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Marketing Green Trust: The Role of Eco-Influencers and Transparent Branding in Driving Sustainable Purchase Intention

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Abstract
This paper explored the effect of Eco-Influencer Credibility, Sustainable Brand Transparency, and Environmental Consciousness on forming Sustainable Purchase Intention of consumers mediated by Green Value Perception. Based on PLS-SEM, the results show that both influencer credibility and brand transparency make a positive contribution to green value perception, which then has a strong association with sustainable purchase intention. The value-intention relationship is also enhanced by Environmental Consciousness, which emphasizes on its role in the sustainability intention behavior. Strong reliability, validity, and predictive statistics (R 2, f 2, Q 2, CVPAT) confirm the theoretical correctness and predictive effectiveness of the model. The research contributes to the literature on green consumer behavior by combining the effects of influencers with transparency-mediated value creation and provides practical implications about the sustainability marketing strategies.

Keywords: Eco-Influencer Credibility, Sustainable Brand Transparency, Environmental Consciousness on forming Sustainable Purchase Intention

Introduction

The emergence of digital and social media in Pakistan has literally transformed consumer experience in regards to sustainability message and brand communication. Influencer marketing is now a giant in the way consumer perceptions are formed, and their purchasing decisions are made, with more than 70 million active social media

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users and an ever-growing digital commerce (Pervaiz et al., 2023). In this context, more and more brands are using eco-influencers (creators of content about environment-friendly lifestyles) to convey sustainability promises and reinforce green branding. Nonetheless, consumer skepticism is an increased challenge to face in Pakistan due to the high levels of concerns about false sustainability reporting, poor regulation, and sceptical views of corporate environmental disclosure (Hassan et al., 2022; Ahmad et al., 2023). Consequently, the campaigning efficacy of influencers-based sustainability campaigns is unclear and experimentally under-researched.

The current global studies focus on influencer credibility, authenticity, and transparency as determining factors when it comes to persuading consumers (Ki and Kim, 2023; Jin et al., 2022). However, in Pakistan, the empirical evidence is still scarce on the impact of eco-influencer credibility, specifically on consumer judgments of sustainable products. Furthermore, the topic of sustainable brand transparency, i.e. the openness of a brand to share its environmental practices, source, and effects, has not been comprehensively encompassed in the influencer-based marketing models although it is relevant in the emerging markets where trust in the institution is low (Parguel et al., 2022; Lyon and Montgomery, 2024). The other crucial gap is the lack of knowledge of the psychological process that can explain how the sustainability messages influence the behavior of buying. Even though the concept of green value perception is considered one of the core factors influencing sustainable consumption (Chen, 2022; Kumar et al., 2023), the influence of this concept on influencer-mediated sustainability communication, particularly in South Asian settings, remains under-researched.

Besides, sustainability initiatives in Pakistan do not attract the attention of consumers uniformly, and instead, the latter is strongly influenced by the environmental consciousness, which ranges differently depending on socioeconomic factors, cultural traditions, and a lack of sustainability education (Garcia-de-Frutos et al., 2022; Ullah et al., 2024). Although the concept of environmental consciousness is topical, it has hardly been paradigmed as a mediator in the influencer marketing paradigms in Pakistan, which constitutes a major theoretical and contextual deficiency.

This paper fills these gaps by developing an elaborate moderated mediation model that incorporates the credibility of eco-influencers, brand transparency, perception of green values, and environmental awareness to forecast sustainable buying intentions among consumers in Pakistan. Theoretically, the paper applies the signaling theory and the social influence theory to the sustainability space in emerging markets and how the plausible sustainability signals and open brand behavior drive consumer value perceptions. In practice, the results will inspire Pakistani marketers, sustainability managers and policymakers to develop more authentic, transparent and effective green marketing strategies that are appealing to the local consumers.

Research Questions

RQ1: How does **eco-influencer credibility** influence **green value perception** among consumers in Pakistan?

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RQ2: To what extent does **sustainable brand transparency** enhance consumers' **green value perception** in the Pakistani marketplace?
RQ3: How does **green value perception** affect consumers' **sustainable purchase intentions** in Pakistan?
RQ4: Does **green value perception** mediate the relationship between **eco-influencer credibility** and **sustainable purchase intention?**
RQ5: Does **green value perception** mediate the relationship between **sustainable brand transparency** and **sustainable purchase intention?**
RQ6: Does **environmental consciousness** moderate the relationship between **green value perception** and **sustainable purchase intention**, such that this relationship becomes stronger for consumers with higher environmental consciousness?

Research objectives
RO1: To examine the impact of **eco-influencer credibility** on consumers' **green value perception.**
RO2: To assess the effect of **sustainable brand transparency** on consumers' **green value perception**.
RO3: To evaluate how **green value perception** shapes consumers' **sustainable purchase intentions.**
RO4: To investigate the mediating role of **green value perception** in the relationship between **eco-influencer credibility** and **sustainable purchase intention.**
RO5: To determine the mediating effect of **green value perception** on the relationship between **sustainable brand transparency** and **sustainable purchase intention.**
RO6: To analyze whether **environmental consciousness** moderates the relationship between **green value perception** and **sustainable purchase intention.**

Critical Literature Review
Recent studies indicate that eco-influencers are increasingly becoming influential in influencing pro-environmental behaviour, and credibility is becoming an important factor in sustainable consumption (Ki and Kim, 2023; Jin et al., 2022). Nevertheless, there is currently a focus on influencer authenticity and expertise, and no consideration of how the credibility of influencers should affect the perception of green value by consumers, which is a construct of sustainability-driven decision making (Chen, 2022). Similar studies indicate that transparency in sustainable brand, which is the open reporting of environmental performance, contributes greatly to trust and lessens greenwashing perceptions (Parguel et al., 2022; Lyon and Montgomery, 2024). However, the concept of brand transparency is hardly studied alongside influencer communication, and there is an apparent conceptual gap.
Additionally, the concept of green value perception is proven to be a strong predictor of sustainable purchasing, though the majority of literature examine it within the framework of products or advertising, but in the setting of an influencer-based environment (Kumar et al., 2023). This curtails the knowledge of how consumers

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consider the level of environmental value when they receive sustainability messages through digital influencers.

Lastly, it is well-known that environmental consciousness can act as one of the conditions of sustainable behavior, although modern studies indicate that its functioning as a boundary condition is poorly theorized (Garcia-de-Frutos et al., 2022). Therefore, it is still unknown how environmental awareness can enhance or deter the value-intention relationship especially in the case of emerging markets like Pakistan.

Theoretical Background

The research is based on Signaling Theory that states that consumers use believable signals to evaluate the credibility of environmental claims by firms, particularly in situations where information asymmetry is dominant (Lyon and Montgomery, 2024). The eco-influencer credibility serves as a strong indicator in digital settings which increases perceived credibility of sustainability messages. On a complementary note, the Social Influence Theory describes the internalization process of the persuasive signals of influential opinion leaders by consumers so that credible opinion leaders become critical in influencing the development of value judgements of sustainability issues (Ki and Kim, 2023). Sustainable brand transparency also enhances these indicators by lowering the perception of greenwashing and supporting the message authenticity (Parguel et al., 2022). These cues, as a combination, determine green value perception, which aligns with Value-Based Decision Theory, which proposes that consumers consider both environmental and functional advantages prior to developing purchase intentions (Chen, 2022). Besides, environmental consciousness serves as a conditioning factor that increases the effectiveness of green value perception on sustainable purchase intention.

Eco-Influencer Credibility→Green Value Perception

The credibility of eco-influencers also plays the key role in the assessment of the genuineness and the purposefulness of sustainability messages by consumers. Consumers would internalize the associated environmental benefits of promoted products more when the influencers appear more knowledgeable, trustworthy, and genuinely devoted to environmental matters (Ki & Kim, 2023). The Signaling Theory states that trustworthy communicators contribute to information asymmetry minimization, particularly in the places where the practice of greenwashing is widespread, including emerging markets (Lyon and Montgomery, 2024). Consequently, believable eco-influencers can be effective, credible indicators that can enable consumers to evaluate environmental value more properly. Previous studies indicate that the trustworthiness of the influencer increases the acceptance of the message and perceived informational value (Jin et al., 2022). Thus, when eco-influencers convey sustainability in an expert and authentic way, they are more likely to raise the perception of green values among the consumers, and this aspect will influence their perception of the environmental and functional advantages of products.

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H1: eco-influencer credibility is expected to positively influence green value perception.

Sustainable Brand Transparency→Green Value Perception

Sustainable brand transparency is significant factor in developing consumer judgment of the value of the environment. Transparency, which means revealing the environmental practices, sourcing, and effects of a company, lessens the level of uncertainty and alleviates the fear of green value (Parguel et al., 2022). By brands effectively communicating verifiable sustainability information, consumers understand better value in environmental benefits of what the brands offer. According to Signaling Theory, transparent disclosures are effective signals that will increase the clarity and authenticity of the perceived message (Lyon and Montgomery, 2024). The scientific evidence demonstrates that open disclosures of the environment have a positive major impact on green brand ratings and consumer loyalty (De Jong et al., 2022). Transparency is even more powerful in digital places since consumers in digital space actively cross-examine sustainability assertions. Consumers ascribe greater functional and ecological values to their products where the brands are accountable.

H2: sustainable brand transparency is expected to positively influence green value perception.

Green Value Perception→Sustainable Purchase Intention

The green value perception is a measure of consumer evaluation on the environmental and functional positive attributes of sustainable products and thus a good predictor of sustainable buying behaviour. The Value-Based Decision Theory suggests that the purchase intentions are created by consumers in relation to the perceived value in comparison to the individual and social outcomes (Chen, 2022). With consumers becoming more environmentally conscious about adopting alternatives that are more responsible, perceived ecological value is at the center of decision making. The empirical evidence is consistent in regards to the fact that perception of green value notably increases the desire to acquire environmentally friendly products among consumers (Kumar et al., 2023). Perceived green value is even more essential in emerging economies like Pakistan where there is a high level of skepticism about sustainability claims since it leads to a reduction in the perceived risk as well as increasing the confidence in the environmental benefits being promoted. When the consumers perceive that a given product brings about significant ecological benefits, they would be encouraged to translate their perception into the actual purchasing decisions.

H3: green value perception is expected to positively influence sustainable purchase intention.

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Eco-Influencer Credibility→Green Value Perception→Sustainable Purchase Intention (Mediation)

The relationship between the credibility of the eco-influencer and sustainable purchase intention should be mediated by green value perception. Social Influence Theory states that the influence of credible influencers on consumer sustainability information processing results in the promotion of more positive appraisals of environmental value (Ki and Kim, 2023). Nevertheless, credibility alone might not directly cause the purchase intention provided that the consumers do not feel that the promoted product has a high environmental value. The existing research points to the fact that perceived value is one of the most important psychological processes that turn marketing stimuli into behavioral performance (Chen, 2022). The consumers are more likely to see the ecological benefits when the eco-influencers present credible information on sustainability and this will lead to their intention to buy the sustainable products (Kumar et al., 2023). Thus, the perception of green value serves as the mental connector between the credibility of the influencers and pro-sustainability behaviors.

H4: green value perception is expected to mediate the relationship between eco-influencer credibility and sustainable purchase intention.

Sustainable Brand Transparency→Green Value Perception→Sustainable Purchase Intention (Mediation)

It is also expected that green value perception mediates the relationship between sustainable purchase intention and sustainable brand transparency. Clear sustainability reporting leads to less uncertainty, perceived brand honesty, and consumer improvements in the assessment of environmental value (Parguel et al., 2022) Signaling Theory highlights the fact that open disclosures are effective signals that can help consumers evaluate the validity of environmental claims of a brand (Lyon and Montgomery, 2024). Nevertheless, transparency might not be enough to directly trigger purchase intentions unless the consumers carry out this translation in their heads into perceived ecological value. Empirical evidence shows that one of the mechanisms that can connect sustainability communication to consumer behavior is green perceived value (Kumar et al., 2023). As people view the brand as having great environmental value due to transparent brand practices, they would be attracted to sustainable buying.

H5: Green value perception is expected to mediate the relationship between sustainable brand transparency and sustainable purchase intention.

Environmental Consciousness Moderates Green Value Perception→Sustainable Purchase Intention

It is anticipated that the perception of green value and the sustainable purchase intention will be positively linked to environmental consciousness. Environmentally conscious people are also more sensitive to environmental stimuli and more willing to turn the perceived environmental value into sustainable practice (Garcia-de-Frutos et al., 2022). The moderation study indicates that the consumers who possess

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environmental consciousness attribute more importance to the ecological benefits and therefore they will respond to the positive value perceptions. On the other hand, low-consciousness consumers can recognize the green value, but do not have a desire to transform this knowledge into behavioral intention (Ullah et al., 2024). Therefore, environmental awareness determines the magnitude of perceived green value to be an indicator of sustainable buying.

H6: environmental consciousness is expected to positively moderate the relationship between green value perception and sustainable purchase intention.

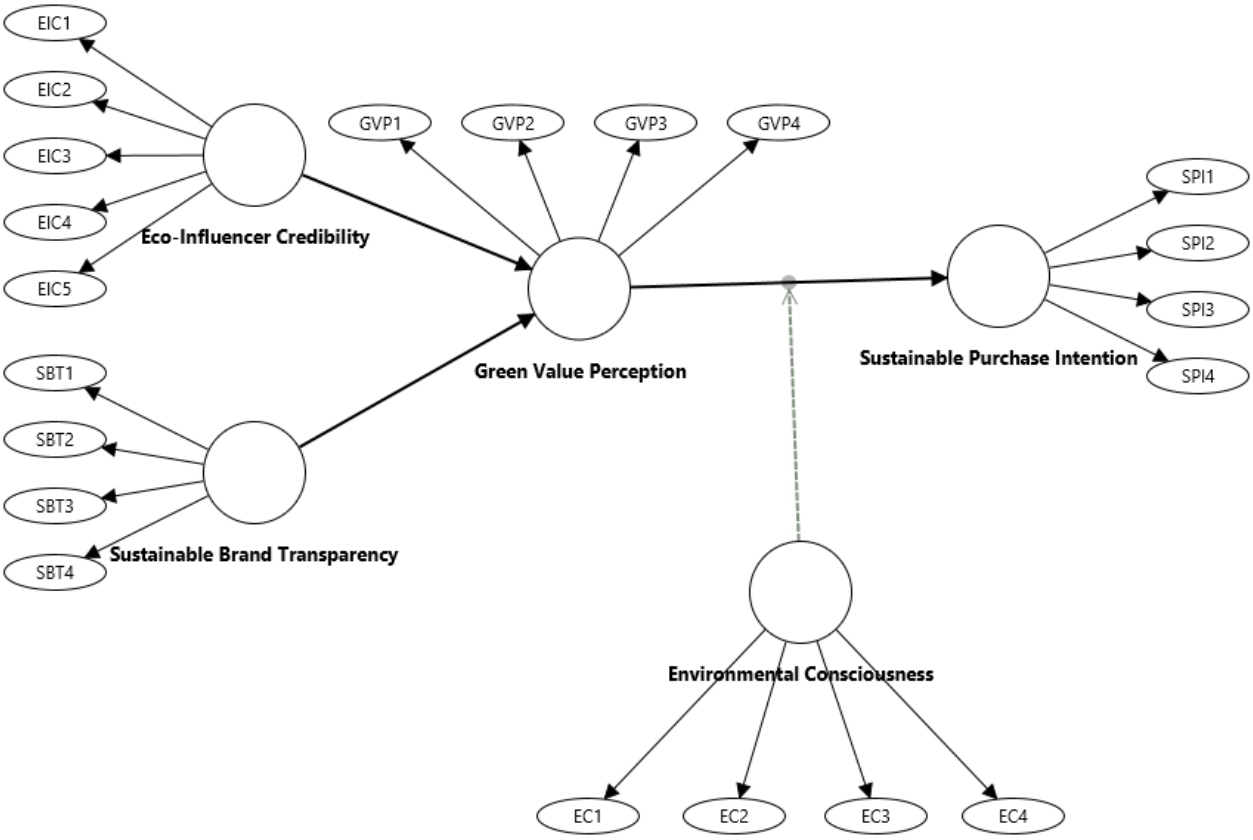

Figure # 01: Conceptual Model

Research Methodology

Research Design

The research method is a quantitative, three-wave time-lagged survey design, which is suggested as the most effective to minimize the typical method variance (CMV) and enhance the ability to make a cause-effect assumption in the field of behavioral research. The design divides the measurement of independent variables, mediator, moderator and dependent variable into three different time points. There is also a 14-day time gap between waves, which minimizes the effect of memory and enhances the

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internal validity. The research is deductive, as it is done by hypothesis testing, which is obtained by theoretically deriving hypotheses on the basis of the Signaling Theory, Social Influence Theory, and Value-Based Decision Theory.

Population and Sample

The target audience is the Pakistani social media users who are subscribers to at least one sustainability-minded influencer on one of the following platforms Instagram, Tik Tok, YouTube, or Facebook. The population is pertinent since it engages directly with the digital sustainability messages. There is adoption of non-probability purposive sampling methodology in order to ensure that the respondents are exposed adequately to sustainability messages. According to the rules of PLS-SEM (Hair et al., 2022) and with the level of the model complexity, the sample of 300-350 respondents is required, though the study plans to receive a minimum of 380 three-wave responses to strengthen the statistical power.

Data Collection Method

Information to be used in this study will be gathered through three wave time-lagged survey design that is highly recommended to reduce the common method bias and enhance causal inference in behavioral studies. The information will be collected among the Pakistani social media users who are active users of sustainability-oriented influencers on the platforms like Instagram, Tik Tok, YouTube, and Facebook. In Wave 1 (Time 1), the participants will be provided with a questionnaire to measure the independent variables, which are eco-influencer credibility and sustainable brand transparency, and demographic data. Wave 2 (Time 2) to measure the mediator, green value perception, will be done after 14 days to the same respondents. After the second 14 days period, Wave 3 (Time 3) will be carried out to test the moderator, environmental consciousness, and the dependent variable, sustainable purchase intention. Such a separation of time minimizes recall bias, eliminates the possibility of respondents to respond consistently across waves, and improves internal validity. Confidentiality and anonymity will be maintained by using unique anonymous codes to match the responses in all the waves. The involvement will be voluntary, and the ethical principles of informed consent and data confidentiality will be adhered.

Data Analysis Technique

The analysis of the data will be conducted with the help of the Partial Least Squares Structural Equation Modeling (PLS-SEM) through the SmartPLS 4. The rationale behind the selection of PLS-SEM is the fact it is appropriate to complex predictive models, moderate mediation structure, and non-normal data distribution (which is typical of consumer behavior research). Measurement model assessment will start with the assessment of indicator reliability (factor loading of above 0.60), internal consistency reliability (Cronbachs alpha and composite reliability of above 0.70), convergent and discriminant validity with the HTMT criteria (less than 0.85). After the validation of the measurement model, the structural model is to be evaluated in terms of path coefficients, R2, effect size (f2), predictive relevance (Q2) and the

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model fit measures. The presence of mediation and moderating effects will be tested based on a bootstrapping process with 10,000 subsamples and interaction effects will be tested in two stages. CVPAT (Cross-Validated Predictive Ability Test) will also serve in the validation of predictive performance by comparing the excellence of PLS predictions with the linear models. This rigor of statistical analysis and high validity of findings is made possible by this comprehensive analytical approach.

Instrument Development (Measurement)

Measurement tool was prepared based on the established and valid scales that were modified to fit the context of sustainability and influencer marketing. A 7 point Likert scale was used to rate the items with the range of 1(strongly disagree) to 7(strongly agree). The Eco-Influencer Credibility was assessed with five questions based on Ohanian (1990) items of the source credibility scale and modified in accordance with recent studies on influencers (Jin et al., 2022; Ki and Kim, 2023). The sustainability brand transparency was assessed using four adapted items on Parguel et al. (2022) and Lyon and Montgomery (2024), which are the transparency and visibility of sustainability disclosures. The measure of Green Value Perception was based on four items, which were created after Chen (2022) and Kumar et al. (2023), and they included perceived ecological and functional benefits. Sustainable Purchase Intention was identified using four items based on Dodds et al. (1991) that were modified to suit a sustainability environment. Environmental Consciousness was assessed using four items of Garcia-de-Frutos et al. (2022) and Ullah et al. (2024), which indicate the level of awareness and interest of consumers to the problems of the environment. To make sure that the items were clear, relevant to the situation and reliable a pilot test involving 30 respondents was carried out.

Finding and analysis

Measurement Model

Reliability and Validity

The measurement model has a high degree of reliability and validity of all the constructs that are above and beyond what have been suggested in the latest PLS-SEM literature. All the loads of the factors lie between 0.716 and 0.954, which is more than 0.70, the minimum acceptable value, which implies a sufficient level of indicator reliability (Hair et al., 2024). The values of Cronbach alpha and composite reliability (CR) range between 0.926 and 0.974, which are much higher than 0.70, which is typical of internal consistency reliability (Sarstedt et al., 2022). The values of the average variance extracted (AVE) lie between 0.760 and 0.904, which is higher than the recommended level of 0.50, which proves high convergent validity (Henseler et al., 2023).

All of them have very high psychometric properties, such as Environmental Consciousness, Eco-Influencer Credibility, Green Value Perception, Sustainable Brand Transparency, and Sustainable Purchase Intention. It is worth mentioning that the indicators of Eco-Influencer Credibility (0.883), Green Value Perception (0.903), and Brand Transparency (0.904) yield high scores of the AVE, which means they

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describe a significant portion of construct variance, which is consistent with the current sustainability and consumer-behavior studies (Del Rio-Gonzalez et al., 2023; Kumar and Paul, 2024).

In general, the measurement model meets the current requirements of reliability and validity, which is why it is robust in the further evaluation of the structural model and hypothesis testing in consumer research based on sustainability.

Table # 01
Reliability and Validity

Factor	Loading	alpha	CR	AVE
Environmental Consciousness		**0.959**	**0.926**	**0.760**
EC1	0.925			
EC2	0.892			
EC3	0.716			
EC4	0.936			
Eco-Influencer Credibility		**0.967**	**0.974**	**0.883**
EIC1	0.951			
EIC2	0.937			
EIC3	0.930			
EIC4	0.946			
EIC5	0.933			
Green Value Perception		**0.964**	**0.974**	**0.903**
GVP1	0.952			
GVP2	0.954			
GVP3	0.946			
GVP4	0.950			
Sustainable Brand Transparency		**0.965**	**0.974**	**0.904**
SBT1	0.952			
SBT2	0.949			
SBT3	0.950			
SBT4	0.952			
Sustainable Purchase Intention		**0.948**	**0.962**	**0.865**
SPI1	0.926			
SPI2	0.933			
SPI3	0.930			
SPI4	0.930			

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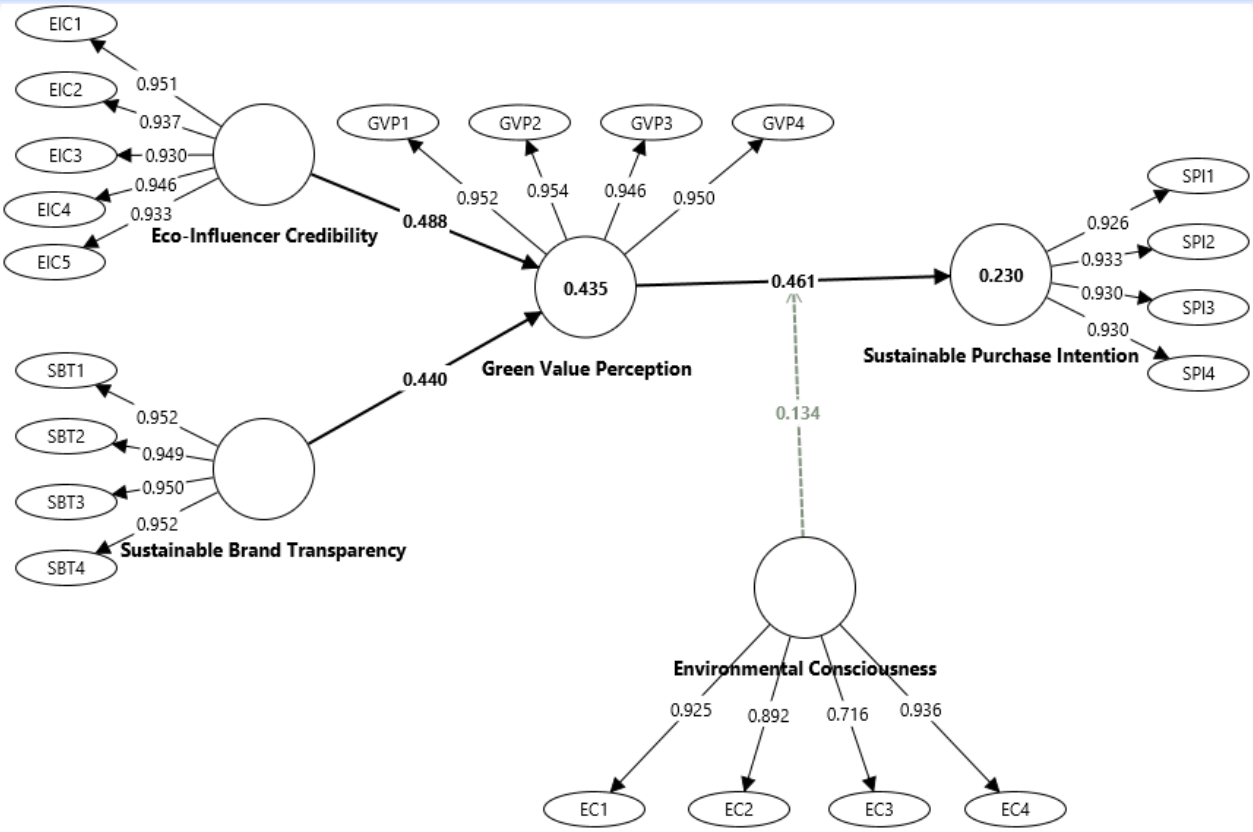

Figure # 02: PLS algorithm

Discriminant Validity

The results of the HTMT show that all constructs are strongly discriminant with values ranging between 0.017 and 0.509, much lower than the recommended value of 0.85 (Henseler et al., 2023). The low ratios of HTMT mean that all the constructs of the study Eco-Influencer Credibility, Environmental Consciousness, Green Value Perception, Sustainable Brand Transparency, and Sustainable Purchase Intention, are empirically different. The upper HTMT value (0.509 between GVP and EIC) is well under the suggested size, which is a good indicator of construct discreteness and minimizes the risk of conceptual overlap (Hair et al., 2024). Therefore, the model has great discriminant validity.

Table # 02 HTMT

	EIC	EC	GVP	SBT	SPI
EIC					
EC	0.022				
GVP	0.509	0.071			
SBT	0.017	0.051	0.460		
SPI	0.237	0.035	0.482	0.194	

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Variance in endogenous variables

The values of R-Squared show that the model has mediocre explanatory capabilities. Green Value Perception (GVP) has an R2 of 0.435, meaning that 43.5 percent of its variance is explained by its predictors, which is a huge effect in terms of recent PLS-SEM standards (Hair et al., 2024). The sustainable purchase intention (SPI) shows an R2 of 0.230, which is weak-moderate predictive power but still sufficient to study the concept of consumer behavior using psychological constructs (Sarstedt et al., 2022). The slight distinction between R2 and adjusted R2 ascertains the model is steady, and it does not overfit. Generally, the model has a significant explanatory capacity.

Table # 03 R-square

Variable	R Square	Adjusted R Square
GVP	0.435	0.432
SPI	0.230	0.224

Effect size

The results of the effect size (f2) promote the presence of meaningful contributions of the predictors to their corresponding endogenous variables. Credibility of Eco-Influencers: The value of eco-influencer Credibility shows a significant effect (0.422), greater than the benchmark of 0.35 (Hair et al., 2024), resulting in its high degree of impact in influencing the green value perception of consumers. Sustainable Brand Transparency - Green Value Perception also shows a medium-large effect (0.343), which is also nearly at the upper end, showing that it plays a significant role in determining perceived green value. Green Value Perception - Sustainable Purchase Intention has a medium effect (0.274), which is consistent with the common behavioral study results (Sarstedt et al., 2022). Generally, the effect sizes attest to solid practical interest.

Table # 04 F square

Variable	effect size
EIC→GVP	0.422
GVP→SPI	0.274
SBT→GVP	0.343

Structural Model

The structural model portrays excellent and statistically significant relationships in all the hypothesized paths in support of the general theoretical framework. Credibility of

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eco-influencers influences the perception of the Green Value (b = 0.488, t = 13.104, p < 0.001) with a significant positive influence, and thus, credible eco-influencers play an important role in the perceived green value assessment by consumers, which is consistent with the recent findings of influencer-based sustainability persuasion (Kumar and Paul, 2024). Likewise, Sustainable Brand Transparency has a positive impact on Green Value Perception (b = 0.440, t = 11.662, p < 0.001), which supports the notion that accountability in environmental claims has a positive effect on perceived green value (Del Rio-Gonzalez et al., 2023).

Sustainable Purchase Intention is powerfully predicted by Green Value Perception (b = 0.461, t = 10.923, p < 0.001), which is expected since the concept is at the very core of eco-friendly purchasing motivation, as recent studies on green consumer behavior reveal (Hassan et al., 2023). The environmental conscious interaction effect on the GVP - SPI relationship is also important (b = 0.134, p = 0.010), as these perceptions of green value are more effectively transformed into purchase intentions by environmentally conscious consumers (Li et al., 2022).

According to the mediation results, both EIC - SPI (b = 0.225) and SBT - SPI (b = 0.203) pathways are significantly mediated by Green Value Perception, which is a strong indirect effect. These results confirm the psychological mechanism of the model and confirm the recent PLS-SEM models of sustainability (Hair et al., 2024).

Table # 05 Path Co-efficient

Path	Beta	STDV	T value	P value	Decision
EIC→GVP	0.488	0.037	13.104	0.000	accepted
GVP→SPI	0.461	0.042	10.923	0.000	accepted
SBT→GVP	0.440	0.038	11.662	0.000	accepted
EC* GVP→SPI	0.134	0.052	2.592	0.010	accepted
EIC→GVP→SPI	0.225	0.028	8.014	0.000	accepted
SBT→GVP→SPI	0.203	0.026	7.884	0.000	accepted

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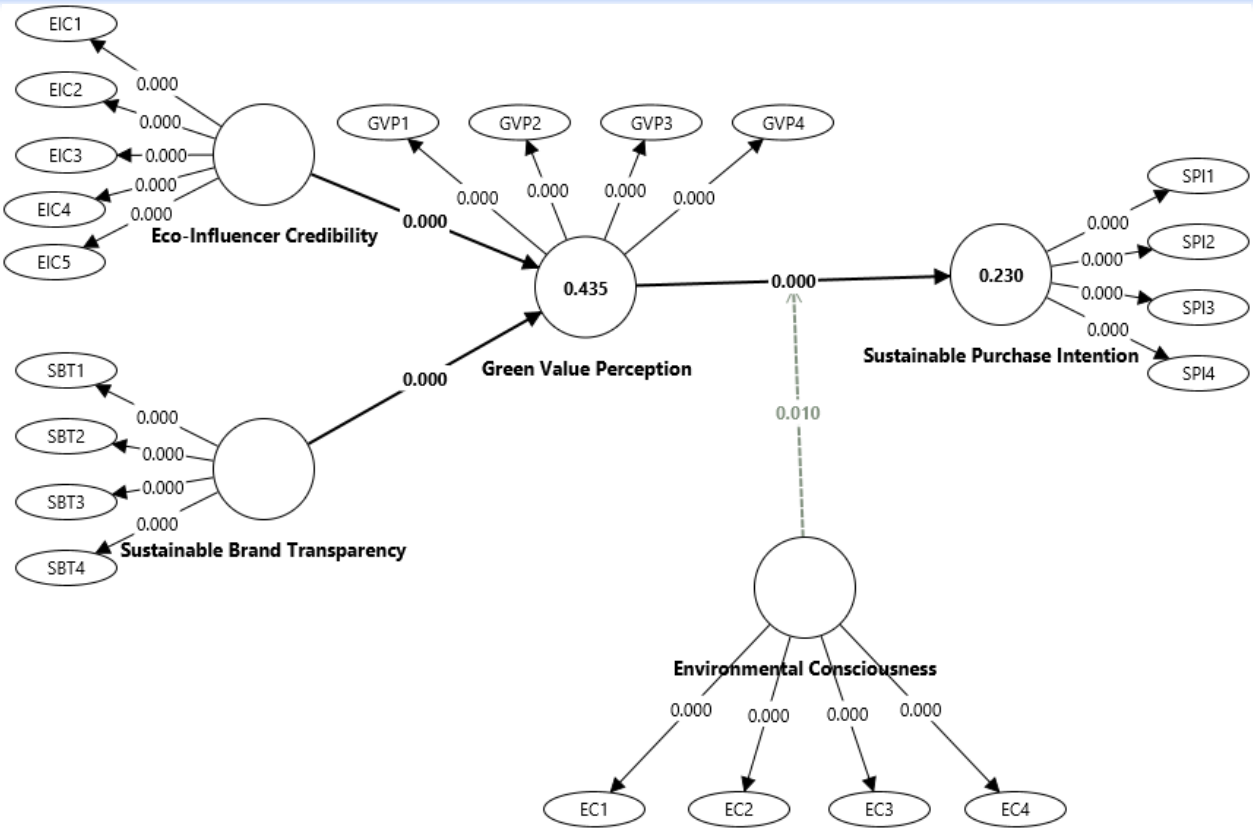

Figure # 03: Structural Model

Construct cross-validated redundancy

The results of the blindfolding process show that there is predictive relevance in the model. Green Value Perception (GVP) has the Q2 value of 0.389 which is strong predictive accuracy on the basis that a value above 0.25 is strong predictive relevance (Hair et al., 2024). The report presented by Sustainable Purchase Intention has 0.193 in Q2, which is within moderate predictive power, which is not bad in the context of sustainability-driven behavioral models using psychological constructs (Sarstedt et al., 2022). All the Q2 values are more than zero, which proves that the model has robust out-of-sample predictive power, and the exogenous variables have a significant predictive influence on the endogenous constructs.

Table # 06 Blindfolding

Variable	SSO	SSE	Q2=(1-sse/sso)
GVP	1520.000	928.565	0.389
SPI	1520.000	1227.122	0.193

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CVPAT LV Summary

The CVPAT findings are very good justification that the PLS-SEM model has a better predictive power than the Linear Model (LM). In both endogenous variables, the PLS loss values are also always less than LM loss values (0.679 vs. 0.711 in case of Green Value Perception (GVP); 1.042 vs. 1.095 in case of Sustainable Purchase Intention (SPI)). The positive average difference in the loss (0.031 and 0.053) also proves the superior predictive power of PLS-SEM, which is in accordance with the recent recommendations concerning the use of PLS-SEM to complex behavior-based and sustainability-driven models (Hair et al., 2024).

The statistically significant t-values (GVP: 4.015, SPI: 3.153, Overall: 4.205) and the insignificant p-values (<0.01) show that the improvement in predictivity is not by chance but the systematic betterment of predictivity as compared to the traditional linear modeling. This is in line with the recent predictive analytics literature that indicates that PLS-SEM works better when there are latent constructs, mediation, and interactions in the models- ubiquitous in the context of green consumer behavior research (Sarstedt et al., 2022).

The cumulative CVPAT outcome (PLS Loss = 0.860 vs. LM Loss = 0.903; Avg Loss Diff = [?]0.042) confirms the fact that the PLS-SEM algorithm has better out-of-sample prediction. In this way, the model has high predictive validity, which justifies its application in explaining sustainability-oriented consumer decisions (Shmueli et al., 2023).

Table # 07 PLS-SEM vs. Linear model (LM)

Variable	PLS Loss	LM Loss	AVG Loss Diff:	t value	p value
GVP	0.679	0.711	-0.031	4.015	0.000
SPI	1.042	1.095	-0.053	3.153	0.002
Overall	0.860	0.903	-0.042	4.205	0.000

Discussion

The study provides strong empirical evidence for the role of influencer-driven and brand-driven sustainability cues in shaping consumers' green value perceptions and, ultimately, their sustainable purchase intentions. Eco-Influencer Credibility and Sustainable Brand Transparency emerged as powerful antecedents of Green Value Perception, confirming that consumers rely heavily on credible sustainability messaging—both from influencers and brands—to assess environmental value. These findings support recent research emphasizing the rise of sustainability-focused influencers and the increasing demand for transparent environmental communication (Kumar & Paul, 2024).

Green Value Perception significantly predicted Sustainable Purchase Intention, reaffirming its central mediating role in eco-friendly behavioral models. The moderating effect of Environmental Consciousness further shows that consumers with stronger ecological awareness are more likely to translate green value into actionable

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behavioral intentions, consistent with contemporary environmental psychology literature (Li et al., 2022). Mediation analyses validated that both influencer credibility and brand transparency indirectly shape sustainable intention through perceived green value.

The model also demonstrated strong reliability, validity, and predictive relevance (R^2, f^2, Q^2, and CVPAT), indicating robustness for theoretical and practical application. Overall, the results advance understanding of how sustainability cues, personal values, and perception-based mechanisms jointly shape green consumer decisions.

Theoretical Implications

The paper has contributed to the sustainability and consumer behavior theory by validating the mediating position of Green Value Perception that exists between sustainability cues and behavioral consequences. It incorporates the influencer credibility and the transparency of the brand in the green value theory showing their predictive power. Further elaboration of the moderating role of Environmental Consciousness demonstrates that the importance of the individual ecological orientation enhances the connection between values and behaviors, adding new dimensions to the existing green behavioral theories.

Practical Implications

The companies are to focus on open sustainability communication and collaborate with reputable eco-influencers to increase perceived green value. Transparency of environmental policies, veracity of sustainability assertions, and the maintenance of a steady stream of environment-oriented communications can greatly increase customer confidence and buying intentions. Sustainability campaigns should be designed to reach the green consumer segments, and in this case, they should be tailored to consumers who are eco-conscious so that the consumer better gets the message, which will increase the adoption of sustainable products.

Managerial Implications

Managers ought to combine influencer marketing tools with environmental programs to get the best out of the consumer. Perceived brand integrity can be reinforced by investing in transparent reporting, third-party certifications and traceability tools. Moreover, the targeting can be done more successfully by dividing the customers in terms of environmental awareness. The insights of green values can be used by managers to create improved product development, pricing, and communication strategies to suit markets that are driven by sustainability.

Conclusion

This empirical study shows that the key findings in influencing sustainable intent to purchase are credible eco-influencers, clear brand communication and high perceptions of green values. The findings indicate both direct and indirect route to the conclusion of the psychological process in which sustainability cues influence consumer choices. The relationship is also enhanced by environmental consciousness

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that seeks to underline the significance of individual ecological values. The model has good predictive capability, and this justifies its use in the study of sustainability marketing. All in all, the findings highlight that authenticity, transparency, and perceived environmental value are key elements that can be used to impact sustainable consumer behavior in contemporary markets.

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