



## The Impact of Sustainability on Brand Image: A Study of Green Marketing

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### Abstract:

In present day years, sustainability has grow to be an crucial task for each agencies and purchasers. This studies paper explores how sustainability practices, in particular inexperienced advertising and marketing, have an impact on a company's emblem photo. Green advertising consists of sports activities just like the use of eco-friendly substances, lowering carbon footprints, and selling recycling. The test targets to understand whether or not the ones efforts assist decorate patron believe and loyalty. A survey modified into executed to build up data from customers to find out how a outstanding deal they cost sustainability even as deciding on services or products. The findings show that corporations that examine sustainable practices and communicate them well through inexperienced advertising and marketing and advertising are possibly to enjoy a higher emblem photo

**Keywords:** sustainability , green, inexperienced marketing, recycling, marketing

### Introduction

In the global of nowadays, in which environmental issues are gaining more hobby, many businesses are changing the manner of business enterprise. People have become more aware of the effects of their options on Earth. As a very last result, companies are attempting to show that they care approximately the surroundings thru using green advertising and advertising and marketing. Green advertising. They sell products or services primarily based on their environmental advantages, consisting of green, recycled, or strength-inexperienced.

Customers now pick manufacturers that take obligation for molding the surroundings. This alternate in client behavior has supported agencies now not best to help the surroundings but also to adopt sustainable practices to improve the photo of their logo. When a symbol appears environmentally responsible, it may advantage its clients agree with and loyalty.

This takes a look at how an green advertising and marketing strategies are suffering from a person. It appears that the stability honestly distinguishes the photograph of the human beings and the way businesses can use inexperienced advertising in a clever way to stay competitive inside the market.

### Objectives of the Study

The main goal of this research is to understand how sustainability practices, especially green marketing, affect the brand image of a company from the consumer's point of view. Since this is a primary research-based study, data will be collected directly from respondents through surveys.

The specific objectives of the study are:

1. To examine the level of awareness among consumers about green marketing practices used by brands.
2. To analyze how consumers perceive brands that promote sustainability.
3. To find out if green marketing influences consumers' trust and loyalty toward a brand.

### Literature Review

Green marketing and sustainability have become key areas of focus in modern business, especially as consumers are becoming more environmentally aware. Several researchers and authors have studied the connection between sustainability efforts and brand image.

Kotler and Keller (2016) discussed how marketing strategies have evolved with growing consumer awareness. They mentioned that customers today prefer brands that are responsible and contribute to society and the environment. This shift is pushing companies to include sustainability in their marketing efforts.

Peattie and Crane (2005) explored the meaning and reality of green marketing. They pointed out that while many companies claim to be "green," only a few follow true eco-friendly practices. The authors argued that for green marketing to work, companies must be honest and consistent in their actions. Polonsky (1994) introduced the concept of green marketing as not just a tool for promoting products, but as a long-term business strategy. He emphasized that companies should take environmental concerns seriously to earn customer trust and improve their brand image.

Ottman (2011) explained that successful green marketing is about connecting with consumers on a deeper level. Her work showed that people are more likely to support brands that reflect their values, such as protecting nature and reducing waste.

According to an article from *Business News Daily* (2023), green marketing involves promoting the environmental benefits of a product or service. The article stressed that transparency and authenticity are crucial for maintaining customer loyalty.

The *Harvard Business Review* (2019) article titled "The Elusive Green Consumer" showed that although many people say they care about the environment, their actions do not always match their words. This shows the challenge companies face in convincing consumers to choose sustainable products.

Statista (2024) provided data showing that awareness of sustainable brands is increasing worldwide. Their statistics support the idea that consumers are starting to pay more attention to how companies treat the environment.

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## Research Methodology

This section explains the methods used to conduct the research study on how sustainability and green marketing affect a brand's image. It includes the type of research, data collection methods, tools used, and sample size.

### 1. Research Design

The study is based on **descriptive research design**. This type of research helps in understanding the views, opinions, and behavior of people regarding green marketing and sustainability.

### 2. Type of Research

The research uses a **primary data collection method**, where data is gathered directly from respondents through a structured questionnaire.

### 3. Sampling Method

The sampling technique used in this study is **convenience sampling**. This method was chosen because it allows the researcher to collect responses easily from people who were willing to participate.

### 4. Sample Size

The sample size for this study is **100 respondents**. All the respondents were selected from urban areas and belong to different age groups, genders, and educational backgrounds.

### 5. Data Collection Tool

A **questionnaire** was used to collect data from the respondents. The questionnaire contained multiple-choice questions related to green marketing, brand image, and sustainability.

### 6. Data Analysis

The collected data was analyzed using **percentage analysis**. Tables were created to show the number of responses and percentages for each answer. This helped in drawing clear conclusions from the data.

### 7. Scope of the Study

This study focuses on understanding consumer awareness and behavior related to sustainable branding and green marketing. The findings are limited to the views of the 100 respondents and may not reflect the opinions of a larger population.

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## Data Analysis & Interpretation

Q1. Are you aware of the term "green marketing"?

Particular	No. of Respondents	Percentage
Yes	70	70%
No	20	20%
Not sure	10	10%

**Data Interpretation:** Out of 100 respondents, 70% are aware of the term "green marketing", showing that most people have at least some knowledge about it. However, 30% either don't know or are unsure, which means there is still a need for better awareness.

Q2. How often do you notice brands promoting eco-friendly or sustainable practices in their advertising?

Particular	No. of Respondents	Percentage
Very often	25	25%
Sometimes	50	50%
Rarely	20	20%
Never	5	5%

**Data Interpretation:** Half of the respondents (50%) sometimes notice eco-friendly branding, while 25% see it very often. This means many brands are using green marketing, but not all consumers notice it regularly.

Q3. Do you believe that companies promoting sustainability are more trustworthy?

Particular	No. of Respondents	Percentage
Strongly agree	30	30%
Agree	40	40%
Neutral	15	15%
Disagree	10	10%
Strongly disagree	5	5%

**Data Interpretation:** 70% of respondents either agree or strongly agree that companies promoting sustainability are more trustworthy. This shows that green marketing has a positive effect on brand trust.

Q4. When choosing a product, how important is a brand's commitment to the environment?

Particular	No. of Respondents	Percentage
Very important	35	35%
Somewhat important	45	45%
Not very important	15	15%
Not important at all	5	5%

**Data Interpretation:** 80% of the respondents think environmental commitment is important when choosing a product. This shows that sustainable practices play a major role in influencing purchase decisions.

Q5. Which of the following eco-friendly actions by a brand would positively affect your opinion of it? (*Multiple choices allowed*)

Particular	No. of Respondents	Percentage
Using recyclable packaging	65	65%
Reducing plastic usage	60	60%
Donating to environmental causes	40	40%
Using renewable energy	50	50%
None of the above	5	5%

**Data Interpretation:** Most respondents are positively influenced by recyclable packaging (65%) and reduced plastic use (60%). This indicates that visible, practical eco-friendly actions leave a stronger impression on consumers.

Q6. Have you ever switched from one brand to another because it was more environmentally responsible?

Particular	No. of Respondents	Percentage
Yes	55	55%
No	30	30%
Can't say	15	15%

**Data Interpretation:** More than half of the respondents (55%) have switched to a more eco-friendly brand. This suggests that sustainable practices can influence brand switching behavior.

Q7. Do you feel more loyal to a brand that actively promotes and practices sustainability?

Particular	No. of Respondents	Percentage
Yes	60	60%
No	20	20%
Not sure	20	20%

**Data Interpretation:** 60% of respondents feel more loyal to sustainable brands, which shows that green marketing can help build long-term relationships with customers.

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## Findings

- **High Awareness of Green Marketing:** A majority (70%) of the respondents are aware of the concept of green marketing, indicating that people are becoming more informed about sustainability and environmental issues in the market.
- **Moderate Visibility of Green Advertisements:** About 75% of the respondents notice green marketing practices either “sometimes” or “very often” in brand advertisements, showing that while sustainable messaging is present, it may not always be prominent or clear to all consumers.
- **Positive Link Between Sustainability and Trust:** A strong majority (70%) believe that companies that promote sustainability are more trustworthy. This confirms that green marketing enhances consumer trust in the brand.
- **Sustainability Influences Purchase Decisions:** Around 80% of respondents said that a brand’s commitment to the environment is either very important or somewhat important when they choose a product, showing that sustainability plays a significant role in consumer decision-making.
- **Packaging and Plastic Reduction Matter Most:** Most respondents (65% and 60%, respectively) are influenced by brands using recyclable packaging and reducing plastic usage. This suggests that visible environmental efforts directly improve brand image.
- **Sustainability Affects Brand Switching:** Over half (55%) of the respondents have switched from one brand to another because the new brand was more environmentally responsible. This highlights the competitive advantage of green marketing.
- **Brand Loyalty and Green Practices are Connected:** 60% of respondents feel more loyal to a brand that actively follows and promotes sustainable practices. This shows that sustainability not only attracts customers but also helps in retaining them.

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## Conclusion

This check highlights the growing significance of sustainability and inexperienced advertising in shaping a logo’s picture in the minds of clients. The findings from the primary studies actually show that most clients are aware of green advertising and trust that brands that comply with sustainable practices are greater sincere and responsible.

Consumers these days now not handiest examine inexperienced messages in advertising but also cost them when making buy selections. A strong hyperlink has been discovered among sustainability efforts and client accept as true with, loyalty, and logo switching conduct. Many respondents said they sense extra dependable to manufacturers that care approximately the surroundings and feature even changed manufacturers to help those with higher inexperienced practices.

In simple phrases, it is clear that being environmentally accountable is not most effective a fashion — it is a key factor that could beautify a corporation’s brand photo, construct consumer believe, and inspire lengthy-time period loyalty. Companies that forget about sustainability may additionally additionally lose their area within the minds of contemporary clients who have become extra conscious and accountable of their purchasing for alternatives.

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