

Eco-Marks and Green Consumer Behaviour: A Review of Evidence on Awareness, Trust and Purchase Behaviour

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1. Introduction

Environmental concerns have increasingly influenced business practices and consumer decision-making. Growing awareness of pollution, resource depletion, waste generation and other environmental problems has encouraged organisations to incorporate environmental considerations into their products, production processes and marketing communication. This development has contributed to the growth of green marketing, through which businesses seek to communicate environmental benefits and encourage consumers to consider environmental factors while making purchasing decisions. Within green marketing, eco-marks and eco-labels have an important informational function. Consumers generally cannot directly observe many of the environmental characteristics claimed for a product. An eco-mark can therefore act as a signal by communicating that a product possesses particular environmental attributes or satisfies specified environmental criteria. However, the existence of an eco-mark does not necessarily mean that consumers will purchase the labelled product. Its influence may depend upon whether consumers notice the label, understand its meaning, trust the information and consider the environmental attribute relevant to their purchase decision.

The literature reviewed in the present study reflects this complexity. Some studies report positive relationships between eco-labelling and consumer attitudes or purchase behaviour, whereas others find that eco-labelling alone does not have a significant direct effect. Other studies identify environmental advertising, packaging, awareness, knowledge, trust, perceived authenticity, price, satisfaction and product availability as important factors. This suggests that eco-marks should be understood as one element within a broader process of green consumer decision-making. The purpose of the present study is therefore to review and synthesise the existing evidence concerning eco-marks and green consumer behaviour, with particular attention to environmental awareness, environmental knowledge, consumer trust and purchase behaviour. The study does not undertake a primary survey or claim to measure consumer behaviour in any particular geographical area. Instead, it analyses 23 selected studies published between 2013 and 2026 and develops an integrated understanding of the relationships emerging from this literature.

The geographical and consumer diversity of the reviewed studies is important. The literature includes research conducted in different countries and among different consumer groups and product categories. Consequently, the findings should be understood as evidence from their respective study contexts rather than as evidence representing one particular population. This diversity also provides a basis for identifying areas requiring future context-specific empirical investigation.

2. Concept of Eco-Marks and Green Consumer Behaviour

An eco-mark or eco-label is an environmental information mechanism associated with a product, service or brand. It communicates environmental characteristics that may help consumers distinguish products according to their environmental attributes. Eco-labelling can therefore reduce information asymmetry by providing consumers with information that would otherwise be difficult to obtain or verify at the point of purchase. Green marketing, however, extends considerably beyond eco-labelling. Sharma and Trivedi (2016), for example, considered eco-labels alongside eco-brands, environmental advertising, environmental awareness, green products, green pricing and green promotion. Their framework demonstrates that environmental marketing involves multiple interconnected instruments rather than a single label.

Green consumer behaviour similarly represents a broader phenomenon than purchasing a product carrying an eco-label. It can include consumers' environmental awareness, environmental knowledge, evaluation of environmental claims, attitudes towards environmentally responsible products, purchase intentions and actual purchasing behaviour. Some studies also consider post-purchase behaviour. This distinction is important

because a consumer may recognise an eco-label without understanding it, understand it without trusting it, trust it without being able to afford the product, or possess a favourable environmental attitude without ultimately purchasing the labelled product. The literature increasingly suggests a sequence in which environmental information first contributes to awareness and knowledge, which may influence trust and perceived credibility, leading to more favourable environmental attitudes, which can then contribute to purchase intention and behaviour. This sequence is not assumed to operate identically in every context, but it provides a useful framework for synthesising the evidence.

3. Review of Literature

The present review covers 23 studies published from 2013 to 2026. The studies include empirical research, conceptual research and systematic literature reviews. They differ in geographical setting, consumer characteristics, product category, sample size and methodology. This diversity allows the major patterns and differences in the literature to be identified while also making it necessary to interpret each finding within the context in which the original study was conducted.

3.1 Foundational Evidence

Ansar (2013) examined the impact of green marketing on consumer purchase intention. The study considered environmental advertising, price, ecological packaging and consumer characteristics. Environmental advertising, price and ecological packaging were positively related to green purchase intention, while age and education were related to eco-literacy. The study also reported that socio-demographic characteristics as a broader category were not significantly related to green purchase intention. The findings indicate that environmental communication and product characteristics can influence purchase intention, but demographic factors do not necessarily produce consistent effects across consumers.

Abdellatif et al. (2015) examined green product purchase intention through a customer-orientation approach. The study considered consumer orientation, environmental concern and perceived consumer effectiveness. Its contribution is important because it indicates that consumers' perception of their ability to contribute to environmental improvement can form part of the process leading to green purchase intention. The study therefore moves the discussion beyond environmental information alone and introduces the consumer's own perceived effectiveness as a relevant consideration.

Sharma and Trivedi (2016) examined several green marketing variables and their effects on consumers' buying behaviour. The variables included eco-labels, eco-brands, environmental advertising, environmental awareness, green products, green price, green promotion and demographic characteristics. The study demonstrates that eco-labelling should be understood within the wider green marketing mix rather than treated as an isolated marketing instrument. This broader perspective is important because consumers encounter environmental information through several forms of communication and product characteristics.

Shamsi and Siddiqui (2017) examined green products and consumer behaviour and identified environmental sustainability and consumer consciousness as important motivating factors. At the same time, lack of availability, lack of awareness and cost were identified as barriers. Education was also related to green product usage. These findings show that environmental concern may not automatically translate into green consumption when consumers face economic, informational or availability constraints. The study therefore provides an early indication that the relationship between environmental preference and actual behaviour is conditional rather than automatic.

These early studies establish an important foundation for the subsequent literature. Environmental communication, environmental awareness and consumer consciousness are relevant to green purchasing, but economic and practical considerations can intervene between environmental preference and actual purchase behaviour. The literature therefore provides support for examining eco-marks together with the cognitive and contextual factors that determine how consumers respond to environmental information.

3.2 Evidence on Eco-Labelling and Green Marketing

Ahmad et al. (2020) examined eco-branding, eco-labelling, eco-packaging and environmental advertising. The study collected data from 300 respondents, of which 189 usable responses were analysed. Eco-packaging and environmental advertising influenced purchase behaviour, whereas eco-brand and eco-labelling did not demonstrate the same significant influence. This is an important finding because it shows that different green marketing instruments may have different levels of influence on consumers. The mere presence of an eco-label cannot therefore be assumed to produce a uniform behavioural response across all product and consumer contexts.

Shabbir et al. (2020) examined green marketing approaches and their impact on consumer behaviour towards the environment in the UAE. The study involved 359 consumers and employed CFA and SEM. Eco-labelling, green packaging and branding, green products, pricing and environmental concern were among the variables examined. Eco-labelling and green products had positive effects on environmental attitude. The findings support the importance of eco-labelling but also suggest that environmental attitude can be an important mechanism through which green marketing influences consumers.

Marvi et al. (2020) examined the knowledge foundation of green purchase behaviour through a review of 86 articles. Using co-citation analysis and multidimensional scaling, the study examined the intellectual structure of green purchase behaviour research. Its contribution is particularly relevant because it demonstrates that green purchase behaviour is a multidimensional research area involving several related concepts rather than one isolated marketing variable. The study consequently supports a broader analytical approach in which eco-marks are examined alongside other determinants of green purchasing.

Dilotsotlhe and Duh (2021) investigated drivers of green appliance attitude and purchase behaviour among middle-class consumers in South Africa. The study integrated the Theory of Consumption Value, Diffusion of Innovations and Theory of Planned Behaviour. Functional, conditional, epistemic, emotional and social values were examined together with product characteristics such as relative advantage, compatibility and observability. This study is useful for understanding middle-class consumer behaviour, although its findings belong to its specific South African consumer and appliance context and cannot be directly generalised to other populations.

Skačkauskienė and Vilkaitė-Vaitonė conducted a systematic literature review of green marketing and customer purchasing behaviour. Beginning with 2,604 papers, the review ultimately included 166 studies covering the period from 1995 to 2022. The review identified the Theory of Planned Behaviour and Theory of Reasoned Action as prominent theoretical perspectives and found that green marketing tactics can influence purchasing and post-purchase behaviour. The review is significant because it places individual findings concerning eco-labelling within the broader theoretical development of green consumer research.

3.3 Evidence from Consumer and Product Contexts

Ling and Md. Harizan (2023) investigated green marketing mix strategy and FMCG purchase behaviour during the COVID-19 pandemic in Malaysia. The study included 198 public university students. Price and satisfaction were associated with green purchase behaviour, demonstrating that environmental considerations operate alongside conventional consumer considerations. Thus, consumers may recognise environmental benefits while simultaneously evaluating whether a product provides sufficient value and satisfaction.

Reddy et al. (2023) investigated consumer perceptions of green marketing towards eco-friendly FMCG products. The study included 702 respondents and reported high levels of environmental knowledge and environmental values among the consumers examined. The authors highlighted the importance of marketing communication campaigns in strengthening consumer understanding of environmentally friendly products. The study is relevant to eco-mark research because it reinforces the importance of communication and consumer knowledge in making environmental attributes meaningful to consumers.

Mehraj et al. (2023) examined green marketing practices and green consumer behaviour among 700 young consumers in Jammu and Kashmir. Education and income were significant factors, whereas age and gender did not show the same significant influence. The findings indicate that socio-economic characteristics may affect green consumer behaviour, but their influence needs to be considered in relation to the particular consumer population and context. The results therefore caution against assuming that demographic characteristics will have identical effects across different studies.

Sawant (2023) examined the role of green marketing approaches in consumer buying behaviour using 242 participants. The study contributes to the wider evidence that green marketing practices can influence consumer responses and supports examination of multiple green marketing dimensions rather than eco-labelling in isolation. Considered alongside the other studies, it reinforces the broader proposition that green consumer behaviour results from an interaction between environmental communication and consumer perceptions rather than from a single marketing stimulus.

Taken together, these studies indicate that green consumer behaviour cannot be adequately explained by environmental labelling alone. Product characteristics, price, satisfaction, awareness, education, income and the wider green marketing mix also contribute to consumer responses. This provides an important basis for examining the mechanisms through which eco-marks may influence consumers.

3.4 Evidence from 2025

Baca and Reshidi (2025) examined green branding and consumer behaviour using 521 University of Prishtina students. The study used stratified random sampling and SmartPLS analysis. Green positioning was associated

with attitudes, green packaging influenced purchasing behaviour and brand commitment contributed to green purchase decisions. However, brand attachment, green brand trust and green brand equity did not show the same significant direct effects on green purchase decisions. The study demonstrates that different dimensions of green branding can operate differently and that the influence of green marketing should not be reduced to a single construct.

Li (2025) examined the impact of green advertising and environmental knowledge on consumers' intention to purchase green products. The study highlights environmental knowledge as an important factor in strengthening the relationship between green advertising and purchase intention. This finding is particularly relevant to eco-marks because the informational value of a label depends partly on whether consumers possess sufficient knowledge to understand environmental claims. Environmental information may therefore have different effects among consumers with different levels of environmental knowledge.

Srivastava and Mittal (2025) examined the influence of green communication tools on green purchase intention among 510 Indian consumers. Using purposive sampling, a structured questionnaire and SEM, the study examined eco-labelling, attitudes towards eco-friendly packaging and receptivity to green advertisements. Perceived eco-friendly brand and green consumption value were important elements in the relationship. The study therefore indicates that eco-labelling can contribute to purchase intention through consumers' perceptions and values rather than necessarily producing a direct behavioural effect.

Nagar and Verma (2025) conducted a systematic review of eco-labelling and consumer purchasing behaviour. The review examined eco-label recognition, trust, environmental awareness, environmental knowledge and green marketing. The findings indicate that eco-label recognition becomes more meaningful when accompanied by environmental awareness and knowledge and when consumers trust the label. This reinforces the importance of consumer interpretation and credibility in determining the effectiveness of eco-marks.

Sari and Sari (2025) investigated green marketing and eco-labels in sustainable skincare. The study involved 227 consumers of The Body Shop products purchased through Shopee and used PLS-SEM within an S-O-R framework. Green marketing and eco-labels significantly influenced environmental awareness and purchase decisions. Environmental awareness also influenced purchase decisions and mediated the relationship between green marketing and purchase decisions. The study therefore provides evidence of an indirect pathway in which green marketing and eco-labelling contribute to awareness, which subsequently contributes to purchase decisions.

The 2025 literature represents an important development because it moves the discussion beyond the simple question of whether eco-marks influence consumers. The studies increasingly examine the conditions under which environmental information becomes effective, particularly the roles of knowledge, awareness, consumer perceptions, environmental values and trust. The evidence therefore supports a more process-oriented understanding of green consumer behaviour.

3.5 Evidence from 2026

Mai, Toan and Thong (2026) examined the pathways from eco-labels to green purchase behaviour among 409 consumers using SEM and regression analysis. The study found that eco-label knowledge alone did not automatically motivate green buying. The influence became meaningful when eco-label knowledge contributed to trust and favourable environmental attitudes. The study draws upon Signalling Theory, the Elaboration Likelihood Model and the Theory of Planned Behaviour. These findings are particularly relevant because they place trust and attitude between eco-label information and green purchasing behaviour.

Synodinos (2026) examined eco-labelling in green beauty products among 500 South African consumers. Eco-labelling, green packaging and environmental concern were positively associated with attitudes, while attitudes strongly influenced purchase intentions. The findings reinforce the role of environmental attitude as an intermediate element between environmental information and purchase intention. They also indicate that the influence of an eco-mark may depend upon the broader environmental orientation of the consumer.

Krupa and Agnes (2026) examined consumer behaviour towards sustainable clothing using 200 survey responses and 10 in-depth retailer interviews in metropolitan Indian cities. Awareness was significantly related to purchase behaviour, with a reported correlation of 0.63, while trust was identified as a mediating factor. The study provides recent Indian evidence supporting the importance of awareness and trust in the translation of eco-label information into consumer behaviour.

Gattupalli, Ashrafunnisa and Siva Rama Krishna (2026) examined eWOM adoption and green purchase intentions among intergenerational consumers from urban tiers of India. The study focused on information credibility and quality and demonstrates the growing importance of digital information in green consumer decision-making. This complements eco-labelling research because consumers increasingly encounter

environmental information through multiple communication channels rather than through product labels alone.

Gao et al. (2026) investigated whether eco-labels used as an ecological information communication strategy encourage consumers to buy green products. Across three studies involving 1,150 participants, eco-labelled products generated stronger purchase intentions, while perceived green authenticity played an important mediating role. The study also indicated that the effectiveness of eco-label types can vary according to product characteristics. This finding is consistent with the wider literature showing that the effect of eco-marks depends upon how consumers interpret environmental information and the characteristics of the products to which the labels are attached.

The 2026 literature therefore represents a further development in the field. Recent research increasingly examines the mechanisms through which eco-marks operate rather than treating them as direct and universally effective determinants of green purchase behaviour. Awareness, knowledge, trust, authenticity and environmental attitude have consequently become central components of the emerging literature.

4. Research Gap

The review reveals that substantial literature exists on green marketing, eco-labelling and consumer behaviour. However, several issues remain unresolved. The evidence is geographically diverse, with studies conducted in different countries and consumer environments. The consumer populations also vary considerably, ranging from students and young consumers to middle-class consumers and consumers purchasing specific product categories. These differences make direct generalisation across studies inappropriate and indicate the importance of examining the conditions under which particular relationships are observed.

A second important gap concerns the mechanism linking eco-marks with actual consumer behaviour. Earlier studies frequently examined whether green marketing variables were associated with purchase intention or behaviour, whereas more recent studies increasingly examine awareness, knowledge, trust, credibility and authenticity as intervening factors. This development suggests that eco-marks may not influence consumers through a simple direct relationship. Instead, consumers may first notice and understand environmental information, assess its credibility, develop an attitude towards the environmental claim and only then incorporate it into their purchasing decisions.

A further gap concerns differences between green marketing instruments. Eco-labelling, eco-packaging, environmental advertising, green branding and green positioning do not necessarily produce identical outcomes. Ahmad et al. (2020), for example, reported differences between eco-labelling, eco-packaging and environmental advertising, while Baca and Reshidi (2025) similarly found differences among various dimensions of green branding. These findings indicate the need for greater conceptual distinction between different forms of environmental communication.

The literature also demonstrates that economic and practical considerations remain relevant. Price, availability, satisfaction, perceived value and product quality can influence whether environmentally favourable attitudes are translated into actual purchasing behaviour. Consequently, an adequate explanation of green consumer behaviour must consider both environmental and conventional consumer considerations. The central research gap is therefore the need for an integrated understanding of how eco-marks interact with environmental awareness, knowledge, trust and perceived authenticity in influencing green purchase behaviour across different consumer contexts. The present review addresses this gap by bringing these recurring relationships together within a single conceptual framework.

5. Research Objectives

The first objective of the study is to examine the role of eco-marks or eco-labels in influencing green consumer behaviour and purchase behaviour as established in the existing literature. The second objective is to examine the role of environmental awareness, environmental knowledge and consumer trust in the relationship between eco-marks and green purchase behaviour.

6. Research Hypotheses

As the present study is a literature-based review and does not statistically test primary data, the following hypotheses are treated as literature-derived hypotheses that may be examined through future empirical research.

H1: Eco-marks or eco-labels are positively associated with green consumer behaviour and green purchase behaviour, subject to factors such as consumer awareness, credibility, trust and perceived authenticity.

H2: Environmental awareness, environmental knowledge and consumer trust influence the extent to which eco-mark information is translated into green purchase behaviour.

7. Research Methodology

The present study adopts a descriptive and analytical literature-review methodology. The analysis is based on 23 selected studies published between 2013 and 2026. The literature includes empirical studies, conceptual studies and systematic literature reviews dealing with eco-marks, eco-labels, green marketing, environmental awareness, environmental knowledge, consumer trust, attitudes, purchase intention and green consumer behaviour. The studies were examined comparatively rather than merely listed. Attention was given to their research focus, consumer context, product category, methodological approach, principal variables and major findings. Particular attention was given to the relationship between eco-mark information and the intermediate factors of awareness, knowledge, trust, credibility and environmental attitude. Differences in findings were also considered in relation to product characteristics, consumer groups and market conditions.

The analysis follows a thematic approach. Recurring themes were identified and compared across the studies. These themes include eco-labelling, environmental communication, awareness and knowledge, trust and credibility, environmental attitude, purchase intention, actual purchase behaviour, socio-economic characteristics and contextual factors such as price, satisfaction and availability. Thematic synthesis was used to identify common relationships as well as areas where the findings of individual studies differ. The study does not involve primary data collection. Accordingly, it does not use respondents, a field population, sampling, questionnaires or statistical testing of primary observations. The hypotheses presented in the paper are literature-derived and provide a basis for future empirical research rather than representing hypotheses statistically tested within the present study.

8. Thematic Analysis and Discussion

The evidence from the 23 studies indicates that eco-marks have potential value as a green marketing communication instrument, but their influence is neither automatic nor uniform. The studies collectively suggest that consumers respond not merely to the presence of an environmental label but to the information conveyed by that label and to their own ability and willingness to interpret and trust that information. An important function of an eco-mark is to provide environmental information at the point of purchase. Sharma and Trivedi (2016) included eco-labelling within a broader set of green marketing variables, while Nagar and Verma (2025) emphasised eco-label recognition and consumer understanding. Recent evidence from Mai et al. (2026) further suggests that knowledge of the label itself does not necessarily result in green buying. The informational function of an eco-mark therefore depends partly upon the consumer's ability to recognise and interpret the environmental information provided.

Environmental awareness and knowledge repeatedly emerge as important factors in this process. Reddy et al. (2023) reported high environmental knowledge and environmental values among the consumers examined, while Li (2025) highlighted the role of environmental knowledge in strengthening green advertising effects. Sari and Sari (2025) found environmental awareness to be an important mechanism between green marketing and purchase decisions. These findings suggest that eco-marks are likely to be more meaningful when consumers possess sufficient environmental knowledge to understand what the label represents and why the environmental attribute may matter. Trust has become particularly prominent in recent literature. Mai et al. (2026) found that eco-label knowledge alone did not motivate green purchasing and that trust and favourable environmental attitudes were important pathways. Krupa and Agnes (2026) similarly identified trust as a mediating factor, while Gao et al. (2026) highlighted perceived green authenticity as an important mechanism. These findings indicate that consumers must have confidence that environmental claims are genuine and meaningful. An eco-mark therefore performs not only an informational function but also a signalling function in the consumer decision-making process.

Environmental attitude provides another important link between environmental information and purchase intention. Shabbir et al. (2020) found that eco-labelling and green products had positive effects on environmental attitude. Synodinos (2026) similarly found that eco-labelling, green packaging and environmental concern influenced attitudes, while attitudes strongly influenced purchase intentions. The evidence consequently supports a more complex pathway than a simple direct relationship between eco-mark and purchase.

Environmental preference also operates alongside conventional consumer considerations. Shamsi and Siddiqui (2017) identified cost and availability as barriers, while Ling and Md. Harizan (2023) identified price and

satisfaction as relevant factors. These findings indicate that consumers may express favourable environmental attitudes but still select conventional products when green products are perceived as too expensive, insufficiently available or unable to provide satisfactory value. Green consumer behaviour therefore reflects the interaction between environmental considerations and ordinary marketplace considerations.

The literature provides mixed evidence concerning demographic and socio-economic characteristics. Mehraj et al. (2023) found education and income significant among young consumers, whereas age and gender did not show the same significant influence. Ansar (2013) reported relationships between age and education and eco-literacy but did not find socio-demographics broadly related to green purchase intention. These differences indicate that socio-economic characteristics should be examined contextually rather than assumed to have uniform effects across consumer populations. Overall, the literature indicates that the relationship between eco-marks and green consumer behaviour is better understood as a process involving several stages. Environmental information provided by an eco-mark may contribute to awareness and knowledge, which can influence trust and perceived credibility. These factors can contribute to environmental attitudes and purchase intentions, while price, availability, satisfaction, product quality and perceived value may influence the final behavioural outcome. The framework therefore provides a synthesis of the literature rather than a claim that every consumer follows exactly the same sequence.

9. Conceptual Framework

The synthesis of the reviewed literature supports a conceptual framework in which eco-marks and eco-labels provide environmental information that can contribute to environmental awareness and knowledge. These cognitive responses may influence trust, credibility and perceived authenticity, which in turn can contribute to environmental attitudes. Environmental attitudes can influence green purchase intention, which may subsequently be reflected in green consumer behaviour and actual purchase behaviour.

The relationship is also influenced by contextual factors such as price, product quality, availability, satisfaction, perceived value, education and income. These factors do not necessarily form a single linear pathway, but the reviewed studies indicate that they can affect whether environmental preferences are translated into purchasing behaviour. The framework represents a synthesis of relationships identified across the reviewed literature and is not presented as an empirically tested model in the present study. Its principal contribution is to bring together the recurring factors that appear across the 23 studies and to show why the relationship between eco-marks and consumer behaviour cannot be adequately represented by a simple direct arrow from eco-label to purchase.

10. Findings, Conclusion and Implications

10.1 Findings

The review of 23 studies indicates that eco-marks and eco-labels are potentially important instruments of green marketing, but their influence differs across studies, consumer groups and product contexts. The literature does not support the assumption that the mere presence of an eco-mark automatically produces green purchasing behaviour. Instead, the effectiveness of environmental labelling depends partly upon how consumers understand and evaluate the information provided. Environmental awareness and knowledge emerge as important components of the relationship. Consumers need to recognise and understand environmental claims before those claims can meaningfully influence their decisions. Recent studies further indicate that trust, credibility and perceived authenticity are important because consumers may not respond positively to environmental information if they are uncertain about its reliability.

The review also indicates that environmental attitude can function as an intermediate mechanism between environmental information and purchase intention. At the same time, price, availability, product quality, satisfaction and perceived value can influence whether environmental intentions are translated into actual purchasing behaviour. The role of demographic and socio-economic characteristics is less consistent, with education and income showing significance in some studies but not producing identical results across the literature. The overall evidence therefore supports an integrated understanding of green consumer behaviour in which eco-marks form one part of a broader cognitive, attitudinal and behavioural process.

10.2 Conclusion

The present review of 23 studies demonstrates that eco-marks have an important role within green marketing, primarily by communicating environmental information to consumers. However, the literature does not support the conclusion that eco-marks automatically produce green purchasing behaviour. Their effectiveness

depends upon whether consumers recognise and understand them, trust the environmental information communicated and consider the environmental attribute relevant to their purchasing decisions. Environmental awareness, environmental knowledge, trust and perceived authenticity emerge as particularly important factors. Environmental attitude also appears to provide an important link between environmental information and purchase intention. At the same time, price, availability, product quality, satisfaction and perceived value can affect whether environmentally favourable attitudes are ultimately translated into actual purchases.

The major contribution of the present review is therefore to move beyond the simple proposition that eco-labels directly cause green purchases. The evidence suggests a more comprehensive pathway in which eco-marks provide environmental information, information contributes to awareness and knowledge, knowledge may strengthen trust and perceived authenticity, and these factors can contribute to environmental attitudes and purchase intentions. The final behavioural outcome remains subject to consumer and market conditions.

Because the 23 studies were conducted across different geographical and consumer contexts, their findings should not be presented as evidence concerning any one particular locality. Instead, they provide a broader evidence base from which context-specific research questions can be developed and empirically tested.

10.3 Implications

For green marketers, the findings suggest that eco-labelling should be accompanied by clear, understandable and credible environmental communication. Merely displaying an environmental label may not be sufficient when consumers do not understand its meaning or have doubts about the credibility of the claim. Green marketing strategies therefore need to consider both the communication of environmental information and the factors that determine how consumers interpret that information. For researchers, the review suggests that future studies should examine the mechanisms linking eco-marks with consumer behaviour rather than concentrating exclusively on direct relationships with purchase intention. Greater attention to awareness, knowledge, trust, authenticity, environmental attitudes and contextual factors such as price and availability can provide a more complete explanation of green consumer behaviour. For future empirical research, the conceptual framework developed from the literature can be applied to specific consumer groups and geographical settings to examine whether the relationships identified in the broader literature hold under particular local conditions. A future study could, for example, investigate middle-class consumers in Sitamarhi District, Bihar, but such a study would constitute a separate empirical investigation and would require primary data. It is not a finding of the present review.

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