

Trust in Green: How Advertising Resonates Through Environmental Concerns and Product Quality

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ARTICLE INFO			ABSTRACT
Article History:			<i>This study investigates the impact of green advertising in building brand trust in the textile industry, with an emphasis on the mediating results of perceived product fine and environmental issues. As environmental sustainability will become more critical in client selection-making, this study seeks to discover how green advertising and marketing impact consumer perceptions and beliefs, specifically in a growing market scenario that includes Pakistan. The study makes use of Partial Least Squares Structural Equation Modelling (PLS-SEM) to analyze information from a dependent survey of 194 respondents in Pakistan's textile sector. The study layout makes use of green marketing as the independent variable, brand trust as the structured variable, and perceived environmental concerns and product quality as mediating variables. The PLS-SEM method is selected for its potential to manipulate complex interactions and small sample sizes are effective. The findings show that green advertising appreciably will increase Emblem's reputation. However, this dating is quite mediated by using perceived product quality and environmental concerns, implying that clients need to investigate the credibility of a brand's environmental statements and the efficacy of its products before gaining trust. The study emphasizes the combined position of rational (product quality) and emotional (environmental concerns) in riding patron conduct.</i>
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Introduction

The textile industry is one of the world's largest and oldest industrial sectors. It consumes more fresh water in its processes than any other industry, excluding agriculture, and releases huge amounts of toxic chemicals into the environment. Globally, the total volume of textile production is estimated to be over 30 million tons annually, leading to massive environmental impacts. The textile industry has been moving at an ever-increasing pace and volume to low-cost countries in Asia and the Far East over the past 25 years. For example, in Pakistan, a critical point was reached in 1987, when textile exports exceeded imports for the last time. In the years that followed, the figures reversed. Today, an estimated 95% of clothing sold in Pakistan is imported; this figure is almost the same in all Western countries (Ko et al., 2013).

In addition, production has not only been shaped into long logistical chains, but has also grown enormously, and continues to grow. The global textile industry grew by an estimated 25% between 2002 and 2010. The problem is further exacerbated by the fact that rapid growth is also being observed on the consumption side. For example, fashion consumption (the number of clothes purchased per capita) in Great Britain grew by 37% between 2001 and 2005. Similarly, in Sweden, the amount of clothes and home textiles brought to the market grew by 40% between 2000 and 2009. The total amount of clothes sold in Pakistan in 2010 was 70,212 tons, which in a country of 5.5 million inhabitants is an average of 13 kg of textiles per capita (Villano, 2011). This kind of overconsumption causes serious environmental and social problems on the other side of the planet, where the fibers for clothing are grown, the textiles are woven, dyed and finished with chemicals, and finally sewn into garments under poor working conditions. The textile industry produces materials and products used in clothing, interior design, hygiene products, hospital clothing and technical special textiles. The clothing sector includes industries using textiles, leather, fur and plastic, as well as companies that manufacture, design, import and sell clothing. Clothing production is the production of various types of clothing from textile or other materials. It includes the production of leather clothing, workwear, outerwear, underwear, other clothing and accessories, as well as the processing of fur and the production of fur products. It also includes the design, production and sale of fashion clothing and accessories, as well as the sewing of clothing, footwear, bags and fur, as well as interior textiles and technical products (Minton et al., 2012).

Background of the Study

The world is currently facing serious environmental problems and social injustices. These two factors alone increasingly threaten human well-being and the life chances of future generations. In addition to environmental and climate pollution, the growing inequality of many countries and peoples is one of the great challenges facing humanity in the coming years. Climate change only became a serious environmental problem in the early 2000s. Its economic impacts began to receive widespread publicity, especially in the aftermath of the report prepared by the British economist Nicholas Stern. The report published in 2006 clearly shows how a passive approach to climate change is a very expensive and risky option in the long run compared to preventing damage at an early stage (Dangelico & Vocalelli, 2017). The report describes climate change as a market failure, the cause of which is the insufficient incorporation of environmental costs into the market prices of products and services. In addition, the Intergovernmental Panel on Climate Change (IPCC) has aroused public debate with its reports published at regular intervals, which always contain the most ominous results. Although some of the individual data presented by the panel have since been shown to be exaggerated and the panel has received its share of harsh criticism, it has nevertheless maintained an authoritative position when talking about climate change. As societal consensus on climate-friendly structural change strengthens, the business world is also facing increasing

pressure to reduce emissions and include climate issues as part of its strategic decision-making (Muk et al., 2019).

Research Questions

1. What is the current attitude and knowledge towards textile environmental concerns and product quality produced?
2. Are textile environmental concerns and product quality factors influencing the purchasing decision of Pakistani consumers?
3. What brings added value to the customer in environmental concerns and textile product quality?

Literature Review

Theoretical Review

Environmental sustainability is now a major emphasis in business research, with green advertising emerging as a critical tool for influencing customer behavior and generating brand confidence. According to the literature, successful green advertising not only improves brand perceptions but also mediates consumer responses by increasing product quality and environmental consciousness. This study examines 30 major research that have enhanced our understanding of these concerns. Green advertising has evolved as an important component of sustainable business practices, demonstrating a company's dedication to environmental stewardship (Zakersalehi & Zakersalehi, 2012; Ma et al., 2022). At its foundation, green advertising seeks to increase consumer trust by conveying a company's efforts to lessen its environmental effect and encourage sustainable practices. This part investigates the theoretical review of environmental concerns, green advertising, brand trust and perceived product quality, and proposes hypotheses to guide the research.

Green Advertising and Brand Trust

Green marketing receptivity is defined as clients' attractiveness and beneficial response to advertising projects that emphasize sustainability. The commitment-trust theory states that trust is essential for effective consumer-brand connections, as it fosters loyalty and long-term involvement. Green advertising and marketing improve an agency's moral and sustainable policies and can build brand confidence amongst environmentally sensitive customers (Green et al., 2012). Consumers are much more likely to believe in an emblem once they view its environmental statements to be valid and consistent with their ideals.

- **H1a:** Receptivity to green advertising positively impacts brand trust.

Environmental Concerns and Green Advertising

Environmental Concerns encompass client cognizance, attitudes, and behaviors towards sustainability. Green advertising promotes eco-friendly behaviors and increases environmental recognition. Effective green ads not best tell purchasers about a brand's sustainability efforts but also motivate them to undertake ecologically accountable practices. Green advertising promotes a feel of shared duty and reference to customers' environmental beliefs by way of linking products to sustainability (Lee & Lam, 2012).

- **H1b:** Green advertising positively impacts environmental issues.

Green Advertising and Perceived Product Quality

Perceived product quality is clients' subjective evaluation of a product's excellence or superiority. Green marketing can enhance perceived quality by way of emphasizing the usage of sustainable materials, eco-environment manufacturing techniques, and innovative product capabilities. Consumers regularly correlate green claims with more protection, sturdiness, and overall performance criteria, which contribute to a terrific belief that the product is pleasant. This perception will increase their religion within the brand (Woodcock et al., 2011).

- **H1c** - Green advertising positively impacts perceived product quality.

Mediating Environmental Concerns

Environmental concerns influence now not most effective clients' expertise in sustainability, but also their religion in brands that share their values. When consumers accept as true that a corporation stocks their environmental issues, they're more likely to create belief and loyalty. Green advertising serves as a catalyst, increasing environmental focus and establishing emotional ties among consumers and types (Muk et al., 2019). As a result, environmental concerns are likely to slight the relationship between green advertising receptivity and emblem consider.

- **H2**: Environmental concerns affect the relationship between green advertising receptivity and brand trust.

Mediating Role of Perceived Product Quality

Perceived product quality is an essential predictor of brand trust, specifically within the context of green advertising and marketing. Consumers are more likely to accept this as true with manufacturers that provide exceptional objects, particularly if they may be advertised as environmentally pleasant. Green advertising raises perceived best by emphasizing the advanced capabilities of green merchandise, together with sturdiness, protection, and innovation. This perceived excellence, in flip, will increase customer agreement within the brand (Bodkin et al., 2015).

- **H3**: Perceived product quality influences the relationship between green advertising and brand trust.

The Effects of Green Advertising on Consumer Attitudes

A sturdy green brand image, collectively with green trust and satisfaction, is important in organising consumer loyalty. Green energy advertising and marketing favorably impacts purchaser attitudes and purchase intentions via both mental advantages and expanded environmental recognition (Lu et al., 2015). Green marketing that resonates with consumers' environmental ideals leads to higher accept as true with and long-term emblem loyalty. For example, the first-class of content material in green advertising and marketing greatly affects client responses using increasing eco-brand familiarity. Environmental involvement mediates the affiliation between green advertising and consider, implying that energetic purchaser engagement is needed. The textile industry has faced significant environmental problems, especially related to production processes, which can be described as intensive consumption of chemicals and natural resources, which have caused major environmental impacts (Lundh et al., 2017). In addition, the search for low production costs has led to a dramatic shift of production to the Far East, which has led to a huge increase in transport-related energy emissions and consumption (Bakkari & Khatory, 2018).

The textile industry is nowadays described not only as a massive consumer of water volumes, which are required for many of its internal operations, but also as a large user of chemicals. The production of raw materials for the industry involves a long series of wet processes that require water input, chemicals and energy. In addition, the processes generate waste at each stage (Kim et al., 2012). Along with environmentally taxing processes, the demands of the fashion industry in terms of variation, patterns and colours lead to significant changes in the volumes and loads of waste generation. Textile processing generates many waste streams, including liquid, gaseous and solid wastes, some of which are potentially hazardous. The nature of the waste depends largely on the type of textile mill, the processes and technology used, and the properties of the fibres and chemicals used (Vezzoli et al., 2018).

The textile industry also consumes a significant amount of water in its production processes, most of which is consumed in the dyeing and finishing processes. The wastewater generated from this is classified as the most polluting of all industries, considering its volume and composition. In addition, the increased demand for textile products and the relative increase in their production and the use of synthetic dyes have combined to make the textile industry one of the most serious polluters today. A significant environmental and social footprint is created at various stages of the global fashion industry operations. On average, 8,000 synthetic chemicals are used to transform raw materials into textiles (Ataullah et al., 2014). Textile manufacturing pollutes an average of 200 tons of water to produce 1 ton of textile. In addition, a significant amount of textile waste is generated at the end of the processes. On average, over 200,000 tonnes of dyes end up in wastewater every year from the textile industry, due to inefficiencies in dyeing and finishing processes (Harley, 2016). Unfortunately, most of these dyes pass through conventional wastewater treatment processes and end up in the environment. In addition, e.g. in the production of cotton, antimicrobial ingredients are repeatedly used to inhibit the natural degradation process. The synthetic nature of these ingredients makes them resistant to biodegradation.

Consumer Skepticism and the Effectiveness of Green Messages

Consumer behavior has changed dramatically over the past few decades. Today, consumers can order a wide range of completely customized products online, from running shoes to computers. Many have replaced their daily newspaper with a customized online version and increasingly get their daily information from online sources (Giannakis & Papadopoulos, 2016). When students choose their universities, they are no longer dependent solely on brochures that arrive in the mail; instead, they can access information about university courses and teaching staff online, and in some cases even “visit” school facilities and classrooms digitally. When people want to sell their old computers or their grandmother’s antique desks, they no longer have to advertise their products in newspapers or rely on auctioneers; today they can sell these products in online auctions or create their own personalized advertisements online. All of the aforementioned conveniences to consumers’ lives are linked by their dependence on technological developments and the digital revolution of recent years. They have taken shape today precisely because they reflect an understanding of consumer needs and behavior (Costa & Monteiro, 2016).

Perceived Product Quality: A Key Mediator

Perceived product quality is a frequently used mediator in green marketing research. Eco-friendly messages combined with good product quality increase consumer trust and engagement. The credibility of green advertising is inextricably tied to customers' views of product quality, whereas unambiguous, consistent environmental claims are required to increase product credibility. It corroborate this position by reporting that younger consumers, particularly Generation Z, are very responsive to messaging that combine sustainability and product excellence (Uçaktürk & Villard,

2013). The connection between corporate responsibility and economic success has been studied extensively, both with the help of individual companies and larger corporate data. This has led to the emergence of concepts such as corporate responsibility performance and sustainability performance. These concepts have been used to find a concrete connection between the implementation of corporate responsibility and economic performance using financial indicators and cost-benefit thinking. However, this connection has not been found so far. However, the pioneers of corporate responsibility and numerous success stories show that by taking the environment into account and investing in social aspects, economic success can be achieved, most commonly through either cost savings or increased demand, or even both (Chang et al., 2015).

The Impact of Consumer Values and Environmental Concerns

The increasing outsourcing of corporate functions has increased the importance of indirect environmental responsibility. From this perspective, companies should define what kind of environmental. They demand environmental protection measures from their partners. Life cycle thinking can be used to define direct and indirect ecological responsibility. It can be used to take into account all the direct and indirect environmental impacts that a company causes (Jung & Jin, 2014). The environmental responsibility of companies can be examined in the same way as the dimensions of economic responsibility: from the perspectives of direct and indirect responsibility. Direct responsibility refers to the management of direct environmental problems and risks caused by the company and the sustainable and ethical use of natural resources. The starting point for this is to plan and implement the company's operations as a whole in such a way that raw materials and energy are not wasted, but are always used appropriately and at the same time strive to minimize the amount of waste and emissions generated (K. et al., 2012). The goals should concern the entire chain of operations, from the procurement of raw materials to production, from product development to design, from transportation to product consumption and finally from recycling to waste management.

Economically, one of the most significant motives for a company to change in a more environmentally friendly direction is changes in demand. The emergence of new customer needs, the opening of new markets and the growth of smaller market segments to become commercially significant are very effective incentives for more responsible business. Today, we can clearly see, for example, the enormous growth in demand for environmentally friendly and ethical products during the last decade. For example, the demand for organic products has grown in the 2000s and since then at a rate of approx. 25% per year (Mollah, 2014). In most cases, many voluntary, environmentally positive actions also save costs. For example, improving energy efficiency, making the use of raw materials more efficient and reducing business travel significantly reduce an organization's costs and at the same time save natural resources. For example, material waste causes costs at many stages: too many raw materials are purchased, too few products are produced in proportion to the number of products sold, and waste management of waste materials often causes considerable costs (Winter & Szczepanek, 2008). Recently, companies' water consumption has also come to the fore. For example, chemical giant Dow Chemical managed to reduce its global water consumption by 9% over six years, resulting in savings of over four million dollars for the chemical giant.

Social Responsibility in the Textile Industry

Innovations in green advertising on social media platforms, whereas the role of eco-labeling in influencing purchase intentions. These evaluations summarise the findings of multiple studies, concluding that a combination of rational (e.g., product quality) and emotional (e.g., environmental concern) appeals is most effective. Gen Z consumers react to real green messages, highlighting the

significance of ad authenticity in modern green marketing (Zeithammer & Thomadsen, 2013). Nowadays, more and more clothes are manufactured in a different country than where they are resold, often very far from each other. Globally, about 80% of imported clothes arrive in developed countries from developing countries. For example, in Pakistan, 90% of the clothes sold are imported from Asia and the Far East. Only about 5% are imported from the EU and other developed countries, and the remaining 5% are manufactured in Pakistan (Salman et al., 2017). In a globalized and fragmented supply network, the main problem is risk management. Accidents in recent years, such as the fires in Bangladeshi textile factories, have become warning examples of the consequences of poor supply chain awareness. The concept of corporate social responsibility (CSR) has been used to address this. In order to solve social problems in supply chains, companies must carefully select their subcontractors and, in addition, demand good practices from them. To help with this, standards such as SA 8000, ISO 14001 and EMAS have been created, which are intended to help in the selection process of environmentally and socially friendly subcontractors (TM, 2012).

In the United States alone, the textile and apparel supply chain consists of an estimated 22,000 companies, employing a total of approximately 675,000 people (Frischknecht et al., 2007). The clothing supply chain begins with fiber producers, who use either natural or synthetic materials. The raw fiber is spun and woven into textile at the second stage of the supply chain, in textile mills. The third part of the supply chain consists of garment manufacturers or industrial textile manufacturers. Finally, in the production chain, retailers offer clothing or other textile products for purchase to consumers. More than half of the clothing industry's carbon dioxide emissions come from transporting products or raw materials between factories and stores. In 2009, fashion giant H&M confirmed that 51% of its carbon footprint comes directly from transportation (Cass, 2012). As a result, H&M reorganized and redesigned its supply chain to avoid the use of temporary warehouses and streamlined unnecessary delivery intervals in its supply chain, reducing the amount of goods transported by water and air by 40% (Liagkou et al., 2019). Today, H&M encourages the economical use of water in clothing production through cooperation with WWF. Many of the chemicals used in its production have also been replaced with water-friendly substitutes. A sustainable supply chain in the apparel industry is based on ecological material choices, sustainable manufacturing, green distribution, green resale and ethical consumers. An effective sustainable clothing supply chain helps companies enhance their image and reach a wider range of ethical consumers (Price & St. John, 2014). As a result, for companies, operating in a sustainable manner is an opportunity to market their responsibility towards society and the environment, which leads to a significant competitive advantage in the market. A sustainably produced garment is made in an environmentally and socially friendly way throughout the supply chain, which includes, among others, raw material production, production, distribution and resale (Liang, 2014).

Methodology

This study uses a quantitative method to research the impact of green advertising (GA) on brand trust (BT) in Pakistan's textile industry, with environmental concerns (EC) and perceived product quality (PPQ) serving as mediating variables. The hypothesised correlations have been investigated through the usage of Structural Equation Modelling (SEM), an effective statistical method that can examine complicated relationships among constructs at the same time as accounting for measurement errors. A move-sectional survey layout was used to gather facts, which provide a picture of customer perceptions and attitudes in the direction of green advertising and marketing inside the textile industry.

Research Design and Data Collection Procedures

To make certain assemble validity and reliability, the study used a structured questionnaire primarily based on previously validated scales from prior research. The questionnaire was dispensed online to a representative pattern of Pakistani textile customers from numerous regions. Respondents were promised that their replies might be saved non-public and anonymous, which recommended them to participate. Ethical concerns have been properly addressed, and informed consent became sought earlier than records collection (Laforet, 2011).

Sample Characteristics

The sample size was calculated using convenience sampling, and 194 responses were gathered to ensure enough statistical electricity and generalizability of the findings. The study centred on Pakistani clients who had been acquainted with textile items and had seen green advertisements. The sample contained 42% male and 58% girl responses from various age groups, which include 18-25, 26-35, 36-45, and over 45 (Jo & Harjoto, 2011). Educational backgrounds are numerous, with the majority owning at least a Bachelor, demonstrating an essential consciousness of environmental sustainability. Participants were also labelled through earnings degree to analyze ability disparities in view across economic strata.

Measurement Constructs

To ensure validity and reliability, the measurement constructs have been constructed on famous scales from previous studies. Green Advertising (GA) is measured by the use of four items. These items measured clients' reactions to a brand's advertisements emphasizing environmentally friendly behaviors including environmental safety and sustainable manufacturing procedures. Environmental Concerns (EC) have been assessed through the usage of four questions modified from. These measured consumers' awareness and attitudes closer to sustainability, together with subject to environmental damage and desire for eco-friendly items. Evaluated perceived product quality (PPQ) with three items. These items addressed purchasers' views of product excellence, toughness, and consistency in the context of green marketing.

Brand Trust (BT) is measured using four items derived from. These elements gauged clients' agreement with the brand's dependability, integrity, and dedication to sustainability. All constructs have been assessed on a five-factor Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Using set-up scales and rigorous checking-out techniques, this study ensured that the measurement constructs appropriately captured the dynamics of green advertising, environmental concerns, perceived product satisfaction, and brand consider.

Result and Discussion

Measurement Model

The measuring model was examined to ensure that the constructs were valid and reliable.

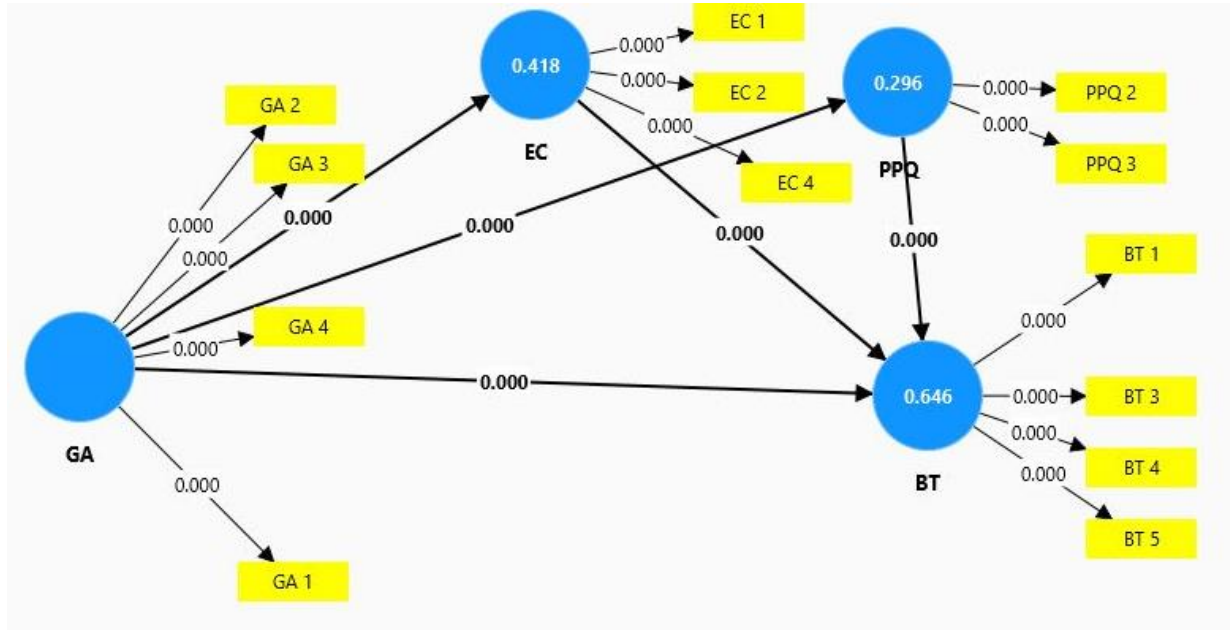


Figure 1: Graphical Model

Table 1: Fornell-Lacker Criterion

Construct	BT	EC	GA	PPQ
BT	0.767			
EC	0.659	0.819		
GA	0.674	0.647	0.821	
PPQ	0.696	0.527	0.544	0.892

Cronbach's alpha and composite reliability (CR) were used to determine internal consistency. Both are above the 0.70 threshold for all constructs, displaying high dependability. The average variance extracted (AVE) for each idea becomes more than the encouraged criterion of 0.50. Factor loadings for all observed variables on their respective latent constructs were more than 0.60, indicating convergent validity. Discriminant validity was evaluated by comparing the square root of each construct's AVE to its relationships with other constructs. The square root of the AVE exceeded the inter-construct correlations, indicating discriminant validity.

A Structural Model

The structural model was created to examine the hypothesized links between the constructs. The model looked at the direct effects of green advertising on brand trust, as well as the moderating influences of environmental concerns and perceived product quality. Path coefficients and the significance of hypothesized correlations was assessed using SEM. The model fit indices were good, with CFI and TLI values over 0.90 and RMSEA below 0.08, following recommendations.

Direct Effects: Green advertising significantly improved environmental concerns ($\beta = 0.647$, $p < 0.001$) and perceived product quality ($\beta = 0.544$, $p < 0.001$). Environmental issues considerably improve brand trust ($\beta = 0.646$, $p < 0.001$). Perceived product quality significantly increased brand trust ($\beta = 0.285$, $p < 0.001$).

Mediating Effects: Bootstrapping analysis was used to assess indirect effects. The findings indicated that both environmental concerns and perceived product quality strongly influenced the association between green advertising and brand trust.

Table 2: Significance of Hypothesized Relationships

	β (Beta Value)	T statistics	P values	Decision
EC -> BT	0.262	3.720	0.000	Supported
GA -> BT	0.285	4.249	0.000	Supported
GA -> EC	0.647	13.692	0.000	Supported
GA -> PPQ	0.544	8.165	0.000	Supported
PPQ -> BT	0.403	4.948	0.000	Supported

Table 3: Significance of hypothesized Mediations

	β (Beta Value)	T statistics	P values	Decision
GA -> EC -> BT	0.170	3.482	0.001	Supported
GA -> PPQ -> BT	0.219	4.111	0.000	Supported

These findings reinforce the importance of addressing environmental concerns and ensuring high product quality in green advertising campaigns to foster brand trust.

Results

Common bias method Common Process Bias (CMB) is the potential bias in study results caused by the data collection process rather than the actual correlations between the constructs. To address and assess CMB, this study used Harman's single-factor test, which is a popular methodology for discovering common method variance. The findings confirmed that no single issue defined more than 50% of the overall variance, implying that CMB became now not a good sized issue in this have a look at. Collinearity statistics were additionally investigated using the Variance Inflation Factor (VIF). All VIF readings have been less than the essential threshold of 4.3, which confirmed that there has been no principal CMB. The correlation matrix among latent variables was additionally examined for any abnormally high correlations (over 0.90), that can recommend capacity bias. The findings discovered that inter-construct correlations were within suitable ranges, which alleviated issues about CMB (Todorova, 2015). By following those protocols, the study guaranteed that the found correlations among green advertising (GA), environmental concerns(EC), perceived product quality (PPQ), and brand trust (BT) were true and now not a result of the information amassing technique. These steps enhance the validity and reliability of the findings, giving belief in the study's conclusions. Measurement Model Evaluation This model evaluation is crucial for making sure the reliability and validity of the study's constructs.

In the study, the measurement model turned into evaluated using confirmatory issue evaluation (CFA), with an emphasis on three crucial standards: reliability, convergent validity, and discriminant validity. Cronbach's alpha changed into used to evaluate dependability, in addition to composite reliability. Both measures passed the specified threshold of zero.70, demonstrating robust internal consistency throughout all constructs. The composite reliability ratings for green advertising (GA), environmental concerns (EC), perceived product quality (PPQ), and brand trust (BT) were 0.892, 0.859, 0.887, and 0.851, respectively, indicating excessive assemble

dependability. The average variance extracted (AVE) turned into used to assess convergent validity. An AVE rating of 0.50 or above shows that the assembly explains more than 1/2 of the variance in its i0.671, 0.796, and 0.588, indicating adequate convergent validity. Furthermore, all aspect loadings for the gadgets were greater than 0.60, imparting additional evidence for convergent validity. Discriminant validity turned into tested using the Fornell-Larcker criterion, which states that the rectangular root of the AVE for each idea has to be larger than its correlations with other additives (Krishna, 2012). The findings supported discriminant validity, as every assemble's AVE becomes extra than its inter-construct correlations. Furthermore, the Heterotrait-Monotrait (HTMT) correlation ratio was less than the important threshold of 0.90, supporting discriminant validity.

The AVE values for GA, EC, PPQ, and BT have been 0.675, 0.671, 0.796, and 0.588, indicating good enough convergent validity. Furthermore, all thing loadings for the objects have been greater than 0.60, offering extra evidence for convergent validity. Discriminant validity changed into examined using the Fornell-Larcker criterion, which states that the rectangular root of the AVE for each idea must be larger than its correlations with different additives. The findings supported discriminant validity, as each construct's AVE changed into extra than its inter-construct correlations. Furthermore, the Heterotrait-Monotrait (HTMT) correlation ratio becomes much less than the essential threshold of 0.90, supporting discriminant validity. The size model confirmed precise suit indices, with the Comparative Fit Index (CFI), Tucker-Lewis Index (TLI), and Root Mean Square Error of Approximation (RMSEA) all fulfilling appropriate standards. These findings display that the version's constructs are dependable, valid, and efficaciously measured, laying a strong platform for the destiny structural version examination (George et al., 2015). Structural Model Evaluation and Hypothesis Testing The structural model assessment is executed to investigate the links between the constructs and take a look at the observation's hypotheses. The evaluation courses coefficients, R^2 values, effect sizes (f^2), and predictive relevance (Q^2) to decide the version's robustness and explanatory ability.

The R^2 values, which degree the variance defined using the unbiased variables, confirmed high predictive potential. Green advertising (GA), environmental concerns (EC), and perceived product quality (PPQ) account for 64.6% of the variance in brand consideration (BT) ($R^2 = 0.646$). GA strongly encouraged both EC and PPQ, with R^2 values of 0.418 and 0.296, respectively. Path coefficients had been tested to decide direct and oblique correlations. All hypothesized paths have been determined to be important. Green advertising had a useful effect on environmental issues ($\beta = 0.647$, $p < 0.001$) and perceived product quality ($\beta = 0.544$, $p < 0.001$), assisting H1b and H1c. Green advertising has a right away useful influence on brand consideration ($\beta = 0.285$, $p < 0.001$), helping H1a. EC performed a huge position in moderating the link between GA and BT ($\beta = 0.170$, $p = 0.001$), assisting speculation 2. PPQ moderated the connection between GA and BT ($\beta = 0.219$, $p < 0.001$), assisting H3. The impact sizes (f^2) confirmed the predictors' relative effect on the dependent variables. GA had a considerable impact on EC ($f^2 = 0.718$) and PPQ ($f^2 = 0.424$), with mild results on BT. The blindfolding technique changed to use to evaluate predictive relevance (Q^2). Q^2 scores above zero for all constructs display that the version can accurately expect the based variables. These findings aid the hypothesized correlations and highlight the role of environmental issues and perceived product high-quality as mediators in the courting among green advertising and emblem agree with Buil et al., (2013). The structural model has strong explanatory and predictive talents, imparting precious insights for the usage of green advertising and marketing approaches to enhance brand trust.

Discussion

The findings of this study make essential contributions to information on the dynamics of green advertising (GA) and its effect on brand trust (BT) in Pakistan's textile industry, with environmental concern (EC) and perceived product quality (PPQ) appearing as mediating variables. The findings display that GA has a direct and advantageous impact on BT, which is constant with previous examine highlighting the significance of sustainable advertising and marketing in growing patron agree with. This emphasizes the significance of green advertising and marketing techniques in developing a positive employer picture and organising consideration with environmentally sensitive consumers (Mancini et al., 2019). The study also reveals that EC performs a crucial mediating characteristic in the link between GA and BT. This locating is consistent with earlier research, which suggests that purchasers' cognizance of environmental issues and their congruence with a brand's sustainability activities promotes agreement. This emphasises the need for groups addressing environmental problems in their advertising and marketing campaigns to efficaciously have to interact with environmentally conscious customers.

PPQ became determined to mediate the GA-BT hyperlink, implying that client perceptions of product quality play a crucial role in converting green advertising and marketing into belief. This is regular with research demonstrating that sustainable production strategies and higher product excellent growth clients consider in green businesses. Brands can improve the fulfillment in their green marketing campaigns by emphasizing each qualitative traits and environmentally pleasant capabilities. The combined indirect impact of GA on BT via EC and PPQ demonstrates how those factors paintings together to strengthen brand trust. These findings support the declaration that green advertising influences consumers to accept as true via emotional (environmental concerns) and rational (product quality) issues. These findings have crucial practical implications for Pakistan's textile industry (Redondo et al., 2014). Brands have to take a dual method of green advertising and marketing, addressing each environmental issue and product quality. As international customers call for extra sustainability, the findings of this study may assist textile industry in shaping their advertising and marketing methods with purchaser expectations, boosting competitiveness in each home and overseas markets.

Conclusion

This study contributes numerous theoretical insights into the disciplines of green advertising, consumer behavior, and brand trust. The study confirms the impact of GA on BT on this state of affairs of Pakistan's textile industry, a burgeoning marketplace where sustainability is gaining ground. While previous research has been focused on installed markets, this examine gives vital insights into consumer conduct in emerging economies. Mediating Roles of EC and PPQ: This examine gives a deeper knowledge of ways green advertising affects customer agree with the aid of highlighting the function of EC and PPQ in the GA-BT interplay. These findings are regular with the Theory of Planned Behavior, which holds that purchaser attitudes and perceptions mediate the impact of external cues on conduct. The integration of emotional (EC) and rational (PPQ) additives connects the cognitive and emotive elements of client selection-making in sustainable situations (Bakkari & Khatory, 2018).

The examination highlights the dual-path process of How GA impacts BT, emphasizing the importance of pleasing each purchaser's environmental concerns and product quality expectations. This theoretical innovation relies on previous studies, which indicate that effective green advertising strategies must stabilise environmental messaging with realistic product advantages. The utility of Structural Equation Modelling (SEM) to investigate complex interactions in advertising and marketing studies offers a robust methodological framework. By the usage of

superior statistical equipment to research mediation results, the take a look establishes a basis for future studies in sustainability and client conduct. These theoretical contributions deepen the verbal exchange on green marketing and lay the basis for destiny research in emerging economies, wherein sustainable practices are hastily evolving (Buil et al., 2013).

Practical Implications

The effects of this research provide actionable insights for entrepreneurs and policymakers in Pakistan's textile industry, which include thoughts for growing brand self-assurance via green advertising.

- **Prioritizing Environmental Concerns:** Marketers need to communicate an emblem's commitment to sustainability through actual and straightforward messaging. Highlighting eco-friendly manufacturing strategies, ethical sourcing, and strength-green operations can construct self-assurance and loyalty amongst environmentally aware clients.
- **Product Quality:** PPQ plays a mediating function, emphasizing the significance of brands supporting their green claims with concrete functions. Investing in exquisite, sustainable merchandise that fits or exceeds purchaser expectations can raise credibility and decrease issues about greenwashing (Yunus & Rashid, 2016).
- **Balancing Emotional and Rational Appeal:** Marketers must balance green advertising and marketing with the aid of addressing consumers' emotional connection to sustainability and proving the functional blessings in their products. Certifications, eco-labels, and third-party endorsements can grow the perceived legitimacy of green claims, boosting customer trust.
- **Policy recommendations:** Policymakers can play a vital function in encouraging sustainable practices using enacting supportive regulations and incentives. Encourage eco-friendly production standards, provide subsidies for sustainable activities, and apprehend brands who are devoted to sustainability to create favourable surroundings for green advertising and marketing. Such measures can grow consumer agreement with green products and inspire massive adoption of sustainable practices in the sector (Singh, 2016).

Limitations

While this observation contributes considerably to our expertise of green advertising (GA) and its effect on brand agreement with (BT) in Pakistan's textile industry, it has some limitations. These limitations present a possibility for destiny research to construct on and decorate the study findings. The study's cross-sectional layout limits its capability to expose causal links among green advertising, environmental concerns (EC), perceived product quality (PPQ), and brand trust. Cross-sectional information presents a snapshot of purchaser impressions at a single factor in time, making it tough to decide causality or tune adjustments over time (Moran, 2015). Future research ought to take a longitudinal method to analyze how these institutions evolve and better understand the lengthy-time period impacts of green marketing on patrons consider.

Although the sample size of 194 respondents is enough for statistical evaluation, it could no longer constitute the huge client base of Pakistan's textile sector. A large and greater geographically diverse pattern may want to improve the findings' generalizability and offer additional perception into client behaviour throughout demographic and socioeconomic organizations. Future studies must additionally investigate how purchaser impressions range depending on age, profits, and education level. The study focuses entirely on the textile industry in Pakistan, which can also restrict the findings' applicability to other industries or geographic regions. The textile sector has unique characteristics, which include great environmental effects and useful resource-extensive

production techniques, that may not be reflective of other sectors (Puchkova et al., 2016). Future observation might amplify the framework to other industries, along with rapid-shifting purchaser items (FMCG) or electronics or behaviour cross-cultural comparisons to validate and increase the findings' generalizability.

The study is based totally on self-said facts, which are subject to social desirability bias and common method bias (CMB). Social desirability bias happens whilst respondents give answers, they agree are socially suitable, while CMB takes place when the response version is attributed to the evaluation technique rather than the variables themselves. Although tries had been made to offset these biases, which include using Harman's single aspect study and variance inflation factor (VIF) analysis, they were no longer eliminated (Jørgensen, 2018). Future research enhances the reliability of the conclusions, goal data, such as sales numbers or 1/3-party certifications, can be used, as ought to blend methods processes, which includes combining surveys.

While the study focuses on the mediating outcomes of environmental concerns (EC) and perceived product quality (PPQ), different elements can also doubtlessly affect the relationship between green advertising and brand trust. Consumer attitudes, purchasing intents, cultural effects, and emblem loyalty, for instance, could all have a large impact on how customers reply to green marketing. Future studies may want to take a look at these other aspects to have a greater understanding of the mechanisms via which green advertising influences patrons to accept as true. This study's findings are context-precise and replicate the peculiarities of Pakistan's textile industry and patron conduct in a rising marketplace. While this presents useful records for local companies and governments, the findings may not be directly relevant to advanced markets or industries facing distinct environmental concerns (Teng et al., 2019). Future research should reflect the study in circumstances to decide the universality of the findings and potential modifications in client conduct.

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