

Regaining Consumer Trust After the Reveal of Greenwashing

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Abstract

This study examines the impact of greenwashing on consumer trust and explores strategies for regaining trust in Turkey's natural cosmetics market, focusing on female consumers. Using a scenario-based experimental design, the research measures trust levels before and after a beauty brand's greenwashing is revealed. Results show a significant trust decline due to greenwashing, highlighting its harmful effects on brand perception. To address these effects, 11 strategies were assessed, emphasizing transparency, tangible actions, and independent validations like eco-certifications and regulatory compliance. The findings underscore the need for measurable, authentic eco-friendly practices to effectively regain consumer trust. This study contributes to the literature on trust recovery and provides actionable strategies for businesses facing post-greenwashing challenges in environmentally conscious markets.

Track: Social Responsibility & Ethics