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Brand reputation as the signaling mechanism linking green marketing to household purchase intention: Evidence from solar energy markets in Kenya

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Abstract

A green marketing message is not persuasive in itself; its force depends on whether buyers believe the firm behind it. Building on Brand Signaling Theory, we show that brand reputation is the mechanism through which green marketing becomes household purchase intention in a high-involvement market, where key product qualities cannot be verified before purchase. Drawing on a survey of 328 household heads in the six sub-counties of Uasin Gishu County, Kenya (valid response rate 82.2%), we test the mediating role of brand reputation with Hayes' PROCESS Model 4 and 5,000 bootstrap samples, controlling for gender, age, income, household size, and education. Green marketing increased brand reputation (B = 0.321), and reputation strongly increased purchase intention (B = 0.777). The indirect effect was significant (B = 0.250, 95% CI [0.183, 0.321]) and accounted for about 63% of the total effect, while the direct effect remained significant (B = 0.147), indicating complementary partial mediation. Green marketing thus works largely as a signal whose value is carried by the credibility that sellers have accumulated, and partly as direct information. The study extends Brand Signaling Theory to a green technology in a semi-rural African market and shifts managerial attention from the volume of green messages to the reliability that makes them believable.

1 Introduction

The shift to renewable energy depends on more than technology. Households must also move from awareness of clean-energy options to actual purchase decisions. Solar energy supports Sustainable Development Goal 7 on affordable and clean energy, and it offers households a cleaner and potentially cheaper source of electricity. Adoption, however, is still held back by limited consumer awareness, perceived high upfront cost, technical uncertainty, and doubts about the reliability of suppliers (Korir et al., 2024; Mulandi, 2020).

Kenya illustrates the problem well. The country has one of Africa's most developed solar markets, built over four decades through dealer-led commercial promotion, hire-purchase financing, and, more recently, pay-as-you-go models that combine mobile money with household solar hardware. Yet household uptake remains uneven. In Uasin Gishu County, only 63.9% of households had access to electricity in 2019 (Commission on Revenue Allocation, 2023), and solar penetration is reported to be below 25% of rural households, with even lower adoption in sub-counties such as Kesses, Turbo, and Moiben (Korir et al., 2024). Awareness of solar is relatively high, but purchase and installation rates are low. This is a persistent intention–behavior gap in a county whose agricultural economy has large energy needs for lighting, irrigation, milling, and milk cooling.

Marketing offers one route across this gap. Green marketing communicates the environmental and economic benefits of a product and the credentials of the firm selling it. Studies in consumer-goods settings consistently link green marketing to purchase intention (Nekmahmud & Fekete-Farkas, 2020; Majeed et al., 2022). Solar systems, however, are not routine purchases. They are high-involvement, high-cost, long-lived technologies whose benefits cannot be inspected at the point of sale. A household can

read that a panel is durable or that an installer is competent, but it cannot check either claim before paying. This is a problem of information asymmetry, and Brand Signaling Theory (Erdem & Swait, 1998) offers a precise way to think about it. Where buyers cannot observe quality, they rely on signals, and a signal moves behavior only to the extent that the buyer believes it. On this view, a green marketing message is a signal, and brand reputation is the accumulated record of how reliable the sender's earlier signals have been.

Existing research does not test this logic for solar energy. Studies that connect green marketing to reputation generally treat reputation or image as an outcome, or as one of several mediators, in food, cosmetics, retail, and other consumer-goods settings (Hengboriboon et al., 2022; Wang & Juo, 2024; Hanaysha & Alhyasat, 2025). The Kenyan evidence on green marketing for solar products is largely dealer-level and does not test a consumer-level mediation mechanism (Kimanthi et al., 2025; Okumu & Amuha, 2025). It therefore remains unclear whether the effect of green marketing on household purchase intention for solar energy runs through brand reputation, and how much of the effect reputation carries.

Thus, this study asks a narrower question than whether green marketing works: through what mechanism, and to what extent, does it work for a high-involvement green technology? Specifically, we contribute to the green marketing literature by proposing a signaling understanding of the link between green marketing and purchase intention: a green claim is not persuasive on its own but acquires force from the credibility that the seller has accumulated. Our focus is accordingly on the mechanism, not on consumers' environmental attitudes; existing accounts of green consumption are not the object of the study but may still serve, where relevant, as complementary explanations. Using survey data from 328 household heads in Uasin Gishu County, we test one hypothesis: that brand reputation mediates the relationship between green marketing and household purchase intention for solar energy systems.

The study makes three contributions. First, it applies Brand Signaling Theory to green marketing in a high-involvement renewable-energy market and identifies brand reputation as the mechanism that gives green signals their force, whereas most prior work covers fast-moving consumer goods, retail, and services. Second, it provides a consumer-level mediation test that quantifies how much of the green marketing effect operates through reputation and how much remains direct. Third, it offers evidence from a semi-rural, largely commercial (not donor-subsidized) solar market in sub-Saharan Africa.

2 Literature review and hypothesis development

In the following, we first introduce Brand Signaling Theory and the problem of unverifiable quality to which it responds. We then locate the three study constructs, green marketing, brand reputation, and purchase intention, within the signaling logic. Finally, we develop the hypothesis that brand reputation mediates the effect of green marketing on purchase intention.

2.1 Brand Signaling Theory: from information asymmetry to signal credibility

Signaling theory addresses markets in which one party knows more than the other. Akerlof (1970) showed that when buyers cannot tell good quality from bad, they discount what sellers claim, and markets for quality goods suffer. Spence (1973) described how informed parties can restore trust by sending signals that uninformed parties can interpret. Connelly et al. (2011) summarize the theory in terms of a signaler, a signal, and a receiver, and stress that a signal works only when it is observable and when the receiver finds it credible.

The theory matters most for products whose important attributes cannot be checked before purchase. Nelson (1970) separated search qualities, which buyers can verify before buying, from experience qualities, which they learn only through use. Darby and Karni (1973) added credence qualities, which buyers cannot verify even after use and must take on trust. A household solar system has all three. Price and rated capacity are search qualities. Panel durability, battery life, and installation quality are experience qualities that unfold over years. Whether the installer will still exist, and will honor the warranty, when a fault appears is close to a credence quality. The outlay is large, the product is long-lived, and a wrong choice is costly to reverse, so perceived risk is high.

Erdem and Swait (1998) adapted signaling theory to branding. A brand, they argue, is a signal of product position built from the firm's past marketing mix and its consistency over time. The resulting brand credibility, which combines the buyer's belief that the firm has the ability to deliver what it promises and the willingness to do so, lowers perceived risk and information costs and so raises expected utility (Erdem & Swait, 1998). Erdem et al. (2002) show empirically that brand credibility shapes consumer choice. Credibility therefore has a history: it is built by claims that proved reliable and eroded by claims that did not.

Signals differ in how believable they are. A claim is more credible when the firm stands to lose if it proves false (Kirmani & Rao, 2000). Green claims are exposed to this problem because greenwashing is a recognized practice, and buyers have good reason to discount environmental claims they cannot verify (Delmas & Burbano, 2011; Testa et al., 2021). The theory thus yields three propositions for the present study. First, green marketing is a signal that the seller sends about the benefits of its product and its own credentials. Second, brand reputation is the stock of credibility that earlier signals have built, and it determines how new signals are read. Third, credible signals reduce perceived risk and raise the buyer's readiness to purchase.

2.2 The study constructs in the signaling logic

Green marketing. Green marketing grew out of concern about environmental degradation and unsustainable consumption. Contemporary definitions describe it as developing, promoting, and delivering products and services that minimize environmental harm while meeting customer needs and organizational goals (Papadas et al., 2020; Dangelico & Vocalelli, 2020). Consumer-based studies, which

this study follows, usually measure it as perception: how far respondents have seen green messages, how clear and believable they find them, and how far those messages affect their view of the brand (Paul et al., 2021; Nguyen et al., 2023). Its effect depends on authenticity. Claims seen as genuine and verifiable enhance reputation and trust, whereas superficial claims invite accusations of greenwashing (Testa et al., 2021; Papadas et al., 2020). Solar differs from most products in this literature. A solar system is itself an environmentally beneficial technology, so the marketing task is less about reducing the footprint of an ordinary product and more about communicating its benefits (environmental and economic) and the credentials of the seller (Kumar et al., 2021). Because many of the qualities that matter most are experience or credence qualities, green marketing for solar works largely as a signal, and its force depends on whether households believe the source.

Brand reputation. Brand reputation comes from the corporate reputation and brand equity literatures. It is a cumulative assessment built over time through stakeholders' experiences, communications, and perceptions of an organization's behavior, and it is defined as the collective evaluation of a brand's credibility, reliability, and standing in the minds of consumers (Fombrun et al., 2020; Raithel et al., 2021). Unlike brand image, which can shift quickly with a campaign, reputation develops gradually and reflects consistent performance, ethical conduct, service quality, and the keeping of brand promise (Walsh et al., 2020). It is treated as a strategic intangible asset that signals trustworthiness and reduces uncertainty in decision-making (Bekk et al., 2023; Nguyen et al., 2024). In signaling terms, reputation is the receiver's memory of the sender's signaling record, and it corresponds closely to the brand credibility described by Erdem and Swait (1998). It is especially important for household solar. The outlay is large relative to household income, the buyer relies on warranties, after-sales service, and the continued existence of the seller, installation quality differs between installers and cannot easily be judged in advance, and stories of failed or poorly supported systems circulate quickly in a community.

Purchase intention. Purchase intention is a consumer's stated willingness, likelihood, or plan to buy a product in the future. It is usually treated as a reflective latent construct measured with several Likert-type items rather than with a single yes/no question (Peña-García et al., 2020; Zhou & Tong, 2022), and it serves as an early signal of demand when real purchases are costly, delayed, or hard to observe. Intention is not behavior. The gap between the two is well documented in green consumption research and is the central practical problem in the study setting, where households report awareness of solar and some willingness to buy, yet few install systems. Purchase intention is therefore read here as households' readiness to buy, which marketing can influence, and not as a guarantee of purchase.

2.3 Hypothesis development

A large body of evidence shows that green marketing raises purchase intention, mainly by strengthening attitudes, perceived value, and trust (Nekmahmud & Fekete-Farkas, 2020; Majeed et al., 2022; Dlamini & Mahowa, 2024). Evidence from Kenya on solar products points the same way: Okumu and Amuha (2025) report that green advertising, environmental education, and eco-friendly positioning influence consumers' purchase intention for solar products. This work establishes that green marketing and intention are related, but it does not explain through what mechanism.

Signaling theory points to reputation as that mechanism, and a second stream of research is consistent with this. Hengboriboon et al. (2022) find that green marketing is associated with higher corporate reputation and better customer outcomes. Wang and Juo (2024) show that green marketing improves green reputation, and Hanaysha and Alhyasat (2025) report a positive effect of green marketing on corporate reputation. Studies from Africa and the Middle East report similar patterns, especially when green claims are credible and verifiable (Bukari et al., 2025). These studies generally use reputation or image as a downstream outcome or as one of several mediators. They rarely isolate brand reputation as a distinct mediator, and they seldom do so for solar energy.

The signaling argument has two steps. In the first, each green message a solar firm sends adds to, or subtracts from, the credibility the firm has accumulated. Messages that are visible, consistent, and borne out by experience build reputation, because the buyer learns that the firm's claims can be relied on (Erdem & Swait, 1998; Kirmani & Rao, 2000). In the second, a household that sees solar providers as credible and dependable faces less risk and lower information costs, and so is more ready to buy (Erdem et al., 2002; Walsh et al., 2020). The second step should apply with particular force to solar systems, where the buyer commits a large sum to a technology whose quality is difficult to judge and whose performance unfolds over many years.

Together the two steps imply an indirect route from green marketing to purchase intention through brand reputation. Mediation is expected to be partial rather than full. A green message has informational content in its own right, such as cost savings, financing options, and environmental benefit, which can raise intention without first changing what the household believes about the seller. Signaling theory accommodates both routes: a signal can inform the receiver directly and can also update the sender's reputation. We therefore propose the following hypothesis (see Fig. 1).

H1

Brand reputation mediates the relationship between green marketing and household purchase intention for solar energy systems.

3 Research context and methods

This study adopted a positivist philosophy and a quantitative, explanatory, cross-sectional survey design. Positivism suits a study that tests a hypothesis about relationships between measurable constructs and estimates the size of effects with statistical models. Data were collected once, from household heads, using a structured questionnaire. The study was conducted in Uasin Gishu County, Kenya, which has six sub-counties: Ainabkoi, Kapseret, Kesses, Moiben, Soy, and Turbo. The target population was the 230,363 household heads in the county. The sample size of 399 was determined with Yamane's (1967) formula and allocated proportionately to each sub-county's share of household heads (see Table 1). Within each stratum, respondents were selected by simple random sampling. Respondents were household members directly involved in household energy-purchasing decisions.

Table 1
Proportionate sample allocation by sub-county

Sub-county	Household heads	Sample allocation
Ainabkoi	24,781	43
Kapseret	41,984	73
Kesses	30,205	52
Moiben	36,213	63
Soy	45,132	78
Turbo	52,048	90
Total	**230,363**	**399**

Questionnaires were delivered and collected using the drop-and-pick-later method, with follow-up by visits, telephone calls, and text messages. Of 399 questionnaires distributed, 344 were returned (86.2%). Sixteen were excluded because of substantial missing data and outliers, leaving 328 usable questionnaires (valid response rate 82.2%), which exceeds the 60% adequacy threshold suggested by Cooper and Schindler (2014). A pilot study with about 10% of the sample was conducted in neighboring Nandi County, which was not part of the main study, to refine the instrument.

3.1 Constructs and measures

Before presenting the findings, we specified how the study's three constructs were defined and operationalized (see Table 2). All constructs were measured with multi-item scales on a seven-point Likert scale from strongly disagree to strongly agree.

Green marketing (the signal). We define green marketing as the visibility, clarity, and credibility of the messages through which solar firms communicate the environmental and economic benefits of solar energy and their own credentials. It was measured with 11 items covering advertisements explaining the importance of solar energy, promotions on cost savings, clear pricing information, messages on environmental benefits, information on payment options and provider locations, and messages that build trust in solar companies. Item means were close to the scale midpoint (4.03 to 4.33), with standard deviations between 1.53 and 1.71, which indicates moderate exposure to and moderate agreement with solar messages.

Brand reputation (accumulated signal credibility). We define brand reputation as households' cumulative judgment of the credibility, reliability, and trustworthiness of solar providers. It was measured with 12 items on community trust, brand awareness, credibility, reliability, and perceived product quality. Items of this kind follow common practice, where respondents rate statements such as whether a brand is trustworthy, has a good reputation, and is respected in the market (Foroudi et al., 2021; Walsh et al.,

2020). Because it is a perceptual measure of solar providers in general, it captures how households judge the sector's suppliers and not the standing of one named firm.

Purchase intention (the outcome). We define purchase intention as households' stated willingness, likelihood, and plan to buy a solar energy system. It was measured with 13 items. Gender, age, income, household size, and education were included as control variables.

Table 2
Constructs, signaling role, and measurement

Construct	Definition used	Role in signaling logic	Items and reliability	Key sources
Green marketing	Visibility, clarity, and credibility of messages on the benefits of solar energy and the credentials of the seller	Signal sent by the firm about product benefits and its own credentials	11 items; α = .987	Papadas et al. (2020); Dangelico & Vocalelli (2020); Kumar et al. (2021)
Brand reputation	Cumulative judgment of the credibility, reliability, and trustworthiness of solar providers	Accumulated credibility of the sender's earlier signals; determines how new signals are read	12 items; α = .974	Fombrun et al. (2020); Walsh et al. (2020); Erdem & Swait (1998)
Purchase intention	Stated willingness, likelihood, and plan to buy a solar energy system	Receiver's response once perceived risk and information costs fall	13 items; α = .954	Peña-García et al. (2020); Zhou & Tong (2022)

Note. α = Cronbach's alpha; N = 328.

Principal component analysis with Varimax rotation, preceded by the Kaiser–Meyer–Olkin test and Bartlett's test of sphericity, showed that each construct loaded on a single component with loadings above .80. Internal consistency was excellent for all scales (see Table 2).

3.2 Analytical approach

Preliminary checks for normality, linearity, autocorrelation, multicollinearity, and heteroscedasticity were carried out before the main analysis. H1 was tested with Hayes' (2018) PROCESS macro, Model 4, with green marketing as predictor (X), brand reputation as mediator (M), and purchase intention as outcome (Y), and with gender, age, income, household size, and education as covariates. The null hypothesis is that the indirect effect (a × b) equals zero. The indirect effect was evaluated with 5,000 bootstrap samples and 95% bias-corrected confidence intervals, and an interval excluding zero indicates mediation (Preacher et al., 2007; Hayes, 2018). Following Zhao et al. (2010), mediation was classed as complementary partial if the indirect and direct effects were both significant and had the same sign, and as full if only the indirect effect was significant.

4 Findings

In this section, we report the main results of the analysis. The presentation follows the structure of the mediation model (see Fig. 1): first the two paths through brand reputation, then the indirect, direct, and total effects of green marketing on purchase intention. Table 3 summarizes the results.

4.1 Green marketing, brand reputation, and purchase intention

Green marketing had a positive and significant effect on brand reputation (path a: B = 0.321, SE = 0.037, p < .001), and the model explained 24.4% of the variance in brand reputation (R^2 = .244). When green marketing and brand reputation were entered together, brand reputation strongly predicted purchase intention (path b: B = 0.777, SE = 0.040, p < .001), and the model explained 67.8% of the variance in purchase intention (R^2 = .678).

4.2 Indirect effect and type of mediation

The indirect effect of green marketing on purchase intention through brand reputation was positive and significant (B = 0.250, BootSE = 0.035, 95% CI [0.183, 0.321]). The interval does not contain zero, so the null hypothesis of no indirect effect is rejected. The total effect of green marketing on purchase intention was B = 0.397 (SE = 0.039, p < .001, 95% CI [0.320, 0.474]). After brand reputation was added, the direct effect fell to B = 0.147 (SE = 0.030, t = 4.989, p < .001, 95% CI [0.089, 0.206]) but remained significant. The indirect effect accounts for about 63% of the total effect (0.250 / 0.397). Because the indirect and direct effects are both significant and have the same sign, brand reputation is a complementary partial mediator. H1 is supported.

Table 3
Mediation of the green marketing–purchase intention relationship by brand reputation (PROCESS Model 4, 5,000 bootstrap samples)

Effect	B	SE	p	95% CI
Green marketing → brand reputation (a)	0.321	0.037	< .001	
Brand reputation → purchase intention (b)	0.777	0.040	< .001	
Total effect of green marketing (c)	0.397	0.039	< .001	[0.320, 0.474]
Direct effect of green marketing (c')	0.147	0.030	< .001	[0.089, 0.206]
Indirect effect (a × b)	0.250	0.035 (boot)		[0.183, 0.321]

Note. N = 328. Covariates: gender, age, income, household size, education. R^2 = .244 (brand reputation) and .678 (purchase intention).

5 Discussion

By specifying brand reputation as the mechanism through which green signals acquire force, this study repositions the question of green marketing effectiveness away from 'does green marketing raise purchase intention?' and toward 'through what, and how much, does it work?'

Reputation as the channel for green signals. The mediation result shows that green marketing influences purchase intention largely by building the reputation of solar providers. About 63% of the total effect operates through brand reputation. This pattern fits Brand Signaling Theory: green claims are signals whose value depends on whether households believe the firm behind them, and a reputation for credibility and reliability is what makes the signals believable (Erdem & Swait, 1998; Erdem et al., 2002; Walsh et al., 2020). It also agrees with studies that find reputation to be a mechanism linking green marketing to favorable customer outcomes (Hengboriboon et al., 2022; Wang & Juo, 2024; Hanaysha & Alhyasat, 2025). The finding extends this work in two ways. It isolates brand reputation as a distinct mediator, which several earlier models did not do, and it shows the effect in solar energy, a high-involvement product in which perceived risk is high. The size of the path from reputation to intention (B = 0.777) is large, which is what the theory predicts when the product's important qualities cannot be verified before purchase and credibility is the main protection against risk.

Why a direct effect remains. The mediation is partial, and the direct effect (B = 0.147) is significant. Signaling theory accommodates this result because a signal can inform the receiver directly as well as update the sender's reputation. Green marketing for solar carries concrete information on cost savings, financing options, and environmental benefit, and households can use that information without first revising their opinion of solar providers. This is the most plausible reading, but it is an inference, since the study did not measure which message content drove the direct path. Reputation is therefore the main channel but not the only one.

What the construct definitions add. The way the constructs were defined and measured helps explain the form of the results and also limits what they can show. Green marketing was measured as households' perception of how visible, clear, and trustworthy solar messages are, and mean levels sat close to the scale midpoint. In signaling terms, the signal reaches households but is not yet fully credible to them, which is the range in which reputation is likely to matter most. Brand reputation was measured at the level of solar providers in general, so the results show how the perceived credibility of the sector transmits green marketing, not how the reputation of one named brand does so. It is also conceptually close to the evaluative core of purchase intention, since both reflect how favorably households regard solar, so part of the large path between them may reflect this closeness and the use of a single survey instrument. Finally, the green marketing measure includes messages that increase trust in solar companies, so it partly captures perceived credibility and not only exposure. The study did not measure greenwashing or claim verifiability directly, so the signaling mechanism is inferred from the mediation pattern.

Theoretical contribution. Theoretically, the study contributes to Brand Signaling Theory in three ways. First, it applies the theory to green marketing in a high-involvement renewable-energy market and shows

empirically that most of the effect of green signals on purchase intention is carried by the credibility that the sector's brands have accumulated. This links the brand signaling tradition (Erdem & Swait, 1998; Erdem et al., 2002) to the green marketing literature, where reputation has usually been treated as an outcome rather than as the mechanism that gives green claims their force. Second, it separates two routes by which a signal acts, an indirect route through reputation and a direct informational route, and quantifies each. Third, it adds evidence from a semi-rural African setting and a technology with substantial credence qualities, where earlier evidence comes from consumer goods and services.

Managerial and policy implications. For solar firms, green claims should be made in a form that households can check and that puts the firm's own reputation at stake. Certifications, warranty and after-sales terms, installation case studies, customer testimonials, and clear pay-as-you-go pricing all raise the cost of a false claim and so make the signal more believable (Kirmani & Rao, 2000). Because reputation carries most of the effect of green marketing, firms should treat reliable products, competent installation, and responsive after-sales service as part of their marketing, since these are what reputation is built from. Increasing the volume of green messaging without a record of reliability is likely to yield less than the results here suggest. For policymakers and development partners, programs that promote household solar adoption should support credible, verifiable information, for example through quality-assurance labeling, certification of installers, and accessible complaint-resolution mechanisms. These measures act as third-party signals that reduce information asymmetry for households. In counties outside subsidized programs, such as Uasin Gishu, market-led adoption depends heavily on whether households trust suppliers. More broadly, in low- and middle-income markets where buyers cannot verify quality and a few poorly supported installations can damage trust across a community, building a reputation for reliability is a precondition for green messaging to work, not a later stage.

6 Conclusions, limitations, and further research

This study has proposed and tested a signaling model of how green marketing becomes purchase intention for household solar energy systems. Brand reputation is the main channel: it carries about 63% of the effect of green marketing on intention, and the mediation is partial because green marketing also has a significant direct effect. For solar firms in semi-rural markets such as Uasin Gishu, the implication is that green claims work as signals whose force depends on the credibility the sector has earned. Making claims verifiable, and backing them with reliable products and after-sales support, is how green marketing is converted into household purchase intention.

Limitations. Two main limitations follow from the design. First, the signaling mechanism is inferred from the pattern of mediation, because signal credibility, claim verifiability, and greenwashing perceptions were not measured directly, and reputation was measured for solar providers in general and not for specific brands., purchase intention is not purchasing behavior, so the intention–behavior gap that motivates the study is not itself tested, and the sample comes from one county with distinctive features, including a large grid-connected solar plant and exclusion from subsidized off-grid programs, so generalization to other counties should be cautious.

Directions for further research. Beyond the broader agenda of longitudinal and cross-county comparison, three more specific gaps emerge directly from applying the signaling model to our data, which we flag here as concrete next steps rather than settled claims.

- Future research could manipulate signal credibility experimentally, for example certified versus uncertified green claims or a firm with a strong versus a weak service record, to test the signaling mechanism directly.
- Future studies could measure brand-specific reputation, compare it with sector-level reputation and add objective indicators of reputation such as complaint rates and customer retention.
- Future designs could track actual purchases or installations and test boundary conditions such as consumer skepticism, greenwashing perceptions, income and financing access, and the channels through which green signals are delivered.

Declarations

Informed Consent Statement Informed consent was obtained from all participants prior to their participation in the study. Participants were informed of the academic purpose of the research and assured that the information they provided would remain confidential and be used exclusively for academic research purposes. Participation was voluntary.

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Figures

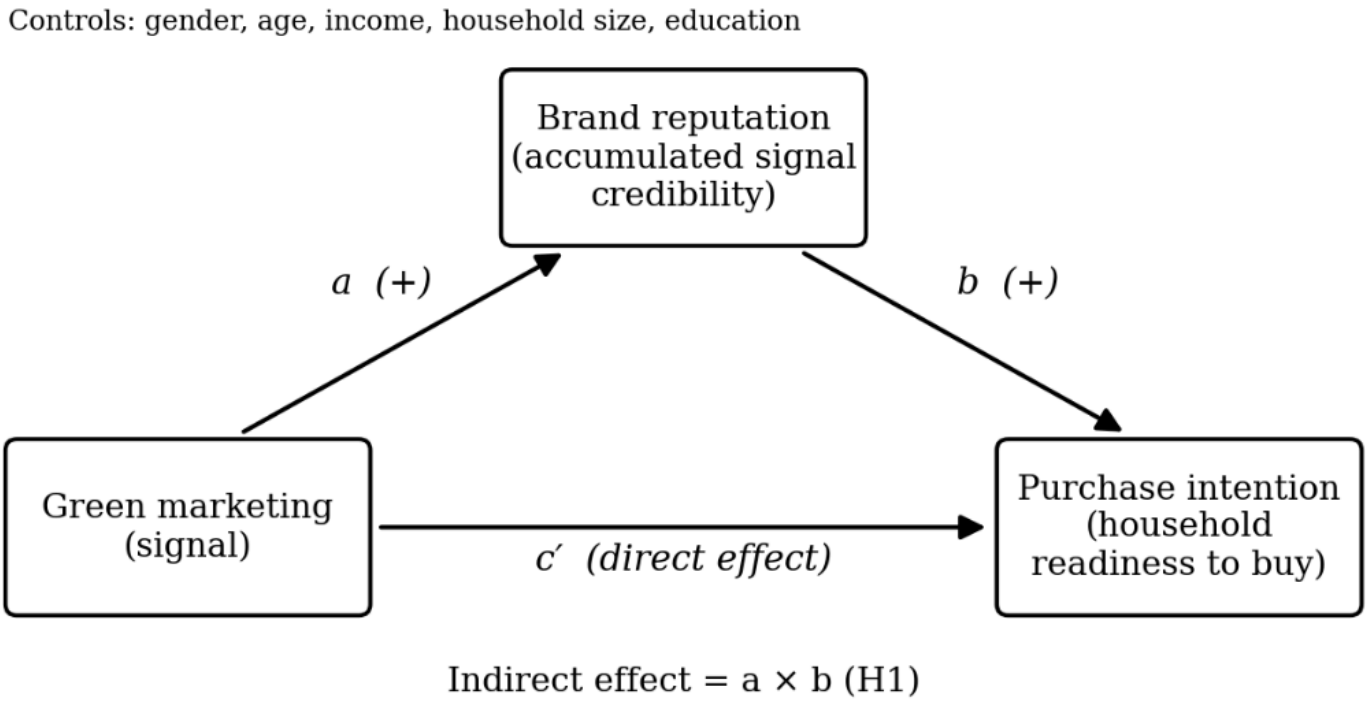


Figure 1

A signaling model of the green marketing–purchase intention relationship: green marketing affects purchase intention directly (path c') and indirectly through brand reputation (paths a and b); gender, age, income, household size, and education are included as controls