



International Conference on Reimagining Management: Sustainability and Innovation in the AI Era

Organised By: Dnyan Ganga Education Trust's,
Degree College of Arts, Commerce & Science, Thane

Impact of Green Branding on Consumer Purchase Intentions in Emerging Markets

Snehal Shelar ¹, Vidya S. Khanolkar ²

^{1, 2} Assistant Professor, Dnyan Ganga Education Trusts Degree College of Arts, Commerce & Science

Abstract

In recent years, environmental issues such as climate change, pollution, and resource depletion have gained global attention. As a result, consumers are becoming more aware of the environmental impact of their purchasing decisions. This growing awareness has encouraged companies to adopt green branding strategies to present their products and practices as environmentally friendly. The main objective of this research paper is to examine the impact of green branding on consumer purchase intentions in emerging markets using secondary data.

The study focuses on important factors such as consumer trust, brand image, and the credibility of environmental claims. It also explores how modern technologies like artificial intelligence help companies promote sustainable products more effectively. The research is based on secondary data collected from journals, articles, and research papers. The findings suggest that green branding has a positive influence on consumer purchase decisions, especially when consumers trust the brand and believe in its environmental claims. The study provides useful insights for marketers and highlights the importance of sustainable marketing practices in emerging economies.

Keywords: Green Branding, Consumer Behavior, Sustainability, Emerging Markets, Purchase Intention.

1. INTRODUCTION

Environmental sustainability has become one of the most important issues in the modern world. Rapid industrialization, urbanization, and overuse of natural resources have led to serious environmental problems such as air pollution, water pollution, and climate change. These issues have increased awareness among consumers, making them more conscious about the products they use and their impact on the environment.

As a result, consumers are now preferring products that are eco-friendly, recyclable, and sustainable. This shift in consumer behavior has forced companies to change their marketing strategies. One such strategy is green branding, which involves promoting a brand as environmentally responsible.

Green branding is not just about advertising eco-friendly products but also about adopting sustainable practices in

production, packaging, and distribution. It helps companies build a positive image, attract environmentally conscious consumers, and gain a competitive advantage in the market.

In emerging markets like India, China, and Brazil, the concept of green branding is still developing. Although awareness is increasing, factors such as price sensitivity and lack of information still influence consumer decisions. Therefore, it is important to understand how green branding affects consumer purchase intentions in these markets.

2. LITERATURE REVIEW

2.1. Concept of Green Branding

Green branding refers to the process of promoting a brand based on its environmental benefits. It includes the use of eco-friendly materials, sustainable production methods, and ethical business practices. Companies use green branding to differentiate themselves from competitors and appeal to environmentally conscious consumers.

Previous studies have shown that green branding helps improve brand image and customer loyalty. It also creates a sense of responsibility among consumers to support sustainable products.

2.2. Consumer Behavior towards Green Products

Consumer behavior towards green products has changed significantly in recent years. Many consumers now consider environmental factors while making purchasing decisions. However, the level of awareness and willingness to pay for green products varies among individuals.

Some consumers are highly committed to sustainability and prefer eco-friendly products regardless of price. Others may support the idea of sustainability but are not willing to pay higher prices. This difference in behavior creates a challenge for marketers.

2.3. Factors Influencing Purchase Intention

a) Trust

Trust is a key factor in green branding. Consumers are more likely to purchase green products if they trust the company's environmental claims. Lack of trust can reduce the effectiveness of green marketing strategies.

b) Brand Image

A strong brand image helps in attracting customers and building long-term relationships. Companies that are seen as environmentally responsible are more likely to gain consumer support.

c) Credibility of Environmental Claims

Consumers often doubt the authenticity of green claims made by companies. If the claims are found to be false or misleading, it can damage the brand's reputation.

2.4. Green Purchasing Gap

One of the major challenges in green marketing is the gap between consumer intention and actual purchase behavior. Many consumers express a willingness to buy green products but do not always act on it. This gap is influenced by factors such as price, availability, and lack of awareness.

2.5. Role of Technology in Green Branding

Technology plays an important role in promoting green products. Artificial intelligence and data analytics help companies understand consumer preferences and create personalized marketing strategies. Digital platforms also make it easier to spread awareness about sustainability.

3. RESEARCH METHODOLOGY

3.1. Research Design

This study is based on a secondary research approach, which involves analyzing existing data rather than collecting new data.

3.2. Data Sources

The data for this research is collected from:

- Academic journals
- Research papers
- Online articles
- Industry reports

3.3. Data Analysis Methods

The study uses:

- Thematic analysis
- Comparative analysis
- Review of previous research findings

4. DISCUSSION and ANALYSIS

4.1. Impact of Green Branding on Consumer Behavior

Green branding has a significant impact on consumer behavior. Consumers are more likely to choose products that are environmentally friendly and socially responsible. This is especially true for younger consumers who are more aware of environmental issues.

However, the impact of green branding depends on factors such as awareness, education, and income level. In emerging markets, consumers may support green products but still prefer cheaper alternatives.

4.2. Importance of Trust and Transparency

Trust is one of the most important elements in green branding. Consumers expect companies to provide

accurate and honest information about their environmental practices. Transparency in communication helps build trust and improve customer relationships.

Companies that provide clear information about their sustainability efforts are more likely to gain consumer confidence.

4.3. Influence of Brand Image

A positive brand image plays a crucial role in influencing consumer decisions. Companies that are known for their environmental responsibility are more likely to attract customers and retain them.

Green branding helps in creating a strong emotional connection with consumers, leading to increased loyalty and repeat purchases.

4.4. Challenges in Emerging Markets

Despite the benefits of green branding, there are several challenges in emerging markets:

- Limited awareness about environmental issues
- High cost of green products
- Lack of government regulations
- Limited availability of eco-friendly products

These challenges make it difficult for companies to implement effective green branding strategies.

4.5. Role of Artificial Intelligence

Artificial intelligence helps companies analyze large amounts of data and understand consumer preferences. It allows businesses to target the right audience and promote sustainable products more effectively.

AI also helps in improving supply chain efficiency and reducing waste, which supports environmental sustainability.

5. Findings

The study reveals the following key findings:

1. Green branding has a positive influence on consumer purchase intentions.
2. Trust and credibility are the most important factors in green marketing.
3. A strong brand image enhances consumer confidence.
4. There is a gap between intention and actual purchase behavior.
5. Technology plays a significant role in promoting green products.

6. Conclusion

Green branding has become an essential strategy for companies in today's competitive market. It not only helps in attracting environmentally conscious consumers but also contributes to sustainable development.

The study shows that green branding positively influences consumer purchase intentions, especially when supported by trust, transparency, and credibility. However, challenges such as high costs and low awareness still exist in emerging markets.

Companies need to focus on educating consumers, improving product availability, and adopting advanced technologies to promote sustainable practices. Overall, green branding is a powerful tool for achieving both business success and environmental sustainability.

7. Recommendations

- Companies should ensure honesty in environmental claims
- Increase consumer awareness through education and campaigns
- Offer affordable green products
- Use technology for better marketing strategies
- Governments should support sustainable initiatives

8. Limitations of the Study

- The study is based only on secondary data

- It does not include primary research
- Limited availability of updated data

9. Future Scope

Future studies can:

- Use primary data collection methods
- Focus on specific industries or regions
- Study long-term consumer behavior trends

10. References

1. Rana, M. (2024). Sustainable Marketing Trends
2. Dwivedi, S. (2025). Green Consumer Behavior
3. Machová, R. (2022). Green Marketing Strategies
4. Ziaei-Bideh, A. (2019). Green Consumer Profiling
5. Chang, H. (2023). AI in Marketing

