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Greenwashing in Twin Date Promotions: An Analysis of Brand Communication Strategies

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Abstract: This study aims to examine the presence and characteristics of greenwashing in brand communication strategies during e-commerce promotional events known as *twin dates* (e.g., 10.10, 11.11, 12.12). It also explores how consumers perceive environmental claims made by brands during these campaigns. Design/methodology/approach---Using a descriptive qualitative approach, the study conducts content analysis on 15 promotional visuals and texts collected from Shopee and Tokopedia during the 2023 twin date campaigns. The analysis focuses on identifying visual cues, eco-labels, and sustainability-related terms that may be misleading. Findings, the findings show that many brands use green visuals, eco-friendly labels, and sustainability language without credible verification or certification. This practice leads to increased consumer scepticism, especially among environmentally conscious users, and may negatively impact long-term brand trust. Research limitations/implications, the study is limited to two e-commerce platforms and one promotional period. Future research could explore cross-platform or cross-country comparisons and integrate quantitative consumer response analysis. Practical implications---this research provides valuable insights for marketers, digital platforms, and regulators to identify greenwashing practices and develop more ethical, evidence-based communication strategies that promote sustainable consumption.

Keyword: Greenwashing, Brand Communication, Digital Marketing, Twin Date Promotion, Sustainability, e-commerce

INTRODUCTION

In recent years, the rapid expansion of digital commerce has transformed the way consumers interact with brands and make purchasing decisions. One of the most significant developments in the Southeast Asian e-commerce landscape, particularly in Indonesia, is the rise of *twin date promotions*, or fixed-date campaigns such as 9.9, 10.10, 11.11, and 12.12. These events have evolved into large-scale online shopping festivals, with platforms such as Shopee and Tokopedia offering massive discounts, free shipping, and time-limited deals to trigger consumer excitement and impulsive behaviour (Santosa et al., 2022). Amid this highly competitive promotional landscape, brands are constantly innovating their communication strategies to differentiate themselves and appeal to increasingly conscious consumers.

A notable trend emerging in these campaigns is the use of environmental messaging, often packaged under terms like “eco-friendly,” “green product,” or “sustainable choice.” This form of green marketing has become popular as brands attempt to align with the growing public awareness of climate change, plastic pollution, and environmental responsibility (Delmas & Burbano, 2011). However, despite the positive connotation of such claims, not all environmental messaging reflects actual sustainable practices. This gap between message and reality gives rise to what scholars and practitioners call greenwashing—a deceptive strategy in which companies overstate or fabricate their environmental efforts to gain competitive advantage and consumer approval (Parguel et al., 2011).

Greenwashing is particularly concerning in high-traffic digital environments like twin date promotions, where limited-time offers and persuasive visual campaigns can mask the lack of environmental credibility. During promotional periods, brands may employ visual elements such as green colour schemes, eco-symbols, and generic “green” terminology without providing transparent evidence or third-party certifications. These tactics can create a false sense of sustainability, misleading consumers who are actively seeking ethical consumption options (Chen & Chang, 2013). Moreover, the digital setting of marketplaces amplifies the speed and scale at which these messages are disseminated, increasing their potential impact and ethical consequences.

Despite the growing prevalence of greenwashing in digital retail, scholarly inquiry into this phenomenon—especially within the context of promotional events like twin dates—remains limited. Most existing studies on greenwashing focus on traditional marketing, product labelling, or corporate sustainability reporting (Walker & Wan, 2012; Lyon & Montgomery, 2015). Little attention has been paid to the intersection of digital promotions, environmental messaging, and consumer trust during time-sensitive campaigns. This gap in the literature is critical, given that twin date events not only reflect consumer demand patterns but also shape brand narratives in real-time.

The urgency of addressing greenwashing is further compounded by the rise of environmentally conscious consumer segments, particularly among millennials and Gen Z users. These digital-native groups are more aware of sustainability issues, yet they are also highly susceptible to curated messages and visual stimuli common in online retail settings (Ng et al., 2014). If brands continue to exploit green themes without accountability, there is a risk of fostering long-term scepticism and eroding consumer trust in sustainability-driven innovation.

This study, therefore, seeks to explore how greenwashing manifests in the promotional content of twin date campaigns on leading Indonesian e-commerce platforms. By analysing the communication strategies employed—both visual and textual—this research aims to uncover patterns of greenwashing and assess the transparency of brand messaging. The goal is not only to identify unethical marketing practices but also to inform more responsible, evidence-based communication strategies that align with genuine sustainability efforts.

Ultimately, this research contributes to the broader discourse on ethical digital marketing and the evolving role of branding in influencing sustainable consumption. In doing so, it hopes to support consumers, regulators, and platform managers in building a more trustworthy and environmentally conscious e-commerce ecosystem.

Brand Communication

Brand communication strategy refers to the systematic approach a company uses to deliver its brand message, values, and identity to the target audience through various channels and content. It plays a critical role in shaping consumer perception, especially in digital marketing campaigns where message clarity and consistency are essential (Keller, 2013). In the context of green marketing, brand communication extends beyond product features to include narratives of ethical behaviour, sustainability, and social responsibility. During twin date promotions—such as 10.10, 11.11, and 12.12—brands often intensify their communication strategies to influence consumer behaviour within a short promotional window. This includes

the use of green visuals, persuasive slogans, and emotionally charged storytelling intended to build a sustainable brand image (Kotler & Keller, 2016).

However, when these strategies prioritize image over substance, they risk crossing into greenwashing territory. According to Schlegelmilch and Robertson (1995), strategic brand communication must align with actual company values and practices; otherwise, it may lead to consumer scepticism. In digital retail environments, where promotional content is fast-paced and visually driven, brands must be especially careful to ensure that environmental messaging is accurate, verifiable, and not merely a marketing gimmick. Effective brand communication, when ethical and transparent, can foster trust, brand loyalty, and long-term consumer relationships.

Brand Trust

Brand trust refers to the confidence a consumer places in a brand's reliability, honesty, and ability to fulfil its promises. In the context of green marketing and digital promotions, trust becomes even more critical due to the abundance of environmental claims that may or may not reflect actual practices. According to Chen and Chang (2013), brand trust plays a mediating role in determining how consumers respond to green advertising, especially when faced with potential greenwashing. When trust is established, consumers are more likely to believe that a brand's environmental messaging is sincere, which in turn promotes loyalty and repeated purchases. Conversely, when greenwashing is detected, trust erodes rapidly, and with it, the likelihood of repurchase intention (Nyilasy et al., 2014).

Trust also serves as a filter through which consumers interpret marketing communications. As Wang and Yang (2016) explain, in online shopping environments—particularly during high-intensity events like twin date promotions—consumers often make decisions quickly and rely heavily on brand reputation. A brand that has consistently demonstrated trustworthiness, especially in aligning its communication with sustainable action, is more likely to retain its customers. Moreover, trust reduces perceived risk in digital transactions and fosters emotional attachment between consumers and brands.

In sustainability-focused markets, brand trust becomes a competitive advantage. It not only drives consumer retention but also amplifies positive word-of-mouth and brand advocacy. For environmentally involved consumers, trust bridges the gap between brand values and personal ethics, making it a foundational element in long-term brand-consumer relationships (Leonidou et al., 2013). Therefore, maintaining trust through transparent, verifiable, and ethical green marketing practices is essential for building enduring loyalty and mitigating the damaging effects of greenwashing.

Repurchase Intention

Repurchase intention refers to a consumer's conscious plan or likelihood to buy a product or service from the same brand again in the future. It is considered a key indicator of customer satisfaction, trust, and loyalty, and plays a vital role in the long-term profitability and sustainability of a brand (Hellier et al., 2003). In the context of digital marketing—especially in e-commerce environments—repurchase intention is influenced not only by product quality and price competitiveness but also by the brand's ethical conduct, transparency, and communication strategy.

When brands engage in green marketing, particularly during high-profile events like twin date promotions (e.g., 11.11 or 12.12), the environmental claims they make can significantly shape post-purchase attitudes. If consumers perceive such claims to be misleading or inconsistent with the brand's actual practices (i.e., greenwashing), their trust in the brand may decline, ultimately reducing their intention to repurchase (Chen & Chang, 2013). This is especially relevant in the current marketplace where consumers—especially millennials and Gen Z—are more aware and critical of sustainability issues and corporate authenticity (Ng et al., 2014).

Research has shown that perceived greenwashing negatively correlates with repurchase

behaviour, as it creates scepticism and damages brand credibility (Rahman et al., 2015). Conversely, when green communication is perceived as authentic, it enhances not only initial purchase decisions but also strengthens consumer commitment over time. In other words, brands that demonstrate consistency between their green claims and real environmental actions are more likely to retain customers and encourage repeat purchases.

Therefore, in the context of this study, repurchase intention serves as a crucial outcome variable to evaluate the effectiveness and ethical dimension of brand communication strategies. Understanding how greenwashing affects this intention can help companies design more transparent, trustworthy, and long-term marketing approaches that go beyond one-time promotional success.

Consumer perception of green claims

Consumer perception of green claims refers to how individuals interpret, evaluate, and respond to environmental messages or sustainability-related statements made by brands in their marketing communications. These perceptions are shaped by prior knowledge, environmental awareness, media literacy, and past experiences with the brand or product (Leonidou et al., 2011). In the context of twin date promotional events, where e-commerce platforms are saturated with messages like “eco-friendly,” “biodegradable,” or “sustainably produced,” consumer perception becomes a critical filter that determines whether such claims are accepted as credible or dismissed as marketing exaggeration.

Research shows that consumers are increasingly vigilant and sceptical toward environmental claims, particularly when there is a perceived mismatch between the claim and the brand's actual behaviour (Nyilasy et al., 2014). This phenomenon, known as green scepticism, can erode trust and reduce the effectiveness of sustainability-oriented communication strategies (Rahman et al., 2015). When consumers perceive green claims as authentic, transparent, and supported by evidence (e.g., certifications, traceable practices), they tend to respond positively by increasing their purchase intention and brand loyalty (Chen & Chang, 2013). Conversely, misleading or vague green messages—often associated with greenwashing—may trigger negative reactions, including reduced trust and rejection of the brand.

Furthermore, consumer perception is not static. It evolves based on market trends, public discourse, and exposure to conflicting information. In digital retail environments, where visual appeal and speed of messaging dominate, the risk of misinterpretation is even higher. Therefore, brands must ensure that green claims are not only accurate but also clearly communicated, avoiding ambiguity and unsubstantiated assertions. Understanding consumer perception of green claims is essential in evaluating the ethical effectiveness of a brand's communication strategy and mitigating the risks associated with greenwashing.

METHOD

Review of Literature Essays are composed utilizing methodologies such as Library Research and Systematic Literature Review (SLR). The qualitative evaluation of these methods was conducted and their availability may be found on academic web sources such as Mendeley and Google Scholar. A systematic literature review (SLR) refers to the methodical procedure of locating, evaluating, and scrutinizing all available research material in order to tackle a certain study issue. When conducting qualitative analysis, it is crucial to consistently apply the literature review in accordance with methodological assumptions. The primary rationale for undertaking qualitative analysis is in the exploratory nature of research, (Duli, 2019).

RESULT AND DISCUSSION

Results

The research findings, considering the history and problem formulation, are as follows:

Previous Research Results

Table 1. Relevant Previous Research Results

No	Title of the Study	Author(s) & Year	Research Objective	Methodology	Findings	Relevance to the Topic
1	The Drivers of Greenwashing	Delmas & Burbano (2011)	To analyze internal and external factors driving greenwashing	Theoretical Review	Greenwashing is more likely when market pressure is high but environmental capability is low	Provides foundational understanding of greenwashing motives in brand strategies
2	Perceived Greenwashing and Its Effect on Consumer Trust	Nyilasy et al. (2014)	To assess how greenwashing affects consumer trust	Experimental Survey	Greenwashing significantly reduces trust and purchase intention	Directly supports the link between greenwashing and loss of trust
3	Greenwash and Green Trust	Chen & Chang (2013)	To explore the relationship between greenwashing, confusion, and trust	Quantitative SEM	Greenwashing leads to confusion and lower green trust	Reinforces psychological mechanism affecting consumer response to green ads
4	Green Advertising and Purchase Intention	Rahman et al. (2015)	To examine effects of green ads on purchase intention	Quantitative survey	Non-credible green ads increase skepticism and reduce intention to buy	Highlights the role of ad credibility—relevant to twin date context
5	Green Marketing vs. Greenwashing	Lyon & Montgomery (2015)	To distinguish green marketing from greenwashing	Conceptual literature review	Stresses need for regulation and ethical boundaries in green claims	Provides ethical and strategic lens on brand communication
6	How Sustainability Ratings Deter Greenwashing	Parguel et al. (2011)	To test if sustainability ratings discourage greenwashing	Lab Experiment	Ratings enhance accountability in brand communication	Applicable to marketplaces without verification mechanisms
7	Impact of Greenwashing on Online Repurchase Intention	Wang & Yang (2016)	To measure greenwashing's effect on e-commerce repurchase behavior	PLS-SEM	Greenwashing reduces satisfaction and loyalty online	Highly relevant to digital twin date promotions and loyalty

No	Title of the Study	Author(s) & Year	Research Objective	Methodology	Findings	Relevance to the Topic
8	Consumer Responses to Green Advertising	Leonidou et al. (2013)	To examine role of environmental involvement in green ad response	Quantitative survey	Involvement enhances positive response to credible green claims	Supports the moderating role of consumer environmental values
9	Greenwashing Revisited	Seele & Gatti (2017)	To redefine greenwashing with a new typology	Conceptual analysis	Categorizes greenwashing tactics based on legitimacy strategies	Useful to map strategic dimensions in brand messaging
10	The Extended Consequence of Greenwashing	Aji & Sutikno (2015)	To explore skepticism from greenwashing	Survey research	Greenwashing triggers consumer distrust and skepticism	Aligned with the trust-eroding impact of fake green claims
11	Green Innovation and Stock Performance	Testa et al. (2020)	To study if greenwashing affects firm performance	Quantitative financial analysis	Greenwashing can backfire and damage firm value over time	Emphasizes long-term risk of unverified sustainability claims
12	Effect of Green Marketing Strategies on Brand Loyalty	Papadas et al. (2018)	To analyze green marketing's influence on brand loyalty	Survey-based SEM	Sincere green branding improves loyalty, but fake claims hurt trust	Directly supports loyalty-trust-greenwashing link
13	Making Green Stuff?	de Jong et al. (2018)	To assess how greenwashing influences consumer perceptions	Experimental study	Consumers react negatively to unclear or exaggerated green claims	Provides behavioral insight into how greenwashing is interpreted
14	Typology of Green Advertising Credibility	Kang et al. (2012)	To develop classification for green ad credibility	Conceptual and empirical	Clear, verifiable green claims are trusted more than vague messaging	Framework supports the variable 'green advertising credibility'
15	Green Perceived Quality and Green Word-of-Mouth	Chen et al. (2015)	To explore how greenwashing influences GWOM	Survey SEM	Greenwashing reduces perceived quality and positive word-of-mouth	Expands effect of greenwashing beyond purchase to social sharing
16	Green Positioning and Consumer Response	Gleim et al. (2013)	To understand how green positioning influences purchase	Survey + Cluster analysis	Consumer response depends on congruence between brand	Adds depth to brand communication alignment with green

No	Title of the Study	Author(s) & Year	Research Objective	Methodology	Findings	Relevance to the Topic
			decisions		values and green claims	positioning
17	Do Consumers Care about CSR and Greenwashing?	Du, Bhattacharya, & Sen (2010)	To explore consumer reaction to CSR and deception	Survey-based empirical study	Consumers are sensitive to inconsistency between CSR communication and actual practice	Strengthens argument for credibility in environmental claims
18	How Green is Your Brand?	Hartmann & Apaolaza-Ibáñez (2009)	To evaluate emotional responses to green brand messaging	Experimental design	Emotionally charged green ads may increase skepticism without credibility	Explores emotional dimension of greenwashing perception

Discussion

Based on the results and previous research above, the research discussion is determined as follows:

The relationship between Green Advertising Credibility and Perceived Greenwashing,

One of the foundational elements in evaluating the effectiveness of green marketing communication is green advertising credibility—the extent to which consumers believe that a brand's environmental claims are trustworthy, consistent, and verifiable. The relationship between green advertising credibility and perceived greenwashing is pivotal, especially in promotional contexts like twin date campaigns, where brands often intensify sustainability claims to capitalize on consumer attention. When advertisements lack clarity, factual support, or exhibit exaggeration, consumers may become skeptical and interpret such messages as greenwashing—false or misleading claims about environmental practices (Rahman et al., 2015; de Jong et al., 2018).

Credible green advertising reduces the likelihood that consumers will view a brand's environmental messaging as deceptive. According to Kang et al. (2012), consumers are more likely to trust green claims that are detailed, specific, and supported by third-party certifications or transparent data. On the other hand, vague and overly general claims such as “eco-friendly” or “natural,” without further explanation, tend to increase perceived greenwashing. This is because such messages may be interpreted as strategic tools to exploit environmental concerns without delivering substantial environmental benefits—ultimately eroding brand legitimacy (Delmas & Burbano, 2011).

Empirical studies support this relationship. Rahman et al. (2015) found that the credibility of green advertisements significantly affects the level of trust consumers place in the brand, as well as their judgment of whether the message constitutes greenwashing. Similarly, de Jong et al. (2018) suggest that the clarity and transparency of environmental communication play a preventive role against negative consumer perceptions. In essence, green advertising credibility functions as a protective barrier that filters consumer skepticism and enhances message authenticity.

In the context of digital promotions such as twin date campaigns, where consumers often make quick decisions, the credibility of green claims becomes even more crucial. Brands that invest in building credible green communication not only reduce the risk of being perceived as greenwashing but also lay the groundwork for long-term trust and loyalty. Therefore,

establishing green advertising credibility is not just a marketing tactic—it is a strategic necessity in sustainability-driven consumer markets.

The relationship between Brand Trust and Repurchase Intention

The relationship between Brand Trust and Repurchase Intention is widely recognized as a critical dynamic in consumer behavior, especially in the context of green marketing and digital commerce. Brand trust refers to the confidence consumers place in a brand's reliability, integrity, and consistent ability to deliver on its promises (Morgan & Hunt, 1994). When consumers develop trust in a brand—particularly one that claims environmental responsibility—they are more likely to engage in repeated transactions, recommend the brand to others, and resist switching to competitors, even in the face of competing promotions. This trust becomes a psychological safety net, reducing perceived risks associated with online purchasing and long-term brand engagement (Chaudhuri & Holbrook, 2001).

In the context of green marketing, brand trust takes on heightened importance. Consumers are increasingly wary of superficial sustainability claims or greenwashing, and trust serves as a filter to assess the sincerity and authenticity of a brand's environmental communication. As such, when trust is high, consumers tend to believe that green claims reflect real commitment rather than marketing manipulation, which strengthens their intent to repurchase. According to Wang and Yang (2016), brand trust has a statistically significant positive effect on repurchase intention in online marketplaces, particularly where environmental claims are part of the brand's identity. Their study using PLS-SEM found that trust mediates the effects of environmental communication on loyalty, indicating that trust is not only important—it is foundational.

Moreover, trust reduces uncertainty and cognitive dissonance, allowing consumers to feel confident in their prior decisions. This confidence increases their willingness to maintain the brand relationship over time, even in highly competitive and promotion-heavy contexts like twin date digital campaigns (e.g., 11.11, 12.12 sales). During such events, consumers are bombarded with discounts and promotional messages, and brand trust acts as an anchor, guiding loyal customers back to familiar and reliable brands. This is especially relevant for sustainability-driven consumers who prioritize ethical alignment in their consumption behavior (Leonidou et al., 2013). When trust aligns with shared values—such as environmental responsibility—repurchase intention becomes more than a transactional decision; it becomes an act of loyalty and value affirmation.

From a psychological perspective, trust enhances emotional attachment, which further strengthens repurchase behavior. Chaudhuri and Holbrook (2001) argue that brand trust contributes directly to brand affect, which in turn drives consumer commitment. In green branding, this affective connection is often amplified when the brand demonstrates alignment with consumers' personal environmental ethics. Therefore, trust does not merely facilitate functional satisfaction; it reinforces emotional and ethical satisfaction as well.

Empirical studies consistently support this linkage. For example, Chen (2010) found that green brand trust significantly influences both green satisfaction and green loyalty, suggesting that environmental branding cannot succeed without first establishing consumer trust. Similarly, Iglesias et al. (2019) highlight that trust is a key predictor of both behavioral loyalty (e.g., repeat purchases) and attitudinal loyalty (e.g., preference, advocacy). These findings reinforce the view that trust is both a rational and emotional driver of continued consumer engagement.

Brand trust is a cornerstone of repurchase intention, especially in the context of green branding and digital promotions. Trust builds consumer confidence, reduces perceived risk, affirms shared values, and fosters both emotional and behavioral loyalty. In highly competitive environments like twin date campaigns, where promotional overload is common, brand trust differentiates credible, value-driven brands from opportunistic ones. As such, cultivating and maintaining brand trust should be a central strategy for companies aiming to foster sustainable consumer relationships.

The relationship between Perceived Greenwashing and Brand Trust

The relationship between perceived greenwashing and brand trust has emerged as a central concern in contemporary green marketing literature. In the era of digital consumerism, where sustainability claims are widespread, consumers have become increasingly vigilant and critical toward brand messaging, particularly regarding environmental performance. Perceived greenwashing refers to consumers' belief that a company is misleading or exaggerating its environmental claims for reputational or commercial gain without implementing substantial sustainable practices (Delmas & Burbano, 2011). When consumers detect inconsistencies between a brand's environmental communication and its actual behavior, trust erodes rapidly. This perception can severely damage the brand's credibility, authenticity, and relational equity with consumers.

Trust is a vital psychological construct that reflects the confidence consumers place in a brand's reliability, integrity, and transparency. In green marketing contexts, brand trust becomes even more fragile and consequential. Consumers are more likely to trust a brand that demonstrates genuine commitment to environmental values and fulfills its green promises. However, once greenwashing is perceived, the credibility of the brand is compromised, leading to diminished consumer trust (Chen & Chang, 2013). This erosion of trust can manifest as consumer disengagement, negative word-of-mouth, or even active brand avoidance, especially among environmentally conscious market segments.

Several empirical studies have confirmed the negative impact of perceived greenwashing on brand trust. For example, Nyilasy et al. (2014) found that consumers exposed to advertisements containing greenwashing cues reported significantly lower levels of trust in the brand, regardless of the product's quality or functionality. Their study demonstrated that the psychological consequences of greenwashing perceptions can be more damaging than product performance itself. Similarly, Chen and Chang (2013) introduced the mediating role of green consumer confusion, showing that unclear or deceptive environmental claims generate cognitive dissonance and reduce trust. This confusion undermines the consumer's ability to evaluate the brand's credibility and fosters suspicion.

Furthermore, perceived greenwashing tends to have a lasting effect on brand trust, even when companies later attempt to correct or clarify their messaging. According to Seele and Gatti (2017), greenwashing perceptions can result in a "moral backlash," where consumers feel manipulated and retaliate by switching to more transparent competitors. In the context of digital promotions—such as twin date campaigns—this risk is even higher, as rapid promotional messaging often leaves little room for in-depth sustainability communication. If a consumer suspects that environmental claims are merely used as marketing hooks, trust may be irrevocably lost.

The theoretical underpinning of this relationship is supported by the commitment-trust theory (Morgan & Hunt, 1994), which posits that trust is foundational to building enduring relationships in marketing. When brands violate ethical expectations through perceived greenwashing, they violate an implicit consumer-brand contract, which undermines the long-term relationship. Moreover, in sustainability-driven markets, trust is closely linked with shared values. Once a brand is seen as insincere or opportunistic, it signals a misalignment in values, which further damages the relational bond.

In conclusion, perceived greenwashing has a direct and detrimental effect on brand trust. In a digital environment saturated with sustainability claims, brands must exercise transparency, consistency, and authenticity in their communication strategies. Avoiding vague, exaggerated, or unverifiable claims is essential to preserve consumer trust. For marketers, this relationship highlights the need to not only develop environmentally responsible strategies but also ensure those strategies are communicated with honesty and clarity. Trust, once lost through perceived greenwashing, is difficult to rebuild and may have lasting repercussions on brand equity and consumer loyalty.

The moderating role of Consumer Environmental Involvement and the mediating role of Brand Trust in the relationship between greenwashing and repurchase intention.

In examining the complex relationship between greenwashing, brand trust, and repurchase intention, it is crucial to consider not only the direct effects of each variable but also the underlying mechanisms and boundary conditions that shape consumer responses. Two such factors are the mediating role of brand trust and the moderating role of consumer environmental involvement—both of which significantly influence how consumers interpret and react to sustainability-related brand messaging, particularly in the context of aggressive promotional campaigns like twin date digital events.

Mediating Role of Brand Trust

Brand trust serves as a psychological anchor through which consumers evaluate the authenticity and consistency of a brand's claims. In the context of green marketing, when consumers perceive that a brand engages in greenwashing—making exaggerated or false claims about environmental practices—trust is often the first casualty. However, the loss of trust is not just a byproduct; it is a critical mediating mechanism that helps explain how greenwashing perceptions translate into reduced loyalty and diminished repurchase intention (Chen & Chang, 2013).

According to Morgan and Hunt's (1994) commitment-trust theory, trust is a central component in building long-term relationships between consumers and brands. When greenwashing is perceived, this relational foundation is weakened, leading to a breakdown in the consumer-brand bond. This theory is supported by the findings of Wang and Yang (2016), who empirically demonstrated that brand trust significantly mediates the relationship between greenwashing and repurchase intention, especially in e-commerce environments. Their results show that when consumers detect greenwashing, their trust in the brand diminishes, which in turn lowers their intention to engage in future purchases, regardless of the brand's actual product quality or value.

Furthermore, trust is not solely a rational evaluation but also an emotional response. As Chaudhuri and Holbrook (2001) suggest, brand trust affects not only cognitive judgments but also brand affect and commitment. In green marketing contexts, where ethical alignment and value congruence are highly relevant, trust operates at both affective and moral levels. Therefore, when greenwashing disrupts trust, it undermines both the emotional attachment and the ethical bond consumers feel toward the brand. This dual-layered erosion of trust explains why repurchase intention is significantly affected, making brand trust a potent mediator in this relationship.

Moderating Role of Consumer Environmental Involvement

While brand trust mediates how greenwashing affects repurchase behavior, consumer environmental involvement plays a different but equally important role—it moderates the strength of these effects. Environmental involvement refers to the degree to which consumers are concerned with environmental issues and incorporate those concerns into their purchasing decisions (Leonidou et al., 2013). Highly involved consumers are more vigilant in evaluating sustainability claims and more sensitive to discrepancies between brand communication and actual environmental performance.

When such consumers perceive greenwashing, the damage to trust is often more severe, as the violation of environmental expectations feels personal and value-based. However, the reverse is also true: when trust is established with a brand that aligns with their environmental values, these consumers show significantly stronger repurchase intentions than those with lower involvement. This suggests that environmental involvement functions as a moderator that amplifies both the positive and negative outcomes of trust.

Empirical support for this moderating role comes from studies such as that by Leonidou et al. (2013), who found that consumers with high environmental involvement are more responsive to credible green marketing and more skeptical toward superficial claims. Similarly,

D'Souza et al. (2007) argue that such consumers are more likely to reward brands that demonstrate authentic environmental commitment and penalize those perceived as disingenuous.

In the specific setting of twin date promotions—such as 11.11 and 12.12—this moderating role becomes even more salient. These sales events are often characterized by urgency, impulsive behavior, and heavy promotional messaging. For environmentally involved consumers, brand trust becomes a signal of ethical consistency amidst the promotional noise. If the brand is perceived as genuinely sustainable, trust is reinforced, and the likelihood of repurchase increases. If not, the perception of greenwashing is heightened, and the relationship is likely to terminate.

Integrating Mediation and Moderation

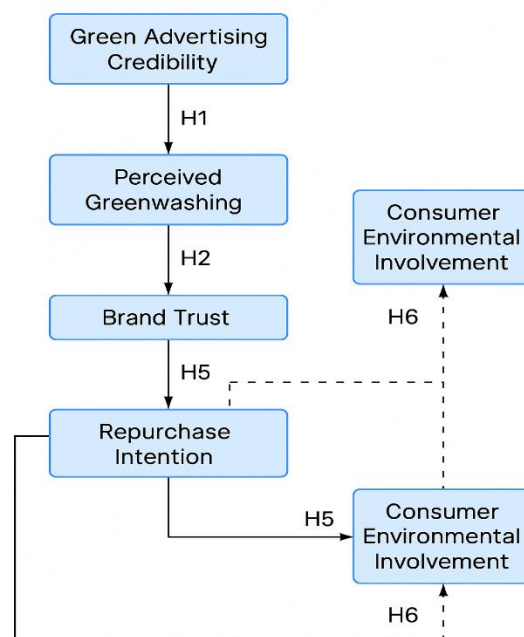
Taken together, the mediation by brand trust and the moderation by consumer environmental involvement form a nuanced framework for understanding consumer behavior in green marketing. Greenwashing does not directly eliminate repurchase intention in all cases; it first erodes trust, and this loss of trust—especially in environmentally conscious consumers—then translates into disengagement. Brands that wish to retain such consumers must not only avoid greenwashing but also actively cultivate credibility and trust through transparent, consistent, and verifiable sustainability communication.

From a managerial perspective, this means recognizing that trust is not a one-dimensional construct but one that sits at the intersection of brand credibility, emotional connection, and value alignment. It also means acknowledging that not all consumers respond equally—those with higher environmental involvement will reward ethical consistency more and punish greenwashing more harshly.

Conceptual Framework

Based on the research results, previous research and the discussion above, the following framework of thought has been determined:

Picture 1. Conceptual Framework



Based on Figure 1 above, the conceptual framework above illustrates the relationships between five key variables in the context of twin date digital promotions: Green Advertising Credibility, Perceived Greenwashing, Brand Trust, Repurchase Intention, and Consumer

Environmental Involvement. This model explains how consumers' perceptions of the credibility of green advertising influence their assessment of greenwashing practices. When consumers perceive that green claims are communicated credibly and transparently, the likelihood of perceiving greenwashing decreases (Rahman et al., 2015). This relationship is represented by H1, which suggests that advertising credibility negatively influences greenwashing perception.

Following this, H2 states that Perceived Greenwashing negatively affects Brand Trust. Consumers who doubt the authenticity of environmental claims tend to lose trust in the brand (Chen & Chang, 2013). This erosion of trust subsequently leads to a lower intention to repurchase, as illustrated in H3 and H5, where brand trust serves as a mediating variable between greenwashing perception and repurchase intention (Wang & Yang, 2016).

Meanwhile, Consumer Environmental Involvement acts as a moderating variable in H6, influencing the strength of the relationship between brand trust and repurchase intention. Environmentally involved consumers are more responsive to brand authenticity and are more loyal when trust has been established (Leonidou et al., 2013). This relationship indicates that credible green marketing strategies not only reduce the risk of being perceived as greenwashing but also enhance the positive effects of trust on consumer loyalty, particularly among market segments with strong sustainability values.

CONCLUSION

Based on the problem formulation, results and discussion, previous research and the conceptual framework above, the conclusions of this research are:

1. Green Advertising Credibility significantly reduces perceived greenwashing. Credibility in environmental advertising serves as a protective factor against consumer scepticism.
2. Perceived Greenwashing has a direct negative impact on Brand Trust. The more consumers perceive greenwashing, the lower their trust in the brand.
3. Brand Trust positively influences Repurchase Intention. Higher levels of trust lead to greater consumer loyalty and repeat purchases.
4. Brand Trust acts as a mediating variable, explaining how greenwashing indirectly affects consumers repurchase intention.
5. Consumer Environmental Involvement moderates the relationship between Brand Trust and Repurchase Intention. Environmentally involved consumers are more likely to repurchase when trust in the brand is established.
6. These findings emphasize the importance of authentic and transparent environmental communication, especially during aggressive campaigns such as twin date promotions.
7. Brands should treat green advertising credibility as a strategic asset—not just a marketing tactic—in order to build and maintain long-term consumer trust.
8. The main implication: avoiding greenwashing is not just about short-term brand image, but is essential for cultivating long-term loyalty in increasingly eco-conscious.

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