

Greenwashing Impact on Australian Sustainable Fashion Consumers

This research aims to explore the impact of greenwashing on the purchase behaviour of Australian consumers within the sustainable fashion industry. Greenwashing, the practice of falsely advertising products as environmentally friendly, undermines consumer trust and influences their purchasing decisions. This study examines constructs such as green brand association, brand credibility, green brand trust, green brand equity, perceived risks, and greenwashing concerns. The theoretical framework aims to contribute to understanding the extent of greenwashing and its effects on consumer behaviour, offering insights for combating this practice and sustainably restoring consumer trust.

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