

# Does Green Brand Awareness Influence Buying Behavior? Examining the Impact of Green Brand Image and Green Brand Loyalty

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## ABSTRACT:

This study investigates the influence of green brand awareness on consumer buying behavior, with a particular focus on the mediating roles of green brand image and green brand loyalty. A quantitative research approach was employed, utilizing primary data collected through an online survey from 322 respondents in Islamabad and Rawalpindi. The study adopted a non-probability convenience sampling technique. A structured questionnaire using a five-point Likert scale served as the primary data collection instrument. Data were analyzed using SPSS 22.0, employing statistical techniques including descriptive analysis, correlation, regression, and mediation analysis. The findings reveal a significant positive relationship between green brand awareness and green brand loyalty, suggesting that consumers who are more aware of green brands are more likely to develop loyalty toward them, thereby influencing their purchasing decisions. The study contributes to the existing body of literature on sustainable consumer behavior and offers practical insights for marketers aiming to strengthen green branding strategies.

**Keywords:** Green brand awareness, Influence buying behavior, Green brand image, Green brand loyalty, Sustainability.

## Article History

Received: 07-08-2024  
Accepted: 15-11-2024  
Online: 23-12-2024

## 1. Introduction

Environmental concerns have significantly influenced consumer behavior in recent years, increasing interest in sustainable and eco-friendly products. This has brought about the emergence of "green branding," which refers to the strategic use of environmental sustainability practices in product development, marketing, and communication to appeal to environmentally conscious consumers (Agu, Iyelolu, Idemudia, Ijomah, & Research, 2024). Green brand awareness, defined as the degree to which consumers are familiar with a brand's environmental practices and commitments, plays a crucial role in shaping buying behavior and fostering brand loyalty (Ahmad, Madi, Abuhashesh, Nusairat, & Complexity, 2020). As environmental issues become more pressing, understanding the relationship between green brand awareness and consumer purchasing decisions is critical for brands seeking to capitalize on this growing market (Adamkiewicz, Kochańska, Adamkiewicz, Łukasik, & Chemistry, 2022). The notion of green brand image is essential to this discourse. The green brand image pertains to consumers' perceptions of a brand's environmental practices, sustainability efforts, and overall ecological friendliness (Agu et al., 2024). A favorable green brand image can bolster consumer trust and elevate the probability of repeat purchases, as consumers increasingly emphasize ethical and sustainable behaviors in their purchasing decisions (Ahmad et al., 2020). Brands that effectively convey their environmental commitment can shape consumers' views and behaviors, hence enhancing the probability of acquiring eco-friendly products. Furthermore, green brand loyalty is a significant result of robust brand awareness and image. Green brand loyalty refers to a consumer's dedication to repeatedly purchasing a brand's environmentally friendly products and promoting the brand within their social networks (Akturan & Planning, 2018). Consumers who resonate with a brand's environmental principles are more inclined to establish robust emotional bonds, resulting in enduring loyalty (Arghashi, Yuksel, & Services, 2022). Green brand loyalty fosters repeat purchases and stimulates word-of-mouth promotion, so enhancing the brand's reach and influence. The relationship among green brand awareness, purchasing behavior, and brand loyalty is intricate and multifaceted.

Research suggests that when consumers are

aware of a brand's environmental efforts, they are more likely to perceive the brand as trustworthy, directly influencing their purchasing decisions (Bashir, Khwaja, Rashid, Turi, & Waheed, 2020). Furthermore, an intense green brand image enhances consumers' emotional attachment to the brand, which is a key driver of brand loyalty (Bhardwaj, Gupta, & Wadhawan, 2024). Thus, businesses that create a positive green brand image and raise awareness about their sustainability initiatives benefit from improved consumer engagement, increased sales, and enhanced brand loyalty. In conclusion, the growing importance of sustainability in consumer decision-making has made green branding a critical element of modern marketing strategies. Understanding the impact of green brand awareness on buying behavior and brand loyalty is essential for brands that seek to appeal to environmentally conscious consumers and secure long-term success in the competitive marketplace (Zhou, Zheng, Lin, Zhou, & Management, 2021). The following sections will explore these concepts in greater depth, examining how green brand awareness, image, and loyalty influence consumer choices and foster lasting brand relationships.

## 2. Literature review and Hypotheses Development

In recent years, the increasing emphasis on environmental sustainability has transformed consumer preferences and company strategies (Burki, Najam, Dahlstrom, & Planning, 2022). Eco-friendly brands, distinguished by their sustainable methods and goods, have garnered considerable popularity among environmentally aware consumers. This analysis examines the interrelated functions of green brand awareness, green brand image, and green brand loyalty in shaping customer purchasing behavior (Chang, Wang, & Lin, 2020). Green brand awareness denotes the extent to which customers identify and remember a brand as eco-friendly. Awareness constitutes the basis of consumer decision-making and directly influences purchasing behavior, as stated by Burki et al. (2022). Green brand awareness establishes a cognitive shortcut, enabling consumers to trust the company's value proposition. Consumers who are cognizant of a brand's environmental activities are more inclined to contemplate it throughout their purchasing decisions. Empirical research, as conducted by Copeland, Bhaduri, and Management (2020). Increased green brand awareness enhances the probability of consumers selecting eco-friendly items.

Moreover, awareness often serves as a precursor to other favorable outcomes, such as positive perceptions of brand image and loyalty. Green Brand Image and Its Influence: The green brand image reflects a brand's perceived commitment to environmental sustainability. A strong green image positively influences consumer attitudes and purchasing intentions (Côté, Moskowit, Zuroff, & Psychology, 2012). Posts that a favorable brand image enhances emotional connections and trust, making consumers more likely to choose a brand that aligns with their values. Studies by (Dawkins, Tian, Newman, & Martin, 2017). The green brand image also plays a critical role in distinguishing brands in competitive markets, particularly fashion, automotive, and consumer goods.

A green brand image is about delivering environmentally friendly products and involves transparent communication and corporate social responsibility initiatives. Misalignment between a brand's green claims and its actual practices can lead to skepticism and harmful purchasing behavior, as noted in research on "greenwashing" (Delgosha & Hajiheydari, 2021). Thus, brands must ensure authenticity to maintain a positive green brand image. Green Brand Loyalty and Its Mediating Role Green brand loyalty represents how consumers consistently choose a green brand over competitors due to their satisfaction and trust in its environmental ethos (Felix & Almaguer, 2019).

Loyalty is a critical determinant of long-term consumer behavior and brand sustainability. Loyal customers are repeat buyers and advocates who influence others through word-of-mouth marketing. The theory of planned behavior supports the relationship between green brand loyalty and buying behavior (Fritze, Marchand, Eisingerich, & Benkenstein, 2020), which emphasizes that attitudes and perceived behavioral control influence intentions and actions. Research by (Fritze et al., 2020). Indicates that loyal consumers of green brands exhibit stronger purchase intentions and are willing to pay a premium for environmentally friendly products. Additionally, green brand loyalty mediates between brand awareness and purchasing decisions, as awareness fosters loyalty and favorable evaluations. Green brand awareness, image, and loyalty create a comprehensive framework for understanding consumer buying behavior. Awareness drives initial engagement, the image enhances perceived value, and loyalty ensures sustained consumer commitment (Han, Baek,

Yoon, Kim, & Services, 2019). Brands that successfully integrate these elements can create a virtuous cycle where consumer satisfaction and advocacy reinforce their market position. Green brand awareness, image, and loyalty influence consumer buying behavior by shaping perceptions, fostering trust, and encouraging repeat purchases (Han et al., 2019). Businesses aiming to capture the growing eco-conscious market must strategically invest in building authentic green credentials, promoting transparency, and nurturing long-term customer relationships. These efforts drive profitability and contribute to broader environmental sustainability (Hsu & Logistics, 2024).

Brand trustworthiness is a key factor marketers have emphasized for a long time. The lasting relationship of the consumer with the brand, as well as its identification level with the brand, can be indicated through the final dimension of the consumer brand resonance, which is the brand's loyalty (Huu-Hoang Nguyen, Thuy Nguyen, The Nguyen, Duc Hoang, & Tourism, 2024). Further, he found out in his study that the brand's loyalty is established with the customer by creating a prominent and positive image in the customers' minds. The customers' minds are permanently imprinted with this image, making it irreplaceable (Kirk, Peck, & Swain, 2018). Strong social media strategies are necessary for brands to stay competitive today, where social media is everyone's top priority. The social media influencing strategy is one of them further suggests that the social media influencers represent the overall environment of the platform through which the hearts and the mindsets of the consumers are captured. According to research, consumers regularly check social media platforms to learn about brand promotions and advertising campaigns. (Li, Kim, So, & Management, 2024) report in their study that social media influencers that promote certain brands on their pages open new channels to improve brand-customer relationships by making it easier for the brand to connect with their customers. The brand can look at the customers' everyday needs through these pages. The main job of a social media influencer is to promote the brand by using it in their personal life and showing it to the people. This also makes the brand relatable to customers (Javed, Mahmoud, Yang, & Zhao, 2024). A social media influencer is operationally defined as an individual who has established trust within a particular industry. These

content creators effectively disseminate knowledge to a wide audience and exert influence due to their extensive reach and credibility.

### **2.1. Research Model and Hypotheses**

This study examines the correlation between green brand awareness and customer purchasing behavior, highlighting the mediating effects of green brand image and loyalty. The research model hypothesizes that heightened green brand awareness positively influences consumer purchasing decisions by fostering a favorable brand image and strengthening loyalty (Morewedge, Monga, Palmatier, Shu, & Small, 2021). Green brand awareness is the foundation for consumer perception, shaping their understanding of the brand's environmental sustainability practices. A positive green brand image enhances this perception by aligning with consumers' environmental values, creating an emotional connection and trust. Simultaneously, green brand loyalty, characterized by repeat purchases and brand advocacy, reflects long-term consumer commitment.

#### **H1: Green brand awareness and buying behavior**

Green brand awareness positively influences consumers' green buying behavior. This hypothesis suggests that when consumers are more aware of green brands, they are more likely to exhibit purchasing behavior aligned with those brands' environmental values. Green brand awareness is crucial in shaping consumers' green buying behavior. Awareness is the foundational step where consumers recognize and recall a brand's environmentally friendly practices, products, or values (Peck, Kirk, Luangrath, & Shu, 2021). When individuals are aware of a green brand, they are more likely to consider it during their purchasing decisions, as awareness bridges the gap between knowledge and action. Increased awareness fosters trust and credibility, as consumers perceive the brand as committed to sustainability. This, in turn, encourages positive attitudes toward the brand, driving consumers to prioritize it over less eco-conscious alternatives. For instance, knowledge of a brand's use of sustainable materials, energy-efficient production processes, or reduced carbon footprint can significantly influence purchasing decisions (Pierce, Kostova, & Dirks, 2003). Moreover, green brand awareness enhances the visibility of eco-friendly products, making them more appealing to

environmentally conscious consumers. By understanding the brand's commitment to sustainability, consumers feel aligned with its values, reinforcing their buying behavior. When green brand awareness is high, it leads to greater consumer inclination to support such brands, positively influencing green buying behavior and contributing to broader sustainability goals.

#### **H2: Green brand image and green brand loyalty**

A positive green brand image enhances consumers' perception of the brand's value, leading to increased purchasing intentions. This hypothesis posits that a favorable green brand image strengthens consumers' trust and emotional connection to the brand. The concept of green brand image revolves around the environmental and sustainable attributes a brand projects. A strong green brand image is a significant determinant in shaping consumer perceptions, as it bridges the brand's environmental commitment and the consumer's values (Peck, Kirk, Luangrath, & Shu, 2021).). When a brand positions itself as environmentally responsible, it fosters trust and credibility among consumers who prioritize sustainability in their purchasing decisions. In this context, consumer perception is heavily influenced by how well the green attributes align with the consumer's self-concept and ethical beliefs. A positive green brand image enhances a product's perceived quality and reliability and triggers an emotional connection. This connection can lead to a shared responsibility for environmental preservation between the consumer and the brand (Rahman, Nguyen-Viet, & Environment, 2023). Moreover, a favorable green brand image is a differentiating factor in competitive markets. It elevates consumer perception by signaling that the brand is both profit-driven and socially and environmentally conscious (Rook, Paundra, van Dalen, & Ketter, 2023). This alignment often leads to higher consumer satisfaction, loyalty, and a willingness to support the brand through repeat purchases and advocacy.

#### **H3: Green brand loyalty and buying behavior**

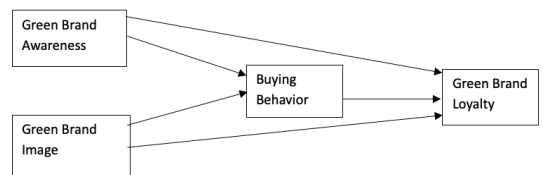
Green brand loyalty positively influences consumers' repeat purchase intentions. Green brand loyalty, a critical dimension of consumer behavior, reflects a strong emotional and psychological attachment to a green brand. This

attachment emerges from consistent positive experiences, trust in the brand's eco-friendly practices, and alignment with consumers' environmental values. Hypothesis H3 posits that green brand loyalty positively influences consumers' repeat purchase intentions, emphasizing a causal relationship between loyalties and purchasing behavior. Consumers with high loyalty are more likely to perceive the brand as reliable and align with their commitment to sustainability, fostering a sense of identity with the brand (Sehgal, Jham, Malhotra, & Services, 2023). This bond encourages repeat purchases, as consumers prefer brands that resonate with their values and provide consistent satisfaction. Furthermore, loyal consumers often overlook competitors, even if alternatives are available, due to their trust in the brand's authenticity and commitment to environmental goals. Repeat purchase intentions, driven by loyalty, also contribute to a long-term customer relationship, enhancing the brand's market position. This relationship underscores the importance of green brands in cultivating loyalty through transparency, effective communication of environmental benefits, and continuous engagement with their eco-conscious consumer base (Kuo, Su, Wang, Kiatsakared, & Chen, 2021). The synergistic effect of green brand awareness, image, and loyalty substantially affects customer purchasing behavior. This hypothesis examines the interplay among these factors, suggesting that adopting a holistic perspective enhances their collective impact on green purchasing behavior, specifically via the interplay of Green Brand Awareness, Green Brand Image, and Green Brand Loyalty. The interplay of green brand awareness, image, and loyalty constitutes a synergistic relationship that profoundly affects consumer behavior (Sekaran, 2004).

H4: Green brand awareness and green brand loyalty

Green brand awareness pertains to how consumers recognize and recall a brand's environmental efforts and attributes. A strong green brand image, characterized by positive environmental and ethical associations, reinforces consumer trust and admiration. When these two factors align, they create a solid foundation for fostering brand loyalty. In this context, brand loyalty is the consumer's commitment to repurchase and

advocate for a brand that aligns with their environmental values (Menidjel, Benhabib, Bilgihan, & Management, 2017). Awareness acts as the entry point, drawing attention to the brand's green credentials, while the image solidifies the brand's reputation, creating emotional and cognitive resonance. They create a robust feedback loop where positive perceptions of a brand's environmental contributions strengthen loyalty. Moreover, the interaction of these dimensions reflects the holistic nature of green branding, where consumer attitudes and behaviors are shaped by an integrated perception of the brand's identity (Shi, Jiang, & Logistics, 2023). This interconnectedness underscores the need for companies to maintain consistency across their awareness campaigns and image-building strategies to sustain long-term green brand loyalty.



### 3. Methodology

#### 3.1 Population and Sampling

The research utilizes a quantitative methodology, gathering data using a standardized questionnaire. A total of 430 questionnaires were disseminated to faculty members and students across five universities in Bahawalpur, Pakistan. The target population comprised consumers intending to purchase green products. Data collection was carried out using a simple random sampling technique. Based on the guidelines provided by (Malhotra & Logistics, 2022), which suggest that a sample size of 150 is sufficient for conducting research, the study involved 430 participants to ensure robust findings.

#### 3.2. Reliability Test

Cronbach's alpha was used to assess the overall reliability of the instrument. The calculated values for Cronbach's alpha are as follows: Green Brand Awareness (GBA) with eight items scored 0.866, Green Brand Loyalty with four items scored 0.820 (Mishra, Malhotra, Chatterjee, Kareem Abdul, & logistics, 2023). Toward Green Brand Image (GBI) with four items scored 0.830 (Hartmann et al., 2005), and Buying behavior with nine items scored 0.792 (Sehgal et al., 2023).

3.3. Reliability of Study

Section	Variables	No of Items	Reliability	Sources of scale
1	Green Brand Awareness	8	.886	Suki,2016
2	Green Brand Image	4	.820	Sehgal, N., et al., (2023)
3	Green brand loyalty	4	.830	- Lin, J., Zhou, Z., &Leckie (2021)
4	Buying behavior	9	.803	Sehgal, N., et al., (2023)

that a change in AEC will cause an 18.3% change in green purchase intention. For GCV, the beta value is 0.12, meaning that a one-unit change in GCV will lead to a 12% change in green purchase intention. In the case of ATGB, the beta value is 0.380, suggesting that a one-unit change in ATGB will bring about a 38% change in green purchase intention. Furthermore, the positive beta coefficients affirm a favorable correlation between the independent variables (GBP, GCV, AEC, and ATGB) and the dependent variable, green purchasing intention.

4. Discussion

3.4. Profile of Respondents

Characteristic	Category	Frequency	Percent
Gender	Male	178	40%
	Female	252	59.1%
	Total	430	99.1%
Age	18-30	236	55.3%
	31-40	159	37.2%
	41-50	35	7.44%
	Total	430	100%
Designation	Admin Officer	115	26.7%
	Students	105	24.4%
	Faculty Member	210	48%
	Total	430	100%

Note: (n=430), DV=Green Brand Loyalty, IV=Green Brand Awareness, Green Brand Image, Buying behavior

3.5. Results of Hypotheses Testing

Green brand awareness refers to the level of recognition and recall a consumer has regarding a brand's environmental values and practices. Social media influencers can significantly enhance consumer awareness by aligning themselves with these brands. Influencers, trusted for their credibility and authenticity, are often seen as genuine advocates for sustainability. As such, their endorsement can create a sense of familiarity with the brand, making consumers more likely to consider and purchase from these brands. This influence is powerful because influencers can frame sustainability in relatable terms, showing followers how these brands fit into their daily lives. Several factors, including perceived value, social proof, and emotional connection, often influence consumers' buying behavior. By promoting green brands, influencers spread awareness and instill a sense of urgency or desire among their followers. If a consumer sees a trusted influencer using or advocating for a green product, they are more likely to be motivated to buy it. Moreover, influencers can simplify complex environmental issues by highlighting the tangible benefits of sustainable choices, making it easier for

The results indicate a p-value of 0.000, lower than 0.05, suggesting a significant relationship between the independent variables (GBP, GCV, AEC, and ATGB) and the dependent variable, green purchase intention (GPI). The beta value for GBP is 0.510, implying that a change in GBP will result in a 51% change in green purchase intention. Similarly, the beta value for AEC is 0.183, indicating

Hypothesis	Beta	t-value	S.E	Sig	R Square	Adjusted R Square	Decision	with the brand, vital in maintaining long-term relationships. As influencers share their experiences with green brands, they serve as role models, encouraging followers to
GBA → BB	0.713	13.072	0.510	0.000	0.711	0.707	Supported	
GBI → GBL	0.195	4.84	0.183	0.000			Supported	
GBL → BB	0.016	0.251	0.012	0.000			Supported	
GBA → GBL	0.380	9.707	0.380	0.000			Supported	

Table 3 Results

Consumers can connect with the values behind the product. The image of a green brand is shaped by its environmental practices, values, and commitment to sustainability. Social media influencers significantly impact shaping this image, as their followers often adopt their views and preferences. A positive endorsement from a well-respected influencer can boost the brand's image, while a negative one can tarnish it. Consumers tend to trust influencers' opinions more than traditional advertisements, as they feel that influencers are more authentic and less biased. Brand loyalty is a crucial outcome of the brand-customer relationship. It is built on trust, satisfaction, and emotional attachment. Social media influencers help foster this loyalty by consistently engaging with their followers and promoting products they genuinely believe in. When an influencer develops a long-term relationship with a green brand, their endorsement can lead to repeat purchases from consumers who are now loyal to the brand. In addition, influencers can play a key role in nurturing a community of like-minded individuals who share the same values, further strengthening the emotional bond between the consumer and the brand. The primary function of social media influencers is to bridge the gap between brands and consumers. Their ability to generate trust and engagement makes them effective in building and maintaining brand-customer relationships. The influencer's and their followers' relationship is deeply personal, often extending beyond transactional exchanges. This personal connection is crucial for fostering brand loyalty. Influencers help create a direct line of communication between the brand and the consumer through targeted campaigns and collaborations. They often act as intermediaries facilitating emotional engagement

adopt sustainable lifestyles. This behavior aligns with the growing trend of consumer activism, where individuals make purchasing decisions based on their ethics. The research explores how social media influencers impact brand awareness, buying behavior, and loyalty, particularly in the context of green brands. The results will contribute valuable insights into the growing role of influencers in modern marketing strategies. By understanding these dynamics, businesses can develop more effective influencer marketing strategies that increase brand visibility and foster long-term consumer loyalty.

## 5. Conclusion and Recommendation

This study explores consumer intentions to purchase green products in Bahawalpur, Pakistan, incorporating the Theory of Planned Behavior (TPB). The findings indicate that the TPB framework effectively understands customer purchasing inclinations environmental friendly products. The research has both theoretical and practical implications, providing valuable new insights. This study contributes to the current literature by examining Green Product Intentions (GPI) in Pakistan, a developing country, while including the Theory of Planned Behavior (TPB) model. The results revealed that Green Brand Positioning influences consumers' willingness to purchase green brands. Green Brand Knowledge, shaped by Green Brand Positioning, significantly affected consumer attitudes and purchasing intentions. This study further emphasizes the importance of environmental awareness in shaping general and workplace attitudes toward sustainability. It suggests that initiatives to increase environmental consciousness and promote values related to environmental responsibility can help

shift attitudes toward the environment. Therefore, managers and policymakers should focus on influencing public attitudes toward environmental concerns.

### 5.1. Limitation and Future Direction

This research possesses multiple limitations. The data was collected concurrently, resulting in a cross-sectional study. To better address the issue, longitudinal studies exploring these factors would be more beneficial. Additionally, the research focused only on the staff and students of five universities in Bahawalpur, which may not be representative of Pakistan as a whole. Future research should aim to gather data from universities across the country. Due to time and resource constraints, this study did not include some potential indicators. A broader and more varied sample is advisable to enhance the generalizability of the results. Additionally, aspects such as environmentally conscious consumer behavior, green equity, green trust, and green consumption value, as well as the impact of Islamic values on the intention to purchase eco-friendly products, should also be evaluated in the context of green brand positioning.

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