

## Role of Green Brand Communication in Shaping Brand Attitude and Willingness to Pay a Premium among Urban Consumers: A Quantitative Investigation

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### ABSTRACT

The growing conscious towards environment among urban consumers has forced the firms to integrate sustainability into their branding and communication practices strategically. The role of green brand communication is examined about how it shapes brand attitude and customer's willingness to pay a premium for products that are environmentally responsible. It is indicated by the findings that green brand communication makes a substantial positive influence on brand attitude. Furthermore, brand attitude mediates the association between green communication and willingness to pay a premium. It is suggested that when customer perceive green message as authentic and transparent, a strong emotional and cognitive evaluation of the brand is developed that increases the readiness to pay higher price for sustainable offering. Positive green communication influences cognitive and emotional evaluations of the brand, thereby shaping favourable brand attitude. A sample of 243 was collected to find the result of the study.

**Keywords:** Green brand communication, green brand loyalty, green transparency, willingness to pay, urban customers

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### Introduction

Green brand communication shapes the urban consumer attitude significantly as it develops trust, improves brand image and justify premium pricing through transparent, and eco-friendly message. Effective and authentic communication mainly through social media supports emotional connection, improves the willingness to pay a premium for sustainable products, methods of green brand communication emerge to be promoting favourable relational results when they develop customer's attachment to green brands. The role of green brand communication has become increasingly significant in urban markets where consumers are more aware of environmental issues and sustainable challenges. Effective green communication highlights a brand commitment to eco-friendly practices, responsible sourcing, reduced carbon footprints and sustainable packaging. A message of green communication put emphasis on relation between a brand of green service and its contribution towards truthful environmental in customer's mind possibly promote loyalty of customers towards green brand and their struggle while facing negative information. On the contrary, for product brand, method of communication is found to be effective although green competence improvement is better slightly. Particularly, the aim of promoting green brand loyalty by managers, the green communication message make emphasis on their products can help customers to meet environmental goals and promote self-green brand connection is found to be effective (Lin & Zhou, 2020). The most significant drivers of

perceived value is eco-label awareness and Peer/Reference Group that in turn make strong influence on customer's adoption of sustainable products among urban consumers. Urban consumers who are often exposed to sustainability disclosure through digital media and social platforms, tend to associate environmentally responsible brands with higher quality, ethical responsibility, and long-term value. This enhanced perception not only builds stronger brand attachment but also increases consumer's willingness to pay a premium, as they view the additional cost as a contribution towards environmental and social well-being. Other factors like green brand trust, environmental concern, perceived effectiveness, price sensitivity and advertising credibility were found to be making limited direct influence on decision of adoption. Barriers investigated in association to sustainable consumption are low awareness, distrust in claims and high prices. The study highlighted the role of policy, marketing communication and shoves to overcome such obstacles, shows that a blend of consumer's education and complete support is important to increase the adoption of green products (**Olander and Thøgersen, 2014**). Business organizations that are conveying their undertaking proficiently towards sustainability are more tend to involve environmentally aware customers, producing positive attitude and catalysed buying behavior bolstering profitability. The promotion of methodologies that are environmentally sustainable are leveraging sustainable materials or mitigation of greenhouse gas emissions brings company the opportunities to nurture trust with customers prioritise eco-logical stewardship. Such affirmative disposition of consumers plays a vital tole in development of brand allegiance that certainly intensifies long-term financial success. It is indicated that effective green communication tactics help business firms in development of a dedicated customer demographic, therefore highlights the monetary benefits originating from an importance on green brand communication (**Singh & Bansal, 2020**). Green brand communication plays a crucial role in shaping positive attitude and enhancing consumer's willingness to pay a premium, particularly among urban consumers who are increasingly environmentally consciousness. By effectively conveying a firm's environmental commitment, sustainable practices, and eco-friendly product attributes, green communication builds credibility, trust, and perceived value. When consumers perceive green claims as authentic and transparent, they are more likely to develop favourable brand attitudes, which in turn increases their readiness to pay higher prices for sustainable products. Green brand communication includes the promotion of sustainability endeavours of the company and its eco-friendly products that supposedly improves the image and competitive edge of the company, thus lead to improved profitability. However, the accurate corelation between green brand communication and profitability stays slightly unclear, nevertheless evidences indicate the beneficial effect on loyalty of customers and reputation of the company. Moreover, the particulars of such relations are compounded with the moderating effect of environmental commitments pertaining to the level of integration of sustainable practices within the operations of the company (**Kim & Song, 2021**). Green brand equity image, trust and satisfaction make a dramatic influence on purchase intention of customers. Despite of rising interest in green marketing, business organizations are facing many challenges in implementation of such strategies. Strategic and reliable green brand communication serves as a key driver of both attitudinal loyalty and premium pricing advantages in competitive urban market. Green marketing can get hindered by substantial costs of sustainable products, ignorance of customers and scepticism regarding environmental benefits of green products. There are several obstacles that hinders green buying behavior, nevertheless favourable opinions on products that are eco-friendly. One obstacle considered significant was cost because customer is tending to think that green products are more expensive compared to from traditional ones (**Gleim et al., 2013**).

### Literature Review

**Saini (2017)** stated that green marketing established through strategies like eco-labelling, recyclable packaging, green branding, carbon-neutral production and ethical advertising. One of the main

challenges for green marketing in India is making transparent, verifiable channels of communication improving confidence of customers. A significant role is played by socio-demographic elements that shapes awareness and behavior of customers. Education, awareness and income make significant impact on buying intentions of customers, while availability of product, price, and trust related issue obstacles. For sustainability information, digital media has appeared as a leading channel of communication, it reflects changing pattern of consumption. Positive relationship is confirmed by statistical outcomes among income, awareness and purchase frequency that have reinforced theoretical proposition from green consumer behavioral model. The findings validate that green marketing is the stage of development, featured with rising awareness, cautious optimism and gradual behavioral evolution. Constant corporate transparency, product innovation and affordability are considered as vital element for sustaining and expanding consumer segment.

**Rahbar & Wahid (2011)** highlighted that green branding, defined as a strategic communication of environmental responsibility entrenched in products, services and corporate identity, is growing positioned as a mechanism for influencing pro-environmental consumptions. Green marketing tools are being used by companies for example environmental advertising, eco-branding, and eco-labelling for capitalization of their environment-friendly efforts. The main purpose of these efforts is providing awareness and knowledge to customers with regards to the features and attributes of green products helping companies to develop favourable green image of the brand. Practices of green marketing like green product innovation, green process innovation, green labelling, green advertising, green branding and green core competence are substantial experiences of green brand image.

**Gupta & Kumar (2020)** studied that integration of green practices in marketing strategies like using energy efficient manufacturing and bio-degradable packing have attained a competitive edge. Certification of sustainability, green branding and eco-labels serves as a trust signal boosting the confidence of customers and increase their buying intentions. Customer's buying intentions declines when they believe that there is no difference between non-green and green items in terms of their effect or in terms of product quality. It highlights the significance of transparent communication.

**Mamun et al., (2018)** revealed that willingness of customers to pay premium amount for green products can be considered as a type of intention to buy products that are environmentally friendly. Willingness of customers to pay premium amount for green products can be considered as a main driving factor for companies to implement eco-friendliness for their products and services, which implies that "willingness to pay premium" can make impact on their buying intentions. Customer must be motivated to changes their consumption behavior and willingness to pay extra amount for environment friendly products A crucial role is played by marketers as well as politicians towards this effort, which implies that customers having positive attitude towards consumption of green products are discouraged by the willingness to pay extra premium for green products. Green buying behavior is predicted significantly by intentions to acquire green products.

**Casidy & Wymer (2016)** stated that willingness to pay premium is highest price or below that a consumer would buy at least one product. Willingness to pay a premium as a concept refers to pay more amount for some service in comparison to other alternatives. Consumer complicity is generated by communication of brand attribute, it reinforces or arouse the engagement with the product or service, it makes a commitment and affectivity with the brand. Positioning of a brand as a "green brand" understands as an active communication or distinction of a brand from its competitors by attributes that are environmentally friendly. Brand management recognises that business organizations must match their values with values of customers, they must focus on requirements and expectations, the originalities and profile of business firms and demand of the market, capable of developing intimacy bond, surprise, excitement and relation with people. In marketing research, the study of green branding is relatively new and have become important topic of research as it seeks to recognize the influence of green brands on customer buying behavior

**Dellarmelin et al. (2018)** highlighted that rate of buying determined are high in conditions without green branding on comparison to conditions with green branding. Though, such variance is not

substantial between groups. Also, with regards to the willingness to pay, customers are found to be more willing to pay for green products with green branding advertisements, and such difference is found to be significant. Regarding emotional response of customers, the marketable products with green branding has a more constructive relation in aspect of meaning for customers. In the same advertisement, the most applicable element and close to positive facet, by showing low attractiveness, which means customer's emotional response shows that they are drawn by products, though it indicates low level index of buying intent and inclination of paying a premium. Customers ready to buy products of green branding chant the usefulness element that are close to positive aspects and feel emotionally engaged with the advertisement, validating with the outcome in terms of willingness to pay a premium and to purchase such product, better that result of green branding.

**Biswas & Roy (2016)** revealed that willingness of customers to pay high prices for green products might get decreased, though concerns of customers with regards to environmental issues and challenges might rise. Marketers of green marketing are promoting trust, loyalty towards the brand and a willingness to pay high premium for green and sustainable products. It is shown that customer's willingness to pay premium amount for green products are known as sustainable and eco-friendly, which suggests that sensitivity of price takes a backseat towards perceived value for green products. Willingness is considered as a strong motivation for business organizations for investing in sustainable business practices and green marketing showing commitment towards environment.

**Pebrianti & Aulia (2021)** stated that green brand knowledge put emphasis on consumer knowledge with regards to advantages of the products and services and its extraordinary influence on sustainability of environment. How familiar a consumer is with the green product can be measured by green brand knowledge. In the meantime, positioning of green brand also highlights communication, and used attributes are distinct from its competitors due to use of attributes associated with sustainability of environment. Moreover, the attitude towards green brands highlights the process of customer evaluation and examination of green brand. Business organizations with green products and services are suppressing knowledge of green brands as it was proven to impact purchase intention of customers when they have proper knowledge about it. Business firms can develop positioning of green brands as it is confirmed that positioning of green brands is facilitated by attitude towards green brands might increase buying intentions of customers. By using integrated and focused marketing communication, brand positioning can be built as it forms a positive attitude of customers and impact their buying intention.

**Schmuck et al. (2018)** revealed that definition of green advertising are not forthright. In early stage of green advertising, business firms are issuing green claims quickly that it usually includes confusing or sometime misleading truths or false promises. In majority of nations, customers are doubtful about the reliability of advertisements of green brand. Green advertisement that features pleasant nature imagery and attributes based on environment do not just improves the perceived digital nature experience, but it also attracts more attentions towards environmental attributes of brand. Brand attitude is increased significantly by emotional and mixed type of advertisements, regardless of level of environment engagement. Engagement have moderated the influence when advertisement contains enhance product appeals but not image of nature.

### Objective

To examine the Role of Green Brand Communication in Shaping Brand Attitude and Willingness to Pay a Premium among Urban Consumers

### Methodology

Study survey was conducted among 243 people from respondents from different industries. “Random sampling method” along with “T-test” were used to collect and analyse the data.

### Data Analysis

In the total population of study survey males are 53.50% and females are 46.50%. 30.04% of them are 28 to 38 years of age, 36.62% are between 38 to 48 years, and 33.34% are above 48 years. Looking at the industry type, 35.80% are Electronics, 25.93% are Clothing, and 38.27% are Foods & Beverages.

**“Table 1 General Details”**

| <b>“Variables”</b>   | <b>“Respondents”</b> | <b>“Percentage”</b> |
|----------------------|----------------------|---------------------|
| Male                 | 130                  | 53.50               |
| Female               | 113                  | 46.50               |
| <b>Total</b>         | <b>243</b>           | <b>100</b>          |
| <b>Age (years)</b>   |                      |                     |
| 28 to 38             | 73                   | 30.04               |
| 38 to 48             | 89                   | 36.62               |
| Above 48             | 81                   | 33.34               |
| <b>Total</b>         | <b>243</b>           | <b>100</b>          |
| <b>Industry type</b> |                      |                     |
| Electronics          | 87                   | 35.80               |
| Clothing             | 63                   | 25.93               |
| Foods & Beverages    | 93                   | 38.27               |
| <b>Total</b>         | <b>243</b>           | <b>100</b>          |

**Role of Green Brand Communication in Shaping Brand Attitude and Willingness to Pay a Premium among Urban Consumers**

| “S. No.” | “Statements”  | “Mean Value” | “t value” | “Sig.” |
|----------|---|--------------|-----------|--------|
| 1.       | Green brand communication increases perceived product quality and ethical values                          | 4.13         | 17.925    | 0.000  |
| 2.       | It positively influences urban consumer’s perception of brand’s environmental responsibility              | 4.29         | 20.593    | 0.000  |
| 3.       | Urban consumers exposed to consistent sustainability show emotional attachment to green brands            | 4.07         | 17.352    | 0.000  |
| 4.       | Effective green communication strengthens favorable brand attitude  | 4.00         | 15.890    | 0.000  |
| 5.       | Positive brand attitude mediates the relation between green communication & willingness to pay high price | 4.03         | 16.636    | 0.000  |
| 6.       | Transparent and credible green messaging improve brand trust and reduce skepticism                        | 4.27         | 20.166    | 0.000  |
| 7.       | Authentic and evidence based environmental claims improves willingness to pay premium                     | 4.23         | 19.716    | 0.000  |
| 8.       | Social media and digital platform amplify the influence of green brand communication                      | 4.11         | 17.871    | 0.000  |
| 9.       | Greenwashing negatively moderates the relation between green brand communication on buying decisions      | 4.19         | 18.928    | 0.000  |
| 10.      | Customers with high environmental awareness are more responsive to green promotional appeals              | 4.01         | 16.346    | 0.000  |

Above table shows the statements for Role of Green Brand Communication in Shaping Brand Attitude and Willingness to Pay a Premium among Urban Consumers, the first statement is Green brand communication increases perceived product quality and ethical values (4.13), It positively influences urban consumer’s perception of brand’s environmental responsibility (4.29), Urban consumers exposed to consistent sustainability show emotional attachment to green brands (4.07), Effective green communication strengthens favourable brand attitude (4.00), Positive brand attitude mediates the relation between green communication & willingness to pay high price (4.03), Transparent and credible green messaging improve brand trust and reduce skepticism (4.27), Authentic and evidence based environmental claims improves willingness to pay premium (4.23), Social media and digital platform amplify the influence of green brand communication (4.11), Greenwashing negatively moderates the relation between green brand communication on buying decisions (4.19), and Customers with high environmental awareness are more responsive to green promotional appeals (4.01). All statements pertaining to Role of Green Brand Communication in Shaping Brand Attitude and Willingness to Pay a

Premium among Urban Consumers are found to be significance, with p-values below 0.05 following the application of a t-test.

### Conclusion

This quantitative investigation confirms that green brand communication significantly influences brand attitude and willingness to pay among urban consumers. The findings indicate that when consumers perceive green message as credible, transparent and aligned, with genuine environmental practices, they develop more favourable cognitive and emotional evaluation of the brand. Positive brand attitude, in turn, serves as a key mediating factor that strengthens consumer's readiness to pay higher prices for environmentally responsible products. It is also highlighted that urban consumers, characterised by greater exposure to sustainable discourse and higher environmental awareness, are particularly responsive to authentic green communication strategies. However, the result also imply that mere promotional claims are insufficient, credibility, and consistency in environmental messaging are essential to avoid scepticism, and greenwashing concerns. By aligning sustainability initiatives with transparent communication practices, firms can build long-term customer trust, strengthen competitive positioning, and contribute meaningfully to sustainable consumption patterns in urban markets. All statements pertaining to Role of Green Brand Communication in Shaping Brand Attitude and Willingness to Pay a Premium among Urban Consumers are found to be significance, with p-values below 0.05 following the application of a t-test.

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