

# Authenticity and Transparency in Sustainable Marketing: Extending the Theory of Planned Behaviour in the rPET Textile Industry

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## Abstract

This paper aims to discuss sustainability marketing communications focused on the authenticity and transparency of consumer attitudes, trust, and purchase intentions for polyethylene terephthalate (rPET) textiles. The paper is concerned with the material innovation, green communication, and consumer behaviour in the textile industry. The study describes the motivation behind sustainable purchase intention by authenticity and transparency based on the Theory of Planned Behaviour (TPB). A qualitative research strategy and the data were discovered through peer-reviewed journals, reports, and case studies, including Patagonia. Thematic analysis was used to identify trends for the green trust, communication credibility, and behavioural outcomes. These results show that both authentic and transparent sustainability communication have a strong impact on consumer trust, which results in more positive attitudes and purchase intentions towards rPET-based apparel. Also, emotional storytelling and product traceability enhanced consumer confidence for purchase. Overall, the research demonstrates real-life advice to brands and theoretical growth by incorporating communication variables into the TPB framework for sustainable textile marketing.



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## Introduction

This paper concentrates on the textile industry, specifically the part of the textiles which use recycled rPET plastics, for example, used PET bottles. These forms of fibres are used to make apparel and other products in the textile industry. rPET is a major material connecting the textile industry to the management of plastic waste and circular economy practices. High usage of resources, waste emission and environmental effects have raised pressure on the industry to ensure that their production processes are more sustainable. Moreover, a recently published study indicates that PET-recycled fabric supports less ecotoxicity, eutrophication and acidification compared to conventional PET; however, with limitations in terms of allocation procedure and cost-effectiveness (Fidan, Aydoğan, & Uzal, 2024). This places sustainability marketing in the field where material innovation, the circular economy, green claims, and consumer perceptions meet through the lens of rPET. Growing recycled integration in textile materials for marketing can be seen as both opportunities and challenges, while rPET products place more toward sustainability. Still, its environmental benefits remain unexplored by the consumer. Furthermore, consumers are appreciating the recycling concept but have raised concerns about the authenticity, durability, and transparency of rPET marketing claims. Therefore, this paper provides an understanding of how sustainability marketing messages like “made from recycled bottles” can influence consumer trust, develop authenticity perceptions, and create purchase intention in the textile market. Also, this paper highlights how marketing communication can shape consumer perception. Eventually, it shows the intersection between environmental messaging, consumer

behaviour, and material innovation in sustainable textiles.

## Research Objectives

- To determine and classify sustainability marketing trends on the rPET in the textile industry.
- To the effects of marketing communication focusing on recycled materials, influencing consumer perceptions with authenticity, trust, and environmental value.
- Analyse the perceptions in shaping the consumer attitudes and purchase intentions on rPET textile products.
- A Conclusion with managerial suggestions for transparent, credible sustainability marketing in the circular textile industry.

## Guiding Research Questions

RQ1: In what ways are textile and apparel companies sharing the information about rPET in their sustainability marketing campaigns?

RQ2: What determines consumer trust and attitude toward recycled rPET textile products?

RQ3: How does marketing communication construct influence consumer purchase intention by authenticity and transparency in the Theory of Planned Behaviour (TPB) framework?

RQ4: What marketing strategies can be used for the textile market to improve credibility and encourage sustainable consumer behaviour?

## Literature Review

### *Theoretical lens*

This paper follows the Theory of Planned Behaviour (TPB). It combines TPB with concepts of green marketing communication, particularly authenticity and transparency, to understand how consumers would react to the concept of rPET in textiles. The TPB is used in predicting environmentally conscious behaviour, which assumes that behaviour is motivated by three determinants: 1) attitude toward the behaviour, 2) subjective norms, and 3) perceived behavioural control (Ajzen, 1991). A combination of these factors influences the behavioural intention of an individual that predicts behaviour. TPB provides a framework through which the relationship between environmental beliefs, perceived social expectations, and perceived control of consumers over sustainable decisions can be analysed to determine the impact on their intention to buy recycled textile products. While TPB can effectively predict behavioural intention, it might not directly explain how marketing communication (sustainability-related messaging) affects these determinants. Thus, this paper is an extension of TPB in terms of two important constructs: authenticity and transparency. Authenticity is what consumers believe about the claims regarding sustainability are authentic, valid, and aligned with the real activities of a brand (Beverland, 2005). On the other side, transparency traces openness and clarity regarding the information of rPET production, materials used and environmental impact (Rawlins, 2008). The combination of these factors leads to the development of a green trust belief when customers believe that the company's environmental commitments are clear and genuine (Chen, 2010). This builds customer trust, which can be positively perceived for more purchase intentions. For example, when a company clearly communicate its measurable environmental contribution, like this shirt is made of ten recycled plastic bottles fosters the attitudes and the perceived behavioural control of the consumer by making sustainability benefits tangible (Jose Antonio Román-Augusto, 2022). On the other hand, exaggerated statements raise doubts, weakening green trust and reducing purchase

intention.

## Key Sustainable Marketing Themes

### 1. *Circular Economy and Material Innovation*

Sustainability marketing in the textile world has been growing with the concepts of the circular economy, which demonstrates that waste can be minimized through recycling, reusing, and material innovation. For example, recycled bottles are turned into textile fibre to develop rPET material. Marketers tend to focus on circularity stories, like made with recycled bottles, to attract environmentally conscious consumers. Studies suggest that these messages develop a positive brand image, but consumers still have some limited understanding (Maria Teresa Borges-Tiago, 2024) of such innovation (Mallick, Hota, Kumar, and Aggarwal, 2024). This shows an urgency of marketing strategy which communicates the real environmental benefit of the circular economy instead of message or symbolic claims.

### 2. *Green Consumer Behaviour and Attitude Behaviour Gap*

Sustainability awareness has been increasing in the consumer market, whereas actual purchase intent is still lacking. As a result, this remains as an attitude-behaviour gap in the sustainability marketing (Tiago, Almeida, Tiago, and Avelar, 2024). Where the consumer prioritizes sustainability, but price, quality, and durability put them in a dilemma when purchasing rPET clothes. In this scenario, material quality and its environmental impact become key factors and influence consumers' perception to pay a premium price.

### 3. *Authenticity, Transparency and Green Trust*

Authenticity and transparency can be critical drivers for building green trust. Strengthen this, communication traceability tools like QR Codes and lifecycle data can be helpful (Cheng-Xian Yang, 2025). However, sustainability marketing may be perceived as greenwashing if marketers exaggerate marketing activities. Here, marketers should claim only content and carbon reduction, which are verified, consistent and accurate with life cycle data, which is limited to some extent. In addition, transparency in sourcing and recycling increases brand image and customer loyalty.

### 4. *Sustainability Storytelling and Emotional Engagement*

Storytelling establishes narratives to connect consumers emotionally with the product's purpose. Instead of focusing on the ecolabel or green certification brand should communicate how plastic waste become fashionable clothes. (Valerio Schiaroli, 2024). This type of communication can establish a symbolic connection between personal action (purchase of a recycled product) and environmental responsibility.

### 5. *Greenwashing and Consumer Uncertainty*

Greenwashing has become a central concern due to the exaggeration or misrepresentation of environmental benefits. Consumers raise more questions regarding recycling and rPET programs, whether they lower environmental burdens or transfer them. For example, research notes that directing PET bottles out of food packaging to the textile manufacturing can complicate the process of closed-loop recycling, as a result, it creates questions about the sustainability of it real? (Fojan and Mohtaram, 2025). Marketers should be precise, responsible and more data-driven to cater to consumer trust in their campaigns.

### 6. *Stakeholder Collaboration and Triple Bottom Line*

Sustainability marketing concept in textiles has evolved not limited to the consumers, but it also involves stakeholder collaboration, aligning in line with the Triple Bottom Line (TBL) model-people, planet, and profit. A fashion brand, recyclers, NGOs, and consumers are a complex ecosystem for circularity promotion. The stakeholder engagement not only entails environmentalism (planet) but also equal labour (people) and economic sustainability in the long-term (profit). Hence, effective rPET marketing communication relies on the ecological outcomes with social and ethical sustainability dimensions, such as

ethical sourcing and responsible production practices (Theocharis and Tsekouropoulos, 2025).

## Research Gaps

There has been significant research into sustainable marketing in the textile industry; however, consumer perceptions of r-PET textiles remain limited. Earlier studies in the last decade have explored green apparel and circular textiles, but these studies have been done on sustainable consumption only and not on recycled materials communication, for example, about eco-labels, second-hand clothing, or organic fibres. This indicates a clear empirical and theoretical gap that exists in how the marketing strategies for such r-PET materials influence consumer trust, attitudes, and purchase intentions.

### 1. *Unstable Consumer Perceptions*

Hong Thi Thu Nguyen (2024) revealed that consumers are willing to support sustainable clothing. However, they are not convinced by the environmental benefits of rPET. Even many companies claim that rPET products have positive environmental results, while others raise questions about the quality and durability of it compared to virgin polyester. This contradiction discloses a poorly researched field of perceived authenticity and material trust.

### 2. *Lack of knowledge about marketing communication*

The recent report admits that sustainability communication has an impact on green purchase behaviour but frequently does not consider how the recycled-material claims are explained and perceived (Bergianti, 2025). The entire study focuses on eco-labels or brand reputation, instead of specific narratives and storytelling that made the r-PET products be promoted.

### 3. *Greenwashing Concerns*

This marketing shift towards r-PET is accompanied by the growing distrust of consumers of corporate environmental claims. Consumers raise questions about whether recycling efforts are decreasing the waste amount or redistributing the environmental loads (Zheng, 2024). PET recycling has been criticized for taking bottles outside the closed loop of food packaging systems, and this has questioned its sustainability in textiles. Also, few studies have been conducted to determine how such controversies influence consumer attitudes and trust in buying these products.

### 4. *Absence of Theoretical Integration*

Although behavioural theories like the Theory of Planned Behaviour (TPB) and Consumption Values Framework have been used to explain sustainable consumption of fashion, however limited number of researchers have combined these theories with marketing communication variables like authenticity, transparency and green trust in the recycled PET textile (Wu & Lee, 2025). This limits our knowledge of the way sustainability storytelling affects consumer cognition and intention.

## Conceptual Framework

The Theory of Planned Behaviour (TPB) is a foundation framework and explains how consumers' attitudes, subjective norms and perceived behaviour control determine purchase intention of sustainable products. TPB is a guide for sustainability marketing communications in rPET textile to create an impact on consumer behaviour. The conventional TPB model explains that behavioural intentions are determined based on the attitudes towards behaviour, subjective norms, and perceived behavioural control, which predict consumer behaviour. (Ajzen, 1991). This paper adds to the model by suggesting that two marketing communication constructs, authenticity and transparency, are the communication elements that influence consumer attitudes and trust in rPET textiles.

### *Authenticity of Sustainability Messages*

Authenticity develops consumer perception is that a brand's sustainability is truthful, reliable, and based on actual environmental activities. Consumers who believe in the rPET claims like "made of recycled bottles" have genuinely positive attitudes towards the brand and its products. Authentic communication also enhances perceived behavioural control in consumers, as their purchase has actual environmental benefits.

### *Transparency in Marketing Communication*

Table 2 shows the general knowledge of study participants based on hepatitis C. Majority of the study participants (84.5%) stated that hepatitis C is caused by virus, where around three-fourths of them (74.5%) of them mentioned that hepatitis could lead to cirrhosis and only 24.0% of them did not agree that hepatitis C was associated with increased risk of liver cancer. More than one-fourth of them (29.0%) agreed that a person could be infected with hepatitis C and show no symptoms of the disease. The majority of the study participants (78.5%) agreed that people with hepatitis should restrict their alcohol intake.

### *Green Trust as a Mediator*

Green trust is placed in the framework as the mediating construct that connects the communication (authenticity and transparency) to the behavioural intentions. When consumer trust in the company's environmental claims, their attitudes become positive and sustainable purchase intention will be motivated by the authenticity and transparency.

### *Attitude and Purchase Intention*

rPET products' positive attitudes are generated or motivated through authenticity, transparency, and trust to create robust purchase intentions with the TPB. This could be used to explain the lack of attitude-behaviour gap in sustainable fashion consumption, where awareness cannot be enough without communication.

### *Conceptual Model Diagram (Description)*

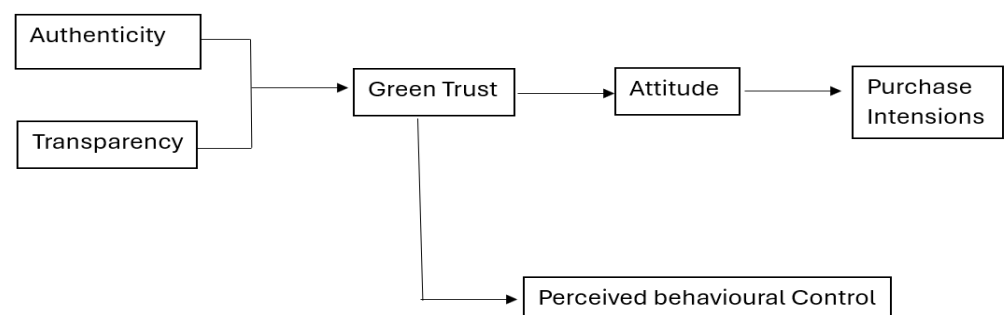


Figure 1: Conceptual model (Source: Primary Source)

### *Explanation of Relationships*

- Green Trust is influenced by the authenticity and transparency.
- Green Trust strengthens the purchasing of rPET products by consumers through attitude and perceived behavioural control.
- Purchase intention is predicted by both attitude and perceived behavioural control.
- Norms are variable that influences purchase intentions.

This framework explains a strong sustainability communication based on authenticity and transparency, which fosters trust and converts awareness into actual behavioural intention. It plays a vital role in sustainable textile marketing and circular economy practice by connecting the gap between the marketing strategy and consumer psychology.

## **Methodology**

The research paper has used a secondary qualitative research design to understand the relationship between sustainability marketing communication, especially in terms of authenticity, transparency, consumer trust, attitudes, and purchase intentions towards rPET textile products. It focuses on the findings of the available academic research, consumer market reports, and industry cases to understand the consumers' view and the marketing strategies in a circular textile economy.

### *Design and Rationale of Research*

The secondary qualitative method has been selected to explore existing studies and theories applied to rPET, consumer behaviour, and green marketing. As the textile involves a good amount of previous research on sustainability communication, this allows to synthesize various evidence and determine new themes, contradictions, and research gaps. The paper relies on the Theory of Planned Behaviour (Ajzen, 1991) as the base of the theoretical framework, and adds additional marketing communication concepts (authenticity, transparency, and green trust) into the concept of how consumers make decisions in the environment of sustainable fashion.

### *Data Collection*

Data collection and research support are based on peer-reviewed articles, reports, and case studies which were published in recent times. Databases like ScienceDirect, ResearchGate and Google Scholar have been used to access sources. The keywords were rPET textiles, green marketing, sustainability communication, consumer behaviour, authenticity, transparency, and circular economy, as well as TPB were focused. Approximately twenty academic and business sources were studied, and the emphasis was placed on the rPET consumer perception, marketing communication strategies, and behavioural intention models.

### *Reliability and Validity*

Reputable academic and professional sources were used to ensure the credibility. The triangulation was made from the academic research, sustainability reports, and corporate communication strategies to facilitate equal interpretation and prevent one source analysis bias.

### *Ethical Considerations*

There were no primary data collected; however, it is secondary study. To achieve ethical integrity through proper citation from sources and maintain academic standards for transparency, authenticity, and intellectual honesty.

## **Findings and Trends**

The textile sector is experiencing a significant revolution for sustainability. Recently developed innovation of rPET material transform used plastic and packaging bottles into high quality textile fibres (Fojan and Mohtaram, 2025). By development of rPET material, textile industry has able to overcome the resource efficiency and sustainability challenges.



Industry leader like H&M, Zara, Adidas, Nike, Patagonia, and more are now concerned about sustainability and have started using rPET material in their products. As a result, rPET become a niche eco-material to a mainstream innovation in textile manufacturing to balance the sustainability and product development. This outcome increased the utilization of the circular economy principle. Companies are moving towards a closed loop where waste materials are reused in manufacturing. rPET is the key for this transition, as this material is sustainable and can be used instead of virgin polyester, which is manufactured using fossil fuel (Das, Hossian, Khan and Shaown, 2025). rPET supports the innovation-driven sustainability mode, where technological process enables environmental responsibility. These new developments transform the textile supply chain and form new partnerships between recyclers, manufacturers, and brands to provide traceability and efficiency. A Digital transparency and traceability tools are becoming trending in the textile industry, which increases consumer trust in recycled products (Beti, Hinkel and Saenz, 2021). These technological developments, such as QR codes, digital product passports, allow consumers to check the product origin, recycled materials, and environmental impact. This change contributes to the real marketing which is supported by evidence and minimizes the greenwashing threat. When brands track the path of a garment material journey between bottle and fabric, then they make their brands even stronger and increase their confidence in the sustainability claims. Recycling process and technological innovation are also improving the quality of rPET fibres. Chemical process and AI-driven recycling material sorting enhance rPET quality (David B. Olawade, 2024). As a result, rPET become softer, more durable, appealing and with sustain performance. Finally, the brands communicate these innovations with the support of emotional storytelling and sustainability narratives (Duong, 2025), which demonstrate how the plastic waste can be regenerated as a useful resource and highlight the personal purchasing desire and the environmental behaviour. Overall, these tendencies of material innovation, rPET, digital transparency, high-quality recycling, and purposeful storytelling are indicative of the progressive movement of the textile industry towards sustainable transformation. Industry also supports the justifications as to why authenticity, transparency and green trust are important marketing tools to influence consumer attitudes and buying behaviours in the emerging rPET textile market.

### *Consumer Impact*

An Environmental awareness, authenticity perception, and trust in sustainability messages determine consumers' attitudes toward rPET textile usage. Individuals claim that they are environmentally conscious, but there is still a significant sustainability gap in attitude and behaviour in the textile industry. Consumers are environmentally concerned, but this raises questions about what they are buying. Hence, awareness and belief in sustainability are not sufficient, but credibility and perceived quality encourage or influence purchase intention. According to the Theory of Planned Behaviour, the attitude to the rPET apparel is determined by the beliefs on environmental benefits, social norms, and perceived control (Ajzen, 1991). Consumers are more likely to purchase recycled garments when they are certain about their action, and this can be supported by providing clear and transparent data. A study discovered that genuine, verified information claims that the product is made of ten recycled bottles or life-cycle information increases the trust and intent to buy (Polyportis, Mugge and Magnier, 2022). Material perception also affects the buying decisions of consumers significantly. Study states that despite most individuals perceive rPET positively and eco-friendly, others are only sceptical of the material due to its perceived durability and comfort compared with virgin polyester, which is authentic (Utama, Zidan and Pradipta, 2025). Also, authentic, and transparent communication can evoke moral satisfaction, social identity encourages repetitive sustainable consumption.

The consumer intention on the rPET textiles is expressed through a balancing of the environmental motivation and perceived credibility. This attitude-behaviour gap, green trust creation, and a long-term shift towards using recycled materials in fashion can be done through transparent communication and emotional storytelling. For example, Patagonia was one of the pioneers to use rPET in making and sustainable marketing in textiles. Patagonia became the first outdoor brand to innovate with recycled bottles of fleece in 1993 and made a revolution in the production of material in fast fashion (Patagonia, n.d.). Through the adoption of rPET early, Patagonia became a technology leader in circular textiles and became a symbol of environmental authenticity to inspire other brands. The theory of planned behaviour and the green trust framework apply to Patagonia because its sustainability marketing is based on transparency and authenticity, which are the main concepts of sustainability marketing strategy. Patagonia communicates its environmental footprint through tools like footprint chronicles (Polley, 2012). This offers information on the material sourcing, production process, and carbon footprint are allowing consumers to track the product's path to verify its ecological value. Emotional storytelling to attract the consumer, environmental values and social identity are also used in the brand. The campaign called Do not Buy This Jacket (2011) opposed traditional consumerism by advocating the idea of purchasing less to promote the sense of a collective responsibility (Patagonia, 2011). This emotional appeal led consumers to associate their decisions in purchasing with environmental morals. Therefore, sustainability is not a rational decision, but an act of morality and identity. With its circular material innovation, communication clarity, and emotional storytelling provides an example of how a brand can integrate a viable sustainability marketing and innovative approach to build the brand around its core values. Real stories supported by information and an intentional message not only establish the trust level in the consumer but also ensure the brand equity is sustained in the long term. As a result, Patagonia became the example of how the textile industry will be approached and treated in a sustainable way for shaping consumer perception and behaviour.

## Discussion

The TPB is a solid foundation to understand sustainable consumer behaviour in the rPET textile market, but its understanding can be increased with the integration of authenticity, transparency, and green trust. Conventional TPB suggest that the attitudes, subjective norm, and perceived behavioural control determine the purchase intention (Ajzen, 1991). During this study, these determinants are dynamically interacting with sustainability marketing communication. Authenticity can serve as a belief-making factor to enhance consumer attitudes towards rPET textile. When brands publish their sustainability reports with authentic and verifiable environmental actions, like reporting quantifiable effects or demonstrating actual recycling relationships help consumers to perceive congruence between the actual claims and real actions. These honest actions can help the company to build a positive attitude for the product and brand. Whereas, symbolic environmental claims might weaken this attitude and encourage scepticism, which may lower motivation and purchase intent. Transparency acts as a confidence-enhancing strategy that has an impact on perceived behavioural control. Brands can lower their perceived uncertainty by offering clear, traceable information about the brand, like product lifecycle, the material origin, and the production footprint. The perceived behavioural control concept in the TPB model is directly associated with the consumer perception of the ability to control over the ethical and environmental consequences of their purchase. This is linked to the perceived behavioural control in the TPB model. Green trust is a mediating construct between authenticity and transparency for purchase intention. Consumers like to use trust as a shortcut to decision-making, particularly when assessing some complex sustainability



claims. In the rPet textile, trust bridges the gap between awareness and actions, where specific information is needed to assess environmental benefits. This combination of emotional, informational, and behavioural aspects stretches the TPB model to fit the current sustainability marketing situation.

Previous studies on sustainable marketing and green consumer behaviour have concentrated on eco-labels, organic fibres, or second-hand clothing. This does not have meaningful insights for communication about recycled materials that to affect consumer trust and purchase intentions, for example, about rPET. This paper develops insights by addressing the unexplored relationship between marketing communication variables (authenticity and transparency) and consumer behaviour based on the TPB. In a study by Hong Thi Thu Nguyen (2024), he established that although people desire to wear sustainable clothes, most people are not aware of whether recycled textiles are beneficial to the environment. Moreover, they also do not know its quality and durability as compared to virgin polyester. On the other hand, this paper is developed through the integration of authenticity as a key marketing concept, which emphasizes that the brand should communicate credible and truthful information concerning the environmental performance of rPET. As a result, it can clarify consumer doubts, reinforce perceived quality, and improve positive consumer attitudes. Thus, it responds to the unstable consumer perception in Nguyen's study. Similarly, Bergianti (2025) focused on sustainability communication, which is relevant in influencing green purchase behaviour. His research gap of not considering how recycled materials' claims are communicated or perceived. This research fills the gap and focuses on communication and its nature by demonstrating how transparency (traceability tools, lifecycle data) affects the purchase intention and consumer trust. It displays discussion beyond the eco-labels and emphasizes the overall brand image to promote authenticity and openness in their communication. Concerning the greenwashing issue by Zheng (2024), he warned that PET recycling in the textile industry can only reallocate present environmental effects instead of reducing them. This paper highlights the importance of green trust and suggests that doubts and scepticism can be overcome through transparent and verifiable communication, thereby enhancing consumer confidence. This also provides detailed insights into how credibility potentially turns environmental awareness into actual behavioural intention; a gap left in Zheng's studies. Lastly, Wu and Lee (2025) noted that the previous studies lacked the integration of the behavioural theories, such as TPB, which were rarely integrated with the marketing communication variables. This paper is focused and connected to the expansion of TPB, including authenticity, transparency, and green trust by offering all the encompassing model of the sustainable consumer behaviour in textiles. This offers to explore further understanding of marketing communications to understand and identify relation between consumer cognition and actual purchasing behaviour. This research makes a conceptual contribution to the literature on sustainability marketing by filling the gaps of the unstable perceptions, unfocused communications, greenwashing concerns, and insufficient theoretical integration. This shows that strategic consumer drivers like authenticity and transparency are not only required for sustainability reporting, but they are also a moral requirement in the evolving rPET market.

## Managerial & Practical Implications

This research offers insights for managers and leaders who are dealing with rPET, showing that the effectiveness of marketing communication is not only based on selling the environmental benefits of sustainable products. However, authenticity and transparency should also be maintained in the information chain. Companies should focus on genuine sustainability communication aligned with actual claims and reality. This includes a clear

communication of recycled content, environmental benefits like CO2 reduction, water saving, and responsible sourcing. This authentic communication will enhance consumer trust and reduce scepticism about greenwashing. Also, Managers should work collaboratively with the marketing department, production, and supply chain department to verify sustainability claims before publicly communicating.

Second, transparency tools such as digital product passports, QR codes, and trackable supply chain data can also influence consumer behaviour. This perceived control over consumers is supported by providing real-time access to product origins, recycling, and the product life cycle to promote sustainable purchasing decisions. Firms must adopt such tools which will increase customer loyalty and develop a robust company image.

Third, this paper also states that green trust mediates between marketing communication and purchase intention. Thus, the companies should invest in the development of long-term relationships with consumers instead of such a one-time promotion strategy. Furthermore, trust may be strengthened with the help of certification from recognized parties.

Fourth, consumers are motivated by emotional attachment to sustainability values; as a result, managers should develop storytelling to promote recycling and circular production. This storytelling from plastic waste to the final fashion piece of clothes can foster emotional connection and increased trust, and perceived authenticity.

Finally, policymakers and industry associations can also use this research to create clearer general marketing communication regulations. This helps them to ensure a consistent communication system throughout the textile sector and prevent misleading advertising of recycled products.

## Theoretical Implication

This study contributes to extending the TPB by integrating three constructs: authenticity, transparency, and green trust for sustainable purchase intention. Whereas, in conventional TPB emphasized by the attitudes, subjective norms and perceived behavioural control. However, in the sustainability context, these dimensions are very influenced by how consumers perceive the integrity and openness of the sustainability practices of a company. Authenticity directly affects attitudes by influencing how consumers evaluate the truthfulness of the environmental claims. Transparency can directly affect the behavioural control with traceable and verifiable information and can enable action on the environmental intentions. This theoretically combined model improves in the sustainability context by adding relationship and communication aspects. These shifts focus from cognitive evaluation to include affective and ethical belief structures, which will demonstrate that consumer behaviour will not only be based on rational planning but also on moral confidence and brand sincerity. This framework can reinforce the connection between sustainability marketing and behavioural psychology, where credible communication may act as a motivational factor to sustainable behaviour. This theoretical development also provides researchers with a structured approach to analyse green marketing success in other industries including food, cosmetics, and renewable energy.

## Conclusion

The green marketing communication has three pillars: authenticity, transparency, and green trust. Brands can turn consumer awareness into active, sustainable purchasing behaviour if they integrate these aspects. Authenticity can make the consumers believe the sustainability claims as truthful, with the brand's action. Transparency can enable them to be knowledgeable, strengthening perceived control and reducing decision uncertainty. This psychological consumer connection's belief and behaviour is established through green trust, which results in long-term loyalty and advocacy. All these combined create a

behavioural ecosystem where sustainability is a natural decision instead of a promotional message. Eventually, this research encourages managers to promote data-driven storytelling, supply chain traceability, and credible eco-certification as core communication strategies. This combined approach not only supports building sustainable brands but also supports the realization of global circular economy goals.

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