

HOW ARE BRANDS AFFECTED BY THE USE OF FOOD ECO-LABELS? REVISITING BRAND IMAGE AND PURCHASE INTENTIONS

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Abstract

This paper explores the role of brand image and familiarity on Eco-labelling ability to generate green behaviours among consumers. A survey with 392 consumers was conducted. Results show that Eco-labels can drive purchase intentions of green products since they add positive associations to brands, favourably influencing the brand image. Familiarity with the Eco-label moderates the results.

Keywords: *eco-labelling; brand image; purchase intentions*