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Exploring the Impact of Eco Labels, Eco Brand, and Eco Advertisements on Green Purchase Intention: Green Trust as a Mediator and Word Of Mouthas a Moderator

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Abstract: This study aims to investigate the impact of green marketing tools (Eco Brand and Eco Labels and Eco Advertisements) on green trust, the impact of green trust on consumer green purchase intentions, and the moderating effects of word-of-mouth between the impact of green trust on green purchase intentions (a study on clients of Condor Electronics in Algeria). The sample size was determined to be 114 participants, following Zikmund and Babin's formula methodology. Data was obtained through an electronic questionnaire based on a 5-point Likert scale. Analysis was conducted via regression analysis using Jamovi statistical software version 2.3. The study found that green marketing tools positively affect green trust, with eco-labels demonstrating the strongest impact. The study also revealed that green trust has a significantly positive influence on green purchase intentions. Additionally, word of mouth was found to play a substantial moderating role, as positive word of mouth enhanced the relationship between green trust and green purchasing intentions.

Keywords: Green marketing Tools; Green Trust; Green Purchase Intention; Word Of Mouth.

1. Introduction

Environmental sustainability has become a pressing concern, prompting both consumers and businesses to adopt eco-friendly practices. The home appliance industry, in particular, has experienced a significant transition towards sustainable products driven by heightened environmental consciousness. This shift has necessitated the development of innovative green marketing strategies that showcase environmentally friendly products and cultivate consumer confidence and loyalty.

Eco brands, labels, and advertisements have emerged as critical green marketing instruments for shaping consumer perceptions and encouraging sustainable consumption behaviors. These tools convey products' environmental advantages, enhancing consumer confidence in their ecological merit. However, the efficacy of these instruments in fostering consumers' green trust in a brand or product's environmental reliability remains a subject of ongoing research in the Algerian home appliances market.

While previous research has established a direct link between Green Trust (GT) and Green Purchase Intentions (GPI), the moderating influence of external factors, such as word of mouth (WOM), warrants further investigation. WOM, a potent form of informal consumer communication, can either amplify or diminish the impact of green trust on purchasing decisions, particularly in a competitive and innovation-driven sector like home appliances.

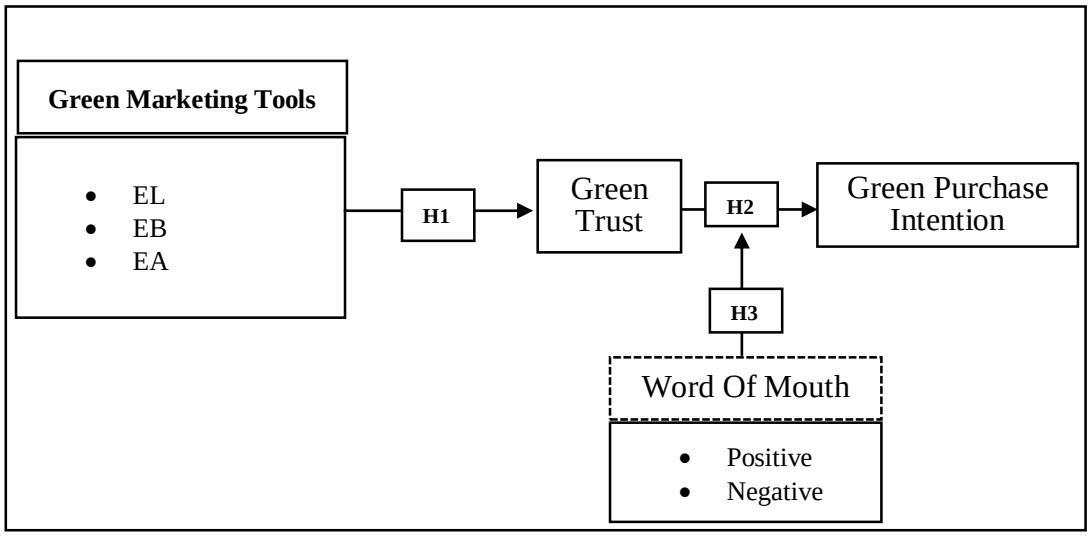
This study's primary objective is to explore the impact of green marketing tools (eco brands, eco-labels, and eco advertisements) on green trust and to assess the influence of GT on GPI within the home appliance industry. Additionally, this research aims to explore how WOM moderates the relationship between GT and GPI. By addressing these objectives, this research advances our knowledge of how green marketing approaches can successfully build consumer confidence and encourage sustainable purchasing behaviors.

1.1. Research Problematic

How do green marketing tools affect the green purchase intentions of Condor clients, considering green trust as a mediating variable and word of mouth as a moderating variable?

1.2. Conceptual Structure

Figure.1.Conceptual Structure



Source: Prepared by the researchers based on literature review

2. Literature Review and Hypothesis Development

2.1. Green Marketing Tools and Green Trust

Green marketing tools refer to strategies and practices that promote products or services while emphasizing environmental sustainability(Rahbar & Wahid, 2011). These tools are designed to align marketing efforts with ecological principles, thereby fostering a competitive advantage for businesses. Sharma and Trivedi have delineated numerous types of Green Marketing variables and their implications on consumers' purchasing behaviors concerning green products(Sharma & Trivedi, 2016). According to Sewwandi, Eco-labeling, Environmental Advertising, and eco-branding are considered to be the main green marketing tools(Sewwandi & Dinesha, 2022).

2.1.1. Eco Brand (EB):

A. Fathima conceptualizes a brand as the idea or image of a specific product or service that attracts, engages, and retains consumers. It is characterized by the organization's name, emblem, tagline, and overall design, which distinguishes it from competitors in the marketplace(Fathima, 2019).

The term "brand" includes various elements that contribute to the identity and perception of a product, service, or organization. It is fundamentally a distinctive symbol, name, or design that distinguishes the offerings of a seller from those of others, creating emotional connections and value for consumers(Solehati, Pramuditha, & Rahma, 2023).

An Eco Brand refers to a brand that emphasizes environmental sustainability and eco-

friendliness in its products, practices, and overall business model(Das, Patnaik, & Mapatro, 2024).

According to Melneychenko et al., Eco-branding is a strategic approach that integrates environmental considerations into brand identity, aiming to appeal to environmentally conscious consumers and promote green business practices. It involves the use of eco-friendly attributes in both tangible and intangible brand elements to differentiate products or services in the marketplace. This concept is increasingly significant as consumers and companies alike prioritize environmental sustainability. Thus, Eco-Brand serves as an indicator of differentiation between environmentally friendly and non-environmentally friendly products(Melnychenko, Mykhaylichenko, Zabaldina, Kravtsov, & Skakovska, 2021).

As highlighted by Aisyah Solehati et al., Eco-brands influence consumer purchase decisions by building green trust, which is the consumer's belief in the brand's dedication to environmental sustainability. This trust can lead to increased brand equity and consumer preference for eco-friendly products(Solehati et al., 2023).

2.1.2. Eco Label (EL): Eco-labels are markers, emblems, or certifications that indicate a product or service's compliance with specific environmental standards, promoting sustainability and reduced ecological impact. These indicators help consumers identify environmentally friendly options, influencing their purchasing choices and encouraging manufacturers to adopt more sustainable practices.

These environmental labels aim to provide accurate and verifiable information about the ecological aspects of goods and services. By doing so, they stimulate demand for products with lower environmental impact and foster ongoing improvements in sustainability. Eco-labels enable consumers to distinguish between environmentally harmful and sustainable products, thus promoting a more eco-friendly marketplace.

In Algeria, the eco-labeling system for household appliances primarily emphasizes energy efficiency, which is vital for decreasing electricity usage and environmental impact. The Algerian government, through regulatory bodies such as the Algerian Agency for the Promotion and Rationalization of Energy Use (APRUE), has established energy efficiency labels for various home appliances. These labels, which draw inspiration from international benchmarks, are designed to steer consumers toward energy-efficient choices. Algeria's eco-labeling regulations for household appliances are in line with international standards like ISO5001.

*2.1.3. Eco Advertisement (EA):*Eco advertisement, often referred to as green advertising, is a marketing strategy that emphasizes environmental sustainability and promotes green products and practices. This approach aims to educate consumers about the benefits of making environmentally conscious choices, thereby fostering a culture of sustainability. The effectiveness of eco advertisements is influenced by various factors, including consumer awareness and emotional engagement with environmental issues(Sewwandi & Dinesha, 2022).

Environmental advertising primarily aims to encourage consumers to purchase products that are either environmentally neutral or beneficial. According to Rahbar, green marketing can guide consumers' final consumption decisions towards sustainability. The main purpose of eco-friendly advertising is to serve as a catalyst, raising awareness about environmentally conscious products or services. This approach emphasizes the ethical, resource-related, and societal impacts of all purchasing decisions. Eco-advertising promotes green products by highlighting their advantages(Rahbar & Wahid, 2011).

In the context of electronic home appliances, eco-advertising refers to the use of environmentally safe resources in the production of devices such as mobile phones, computers, televisions, and other electrical equipment.

2.1.4. Green Trust (GT): According to Lin and Lu, trust is a psychological state that involves a willingness to accept vulnerability based on positive expectations. Moreover, trust was identified as a significant factor in purchasing decisions(Lin & Lu, 2010).

As highlighted by Tarabieh, GT is characterized as a willingness to depend on a product arising from expectations regarding its environmental sustainability features. In other words, GT is defined as the belief in the credibility of environmental claims made by brands, which can enhance consumer commitment to environmentally responsible practices(Tarabieh, 2021).

Based on the discussions presented by the aforementioned scholars, the first hypothesis of this study is formulated as follows:

H1. Green marketing tools have a statistically significant positive influence on Green Trust.

H1-a. Eco Advertisements have a statistically significant positive influence on Green Trust.

H1-b. Eco Brands have a statistically significant positive influence on Green Trust.

H1-c. Eco Labels have a statistically significant positive influence on Green Trust.

2.2 Green Purchase Intention (GPI) and Green Trust (GT)

The probability that a consumer will acquire a product or service is known as purchase intention, which serves as a vital metric for assessing market potential and consumer interest. The concept of Green Purchase Intention (GPI) describes a consumer's willingness to acquire green products or those manufactured by companies employing sustainable practices. Several factors shape this intention, such as concern for the environment, perceived value, and the psychological elements of consumer behavior. Gaining insight into GPI is essential for encouraging sustainable consumption patterns and tackling environmental challenges(Tarabieh, 2021).

Drawing upon the aforementioned scholarly literature, the second hypothesis is formulated as follows:

H2: GT has a significantly positive impact on GPI

2.3. Word of Mouth (WOM)

Word of mouth encompasses the informal exchange of information between people regarding goods or services, which can substantially impact consumer decisions and marketing approaches. This form of communication includes both traditional and digital methods, allowing consumers to share their personal experiences and viewpoints. As a result, WOM often generates greater trust and credibility among consumers compared to conventional advertising techniques(Lin & Lu, 2010).

In other words, WOM refers to the informal sharing of consumer feedback about a marketer’s products or services with other potential customers. When individuals have a positive experience, they tend to actively spread favorable information about the marketer's products through various media channels. Conversely, negative word of mouth occurs when customers disseminate unfavorable feedback about a marketer's products through similar means.

Drawing from the aforementioned scholarly literature, the third hypothesis posited in this study is articulated as follows:

H3. WOM exerts a moderating influence on the relationship between GT and GPI.

H3-a. Under positive WOM, the impact of GT on GPI will be stronger.

H3-b. Under negative WOM, the impact of GT on GPI will be weaker.

3. Study Case: Condor Electronics

Condor Electronics is an Algerian enterprise and one of the preeminent manufacturers and

distributors of electronic products in Algeria. Established in 2002, Condor operates as a subsidiary of the Benhamadi Group, which is engaged in diverse industries, including electronics, construction, and agriculture. The company has positioned itself as a significant entity in the Algerian market, particularly in the domains of electronics, home appliances, and renewable energy(Yacine, 2023).

3.1.Condor Electronics Eco Labels

Condor products' compliance with international energy efficiency and sustainability standards renders them comparable to eco-labeled products. The company adheres to ISO 14001 Certification standards. It carries the Energy Efficiency Labels for Appliances issued by the Algerian government in collaboration with the Algerian Agency for the Promotion and Rationalization of Energy Use "APRUE"(F.Fkair, 2002). These labels facilitate consumer identification of products that reduce energy consumption, wherein appliances such as refrigerators, washing machines, and air conditioners are rated from A+++, "most energy-efficient," to D, "least energy-efficient."

3.2. Condor Electronics Eco Advertisements

As part of its marketing approach, Condor Electronics employs eco-advertising to showcase its environmentally conscious and energy-saving products. The company emphasizes its dedication to sustainability and renewable energy in its promotional materials, targeting environmentally aware customers. These ads frequently feature green energy icons, leaf imagery, or solar themes to underscore their eco-friendly narrative. Furthermore, Condor extensively utilizes social media and television advertisements to display energy-efficient appliances like refrigerators and air conditioners. These ads illustrate the benefits of reduced energy costs and a cleaner environment. The company also incorporates green-themed slogans and messages in its marketing to convey its environmental responsibility, such as "Towards a Sustainable Future" and "Innovating for a Greener World.". In addition, Condor takes part in and sponsors eco-centric exhibitions and events to promote its sustainable product line. These include renewable energy expos and green technology fairs in Algeria. Such events are typically accompanied by advertising initiatives that highlight Condor's contributions to a more environmentally friendly future(Heddad, 2017).

3.3.Condor Electronics Eco Brand

Condor's dedication to renewable energy, energy-efficient technologies, sustainable manufacturing practices, and environmental awareness campaigns positions it as an eco-friendly brand in Algeria. By combining green innovation with accessible pricing, Condor makes eco-conscious products available to a wide range of consumers, reinforcing its reputation as a leading sustainable company in Algeria and beyond(Yacine, 2023).

4. Methods

This study employs a quantitative approach, aiming to evaluate theories by investigating relationships among variables. It utilizes survey methods to swiftly gather specific data from Condor Electronics customers through electronic questionnaires administered to the research sample.

The questionnaire items are derived from previous research. Eco Brand items are based on the concept developed by Rizqiyana and Wahyono (2020), while Eco Label items and Eco advertisement items incorporate the concept proposed by Rahbar and Wahid (2011), and Word of Mouth items are based on the Lin and Lu (2010)concept. Meanwhile, GT items are based on the concept of Tarabieh (2021), and Green purchase intention items incorporate the concept developed by Punyatoya (2014).

The research population consists of Condor Electronics Clients, whose total number is indeterminate. As a result, the sampling method employs the formula (N) established byZikmund and Babin (2013).

$$N = \frac{Z^2 \text{c.1.pq}}{E^2}$$

Assuming a 95% confidence level (Zc l = 1.96), a maximum sampling error (E) of 4%, an estimated success proportion (p) of 95%, and q equal to 1-p, the calculation yields a total sample size of 114.

This research utilizes Jamovi version 2.3 statistical software for data analysis and comparison. Jamovi is cost-free and open-source software designed to facilitate data analysis across various academic fields. It provides an intuitive interface that allows users to perform complex statistical calculations efficiently, making it accessible for both novice and experienced researchers. Jamovi supports a range of statistical methods and is particularly beneficial in educational settings, enhancing the learning experience in statistics courses.

The analysis process includes validity and reliability assessments to evaluate the instruments, along with conventional assumption tests such as normality. These tests are crucial to ensure the appropriateness of conducting multiple linear regression analysis. The purpose of employing multiple linear regression analysis is to construct a model that explains the influence of predictor variables on the dependent variable. Additionally, these analyses are used to test the validity of the hypotheses.

5. Results and Discussion

5.1. Reliability and Validity Analysis

This research used Cronbach's alpha as a measure of reliability. Following Guielford's recommendation, a higher Cronbach's alpha indicates greater internal consistency(Guilford, 1950). A value exceeding 0.70 signifies high measurement reliability. The analysis revealed that Cronbach's alpha for each variable surpassed 0.7 in both pre-testing and formal investigation, as illustrated in Table I, demonstrating robust reliability.

Table .1 .Reliability and Validity Analysis

Variables	Questions	Factor Loading Range	Cronbach's	Total Cronbach's
EL	3-7	0.916-0.970	0.81	**0.84**
EB	8-11	0.964-0.975	0.78	
EA	12-16	0.910-0.978	0.91	
GT	17-21	0.890-0.965	0.81	
WOM	22-26	0.911-0.985	0.89	
GPI	27-31	0.913-0.979	0.87	

Source: Prepared by the researchers based on Jamovi 2.3 outputs

Validity assesses a measuring instrument's capacity to gauge the intended construct accurately. This study employed content and construct validity to evaluate the questionnaire. Content validity was determined through the researcher's expert judgment, assessing whether the chosen scale accurately measured the intended attribute. The variables and items investigated were derived from relevant literature. Additionally, a pre-test was conducted, and revisions were implemented before finalizing the questionnaire, ensuring content validity. Confirmatory factor analysis was subsequently applied to examine construct validity.

According to Chiou, factor loadings exceeding 0.4 for all measuring questions indicate satisfactory overall questionnaire quality and construct validity(Chiou, 2003). In this study, each question's factor loading exceeded 0.4, with explanatory variables surpassing 60%, which is greater than the 40% threshold. Consequently, the questionnaire demonstrated great structural validity.

5.2. Correlation Analysis

To assess variable correlations, Pearson's correlation coefficient analysis was employed, with results presented in Table (02). The data revealed the strongest correlation between EB and GT, with a coefficient of 0.890. The second highest correlation (0.814) was observed between Eco Advertisements and Green Trust. Evidently, the relationships among variables in this study exhibit positive correlations.

Table .2. Correlation Analysis

Pearson's Correlation						
	EL	**EB**	**EA**	**WOM**	**GT**	**GPI**
EL	**1**					
EB	**0.630**	**1**				
EA	**0.549**	**0.720**	**1**			
WOM	**0.741**	**0.695**	**0.591**	**1**		
GT	**0.613**	**0.890**	**0.814**	**0.741**	**1**	
GPI	**0.591**	**0.630**	**0.765**	**0.621**	**0.618**	**1**
Note: * p < 0.001						

Source: Prepared by the researchers based on Jamovi 2.3 outputs

5.3. Hypothesis testing

5.3.1. The Impact of Green Marketing Tools on GT: Regression analysis results for the influence of the green marketing tools on GT are presented in Table (03). The analysis indicates that green marketing tools could account for 57.8 percent of the variance in GT, demonstrating that model 1 possessed explanatory capacity, where F = 159.320, P = 0.000 < 0.001, indicating statistical significance. With the result of β = 0.126, t = 2.945, and p = 0.030 < 0.05, the influence of EA on green trust achieved statistical significance, suggesting that EA has a significantly positive impact on green trust. Thus, **H1-a was accepted.**

Table.3. Green Marketing Tools Impact on Green Trust

MODEL1					
D. variables	**I. variables**	**Regression coefficient (β)**	**t**	**p**	**VIF**
Green Trust	Green Marketing Tools	EA 0.126	**2.945**	**0.030***	**2.192**
		EB 0.156	**2.894**	**0.015****	**2.489**
		EL 0.519	**6.132**	**0.000*****	**3.194**
Notes: * p < 0.05; * p < 0:01; *** p < 0.001; R^2 = 0.578; DW = 2.874; F = 159.320 p = 0.000* n = 114**					

Source: Prepared by the researchers based on Jamovi 2.3 outputs

With the result of β = 0.156, t = 2.894, and p = 0.015 < 0.05, the influence of the Eco Brand

on GT achieved statistical significance, indicating that EB has a significantly positive influence on green trust. **Thus, H1-b was accepted.**

With the result of β = 0.519, t = 6.132, and p = 0.000 < 0.05, the influence of Eco Labels on green trust achieved statistical significance, indicating that Eco labels have a significantly positive influence on trust. **Thus, H1-c was accepted.**

As H1-a, H1-b, and H1-c were supported, **H1 was consequently accepted.**

5.3.2. The influence of Green Trust on GPI: Table (04) presented the regression analysis results concerning the influence of green trust (GT) on green purchase intention (GPI). The findings indicated that trust explained 35.9% of the variance in GPI. Model 2 exhibited explanatory power, with F = 149.415 and p = 0.000 < 0.001, demonstrating statistical significance. The association between trust and purchase intention was statistically significant, as evidenced by β = 0.519, t = 15.250, and p = 0.000 < 0.01. This suggests that green trust exerts a substantial positive effect on green purchase intention. Consequently, **H2 was accepted.**

Table.4. The Impact of Green Trust on GPT

MODEL2					
D. variables	**I. variables**	**Regression coefficient (β)**	**t**	**p**	**VIF**
Green Purchase Intention	**Green Trust**	**0.519**	**15.250**	**0.000**	**1.14**
Notes: * p < 0.05; $\acute{R}^2$ = 0.359; DW = 1.785; F = 149.415 p = 0.000* n = 114**					

Source: Prepared by the researchers based on Jamovi 2.3 outputs

5.3.3. The moderating Impact of WOM between the influences of GT on GPI: This study examines how WOM moderates the relationship between Green Trust and GPI. To investigate this phenomenon, multiple regression analysis was employed. The findings are presented in Table (05).

Table.5. The Moderating Effect of WOM

MODEL3					
D. variables	**I. variables**	**Regression coefficient (β)**	**t**	**p**	**VIF**
Green Purchase Intention	Green Trust (GT)	0.170	**3.152**	**0.045***	**4.598**
	GT x Positive WOM	0.415	**4.845**	**0.000****	**4.984**
	GT x Negative WOM	0.009	**0.089**	**0.849**	**5.021**
Notes: * p < 0.05; ** p < 0.01; $\acute{R}^2$ = 0.38.6; $\acute{R}^2$= 0.564; DW = 2.748; F = 79.548 p = 0.000* n = 114**					

Source: Prepared by the researchers based on Jamovi 2.3 outputs

Model 3 in Table (05) accounts for 38.6% of the variance in GPI, demonstrating its explanatory power. The model's statistical significance is confirmed by F = 79.5 and p = 0.000 < 0.001. The moderating effect of positive WOM on the GT-GPI relationship is statistically significant, with β = 0.415, t = 4.845, and p = 0.000 < 0.01. This result indicates that positive word-of-mouth strengthens the impact of GT on GPI, **thus supporting hypothesis H3-a**.

Conversely, the moderating effect of negative WOM on the GT-GPI relationship is not statistically significant, with b = 0.009, t = 0.089, and p = 0.849 > 0.01. This finding suggests that negative WOM does not weaken the impact of GT on GPI as hypothesized, **leading to the rejection of H3-b**. Consequently, hypothesis **H3 is only partially accepted based on these results**.

6. Conclusion

This research examined the impact of green marketing tools (eco-label, eco-brand, and eco-advertisements) on GT. Furthermore, the study examined the relationship between GT and GPI and investigated how word of mouth moderates this relationship in the home appliance sector. The study focused on customers of Condor Electronics, a major industry player in Algeria. The outcomes offer valuable knowledge on how firms can effectively use green marketing tools to build trust and promote sustainable consumer practices.

The study results indicated that green marketing tools positively influence green trust, with eco labels having the most significant impact, followed by eco advertisements and eco brands. These results underscore the importance of eco-labels in enhancing consumer confidence regarding the environmental performance of home appliances. Moreover, the study confirmed a positive and significant link between green trust and green purchasing intentions, emphasizing trust's crucial role in motivating consumers to choose environmentally friendly products.

Additionally, word of mouth was found to play a substantial moderating role. Positive word-of-mouth enhanced the connection between green trust and eco-conscious purchasing intentions, highlighting the importance of favorable consumer discussions in amplifying trust-based buying decisions. In contrast, negative word-of-mouth weakened this relationship, demonstrating the potential risks of unfavorable consumer perceptions and their impact on purchasing behaviors.

To conclude, this study shows that green marketing tools are crucial in fostering green trust and influencing sustainable purchasing intentions in the home appliance market. By using these insights, companies like Condor Electronics can better align their strategies with growing environmental concerns among consumers, ultimately contributing to a more sustainable marketplace.

- *Implications and limitations*

The study results have important theoretical and practical implications. For marketers in the home appliance industry, particularly at Condor Electronics, the study emphasizes the need to prioritize green marketing tools, especially eco-labels, to enhance consumer trust. Additionally, the critical role of managing word of mouth is underscored as a means to maintain and strengthen the trust-purchase intention link. On a theoretical level, this study contributes to the understanding of how green marketing strategies, trust, and external influences shape consumer behavior in the home appliance sector.

However, the study is not without limitations. It focused exclusively on the home appliance sector and specifically on clients of Condor Electronics, which could constrain the applicability of the results to other sectors or geographical areas. Future research could expand the scope to include other industries, brands, or geographic contexts.

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