GIS Business


Strong Brand Appreciate Cutthroat Leverage

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Abstract

In this paper it is intuitively reasoned as to how effect of Green Brand on cutthroat leverage which consist company sale and its Advertisement, which leads to corporate advantage in the form of change its consumer attitude and created in the area that would not only hold maximum value for any organization in general but also be the one to hold critical importance and a present challenge before all Corporate functions. This research was chosen from various stores, shops and malls of Delhi cities. A sum of 155 samples is accidentally chosen from city and after that similar online and offline survey was given to them, in which they indicate the view on market magnitude in the cities. This attempts to measure the attitude of customers when they purchase products how much they consider green in them which help in getting to measure leverage.

Keywords: Green Advertisement, Brand, leverage.

Introduction

In last few era, rise environmental pollution relates with the industrial goods manufacturing (Chen, 2008). Due to the awareness of people living in the society, number of the companies want to fulfill their responsibility towards the environment (Chen et al., 2006). The companies want to develop green marketing on of following reasons: agreement with environmental force; the companies want to enjoy their competitive advantage; environmental concern will help in enhancing the company picture; pursuing a current markets or chances; and improving their cost of a product. This research tells us that giving more focus on the green marketing will help to the corporate to enhance their hypothetical brand equities.

Now a days as the time changes and we all are moving with the time on it’s the demand of this society as same the excessive use of technologies and excessive production of industrial products are harming the environment through many ways. Therefore last many of the studies have focus
on the specific reasons concerning their environment issues. This paper focused reference group and talked about their importance in the area of green marketing. So therefore Various firm marketers are answering to the modern trend or concept of involving in green advertising or eco-labeling.

The attention towards environment increases the brand equity of the company as well the competition to other brands (Riel et al., 2005). There are five methods for corporate to create an green marketing: conformity with environmental burden; achieving aggressive benefits; correcting firms images; looking for the better and new markets as well the better chances; and improving their quality of items (Neal and Strauss, 2008). That why, this paper questions taking green marketing for corporate could increase their firm’s reputation and intangible brand equities. Making a competitive brand considering more challenging marketing activities, larger gaps, brand depth scope (Delgado-Baluster and Munuera-Alemán, 2005).

Literature Review

GREEN BRAND SATISFACTION

Firms allowed a developing significance to make responsible and eco-friendly. Many consumers said companies to decrease their adverse impacts on society and the environment (Basal, 2005). This paper is mainly to focus on know the consumer attitude towards green brand equity by taking several dimensions while considering green brand image, brand satisfaction, green brand loyalty, advertisement.

GREEN BRAND LOYALTY

Customer loyalty tells the actions to develop an affinity to group for buying products and services (Bhar et al., 2002). Loyalty was a genuinely held promises to re-buy or re-pairings a favored product or service in the forthcoming years (Oliver, 1997).

GREEN BRAND IMAGE

Brand Image has a crucial value in the markets where it is hard to distinguish items or services based on the tangibility (Mudambi et al, 1997). Characterize of reference group into comparative and normative (Hyman, 1942). Ambitions reference team have appropriate
attraction on buying answer and building up their use in making the attitude of consumer for green products behavior (Malta, 2011).

Corporate may take the idea of attracting the environment needs or wants of the customers by exchanging the demand through green marketing (Polanski, 1994).

GREEN ADVERTISEMENT

Attraction in green advertising has prevailed from the early 1970s but it is not up to 1990s that there has been a much tragic arrival of green allegation in advertising and equivalently a expansion in matter from researchers (Kilburn, 2004). Broadly some ways have been searched among socio-demographics and green buyer action; some discoveries that do offer a device have much rarely than not been opposing somewhere (McDonald & Oates 2006). The two category accession acknowledge green advertising during the time that having green with a 'g' which represents the scientific aspect technique and green with a 'G' which booty to examine the theory of resources. (Dobson, 1998).

The angle of distinct surface of eco-friendly advertising inspected by many persons who has done research (Carlson et al. 1995, Previous varieties of eco-friendly advertising have comparatively aimed on specific eco-friendly items (Killbourne et al.1998). Green brand reputation and corporate environmental performance focus on The research was conducted on sample of 200 large US firms in 2012, to assess their corporate environmental performance on the basis of CSR beliefs and activities Cordeiro&Seo(2012).

RESEARCH GAP

The companies believe that green marketing can contribute in their profitability. Still is a need to perform such studies in the developing countries. This research is an attempt to understand the Consumer attitude of Green Brand Equity.

Objectives of the study

1. Explore the factors affect that marketers while devising green brand equity strategy.
2. To measure dimensions and its impact on customers attitude.
Research Methodology

A research current study is conduct with a hypothetical copy to calculate impact of environment on Brand Equity. Methodology can broadly explain by Formulation of hypothesis, Sample profile; Instrument and plan of the study as described in the following research. A complete explanation of all these are as follow:

THEORETICAL MODEL

According to the expanded review of literature, analyzed six variable of Green brand equity and its effect in consumer attitude. Given figure 1 show the planned mapping of consumer approach.

When doing a study, this really necessary for imagination thoughts. This research paper focus on how to figure of consumer attitude generate through green brand equity developed. This study a balanced also made these deals with the whole objects of particular variables analytically. Questionnaire was constructed on the current study this study have 6 different variables and they have taken for the survey through explored literature survey. For checking the reliability, Cronbach alpha was used to test the reliability subjected to the statement of the each section of Cronbach alpha statistics are shown in Table.
Therefore, on the basis of the explored survey of literature the consumer behavior is conceptualized or determined. For determining consumer behavior So, the difference in consumer attitude developed from green brand equity is evaluated during the variation in score of every factor considered research.

**Sample and Sample Profile**

This Research paper measuring the attitude of consumer when they go for purchasing any products in mall, shops in city. It composes the buyers of New Delhi Region i.e. National Capital of India.
The suitable non-probability sample technique is used for sampling. Sampling element is individual respondent.

Topics for this research were chosen from various stores, shops and malls of cities. A sum of 155 samples is accidentally chosen from city and after that similar online and offline survey was given to them, in which they indicate the view on market magnitude in the cities. The survey conducted to know the attitude of customer when they purchase products how much they consider green in them.

**TOOL AND DESIGN**

The above is evaluated from a questionnaire which is based on the six variables as follows: The six variables are gathered from copy of given figured in the last segment. Every inconsistent evaluated used seven-point semantic level range since ‘strongly agree’ to ‘strongly disagree’. Given crash of the mixture of the variable in customer approach is calculated by employ manifold collapse method.

<table>
<thead>
<tr>
<th>Variable Number</th>
<th>Variables taken for the study</th>
<th>Cronbach Alpha Statistics (consumer attitude)</th>
<th>No. of items</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Green brand image</td>
<td>.912</td>
<td>5</td>
</tr>
<tr>
<td>2</td>
<td>Green brand satisfaction</td>
<td>.882</td>
<td>4</td>
</tr>
<tr>
<td>3</td>
<td>Green brand trust</td>
<td>.934</td>
<td>5</td>
</tr>
<tr>
<td>4</td>
<td>Reference group</td>
<td>.928</td>
<td>7</td>
</tr>
<tr>
<td>5</td>
<td>Green brand loyalty</td>
<td>.906</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>Green advertisement</td>
<td>.938</td>
<td>5</td>
</tr>
</tbody>
</table>

The six variables are taken from the literature review these are green brand image, green satisfaction, green trust are used by Chen (2009) in its research paper and Chang & Fong (2010) adopted scale including green loyalty. Reference group Bajpai & Khandelwal (2013) referred this variable in their paper. Green advertisement was adopted by Zinkhan & Carlson (1995) and many more.
HYPOTHESIS

As related to the definitions which is discussed above brand image in a consumer’s mind tells about the environment upgradation and environment safety. Consumers can pay high amount of money for the same quality because of brand of the product (Bello and Holbrook, 1995). In respect, (Biel, 1992) assumes that brand equity is guided by brand image. With respect to the argument above, this study advised the following hypothesis:

H1: Green brand image is positively affected with Green brand equity.

Satisfaction is gratifying level for utilization which satisfy along with fulfills consumers needs and desire (Oliver, 1994) (Olsen, 2002). The most satisfied consumers with a brand may recall its name directly by comparing with the less satisfied consumers. The taste, preference, behavior and attitude can be showed by brand equity accurately (Yasin et al, 2007). However, the more the green satisfaction the more the level of green brand equity. Hence, this study implied the following hypothesis:

(H2): Green brand satisfaction is positively affected with Green brand equity.

(H3): Green brand trust is positively affected with Green brand equity.

Focusing on the wants of eco-friendly customer, it is not easy to achieve the same assumptions and features used for ordinary advertising as the complexity of eco-friendly advertising is very much because it deals with customers who have started and delicate the environment alertness (Iyer, 2005). The integrity of green advertising is comprising low (Iyer and Banerjee, 1993). The green advertising should be acceptable in the minds of consumers totally based on the marketing manager, with a view of being honest, no biasness and clear. The green advertising as discussed by (Banerjee, Gulas and Iyer, 1995) can be a relation between a product and a eco-friendly environment that completely and dearly focuses; it should have the feature to show and advertise a eco-friendly lifestyle and explore the corporate social responsibility. Previous research focused that enriching brand advertising is important for the adding i of brand equity. According to the argument above, this study proposed the following hypothesis:
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**H4: Green advertisement is positively proposed with Green brand equity.**

Loyalty was a widely made promise to re-buy the convincing product or services (Oliver, 1997). There is a good relationship between product and services in relation to customer loyalty, backed by convincing behavior that indicates to purchase it and suggesting it to others (Mørtensen et al., 2000)

This paper focus on green loyalty which means to maintain the relationship eco-friendly commitments and promises to re-buy a given products. The study constructs “green loyalty” and “green brand equity” in the prior hypothesis. The study proposed the following hypothesis:

**H5: Green loyalty is positively proposed with Green brand equity**

Reference crowd may referred on individual or collection gives a point of judgment of entity of making all type universal & explicit standards, approach or explicit guides of behavior (Schiffman and Kanuk 2009) which means categorize reference group into comparative and normative reference group. Given reference groups has maximum authority of buying choice and make stronger the power usage in making and implementing the approach of public toward eco-responsive behavior (Majlath, 2011). Hence, our last hypothesis also proves from above explanation **H6: Green reference group is positively associated with green brand equity.**

**DATA ANALYSIS AND INTERPRETATION**

This tables and graphs represent the demographics like total number of female and male concern about green brand equity

**Gender profile of the respondents**

The total number of female and male who give importance to green products and brands. This shows the male (128) are more concern about green brands as compared to female only (27).
Income profile of the respondents

This graph represents the level of income in the urban (Delhi) city customers. 49 respondent are having level of income is below 5 thousand and the no. of respondents having their income between 5k to 15k are 39 and the no. of respondents having their income between 15k to 30k are 38 the remaining i.e. 30 respondents are having above 30k. As the income plays vital role in the green brand equity.

Occupation of the respondents

The above graph represents the number of people employed in urban (Delhi) regions the numbers of respondents who are professional (17) and the no. of respondents (42) who are in service and the number of respondents (24) who have business and other remaining 71 people are student.

Means connected through different variables are used for comparing for this study; individually the z-test is use. The detail of mean & correlated z-value and p-value has been represented in given table 2.

Everything will be shown from given table 2

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Variables</th>
<th>Mean</th>
<th>Z-Value</th>
<th>P-Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Green Brand Image</td>
<td>11.08</td>
<td>2.94</td>
<td>0.0035</td>
</tr>
<tr>
<td>2</td>
<td>Green Satisfaction</td>
<td>9.62</td>
<td>3.51</td>
<td>0.000436</td>
</tr>
<tr>
<td>3</td>
<td>Green Trust</td>
<td>12.61</td>
<td>2.58</td>
<td>0.009704</td>
</tr>
<tr>
<td>4</td>
<td>Reference Group</td>
<td>23.9</td>
<td>3.26</td>
<td>0.001091</td>
</tr>
<tr>
<td>5</td>
<td>Green Loyalty</td>
<td>10.07</td>
<td>-2.05</td>
<td>0.040193</td>
</tr>
<tr>
<td>6</td>
<td>Green Advertisement</td>
<td>13.8</td>
<td>1.79</td>
<td>0.07271</td>
</tr>
</tbody>
</table>

that the behavior of customers is same. Companies has to stand for the matters in brand image & satisfaction about green brand equity should known equally every regions. Therefore, companies
must adopt same type of strategy on the issues in that 2 reasons. Major disparity in brand trust, reference group, brand loyalty and advertisement. This shows that companies have to know the consumers over these issues some strategies should made on these areas.

Hence, the results of regression between customer attitude developed from green brand equity) and all 6 variable are considered separately that show table 3. R2 principles of variable image is .910. Value of remaining variables reference group, loyalty is .011 the values for satisfaction is indicates a positive indicator. They indicate positivity the copy in calculating customer attitude during more 6 self-regulating variable. So, companies and researchers use this model to understand the customer attitude of the consumers through green brand equity. The f-value in all cases is important – shows that the complete meaning of model.

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
<th>Change Statistics</th>
<th>df1</th>
<th>df2</th>
<th>Sig. F Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.954*</td>
<td>.910</td>
<td>.907</td>
<td>.31834</td>
<td>.910</td>
<td>298.738</td>
<td>5</td>
<td>147</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Advertisement, Image, Trust, loyalty, Reference

Table 4:

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>-.205</td>
<td>.065</td>
<td>-3.162</td>
</tr>
<tr>
<td></td>
<td>Image</td>
<td>.200</td>
<td>.038</td>
<td>.201</td>
</tr>
<tr>
<td></td>
<td>Trust</td>
<td>1.357</td>
<td>.205</td>
<td>1.238</td>
</tr>
<tr>
<td></td>
<td>Reference</td>
<td>-.830</td>
<td>.227</td>
<td>-.761</td>
</tr>
<tr>
<td></td>
<td>Loyalty</td>
<td>.154</td>
<td>.060</td>
<td>.152</td>
</tr>
<tr>
<td></td>
<td>Advertisement</td>
<td>.218</td>
<td>.059</td>
<td>.222</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Satisfaction

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The output come from the regression between customer attitude developed with the help of green brand equity & all 6 variable are considered separately shown. That shows the positivity of the model while measure customer attitude from the above 6. Therefore through the model the researchers & companies come to observe the customer attitude of consumer with the help of green brand equity.

Therefore this model of green brand equity helps the companies, marketers and researchers to understand about the customer attitude of buyers from green brand equity. R2 values are .910, green advertisement is 0.218 so these shows that this the positive predictor of this model. Standard error is in such cases is comparatively very low.

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Variables</th>
<th>Coefficients</th>
<th>Standard Error</th>
<th>t Stat</th>
<th>P-value</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Image</td>
<td>0.038</td>
<td>0.024</td>
<td>1.557</td>
<td>0.122</td>
</tr>
<tr>
<td>2</td>
<td>Satisfaction</td>
<td>0.194</td>
<td>0.043</td>
<td>4.470</td>
<td>0.000</td>
</tr>
<tr>
<td>3</td>
<td>Trust</td>
<td>0.113</td>
<td>0.034</td>
<td>3.365</td>
<td>0.001</td>
</tr>
<tr>
<td>4</td>
<td>Reference group</td>
<td>0.193</td>
<td>0.019</td>
<td>10.174</td>
<td>0.000</td>
</tr>
<tr>
<td>5</td>
<td>Loyalty</td>
<td>0.181</td>
<td>0.037</td>
<td>4.961</td>
<td>0.000</td>
</tr>
<tr>
<td>6</td>
<td>Advertisement</td>
<td>0.122</td>
<td>0.031</td>
<td>3.970</td>
<td>0.000</td>
</tr>
<tr>
<td></td>
<td>R2</td>
<td></td>
<td></td>
<td></td>
<td>0.801</td>
</tr>
<tr>
<td></td>
<td>Adjusted R2</td>
<td></td>
<td></td>
<td></td>
<td>0.793</td>
</tr>
<tr>
<td></td>
<td>P-value for F value</td>
<td></td>
<td></td>
<td></td>
<td>0.000</td>
</tr>
</tbody>
</table>

Findings

Various strategies and policies have to In respect to various cities has also been measured. There is a difference among consumers of various regions, the difference should be observed by the
marketers and for taking the market advantage or taking the competitive benefits and efficient utilization of resources for the future without harming the present environment, policies and plans should be formulated for these regions differently. Urban (Delhi) cities are playing a crucial role in economy and infrastructure of the country. Upgradation of technology, improved transportation and better facilities increases consumer awareness and consumer attitude in regions. Due to the change in the policies and strategies by moving through that marketers are getting separated from urban (Delhi) cities due to the demand of higher salary and increased land prices, companies are focusing on doing the business in cities. While developing and making different green brand equity plans and, this study suggest different constraints from which marketer had make green brand equity cities. Constraints green brand image be formulated and implemented to attract the consumers in cities.

All the output we get from the regression establishes a optimistic linear connection towards customer attitude and green brand equity variable considered to research in superior level brand image, satisfaction, faith, loyalty, reference group and green advertisement will definitely and independently developed level of customer attitude very high in positive sense. The changing attitude of customer for the environment provided by this model. Now the customers are more responsible and aware toward the surroundings & therefore wish to buy & use same type goods & service.

RECOMMENDATIONS

Some recommendation has been given in this research for the future scope of the study:
1) For the Future researcher the number of respondents can be increased because that will give the better output in the field of marketing and framing the strategies.
2) The model given in this research represents the wider concept of marketing towards the attitude of customer. Specific areas can be focus to understand the customer attitude by exploring the information related to the customer and their attitude. If the period of liberalization will involved the output will be more interesting and positive as well for the future research.
3) The more sampling methods can be used like cluster sampling, simple random sampling, stratified rather using convenient sampling.
4) The number of variables and constructs can be explored by the researcher from the literature to represent the depth research or study.

5) The treatment or the method for the research or study can be used by the researcher in future is factor analysis etc.

6) The sample size can be increased by the researcher in its future research for the more accurate result can be generated.

LIMITATIONS OF THE STUDY

Every possible pace had taken the answer in a very standard method, it is always a occurrence each study have some limitations. List of borders observed in the present study is given as below:

- Because of the time boundation, many areas have not been covered cities.
- The writing analysis of the study focused on hypothetical field of green brand equity & customer attitude. Depend on the copy, a do research model made and query had been raised the customer show unusual consumer approach towards unusual type of product & services.
- Convenient sample method been used in the study, which non-probability sample method and does not provide a real picture of the population.
- The analysis of difference between green brand equity and customer approach in cities & linear forces are based on sic constraints extract as of copy. Result is base on those six constraints which is not taken by anyone.

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