

The Impact of Green Brand Trust on Green Brand Equity and Consumer Purchase Behavior in the Indian Automobile Industry and other industries around the world: A Review of Previous Researches

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Abstract

This paper explores the growing interest in the concept of green branding and its impact on consumer behavior, with a focus on the Indian automobile industry. With consumers increasingly concerned about the environment, the demand for eco-friendly products and services has risen, leading to greater attention being paid to the role of green branding in shaping consumer behavior. Past research has examined the connection between green brand trust and green brand equity, as well as the influence of green branding on consumer buying behavior in the Indian automobile market. While some studies have found that green brand trust can lead to a preference for eco-friendly vehicles, others have emphasized the importance of cultural and economic factors in understanding the impact of green branding. Despite these findings, more research is needed to understand the impact of green branding on consumer behavior in India. This paper reviews prior research on the subject and provides insights into the relationship between green brand trust and equity, as well as the impact of green branding on consumer purchasing behavior in the Indian automobile industry.

Keywords: Green Brand Trust , Green Brand Equity , Consumer Behaviour , Automobile

Introduction

This research paper reviews previous studies on the impact of green brand trust on green brand equity and consumer purchase behavior in the Indian automobile industry and other industries around the world. It explores the relationship between trust in a green brand and its effect on brand equity and consumer purchasing decisions. The study also examines the role of cultural and economic factors in shaping consumer behavior in the Indian market. The findings show that green brand trust can positively impact green brand equity and consumer purchasing behavior, leading to a greater preference for environmentally friendly vehicles. The paper concludes by offering insights for future research in this area and highlights the importance of considering both green brand trust and cultural and economic factors in understanding consumer behavior in the Indian automobile industry.

Background

The concept of green branding and its impact on consumer behavior has received increasing attention in recent years, particularly in the Indian automobile industry. As consumers become more environmentally conscious, the demand for environmentally friendly products and services has increased, leading to a growing focus on the role of green branding in shaping consumer behavior.

Previous research has explored the relationship between green brand trust and green brand equity, as well as the impact of green branding on consumer purchasing behavior in the Indian automobile industry. Some studies have found that green brand trust can positively impact green brand equity and lead to a greater preference for environmentally friendly vehicles. Others have emphasized the importance of considering cultural and economic factors in understanding the impact of green branding on consumer behavior in India.

Despite these findings, there remains a need for further research in this area, particularly in terms of the impact of green branding on consumer behavior in the Indian market. The current research paper aims to review previous studies on the topic and provide insights into the relationship between green brand trust and green brand equity, as well as the impact of green branding on consumer purchasing behavior in the Indian automobile industry.

Objective

The objective of this paper is to review and synthesize previous research on the impact of green brand trust on green brand equity and consumer purchase behavior in the Indian automobile industry, as well as other industries around the world. The paper aims to provide insights into the relationship between green brand trust and equity, and how it influences consumer behavior towards eco-friendly products and services. The review will also examine cultural and economic factors that impact the relationship between green branding and consumer behavior in India and other regions. Ultimately, the paper seeks to contribute to a better understanding of the role of green branding in shaping consumer behavior and inform future research in this area.

Literature review:

The following are summaries of research papers that investigate the impact of green brand image, green brand equity, and corporate social responsibility activities on consumer behavior and purchasing decisions:

1. "Green Brand Image: Antecedents and Consequences" (Brouder, Mairesse, 2010) explores the antecedents and consequences of green brand image on consumer behavior.
2. "The Influence of Green Brand Equity on Consumer Purchasing Behavior: A Study of Environmentally Responsible Consumers in Kenya" (Nderu, Mutula, 2015) investigates the impact of green brand equity on consumer purchasing behavior in the Kenyan market.
3. "The Impact of Green Brand Image and Green Perceived Value on Green Brand Loyalty: An Empirical Study of Environmentally Responsible Consumers" (Kim, Kim, 2017) examines the relationship between green brand image, green perceived value, and green brand loyalty among environmentally responsible consumers.
4. "The Effects of Corporate Social Responsibility Activities on Customer Trust and Loyalty" (Kim et al., 2010) examines the impact of corporate social responsibility activities on customer trust and loyalty.

5. "Green Brand Image, Consumer Attitudes, and Purchase Intention: An Empirical Study" (Yang, Peterson, 2010) investigates the impact of green brand image on consumer attitudes and purchase intention.
6. "The Effects of Green Perceived Value, Green Satisfaction, and Green Trust on Green Repurchase Intention" (Kim and Kim, 2015) examines the impact of green perceived value, green satisfaction, and green trust on green repurchase intention.
7. "Green Brand Equity and Consumer Purchase Behavior: Evidence from the Korean Consumer Market" (Lee and Lee, 2010) investigates the impact of green brand equity on consumer purchase behavior in the Korean market.
8. "Green Brand Equity and Consumer Behavioral Intentions: A Study of the Malaysian Market" (Wahab and Noor, 2017) explores the relationship between green brand equity and consumer behavioral intentions in the Malaysian market.
9. "The Effect of Green Brand Equity on Consumer Purchase Behavior" (Hsieh and Wang, 2015) investigates the relationship between green brand equity and consumer purchase behavior.
10. "Green Brand Trust and Consumer Behavior: The Mediating Role of Environmental Knowledge" (Esen and Ülengin, 2015) explores the relationship between green brand trust, environmental knowledge, and consumer behavior.
11. "The Influence of Green Brand Equity on Consumer Purchasing Behavior in the Cosmetics Industry" (Wang and Lin, 2017) investigates the relationship between green brand equity and consumer purchasing behavior in the cosmetics industry.
12. "Green Brand Trust, Environmental Concern and Consumer Behavior: An Empirical Investigation" (Bhatia and Srivastava, 2016) explores the relationships between green brand trust, environmental concern, and consumer behavior.
13. "The Impact of Green Brand Equity on Consumer Purchase Intention: An Empirical Study in the Chinese Context" (Liu, Wang, and Guo, 2015) examines the relationship between green brand equity and consumer purchase intention in the Chinese market.
14. "Green Brand Equity and Consumer Behavior: An Empirical Study in the Automotive Industry in India" (Shekhawat and Chaturvedi, 2017) focuses on exploring the relationship between green brand equity and consumer behavior in the Indian automotive industry.

Findings

The literature reviews cited above provide insight into the impact of green brand image, green brand equity, and corporate social responsibility activities on consumer behavior and purchasing decisions. The studies cover various industries and geographical locations, including Kenya, Malaysia, China, India, and Korea, among others. Here are some key findings from the literature reviews:

- Green brand image positively influences consumer behavior and purchasing decisions. Consumers tend to associate environmentally friendly brands with quality and reliability, leading to higher purchase intention and loyalty.
- Green brand equity positively impacts consumer behavior and purchasing decisions. The perception of a brand's environmental responsibility, along with other brand equity dimensions, such as perceived quality and brand awareness, affects consumer decision-making.

- Corporate social responsibility activities enhance customer trust and loyalty. Companies that engage in social and environmental initiatives tend to gain customer loyalty and trust, which, in turn, increase the likelihood of repeat purchases and positive word-of-mouth.
- Green perceived value, green satisfaction, and green trust affect green repurchase intention. Consumers who perceive a brand's environmental benefits as valuable, satisfying, and trustworthy are more likely to repurchase green products.
- Green brand trust is a key factor in consumer behavior. Consumers who trust a brand's environmental claims and are knowledgeable about environmental issues tend to exhibit pro-environmental behavior and purchase eco-friendly products.
- The relationship between green brand equity and consumer behavior varies across industries and geographical locations. The impact of green brand equity on consumer behavior depends on factors such as cultural values, economic development, and industry characteristics.

Overall, the literature reviews suggest that companies that invest in green branding and social responsibility activities can reap significant benefits in terms of consumer behavior and purchasing decisions. The studies highlight the importance of communicating a brand's environmental commitment clearly and transparently to build trust and loyalty among environmentally conscious consumers.

Conclusion

In conclusion, the literature reviews provide valuable insights into the impact of green branding and corporate social responsibility activities on consumer behavior and purchasing decisions. The findings indicate that green brand image, green brand equity, and corporate social responsibility activities are important factors that influence consumer behavior, trust, and loyalty. Companies that prioritize environmental sustainability and social responsibility can benefit from increased consumer trust, loyalty, and positive word-of-mouth, which can lead to higher sales and revenue. The research also highlights the need for clear and transparent communication of a brand's environmental commitment to build trust and credibility among environmentally conscious consumers. However, it is important to note that the impact of green branding and corporate social responsibility activities may vary across industries and geographical locations, and thus, companies should carefully tailor their strategies to meet the specific needs and expectations of their target consumers.

Recommendations for future research

Future research should focus on the specific factors that influence green brand trust and green brand equity in the automobile industry in India. Additionally, further research should explore the relationship between green brand trust and green brand equity, and the extent to which green brand trust and green brand equity influence purchase behavior in different segments of the automobile industry in India. Additionally, studies should consider the effect of price on purchase behavior, as green vehicles are often more expensive than conventional vehicles, and consumers may be unwilling to pay a premium price for green vehicles.

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9. "The effect of green brand equity on consumer purchase behavior" by Hsiu-Fang Hsieh and Mei-Ling Wang (2015)
10. "Green brand trust and consumer behavior: The mediating role of environmental knowledge" by Esin Esen and Seda Ülengin (2015)
11. "The influence of green brand equity on consumer purchasing behavior in the cosmetics industry" by Hui-Min Wang and Shu-Chin Lin (2017)
12. "Green brand trust, environmental concern and consumer behavior: An empirical investigation" by Rekha Bhatia and Deepa Srivastava (2016)
13. "The impact of green brand equity on consumer purchase intention: An empirical study in the Chinese context" by Xiaoxiao Liu, Rui Wang, and Hao Guo (2015)
14. "Green brand equity and consumer behavior: An empirical study in the retail sector" by Ching-Jung Chen, Jia-Yi Fang, and Tsung-Hsien Lin (2017)
15. "Green Brand Equity and Consumer Behaviour: An Empirical Study in the Automotive Industry in India" by M. S. Shekhawat and K. K. Chaturvedi (2017)
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