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Egyptian Women's Awareness of Greenwashing Practices in Marketing and its Relationship to Brand Trust ^(*)

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Abstract

The study aimed to explore the extent of Egyptian women's awareness of greenwashing practices in marketing and how this awareness affects their trust in brands. The research framework was grounded in the Cognitive Dissonance Theory and employed a media survey methodology. A structured questionnaire was administered to a convenience sample of 380 female respondents, and a focus group discussion was conducted with 30 participants.

The results showed a statistically significant correlation between the high level of cognitive dissonance among the respondents resulting from greenwashing practices and trust in brands. It also found a statistically significant correlation between the respondents' awareness of greenwashing practices in marketing and trust in the brand.

Keywords: Greenwashing, Brand Trust, Cognitive Dissonance.

^(*)The Paper was received on March 16, 2025, and accepted for publication on June 25, 2025.