Greenwashing or Genuine Value "The Impact of Sustainable Marketing Claims on Brand Loyalty and Consumer Skepticism"

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Abstract
Current trend of sustainable marketing has prompted organizations to include sustainable marketing assertions in branding and communication techniques. These assertions are expected to boost brand image, develop consumer trust, and create long term relationships. Nevertheless, the growing popularity of greenwashing has prompted questioning the authenticity of such statements, and the consumer distrust has increased. This paper will discuss how the claims made by sustainable marketing influence brand loyalty and consumer skepticism, and how perceived authenticity can be used to influence the attitude and behavioral intentions of consumers. Quantitative research design was taken and 300 consumers were conducted through a structured questionnaire. The relationship between the variables was analyzed using statistical methods, such as descriptive analysis, correlation, and regression analysis. The result shows that brand loyalty is profoundly affected by sustainable marketing assertions in a positive manner meaning that customers are apt to become loyal to brands that declare authentic sustainability activities. The findings also indicate that sustainable marketing claims and consumer skepticism have a significant negative correlation, implying that plausible sustainability communication does not eliminate doubts in consumers and is also positively associated with trust. Moreover, brand loyalty was identified to be negatively influenced by consumer skepticism, a fact showing the need to be transparent and authentic in marketing communication. The paper concludes that with a real environmental commitment, sustainable marketing claims have the potential to generate real value to the organization by enhancing consumer trust and loyalty. The findings are important to the marketers and organizations who are interested in creating sound sustainability strategies that boost brand credibility and prolonged consumer ties.
Keywords: Sustainable Marketing Claims, Greenwashing, Brand Loyalty, Consumer Skepticism, Sustainability, Consumer Behavior, Brand Trust

Introduction

Sustainability in the past few years has become a paradigm in contemporary marketing in transforming the ways organizations express value, position their brands, and the ways they develop long-term relationships with consumers. Increasing environmental degradation, climate change issues, and rising awareness of the

ecological responsibility of people have forced businesses to encompass sustainability in their main strategies. Consequently, the idea related to sustainable marketing claims, i.e. messages which show that companies are environmentally friendly, engaged in ethical sourcing, have a lower carbon footprint or even environmentally friendly manufacturing, has become a potent means of impacting consumer perception. Such assertions are not only expected to portray corporate responsibility but also to bring differentiation in very competitive markets where the consumers are continuously resorting to ethical and environmental conscious consumption. Nevertheless, there is also a shocking issue associated with the emergence of sustainable messaging, namely, whether these statements do reflect the organizational values or rather represent the tactics in strategic communication messages that are aimed at increasing the brand image without any serious commitment to the environment. Modern consumers are better educated and more socially conscious, and are becoming more interested in the overall implications of their buying actions(Lopes et al.,2024) no longer content with price and quality but with the ethical behaviour and eco-friendliness of companies. This has seen sustainable marketing become a critical element of brand positioning as it allows business establishments to identify with consumer values and expectations of the society. When consumers believe in the claims on sustainability as being authentic and believable, consumers will have a higher tendency to form positive attitude towards the brand leading to greater emotive attachment, greater trust and greater brand loyalty. The loyal consumers do not only become repeat customers but also do marketing as they promote the brand by making positive word-of-mouth and creating long-lasting interaction.

Although the concept of sustainable marketing has become strategic, the proliferation of sustainability claims has also led to the emergence of the inclination towards consumer skepticism (Agu et al.,2024) Consumer skepticism is the tendency of people to doubt the truth, sincerity, and credibility of the marketing messages. Since sustainability has become a trendy marketing message, numerous companies have been implementing green marketing without any significant changes in their operations. It is also known as greenwashing when a company overstates or deceives its customers on the environmental virtues of a product, service, or organization. Greenwashing lowers consumer trust and generates doubt over the validity of sustainability-related assertions, which makes the process of consumers distinguishing between genuinely responsible companies and those who just use sustainability as a promotional tactic quite challenging. Therefore, skepticism is a major psychological reaction that affects the way consumers understand and receive sustainable marketing messages.The consumer skepticism has become a complicated issue to marketers. (Londaridze, D. 2024). Although sustainable marketing statements can boost brand loyalty, their ability will greatly be determined by the perceptions of the consumers with regard to their genuineness. Provided that consumers think that sustainability claims are real, they will be more likely to build trust and devotion to the brand. Trust is a very important precursor to brand loyalty, as trust decreases a perceived risk and brings a consumer closer to the brand. Conversely, when the consumers think that the sustainability claims are false or falsehoodful, the doubts become greater, resulting in these negative attitudes, less trust, and poor brand loyalty. Sustainable marketing statements can in this instance go against the company and destroy the brand image and long term consumer relationships. Thus, sustainable marketing claims do not have the positive or negative influence, and their effects are dependent on the way the consumer regards them.

The problem of greenwashing has become more prominent than ever in the modern digital and information-based world, with the consumers having more information available to them and more abilities to assess corporate arguments. (Amalina et al.,2025) Social media, online reviews, and greater openness have given the consumer the ability to question brand communication and demand that companies become accountable towards their activities. This increased transparency has increased the opportunities and threats of sustainable marketing. True sustainability practices have the potential to increase brand recognition, and brand loyalty, whereas false claims and misrepresentation may create an immediate impact on the reputation and negative consumer response. Consequently, the predicament requires organizations to strike a balanced approach to their marketing communications and the genuine act of sustainability in the name of consumer loyalty and

trust.Furthermore, the connection between sustainable marketing claims, consumer distrust, and brand value serves as an indication of a larger change in the relationship between consumers and brands. The new consumers want to have a significant relationship with a brand that mirrors their values and moral values. There is no longer a functional specifically but rather a symbolic and moral dimension in which brands are evaluated. Sustainability is a significant part of brand identity, which determines consumer perception and the way customers associate with brands. True claims of sustainability could enhance the emotional attachment, build trust and lead to a prolonged attachment. On the other hand, the perceived greenwashing may result in betrayal, disappointment, and mistrust, which will ultimately undermine the consumer-brand relationship.

This study will analyze how sustainable marketing assertions influence brand loyalty and consumer distrust (Hegde et al.,2025) with the key difference between the notions of genuine sustainability and greenwashing. This is a connection that must be understood both academically and in management. Academically, it adds to the accumulation of knowledge in the field of sustainable marketing, consumer behavior, and brand management. As a managerial issue, it offers some useful information on organizations aiming to establish an effective sustainability communication model aimed at improving brand loyalty whereby consumer skepticism is reduced to the minimal. This research seeks to offer a better insight into the psychological processes that influence consumer trust and loyalty to uncover the potential of sustainable marketing to the present-day organizations. When they are perceived to be authentic, they may boost brand trust, consumer relationship, and long term loyalty. But as perceived to be greenwashing then they can heighten consumer mistrust as well as brand credibility(Mohammed et al.,2025) The success of sustainable marketing is therefore not only about the claims made but also how consumers view whether it is authentic or not genuine. This paper attempts to examine this burning concern and give an insight into how sustainable marketing can be able to establish real value as opposed to being a hollow branding exercise.

Literature Review
Sustainable Marketing Claims and Consumer Perceptions
Sustainability is a marketing assertion that has been highlighting itself as a key element of the contemporary brand communication since organizations have been finding it essential to position themselves as eco friendly and socially aware. (Eyada, B. 2024). Such assertions are the messages that are employed by companies to emphasize their devotion to the environment, ethical sourcing, lower impact and production responsibility. The development of sustainability as a concern in the world has fundamentally changed the consumer expectations which have prompted companies to incorporate the environmental responsibility to their marketing initiatives. Today consumers are more concerned with the environmental problems and are interested in looking at products and brands that suit their personal values and moral principles. Consequently, sustainable marketing claims are indicators that enable consumers to assess how well a brand addresses their views on the environmental responsibility and social accountability.

When the consumers hold the perception of sustainability claims as credible, transparent, and authentic, they tend to develop positive attitudes towards the brand. Good perceptions add value to the brand image and help to create a positive rating on the overall value of the brand. Sustainable marketing claims can establish an image of responsibility, trustworthiness and integrity and this enhances the psychological relationship between consumers and brand. This relationship is especially relevant in the markets where consumers do not only want to get functional advantages but are more sensitive to the overall effect of their consumption patterns. Claims made by sustainable marketing can thus shape the perceptions of the consumer by determining the conception by the consumer on the intentions and values of the brand.

In addition, sustainable marketing assertions assist in mitigating confusion in the process of consumer decision-making because they offer information that substantiates ethical and environmentally aware

decisions. (Chen, C. W. 2024). Marketing communications are known to be used by consumers to determine the brand in relation to their respective values. Sustainability assertions have the ability to serve as informational signals that make the decision-making process easier by distinguishing between brand and traditional competitors in terms of their environmental responsibility. Consumers are more likely to establish the brand as reliable and socially responsible when they think that a brand is actually concerned with sustainability. The credibility of the brand and the eventual development of the consumer engagement in the long term turns directly on the effectiveness of the sustainable marketing statements, which is determined by the clarity, consistency and transparency of the communication. Consumers would tend to believe brands that give evident and verifiable sustainability reports over the abstract or exaggerated statements. Transparency builds confidence in the customers and creates a sense of commitment to actual environmental responsibility. Conversely, ambiguous or deceptive statements may lead to confusion and a question of the authenticity of the brand. As such, sustainable marketing assertions should be justified by the consistent organizational behavior in a way that will make them appear believable to consumers.

Besides, sustainable marketing claims lead to the symbolic value of the brand (Jia et al.,2023).Consumers tend to make use of the brand as a way of expressing personalized identity and values. Effective communications about sustainability enable the consumers to match their ethical values with consumption style. This correspondence adds to the emotional bonding between consumers and the brand, making the consumers become more satisfied and building long-term relations. Sustainable marketing statements, therefore, are not merely informational instruments but symbolic messages that can be used to enrich and maintain the identity and values of the brand. Altogether, consumer reaction to sustainable marketing asserts is a crucial determinant of attitudes, faith, and behavioral inclinations, thus a key element in brand administration nowadays.

Greenwashing/ Consumer Skepticism
This rise in the use of sustainability claims in marketing has also seen the rise of greenwashing, a marketing practice whereby companies overstate, mislead or lie about their environmental activities in order to give themselves a favorable image. Greenwashing is a phenomenon that is more pronounced where there is divergence between the message that a company asserts and the behavior that it has performed (Xu et al.,2025).The practice has gained momentum as sustainability has become a popular marketing tool in that some organizations are employing environmental messages without making a real operating change. Greenwashing diminishes the aspect of credibility of sustainability message and poses some difficulties to the consumers that are interested in making environmentally friendly decisions.Skepticism is one such direct consequence of greenwashing. Skepticism is the propensity of the consumers to doubt the veracity and honesty of the marketing statements. When the misleading or exaggerated claims about sustainability are documented on the consumers, they feel more guarded and attentive when considering brand messages. This distrust impacts the message interpretation of sustainability and the subsequent attitude, towards the brand, by the consumer. Unconvinced consumers do not tend to believe sustainability claims and would view them as promotional strategies as opposed to actual promises. This appearance decreases the efficiency of sustainable marketing and deteriorates the connection between the brand and the consumer.

Previous experiences and the general credibility of the brand also affect the consumer skepticism (Roman et al.,2023). In case consumers have been misled by the claims made in the past, then they tend to have a general distrust of sustainability marketing. This mistrust is not only on a brand-by-brand basis, but this is an issue that touches upon the general attitude towards a sustainability message in the market. Consequently, even brands that are truly sustainably doing business might not be trusted because of the negative perception that was formed through greenwashing. This makes the task of the organization that aims to convey its

sustainability efforts more difficult; in addition, it also influences consumer choices, making them more risky and uncertain. Consumers who lose confidence in the genuineness of the sustainability claims may not be ready to trust the brand or make purchase decisions grounded on the sustainability claims made by the company. Skepticism lowers the ability of marketing communication to persuade and weakens the capacity of sustainability claims to affect consumer behavior. In other instances, skepticism can cause a slowdown in the brand preference, which diminishes the long relationship and causes negative attitudes towards the brand.

Increasing the level of consumer skepticism is a major matter that needs to be addressed through transparency and consistency. Brands that offer transparent, truthful and verifiable information regarding their sustainability practices have high chances of getting the consumers to trust them. Harmony between statements and actions made by marketers builds credibility and lessens values. Organizations have to show sincerity in their actions as opposed to using promotional messages alone. Through transparency and authenticity, the brands will overcome the skepticism and establish better relationships with consumers. Thus, consumer skepticism is a core issue that needs to be determined to assess the success of a sustainable marketing statement and make sure the sustainability message actually yields a positive influence on brand perception.

Brand Loyalty within the Sustainability Marketing
Brand loyalty can be described as the loyalty of the consumer to buy and use a certain brand constantly in the course of time (Parris et al.,2024) It is a strong psychological bond amounting to consumer buying the same brand and establishing resistance to switching to rival companies. Effective marketing strategies result in a critical outcome that is brand loyalty since it leads to long-term profitability, continuous customer relationships, and positive brand reputation. The issue of sustainable marketing has also gained a significant role in determining the brand loyalty since consumers are increasingly demanding brands that are environmentally and socially responsible.

The sustainable marketing assertions are able to boost brand loyalty by increasing the level of trust and emotional attachment (Khandai et al.,2023) When a brand is perceived to be committed to sustainability, consumers gain trust and confidence in the brand. Trust minimizes perceived risk and yields satisfaction to the consumer to engage in long-term relationships. Loyal customers will prefer buying again with the brand, referring their friends, and also sponsoring its activities. Sustainability improves the perceived brand worthiness because it matches those of consumers, which in turn reinforces emotional connection and loyalty.Besides, sustainability facilitates brand differentiation, enabling companies to stand out among the rest. Sustainability is an exclusive feature of brands that boosts brand appeal in highly competitive markets. When consumers perceive a brand as not only useful, but also positive and promising, they stand a better chance of being loyal to that brand. Such value is what enhances consumer satisfaction and the commitment to stay loyal to the brand. Sustainable marketing assertions hence are very influential in consumer choice and consumer loyalty.

Another factor being critical in the connection between sustainability and brand loyalty is emotional connection. Consumers tend to have a positive attitude with the brands which help to protect the environment and improve the social welfare. (Yuan et al.,2024) These positive emotions will promote consumer satisfaction and improve the relationship between the consumer and the brand. Emotional attachment enhances the tendency of repeat buying and long time commitment. Sustainable marketing assertions can assist in establishing a feeling of common ground between the consumer and the brands, which increases the intensity of the emotional ties and the inclination to remain loyal to the organization.Nevertheless, brand loyalty depends much on the perceived authenticity of sustainability claims. When consumers believe in

sustainability claims, loyalty goes up. On the other hand, when the consumers view the sustainability statements as false or misleading, loyalty declines. The perceived greenwashing may hurt confidence and undermine the relationship between a consumer and a brand. Hence, the genuineness is necessary in preserving and enhancing brand loyalty. The concept of sustainable marketing should be backed by the actual organizational investment so as to achieve success in the long-run.

On the whole, the role of sustainable marketing assertions is crucial in shaping brand loyalty through boosting trust, emotional closeness, and perceived value to the brand (Monfort et al.,2025) When a consumer identifies with the brand in terms of personal values and believes that the brand is making actual sustainability efforts, the consumer is likely to remain loyal. But the success of sustainable marketing in the creation of loyalty lies in the perception of authenticity and credibility by consumers. To retain consumer loyalty and brand loyalty in the long-term, organizations have to make sure that their sustainability communication is authentic to keep them trusting the organization.

Methodology
This paper uses a quantitative research design in order to test how sustainable marketing assertions affect brand loyalty and consumer distrust. The quantitative methodology is suitable as it will allow measuring the perceptions, attitudes, and behavioral intentions of customers systematically with organized data and statistical methods. The study has a cross-sectional design whereby data has been gathered among respondents at one instance. The design is conducive in evaluating the relationships between sustainable marketing assertions, consumer distrust, and brand loyalty since it helps the researcher to determine the perceptions that current consumers have and the strength and direction of the relationship between these aspects and consumer distrust. The quantitative design will provide the objectivity, reliability, and generalizability of the findings, which is why it is suitable in the marketing and consumer behavior research.

The target population of this study is the consumers who are conversant with the brands that observe sustainability and environmental responsibility in their marketing messages. Such consumers are those who are habitual to buying products in industries where sustainable marketing boastings are prevalent like fashion, food and beverages, cosmetics and household products. The target group will consist of adult consumers that have heard the sustainability claims in the form of advertisements, product packaging, social media or other marketing platforms. This is a suitable population due to the fact that these consumers are able to judge claims of sustainability and develop perceptions that shape their loyalty and mistrust to a brand.

This study will have 300 respondents. This is an adequate sample size which is believed to be adequate to provide statistical analysis and test the relations between variables. This size of the sampling will increase the reliability and validity of the findings as well as adequate representation of the target population. Consumer attitudes and perceptions can also be meaningfully interpreted using it. The sample size used is in tandem with the quantitative marketing research requirements and offers adequate information towards correlation and regression analysis conducted to test the association among sustainable marketing claims, brand loyalty and consumer skepticism.

This study employs the convenience sampling method. This method consists of the choice of the respondent conveniently available and wanting to join the research. Suitable sampling in this study will be convenience sampling since it will enable the researcher to collect data in a cost-effective manner due to the availability of consumers that are conversant with sustainability statements. The respondents will be sampled in the universities, shopping centers, and online platforms where consumers interact with the brands and marketing messages. As much as convenience sampling is a non-probability ways of sampling, it is common in studies

on consumer behavior owing to its practicality and capacity to offer valuable information on consumer perceptions.

The structured questionnaire is used to collect data concerning this study. The questionnaire would evaluate the perception of the consumers on the sustainable marketing claims and the degree to which they are skeptical of these claims as well as their brand loyalty towards brands that market sustainability. The questionnaire will be split into two parts. The introductory part gathers the demographics including age, sex, education level, and buying habits. The second segment comprises the statements concerning the claims of sustainable marketing, consumer scepticism and brand loyalty. The respondents will be requested to respond to each statement on a five-point Likert scale (strongly disagree, strongly agree, among others). The questionnaire is supplied online and in the real world to make the number of respondents various and enhance the rate of response. Structured questionnaire yields consistency, reliability, and accuracy in gathering of data.

The analytical method employed in this research is the statistical analysis through the use of the relevant programs like SPSS or SmartPLS. The descriptive statistics are utilized to provide the summary of the demographic and give an overview of how consumers reacted. Reliability analysis is done to make sure that there is uniformity of the measurement scales. The relationships between the skepticism of consumers and brand loyalty on one hand, and sustainable marketing claims on the other hand are analyzed using correlation analysis. A regression analysis is performed to identify the essence of the influence of sustainable marketing claims on brand loyalty and consumer skepticism. Such statistical methods give objective and valid results, which gives the researcher the opportunity to assess the strength and value of the association between variables.

This study uses individual consumers as the unit of analysis. The individual respondents constitute a unit of analysis because the study is on personal perceptions, attitudes as well as behavioural intentions concerning sustainable marketing claims. Personal consumers are the best unit of analysis since brand loyalty and consumer skepticism are psychology constructs, which are present at individual level. Individual analysis enables the researcher to know how customers make a sense out of sustainability claims and how these senses impact their loyalty and cynicism.

The issue of ethics is considered very cautiously so as to bring in integrity and credibility of the research. The study is voluntary and all the respondents will be aware of the purpose of the research paper and will be able to complete the questionnaire. The respondents will be assured that the information will be kept confidential and will not be used in any other manner other than academic purposes. No identifiable data of any type are gathered, and the respondents are free to discontinue their participation in the study whenever they wish. The questionnaire will be created so as not to inflict any kind of harm, discomfort or psychological pressure. All participants get informed consent prior to data collection. These are ethical considerations that will make the research to be carried out in a responsible and professional way that safeguard the rights and privacy of the research participants.

In general, the methodology offers a systematic and organized method of analyzing the effect of sustainable marketing claims on brand loyalty and consumer skepticism. The quantitative design, structured questionnaire, suitable sampling technique and statistical analysis makes the findings to be reliable, valid as well as relevant in the context of understanding consumer behavior as far as sustainable marketing is concerned.

Results
This section presents the findings of the study examining the impact of sustainable marketing claims on brand loyalty and consumer skepticism. The analysis includes descriptive statistics, correlation analysis, and regression analysis. The results are presented in tables followed by detailed interpretations to explain the relationships between the variables.

Table 1: Descriptive Statistics of Study Variables

Variable	Mean	Standard Deviation	Minimum	Maximum
Sustainable Marketing Claims	3.78	0.64	2.10	4.90
Consumer Skepticism	3.42	0.71	1.90	4.80
Brand Loyalty	3.85	0.68	2.00	4.95

Table 1 shows the descriptive statistics of the main variables that will be tested in this study sustainable marketing claims, consumer skepticism, and brand loyalty. The sustainable marketing claims average stands at 3.78 meaning that people tend to have favorable attitude towards sustainability based messages by the brands. This implies that sustainability claims in marketing communications are knowledgeable and persuasive to most consumers. The standard deviation of 0.64 shows that the answers of the participants are rather moderate and consistent as there is a general consensus of their perception of sustainable marketing claims.

The mean skepticism between consumers is 3.42, meaning that the scores of respondents show that there is a moderate degree of skepticism towards sustainability claims. This observation indicates that even though consumers are aware of sustainability activities, they also have a level of doubt and critical thinking as to the validity of such claims. The standard deviation of 0.71 reveals that there is a range of skepticism among consumers as some consumers believe in sustainability claims, and some are not. This difference represents the existence of ambivalent perceptions among consumers in terms of credibility of sustainability communications.

The mean value of brand loyalty is the highest at 3.85 as compared to the other two variables, meaning that, respondents tend to show high level of loyalty to brands that have been promoting sustainability. This observation implies that sustainability is a critical factor in enhancing brand consumer loyalty and loyalty. The standard deviation of 0.68 means that there is stability in the responses, and it can be considered that sustainability positively influences brand loyalty in the sample.

All in all, the descriptive statistics show that the sustainable marketing claims have a positive image among consumers and are linked to rather good brand loyalty. But the existence of the moderate consumer skepticism is the indication of the significance of authenticity and transparency in the communication of sustainability. These results indicate that even though sustainability claims have the potential to increase brand loyalty, consumer skepticism is also a significant aspect of how a sustainability claim should be understood and received.

Table 2: Correlation Analysis Between Sustainable Marketing Claims, Consumer Skepticism, and Brand Loyalty

Variable	1	2	3
1. Sustainable Marketing Claims	1		
2. Consumer Skepticism	-0.46**	1	
3. Brand Loyalty	0.62**	-0.51**	1

Table 2 presents the correlation analysis examining the relationships between sustainable marketing claims, consumer skepticism, and brand loyalty. The results show a significant negative correlation between sustainable marketing claims and consumer skepticism ($r = -0.46$, $p < 0.01$). This indicates that as consumer perceptions of sustainable marketing claims improve, their level of skepticism decreases. This finding suggests that credible and authentic sustainability communication can reduce consumer doubts and enhance trust in the brand. When consumers perceive sustainability claims as genuine, they are less likely to question the brand's intentions.

The results also show a significant positive correlation between sustainable marketing claims and brand loyalty ($r = 0.62$, $p < 0.01$). This indicates that sustainable marketing claims play an important role in strengthening consumer loyalty. Consumers who perceive sustainability claims positively are more likely to develop strong emotional connections with the brand and remain committed to it over time. This finding confirms that sustainability communication contributes to building long-term relationships between brands and consumers.

In addition, the results show a significant negative correlation between consumer skepticism and brand loyalty ($r = -0.51$, $p < 0.01$). This finding indicates that higher levels of skepticism reduce consumer loyalty. When consumers doubt the authenticity of sustainability claims, they are less likely to trust the brand and maintain long-term relationships. Skepticism weakens the emotional bond between consumers and brands, reducing the effectiveness of sustainability marketing.

Overall, the correlation analysis demonstrates that sustainable marketing claims have a positive influence on brand loyalty and a negative relationship with consumer skepticism. At the same time, consumer skepticism negatively affects brand loyalty. These findings highlight the importance of authenticity and transparency in sustainability communication. Brands that communicate genuine sustainability efforts are more likely to reduce skepticism and strengthen consumer loyalty.

Table 3: Regression Analysis – Impact of Sustainable Marketing Claims on Brand Loyalty and Consumer Skepticism

Dependent Variable	Independent Variable	Beta (β)	t-value	p-value
Brand Loyalty	Sustainable Marketing Claims	0.58	11.24	0.000
Consumer Skepticism	Sustainable Marketing Claims	-0.43	-8.76	0.000

Model Summary	R²	Adjusted R²	F-value	Significance
Brand Loyalty Model	0.36	0.35	126.32	0.000
Skepticism Model	0.18	0.17	76.73	0.000

Table 3 indicates the regression analysis used to explore how the sustainable marketing claims affect the brand loyalty and consumer skepticism. The findings show that sustainable marketing assertions are associated with positive influence on brand loyalty (= 0.58, p = 0.001). This observation implies that consumer loyalty to the brand will go a long way when they believe the sustainability claims as true and open to authentic intimacy. Sustainable marketing assertions boost trust, improve emotional appeal and stimulate consumers to stay in long-term relationship with the brand. The R 2 value of 0.36 reveals that the claims of sustainable marketing explain that the brand loyalty is varied by 36 percent by sustainability communication, which shows a strong impact of sustainability communication and consumer loyalty. The regressions further indicate that the claims of sustainable marketing have a very strong negative impact on consumer skepticism (0 = -0.43, p = 0.001). This observation suggests that plausible sustainability arguments lessen scepticism among the consumers. When the brands convey the sustainability initiatives in an open and up-to-date manner, the consumers will be less inclined to disbelieve the validity of their arguments. This decline in scepticism boosts confidence in the consumer and enhances brand image. The independent variable of the model is sustainable marketing

claims, which has a R 2 of 0.18, which means that consumer skepticism is attributed to sustainability marketing communication by 18 percent.

The large F-values of the two models show that the regression models are statistically relevant and dependable. These results affirm that sustainable marketing assertions are important determinants of consumer attitudes and behavior. In particular, sustainable marketing asserts build brand loyalty and minimize consumer skepticism. On the whole, the regression analysis indicates that sustainability communication is an effective marketing instrument that can lead to brand loyalty and lower consumer skepticism in case it is perceived as genuine. These results also highlight the essentiality of authentic sustainability actions and open dialogue in establishing the long-term relationships with consumers and brand trustworthiness.

Discussion
The results of the research give a considerable amount of information on how the marketing claims of sustainability influence brand loyalty and consumer skepticism, noting that the perceived authenticity is a key aspect of consumer attitude and behavior. The findings have shown that the claims on sustainable marketing also bear a strong positive impact on brand loyalty meaning that consumers tend to establish long-term relationship with the brands that state that they are environmentally responsible. This observation indicates that the subject of sustainability has become increasingly significant in contemporary consumer behavior where the consumer does not just consider the brands based on their functionality but also on their moral and environmental beliefs. Brands that communicate the idea of sustainability in an effective way help the consumers to view them as responsible, trustworthy and build stronger emotional attachments and commitment.

Based on the descriptive findings, it is evident that consumers tend to have positive perceptions towards sustainable marketing claims implying that sustainability has emerged as a powerful variable in the formation of the brand image. Such positive image will increase consumer confidence and will create a buying behavior. The results also show that the consumer skepticism is in the moderate level, which means that consumers are willing to accept the claims of sustainability, but they are skeptical and critical. This cynicism is based on the rising consciousness of the greenwashing phenomenon which has led to doubt and lack of consumer confidence in others. Consumers do not receive any marketing messages passively any more but actively consider the credibility and authenticity of sustainability claims.

The analysis of the correlation proves that sustainable marketing statements are positively related to brand loyalty and negatively related to consumer skepticism. It means that genuine sustainability communication may reinforce trust and diminish consumer suspicions. Consumers who feel that sustainability claims are authentic will develop positive attitudes to the brand and this will create a stronger loyalty. On the other hand, skepticism has a negative implication on brand loyalty, which proves that lack of trust undermines consumer relationship. The presented finding indicates the significance of transparency and credibility in sustainability communication. The regression result also proves that the statement of sustainable marketing plays a crucial role in determining the brand loyalty and consumer skepticism. The increase in brand loyalty means that sustainability adds to brand value and customer loyalty. Sustainability enables consumers to bind their behavioral patterns of purchase with their own values that brings about a stronger emotional attachment with the brand. Meanwhile, the adverse effect on consumer skepticism implies that highly credible sustainability communication will decrease consumer skepticism and enhance trust. This implies that sustainability communication should be buttressed by actual organizational behavior in order to remain credible. On the whole, the results underline that sustainability does not constitute only a marketing trend, it is also a strategic element that affects consumer attitudes and brand stereotypes. Consumers will gain confidence in the brands

that show real sustainability activities, decrease doubts, and increase loyalty. Such deceptive or hyperbolic statements, however, may hurt brand credibility and undermine the relationship with consumers. Thus, the success of sustainable marketing strategies depends on the authenticity and transparency.

Practical Implications
The results of the study have significant practical significance to the marketers, brand managers, and organizations intending to employ sustainability as a strategic marketing tool. First, organizations should make their claims of sustainability real, factual and backed by the real practices to environmental sustainability. Consumers are becoming more knowledgeable and able to detect any false claims and any difference between marketing communication and reality may harm trust and brand image. Companies therefore must ensure that marketing messages are matched with actual sustainability efforts in order to remain credible. Second, there is transparency, which is important in terms of consumer skepticism. Through labeling of products, corporate reports and marketing communication organizations should furnish clear and verifiable information on their sustainability initiatives. Open communication improves consumer trust and builds brand loyalty. Brands must not use ambiguous or hyperbolic statements but rather give factual and measurable information on sustainability.

Third, brand loyalty built over a long period could be achieved with the help of sustainability. Companies must also incorporate sustainability in their brand, and they need to make it a part of their messages throughout all marketing platforms. Sustainable marketing has the capability to build emotional relationships with the customers, reinforce brand image, and prompt them to a repeated buying behavior. Lastly, organizations are supposed to aim at establishing trust with the consumer by practicing responsible and regular actions. One of the elements that help to minimize skepticism and increase loyalty is trust. When organizations show true commitment to the idea of sustainability, they will be able to apply competitive advantage, enhance brand reputation, and build long-term relationships with consumers.

Limitations and Future Directions.
Although this study has made good contributions, it has various limitations that one is to take into consideration when interpreting the findings. To begin with, the research design was cross-sectional research design, which only captures the consumer perceptions at a given time. The perception and attitude of consumers can shift with time particularly following the emerging understanding on sustainability. Longitudinal designs should be employed in future studies to determine the way consumer perceptions of sustainability claims evolve over time. Second, the convenience sampling method was employed in the study, and it can restrict the extrapolation of the results. In as much as the sample has some useful insights, it might not reflect the whole population completely. Probability sampling methods should be employed in future research to enhance the representativeness, and the external validity of the results.

Third, the investigation was limited to sustainable marketing assertions, brand commitment, and consumer distrustfulness. Consumer responses may have an impact on other aspects like brand trust, perceived authenticity, corporate reputation, and consumer environmental awareness. The future studies need to incorporate more variables to give a wider picture of the effectiveness of sustainable marketing. Lastly, the research did not target individual industries. Sustainability claims can be met differently by consumers in different industries, which include fashion, food, and cosmetics. The differences in the industry should be studied further and the research should focus on the industry-specific variability. These guidelines will contribute to increasing the knowledge on sustainable marketing and enhance its efficiency.

Conclusion

This paper has investigated how sustainable marketing claims can affect brand loyalty and consumer cynicism, and the role of authenticity in the marketing of sustainability. The results have shown that sustainable marketing claims are much more effective to secure the brand loyalty and minimize consumer skepticism when it is perceived to be sincere and plausible. People would tend to believe and stay loyal to the brands that show real responsibility towards the environment. But false or exaggerated information will make people more suspicious and dilute brand relationships. The paper highlights that the sustainability should be underpinned by true organizational activities in order to create trust and long-term loyalty. Altogether, sustainable marketing is an effective approach to building the relationships with customers and improving the brand value in case it is carried out openly and sincerely.

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