# Consumer skepticism: A systematic literature review on its effects and future research directions

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## Abstract

This systematic literature review (SLR) examines the development, effects, and processes of consumer skepticism within the context of consumer behavior, focusing on its cognitive, affective, and behavioral dimensions. A comprehensive search in SCOPUS and Web of Science retrieved 32 empirical studies meeting predefined inclusion criteria following PRISMA 2020 guidelines. The review reveals that consumer skepticism plays a dual role: it promotes critical thinking and informed decision-making but may also cause distrust, emotional discomfort, and lower brand engagement. Often viewed negatively, skepticism serves as a protective mechanism against deceptive marketing, influencing consumer-brand relationships, particularly in the digital market. The findings underscore the need for further research into skepticism's impact, especially in digital marketing and CSR initiatives. Future studies should explore strategies that balance the protective benefits of skepticism with its potential to undermine consumer trust and engagement.

## 1. Introduction

With a multitude of options available, skepticism has become increasingly important in consumer behavior. Modern consumer markets are defined by rapid digital advancement and heightened awareness of corporate ethics [1]. With a wide array of choices, skepticism has emerged as a crucial factor in consumer behavior [2]. Since companies like Patagonia, Unilever, IBM, and Apple are leading in ethical consumption, they are adapting to consumer demand for sustainable, transparent practices, setting industry standards. Therefore, consumers tend to be more doubtful or skeptical of any other corporation that prioritizes profit over genuine customer relationships [3]. Let's imagine that a customer would like to find companies that market themselves as engaging in ethical consumption. They seek out the brand that makes efforts to advertise

its ethical sourcing and eco-friendly business policies. As good as this message looks, their first reaction is to distrust it. They wonder whether this company is being honest or is simply looking to greenwash and attract a few responsible consumers. This line of thinking makes them do additional research; they examine reviews by clients, look for certificates from independent organizations, and analyze the company's supply chain management system documentation. Only after they are comfortable with the proof that the company's detractors are comfortable with are they ready to purchase and use the firm's products and trust the company's claims.

This shift indicates an increasing demand for authenticity and alignment with personal values [4]. The World Economic Forum references an Ipsos survey that supports this view. An average of 70% of respondents across 25 countries indicated purchasing from brands aligned with their principles. The change is reshaping the relationship between the consumer and the business, making it imperative for the markets to reconsider how they will satisfy consumers. Skepticism may be mitigated, and the legitimacy of the use of persuasion may be achieved within the limitations of the sender-receiver paradigm of the persuasion knowledge model by using advanced and simple advertising technologies.

Skepticism, derived from the Greek term "skeptomai," means thinking, considering, and examining [5]. Skepticism is not a new concept. According to past philosophers like Hume (1748), skepticism has been regarded as a fundamental step in pursuing knowledge. In 2008, Oxford University Press compiled The Oxford Handbook of Skepticism, featuring twenty-six newly commissioned articles by leading figures in the field. The book explores how skepticism challenges humanity's ability to acquire reliable knowledge across multiple domains, including ethics and reality.

Systematic literature reviews (SLRs) on skepticism have been widely conducted. In the business domain, the existing literature indicates that skepticism has evolved into various forms, including skepticism toward environmental issues. Nguyen-Viet and Nguyen [6], corporate social responsibility (CSR) [5], and the media [7]. For example, those on CSR-related consumer skepticism. CSR settings illustrate skepticism in clients regarding properties as well as motives underlying the socially appealing initiatives, which are thought to be self-serving [6]. Another SLR related to green skepticism was conducted by Sivapalan et al. [8]. Skepticism about 'green' advertisement has emerged as concerns have grown regarding companies that greenwash or overstate their environmental marketing initiatives [8]. Then, there is another SLR on skepticism towards advertising conducted by Chandra Pant et al. [9].

Chandra Pant et al. [9] Remark that marketing research studies related to consumers' skepticism are still in their infancy and have many things to explore. Nonetheless, there is still skepticism about the existence of two fundamental gaps in previously published works. Firstly, there has been an abundance of literature focusing on skepticism regarding non-interpersonal cases such as greenwashing, advertising sarcasm, and CSR's trust. Nguyen-Viet and Nguyen [6] With the advance of influencer marketing and the direct interaction of consumers in electronic commerce, there is a growing need to study the interpersonal forms of skepticism, such as skepticism towards influencers, brand ambassadors, and salespersons. Distinction is important in the understanding of how digital platforms mask all forms of corporate persuasion and peer influence, which changes consumer credibility appreciation.

Secondly, the protective and self-defeating forms of skepticism are interlinked and understudied. Skepticism is thought to require both constructive and unconstructive attributes. While it allows an individual to think critically and make informed choices, it can also lead to disengagement, cynicism, or avoidance of brands even if they are reputable [2]. The disjunction between functional skepticism (which causes positive evaluation) and dysfunctional skepticism (which results in invalid conclusions towards brands) is not discerned. A clear specification is important when designing policies intended to reduce negative skepticism of consumers while retaining genuineness.

## 2. Method

Gopalakrishnan and Ganeshkumar [10] mention that the systematic literature review (SLR) technique is a dependable way of reviewing studies because it follows predefined scientific methods. Further, an SLR is useful in understanding the existing body of knowledge and the research gaps, thus giving researchers a direction for further work [11]. Following that, this study focuses on identifying and measuring the major causes and effects of consumer skepticism and subsequently conducting an SLR with specific attention to the aforementioned goals in the absence of interpersonal contexts. An SLR is quite different from other types of literature reviews and has more benefits. Systematic reviews are inclusive, clear, and can be repeated, as pointed out by Siddaway [12].

The literature search for this systematic review was conducted across multiple sources to ensure comprehensive coverage of empirical studies on consumer skepticism. This systematic review examined three key outcomes of consumer skepticism: cognitive, affective, and behavioral skepticism. Cognitive skepticism refers to how consumers critically evaluate marketing claims and corporate messages, with data collected on information processing, source credibility, and trust formation. Affective skepticism involves emotional responses such as distrust, frustration, and perceived manipulative intent, focusing on studies that examined psychological reactions to skepticism. Behavioral skepticism looks at actions influenced by skepticism, such as purchase resistance, negative word-of-mouth, and brand avoidance. Data from all relevant measures, time points, and analyses were considered, with priority given to validated scales and statistically significant findings. Studies with incomplete or ambiguous data were excluded unless they offered valuable conceptual insights.

To minimize reporting bias, the primary electronic databases used were SCOPUS and Web of Science, both of which were last searched on 15 January 2025. This database is considered the largest curated source of abstract and citation databases, with global reach and breadth. In addition, quality through assurance processes continuously monitor and improve all data elements in Scopus [13]. Selective outcome reporting was addressed by ensuring that all relevant skepticism-related findings were considered, not just significant results.

## 3. Results and Discussion

### 3.1. Development of the Effects of Scepticism in Consumer Behaviour Over the Years

As a starting point of the systematic literature review process, it is necessary to indicate the articles by the year of publication. There were only five articles on consumer behavior concerning the effect of skepticism on average each year from 2019 to 2024, which are illustrated in Figure 1.

The first article on the effect related to consumer behaviour examines consumer skepticism related to greenwashing and green purchase intentions. This article was published in 2019 [14]. Afterwards, the graph illustrates a marked rise in the number of published articles in the years 2022 to 2024. Considerable research is conducted into consumer behavior concerning the phenomenon of skepticism because of heightened public awareness over the business's transparency and ethical business practices. With regard to this, another additional influencer that further widens the gap is the influencer overclaims, where there are claims that are not consistent with the reality regarding the brand's sustainability, which intensifies consumer skepticism and brings about additional interrogation into consumer perception of influencer marketing. However, this research cannot describe the growth that will occur in 2025 because this systematic literature review was carried out at the beginning of the year.
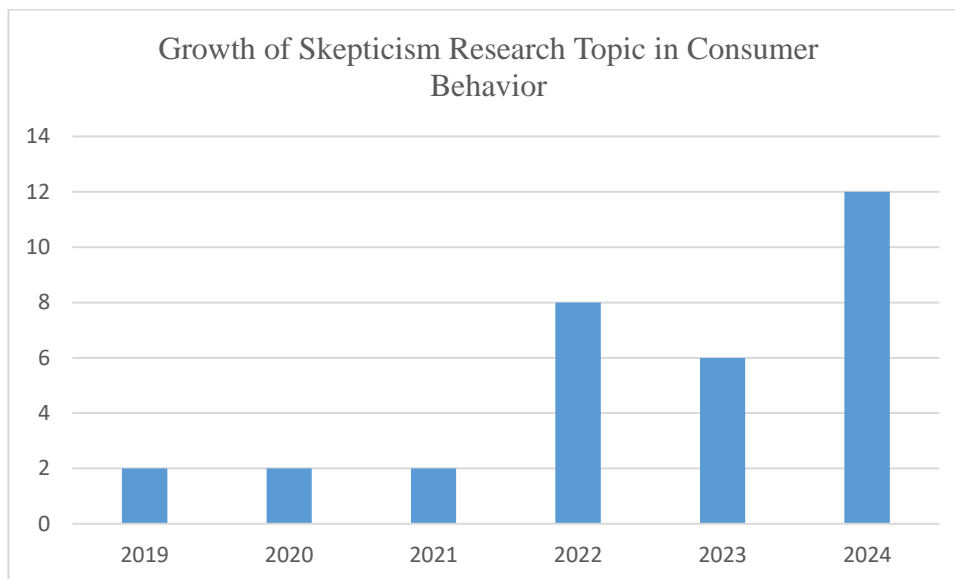


**Figure 1.**
The development of Skepticism topics related to consumer behaviour.

### 3.2. Frequently Used Variable

Subsequent to the methodology chapter, we organized and synthesized the findings of the selected papers. This allowed us to extract and relate the most important themes and observations revolving around skepticism's impacts in consumer settings. This integrative element attempts to blend the multiple fragments of insights of the literature, as well as aims to reveal repeating patterns and novel concepts within consumer skepticism literature. We take into account the synthesis of the articles and concerns [15]. We grouped the skepticism studies in interpersonal and non-interpersonal contexts and the effects of skepticism in three main types: cognitive effects, affective effects and behavioral effects to find out the primary determinants of whether consumer skepticism is constructive in informed decision making or serves as a barrier to consumer engagement.

### 3.3. Skepticism in an Interpersonal Context

As shown in Table 1, only a small portion of previous research done on skepticism assumes an interpersonal communication context [16]. It is assumed that two actors are minimally required for interpersonal relations to occur. For instance, skepticism exists in human relations, especially in the context of online reviews or user-generated content. People tend to have doubts about the credibility of reviews provided for products on the internet, often suspecting fraudulent reviews or biased ratings. Research indicates that users perceive skeptically toward a product or service differently pre- and post-using it, which shows that interpersonal skepticism is anthropological and influenced by personal experiences as well as social factors [17]. Such digital skepticism influences the degree of trust users place in community recommendations and the manner in which they partake in online communities.

Additionally, interpersonal skepticism goes into the consumption of news and social media, where people question the professional conduct of journalists and the actions of the algorithms that curate the content. People tend to have reservations concerning the credibility of a given news source and assume that there is bias in how a certain piece of information is communicated. This socialized skepticism is deeper in social media contexts where users have to contend with the growing doubts about the truthfulness of news reports, the existence of fact-checking processes, and the reasons why information is presented [7]. In such respect, skepticism guides the way people interact with the media, debate different issues, and form perceptions towards prevailing global and social matters.

Lastly, skepticism is equally pertinent in communication across cultures and religions, especially in the marketing of halal products to non-Muslim audiences. Some people argue that some corporations marketing halal products do so with little sincerity because the companies are only seeking to take advantage of the market rather than genuinely embracing diversity and inclusion [18]. This skeptical attitude does not enable meaningful inter-business-consumer interactions to take place as people assess whether the company's values and its products resonate with each other critically.

### 3.4. Skepticism in a Non-Interpersonal Context

An increasing amount of research has examined skepticism in non-personal relationships, especially in consumers' attitudes towards brands, companies, and even organizations. For example, Shamsi and Abad [19] argue that skepticism of mainstream news media stems from how audiences react to the credibility of an institution. For heavy news users, there is engagement in pragmatic skepticism, where they critically analyze the news sources, journalists, or publications, but for non-news users, there is disengagement of the cynical type due to skepticism regarding institutional bias and misinformation. In the field of corporate sustainability claims, skepticism has also been shown to lie in the linkage between corporate greenwashing and consumer purchase intentions, wherein, increasingly, consumers' doubts about a company's environmental claim result in a lesser willingness to purchase sustainable products. Similarly, Pickering et al. [20] demonstrated that consumer skepticism toward organic labeling affects brand credibility. In their study, consumers' skepticism toward sustainability certifications leads to lower trust in organic brands, which reduces purchase behavior. Skepticism towards sustainability labels is not only an antecedent but also a mediating factor in purchase decision-making, as young consumers strive to distinguish authentic environmental initiatives from deceptive business strategies. In the wider context of climate, [21]. Studied corporate initiatives and noted that skepticism on the business's true commitment to sustainability diminishes eco-engagement for products and services. The presented cases, on the contrary, clearly demonstrate the absence or denial of intentional non-interpersonal forms of skepticism on the part of brands, corporations, and institutions, which fundamentally determines consumers' attitudes, the trust they place in the brand, and how they make decisions.

**Table 1.**
Overview of skepticism studies in interpersonal and non-interpersonal contexts.

| Author/year | SC as variable | Variables related to SC | Interpersonal vs product/brand context |
|---|---|---|---|
| Shamsi and Abad [19] | MOV | Functional value, social value, emotional value, epistemic values, conditional value (IV), Choice behaviour (DV, MV), Willingness to pay more (DV) | Non-interpersonal |
| Kifaya [22] | IV | Environmental concern, Environmental knowledge (MV), purchasing behaviour (DV) | Non-interpersonal |
| Trisanty, et al. [23] | MV | Compliance, literacy, religiosity (IV), Intention to use (DV) | Non-interpersonal |
| Kim and Oh [24] | MV | Perceived sustainability (IV), Purchase Intention (DV), Perceived brand reputation (MOV) | Non-interpersonal |
| Bae [25] | MOV | Campaign (IV), Message Engagement (MV), Attitude and Participation Intention (DV) | Non-interpersonal |
| Promalessy and Handriana [26] | MV | Greenwashing (IV), Negative Green WOM (DV) | Non-interpersonal |
| Nguyen, et al. [14] | MV | Greenwashing (IV), Green purchase intention (DV), Information and Knowledge (MOV) | Non-interpersonal |
| Adil, et al. [27] | MV | Greenwashing (IV), Green purchase intention (DV), Information and brand reputation (MOV) | Non-interpersonal |
| Dalal and Aljarah [1] | MOV | Brand symbolism (IV), Perceived service quality (MV), Customer behavior (DV) | Interpersonal |
| De Sio, et al. [28] | IV | Perceived environmental knowledge (IV), Trust (MV), Intention to buy (DV) | Non-interpersonal |
| Andreoli and Minciotti [29] | MOV | Pricing model (IV), Emotions (MV), Consumer use intention (DV) | Non-interpersonal |
| Wen and Ha [17] | MV | Reviews (IV), Behavioral Intention (DV) | Interpersonal |
| Nguyen-Viet and Nguyen [6] | IV | Consumer concern (IV), Trust and attitude (MV), Green Behavioral intention (DV) | Non-interpersonal |
| Van Der Waal, et al. [30] | MOV | Explanatory Sustainability Claim (IV), Sustainable Purchase Behavior (DV), Perceived Consumer Effectiveness (MV) | Non-interpersonal |

| Alam, et al. [31] | IV | Consumers' engagement (MV), Consumption intention (DV) | Interpersonal |
|---|---|---|---|
| Szilagyi, et al. [32] | IV | Environmental concern (IV), attitude, perceived greenwashing (MV), Circular purchase behavior (DV) | Non-interpersonal |
| Andreoli and Minciotti [29] | MV | Greenwashing perception (IV), Purchase intention (DV), Consumer innovatives, Brand attitude (MOV) | Non-interpersonal |
| Antonetti and Crisafulli [33] | MOV | Power messaging (IV), Manipulative intent, brand identification (MV), response to service failure (DV) | Interpersonal |
| Höpfl, et al. [34] | MOV | Sustainability-related values, attitudes, and intentions (IV), sustainable behavior (DV), Perceived consumer effectiveness (MV) | Non-interpersonal |
| Park, et al. [35] | Main response (Qualitative) | selective trust, generalised cynicism | Non-interpersonal |
| Pickering, et al. [20] | MOV | Knowledge of climate change (subjective and objective), Locus of control, Social norms and beliefs (IV), Climate mitigation behaviors (DV), Perceived efficacy (MV) | Non-interpersonal |
| Rossi and Rivetti [21] | MOV | Consumer Intentions (DV), attitude, subjective norms, perceived behavioral control (IV) | Interpersonal |
| Rossi and Rivetti [21] | MV | Sustainably labelled product purchase behavior (DV), Socio-environmental concern (SEC) and reported use (RU) (IV) | Non-interpersonal |
| Pizzi, et al. [36] | DV and MV | Gaze direction and anthropomorphism (IV), Trust (DV), Theory of Mind (MOV) | Interpersonal |
| Silintowe and Sukresna [37] | IV | Habit, Lack of availability(IV), Green product purchasing behavior (DV), Green knowledge (MOV) | Non-interpersonal |
| Mavi, et al. [18] | MV | Company Halal fit (IV), CSR Image (MV/DV), WOM (DV) | Interpersonal |
| Nguyen-Viet and Nguyen [6] | MOV | Coping and threat appraisal (IV), Attitudes (MV), Purchase intention (DV) | Non-interpersonal |
| Sailer, et al. [16] | IV | Consciousness, purchase behavior, attitude (IV), Brand evaluation, sustainability evaluation (DV) | Interpersonal |
| Stadlthanner, et al. [38] | MOV | Outcome message frame (IV), Biospheric values (MOV), Cause involvement (DV) | Interpersonal |
| Wen and Ha [17] | MOV | Mood (IV), disclosure language (DV) | Non-interpersonal |
| *Li et al. [39]* | IV | Brand authenticity (DV) | Interpersonal |
| Fletcher and Nielsen [7] | Main theme (mixed method) | approval for editorial selection, age, and interest in soft/hard news (IV) | Interpersonal |

### 3.5. Cognitive Effect of Consumer Skepticism

Skepticism places a relative burden on information processing in marketing, especially in regard to evaluating brand claims pertaining to ethical and environmental sustainability. Cognitive dissonance is key because it forces consumers to evaluate information given and not simply accept the corporate message as is, Nguyen, et al. [14]. Instead of trusting a brand's claims outright, consumers actively seek verification, examining product attributes, external certifications, and customer reviews [2]. This skepticism is particularly directed toward experience and credence attributes, as these cannot be assessed before purchase [8].

Campbell and Kirmani [40] viewed cognitive dissonance as both a negative intrusion and an opportunity for enhanced information processing. Skeptical consumers tend to scrutinize green marketing messages rigorously to determine whether they align with a company's actual business practices [39]. These cognitive processes involve (1) an increased capacity to critically assess brand claims, which fosters greater awareness of misleading marketing tactics. Kifaya [22] and (2) a growing reliance on knowledge and concern as key determinants of purchasing decisions, leading to an increased demand for evidence-based claims.

While skepticism does protect individuals from advertising deception, there are some negative effects as well. A portion of the public might ignore marketing altogether because everything is commercialized to such an extent, which makes justifying sustainability claims more difficult. Moreover, given that such proclamations are notoriously simple to make yet

almost impossible to prove, skepticism of sustainability is even more profound. Other studies show that while consumers are reluctant to accept the label of sustainability, they tend to trust the claims issued by third-party organizations. Rossi and Rivetti [21] Skepticism, therefore, becomes both a form of defensive reasoning and a form of cognitive bias in how consumers process practically any form of advertising created using sustainability.

### 3.6. Affective Effects of Consumer Skepticism

Skepticism is both psychologically complex and emotionally triggering, simultaneously as it may provoke feelings of distrust and discomfort [41]. By examining attitudes towards advertising, a consumer who becomes fed up with one advertisement may become imbued in a state of heightened ambiguity that forces him into a defensive posture to avoid being 'conned'. This defensive acceptance is quite visible in the negative attitudes towards persuasive advertising.

At the same time, a brand could be viewed more positively if a consumer does not confirm their skepticism. However, if it is confirmed, the brand will be deemed untrustworthy and deceiving. Moreover, skepticism is an external evaluation and can also be self-doubt about one's judgment and decision-making skills, which is known as meta-skepticism. Such skepticism makes the behavior of the consumer more complex as it encourages a broad suspicion towards business motives and the capability of properly evaluating marketing messages.

Hubacher Haerle [42] further argues that skepticism does not solely function as a reaction to advertising but actively shapes a person's cognitive and emotional frameworks. Thus, skeptical consumers not only assess external information critically but also use skepticism as a tool for self-evaluation, reinforcing their perceptions of rationality and decision-making ability. This dynamic contributes to a complex skeptical paradigm that influences both emotional responses and purchasing behaviors.

### 3.7. Behavioral Effects of Consumer Skepticism

From a behavioral standpoint, skepticism promotes the notion that consumers ought to gather more information in the pre-purchase stage. This increased skepticism is particularly salient in contexts where marketing pseudo-claims need to be substantiated, like sustainability or ethical branding. As a consequence, skeptical consumers tend to be less persuaded by, and more annoyed with, advertising attempts whose sole purpose is to persuade the consumer while trust in the corporate message has already been lost [9].

Skepticism, however, encourages the retrieval of previously held beliefs, which in turn lessens the likelihood of being persuaded by available arguments or evidence that fails to confirm the prevailing assumption. For these reasons, skeptical consumers tend to defer, expect more from the brands, and tell others about their skepticism [9]. Sometimes, these attitudes amplify distrust towards a particular industry or product and may even result in withdrawal from engagement with the brand or unreserved cynicism towards its professed sustainability measures.

Skepticism constrains consumers on all possible layers: conceptual, emotional, and behavioral, which entails the interpretation of sentiment toward and behavior regarding marketing content. While skepticism can protect an individual in cases of fraudulent marketing, it can also make it very difficult for companies trying to win consumers' trust. Learning about these effects is important to build campaigns that truly consider the worries of consumers and make credibility claims while fully complying with the marketing tactics. Table 2 outlines a summary of the effects of consumer skepticism.

**Table 2.**
Summary of effects of consumer skepticism.

| Category | Effect |
|---|---|
| *Cognitive* | • Reduced the willingness to pay more [6, 19] |
| | • Increased Information processing, rational evaluation, and knowledge [1, 14, 23, 25, 27, 30, 32, 37] |
| | • Analysing brand reputation [24] |
| | • Increased messages engagement [26] |
| | • Questioning credibility [6, 18, 33, 39] |
| | • Driving verification and fact-checking behaviors [35] |
| | • Terminates elaboration of claims [6] |
| *Affective* | • Lack of trustworthiness [21, 22] |
| | • Suspicion of price transparency and discount [29] |
| | • Questioning (power) message [7, 33] |
| | • Locus of control [20] |
| | • Need for warmth & competence [36] |
| | • Mood and disclosure language [17] |
| *Behavioral* | • Not returning or recommending [17] |
| | • Decreased consumer engagement in brand-related activities [31] |
| | • Decreased purchase intentions [16, 34] |

**Table 3.**
Functional vs. Dysfunctional Consumer Skepticism.

| Aspect | Functional Skepticism (Constructive) | Dysfunctional Skepticism (Barrier To Engagement) |
|---|---|---|
| Cognitive Process | Encourages fact-checking, critical thinking, and informed decisions. | Leads to cognitive overload, negativity bias, and information avoidance. |
| Consumer Behavior | Verifies claims before making decisions; remains open to trustworthy brands. | Rejects all marketing messages outright, disengaging from brands. |
| Emotional Response | Healthy skepticism fosters confidence in purchases. | High distrust creates frustration, cynicism, and brand rejection. |
| Effect On Engagement | Increased demand for transparency and ethical business practices. | Reduces willingness to engage with even credible brands. |
| Brand Strategy To Address It | Provide third-party validation, transparency, and open communication. | Avoid misleading claims; rebuild trust through authenticity and long-term engagement. |

*3.8. Functional vs. Dysfunctional Consumer Skepticism*

As shown in Table 3, depending on some crucial points, consumer skepticism can work as a constructive aid in decision-making or a barrier to consumer involvement. Sprout Marketing refers to functional skepticism as the phenomenon of motivating consumers to undertake more critical thinking, fact-checking, and rational decision-making. On the other hand, brands that are open and willing to engage with skeptical consumers can use communication to turn these consumers into believers, thus increasing engagement and brand loyalty in the long run.

On the other hand, when skepticism leads to unreasoned distrust, cynicism, or disengagement, it is termed as dysfunctional skepticism. It occurs when consumers develop a negative attitude towards all marketing communications, resulting in even genuine disclaimers being disproved [2]. In some extreme cases, dysfunctional skepticism causes consumer inertia, whereby consumers become disengaged with certain brands, completely ignore advertisements, and passively dismiss marketing communications without analyzing them. Psychological reasons, like negativity and confirmation biases, worsen dysfunctional skepticism as consumers tend to look for evidence to justify their mistrust and ignore evidence that counters their doubts. Furthermore, when a brand is perceived to lack transparency by providing inconsistent messages or engaging in greenwashing, consumers escalate their skepticism into outright rejection of the brand [14]. Such skepticism not only disengages consumers from a brand but also makes them share negative opinions about it, thus altering the perceptions of other consumers.

## 4. Conclusion

The review indicates that the non-interpersonal skepticism domain, especially concerning corporate greenwashing and brand as well as institutional reputation, has received attention. However, interpersonal skepticism regarding influencers, brand ambassadors, and salespersons is still missing. This gap points toward the need to study how interactions between consumers and brands lead to skeptical attitudes and subsequent decision-making. In addition, this investigation presents a cognitive, affective, and behavioral structure pertaining to the effects of skepticism on consumer trust, purchase intentions, and brand relationships. More effort should be made in combining psychological and marketing approaches to explain the impact of skepticism on different consumer behaviors, especially in new digital and AI contexts.

These findings highlight that for businesses, skepticism should not be perceived only as a problem but as an opportunity to build trust. Companies that address skeptical consumers via genuine transparency, authenticity, and credible third-party sponsorships can strategically leverage skepticism [1]. As skepticism is bound to persist in influencing consumer behavior, there is a need to research the impact of digital environments, regulatory framework changes, and new technologies on the formation of skepticism.

## 5. Limitations and Future Research

As is the case with any study, there are limitations. First, the articles that were included in the study were screened through set inclusion and exclusion criteria, which means that important articles were most likely left out. Therefore, the findings may not represent the entirety of consumer skepticism research.

Future research should conduct quantitative and qualitative studies to validate the proposed frameworks and explore the impact of skepticism across different industries and consumer segments. Despite these limitations, this review offers valuable insights into the evolving nature of consumer skepticism and serves as a foundation for future theoretical advancements and practical applications in marketing and consumer behavior research.

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