESG investments through sustainability awareness. *Sustainability*, 14(21), Article 14278. <https://doi.org/10.3390/su142114278>
- Kim, A. J., & Johnson, K. K. P. (2016). Power of consumers using social media: Examining the influences of brand-related user-generated content on Facebook. *Computers in Human Behavior*, 58, 98-108. <https://doi.org/10.1016/J.CHB.2015.12.047>
- Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480-1486. <https://doi.org/10.1016/J.JBUSRES.2011.10.014>
- Lally, P., Van Jaarsveld, C. H. M., Potts, H. W. W., & Wardle, J. (2010). How are habits formed: Modelling habit formation in the real world. *European Journal of Social Psychology*, 40(6), 998-1009. <https://doi.org/10.1002/EJSP.674>
- Lee, H. J., & Yun, Z. S. (2015). Consumers' perceptions of organic food attributes and cognitive and affective attitudes as determinants of their purchase intentions toward organic food. *Food Quality and Preference*, 39, 259-267. <https://doi.org/10.1016/J.FOODQUAL.2014.06.002>
- Leonidou, L. C., Leonidou, C. N., & Kvasova, O. (2010). Antecedents and outcomes of consumer environmentally friendly attitudes and behaviour. *Journal of Marketing Management*, 26(13-14), 1319-1344. <https://doi.org/10.1080/0267257X.2010.523710>
- Magnier, L., & Crié, D. (2015). Communicating packaging eco-friendliness: An exploration of consumers' perceptions of eco-designed packaging. *International Journal of Retail and Distribution Management*, 43(4-5), 350-366. <https://doi.org/10.1108/IJRDM-04-2014-0048>
- Menardo, E., Di Marco, D., Ramos, S., Brondino, M., Arenas, A., Costa, P., de Carvalho, C. V., & Pasini, M. (2022). Nature and mindfulness to cope with work-related stress: A narrative review. *International Journal of Environmental Research and Public Health*, 19(10), Article 5948. <https://doi.org/10.3390/ijerph19105948>
- Montecchi, M., Plangger, K., West, D., & de Ruyter, K. (2024). Perceived brand transparency: A conceptualization and measurement scale. *Psychology & Marketing*, 41(10), 2274-2297. <https://psycnet.apa.org/doi/10.1002/mar.22048>
- Napoli, J., Dickinson, S. J., Beverland, M. B., Farrelly, F. (2013). Measuring consumer-based brand authenticity. *Journal of Business Research*, 67(6), 1090-1098. <https://doi.org/10.1016/j.jbusres.2013.06.001>
- Newell, S. J., & Goldsmith, R. E. (2001). The development of a scale to measure perceived corporate credibility. *Journal of Business Research*, 52(3), 235-247. [https://doi.org/10.1016/S0148-2963\(99\)00104-6](https://doi.org/10.1016/S0148-2963(99)00104-6)
- Ngobo, P. V. (2011). What drives household choice of organic products in grocery stores? *Journal of Retailing*, 87(1), 90-100. <https://doi.org/10.1016/J.JRETAI.2010.08.001>
- Nguyen, T. T. T., Limbu, Y. B., Pham, L., & Zúñiga, M. Á. (2024). The influence of electronic word of mouth on green cosmetics purchase intention: Evidence from young Vietnamese female consumers. *Journal of Consumer Marketing*, 41(4), 406-423. <https://doi.org/10.1108/JCM-11-2022-5709>
- Paul, J., Modi, A., & Patel, J. (2016). Predicting green product consumption using theory of planned behaviour and reasoned action. *Journal of Retailing and Consumer Services*, 29, 123-134. <https://doi.org/10.1016/J.JRETCONSER.2015.11.006>
- Pavlou, P. A., Huigang, L., & Yajiong, X. (2007). Understanding and mitigating uncertainty in online exchange relationships: A principal-agent perspective. *MIS Quarterly: Management Information Systems*, 31(1), 105-135. <https://doi.org/10.2307/25148783>
- Pontes, N., Palmeira, M., & Jevons, C. (2017). Brand expertise and perceived consistency reversals on vertical line extensions: The moderating role of extension direction. *Journal of Retailing and Consumer Services*, 34, 209-218. <https://doi.org/10.1016/j.jretconser.2016.10.003>
- Rahman, I., & Reynolds, D. (2016). Predicting green hotel behavioural intentions using a theory of environmental commitment and sacrifice for the environment. *International Journal of Hospitality Management*, 52, 107-116. <https://doi.org/10.1016/J.IJHM.2015.09.007>
- Sharma, A. (2024). Impacts of brand commitment, brand reliability, and brand attitude on brand relationship. *Intelligent Decision Technologies*, 18(3), 2289-2305. <https://doi.org/10.3233/IDT-240686>
- Straughan, R. D., & Roberts, J. A. (1999). Environmental segmentation alternatives: A look at green consumer behaviour in the new millennium. *Journal of Consumer Marketing*, 16(6), 558-575. <https://doi.org/10.1108/07363769910297506>

- Taufique, K. M. R., Vocino, A., & Polonsky, M. J. (2017). The influence of eco-label knowledge and trust on pro-environmental consumer behaviour in an emerging market. *Journal of Strategic Marketing*, 25(7), 511-529. <https://doi.org/10.1080/0965254X.2016.1240219>
- Thaler, R. H., & Sunstein, C. R. (2008). *Nudge: Improving decisions about health, wealth, and happiness*. Yale University Press.
- Thayyib, P. V., Anwar, I., MM, S., Yasin, N., & Thabit Yahya, A. (2024). Brand expertise, impulsiveness and materialism aggravate unhealthy food products buying among young adults despite pricing and sin tax interventions. *Cogent Business & Management*, 11(1), Article 2296147. <https://doi.org/10.1080/23311975.2023.2296147>
- Tuten, T. L., & Solomon, M. R. (2018). *Social media marketing*. SAGE Publications.
- Wang, S. T. (2014). Consumer characteristics and social influence factors on green purchasing intentions. *Marketing Intelligence & Planning*, 32(7), 738-753. <https://doi.org/10.1108/MIP-12-2012-0146>
- White, K., Habib, R., & Hardisty, D. J. (2019). How to SHIFT consumer behaviours to be more sustainable: A literature review and guiding framework. *Journal of Marketing*, 83(3), 22-49. <https://doi.org/10.1177/0022242919825649>
- Woo, E., & Kim, Y. G. (2019). Consumer attitudes and buying behavior for green food products: From the aspect of green perceived value (GPV). *British Food Journal*, 121(2), 320-332. <https://doi.org/10.1108/BFJ-01-2018-0027>
- Yadav, R., & Pathak, G. S. (2016). Young consumers' intention towards buying green products in a developing nation: Extending the theory of planned behaviour. *Journal of Cleaner Production*, 135, 732-739. <https://doi.org/10.1016/J.JCLEPRO.2016.06.120>