Greenwashing Practices and its Consequences in Hospitality Industry: A Systematic Literature Review

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Abstract

Companies are using green marketing approaches to convey their environmental initiatives, aiming to enrich their competitive advantage and attract consumers with ecological awareness, however they do not satisfy such standards. Interest in greenwashing has increased over the past few decades. Nevertheless, there is still a need for thorough and systematic research focused on the development of this phenomenon and its effects on stakeholders.

This study aims to offer a comprehensive overview and synthesis of the current knowledge on greenwashing by conducting a bibliometric analysis of articles published until 2024. It highlights the most significant research in this area, with a particular focus on recent articles connecting greenwashing to green marketing, and identifies gaps and opportunities for future research. This study analyze the greenwashing practices in the marketing area especially in the hospitality industry using the tool Preferred Reporting Items for Systematic Reviews and Meta-analyses (PRISMA) and bibliometric methods. This analysis was conducted using the Web of Science databases, resulting in 40 relevant articles identified following the PRISMA protocol. VOSviewer software was used for generating network maps. Literature review matrix was designed using MS-Excel software.

The result from bibliometric study indicate that the concept of greenwashing has gained significant attention, with an increasing number of studies published in recent years. Majority of reviewed literature revealed that greenwashing severely damages brand attitude, brand

trust and consumer loyalty in marketing sector. It also demonstrates the negative impact on consumer repurchase intention and willingness to pay. Greenwashing leads to consumer confusion, skepticism, and perceived risk, reducing trust in green products. However, vague claims may have a slight positive effect on marketing.The study highlights the practical steps for industry leaders to counteract the negative effects of greenwashing on consumer behavior, particularly within the hospitality sector, by maintaining customer loyalty and mitigating adverse effects on repurchasing intentions.

Introduction

Along with the product related trading business, the service industry is growing in a rapid pace. The contribution of service industry in global economy is getting massive. The service sector is among the largest globally, accounting for approximately 10.4% of the world's GDP, with hotels being a significant part of this industry (Kim & Roseman, 2022). Nonetheless, the hospitality sector is a major contributor to CO2 emissions, responsible for 21% of the total. Annually, a hotel room stay generates around 55.7 million tonnes of CO2 emissions per guest per night (Gupta et al., 2019). The industry heavily relies on nonrenewable resources and d isposable products in its operations (Chan et al., 2014). Tourism overall contributes to 5% of global greenhouse gas emissions, with the accommodation segment alone accounting for 21% of this figure (Khatter et al., 2019). So business organizations need to be conscious regarding the environmental impact during operating business.

The consumer consciousness on environmental conservation has generated a higher demand for environmentally friendly goods and services. Enhanced societal awareness, successful case studies, recycling incentives, digital advancements, and innovative packaging can provide useful strategies to tackle challenges in green marketing. Ling (2021) emphasized only few research focused on the service sectors such as tourism and hospitality, despite the urgent necessity to comprehend and mitigate the detrimental impacts of greenwashing in the hotel industry. Additionally, Ling pointed out the limited knowledge regarding the influence of greenwashing on consumers' willingness to purchase eco-friendly products and services offered by hotels.

The study related to greenwashing within service industry are limited so the impact of greenwashing in various service industry are seems yet to be verified with other related studies. In a recent systematic review, Majeed and Kim (2023) identified that existing research

on greenwashing within the service industry is inconsistent, superficial, and fragmented, often overlooking the customer perspective. This gap makes it challenging to form definitive conclusions about the occurrence of greenwashing in the hospitality sector or to develop strategies for managing its effects on customers. Moreover, previous studies have principally focused on the predictors and consequences of greenwashing, rather than exploring methods to mitigate its negative impacts.

Green products have become widespread, and their commercial appeal is increasing (Yang et al., 2015). However, various unethical practices appear to be prevalent, including selective disclosures, irrelevant or unsubstantiated claims, referencing questionable certifications, lobbying for environmentally harmful regulations, or collaborating with companies that negatively impact the environment. Understanding greenwashing is crucial for maintaining customer trust and ensuring the success of genuine green initiatives. Greenwashing undermines consumer confidence in a company's environmental promises, making it essential for businesses to build authentic and credible connections with their customers.

In the hospitality industry, customer perceptions of greenwashing are influenced by operators' marketing efforts, information disclosure, and certifications, which shape customer behaviors based on their green attitudes. The impact of different types of greenwashing—false, vague, and hidden—on consumer beliefs underscores the need for clear and truthful environmental claims. Green consumer confusion and perceived risk negatively affect trust in green claims, highlighting the importance of clarity and transparency (Chen et al., 2020. In conclusion, this study highlights the importance of studying about greenwashing to enhance consumer trust, improve brand reputation, and promote genuine sustainability and enhancing brand equity in business practices. Considering these consequences of greenwashing in the service industry, the study try to clarify the consequences of greenwashing practices and their implications for marketers in hospitality industry and the further research agendas related to greenwashing.

This review aims to develop a comprehensive understanding of greenwashing and to introduce a conceptual framework identifying its determinants and effects on business organizations. Given the limited comprehension of greenwashing within green marketing and hospitality, a systematic literature review approach was employed to achieve the objectives. The insights from this review are intended to guide researchers and practitioners across various industries, such as hospitality, information technology, and transportation, in understanding greenwashing, how it is perceived by customers, strategies to mitigate customer skepticism

regarding green claims, and how to create an effective marketing mix that enhances customer perceptions of green initiatives while avoiding greenwashing accusations. A thorough understanding of green consumers, as discussed in this review, can assist stakeholders across different business sectors in effectively and efficiently asserting their green initiatives and fostering active and meaningful customer engagement in green practices.

Method of Data Collection and Analysis

Search Strategy

This research employs the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) methodology to conduct a comprehensive investigation. The Web of Science (WoS) was utilized for data extraction, as it is recognized as the most reliable and trusted global database. Following the PRISMA guidelines ensured a transparent selection process, enhancing the robustness and reliability of this systematic review.

The researcher identified records for the review on June 1st, 2024, from the WoS core collection, covering the period from 2013 to the present (June 2024). During data screening, the review was limited to peer-reviewed, English-language articles with at least two citations. To assess the literature on greenwashing, the researchers conducted a Topic search for the term "greenwash*," yielding 717 articles. Boolean Proximity search was used to find specific variations of the term, such as greenwashing, greenwash, greenwashed, and greenwashes. To refine the search, the documents were narrowed down based on type, citation databases, date range, language, and categories. The exclusion criteria and selection process are detailed in the PRISMA 2020 flow diagram. After screening, 132 documents were excluded, leaving 40 articles for review.

Using data from WoS, the researchers analyzed the productivity of the research field by examining the historical evolution of publications, the most influential articles, key journals, and the most prolific authors. VOSviewer software was also employed for bibliometric mapping to identify patterns and hot topics in greenwashing research.

To ensure accuracy, the researchers conducted additional filtering. Keyword combinations was initially used to exclude articles not focused on the effects of greenwashing on marketing of hospitality industry, retaining those that included both "greenwash*" and "Hospitality". This process excluded 123 documents. Researcher then manually reviewed keywords, titles, abstracts, and sometimes entire articles to ensure relevance, excluding another 159 documents.

Ultimately, 40 articles met the review criteria. The researchers analyzed these articles to identify recurring topics and their frequency of occurrence. This analysis helped uncover gaps and trends in the literature, providing valuable insights into the field of greenwashing.

Study Selection

The data selection process was meticulously executed in two distinct stages to ensure the inclusion of the most relevant and high-quality sources. In the first stage, the focus was on a preliminary analysis of the titles and abstracts of the documents. To accumulate the related title articles, keywords like "greenwash", hospitality", "services" etc. were used. This involved a careful review of these sections to identify documents that appeared to align with the predefined selection criteria. Documents that seemed to meet these criteria were then retained for a more detailed evaluation.

In the second stage, the selection process became more intensive, concentrating on the introductions and conclusions of the documents that had passed the initial screening. This stage involved an in-depth review of these sections to ensure that the documents truly satisfied the selection criteria. The aim was to verify the initial assessments and confirm the relevance and quality of the documents based on a comprehensive examination of their introductory and concluding sections. By implementing this two-tiered approach, the researcher aimed to meticulously filter the documents. This method allowed for a thorough verification process, ensuring that only the most pertinent and high-quality sources were included in the final review. This rigorous selection process was crucial for maintaining the integrity and relevance of the research findings.

Data Extraction Process

Figure 1 illustrates the PRISMA refinement process utilized to curate the research library for this review. The process began with an initial search that identified 717 documents. Following this, a systematic exclusion of 577 irrelevant documents was conducted. The remaining 140 sources were then subjected to a dual-screening process. The first screening assessed the sources for their relevance to the review topic, and the second screening ensured that only sources written or translated into English were included. This process led to the exclusion of 123 articles. The remaining 49 articles were then meticulously examined, resulting in the exclusion of an additional 9 articles deemed irrelevant after thorough scrutiny. This visual representation details the rigorous selection process that was undertaken to ensure the inclusion of high-quality and relevant sources for this comprehensive review.
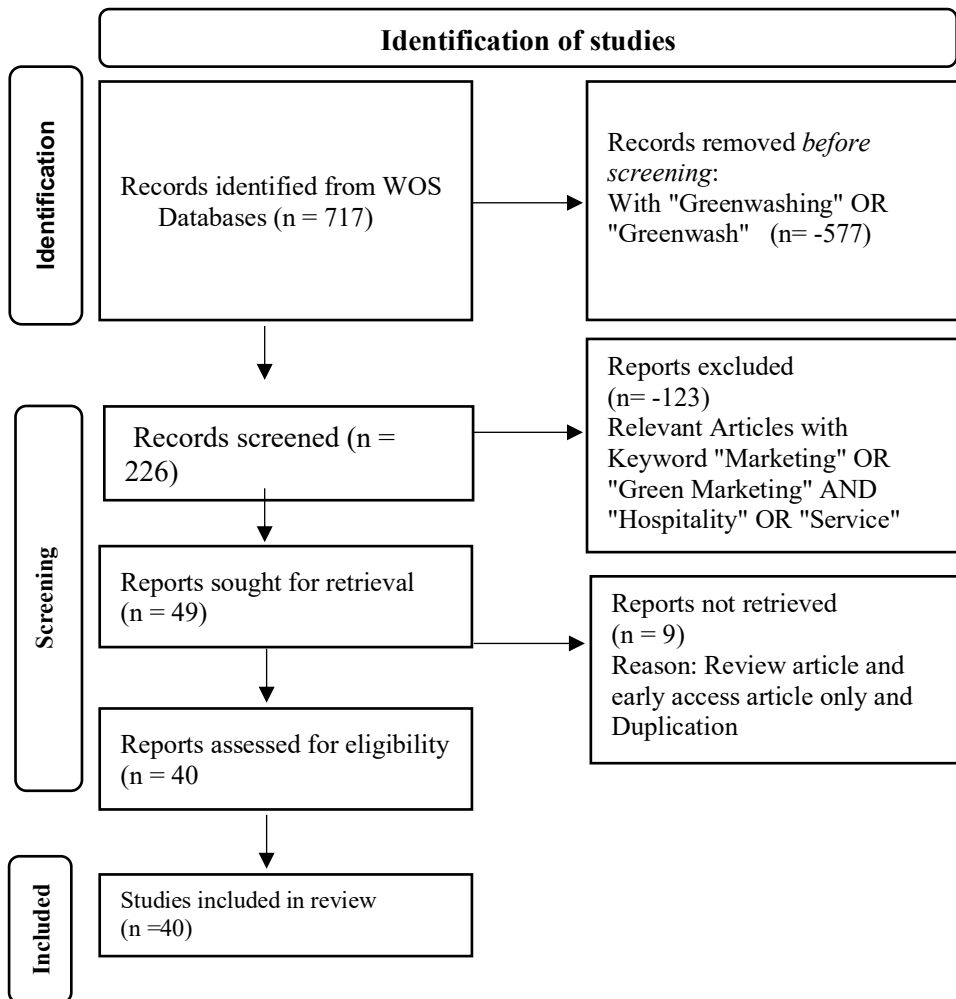
Figure 1

PRISMA flow diagram

Figure 2 presents the annual distribution of articles included in this systematic review, spanning the years January 2012 to June 2024. The most relevant and up-to-date sources are predominantly from the period between 2021 and 2024. Specifically, 28 of the cited materials are from the 2020s. It is particularly noteworthy that over 70% of the 40 articles cited in this review were published within the last three years (2021-2024). This trend reflects a substantial increase in research activity and a growing interest in the study of greenwashing during this recent period. The heightened focus on this topic in the past few years underscores its rising importance and relevance in the academic and research communities.

Figure 2

Network map of Keywords
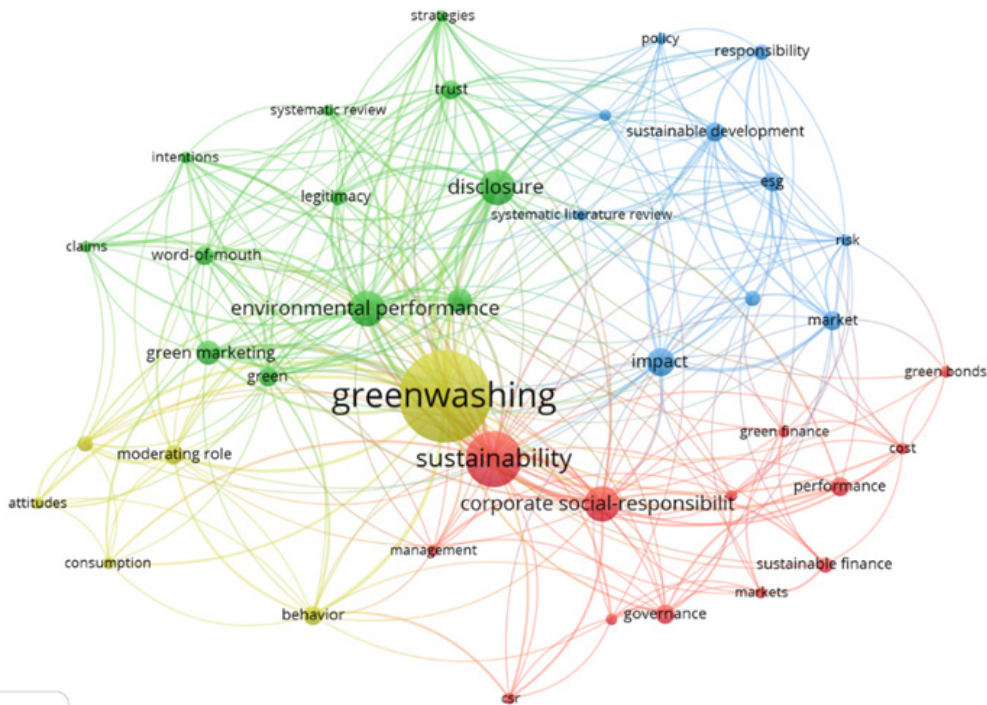
Source: Web of Science (2024)

Findings

Descriptive Finding

The review incorporates only 40 journal articles, out of the total literature examined. Table 1 exhibits the distribution of the peer-reviewed articles, published in various journals from 2012 to 2024, which were included in this study. A significant portion of the literature on greenwashing and its related themes was published in the International Journal of Sustainability, accounting for 15% (6 articles) during the years 2022-2023. The predominant methodology employed was quantitative, specifically surveys, representing 50% (32 articles) of the studies (see Table 2). Figure 3 illustrates a notable upward trend in scholarly research on greenwashing within the hospitality sector over the past decade.

Table 1

Published article distribution in peer reviewed journal

Name of Journal	Articles	(%)
Asia-Pacific Journal of Business Administration	1	2.5
British Food Journal	1	2.5
Business Ethics, Env & Resp.	1	2.5
Business Strategy and the Environment	2	5
Cultural Management	1	2.5
Environment, Development and Sustainability	1	2.5
Finance research letters	1	2.5
Industrial Marketing Management	1	2.5
International Journal of Advertising	1	2.5
International Journal of Business and Information	1	2.5
International Journal of Consumer Studies	1	2.5
International Journal of Contemporary Hospitality Management	3	7.5
International journal of hospitality management	2	5
International Marketing management	1	2.5
Journal of Advertising	1	2.5
Journal of Business Economics and Management,	1	2.5
Journal of Business Ethics	4	10
Journal of cleaner production	2	5
Journal of Hospitality & Tourism Research	2	5
Journal of Management and Governance	1	2.5
Journal of Sustainable Tourism	1	2.5
Marketing intelligence and planning	1	2.5
Spanish journal of marketing	1	2.5
Sustainability	6	15
Total Quality Management & Business Excellence	1	2.5
Tourism Management	1	2.5
Total	40	100

Greenwashing in hospitality industry

Figure 3

Published literature distribution and trend between the years 2012 and 2024

Marketing intelligence and planning	1	
Spanish journal of marketing	1	2.5
Sustainability	6	15
Total Quality Management & Business Excellence	1	2.5
Tourism Management	1	2.5
Total	**40**	**100**

Table 2

Methodology analysis of reviewed literatures

Approach	Research Design	No of Documents
Quantitative Research Designs	Correlational Research	3
	Descriptive/ Cross sectional Research	18
	Experimental Research:	5
	Longitudinal research design	4
	Systematic literature review	1
	Quasi-experimental design	1
Qualitative Research Designs	Phenomenological Research	2
Mixed Method	Explanatory Sequential Design	2
	Exploratory Sequential Design	4

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Discussion

Trust and Consumer Behavior: Greenwashing significantly influences consumer trust and behavior, notably in marketing and the hospitality industry. According to Gupta et al. (2019), consumer trust is mainly derived from personal experiential values, and effective communication of green initiatives strengthens this trust. However, greenwashing can greatly damage trust, as shown by (Papagiannakis et al., 2024), who observed that decreased trustworthiness leads to lower firm sales. Majeed & Kim (2023) also found that customer perceptions of greenwashing, influenced by hotel operators' green efforts, play a crucial role in shaping customer behavior, with their green attitudes acting as a moderator. The effects of greenwashing also negatively impact customer satisfaction and loyalty, which diminish the trustworthiness of the customers. Ioannou et al. (2023) highlighted that perceived greenwashing negatively affects customer satisfaction, although a firm's reputation for capability can help mitigate these adverse effects. Greenwashing reduces trust and can negatively affect patronage intentions (Alyahia et al., 2024; Zhang et al., 2018). It damages brand reputation by lowering perceived environmental performance and increasing perceived risk (Santos et al., 2023).

Consumer Perceptions and Marketing Strategies: Clear communication and marketing strategies are essential in shaping how consumers perceive green initiatives. (Bernard et al., 2024) discovered that using precise, restriction-based language in sustainability messages can lessen perceived greenwashing and boost consumer acquisition rates. Similarly, Santos et al. (2021) developed a framework to assess greenwashing in the hotel industry, highlighting the importance of honest and straightforward communication. Szabo & Webster (2021) found that past experiences with deceptive marketing can lead consumers to see even genuine green marketing as greenwashing, emphasizing the need for transparency and consistency to earn and keep consumer trust. Greenwashing leads to consumer confusion, skepticism, and perceived risk, reducing trust in green products (Aji & Sutikno, 2015)000 self-described "green" or eco-friendly products, one organization [TerraChoice, 2010] found that all but one of the products exhibited some form of greenwashing. "Greenwashing" is a type of spin in which public relations or marketing is used deceptively to promote the perception that a company and its products or services are environmentally safe or "friendly." This study examined the construct of perceived consumer skepticism as the extended consequence of greenwashing, thus extending the study by Chang and Chen [2013], which examined the link between greenwashing and green trust, with a view to the extended and final consequences. The authors of the current study formulated 10 hypotheses, developed a structural model with

six variables, and tested the relationships in the model using a purposive sampling technique that involved an online and offline survey of a sample of green consumers in Yogyakarta, Indonesia. This study found that greenwashing has a positive association with green consumer skepticism (GCC. Consumers' green purchasing intentions are negatively impacted by perceived greenwashing, which also leads to negative green word-of-mouth (Zhang et al., 2018)green marketing is becoming an important approach for firms to gain a competitive advantage. However, green marketing decoupled from substantive action tends to be perceived as greenwashing by consumers. Compared to a large body of green marketing research, little work has focused on consumers' greenwashing perceptions and its associated consequences. Thus, based on the attitude-behaviour-context theory, this study explored whether and how consumers' greenwashing perceptions influence their green purchasing intentions by integrating the mediating role of green word-of-mouth (WOM False greenwashing claims have the most detrimental impact on consumer beliefs, while vague claims are least negative (Bladt et al., 2024)greenwashing (GW.

Industry-Specific Insights: Different industries face unique challenges and exhibit varying levels of greenwashing and associated consumer reactions. For instance, Koseoglu et al. (2021) verified the signaling theory but rejected the tendency for greenwashing within the hospitality sector, indicating a complex landscape where genuine efforts are often scrutinized. Montero-Navarro et al. (2021)food industry and food retail. Design/methodology/approach: A bibliometric analysis was performed over 351 documents extracted from the WoS database, using SciMAT and VOSviewer software programs. Findings: Three periods in the academic literature about greenwashing can be distinguished: ground-setting (2003–2010 identified three distinct periods in greenwashing research, highlighting the need for further development in agriculture, the food industry, and food retail. Workforce diversity matters in the level of greenwash practices of any organization. Poveda-Pareja et al. (2024) in their study focused that, workforce diversity positively affects corporate social responsibility (CSR) practices and enhances bottom-line effects in tourism accommodations, suggesting that diverse workforces can mitigate greenwashing tendencies.

Moderating Factors :   Several moderating factors influence the impact of greenwashing on marketing especially consumer behavior. Zhao et al. (2024) not all organizations follow the environmentally friendly rules as they claim. The term of greenwashing is applied to organizations that exaggerate their efforts in protecting the environment and provide misleading information about the greenness of their service. Employees may

undertake unethical pro-organizational behaviors (e.g., greenwashing in his study emphasized that a high ethical climate in hotels can reduce the likelihood of greenwashing by employees. Furthermore, the study by (K. Zhang et al., 2023) revealed that environmental subsidies and political connections significantly influence the relationship between environmental performance and greenwashing. Patriotic influences also play a role, as Guo et al. (2018) found that Chinese consumers are particularly critical of greenwashing due to these influences. The overall consumer behavior response to greenwashing includes increased environmental concerns and a propensity to seek sustainable information, as noted by Lopes et al. (2023), which ultimately affects circular consumption intentions. Green authenticity and transparency can moderate the negative impact of greenwashing on trust (Alyahia et al., 2024)posing significant challenges and potential reputational damage to green hotels. Despite its prevalence, research on mitigating greenwashing's influence on guest trust and behavior remains limited. This study addresses this gap by investigating the moderating roles of green authenticity (GA. These moderating factor can be further tested in various area of study.

Mitigation and Rebuilding Trust: Restoring trust following incidents of greenwashing requires deliberate strategies centered on transparency and authenticity. According to Guo et al. (2018), the legitimacy of a green brand plays a mediating role in rebuilding trust, suggesting that companies can regain consumer confidence through strategic branding efforts. Alyahia et al. (2024)posing significant challenges and potential reputational damage to green hotels. Despite its prevalence, research on mitigating greenwashing's influence on guest trust and behavior remains limited. This study addresses this gap by investigating the moderating roles of green authenticity (GA highlight that genuine and transparent green practices can lessen the adverse effects of greenwashing, underlining the importance of honest and clear communication about environmental initiatives. Additionally, Neureiter et al. (2023) point out that making specific compensation claims for previous greenwashing can enhance brand perception and purchase intentions. This indicates that recognizing past errors and implementing corrective measures can aid in reestablishing consumer trust and loyalty.

Moderator's effect on greenwashing

The Role of Environmental Concern : Environmental concern consistently emerges as a crucial moderator in the relationship between greenwashing and marketing especially consumer trust and preferences. Gupta et al. (2019) and Majeed & Kim (2023) both demonstrate that individuals with high environmental concern are more sensitive to greenwashing practices. Gupta et al. (2019) specifically note that clear communication of green initiatives significantly

enhances trust among environmentally conscious guests. Similarly, Majeed & Kim (2023) highlight that green attitudes play an intervening role, shaping customer perceptions and behaviors in response to greenwashing. These findings underscore the need for businesses to target and communicate effectively with environmentally concerned consumers to mitigate the negative impacts of greenwashing.

Transparency and Authenticity as Mitigating Factors : Transparency and authenticity are pivotal in reducing the adverse effects of greenwashing. Alyahia et al. (2024)posing significant challenges and potential reputational damage to green hotels. Despite its prevalence, research on mitigating greenwashing's influence on guest trust and behavior remains limited. This study addresses this gap by investigating the moderating roles of green authenticity (GA emphasize that increasing perceptions of green authenticity and transparency can significantly reduce the negative influence of greenwashing on consumer trust and patronage intentions. This aligns with Neureiter et al. (2023), who found that concrete compensation claims positively impact brand evaluation and purchase intentions, suggesting that clear, honest communication about corrective actions can rebuild trust. These studies collectively highlight that maintaining transparency and authenticity is essential for companies aiming to recover from greenwashing scandals and restore consumer confidence.

Communication and marketing : The language used in sustainability communication plays a significant role in shaping consumer perceptions. The effectiveness of communication strategies underscores the importance of carefully crafting messages that accurately reflect a company's green initiatives. Bernard et al. (2024) reveal that restriction-based language in sustainability communications is more effective than broad-based language in reducing perceived greenwashing and increasing booking intentions. This finding suggests that precise, specific language in marketing materials can help mitigate skepticism and enhance perceived environmental performance.

Internal Organizational Factors : Internal organizational factors such as ethical climate and psychological contract fulfillment also influence greenwashing behaviors. Zhao et al. (2024)not all organizations follow the environmentally friendly rules as they claim. The term of greenwashing is applied to organizations that exaggerate their efforts in protecting the environment and provide misleading information about the greenness of their service. Employees may undertake unethical pro-organizational behaviors (e.g., greenwashing indicate that a high ethical climate within a company can reduce the likelihood of employees engaging in greenwashing, despite the potential for moral disengagement triggered by psychological

contract fulfillment. This perspective highlights the role of internal governance and ethical standards in preventing greenwashing practices.

Guo et al. (2018b) found that national pride and trust in domestic products significantly influence Chinese consumers' perceptions of greenwashing. These consumers, driven by nationalistic sentiments, are more critical of green claims, showing increased sensitivity to perceived greenwashing. This indicates that cultural and national contexts are key moderators in consumer reactions to greenwashing, affecting their trust and purchase decisions. Poveda-Pareja et al. (2024) found that workforce nationality diversity positively influences Corporate Social Responsibility (CSR) practices in tourism accommodations, leading to more innovative and authentic initiatives. This diversity serves as a moderating factor, enhancing the effectiveness of CSR efforts and reducing greenwashing

Conceptual model of greenwashing practices

Based on the findings presented in this review, a conceptual model is depicted in Figure 4. This model illustrates how suppliers within the hospitality industry, such as hotels and tourism services, can impact customer perceptions of greenwashing through various mechanisms. These perceptions, in turn, influence customers' green behaviors, including their consumption attitudes, trust levels, intentions to revisit, willingness to pay a premium, and word-of-mouth endorsements. The relationship between customer perceptions of greenwashing and their green behaviors is moderated by their perceived risk and overall green attitudes.

In the context of marketing and communication, green marketing can leverage green communication strategies, such as sharing operators' green knowledge, disclosing environmental information, making resource conservation claims, and obtaining environmental certifications, to affect customer perceptions of greenwashing. The conceptual model is divided into two main components: the service provider side and the customer side. This division highlights that customer perceptions of greenwashing and the subsequent green behaviors are influenced by green initiatives and activities promoted through various channels.

Figure 4

Conceptual model of consumer perception towards greenwashing
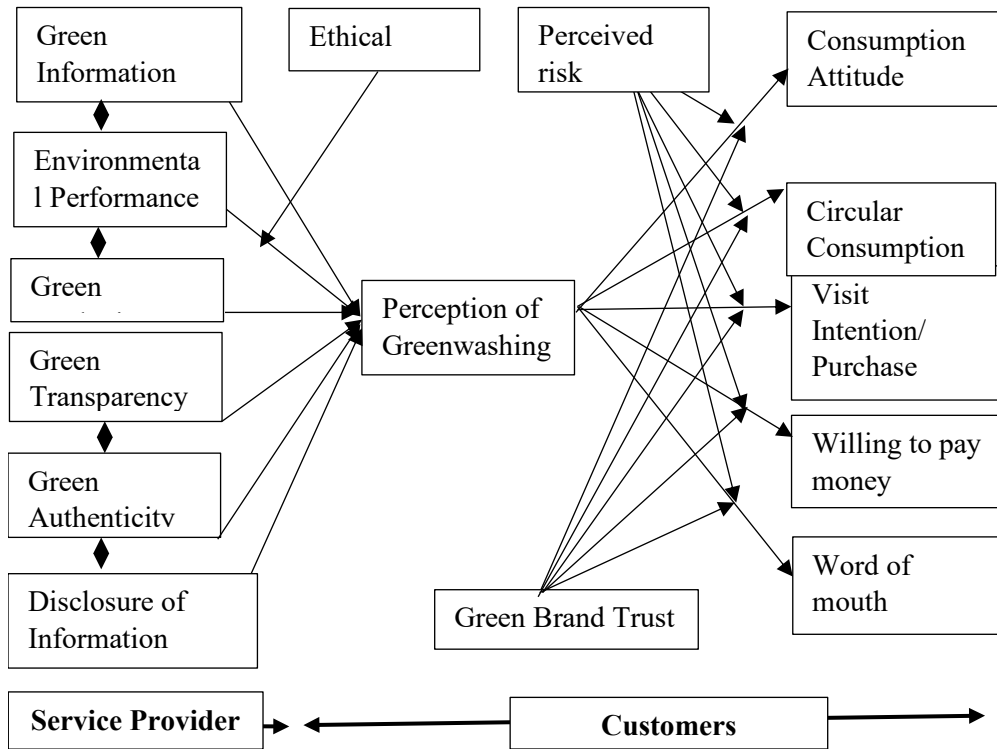
Source: Author's creation (2024)

Theoretical Contributions

This study significantly enhances the understanding of greenwashing by demonstrating that market forces, alongside institutional efforts, can effectively reduce greenwashing. The findings of the study conducted by Papagiannakis et al. (2024) indicate that reputational and litigation risks act as powerful market-based incentives for businesses, especially in the tourism and hospitality sectors, to substantiate their CSR claims. This dual mechanism approach integrates market dynamics into the theoretical framework for curbing greenwashing, thus broadening the scope of existing greenwashing theories.

Furthermore, Koseoglu et al. (2021) in their study introduces a novel theoretical perspective on CSR credibility enhancement. The finding suggest that Hospitality & Tourism (H&T) managers can bolster the credibility of their CSR initiatives through internal checks and

independent assurance services. This proposition highlights the importance of both regulatory policies and voluntary business practices in ensuring credible CSR reporting, thereby extending the current literature on CSR practices.

The insights from the research of Koseoglu et al. (2021) could also inform the development of sector-specific CSR reporting supplements by organizations such as the Global Reporting Initiative (GRI). This contribution underscores the necessity of tailored reporting standards that address industry-specific challenges and practices, enriching the theoretical frameworks that guide CSR reporting across different sectors. Additionally, the study opens new theoretical avenues by suggesting that combined CSR practices may influence organizational performance, customer loyalty, brand building, and competitive positioning. This encourages further exploration into the interconnectedness of CSR activities and business outcomes.

By constructing a moderated mediation model, the study done by Xiao et al. (2022) advances the theoretical understanding of greenwashing's impact on consumer behavior. It reveals that brand hypocrisy mediates the relationship between greenwashing and brand avoidance, with CSR corporate ability (CSR-CA) belief acting as a moderator. This nuanced explanation of the conditions under which greenwashing leads to negative consumer responses extends existing greenwashing theories. Moreover, the study of Guo et al. (2018b) contributes to the literature on trust repair by identifying optimal strategies for green brand trust repair following greenwashing incidents, employing institutional theory and the organizational trust repair model.

Lastly, the study's exploration of the relationship between greenwashing, corporate reputation, and brand hate through a comprehensive theoretical framework based on signaling theory and expectancy violation theory (C. Santos et al., 2023) offers a robust foundation for future research. This framework explains the complex interrelationships between greenwashing, perceived environmental performance, and green perceived risk, providing a nuanced understanding of how greenwashing can lead to negative consumer perceptions and brand hate (C. Santos et al., 2023).

Practical Contributions

The study offers practical implications for policymakers, industry leaders, and retailers aiming to counteract greenwashing. By highlighting the effectiveness of both market mechanisms and institutional regulations, the research suggests actionable strategies for reducing greenwashing through enhanced accountability and transparency measures (Papagiannakis et al., 2024). It

emphasizes that H&T managers can improve the credibility of their CSR initiatives through internal checks and independent assurance services, and policymakers might mandate or recommend such practices to ensure more reliable CSR reporting (Koseoglu et al., 2021).

Insights from this study could assist organizations like the Global Reporting Initiative (GRI) in developing sector-specific supplements. These tailored reporting standards would enhance the accuracy and reliability of CSR practices and reporting within specific industries, providing practical guidance for businesses to improve their sustainability disclosures (Guo et al.,2018b & Lopes et al., 2023). Additionally, the research provides practical guidance on trust repair processes following greenwashing exposures. By identifying optimal strategies for green brand trust repair, the study offers actionable recommendations for corporations to restore consumer trust and mitigate reputational damage.

The study also provides valuable insights into how greenwashing influences consumer behavior and sustainable practices, offering practical implications for companies and policymakers in shaping effective circular economy strategies. By understanding how greenwashing impacts consumer actions, businesses can develop more reliable sustainability claims and marketing strategies that foster consumer trust and promote sustainable consumption (Pimonenko et al., 2020)stakeholders try to invest in green companies and projects; consumers prefer to buy eco-friendly products instead of traditional ones; and consumers and investors refuse to deal with unfair green companies. In this case, the companies should quickly adapt their strategy corresponding to the new trend of transformation from overconsumption to green consumption. This process leads to increasing the frequency of using greenwashing as an unfair marketing instrument to promote the company's green achievements. Such companies' behavior leads to a decrease in trust in the company's green brand from the green investors. Thus, the aim of the study is to check the impact of greenwashing on companies' green brand. For that purpose, the partial least-squares structural equation modeling (PLS-PM. Lastly, the findings highlight practical steps for industry leaders to counteract the negative effects of greenwashing on consumer behavior, particularly within the hospitality sector, by maintaining customer loyalty and mitigating adverse effects on repurchasing intentions.

Future research Directions

After the review of various literatures, it was found that there are various unexplored area related to greenwashing practices which can be researched in future. Future research on greenwashing highlights several key areas for further investigation and advancement. The primary focus is on methodological innovation (Yang et al., 2020; Chen et al., 2024), advocating for the

adoption of more diverse and rigorous approaches. This includes the utilization of longitudinal studies to monitor changes over time, field experiments to reflect real-world scenarios, and incentive-compatible methods (Szabo & Webster, 2021) such as real choice experiments or experimental auctions. These methodologies are expected to provide deeper insights into the complex nature of greenwashing and its implications across various contexts and industries.

There is also a growing consensus on the necessity of comparative analysis. Researchers emphasize the importance of studies that encompass multiple countries (S. ur Rahman & Nguyen-Viet, 2023), industries (Bladt et al., 2024), and cultural settings (Ha et al., 2022) to discern how greenwashing perceptions differ. Comparative research can reveal subtleties that single-context studies might miss, thereby enriching the global understanding of greenwashing dynamics. Moreover, it is recommended to extend research beyond traditional sectors such as hospitality and tourism, to include areas like food service, sustainable fashion, and corporate social responsibility.

Future research should also investigate the roles of moderators and mediators in influencing greenwashing outcomes (Qayyum et al., 2023). Elements such as brand credibility (Aji & Sutikno, 2015), environmental knowledge (Ha et al., 2022; Aji & Sutikno, 2015), and consumer attitudes are crucial in shaping perceptions and reactions to greenwashing. Analyzing these variables will help uncover the mechanisms driving consumer behavior and aid in developing strategies to effectively address greenwashing.

Additionally, there is increasing emphasis on education and regulation as means to combat greenwashing. Future studies should explore solution-oriented strategies that enhance awareness, establish regulatory frameworks, and promote certification schemes to reduce the occurrence and impact of greenwashing. Overall, research in this field should strive for comprehensive and inclusive analyses. By adopting varied methodologies, examining diverse contexts and industries, and incorporating the perspectives of different stakeholders, researchers can contribute to a more nuanced understanding of greenwashing and develop effective strategies to combat this pervasive issue.

Conclusion

The findings illustrates that the multifaceted nature of greenwashing and the significant impact of various moderators. Environmental concern, transparency, authenticity, and communication strategies are critical in shaping consumer responses to greenwashing. Additionally, internal organizational factors play a crucial role in either complicating or mitigating greenwashing

behaviors. For businesses, understanding and addressing these moderators is essential for building and maintaining consumer trust in their green marketing efforts. By focusing on these key areas, companies can navigate the complex landscape of green marketing and establish more sustainable and trust-based relationships with their customers.

In addition to this, the reviewed studies highlights the importance of transparency, authenticity, and clear communication in reducing the negative effects of greenwashing and building positive consumer relationships. While different industries have unique challenges, a common theme is maintaining consumer trust through honest and consistent green initiatives. By understanding how greenwashing impacts consumers and addressing their concerns effectively, businesses can succeed in green marketing and develop sustainable, trust-based relationships with their customers.

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