

**SOURCES OF RESISTANCE IN THE ADOPTION OF ECO-FRIENDLY LIGHTING PRODUCTS:
A STUDY OF TECHNICAL DOUBTS, EXAGGERATED NARRATIVES, AND BRAND DISTRUST****Didit Darmawan^a, M Najib Zakariya^b**^aEkonomi / Manajemen, Universitas Sunan Giri Surabaya^bEkonomi / Manajemen, Universitas Sunan Giri Surabaya**Article History**Received: March 14th 2026Revised : March 28th 2026Accepted : April 4th 2026Published : April 11th 2026**Corresponding author:**dr.diditdarmawan@gmail.com

Cite This Article: Darmawan, D., & Zakariya, M. N. (2026). Sumber-Sumber Resistensi dalam Adopsi Produk Lampu Ramah Lingkungan: Kajian atas Keraguan Teknis, Narasi Berlebihan, dan Ketidakpercayaan Merek. *International Journal Management and Economic*, 5(2). <https://doi.org/10.56127/ijme.v5i2.2652>

DOI:<https://doi.org/10.56127/ijme.v5i2.2652>

Abstract: This literature study aims to analyze the sources of consumer resistance to environmentally friendly lighting products, focusing on doubts about technical specifications, resistance to exaggerated green promotion narratives, and distrust of brand motivations behind environmental campaigns. The method used is qualitative library research with a thematic synthesis approach following systematic literature review procedures. The results indicate that technical doubts arise from complex information confusing average consumers and past negative experiences with energy-efficient products. Resistance to promotional narratives is triggered by greenwashing practices, exaggerated unverifiable claims, and patronizing language. Distrust of brand motivations stems from perceptions that companies are more motivated by profit than environmental concern, reinforced by inconsistencies between campaigns and business practices. These three sources of resistance are interconnected and mutually reinforcing, creating significant barriers to adoption of environmentally friendly products. Understanding these resistance sources is essential for manufacturers and policymakers to design more authentic and effective communication strategies. This study contributes theoretically to enriching green marketing literature with a consumer resistance perspective and practically provides foundations for manufacturers in simplifying technical information, avoiding exaggerated claims, and building trust through consistent practices.

Keywords: consumer resistance, technical specifications, greenwashing, brand motivation, environmental campaigns, energy-efficient lighting, sustainable products.

1. INTRODUCTION

Global awareness of climate change and environmental degradation has increased in recent decades. Various countries have committed to reducing carbon emissions and switching to sustainable energy sources (Umar & Egbu, 2019). Indonesia, as part of the global community, is also promoting the use of environmentally friendly products in various sectors. Eco-friendly lamps, such as energy-saving LEDs and green-certified lamps, are becoming alternatives to conventional incandescent lamps. Manufacturers are competing to market products with claims of energy savings, long lifespans, and positive environmental contributions (Ambarita, 2018). However, despite this intense promotion, many consumers remain hesitant to switch to these products. This resistance stems from various sources that must be understood.

The technical specifications of eco-friendly lighting products are often a source of consumer skepticism (Zakariya & Darmawan, 2024). Information about lumens, wattage, color temperature, and color rendering index confuses unskilled consumers. They lack the knowledge to evaluate whether energy-saving claims are commensurate with lighting quality. Past experiences with energy-saving products that lack brightness or fail quickly reinforce this skepticism. Consumers worry that eco-friendly products won't provide the same comfortable lighting as conventional lamps (Murdiyansyah et al., 2024). Challenges in consumer literacy and access to easy-to-understand information are also often barriers (Ramle & Mardikaningsih, 2022). Unclear specifications and a lack of education make consumers hesitant to make

decisions. Purchasing decisions are fundamentally influenced by many factors, such as price, brand image, lifestyle, and perceived product quality. Therefore, it's natural for consumers to consider various aspects before deciding to switch to eco-friendly products (Putri & Darmawan, 2023).

The intense green marketing narrative has actually sparked resistance among critical consumers (Amin & Sinaga, 2019). Advertisements claiming products are highly environmentally friendly, drastically save electricity, and save the planet are often considered exaggerated. Consumers accustomed to marketing tactics are beginning to question the veracity of these claims. They seek evidence and validation from independent sources. If they don't find it, the claims are dismissed as mere marketing gimmicks. Resistance to greenwashing is growing as consumer awareness of misleading marketing practices increases (Bit et al., 2022). Exaggerated narratives are counterproductive and reinforce doubts. Sustainability communication strategies should be developed honestly and transparently to strengthen awareness and maintain the company's integrity in the eyes of consumers (Essa & Mardikaningsih, 2021).

Distrust of brands' motivations behind environmental campaigns is a fundamental source of resistance. Consumers question whether manufacturers truly care about the environment or are simply exploiting trends for business gain (Bursan et al., 2022). Large brands, often known for their environmental friendliness, suddenly launching green product campaigns raise suspicion. Consumers see inconsistencies between a company's business practices and its environmental claims. They examine the company's track record, production practices, and long-term commitment to sustainability. If discrepancies are found, trust is lost and resistance intensifies. Ethical issues in development are also a significant concern as consumers become increasingly concerned about corporate social and moral responsibility (Radjawane & Mardikaningsih, 2022).

The three sources of resistance: confusing technical specifications, exaggerated promotional narratives, and distrust of brand motivations are interrelated. Doubts about specifications are reinforced by distrust of promotional claims. Exaggerated narratives further increase consumer skepticism about a brand's motivations. Fundamental mistrust makes consumers reluctant to bother understanding technical specifications (Sinaga & Dewy, 2023). This cycle creates significant barriers to the adoption of environmentally friendly products. A thorough understanding of the sources of this resistance is crucial for manufacturers and policymakers to design more effective communication strategies and build consumer trust. Perceived risk and lack of trust are often key barriers to purchase intention, even when the product has clear functional benefits (Riski & Darmawan, 2025).

Eco-friendly lighting manufacturers face a serious challenge in convincing consumers to switch from conventional products (Stall-Meadows & Hebert, 2011). Sales of eco-friendly products often fall below target despite various promotional campaigns. This situation suggests that consumer resistance cannot be overcome simply by intensive advertising and claims of product superiority. Manufacturers may focus too much on the technical aspects of the product while ignoring the psychological and social dimensions that shape consumer hesitation.

Complicated specifications that consumers don't understand, promotional narratives perceived as exaggerated, and suspicion of brand motivations work together to create a wall of resistance. A human resource management approach that supports competency and an understanding of the green economy can also help companies convey the value of their products more convincingly (Essa & Mardikaningsih, 2023).

A gap also exists between manufacturers' perceptions of product excellence and consumer perceptions (Kreczmańska-Gigol & Gigol, 2022). Manufacturers pride themselves on technological innovation and environmental benefits, but consumers see similar claims across products and become skeptical. The lack of transparency about technical specifications and the difficulty of verifying claims reinforce distrust. Manufacturers who are truly committed to the environment struggle to differentiate themselves from competitors who simply engage in greenwashing. As a result, skeptical consumers generalize all brands and are reluctant to purchase environmentally friendly products.

The transition to a green economy is an inevitability driven by governments and the global community (Bhargava, 2023). The use of environmentally friendly products, such as energy-saving lamps, is part of the effort to reduce carbon emissions. However, this transition will only be successful if supported by widespread consumer adoption. Ununderstood and unaddressed consumer resistance will hinder the achievement of environmental targets. Analyzing the sources of doubt is crucial for designing effective communication strategies and building public trust. Green innovation integrated with supply chain management and a company's technological capabilities has also been shown to play a role in improving business performance while supporting sustainability (Mardikaningsih, 2024).

Post-pandemic changes in consumer behavior have also influenced how consumers evaluate products (Saxena, 2024). Consumers have become more critical and selective, seeking more information before making a purchase. The widespread practice of greenwashing has made consumers even more wary.

Manufacturers truly committed to the environment need to understand this resistance to communicate authentically. Understanding the sources of doubt regarding technical specifications, resistance to exaggerated narratives, and distrust of brand motivations will help design a more humane and convincing approach.

This study aims to theoretically analyze how consumer doubt regarding technical specifications and resistance to perceived exaggerated green promotional narratives shape resistance to environmentally friendly lighting products. Furthermore, this study aims to examine how distrust in brands' motivations behind environmental campaigns contributes to consumer resistance. The analysis focuses on the psychological and sociological sources underlying doubt and distrust. The theoretical contribution of this study is to enrich the literature on consumer behavior and green marketing with a perspective on resistance, which has received little attention. Its practical contribution provides a foundation for manufacturers and policymakers to design more authentic and effective communication strategies to encourage the adoption of environmentally friendly products.

2. RESEARCH METHODOLOGY

This research is structured as a qualitative literature study aimed at theoretically analyzing the sources of consumer resistance to environmentally friendly lighting products, including doubts about technical specifications, resistance to perceived green promotional narratives, and distrust of brand motivations behind environmental campaigns. As explained by Walliman (2021), literature research is an investigative strategy that relies on written sources as primary data, allowing researchers to build conceptual understanding without the need for field data collection. This approach was chosen because it aligns with the research objective of understanding the psychological and sociological dynamics of consumer resistance from various theoretical perspectives developed in the consumer behavior and green marketing literature. Gupta and Gupta (2022) emphasize that in literature research, the quality of the research instrument is determined by the researcher's accuracy in selecting keywords and defining search boundaries. The keywords used in the search included consumer resistance, green skepticism, technical specifications, greenwashing, perceived greenwashing, corporate motivation, environmental claims, sustainable products, energy-efficient lighting, and LED adoption, in various combinations to ensure broad and representative coverage.

The literature search and selection procedures in this study adhere to the state-of-the-art review framework proposed by Barry et al. (2022) through six systematic steps: identifying the research question, structured literature search, selecting sources based on inclusion and exclusion criteria, data extraction, synthesizing findings, and preparing a report. Frank and Hatak (2014) emphasize the importance of systematically searching, evaluating, and synthesizing literature to build a solid theoretical foundation. Stratton (2019), in his guide to literature reviews, emphasizes the importance of clearly defining research questions, a structured search strategy, and explicit selection criteria to ensure the quality and relevance of sources. Data sources in this study consisted of textbooks in consumer behavior, green marketing, and environmental psychology, as well as indexed scientific journal articles that directly address the variables of focus. Searches were conducted in reputable academic databases such as Google Scholar, Scopus, and SpringerLink to obtain credible sources relevant to the research topic. The data analysis in this study used a thematic synthesis approach as recommended by Snyder (2024) to design a literature review that makes a strong contribution. Mohajan (2018) explains that in qualitative research, the validity of findings is maintained through diligent observation and source triangulation by comparing opinions from different authors and scholarly traditions. The researcher conducted comparisons between theoretical perspectives, sought common threads connecting the various findings, and developed a coherent argument about how doubts about technical specifications, resistance to overly promotional narratives, and distrust of brand motivations collectively shape consumer resistance to eco-friendly lighting products. This synthesis is expected to yield new insights into sources of resistance that have received little attention in the green marketing literature.

3. RESULTS AND DISCUSSION

On Doubts about Technical Specifications and Resistance to Green Promotion Narratives

Consumer doubts about the technical specifications of eco-friendly lighting products arise not from an unwillingness to switch to more sustainable products, but rather from the complexity of the technical information presented without adequate guidance for understanding it. Manufacturers often list various technical terms such as lumens, watts, Kelvin color temperature, color rendering index, and luminance efficacy as proof of product superiority. However, for the average consumer without a background in engineering or physics, these numbers are simply a series of symbols that are difficult to translate into

tangible benefits in everyday use. Consumers don't know how many lumens are sufficient for a bedroom, how many watts are equivalent to the 60-watt incandescent bulb they typically use, or how certain color temperatures affect room comfort. This confusion creates a gap between the information manufacturers provide and the understanding consumers need to make confident decisions. According to Ottman et al. (2006), consumers are often confused by excessive technical information. This confusion creates uncertainty about whether the product actually delivers the benefits promised. Consumers tend to choose products they understand over products that confuse them, even if they are more environmentally friendly. Diverse specifications without simple explanations can actually make consumers even more hesitant to choose the option that best suits their needs (Margareta & Darmawan, 2025). Thus, the complexity of technical specifications, unbalanced by consumer education, becomes the primary source of doubt, where information that should build trust instead creates a psychological distance between consumers and environmentally friendly products.

Past experiences with previous generations of energy-efficient products reinforce consumer doubt through a negative generalization mechanism that is difficult to erase with modern marketing claims alone. Consumers who have used compact fluorescent lamps (CFLs) in the past recall slow-burning bulbs, uncomfortable light, or annoying buzzing noises. These negative experiences form a cognitive schema that equates "energy-efficient products" with sacrificing comfort for economy. When confronted with technically superior LED lamps, consumers automatically activate the old schema and generalize that all environmentally friendly products share similar weaknesses. Concerns that LED lights will be dim, uncomfortable on the eyes, or quickly fail persist despite rapid technological advances, because direct experience has a greater power to shape beliefs than abstract information. In a study on the influence of green products on lighting purchasing decisions, Zakariya and Darmawan (2025) found that past negative experiences influence perceptions of new products. Consumers generalize that all environmentally friendly products have similar drawbacks. They worry that LED lights will be dim, uncomfortable on the eyes, or break quickly, even though technology has advanced. These concerns are difficult to allay with marketing claims alone. Manufacturers need to provide consumers with opportunities to try them directly or provide easy-to-understand comparative information. The memory effect of past negative experiences becomes a second source of affective and experiential doubt, complicating manufacturers' efforts to convince consumers because they must confront deeply ingrained memories rather than simply providing new information. Furthermore, from a business law perspective, clarity about manufacturers' responsibility for product quality and safety also affects consumers' sense of security in trying new innovations (Marsal et al., 2025).

Uncertainty about long-term cost savings is a third source of economic doubt, where consumers struggle to rationally calculate the higher initial price against future electricity savings. Eco-friendly lamps are generally priced higher than conventional lamps, with the promise of long-term electricity savings. However, ordinary consumers lack the tools or knowledge to calculate how many months or years it will take to break even on their initial investment. Without a clear calculation, abstract savings figures lack persuasive power to overcome reluctance to pay more now. Consumers naturally focus more on the present cost than the future benefits, a psychological bias known as hyperbolic discounting. Ottman (2017), in his book on the new rules of green marketing, emphasizes the importance of communicating the eco-value of a product economics in a way that consumers can easily understand. Consumers have difficulty calculating how many months or years it will take to break even on the initial investment. They focus more on the current price rather than future savings. Manufacturers need to simplify calculations and present them in an attractive format, for example, with an online calculator or a simple comparison table. Without clear information, consumers choose products with lower initial prices. This inability of consumers to project long-term savings creates a third source of calculative doubt, transforming the economic advantages of environmentally friendly products, which should be attractive, into a source of confusion that drives consumers back to simpler, more conventional options. This demonstrates that transparency of economic information is a crucial part of consumer protection, enabling consumers to make informed decisions without being disadvantaged (Prasetyo et al., 2023).

Resistance to green promotional narratives arises as a psychological response when consumers perceive that manufacturers' claims are exaggerated, bombastic, and inconsistent with verifiable reality. Advertisements that use phrases like "super eco-friendly," "save the planet," or "100 percent green" fuel suspicion rather than build trust, as discerning consumers recognize that no product is completely free from environmental impacts. Overly heroic narratives create a gap between claims and available evidence, prompting consumers to seek validation from independent sources. When validation is absent or difficult to access, such claims are perceived as mere greenwashing, reinforcing skepticism about the entire eco-friendly product category. A more effective approach is to use simple, factual, and verifiable language,

acknowledging the product's limitations while highlighting its relative advantages over conventional alternatives. Witkowski (2021), in a study on expanding anti-consumer research, found that discerning consumers tend to reject overly bombastic marketing messages. They seek evidence and validation from independent sources. If this is not found, claims are perceived as mere marketing tactics. Overblown narratives are counterproductive, reinforcing skepticism. Manufacturers should use simpler, factual, and verifiable language. This resistance to overly exaggerated green promotional narratives becomes a fourth source of critical and evaluative doubt, where consumers doubt not only the product but also the integrity of the producer's communications, creating a deeper psychological barrier that concerns trust in the source of the information itself. In the digital age, ethical information dissemination is increasingly important because inaccurate or misleading messages can quickly have a widespread impact on society (Muhammad et al., 2023).

The widespread phenomenon of greenwashing across various industries has significantly strengthened consumer resistance to green promotional narratives, as consumers become more discerning and skeptical about evaluating manufacturers' environmental claims. Many companies claim their products are environmentally friendly without strong, verifiable evidence, or simply make small, insignificant changes that are heavily promoted as green innovations. Repeated experience with this practice shapes consumers' mindset that most green claims are suspect until proven otherwise by concrete evidence. A single case of greenwashing that is exposed can damage the reputation of not only the brand in question but also the entire green product category, as consumers generalize that dishonest practices are likely to occur everywhere. Fachrurazi et al. (2022) in their study of medical products and green purchase intentions found that consumers are increasingly discerning about greenwashing practices. They seek information about a company's production practices, raw materials, and environmental policies. If they find inconsistencies between claims and reality, trust is lost and resistance spreads to other products. A single case of greenwashing can damage the reputation of an entire green product category. Manufacturers truly committed to sustainability need to differentiate themselves through transparency and credible certification. Thus, the prevalence of greenwashing practices becomes a fifth, systemic source of resistance, creating a climate of mistrust that leads consumers to assume suspicion of any green claims before evidence to the contrary can be presented. The role of regulation and oversight by competent authorities is crucial to ensure that product claims are consistent with reality and does not harm consumers (Mustika et al., 2023).

Consumer resistance to green promotional narratives is also triggered by communication approaches that blame them personally for environmental damage, which actually triggers negative psychological reactions rather than building support for environmentally friendly products. Advertisements that use messages such as "if you don't buy this product, you're destroying the earth" or "the future of the planet is in your hands" create a disproportionate moral burden and feel manipulative. Consumers feel cornered and blamed for a complex problem that actually involves many parties, including large corporations and government policies. This overly patronizing approach activates psychological defense mechanisms that cause consumers to reject not only the message but also the promoted product. A more effective narrative is one that empowers consumers with positive information and demonstrates how their choices are part of a collective solution, not the source of individual problems. Arifin et al. (2023), in a study of risk perceptions and customer trust in environmentally friendly electronic products, found that an overly patronizing approach actually triggers resistance. Consumers feel emotionally manipulated. They are more responsive to messages that empower and provide positive information. Narratives that emphasize shared benefits and collective solutions are more effective than blaming individuals. Manufacturers need to design messages that build optimism, not guilt. This blaming communication approach becomes a sixth source of emotional resistance, where consumers reject products because they reject the way they are promoted, regardless of the environmental benefits they may offer.

The role of social media in spreading skepticism about green claims has fundamentally changed the marketing communications landscape, with manufacturers no longer having full control over the narratives circulating in the community. Consumers can now easily share information, experiences, and findings about greenwashing practices across various platforms, creating a collective knowledge base that strengthens resistance to unproven claims. Negative reviews, investigative videos, and critical articles can spread virally within hours, reaching thousands or even millions of consumers before the manufacturer has time to respond. A single product with a problematic green claim can become the subject of widespread discussion, permanently damaging a brand's reputation. Consumer reviews on digital platforms have also been shown to impact product competitiveness and a company's long-term management strategy (Negara et al., 2021). In this decentralized information ecosystem, a transparent and proactive approach to communicating sustainability practices is no longer an option but a necessity. Mardikaningsih et al. (2025) in their study of the influence of social media use on students' knowledge of green management and pro-

environmental attitudes found that online discussions shape collective perceptions. Negative reviews, investigative videos, and critical articles spread rapidly. Manufacturers lose control of the narrative. A single product with problematic green claims can go viral and damage reputations. A transparent and proactive approach to communicating sustainability practices becomes increasingly important. Social media, as an arena for information exchange, becomes a seventh source of collective and organized resistance, where consumers reinforce each other's skepticism and build shared knowledge that makes them less susceptible to conventional marketing narratives.

Resistance to green promotional narratives is also influenced by the perception that environmentally friendly products are only intended for certain groups with high purchasing power, creating a social gap that leaves lower-middle-class consumers feeling excluded. The premium prices often attached to green products, combined with narratives emphasizing moral responsibility for protecting the environment, create a paradoxical situation where consumers with limited resources are blamed for environmental damage while environmentally friendly products are beyond their economic reach. This narrative, insensitive to economic realities, fuels resistance because it feels unfair and elitist. Consumers reject messages that make them feel guilty for something they cannot do. A more inclusive approach is needed, providing environmentally friendly products at various price points and communicating that environmental responsibility is a shared responsibility that can be realized in various ways, not just through the purchase of premium products. Hardiyanti and Darmawan (2023) state that price influences consumer perceptions. Narratives that emphasize moral responsibility without considering increasing economic affordability creates inequality. Lower-middle-class consumers feel excluded and resistant to this message. Manufacturers need to design products at various price points and communicate that environmental responsibility is a shared responsibility, not just for the wealthy. This perception of economic exclusivity becomes an eighth source of social resistance, where consumers reject not only products but also values perceived as exclusive to the elite, reinforcing polarization and hindering the widespread adoption of environmentally friendly products.

The lack of clear and uniform standards and certifications in the eco-friendly product market further exacerbates consumer skepticism by creating confusion about which labels are truly trustworthy. Various green labels have emerged with varying criteria; some are issued by official government agencies, others by international non-governmental organizations, and many are self-made claims by manufacturers without third-party verification. Consumers faced with a variety of attractively designed labels have no easy way to distinguish which ones have substantial meaning from which ones are simply marketing gimmicks. This lack of clarity encourages consumers to ignore labels altogether and fall back on conventional considerations like price and brand, rather than attempting to understand complex and non-standardized environmental claims. The role of government and independent institutions in establishing national standards and promoting credible labels is crucial to reducing this confusion. Masrifah and Darmawan (2023) stated that consumers seek quality assurance from trusted sources. For eco-friendly products, consumers confuse official labels with self-produced claims. They don't know which labels are trustworthy. This ambiguity reinforces resistance because consumers feel they have no basis for comparing products. Governments and independent institutions need to play a role in establishing standards and promoting credible labels. Consistent implementation of labeling regulations and fair oversight in the market are crucial for creating healthy business competition while protecting consumers (Purwanto et al., 2023). This lack of clear standards and certification constitutes a ninth source of structural resistance, creating information noise that leads consumers to distrust any claims rather than risk mistrusting invalid claims.

The interaction between technical doubt and narrative resistance creates a vicious cycle that reinforces negative attitudes. Consumers who doubt technical specifications tend to be more skeptical of promotional claims. Kessous et al. (2016) found in a study of consumer sensitivity to the sustainable practices of large French retailers that consumers who were critical of one aspect tended to be critical of others. Skepticism spread across all product dimensions. Manufacturers need to build credibility holistically, not just in one aspect. Consistency between specifications, claims, and company practices is key to overcoming resistance. Consumer resistance to eco-friendly lighting products is a rational response to uncertainty and inadequate information. Das and Kethineedi (2025) in their policy and business framework for overcoming consumer resistance to sustainable marketing emphasized the importance of an integrated approach involving education, transparency, and regulation. In healthy business competition, information transparency and regulatory compliance are key to building sustainable market trust (Wibowo et al., 2023). Manufacturers need to simplify technical information, avoid exaggerated narratives, and build credibility through concrete actions. Consumers who feel respected and informed are clearly more open to eco-friendly products. Resistance can be reduced if sources of doubt are addressed with an authentic and transparent approach.

Distrust in Brand Motivation as a Source of Resistance

Consumer distrust in brand motivations behind environmental campaigns is the most fundamental source of resistance because it touches on the core relationship between consumers and producers: integrity and authenticity. An ethical approach to business relationships has also been shown to impact sustainable performance and long-term trust between businesses and their consumers (Putra & Wibowo, 2022). Consumers not only evaluate products based on technical specifications or environmental claims, but also question what drives companies to suddenly care about environmental sustainability. When major brands known for neglecting environmentally friendly practices, using hazardous materials, or having a poor track record in waste management launch large-scale green campaigns, they automatically suspect that this is merely an opportunistic marketing ploy to capitalize on the growing trend of environmental awareness. Consumers look for consistency between what companies say in their campaigns and what they actually do in their daily business practices, from raw material procurement to factory waste management. When significant gaps are discovered, long-established trust can collapse instantly, and resistance to the brand's eco-friendly products can become intense, even if the products may technically be better for the environment. Ali et al. (2022) stated that reputation consistency influences trust. Consumers examine a company's track record, production practices, and long-term commitment to sustainability. If a gap is found between green campaigns and daily business practices, trust is lost and resistance grows. An inconsistent brand will struggle to convince consumers, even if its products are technically environmentally friendly. Thus, inconsistency between campaigns and actual practices becomes the first source of fundamental distrust, where consumers reject not only claims but also the entire brand identity, perceived as inauthentic. From a business ethics perspective, a company's responsibility to consumer needs, including aspects of halal certification and product safety, is also part of the formation of trust, inseparable from brand image (Alfiyah et al., 2023).

Consumer resistance to environmentally friendly products does not emerge suddenly but is rooted in a deep distrust of the motivations behind a company's green campaigns. When consumers begin to question whether the environmental concerns displayed are a genuine commitment or merely an opportunistic marketing strategy, the emotional connection with the brand begins to fray. The various factors driving this distrust need to be systematically mapped so that producers can understand the true root of the problem before designing strategies to rebuild credibility in the eyes of consumers.

Table 1. Sources of Consumer Distrust in Brand Motivations for Green Campaigns
Source of Distrust Core Problem

Sumber Ketidakpercayaan	Inti Permasalahan
Inkonsistensi (Fundamental)	Jurang antara kampanye hijau dan praktik bisnis nyata (produksi, limbah)
Motif Ekonomi (Evaluatif)	Kecurigaan bahwa kepedulian lingkungan hanya kalkulasi bisnis, bukan komitmen tulus
Greenwashing (Sistemik)	Maraknya praktik greenwashing menciptakan skeptisisme umum terhadap semua klaim hijau
Global vs Lokal (Geografis)	Kontradiksi antara citra global dan praktik buruk di tingkat lokal yang terlihat langsung
Kurang Transparansi (Informasional)	Informasi produksi/rantai pasok tertutup, konsumen mengisi kekosongan dengan asumsi buruk
Media Sosial (Akseleratif)	Pelanggaran mudah viral, mempercepat hancurnya kepercayaan yang dibangun bertahun-tahun
Harga Premium	Kecurigaan bahwa harga mahal hanya untuk keuntungan, bukan biaya lingkungan
Bisnis Inti Merusak	Kampanye hijau dianggap pencitraan jika bisnis utama perusahaan tetap tidak berkelanjutan
Minim Keterlibatan	Perusahaan hanya jual produk hijau tanpa kontribusi nyata pada isu lingkungan luas
Klaim vs Realita	Produk tidak memenuhi harapan kinerja, klaim lingkungan dianggap taktik pemasaran
Pengaruh Sosial	Skeptisisme menular lewat kelompok acuan, rekomendasi terpercaya bisa kurangi resistensi

This mapping shows that consumer distrust is multidimensional, ranging from issues of consistency and transparency to broader social impacts. Manufacturers can no longer rely on superficial green campaigns because modern consumers have access to sufficient information and the sensitivity to distinguish between genuine commitment and mere public image. Rebuilding trust requires consistent, concrete action, radical transparency, and engagement with broader environmental issues, as only then can brands convince consumers that sustainability is truly internalized in all aspects of their operations, not simply a marketing tool.

The perception that economic motives dominate environmental concerns in corporate green campaigns further reinforces consumer distrust. Increasingly critical and informed consumers believe that companies are essentially profit-driven entities, thus questioning whether any steps toward sustainability are driven by genuine commitment or simply business calculations to win a growing market. Consumers with a high level of environmental awareness are more sensitive to the motivations behind green campaigns. They look beyond eco-friendly advertisements or packaging to find evidence that sustainability values are truly internalized in all aspects of a company's operations. Certification from independent institutions, audited sustainability reports, and supply chain transparency are indicators they use to distinguish between companies that are truly committed and those that are merely making superficial claims. Companies that merely conduct campaigns without fundamental changes will be easily recognized and rejected by this consumer segment, which is often the primary target of eco-friendly products. Nuraini et al. (2022) in their research on environmental sustainability found that internal locus of control and environmental insight influence pro-environmental behavior. Consumers with high environmental awareness are more critical in evaluating brand motivations. They look for evidence that companies truly internalize sustainability values across all aspects of their operations. Certification, sustainability reports, and supply chain transparency are important indicators. Companies that only conduct superficial campaigns without fundamental changes will be easily recognized and rejected by consumers. This suspicion of economic motives becomes a second source of evaluative distrust, where consumers look not only at what a company says but also at why it says it, and assess whether the reasons behind the campaign align with their own values. Accurate and transparent data management also helps management make more transparent strategic decisions, ensuring that sustainability messages are not limited to slogans but supported by measurable evidence (Ali & Darmawan, 2023).

The crisis of trust in brand motivation is exacerbated by the prevalence of greenwashing practices across various industries, creating an environment where consumers begin with a presumption of suspicion regarding every green claim they encounter. Whenever a case of greenwashing is exposed in the media, the impact is not limited to the brand in question but spreads across the entire eco-friendly product category, as consumers generalize that dishonest practices are likely to occur everywhere. Direct or indirect experiences with greenwashing create a cognitive schema that environmental claims are generally suspect until proven otherwise by strong, verifiable evidence. Manufacturers truly committed to sustainability face a significant challenge in distinguishing themselves amid this widespread skepticism. They must invest more in building trust, not only through quality products but also through radical transparency and openness to independent audits, as consumers already burned by greenwashing will be more difficult to satisfy with mediocre claims. Halizah et al. (2022) stated that reputation and security are the foundation of trust in the marketplace. When it comes to eco-friendly products, a company's reputation for meeting its environmental commitments is crucial. Consumers who encounter cases of greenwashing will generalize their suspicions to other brands. A single instance of dishonesty can undermine trust in an entire green product category. Manufacturers truly committed to sustainability face significant challenges in distinguishing themselves amid widespread skepticism. The domino effect of greenwashing practices creates a third, systemic source of distrust, creating a market climate where trust is a scarce commodity and every new brand must pay an equally high "skepticism tax" regardless of their actual commitments.

The inconsistency between multinational companies' global campaigns and their local practices is a fourth, very real source of distrust, especially in developing countries where consumers can directly observe the contradiction between their promoted green image and the reality of their daily operations. Companies often build a sophisticated image of sustainability at the global level through international advertising and glossy sustainability reports, but practices in local factories, waste management in surrounding communities, or treatment of workers often fall far short of the claimed standards. Local consumers who witness firsthand how companies dump waste into rivers, neglect workers' health, or engage in conflict with surrounding communities will experience cognitive dissonance when they later see the company's slick green campaign on social media. This visible contradiction generates even stronger resistance because consumers feel directly manipulated by an image constructed only for consumers in a specific market, while the reality before their eyes tells a different story. Authenticity has become a non-

negotiable demand in the era of open information, where what happens in one place can quickly become known elsewhere. Halizah et al. (2022) state that consumers are sensitive to inconsistencies. Local consumers directly observe how companies treat workers, manage waste, or interact with the surrounding community. If local practices contradict global campaigns, resistance arises. Consumers feel manipulated by an image constructed solely for a specific market. Authenticity is a key demand in the era of open information. This gap between global campaigns and local practices constitutes a fourth geographic and contextual source of distrust, indicating that consumers evaluate not only marketing messages but also the operational realities they can directly observe, so companies cannot construct a green image separate from actual practices at each location of operation.

A lack of transparency about production practices and supply chains reinforces consumer suspicions that companies are hiding something behind their green claims. Critical consumers are not satisfied with just an eco-friendly label on packaging; they want to know where raw materials are sourced, how production is carried out, whether child labor is involved, how waste is managed, and what the carbon footprint of the entire supply chain is. When this information is unavailable or difficult to access, consumers tend to fill in the gaps with worst-case assumptions. Paradoxically, research shows that companies that boldly admit their weaknesses and the challenges they face on their journey toward sustainability are more trusted than those that only present a perfectly positive image. Consumers understand that no company is perfect in its environmental practices, and they value honesty about limitations and a commitment to continuous improvement. Approaches that strive to create an image of perfection often arouse suspicion because they feel unrealistic and too good to be true. Pino et al. (2022), in their study of how consumers shape their reactions to corporate environmental communications, found that acknowledging weaknesses can actually build trust. Companies that are open about the challenges they face and the steps they take to improve are more trusted than those that only present a positive image. Consumers value honesty and transparency. They understand that no company is perfect in its environmental practices. What matters is the willingness to continuously improve and a long-term commitment. Approaches that overly perfect their image often arouse suspicion. This lack of transparency is the fifth source of informational distrust, where consumers refuse to believe not because of evidence of wrongdoing but because of the lack of sufficient evidence to build confidence, creating space for skepticism to flourish. Monitoring the quality of materials and production processes, as applied to consumer health protection, demonstrates that information transparency is key to maintaining public trust (Kahfi et al., 2023).

The role of social media in exposing corporate practices further reinforces consumer distrust of brand motivations by creating an information ecosystem where every aspect of a company's operations is publicly available. In the digital age, the boundaries between what a company wants to communicate and what consumers can find are blurred. Photos of environmental pollution taken by residents around the factory, testimonies from former workers, and the public's perception of the company's operations are also evident.

A news story about unethical practices, or a leaked internal document, can quickly spread virally across social media platforms, reaching millions of people within hours. A green campaign built with significant investment over years can be destroyed overnight by a single credible report about a company's bad practices. Consumers now have access to multiple sources of information, allowing them to triangulate company claims, media reports, and the experiences of other users before deciding whether a brand is worthy of trust. In this landscape, environmental commitments must be demonstrated and consistently implemented across all aspects of operations, not simply built through public imagery, as any inconsistencies risk being exposed and spread at an unprecedented rate. Zahroh and Darmawan (2025) state that consumers seek information from multiple sources before making a decision. Findings about a company's bad practices spread quickly and are difficult to control. A single report about environmental pollution or worker exploitation can destroy a green campaign built over years. Manufacturers need to realize that in the digital age, every aspect of operations can become public consumption. Environmental commitments must be demonstrated through public imagery, not just through public imagery. The power of social media to expose these inconsistencies has become a sixth accelerating source of distrust, accelerating and expanding the impact of each previous source of distrust. Companies no longer have the luxury of building an image separate from operational reality, as any gaps can be exposed and go viral quickly. While utilizing social media as a promotional tool holds great potential, without honest and responsible management, it can backfire on a company's image (Infante & Mardikaningsih, 2022).

Distrust is also fueled by the perception that green campaigns are merely marketing strategies to sell products at higher prices. Khayru et al. (2021) state that consumers are price-sensitive. Eco-friendly products sold at a premium raise questions about whether the additional costs are truly for the environment or for the company's bottom line. Consumers want to know where the price difference is allocated. Is it for

more expensive raw materials, better technology, or simply for additional margins? Without transparent explanations, consumers perceive green campaigns as a ploy to maximize profits. Manufacturers need to clearly communicate the cost structure and environmental contribution of each purchase. Perceived risks, price, and benefits are often key considerations before consumers make purchasing decisions, so clear information is essential to alleviate these doubts (Cahyani & Darmawan, 2025).

The perception that large companies use green campaigns to distract from unsustainable core business practices also fuels resistance. Sinambela et al. (2022) state that consumers build relationships with brands based on holistic perceptions. Companies whose core business is environmentally damaging struggle to convince consumers that their new products are environmentally friendly. Consumers perceive fundamental inconsistencies. Green campaigns are perceived as reputation-cleansing efforts, not fundamental change. Manufacturers need to undertake comprehensive transformations, not simply launch green product lines. Environmental accountability, as part of a company's ethical and legal obligations, is essential to ensuring that changes are not merely symbolic but truly tangible (Baker & Schaltegger, 2015; Darmawan, 2022).

The lack of corporate engagement in broader environmental issues also raises questions. Musyafak and Darmawan (2025), in their research on achieving equitable sustainability through public policies responsive to social inequality, emphasize the importance of active corporate roles in environmental advocacy. Consumers want to see companies not only selling green products but also engaging in collective efforts to address the climate crisis. Support for environmental policies, partnerships with NGOs, and investment in sustainability research are indicators of genuine commitment. Companies that focus solely on products without making broader contributions are perceived as less serious. Active involvement builds credibility and reduces resistance. Within the broader economic ecosystem, collaboration between companies, governments, and small businesses is also crucial for creating stability and fairness in sustainable development (Hardyansah & Putra, 2023).

The discrepancy between company claims and consumer perceptions of product impacts also fuels distrust. Arifin and Darmawan (2026) state that consumers evaluate products based on direct experience. If consumers don't feel significant differences in usage raise doubts about environmental claims. Eco-friendly lighting products that fail to provide adequate lighting or break down quickly make consumers question claims of energy savings and long lifespans. Negative experiences reinforce the belief that environmental claims are merely marketing ploys. Manufacturers need to ensure that product quality is comparable to or better than conventional products. Service quality and a satisfying user experience have also been shown to contribute to repurchase intentions, so the brand promise must be truly experienced in practice (Fared et al., 2021).

The influence of reference groups on brand motivation is powerful. Putra et al. (2022) stated that discussions within social groups shape preferences. Consumers who hear from friends or family that a brand is insincere in its environmental campaigns will be influenced. Skepticism spreads through social networks. Conversely, recommendations from trusted individuals about a brand's genuine commitment can reduce resistance. Manufacturers need to build relationships with communities and influential figures who can act as independent advocates.

Distrust of brand motivation is the most difficult root of resistance to overcome. Gani et al. (2021), in their study of the minimalist trend in consumer behavior, found that consumers are increasingly critical of excessive consumption and corporate imagery. Rebuilding trust takes time and consistency. Manufacturers must demonstrate through concrete actions, not just words, that their commitment to the environment is genuine and sustainable. Transparency, accountability, and engagement in broader environmental issues are key. Consumers who believe that brands genuinely care are more likely to accept eco-friendly products and even become advocates, spreading positive experiences.

4. CONCLUSIONS AND RECOMMENDATIONS

Consumer resistance to eco-friendly lighting products stems from three main factors: doubts about technical specifications, resistance to perceived exaggerated green promotional narratives, and distrust in the brand's motivations behind environmental campaigns. Technical doubts stem from the complexity of information that confuses ordinary consumers and past experiences with less than satisfactory energy-efficient products. Resistance to promotional narratives is fueled by greenwashing practices, exaggerated claims that are difficult to verify, and language perceived as patronizing. Distrust in brand motivations stems from the perception that companies are motivated more by profit than environmental concerns, reinforced by inconsistencies between campaigns and business practices. These three sources of resistance are interrelated and reinforce each other, creating significant barriers to the adoption of eco-friendly products. Understanding these sources of resistance is crucial for manufacturers and policymakers to design more authentic and effective communication strategies.

Theoretically, the analysis enriches the green marketing literature with a perspective on consumer resistance, which has received less attention than adoption studies. This approach complements the understanding of the psychological and sociological barriers in the transition to sustainable consumption. Practically, for eco-friendly lighting manufacturers, the key implication is the need to simplify technical information and present it in a format that is easily understood by ordinary consumers. Promotional narratives must be factual, verifiable, and avoid exaggerated claims that fuel skepticism. Building trust requires consistency between environmental campaigns and daily business practices, as well as transparency about challenges and limitations. For marketers, a more humble approach and acknowledgment of weaknesses can actually build credibility. For policymakers, clear certification standards and enforcement against greenwashing practices are needed to protect consumers and foster healthy competition.

Manufacturers should simplify product technical information with everyday analogies and tools such as online savings calculators. Promotional narratives should focus on tangible, verifiable benefits, avoid bombastic claims, and use language that empowers rather than patronizes. Companies need to build credibility through transparency of production practices, third-party certification, and consistency between campaigns and actions. Engaging consumers in two-way dialogue through social media and discussion forums can reduce resistance and build trust. Regulators need to tighten oversight of environmental claims and impose strict sanctions for greenwashing practices. Further research is recommended to empirically test the interaction model between variables through a quantitative approach or in-depth case studies on various categories of environmentally friendly products.

BIBLIOGRAPHY

- Alfiyah, S., Mardikaningsih, R., & Issalillah, F. (2023). Juridical Analysis of the Responsibility of Cosmetic Manufacturers for the Halal Needs of Muslim Consumers. *Bulletin of Science, Technology and Society*, 2(2), 44–50.
- Ali, R., & Darmawan, D. (2023). Big Data Management Optimization for Managerial Decision Making and Business Strategy. *Journal of Social Science Studies*, 3(2), 139-144.
- Ali, R., Wahyu, F. R. M., Darmawan, D., Retnowati, E., & Lestari, U. P. (2022). Effect of electronic word of mouth, perceived service quality and perceived usefulness on Alibaba's customer commitment. *Journal of Business and Economics Research*, 3(2), 232-237.
- Ambarita, H. (2018). Potency of Energy Saving and Emission Reduction from Lighting System in Residential Sector of Indonesia. 126(1), 012021. <https://doi.org/10.1088/1755-1315/126/1/012021>
- Amin, M., & Sinaga, N. (2019). Analysis of the Use Effectiveness of Lighting Lamps Type for Household Needs. <https://doi.org/10.4108/EAI.3-11-2018.2285734>
- Arifin, S., & Darmawan, D. (2021). Implementation of social responsibility in sustainable marketing. *Journal of Social Science Studies*, 1(2), 279-284.
- Arifin, S., & Darmawan, D. (2026). Peran desain produk, keterlibatan konsumen, dan word of mouth dalam meningkatkan respons konsumen pada produk minyak kayu putih. *Jurnal Ilmiah Satyagraha*, 9(1), 81-94.
- Arifin, S., Darmawan, D., Jahroni, J., Khayru, R. K., & Lestari, U. P. (2023). Persepsi risiko dan kepercayaan pelanggan dalam mempengaruhi loyalitas pelanggan terhadap produk elektronik ramah lingkungan. *Journal of Management and Social Sciences*, 1(4), 172-182.
- Baker, M., & Schaltegger, S. (2015). Pragmatism and new directions in social and environmental accountability research. *Accounting, Auditing & Accountability Journal*, 28(2), 263-294.
- Barry, E. S., Merkebu, J., & Varpio, L. (2022). State-of-the-art literature review methodology: A six-step approach for knowledge synthesis. *Perspectives on Medical Education*, 11(5), 281-288.
- Bhargava, Et. al R. (2023). A Study on Marketing Strategies for Sustainable and Eco-Friendly Products. <https://doi.org/10.52783/tjjpt.v44.i4.1694>
- Bit, N. E. A.-A., Chaterina, M., & Pangaribuan, C. H. (2022). The Use of Eco-Friendly Products in Indonesia: A Survey on Consumers Motivation. *Journal of Applied Management Research*, 2(2), 117–125. <https://doi.org/10.36441/jamr.v2i2.1304>
- Bursan, R., Wiryawan, D., Jimad, H., Listiana, I., Riantini, M., Yanfika, H., Widyastuti, R., Mutolib, A., & Adipathy, D. A. (2022). Effect of Consumer Skepticism on Consumer Intention in Purchasing Green Product. *IOP Conference Series: Earth and Environmental Science*, 1027(1), 012037–012037. <https://doi.org/10.1088/1755-1315/1027/1/012037>
- Cahyani, Y. B., & Darmawan, D. (2025). Pengaruh Persepsi Resiko Terhadap Minat Membeli Emas. *Jurnal Penelitian Multidisiplin Nusantara*, 6(1).

- Darmawan, D. (2022). Environmental Accountability through Business Ethics, Responsibility, Morals and Legal Obligations. *Bulletin of Science, Technology and Society*, 1(2), 1-6.
- Darmawan, D., Gardi, B., & Da Silva, E. B. (2023). Exploration of Changes in Management and Employee Work Relations in Multinational Companies in the Era of Literacy-Based Digitalization. *Journal of Science, Technology and Society (SICO)*, 4(2), 43–54.
- Darmawan, D. (2024). Distribution of Six Major Factors Enhancing Organizational Effectiveness. *Journal of Distribution Science*, 22(4), 47-58.
- Das, P., & Kethineedi, S. (2025). Addressing consumer resistance to sustainable marketing: A policy and business framework using ISM and integrated theoretical insights. In *International Conference on ICT for Sustainable Development* (pp. 263-272). Springer Nature Switzerland.
- Delécolle, T., Jacob, F., & Prim-Allaz, I. (Eds.). (2024). *New frontiers of customer strategy: Managing sustainable, environmental and ethical transitions*. John Wiley & Sons.
- Essa, N. E., & Mardikaningsih, R. (2021). Sustainability Communication through Green Marketing: Strengthening Consumer Awareness and Corporate Environmental Integrity. *Journal of Social Science Studies*, 1(2), 233-238.
- Essa, N. E., & Mardikaningsih, R. (2023). The strategic role of human resource management in building competencies and bridging the skills gap towards a green economy. *International Journal of Service Science, Management, Engineering, and Technology*, 4(3), 36-40.
- Fachrurazi, F., Purwanto, F., Dewianawati, D., Purwoko, B., & Darmawan, D. (2022). Medical products and environmentally friendly purchase intention: what is the role of green consumers behavior, environment concern, and recycle behavior? *Frontiers in Public Health*, 10, 960654.
- Fared, M. A., Darmawan, D., & Khairi, M. (2021). Contribution of E-Service Quality to Repurchase Intention with Mediation of Customer Satisfaction: Study of Online Shopping Through Marketplace. *Journal of Marketing and Business Research (MARK)*, 1(2), 93-106.
- Frank, H., & Hatak, I. (2014). Doing a research literature review. In *How to get published in the best entrepreneurship journals* (pp. 94-117). Edward Elgar Publishing.
- Gani, A., Khayru, R. K., & Darmawan, D. (2021). Minimalism trends in consumption behavior: Social inequality and industrial dynamics. *Journal of Social Science Studies*, 1(1), 129-134.
- Gupta, A., & Gupta, N. (2022). *Research methodology*. SBPD Publications.
- Halizah, S. N., Infante, A., & Darmawan, D. (2022). Keterbentukan kepercayaan pelanggan Shopee melalui kualitas hubungan, reputasi dan keamanan marketplace. *Ekonomi, Keuangan, Investasi Dan Syariah (EKUITAS)*, 4(1), 256-261.
- Halizah, S. N., Retnowati, E., Darmawan, D., Khayru, R. K., & Issalillah, F. (2022). Determinants of customer trust: a study on safety, ease-of-use, and perceived usefulness of herbal products of kuku Bima Ener-G. *Journal of Trends Economics and Accounting Research*, 2(4), 86-92.
- Hardiyanti, M. T., & Darmawan, D. (2023). Faktor-faktor yang mempengaruhi keputusan membeli sandal di Surabaya: Harga, distribusi, dan gaya hidup. *PPIMAN Pusat Publikasi Ilmu Manajemen*, 1(4), 332-345.
- Hardyansah, R., & Putra, A. R. (2023). Building Regional Economic Stability Through Effective Legal Protection for Micro, Small, and Medium Enterprises in Indonesia. *Journal of Social Science Studies*, 3(1), 15-22.
- Infante, A., & Mardikaningsih, R. (2022). The Potential of Social Media as a Means of Online Business Promotion. *Journal of Social Science Studies*, 2(2), 45-49.
- Kahfi, A. D., Darmawan, D., Mardikaningsih, R., & Issalillah, F. (2023). Effectiveness of Monitoring the Use of Food Additives in Consumer Health Protection in Indonesia. *Journal of Social Science Studies*, 3(1), 59-64.
- Kessous, A., Boncori, A. L., & Paché, G. (2016). Are consumers sensitive to large retailers' sustainable practices? A semiotic analysis in the French context. *Journal of Retailing and Consumer Services*, 32, 117-130.
- Khayru, R. K., Darmawan, D., & Munir, M. (2021). Analysis of product preference of Chitato and Lays potato chips. *Marginal: Journal of Management, Accounting, General Finance and International Economic Issues*, 1(1), 10-15.
- Kreczmańska-Gigol, K., & Gigol, T. (2022). The Impact of Consumers' Green Skepticism on the Purchase of Energy-Efficient and Environmentally Friendly Products. *Energies*, 15(6), 2077–2077. <https://doi.org/10.3390/en15062077>
- Mardikaningsih, R. (2024). Implementation of Green Innovation, Supply Chain Management and Technology Capability on Business Performance of Micro, Small and Medium Enterprises. *ARRUS Journal of Social Sciences and Humanities*, 4(4), 467-480.

- Mardikaningsih, R., & Darmawan, D. (2026). Drivers of green behavior in small businesses: An empirical study on environmental values and organizational support. *Jurnal Ilmiah Satyagraha*, 9(1), 111-128.
- Mardikaningsih, R., Darmawan, D., Khayru, R. K., & Issalillah, F. (2025). The influence of social media use on students' knowledge of green management and pro-environmental attitudes. In *Proceeding of International Management Conference and Progressive Papers*, 3(1).
- Margareta, A., & Darmawan, D. (2025). Pengaruh Keragaman Produk Terhadap Keputusan Membeli dalam Pasar. *Jurnal Penelitian Multidisiplin Nusantara*, 6(1).
- Marsal, A. P., Darmawan, D., & Hardyansah, R. (2025). Product Liability, Defective Goods, and Consumer Compensation in Business Law. *Bulletin of Science, Technology and Society*, 4(3), 59-68.
- Masrifah, M., & Darmawan, D. (2023). Keputusan pembelian helm: Analisis pengaruh harga, kelompok acuan, dan persepsi risiko. *PPIMAN Pusat Publikasi Ilmu Manajemen*, 1(4), 291-304.
- Mohajan, H. K. (2018). Qualitative research methodology in social sciences and related subjects. *Journal of Economic Development, Environment and People*, 7(1), 23-48.
- Muhammad, A. I., Saputra, R., Pakpahan, N. H., Darmawan, D., & Khayru, R. K. (2023). Ethics and Legality in the Dissemination of Information on Traffic Accident Victims Through Digital Media. *Journal of Social Science Studies*, 3(2), 235-244.
- Murdiyansyah, N., Yandri, E., Lodewijk, D. P. Y., & Ariati, R. (2024). Leading Light: The Impact of Advanced Lighting Technologies on Indonesia's Office Industry. *Leuser Journal of Environmental Studies*, 2(1), 1-11. <https://doi.org/10.60084/ljes.v2i1.140>
- Mustika, D. H., Darmawan, D., Wibowo, A. S., & Gautama, E. C. (2023). Legal Protection and Preventive Measures by BPOM Against the Circulation of Illegal Cosmetics in Indonesia. *Journal of Social Science Studies*, 3(2), 61-70.
- Musyafak, M., & Darmawan, D. (2025). Realizing just sustainability through public policies responsive to social inequalities. In *Proceeding of International Management Conference and Progressive Papers*, 3(1).
- Negara, D. S., Darmawan, D., & Gardi, B. (2021). The Approach of Consumer Reviews to Product Competitiveness and Management Strategies. *Journal of Social Science Studies*, 1(2), 149-154.
- Nuraini, R., Darmawan, D., Mardikaningsih, R., Hariani, M., & Halizah, S. N. (2022). Keberlanjutan kelestarian lingkungan: Peran kunci lokus kendali internal dan wawasan lingkungan dalam mendorong perilaku pro-lingkungan. *TIN: Terapan Informatika Nusantara*, 3(3), 116-122.
- Ottman, J. (2017). *The new rules of green marketing: Strategies, tools, and inspiration for sustainable branding*. Routledge.
- Ottman, J. A., Stafford, E. R., & Hartman, C. L. (2006). Avoiding green marketing myopia: Ways to improve consumer appeal for environmentally preferable products. *Environment: Science and Policy for Sustainable Development*, 48(5), 22-36.
- Pino, G., Viglia, G., Natarajan, R., Peluso, A. M., & Pichierri, M. (2022). How to shape consumer reaction to corporate environmental communications: Accentuating the negative to build trust can elicit favorable intentions and behaviors. *Journal of Advertising Research*, 62(1), 62-83.
- Prasetyo, B. A., Ni'am, S., Mustika, D. H., Darmawan, D., & Khayru, R. K. (2023). Consumer protection in focus: A legal review of expired food circulation. *International Journal of Service Science, Management, Engineering, and Technology*, 4(2), 15-21.
- Purwanto, I., Darmawan, D., Dirgantara, F., & Halizah, S. N. (2023). Implementation of Cosmetic Product Labeling Regulations for Consumer Protection and Fair Competition in the Marketplace. *Journal of Social Science Studies*, 3(1), 165-170.
- Putra, A. R., & Wibowo, A. S. (2023). Royalty Fee Arrangement in Franchise Business and its Legal Implication in Indonesia. *Journal of Social Science Studies*, 3(1), 171-176.
- Putra, A. R., Darmawan, D., Arifin, S., Mardikaningsih, R., Sinambela, E. A., Retnowati, E., & Lestari, U. P. (2022). Studi tentang kepuasan konsumen yang dipengaruhi oleh kualitas produk dan harga. *Jurnal Bisnis Kolega*, 8(2), 44-57.
- Putra, A. R., Hardyansah, R., & Wibowo, A. S. (2022). Ethical Foundations of Franchisor-Franchisee Relationships and Their Influence on Business Performance Outcomes Across Franchise Systems. *Journal of Social Science Studies*, 2(2), 279-284.
- Putri, R. F. W., & Darmawan, D. (2023). Determinan keputusan pembelian helm di Kota Surabaya: Harga, citra merek, gaya hidup, dan kualitas produk. *Jurnal of Management and Social Sciences*, 1(4), 159-171.
- Radjawane, L. E., & Mardikaningsih, R. (2022). Building Ethical and Fair Technology: Approaches to Responsible Technology Development and Application. *Journal of Social Science Studies*, 2(1), 189-194.

- Rahayu, P. D., & Darmawan, D. (2025). Pengaruh Harga, Kemudahan Pembayaran, Waktu Tunggu, Kualitas Pelayanan, dan Keamanan Terhadap Niat untuk Menggunakan Kembali Suroboyo Bus. *YUME: Journal of Management*, 8(2), 1090-1106.
- Rahman, A., Darmawan, D., & Saputra, R. (2024). Analysis of Cross-border Payment Regulation and its Impact on Consumers in Indonesia. *Bulletin of Science, Technology and Society*, 3(2), 23-28.
- Ramle, N. L. B., & Mardikaningsih, R. (2022). Inclusivity in Technology-Based Services: Access and Skills Challenges. *Journal of Social Science Studies*, 2(2), 225-230.
- Riski, M., & Darmawan, D. (2025). Pengaruh Ulasan Pelanggan Online Terhadap Keputusan Pembelian di ShopeeFood. *Pusat Publikasi Ilmu Manajemen*, 3(1), 40-55.
- Rojak, J. A., Darmawan, D., & Jahroni. (2021). Implementation of Halal Standards to Strengthen Global Halal Market and International Trade. *Journal of Social Science Studies*, 1(2), 1-6.
- Romli, R. A., Hardyansah, R., & Saputra, R. (2023). BPOM's Role in Muslim Consumer Protection Against Non-Halal Medicines. *Journal of Social Science Studies*, 3(2), 121-130.
- Safirah, A. N., Rohmi, N. S. B., & Darmawan, D. (2025). Pengaruh Kualitas Produk dan Citra Merek Terhadap Kepuasan Pelanggan Produk Fashion. *Jurnal Ilmu Pengetahuan Naratif*, 6(2), 120-140.
- Saxena, P. (2024). Why Customers Adopt Green Products Like AC's with Green Tag Which Emit Low CO2? *Indian Scientific Journal Of Research In Engineering And Management*, 08(02), 1-13. <https://doi.org/10.55041/ijsrem28775>
- Sinaga, N., & Dewy, M. S. (2023). Characteristics of LED and CFL Lamps Products: Efficiency of Using Indoor Lighting Lamps. <https://doi.org/10.4108/eai.20-10-2022.2328850>
- Sinambela, E. A., Cici, C., Darmawan, D., Mardikaningsih, R., & Rahman, A. (2022). Pengaruh citra diri, kepribadian merek, dan kelompok acuan terhadap kualitas hubungan merek. *Journal of Trends Economics and Accounting Research*, 2(3), 80-85.
- Snyder, H. (2024). Designing the literature review for a strong contribution. *Journal of Decision Systems*, 33(4), 551-558.
- Stall-Meadows, C., & Hebert, P. (2011). The sustainable consumer: an in situ study of residential lighting alternatives as influenced by infield education. *International Journal of Consumer Studies*, 35(2), 164-170. <https://doi.org/10.1111/J.1470-6431.2010.00987.X>
- Stratton, S. J. (2019). Literature reviews: methods and applications. *Prehospital and Disaster Medicine*, 34(4), 347-349.
- Sulaiman, M., Pakpahan, N. H., & Putra, A. R. (2023). Analysis of the Validity and Effectiveness of Electronic Contracts in Legal Protection of Digital Transactions in Indonesia. *Journal of Social Science Studies*, 3(1), 41-46.
- Sumito, S., Saputra, R., Darmawan, D., Wibowo, A. S., & Hardyansah, R. (2024). Consumer Protection in Expired Food Cases. *Bulletin of Science, Technology and Society*, 3(2), 44-50.
- Supriyanto, P., Hardyansah, R., Putra, A. R., Arifin, S., & Waskito, S. (2023). Implementation of Consumer Protection Law in Handling Lost Goods by Domestic Freight Forwarders. *Journal of Social Science Studies*, 3(1), 83-88.
- Umar, T., & Egbu, C. (2019). Global commitment towards sustainable energy. 172(6), 315-323. <https://doi.org/10.1680/JENSU.17.00059>
- Walliman, N. (2021). *Research methods: The basics* (3rd ed.). Routledge.
- Wibowo, A. S., Darmawan, D., Halizah, S. N., & Mardikaningsih, R. (2023). Optimizing the Principles of Healthy Business Competition and the Role of KPPU for a Fair Economy in the Digital Era. *Journal of Social Science Studies*, 3(1), 95-100.
- Wibowo, A. S., Darmawan, D., Negara, D. S., & Hardyansah, R. (2023). Analysis of Value Added Tax Application on Electronic Commerce Transaction in Digital Economy System in Indonesia. *Journal of Social Science Studies*, 3(2), 83-88.
- Witkowski, T. H. (2021). Broadening anti-consumption research: A history of right-wing prohibitions, boycotts, and resistance to sustainability. *Journal of Macromarketing*, 41(4), 610-625.
- Wiyandarini, G., Hariani, M., & Mardikaningsih, R. (2021). Community-based Institutional Financing Model through Cooperatives for Micro and Small Enterprises. *Journal of Social Science Studies*, 1(1), 263-268.
- Zahroh, L. A., & Darmawan, D. (2025). Pengaruh varian produk dan harga terhadap keputusan pembelian produk kosmetik. *Jurnal Investasi Islam*, 6(1), 760-778.
- Zakariya, M. N., & Darmawan, D. (2024). Pengaruh Produk Hijau terhadap Keputusan Pembelian Produk Lampu. *Pusat Publikasi Ilmu Manajemen*, 3(1), 77-88. <https://doi.org/10.59603/ppiman.v3i1.626>
- Zulkarnain, A., Darmawan, D., & Hardyansah, R. (2024). Effectiveness of Law No. 5 of 1999 in Handling Cross-Border Business Competition. *SAPIENTIA ET VIRTUS*, 9(2), 461-475.