



Impact of Green Brand Trust and Emotional Drivers on Sustainable Purchase Behaviour

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Abstract: *The growing emphasis on environmental sustainability has significantly influenced contemporary branding and consumer behaviour. This study examines the impact of green brand trust and emotional-psychological drivers on sustainable purchase intention and behaviour. A quantitative research design was adopted using a structured questionnaire distributed through Google Forms. A total of 55 valid responses were collected from individuals below the age of 45, primarily students and young professionals. Data were measured using a five-point Likert scale (1 = Strongly Agree, 5 = Strongly Disagree).*

Descriptive results indicate moderate to strong agreement toward environmental concern (Mean = 2.27) and emotional drivers (Mean = 2.34), suggesting that respondents generally perceive themselves as environmentally responsible and emotionally connected to sustainable consumption. Green brand trust (Mean = 2.61) and purchase intention (Mean = 2.41) reflect positive attitudes toward eco-friendly brands, while sustainable purchase behaviour (Mean = 2.82) indicates moderate engagement in green purchasing. Green brand communication recorded a comparatively weaker perception (Mean = 2.92), highlighting scope for improved transparency.

Correlation analysis reveals that green brand communication is strongly associated with green brand trust ($r = 0.65$). Emotional drivers demonstrate the strongest influence on purchase intention ($r = 0.77$) and purchase behaviour ($r = 0.75$). Sustainable purchase intention also shows a strong relationship with actual behaviour ($r = 0.76$). The findings suggest that emotional engagement plays a more dominant role than communication alone in driving sustainable consumer behaviour.

Keywords: *Green Brand Trust, Sustainable Purchase Behaviour, Emotional Drivers, Environmental Concern, Green Brand Communication, Sustainable Consumer Behaviour.*

Introduction: Environmental sustainability has emerged as a critical concern in contemporary society due to increasing climate change, resource depletion, pollution, and ecological degradation. Governments, organizations, and consumers are becoming increasingly aware of the need to adopt sustainable practices in order to protect the environment for future generations. In response to this growing awareness, businesses have incorporated sustainability into their branding and marketing strategies, leading to the rise of green branding. Green branding refers to the strategic positioning of products and services as environmentally friendly, sustainable, and socially responsible.

Despite the growing popularity of eco-friendly products and sustainability campaigns, a persistent gap remains between consumers' environmental attitudes and their actual purchasing behaviour. Many consumers express concern about environmental issues and indicate a preference for sustainable products, yet their buying decisions often do not reflect these intentions. This phenomenon, commonly referred to as the attitude-behaviour gap, highlights the need to examine the factors that influence sustainable purchase decisions beyond mere awareness.

One of the key determinants of sustainable consumer behaviour is green brand trust. In a marketplace where environmental claims are widespread, consumers frequently encounter skepticism due to instances of greenwashing and exaggerated sustainability claims. As a result, trust becomes a crucial mediating factor that determines whether consumers translate sustainability messages into actual purchase behaviour. When brands communicate their environmental initiatives clearly and transparently, they are more likely to build credibility and foster long-term consumer relationships.

In addition to cognitive factors such as trust and communication, emotional and psychological drivers also play a significant role in shaping sustainable consumption. Feelings of pride, moral satisfaction, guilt, and environmental self-identity influence how consumers perceive and respond to green brands. Purchasing environmentally friendly products can serve as a form of self-expression, allowing consumers to align their buying behaviour with their personal values and ethical beliefs. Emotional engagement with sustainable brands may therefore strengthen purchase intention and increase the likelihood of actual green purchasing.

Furthermore, environmental concern forms the foundation of sustainable behaviour. Individuals who perceive environmental problems as serious and personally relevant are more likely to support eco-friendly initiatives and prefer sustainable brands. However, environmental concern alone may not be sufficient to drive behaviour unless supported by trust and emotional motivation.

Given these considerations, the present study aims to examine the integrated impact of green brand communication, green brand trust, emotional drivers, and environmental concern on sustainable purchase intention and behaviour. By analyzing data collected from 55 respondents below the age of 45, this study seeks to explore the cognitive and emotional mechanisms underlying sustainable consumption decisions.

This research contributes to the existing literature on sustainable marketing by integrating both rational (trust-based) and emotional determinants of consumer behaviour within a single conceptual framework. The findings provide practical implications for marketers and brand managers by emphasizing the importance of authentic communication, credibility, and emotionally resonant branding strategies in promoting sustainable consumption. In doing so, the study offers valuable insights into how green branding can effectively influence consumer behaviour in an increasingly sustainability-driven marketplace.

Literature Review:

1. Sustainable Consumer Behaviour: Sustainable consumer behaviour has been widely examined in marketing and environmental research. According to Peattie (2010), sustainable consumption involves purchasing decisions that consider environmental and social consequences in addition to personal benefits. A study by Kumar et al. (2020) found that environmental awareness significantly influences consumers' intention to purchase eco-friendly products. Similarly, Joshi and Rahman (2015) identified environmental concern as a key predictor of green purchase intention, emphasizing that consumers with higher ecological awareness are more likely to support sustainable brands.

However, several researchers highlight the existence of the attitude–behaviour gap in sustainable consumption. Carrington, Neville, and Whitwell (2010) argued that although consumers often express strong pro-environmental attitudes, situational constraints such as price, availability, and convenience prevent them from translating intention into action. This gap suggests that additional psychological and branding-related factors must be examined to understand sustainable purchasing behaviour more comprehensively.

2. Green Brand Communication: Green brand communication plays a crucial role in shaping consumer perceptions. According to Chen (2010), green marketing communication enhances brand image and influences consumer trust when environmental claims are perceived as credible. A study by Leonidou et al. (2011) found that consistent and transparent sustainability messaging positively affects brand loyalty and consumer evaluation.

However, the literature also warns against greenwashing. Delmas and Burbano (2011) explained that exaggerated or misleading environmental claims reduce consumer confidence and damage brand credibility. Nyilasy, Gangadharbatla, and Paladino (2014) further argued that consumers are increasingly skeptical of green advertising, making authenticity and transparency essential components of successful green branding strategies.

3. Green Brand Trust: Green brand trust has been identified as a critical mediator in sustainable marketing research. Chen (2010) defined green brand trust as the willingness of consumers to rely on a brand based on its environmental performance and commitments. A study by Chen and Chang (2012) demonstrated that green brand trust significantly influences green purchase intentions. Their findings suggest that trust reduces perceived risk and increases consumers' confidence in sustainable products.

Similarly, Martínez (2015) found that green brand trust positively impacts customer loyalty and long-term brand relationships. When consumers believe that a brand genuinely fulfills its environmental promises, they are more likely to engage in repeat purchase behaviour. Thus, trust acts as a bridge between green communication and sustainable consumption.

4. Emotional and Psychological Drivers: Recent studies emphasize the role of emotional and psychological factors in sustainable purchasing decisions. White, Habib, and Hardisty (2019) argued that emotional appeals, such as pride and moral responsibility, are powerful motivators of pro-environmental behaviour. They suggest that sustainability messaging that connects with consumers' identities can significantly influence behavioural outcomes.

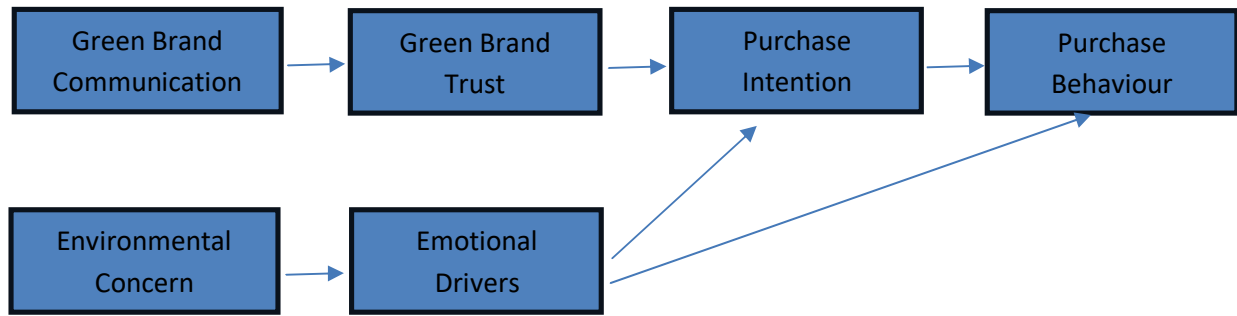
Van der Werff, Steg, and Keizer (2013) highlighted the importance of environmental self-identity, stating that individuals who view themselves as environmentally responsible are more likely to engage in sustainable behaviours. Additionally, Onwezen, Antonides, and Bartels (2013) found that emotions such as guilt and pride influence consumers' willingness to adopt environmentally friendly products.

These findings indicate that emotional engagement complements cognitive evaluations, strengthening the intention–behaviour relationship in green consumption.

5. Sustainable Purchase Intention and Behaviour: The relationship between purchase intention and actual behaviour has been extensively studied. Ajzen's (1991) Theory of Planned Behaviour suggests that behavioural intention is the most immediate predictor of actual behaviour. In the context of green marketing, Paul, Modi, and Patel (2016) confirmed that environmental concern and green brand trust significantly influence green purchase intention, which subsequently affects purchase behaviour.

However, Vermeir and Verbeke (2006) noted that intention alone may not guarantee action due to external barriers. Therefore, integrating trust and emotional drivers into the framework can provide a more holistic understanding of sustainable purchase behaviour.

Figure 1: Conceptual Framework of the Study



Objectives/Aims:

1. To examine the effect of green brand communication on green brand trust.
2. To analyze the relationship between green brand trust and sustainable purchase intention.
3. To determine the influence of sustainable purchase intention on actual sustainable purchase behaviour.
4. To evaluate the impact of emotional and psychological drivers on sustainable purchase intention.
5. To assess the relationship between emotional drivers and sustainable purchase behaviour.
6. To examine the role of environmental concern in influencing emotional drivers and sustainable consumption.
7. To study the integrated impact of cognitive (trust-based) and emotional factors on sustainable consumer behaviour.

Research Methodology:

1. Research Design: The present study adopts a quantitative research design to examine the impact of green brand trust and emotional drivers on sustainable purchase behaviour. A structured questionnaire method was used to collect primary data from respondents. The quantitative approach was chosen to measure relationships among variables using statistical techniques.

2. Data Collection Method: Primary data were collected through a self-administered online questionnaire using Google Forms. The questionnaire was designed based on previously validated constructs in sustainable marketing literature, including green brand communication, green brand trust, environmental concern, emotional drivers, purchase intention, and purchase behaviour.

The survey consisted of closed-ended questions measured using a five-point Likert scale, where:

- 1=Strongly Agree
- 2 = Agree
- 3 = Neutral
- 4 = Disagree
- 5 = Strongly Disagree

The questionnaire also included demographic questions such as age, gender, education, occupation, and income level.

3. Sample Design: The study used a convenience sampling method, as the survey was circulated among classmates, friends, and acquaintances. A total of 55 valid responses were collected from individuals below the age of 45 years, primarily students and young working professionals.

The sample size, though limited, is appropriate for exploratory research and correlation analysis in academic studies at the undergraduate/postgraduate level.

4. Variables of the Study: The study examined the following variables:

- **Independent Variable:** Green Brand Communication
- **Mediating Variable:** Green Brand Trust
- **Independent Variable:** Emotional and Psychological Drivers
- **Moderating Variable:** Environmental Concern
- **Dependent Variables:** Sustainable Purchase Intention and Sustainable Purchase Behaviour

These variables were measured through multiple-item scales to ensure reliability and consistency.

5. Data Analysis Techniques: The collected data were exported to Microsoft Excel for analysis. The following statistical techniques were applied:

- **Descriptive Statistics (Mean values)** to understand the general level of agreement among respondents.
- **Correlation Analysis** to examine the strength and direction of relationships between variables.

The correlation coefficients were interpreted to determine whether significant positive relationships exist between green brand communication, trust, emotional drivers, purchase intention, and purchase behaviour.

Data Analysis and Interpretation:

1. Descriptive Statistics: Descriptive statistics were calculated to understand the overall perception of respondents toward the study variables. The responses were measured using a five-point Likert scale (1 = Strongly Agree, 5 = Strongly Disagree). Lower mean values therefore indicate stronger agreement.

The mean scores of the variables are presented below:

- Environmental Concern: 2.27
- Green Brand Communication: 2.92
- Green Brand Trust: 2.61
- Sustainable Purchase Intention: 2.41
- Sustainable Purchase Behaviour: 2.82
- Emotional Drivers: 2.34

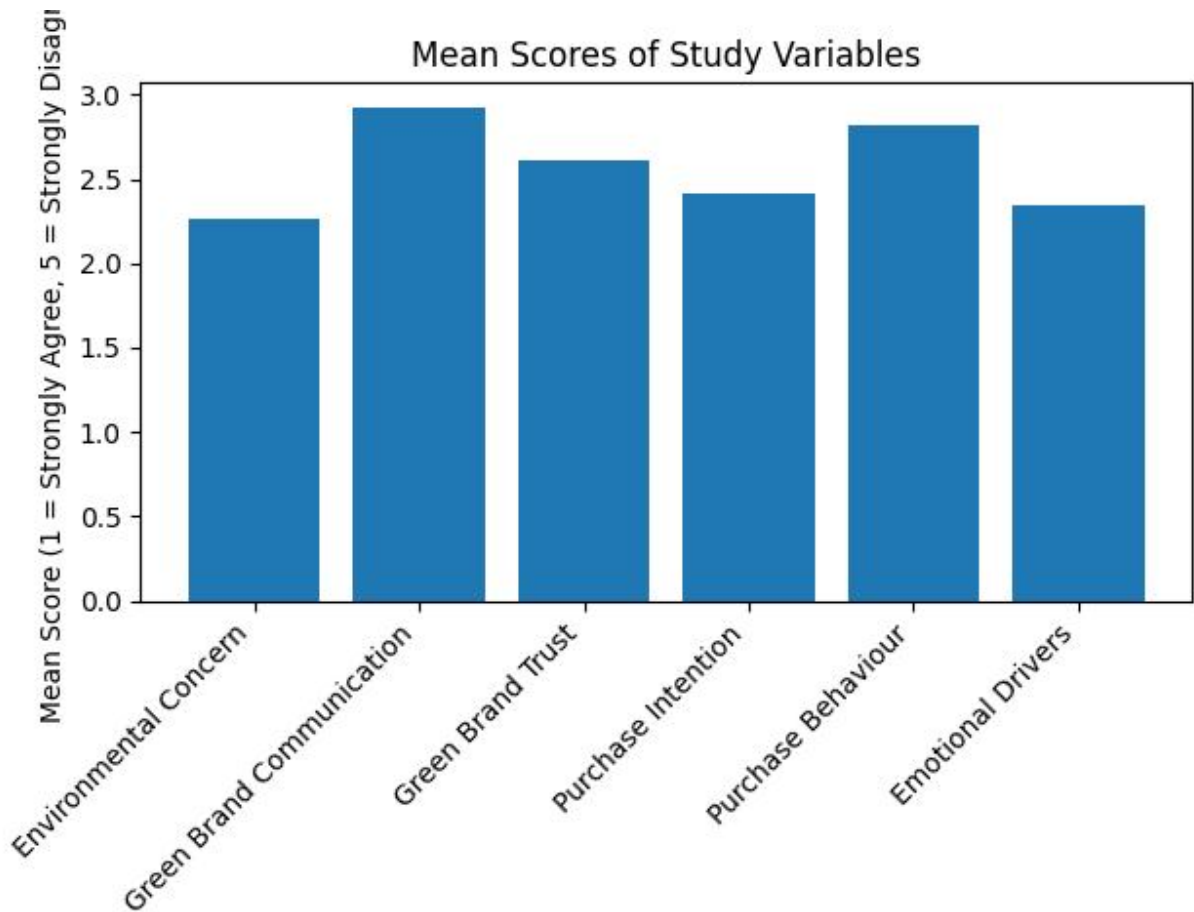


Figure 2: Mean Scores of Study Variables

As shown in Figure 2, Environmental Concern recorded the lowest mean score (2.27), indicating stronger agreement compared to other constructs.

The results indicate that respondents moderately agree with statements related to environmental concern and emotional drivers, suggesting a relatively positive orientation toward sustainability. Green brand trust and purchase intention also reflect moderate agreement, indicating a favorable perception of environmentally responsible brands. However, green brand communication recorded a comparatively higher mean value, suggesting that respondents perceive room for improvement in how brands communicate sustainability initiatives.

Overall, the descriptive analysis suggests that while consumers exhibit environmental awareness and emotional engagement, the effectiveness of green brand communication may influence trust and behavioural outcomes.

2. Correlation Analysis: Correlation analysis was conducted to examine the strength and direction of relationships among the study variables.

Figure 3: Correlation Matrix of Study Variables

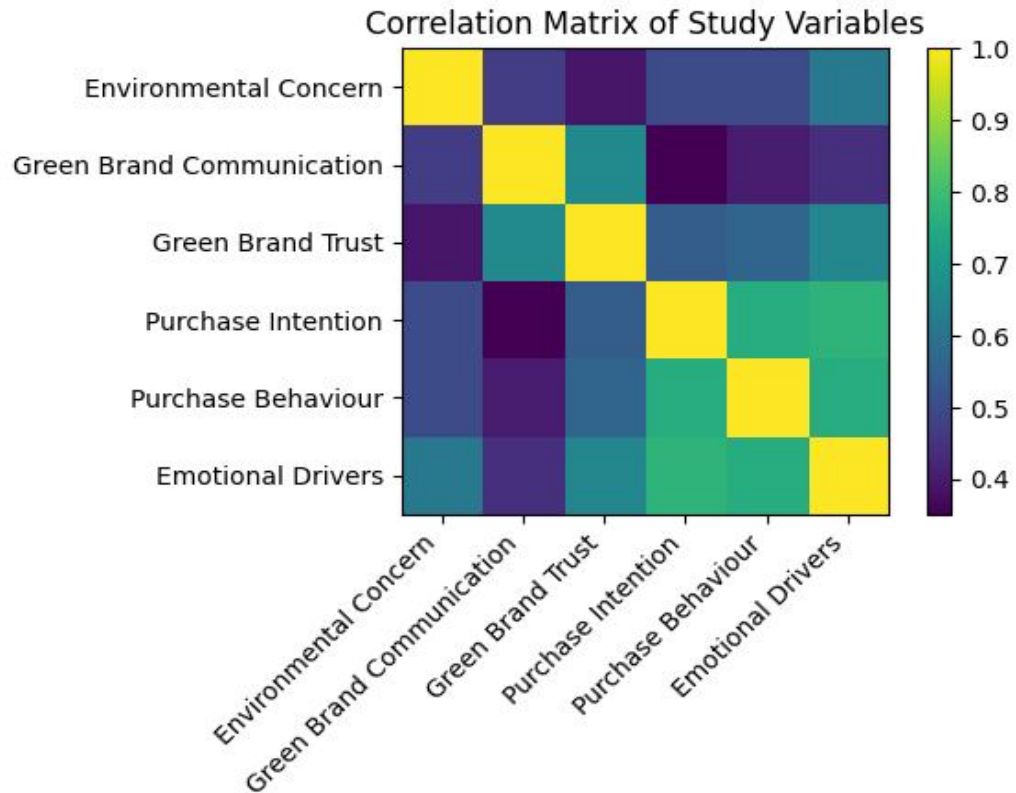


Figure 3: Correlation Matrix of Study Variables

As shown in Figure 3, Green Brand Communication is strongly correlated with Green Brand Trust ($r = 0.65$).

2.1 Green Brand Communication and Green Brand Trust: A strong positive correlation was found between green brand communication and green brand trust ($r = 0.65$). This indicates that clearer and more transparent sustainability communication enhances consumer trust toward green brands.

2.2 Green Brand Trust and Purchase Intention: Green brand trust showed a moderate positive correlation with sustainable purchase intention ($r = 0.54$). This suggests that higher trust levels increase consumers' willingness to purchase environmentally friendly products.

2.3 Green Brand Trust and Purchase Behaviour: A moderate positive relationship was observed between green brand trust and sustainable purchase behaviour ($r = 0.56$). This confirms that trust plays an important role in influencing actual buying decisions.

2.4 Emotional Drivers and Purchase Intention: The strongest relationship was observed between emotional drivers and sustainable purchase intention ($r = 0.77$).

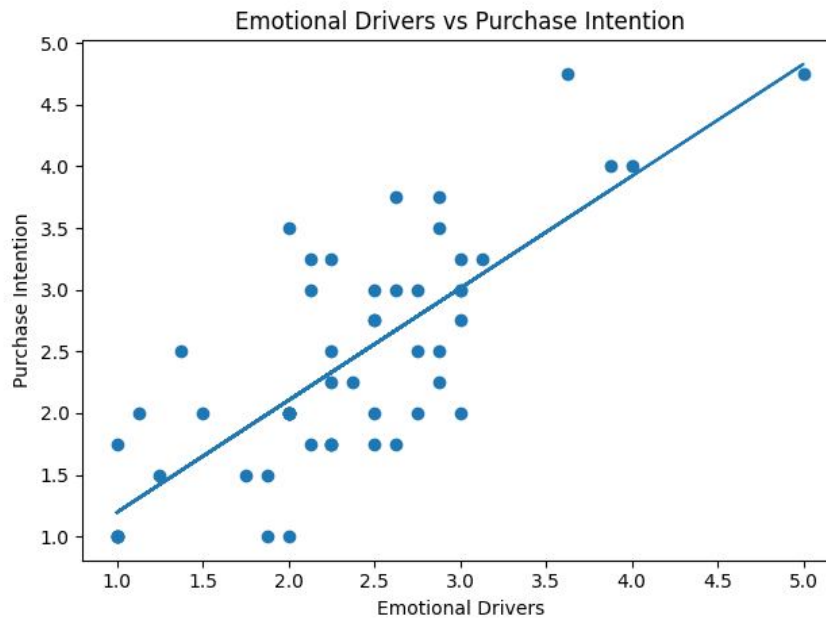
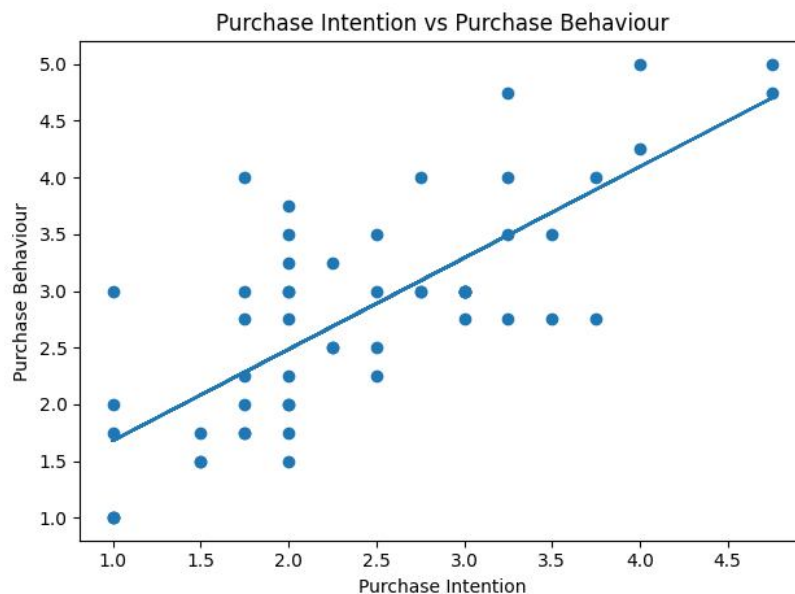


Figure 4: Relationship between Emotional Drivers and Purchase Intention

This indicates that feelings of pride, moral responsibility, and environmental self-identity significantly influence consumers' intention to buy sustainable products.

2.5 Emotional Drivers and Purchase Behaviour: Emotional drivers also demonstrated a strong positive correlation with sustainable purchase behaviour ($r = 0.75$), suggesting that emotional engagement directly impacts actual green purchasing decisions.

2.6 Purchase Intention and Purchase Behaviour: A very strong positive relationship was found between purchase intention and purchase behaviour ($r = 0.76$), supporting the assumption that intention significantly predicts actual sustainable consumption.



3. Interpretation of Results: The analysis reveals that both cognitive (trust-based) and emotional factors significantly influence sustainable consumer behaviour. While green brand communication enhances trust, emotional drivers exhibit the strongest impact on purchase intention and behaviour. This indicates that emotional engagement may play a more dominant role than informational communication alone in driving sustainable purchasing decisions.

The findings suggest that brands aiming to promote sustainable consumption must focus not only on transparent communication but also on emotionally resonant branding strategies that align with consumers' values and identity.

Findings of the Study: Based on the statistical analysis of 55 respondents, the following key findings were derived:

1. Presence of Environmental Awareness but Moderate Behavioural Commitment: The respondents demonstrate moderate environmental concern (Mean = 2.27), indicating awareness and agreement toward environmental responsibility. However, sustainable purchase behaviour (Mean = 2.82) is comparatively weaker, suggesting that awareness alone does not fully translate into consistent green purchasing practices. This reflects the existence of a partial attitude-behaviour gap.

2. Green Brand Communication Significantly Influences Trust: A strong positive correlation ($r = 0.65$) was observed between green brand communication and green brand trust. This indicates that when brands clearly and transparently communicate their sustainability efforts, consumer trust increases significantly. Therefore, communication serves as a foundational element in building credibility in green markets.

3. Green Brand Trust Drives Purchase Intention and Behaviour: Green brand trust shows a moderate positive relationship with purchase intention ($r = 0.54$) and purchase behaviour ($r = 0.56$). This suggests that trust plays a mediating role between brand communication and actual consumer action. Consumers are more willing to purchase sustainable products when they believe the brand's environmental claims are genuine.

4. Emotional Drivers Exert the Strongest Influence: Among all variables, emotional drivers demonstrate the strongest influence on sustainable purchase intention ($r = 0.77$) and purchase behaviour ($r = 0.75$). This indicates that emotional factors such as pride, moral satisfaction, environmental self-identity, and personal responsibility significantly motivate green purchasing decisions. Emotional engagement appears to be more influential than informational communication alone.

5. Purchase Intention Strongly Predicts Actual Behaviour: A very strong positive correlation ($r = 0.76$) was found between purchase intention and purchase behaviour. This supports behavioural theory, suggesting that once consumers develop a strong intention to purchase eco-friendly products, they are highly likely to translate that intention into action.

6. Environmental Concern Strengthens Emotional Motivation: Environmental concern shows a positive association with emotional drivers ($r = 0.61$), indicating that awareness of environmental issues enhances emotional attachment and identity-based motivation toward sustainable consumption.

Overall Finding: The study reveals that while green brand communication and trust are important determinants of sustainable consumption, emotional and psychological drivers exert a comparatively stronger influence on both purchase intention and actual purchase behaviour. Sustainable branding strategies that combine trust-building mechanisms with emotional engagement are therefore more effective in promoting environmentally responsible consumer behaviour.

Recommendations: Based on the findings of the study, the following recommendations are proposed for organizations and marketers seeking to promote sustainable purchase behaviour:

1. Prioritize Emotional Branding Strategies: Since emotional drivers showed the strongest influence on purchase intention and behaviour, brands should focus on emotionally engaging campaigns. Marketing efforts should evoke feelings of pride, responsibility, and moral satisfaction associated with sustainable consumption. Storytelling that connects sustainability with personal values and identity can significantly enhance consumer motivation.

2. Enhance Transparency to Build Green Brand Trust: Green brand communication should be clear, consistent, and supported by verifiable information. Providing detailed sustainability reports, certifications, and measurable environmental impact data can strengthen consumer trust and reduce skepticism toward green claims.

3. Bridge the Attitude–Behaviour Gap: Although consumers demonstrate environmental concern, actual sustainable purchasing remains moderate. Brands should reduce barriers by offering affordable eco-friendly alternatives, improving product availability, and using simple eco-labels that facilitate quick decision-making.

4. Integrate Rational and Emotional Appeals: Green branding strategies should combine factual information with emotional engagement. While transparency builds credibility, emotional connection strengthens behavioural commitment. An integrated communication approach can maximize sustainable purchase outcomes.

5. Target Young Consumers through Digital Platforms: Given that the study primarily involved young respondents, brands should leverage social media, influencer partnerships, and interactive sustainability campaigns to strengthen engagement and trust among this demographic segment.

Overall Recommendation: To effectively promote sustainable consumer behaviour, organizations must move beyond basic environmental messaging and adopt a strategy that simultaneously builds trust and fosters emotional connection with consumers.

Limitations of the Study: Despite providing meaningful insights into the role of green brand trust and emotional drivers in sustainable purchase behaviour, the study is subject to certain limitations.

The research is based on a relatively small sample size of 55 respondents, which may restrict the generalizability of the findings. A larger and more diverse sample could provide stronger statistical validation and broader applicability.

The use of convenience sampling may have limited the representativeness of the sample. Since the questionnaire was distributed primarily among classmates and young professionals, the findings may not fully capture the perspectives of other demographic groups.

The majority of respondents belong to the younger age group, which may limit the applicability of the results to older consumers with different purchasing patterns and financial capabilities.

The study relies on self-reported data collected through a structured questionnaire, which may be subject to response bias or social desirability bias.

Finally, the study employs correlation analysis to examine relationships between variables. While correlation identifies associations, it does not establish causation. Future research may utilize advanced statistical techniques to explore causal relationships more comprehensively.

Conclusion: The present study examined the impact of green brand trust and emotional drivers on sustainable purchase intention and behaviour. In the context of increasing environmental awareness and the

growing emphasis on sustainable marketing, understanding the psychological and cognitive determinants of consumer behaviour has become essential. The findings of the study provide meaningful insights into the mechanisms that influence sustainable consumption.

The results indicate that environmental concern exists among respondents; however, awareness alone does not guarantee consistent sustainable purchasing behaviour. Green brand communication was found to significantly influence green brand trust, highlighting the importance of transparency and credibility in sustainability messaging. Trust, in turn, positively affects both purchase intention and actual purchase behaviour, confirming its mediating role in green consumption decisions.

Most importantly, emotional and psychological drivers emerged as the strongest determinants of sustainable purchase intention and behaviour. Feelings of pride, moral satisfaction, and environmental self-identity demonstrated a stronger influence than informational communication alone. This suggests that sustainable consumption is not purely a rational decision-making process but is significantly shaped by emotional engagement and personal values.

Furthermore, the strong relationship between purchase intention and actual behaviour reinforces established behavioural theories, indicating that once consumers develop a strong intention, they are highly likely to translate it into action.

Overall, the study concludes that effective green branding strategies must integrate transparent communication, trust-building mechanisms, and emotionally resonant messaging to promote sustainable consumer behaviour. By aligning sustainability initiatives with consumers' identity and values, organizations can foster long-term behavioural commitment and contribute meaningfully to environmental sustainability.

Future Scope of the Study: The present study provides valuable insights into the role of green brand trust and emotional drivers in shaping sustainable purchase behaviour. However, several avenues remain open for future research.

Future studies may expand the sample size and include respondents from diverse demographic backgrounds, such as different age groups, income levels, and geographic regions. A broader and more representative sample would enhance the generalizability of findings and provide deeper understanding of sustainable consumer behaviour across various market segments.

Further research may also focus on specific product categories, such as organic food, sustainable fashion, green technology, or eco-friendly household products. Category-specific analysis could reveal variations in consumer perception and behavioural patterns.

Additionally, future researchers may employ advanced statistical techniques such as multiple regression analysis or structural equation modeling (SEM) to examine causal relationships among variables and validate the proposed conceptual framework more rigorously.

Longitudinal studies may also be conducted to examine how sustainable purchase behaviour evolves over time and whether emotional drivers sustain long-term behavioural commitment.

Finally, future research could explore additional psychological variables such as social norms, perceived behavioural control, brand loyalty, or consumer skepticism toward green claims to further enrich the understanding of sustainable consumption dynamics.

Acknowledgment: We would like to express our sincere gratitude towards everyone who has been a part of the successful completion of our research.

We would like to thank Mrs. Leela Sabatini, HOD, Dept. Of Commerce for her guidance, support and mentorship which has played a crucial role in the successful completion of our research paper.

We would also like to thank Christ College, Mysuru, for providing us with such an amazing opportunity and supporting us during the research process.

We also thank our friends and family for their patience, understanding and encouragement throughout the research journey.

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Citation: Dennick Joby, Anushree B Nair & Aggie Dena George., (2026) “Impact of Green Brand Trust And Emotional Drivers on Sustainable Purchase Behaviour”, *Bharati International Journal of Multidisciplinary Research & Development (BIJMRD)*, Vol-4, Issue-04(2), April-2026.