EMAC 2025

ANNUAL CONFERENCE

54TH ANNUAL CONFERENCE of the EUROPEAN MARKETING ACADEMY

MAY 25-30, 2025 | MADRID, SPAIN

HUMAN AND SMART MARKETING: UNDERSTANDING AND ENHANCING OUR FUTURE

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EMAC50 EUROPEAN MARKETING ACADEMY YEARS



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Welcome to the 54th Annual Conference of the European Marketing Academy in Pozuelo de Alarcón, (Madrid) themed "Human and Smart Marketing: Understanding and Enhancing Our Future".

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Regaining Consumer Trust After the Reveal of Greenwashing

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Regaining Consumer Trust After the Reveal of Greenwashing

Abstract

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

Track: Social Responsibility & Ethics