

DOES GREEN STRATEGY COMPOSITION MATTER? HOW STRATEGY ATTRIBUTES COMBINATIONS SHAPE BRAND PERCEPTION.

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Abstract

This research examines the impact of Green marketing strategy composition (Green product offerings, NGO donations, and implementation duration) on Green brand image and consumer attitude, considering the role of consumer ecological concern. An experiment involving 585 French consumers manipulated these three attributes. Findings indicate significant positive effects of Green product offer and NGO donation size on Green image, but no benefit from longer strategy duration alone. No preference between Green products and NGO donations was observed. The study revealed that Green strategies positively influence consumer attitude through full mediation by Green image. Notably, higher consumer ecological concern directly enhances Green image, irrespective of the specific strategy attributes. Brands should focus on substantial Green product offerings and NGO support. Due to an interaction effect, these should be combined, to further improve Green image and attitude.

Track: Sustainability, CSR and Marketing