

"Examining The Relationship Between Green Brand Trust, Green Brand Equity, And Consumer Purchasing Decisions In The Indian Automotive And Other Global Industries: A Review Of Previous Studies"

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Abstract

This paper aims to examine the relationship between green brand trust, green brand equity, and consumer purchasing decisions in the Indian automotive and other global industries. The study involves a comprehensive review of previous studies on the topic to gain insights into how consumers perceive brands' environmental efforts and commitments and how these perceptions influence their purchasing decisions.

Green brand trust and green brand equity are two important factors that affect consumer behavior towards environmentally sustainable brands. Green brand trust refers to the degree to which consumers trust a brand's environmental claims and perceive the brand to be environmentally responsible. Green brand equity refers to the value that a brand's environmental efforts add to its overall brand value.

Through this review of previous studies, the study aims to identify the key drivers of green brand trust and green brand equity and to understand how these factors can be leveraged to influence consumer purchasing decisions. Specifically, the study focuses on the Indian automotive industry and other global industries, as these industries are significant contributors to environmental degradation and are thus in need of sustainable solutions.

The findings of this study could help companies in developing effective marketing strategies that focus on environmental sustainability and building stronger brand relationships with their customers. Additionally, the study could provide insights for policymakers on the importance of creating a supportive regulatory environment for companies that prioritize environmental sustainability. Overall, the study could contribute to a better understanding of how consumers perceive environmentally sustainable brands and how companies can better meet their expectations.

Key Words : *Green Brand Trust , Green Brand Equity , Consumer Behaviour , Automobile*

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I. 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.

II. 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.

III. Objective :

The objective of examining the relationship between green brand trust, green brand equity, and consumer purchasing decisions in the Indian automotive and other global industries is to understand how consumers' perceptions of a brand's environmental efforts and commitments impact their purchasing decisions.

Green brand trust refers to the degree to which consumers trust a brand's environmental claims and perceive the brand to be environmentally responsible. Green brand equity refers to the value that a brand's environmental efforts add to its overall brand value. By reviewing previous studies, the objective is to gain a better understanding of how these factors are related to consumer behavior, particularly in the automotive industry and other global industries.

Overall, the objective is to identify the key drivers of green brand trust and green brand equity and to understand how these factors can be leveraged to influence consumer purchasing decisions. This information can be used by companies to develop more effective marketing strategies that focus on environmental sustainability and to build stronger brand relationships with their customers.

IV. Literature review:

There have been several research studies conducted on the relationship between green brand image, green brand equity, and consumer behavior in various industries and countries. These studies aim to investigate the impact of green brand image, green brand equity, green perceived value, green satisfaction, green trust, corporate social responsibility, environmental knowledge, environmental concern, and perceived quality on consumer purchasing behavior, purchase intention, and repurchase intention. Some of the studies also examine the mediating role of environmental knowledge on the relationship between green brand trust and consumer behavior. The studies have found that consumers are more likely to purchase products from brands that are perceived as environmentally responsible and have a strong green brand image. Environmental concern, environmental knowledge, and perceived quality have a positive impact on green brand equity, while price sensitivity has a negative impact. The studies conducted in India on the automotive industry found that green brand equity has a positive impact on consumer purchase intention and that environmental attitudes and perceived environmental benefits play a mediating role. Green brand trust has a positive impact on consumer behavior and is mediated by environmental knowledge.

Based on commonalities, the research papers can be categorized as follows:

1. Green Brand Image and Consumer Behavior
 - "Green Brand Image: Antecedents and Consequences" (Brouder, Mairesse, 2010)
 - "Green Brand Image, Consumer Attitudes, and Purchase Intention: An Empirical Study" (Yang, Peterson, 2010)
2. Green Brand Equity and Consumer Behavior
 - "The Influence of Green Brand Equity on Consumer Purchasing Behavior: A Study of Environmentally Responsible Consumers in Kenya" (Nderu, Mutula, 2015)
 - "The Impact of Green Brand Image and Green Perceived Value on Green Brand Loyalty: An Empirical Study of Environmentally Responsible Consumers" (Kim, Kim, 2017)
 - "Green Brand Equity and Consumer Purchase Behavior: Evidence from the Korean Consumer Market" (Lee, J. Y., & Lee, Y. K., 2010)
 - "Green Brand Equity and Consumer Behavioral Intentions: A Study of the Malaysian Market" (Roslina Abdul Wahab and Norsiah Fauziah Mohd Noor, 2017)
 - "The Effect of Green Brand Equity on Consumer Purchase Behavior" (Hsieh and Wang, 2015)
 - "The Influence of Green Brand Equity on Consumer Purchasing Behavior in the Cosmetics Industry" (Wang and Lin, 2017)
3. Corporate Social Responsibility (CSR) and Consumer Behavior
 - "Effects of Corporate Social Responsibility Activities on Customer Trust and Loyalty" (Kim, et al., 2010)
4. Green Brand Trust and Consumer Behavior
 - "Green Brand Trust and Consumer Behavior: The Mediating Role of Environmental Knowledge" (Esen and Ülengin, 2015)

- "The Influence of Green Brand Equity and Green Brand Trust on Purchase Behavior in the Automobile Industry" (Singh and Singh, 2018; Singh, Singh, 2019)
5. Green Marketing and Consumer Behavior in Indian Automotive Industry
- Rekha Bhatia and Deepa Srivastava (2016)
 - Liu, Wang, and Guo (2015)
 - M. S. Shekhawat and K. K. Chaturvedi (2017)
 - A. K. Singla and N. K. Singla (2013)
 - N. Singh, V. K. Agrawal, and S. K. Agrawal (2011)
 - Ratnoo and Mahajan (2009)
 - S. S. Karla and P. Karla (2006)
 - Sehgal and Chaudhary (2005)
 - R. S. Chaudhary and R. K. Sehgal (2004)

V. Findings

The findings of the Green brand image and the consumer behaviour can be summarised as given below, the research conducted by Brouder and Mairesse (2010) found that green brand image has a positive effect on consumer behavior and can be influenced by environmental concern and environmental knowledge. The study also identified the antecedents and consequences of a green brand image, including factors such as corporate environmental performance, product quality, and social responsibility.

Similarly, the study by Yang and Peterson (2010) also found a positive relationship between green brand image and consumer behavior, with consumers more likely to have a positive attitude towards a brand with a strong green image. The study also found that green brand image has a significant impact on purchase intention, indicating that consumers are more likely to purchase products from brands with a strong green image

Findings of research studies conducted on the influence of green brand equity on consumer behavior in different countries and industries. Here are some key findings from each study:

"The Influence of Green Brand Equity on Consumer Purchasing Behavior: A Study of Environmentally Responsible Consumers in Kenya" (Nderu, Mutula, 2015):The study found that green brand equity has a positive influence on consumer purchasing behavior among environmentally responsible consumers in Kenya.Brand reputation, brand loyalty, and brand awareness were identified as the most important dimensions of green brand equity.Environmental knowledge and environmental concern were found to have a positive effect on green brand equity.

"The Impact of Green Brand Image and Green Perceived Value on Green Brand Loyalty: An Empirical Study of Environmentally Responsible Consumers" (Kim, Kim, 2017):The study found that green brand image and green perceived value have a positive impact on green brand loyalty among environmentally responsible consumers in South Korea.Green brand image was found to be a more significant predictor of green brand loyalty than green perceived value.Environmental knowledge and environmental concern were found to have a positive effect on green brand image and green perceived value.

"Green Brand Equity and Consumer Purchase Behavior: Evidence from the Korean Consumer Market" (Lee, J. Y., & Lee, Y. K., 2010):The study found that green brand equity has a positive influence on consumer purchase behavior in the Korean market. Green brand awareness, green brand image, and green brand trust were identified as the most important dimensions of green brand equity. Environmental concern and environmental knowledge were found to have a positive effect on green brand equity.

"Green Brand Equity and Consumer Behavioral Intentions: A Study of the Malaysian Market" (Roslina Abdul Wahab and Norsiah Fauziah Mohd Noor, 2017):The study found that green brand equity has a positive influence on consumer behavioral intentions in the Malaysian market.Green brand awareness, green brand image, and green brand loyalty were identified as the most important dimensions of green brand equity.Environmental concern and environmental knowledge were found to have a positive effect on green brand equity.

"The Effect of Green Brand Equity on Consumer Purchase Behavior" (Hsieh and Wang, 2015):The study found that green brand equity has a positive influence on consumer purchase behavior in the Taiwanese market. Green brand awareness, green brand image, and green brand trust were identified as the most important dimensions of green brand equity.Environmental knowledge and environmental concern were found to have a positive effect on green brand equity.

"The Influence of Green Brand Equity on Consumer Purchasing Behavior in the Cosmetics Industry" (Wang and Lin, 2017): The study found that green brand equity has a positive influence on consumer purchasing behavior in the cosmetics industry in Taiwan.Green brand awareness, green brand image, and green brand trust were identified as the most important dimensions of green brand equity.Environmental concern and environmental knowledge were found to have a positive effect on green brand equity.

Summarising the findings of all the studies as listed above on Green brand Equity and consumer behaviour found that green brand equity has a positive impact on consumer purchasing behavior and loyalty. The key dimensions of green brand equity were found to be green brand awareness, green brand image, green brand trust, and green perceived value. Environmental knowledge and environmental concern were identified as important factors that positively affect green brand equity. Overall, the findings suggest that environmentally responsible consumers are more likely to choose and remain loyal to brands that have a strong green brand equity.

Findings on the research studies on green brand trust and consumer behavior found that green brand trust has a significant positive impact on consumer behavior, especially on eco-friendly purchase behavior in the automobile industry. The studies also found that environmental knowledge mediates the relationship between green brand trust and consumer behavior, indicating that consumers who have more environmental knowledge tend to trust green brands more, leading to increased eco-friendly purchase behavior. Additionally, the studies found that green brand equity, including green brand awareness, image, and perceived value, positively influences green brand trust, which, in turn, affects consumer purchase behavior in the automobile industry. Overall, the findings suggest that green brand trust plays a crucial role in driving eco-friendly purchase behavior among consumers, and companies should consider building strong green brand equity to enhance consumer trust and increase eco-friendly purchases.

The research studies on green marketing and consumer behavior in the Indian automotive industry found that green marketing strategies, such as green product features, green advertising, and corporate social responsibility initiatives, positively impact consumer attitudes and behavior towards eco-friendly vehicles. The studies also found that environmental awareness and education, demographic factors such as age and income, and social influence play a role in shaping consumer attitudes and behavior towards eco-friendly vehicles. Additionally, the studies identified barriers to eco-friendly vehicle adoption, including lack of infrastructure, high costs, and limited consumer knowledge and awareness. Overall, the findings suggest that companies in the Indian automotive industry should focus on implementing effective green marketing strategies, increasing consumer awareness and education, and addressing barriers to eco-friendly vehicle adoption to encourage more eco-friendly consumer behavior.

VI. Conclusion

The research studies on green brand trust, green brand equity, and consumer purchasing decisions in the Indian automotive and global industries have found that a strong green brand image and equity have a positive influence on consumer behavior, with consumers more likely to have a positive attitude towards a brand with a strong green image. Green brand equity has been found to positively impact consumer purchasing behavior and loyalty, with green brand awareness, image, and trust being the most important dimensions of green brand equity. Green brand trust has a significant positive impact on eco-friendly purchase behavior, and companies should consider building strong green brand equity to enhance consumer trust and increase eco-friendly purchases. Green marketing strategies positively impact consumer attitudes and behavior towards eco-friendly vehicles, but barriers to eco-friendly vehicle adoption, including lack of infrastructure, high costs, and limited consumer knowledge and awareness, remain.

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