

## Green Branding and Sustainable Consumer Behaviour: A Study

**Dr. Balagouda S.Patil**

Professor and Director, Dayananda Sagar Business School, Bangalore

Email: [bspatil@dsbs.edu.in](mailto:bspatil@dsbs.edu.in)

**Dr. Jaspreet Kaur**

Assistant Professor, Department of Management, Kristu Jayanti (Deemed to be University), Bengaluru, India

Email: [jaspreetkaur@kristujayanti.com](mailto:jaspreetkaur@kristujayanti.com)

**Dr. Shazia W. Khan**

Associate Professor, PGDM (Retail Management), Prin. L. N. Welingkar Institute of Management Development and Research, Mumbai

Email: [shazia.khan@welingkar.org](mailto:shazia.khan@welingkar.org)

**Sanjay Kumar Sharma**

Regional Director- Academics, Rushford Business School, Switzerland

Email - [sharmaphysicsiit@gmail.com](mailto:sharmaphysicsiit@gmail.com)

**Sr. Prof. Dr. Jamakhandi Hayavadana**

Professor & Head, University College of Technology, Osmania University Hyderabad

Email: [jamsvj@gmail.com](mailto:jamsvj@gmail.com)

### Abstract

Green branding has developed as a strategic & planned approach for establishments looking for competitive advantage despite the fact to address environmental sustainability. In the period of ecological imbalance & climate change, organizations are gradually adopting green branding-based strategies to line up with sustainable development goals (SDGs). Green branding generally denotes to endorsing goods & services based on eco-friendly advantages & sustainability assurances. Today's consumers are quite ecologically conscious & preferring brands that validate environmental responsibility. Considering the behavioral forms of consumers towards green brands or green products is important for adopting strategic decision-making. This research analyzes the association in between initiatives of green branding & sustainable consumer behaviour (SCB). The study also discovers how green\_brand\_trust (GBT), environmental\_concern (EC), eco\_awareness (EcoA) & perceived green product quality (PQ) impact consumers' green\_purchase\_intention (GPI). Total 120 responses received through structured questionnaire whereas Cronbach alpha, KMO & Bartlett's Test analysis, factor analysis, correlation test, regression analysis, chi\_square test along-with ANOVA analysis were used as a statistical tool. The findings of the research disclose that green\_brand\_trust (GBT) & environmental\_concern (EC) significantly impact sustainable consumer behaviour (SCB). The research also provides decision-making inferences for marketers targeting to reinforce green positioning approaches.

**Keywords :** Green Branding, Eco-Awareness (EcoA), Green Marketing (GM), Sustainable Consumer Behaviour (SCB), Environmental Concern (EC), Green Brand Trust (GBT),

### Introduction

The rising worries over climate change, ecological deprivation & resource reduction have significantly changed consumer insouciances & market forces across the globe. In the response of this, administrations are progressively implementing strategies of green branding to position themselves as ecologically accountable & socially cognizant units (Rathore., et.al., 2024). Green branding energies beyond endorsing environmental-friendly products, it also signifies a organization's obligation toward sustainability, moral practices as well as enduring eco-friendly stewardship. By mixing eco-friendly standards into brand uniqueness, corporations try to figure out trust, distinguish themselves from entrants & request to ecologically cognizant consumers.

Sustainable consumer behaviour (SCB) denotes to buying & consumption-based patterns that minimizes adverse environmental influence whereas supporting public & financial sustainability. Contemporary customers

are becoming more knowledgeable & discriminating, often selecting brands that reveal transparency, trustworthy eco-certifications as well as accountable production practices (Kumar., et.al.,2024). Features such as eco-friendly consciousness, green brand trust (GBT), environmental concern (EC) & perceived quality (PQ) trustworthiness play a vital role in determining sustainable buying intentions. In this framework, considering the relationship in between initiatives of green branding as well as sustainable consumer behaviour (SCB) has become indispensable for marketers & representatives alike. Inspecting how branding approaches impact eco-friendly purchasing choices can provide valuable visions for trades targeting to bring into line productivity along-with sustainability goals (Goel., 2019). This study also therefore discovers the significant factors that drive consumers towards buying of green products & also assesses the success of green branding in development accountable consumption behaviour.

### **Review of Literature**

The impact of strategic green positioning on consumer perceptions in competitive markets was investigated by (Leonidou., et.al., 2016). According to their research, green brand credibility greatly improves brand image and affects consumers' decisions to buy sustainable goods. Authors emphasized that genuineness in green communication strengthens trust and lowers consumer skepticism. Environmental values differ by region, according to the study, which also looked at cross-cultural consumer differences. They underlined that long-term brand equity is enhanced by proactive sustainability strategies. (Leonidou., et.al., 2016) found that consumer education increases the efficacy of green brands. Understanding how branding tactics affect sustainable consumer behavior has improved as a result of this work.

(Nguyen., et.al., 2017) investigated the ways eco-labels affected consumers' intentions to buy and their level of trust. Authors findings suggested that, buyers who are highly aware of eco-labels are more likely to intend to buy environmentally friendly goods. The study also emphasized that consumer confidence is increased by transparent and uniform certification. (Nguyen., et.al., 2017) identified that perceived credibility of eco-labels mediates the relationship between environmental concern and sustainable buying. According to their research, in order to increase knowledge, labeling needs to be accompanied by educational initiatives. Authors came to the conclusion that clear eco-labels lower the perceived risk of a product. This study emphasized the usefulness of eco-labels for marketers and legislators. (Joshi., et.al., 2018) investigated the relationship between green purchasing practices and environmental concerns in developing markets. Strong environmental concerns greatly influence green purchasing decisions, according to their research. Authors also showed that the relationship between concern and behavior is moderated by societal norms. According to the study, consumers' receptiveness to green branding is influenced by cultural context. (Joshi., et.al., 2018) findings, sustainable consumption is influenced by ethical responsibility and altruism. They maintained that cultural values must inform how brands craft their messaging. According to the study, one of the main indicators of sustainable behavior is environmental concern.

(Tseng., 2019) investigated why intentions to make green purchases were influenced by perceived product quality and price fairness. According to the (Tseng., 2019) study, price fairness has a major impact on actual purchasing behavior, but perceived quality has a positive impact on sustainable consumption. According to (Tseng., 2019), in order to remain credible, high sustainability claims need to be backed up by product performance. Additionally, the research made clear that consumers will only pay more for products they believe to be of higher quality. The significance of striking a balance between green features and practical advantages was highlighted by their findings. The study re-affirmed that purchase intentions are mediated by perceived value and trust. This study also offered empirical support for the relationship between sustainable consumer choices and product perception. The impact of social influence and digital engagement on sustainable purchasing behavior was examined by (Zhao., et.al., 2020). They discovered that digital marketing platforms increase engagement with green brands and magnify environmental messages. (Zhao., et.al., 2020) came to the conclusion that eco-friendly purchasing habits are reinforced by peer influence via social networks. According to the research, Gen Z and millennial consumers are more receptive to online sustainability cues. Additionally, (Zhao., et.al., 2020). found that interactive content boosts credibility for green claims. (Zhao., et.al., 2020). research suggested that digital strategies should integrate storytelling with evidence-based messages. This study advanced our knowledge of the online variables influencing sustainable consumer behavior.

(Alam., et.al., 2021) investigated the relationship between brand loyalty and corporate social responsibility (CSR) in environmental communication. Effective CSR communication, according to their findings, strengthens consumers' emotional bonds with brands and promotes recurring purchases of sustainable goods. (Alam., et.al., 2021) revealed that transparency in reporting environmental initiatives reduces consumer skepticism. Additionally, the study also found that perceived organizational integrity is influenced by CSR

performance. According to Alam et al., sustainability messaging needs to be the same on all platforms. (Alam., et.al., 2021) research demonstrated how CSR can increase consumer trust in green brands. The study offered useful advice for combining green branding tactics with corporate social responsibility. (Gupta., et.al., 2022) investigated the ways in which social norms, perceived consumer efficacy, and environmental consciousness impact sustainable purchasing. The findings demonstrated that intentions to make green purchases are considerably increased by greater awareness and more robust social norms. Their research also showed that consumers are motivated to take action on environmental issues by their perception of consumer effectiveness. (Gupta., et.al., 2022) proposed that sustainable consumption could be strengthened by campaigns that uphold moral and social standards. The study underlined the critical roles that community-based programs and education play. (Gupta., et.al., 2022) came to the conclusion that programs that promote holistic awareness enhance sustainable behaviors. Their research demonstrated how society shapes green purchasing.

The combined effects of perceived risk and green brand image on eco-friendly purchase intentions were investigated by (Park., et.al., 2023). According to their research, a strong green brand image boosts consumer confidence and lowers perceived purchase risk. (Park., et.al., 2023). showed that the association between brand image and purchasing behavior is negatively moderated by perceived risk. According to the study, third-party validation and clear product information help to lower uncertainty. (Park., et.al., 2023). also noted that, if left unchecked, environmental skepticism can reduce the efficacy of green brands. According to (Park., et.al., 2023), sustainable purchasing behavior is strengthened when perceived risk is reduced. Their results reaffirmed how crucial credibility is to green branding. The effect of green innovation communication on customer loyalty and engagement was examined by (Liu., et.al., 2024). The results demonstrated that consumer interest in green brands is positively impacted by the dissemination of eco-innovations. According to their research, innovation signals enhance perceived value and lessen information asymmetry. Brands need to use factual and unambiguous sustainability messaging, according to (Liu., et.al., 2024). Additionally, authors discovered that interactive consumer communication improves emotional attachment. According to their research, communicating green innovations encourages enduring loyalty. New information about how communication tactics affect sustainable consumer behavior was provided by this recent study.

The impact of environmental policy awareness on purchase intentions was examined by (Kumar., et.al., 2024). Their findings showed that consumers are more likely to support green brands if they are more aware of environmental policies. Authors discovered that understanding policies increases confidence in an organization's sustainability pledges. According to the study, credibility is increased when product attributes are connected to regulatory standards. Additionally, (Kumar., et.al., 2024). noted that policy knowledge is enhanced by media exposure and educational initiatives. According to their research, researchers and brands working together can improve sustainable consumption. This contribution gave green branding research a public policy viewpoint. (Smith., et.al., 2025) investigated the impact of new digital certification schemes (blockchain-based eco-labels) on green purchasing practices and trust. According to (Smith., et.al., 2025) research, consumer trust is greatly increased by safe, traceable certification systems. Authors showed how blockchain-based green labels improve perceived authenticity and lessen information asymmetry. Digital transparency improves long-term customer engagement, according to (Smith., et.al., 2025). Additionally, they showed that sophisticated credentialing systems are more well-received by tech-savvy customers. Their study made clear that in order to build trust and traceability, green branding in the future needs to make use of technology. In the digital age, this work set a new course for research on sustainable branding.

### **Objectives of the Study**

- To analyze the association in between green branding & sustainable\_consumer\_behaviour (SCB).
- To examine the influence of environmental\_concern (EC) on green\_purchase\_intention (GPI).
- To evaluate the impact of green\_brand\_trust (GBT) on consumer\_loyalty (CL).
- To recognize significant factors, influence to sustainable consumption.

### **Research Hypothesis**

- H01: Green\_Brand\_Trust (GBT) significantly impacts sustainable\_consumer\_behaviour (SCB).
- H02: Environmental\_Concern (EC) positively influences green\_purchase\_intention (GPI).
- H03: Eco\_Awareness (EcoA) significantly affects sustainable\_buying\_behaviour (SBB).
- H04: Perceived green product quality (PQ) impacts consumer\_loyalty (CL).
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Research Methodology

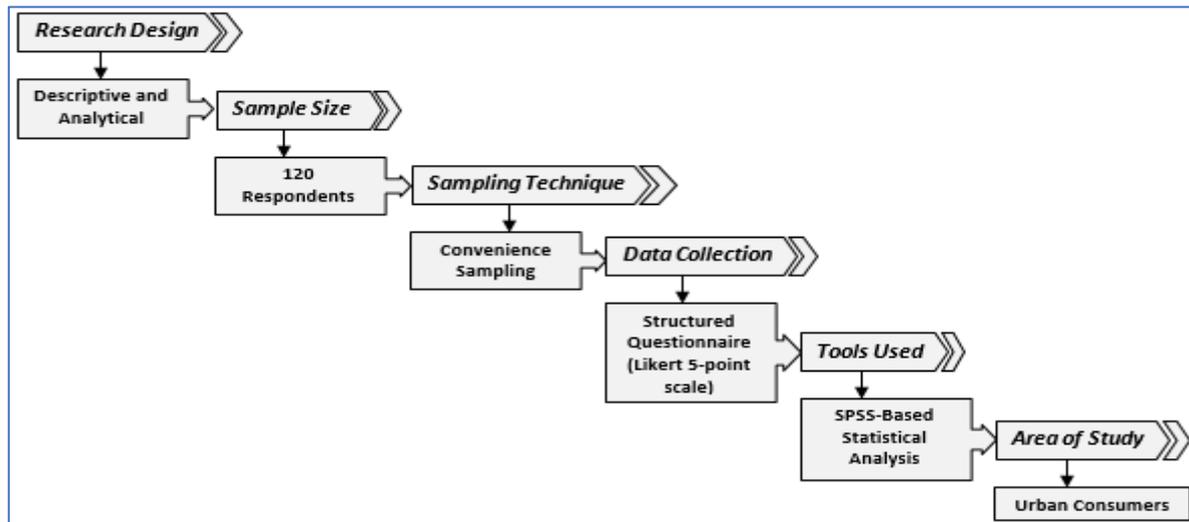


Figure 1: Research Methodology Framework

The study using descriptive as well as analytical research design, where sample size consisting of 120. For the purpose of analysis, convenience sampling technique has been employes as per structured questionnaire (5 point -Likert scaling). The area of research containing urban consumers only. SPSS has used for statistical analysis.

Table 1: Gender-Wise Distribution (Demographic Profile)

Gender	Freq.	Percentage (%)
Male (M)	64	53.33
Female (F)	56	46.71
Total	120	100.00

In table 1, majority of male respondents are 53.33% while female respondents are 46.71% out of total respondents 120.

Table 2: Age-Wise Distribution (Demographic Profile)

Age	Freq.	Percentage (%)
18 to 25	38	31.72
26 to 35	42	35.03
36 to 45	26	21.71
>46	14	11.60
Total	120	100.00

As per table 2, majority of respondents falling in the age group of 26 to 35 years (35.03%) shows more awareness about green branding & the second highest responses received in the age category of 18 to 25 years (31.72%). Similarly, 36 to 45 years of respondents having (21.71%).

Table 3: Reliability Analysis (Cronbach’s Alpha Scoring)

Variable	No. of Items	Cronbach’s Alpha
Green_Brand_Trust (GBT)	5	0.842
Environmental_Concern (EC)	4	0.811
Eco_Awareness (EcoA)	4	0.786

Sustainable_Consumer_Behaviour (SCB)	6	0.873
All values exceed 0.70, indicating strong internal consistency		

**Table 4: KMO & Bartlett’s Test**

Test	Value
KMO Measures	0.822
Bartlett’s Testing (Chi_square)	487.252
Significance	0.000
<i>KMO &gt; 0.6 &amp; significance &lt; 0.05 show suitability for factor analysis</i>	

Table 4, indicates that KMO’s value is above 0.6 as well as its significance level is below 0.05 that demonstrates that it is suitable for factor analysis.

**Table 5: Factor Analysis (Total Variance Explained)**

Factor (s)	Eigen_value	Variance %
Factor-1 Green_Brand_Trust (GBT)	4.61	28.32%
Factor-2 Environmental_Concern (EC)	3.22	19.50%
Factor-3 Eco_Awareness (EcoA)	2.49	15.13%
Factor-4 Perceived_Quality (PQ)	1.88	11.31%
Total Variance Explained		74.23%

**Table 6: Correlation Matrix & Analysis**

Variables	Green Brand Trust (GBT)	Environmental Concern (EC)	Eco Awareness (EcoA)	Sustainable Consumer Behaviour (SCB)
Green_Brand_Trust (GBT)	1	0.623**	0.513**	0.702**
Environmental_Concern (EC)	0.623**	1	0.457**	0.669**
Eco_Awareness (EcoA)	0.513**	0.457**	1	0.593**
Sustainable_Consumer_Behaviour (SCB)	0.702**	0.669**	0.593**	1
Strong positive correlations exist (p < 0.01)				

**Table 7: Model Summary (Regression Analysis)**

R	R <sup>2</sup>	Adjusted_R <sup>2</sup>	Std. Err.
0.781	0.612	0.597	0.431
<i>Dependent Variable: Sustainable Consumer Behaviour</i>			

The R value of 0.781 indicates a strong positive relationship between the independent variables and sustainable consumer behaviour. The R<sup>2</sup> value of 0.612 shows that 61.2% of the variation in sustainable consumer behaviour is explained by the model, indicating good explanatory power.

**Table 8: ANOVA Test**

Source	F	Sig. Level
Regression	45.371	0.000

**Table 9: Coefficients**

Variable (s)	Beta Value	T_Value	Sig. Level
Green_Brand_Trust (GBT)	0.413	5.624	0.000
Environmental_Concern (EC)	0.357	4.813	0.000
Eco_Awareness (EcoA)	0.222	3.115	0.003
Perceived_Quality (PQ)	0.197	2.877	0.005

Green\_brand\_trust (GBT) having  $\beta = 0.413$  &  $p = 0.000$ , shows the strongest & significant influence on sustainable\_consumer\_behaviour (SCB), henceforth H01 is accepted. Environmental\_concern (EC) having  $\beta = 0.357$  &  $p = 0.000$  as well as eco\_awareness (EcoA) having  $\beta = 0.222$  &  $p = 0.003$  significantly impact sustainable behaviour (SCB); consequently, H02 & H03 are accepted. Perceived\_quality (PQ) having  $\beta = 0.197$  &  $p = 0.005$  also displays a significant & positive influence, which further supporting H04.

**Table 10: Chi-Square Test**

Chi_square Test	df	Sig. Level
Income vs Green Purchase Frequency		
14.653	6	0.024
Significant association occurs in between income & green purchasing frequency.		

The value of chi\_square (14.653) test with sig. level 0.024 (<0.05) specifies a significant relationship in between income as well as green purchasing frequency. This further suggests that level of income impacts sustainable buying decisions of consumers. While not directly testing of hypothesis H01 to H04, this outcome reinforces the behavioural thoughtfulness of sustainable consumption forms.

**Table 11: Hypothesis Results**

Hypothesis Framework	Supporting Tables	Result Declaration
H01	Table 9 (main table) & table 6 & table 8 are supporting tables for H01.	It is Accepted
H02	Table 9 (main table) & table 6 & table 8 are supporting tables for H02.	It is Accepted
H03	Table 9 (main table) & table 6 is supporting table for H03.	It is Accepted
H04	Table 9 (main table) msupports to H04	It is Accepted

**Findings of the study**

1. Green\_Brand\_Trust (GBT) one of the strongest predictors (variable) of sustainable\_consumer\_behaviour (SCB).
2. Consumers with high environmental\_concern (EC) generally shows greater green\_purchase\_intention (GPI).
3. Notable effect of eco\_awareness (EcoA) label on buying decisions.

4. Revenue significantly influences green purchases frequency.
5. Perceived\_quality (PQ) enhances brand\_loyalty (BI).
6. Optimistic image of green branding significantly expands willingness of consumers to pay a high price for green products.
7. Research found that younger consumers in the age group of 18 to 35 yrs validate comparatively higher awareness towards green marketing operations.
8. Social impact as well as peer commendations ascetically affect sustainable buying decisions.
9. Transparency in sustainability communication generally reduces consumer uncertainty & also strengthens buying level confidence.
10. Consistently adopting green marketing-based strategies usually contribute to long-term client retention along-with competitive advantage.

### **Conclusion**

The study approves that green branding significantly impacts sustainable consumer behaviour (SCB) along-with ecofriendly awareness & faith in eco-labels assigning pivotal roles in shaping of buying intentions. Customers are more prospective to support brands that generally demonstrates reliable sustainability approaches, transparency in communication & credible environmental accreditations. The findings of the research indicates that image of green brand, united with robust environmental apprehension, improves positive purchasing behaviour & long-term trustworthiness. From a decision-making perspective, administrations must invest in clear sustainability reporting, reinforce the trustworthiness of eco-label accreditations & energetically teach consumers through organized green awareness movements. Moreover, refining perceived product quality (PQ) alongside initiatives of sustainability is quite important to avoid disbelief & ensuring it like a lasting brand equity. Though, the research is limited to a strict sample of 120 respondents collection, mainly from urban areas & also using a convenience sampling technique, which may limit the findings generalizability. Future research may also be considered higher & more assorted samples, together with rural populations, to offer wider understandings into sustainable consumer behaviour (SCB) across dissimilar demographical segments.

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