

## GREEN BRANDING: AN ANALYSIS

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### ABSTRACT

Green brand is a name, term, design, or symbol that identifies seller(s) products and differentiates them from competitors' products. Firms are heavily focused on branding because at the product-market level, brand equity increases channel effectiveness and communications and decreases price sensitivity associated with the brand. Green brands are those brands that consumers associate with environmental conservation and sustainable business practices. Such brands appeal to consumers who are becoming more aware of the need to protect the environment. A green brand can add a unique selling point to a product and can boost corporate image. The objective of this paper is to study the different green branding strategies adopted by the business firms in order to position their eco-friendly products in the green market. The paper also aims to understand the concepts of Green business, Green Products, Green branding and green branding strategies and also highlights the best global green brands and green brands in India.

**Methodology/Approach:** The present paper studies the theoretical concepts of the green business, green products, green branding and green branding strategies. The paper also studies the theory contributed by researchers in the area of Green marketing which includes sustainable business firms, green products, green brands, green customer and ecological processes.

**Time frame:** The research study was conducted during the period of July 2013 to November 2013.

**Value:** Green marketing has been a central research area for more than three decades; barely any research has been conducted that focuses exclusively on green branding. The research paper concludes that green business firms exclusively green brand managers need to change their mind set from traditional marketing strategies to green marketing strategies. This paper analyses and offers green branding strategies for green products. The green business firms need to implement the green branding strategies to occupy a space in the minds of eco-friendly consumers.

**KEYWORDS:** Environment, Green marketing, Green business, Green products, Green branding.

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