

Does “Green” Brand Personality have any Impact on Consumers’ Purchase Intentions, Engagement and Loyalty?

Shaunak Roy and Shivaji Banerjee

ABSTRACT

In the wake of environmental awareness and consciousness, green brands are taking centre stage in India, particularly as they offer an alternative avenue to those brands that consume more energy and fail to conserve the depleting natural resources. Undoubtedly, such brands can provide a unique selling proposition to a product and play a significant role in improving corporate image. Surprisingly, although, adequate attention has not been given to address the issue as to why users of green products associate themselves with green brands in India. The present study examines the consumer perceptions and attitudes of respondents carefully selected from across various metropolitan cities in India towards several green brands, considered under the ambit of the study. Further, it also explores the impact of such personality dimensions on consumers’ purchase intentions towards brands, the extent to which it creates customer engagement, and builds customer loyalty in the long haul. A structured questionnaire was administered on a sample of 717 respondents from India to yield their responses to the research study’s premises. The present research tested all three hypotheses: the impact of green brand personality dimensions on consumer purchase intentions, active customer engagement and consumer loyalty. It was validated through path analysis conducted as a part of the structural equation modelling procedure. Thenceforth, it was inferred that all the dimensions of green brand personality have a significant bearing on consumer purchase intentions, active consumer engagement and brand loyalty. The study also provides insights to brand managers for practising sustainable businesses’ norms and ethical consumerism, contributing to fostering greater stability in the dynamic business milieu.

Keywords: Green marketing, Green brands, Green brand personality, Customer purchase intention, Active customer engagement, Consumer loyalty

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1. INTRODUCTORY OBSERVATIONS

As a research construct, green marketing was first deliberated upon in a symposium hosted by the American Marketing Association in 1975. The

construct was not going to be a straightforward and lucid one to define, especially due to its wide-ranging environmental and social implications. Peattie (2004) noted that the development of green marketing could

be categorized under three broad segments. The initial segment was labelled as “Ecological” Green Marketing, wherein the majority of the marketing practices revolved around finding answers to ecological issues and the ability to prescribe resolutions to the same. The next segment was deemed “Environmental” Green Marketing, wherein the spotlight was on the development and use of clean technology, *viz.*, innovative products and services that help address rampant pollution levels and other waste management issues. The third segment was classified as “Sustainable” Green Marketing, which concentrated on the conception of products that fulfil relevant benchmarks from an environmental-friendly perspective, be it in terms of quality, price, output or expediency. Green brands happen to be those brands that consumers liken to environmental conservation and sustainable business practices. They may belong to any product category, be it automobiles, consumer durables, fast-moving consumer goods (FMCGs), technology or even the service sector, such as hospitality, healthcare, to name a few. Such brands appeal to consumers who are environmentally conscientious and appreciative of their need to safeguard the environment. A green brand can add a unique selling point to a product and can ameliorate the corporate image. For instance, it could refer to a quick-service restaurant franchise offering recyclable bags and napkins or a smartphone incentivizing customers to return the components of smartphones for recycling purposes, rather than following the custom of reckless disposal. Over the past few decades, voluminous research has been undertaken concerning the description, approximation and conception of the antecedents and consequences of building strong brands (*Aaker and Biel, 2013*). With skyrocketing competition, marketers have been compelled to think about the environment as well, resulting in “green” or “eco-friendly” brands across an array of product and service categories. Green branding has thus evolved as a novel instrument to effectively

distinguish brands in the target customers’ eyes, as they transcend rational and operational dimensions. In this context, brand personality happens to be a key intangible attribute that offers immense potential to firms to uniquely identify and position themselves in the minds of consumers (*Aaker, 1997*). Much like human beings, green brands also tend to have the personalities that define them and assist in positioning themselves uniquely in the minds of their target consumers, thereby gaining valued competitive advantage. Brand personality, as a construct, may be defined as “the set of human personality traits that are both applicable to and relevant for brands” (*Azoulay and Kapferer, 2003*). For instance, an electric car may be perceived by consumers as having a “down-to-earth” and “honest” personality (*Evarts, 2019*), as well as, say, a “feminine” personality (*Blanco, 2007*).

The present study is an attempt to examine whether consumers’ perceptions towards the principal dimensions of brand personality in the context of several green brands impact their purchase intentions towards green products and services and their engagement and loyalty levels. The new brand personality scale advanced by *Geuens et al.* (2009) shall be measured and validated in the Indian context. Their revamped brand personality framework offers a more reliable, valid and generalizable scale to measure personality dimensions across multiple product categories. The new scale comprises of 5 broad dimensions, encompassing 12 personality items, namely, “down-to-earth”, “stable”, “responsible”, “active”, “dynamic”, “innovative”, “aggressive”, “bold”, “ordinary”, “simple”, “romantic” and “sentimental”.

2. REVIEW OF BACKGROUND LITERATURE

2.1. Brand Personality

Brand personality as a research domain has been in existence since the late-1950s (*Martineau, 1958*),

examining retail store brands’ personality. Plummer (1985) proposed that a brand’s personality extends from its brand image that is not thoroughly corporeal or operational. The brand personality determines the overall acceptance by customer groups, and that its quantification and ameliorations in consumer perceptions of brand personality can create valuable competitive differentiation. Despite the rigorous research conducted using brand personality scales and other quantitative frameworks, expedited growth has occurred since the late-1990s. The seminal study by Aaker and Fournier (1995) and the globally influential brand personality scale advanced by Aaker (1997) triggered immense research interest among brand researchers. Over time, in branding literature, the 5-factor, 42-item brand personality instrument developed by Aaker has transpired into an effective and pivotal component for analysing brands’ personality in several industrial contexts. Although product features serve more of a functional role for consumers, brand personality serves a somewhat emblematic function (Keller, 1993; Maehle et al., 2011b; Phau and Lau, 2000; Tong et al., 2018). Brand personality explicates the symbolic consumption and the emotional influences that consumers associate with a brand (Aaker, 1997). It happens to be a feasible metaphor whose dormant idea is established in the fact that consumers develop empathies towards certain brands based on their personalities (Caprara et al., 2001; Louis and Lombart, 2010; Molinillo et al., 2017).

Over time, multiple scales and measurement frameworks have been proposed and developed to define the construct of brand personality. It is one of the several components of the “brand identity prism” developed by Kapferer (1996), and highlighted that brand identity happens to be a major differentiator for available brands. Some of the other models that aim to measure the traits that define the personality of brands include the NEO-PI-R and NEO-PI-3 scales

(Ashton, 2013; Costa and McCrae, 2010; McCrae and John, 1992), the EPQ-R Lie Scale (Eysenck, 1991), the Big Five (Goldberg, 1993; Tupes and Christal, 1958; 1992), the Adjective Check List (Gough, 1960) and the HEXACO scale (Ashton et al., 2004). Notwithstanding, a common drawback to these scales is that they represent personality attributes based on the perceptions of their target consumers. The scale developed by J.L. Aaker is markedly different from these measurement instruments, as it defines the personality of the brand rather than the perceptual cues representing personality. The penta-dimensional model identified by J.L. Aaker comprises of 42 personality items and the study considered nearly 40 product categories. The scale has been criticized by several authors due to the lack of generalizability across cultures and across other product categories (Azoulay and Kapferer, 2003). To this end, the new 5-dimensional 12-item brand personality scale proposed by Geuens et al. (2009) proves to be more reliable and consistent across product categories. Researchers need to determine how these brand personality dimensions would result in increased preferences and repeat purchase behaviour among consumers. The personality of a brand acts as a stimulant for consumers to develop favourable perceptions and ambitions to own the brand and develop emotional attachments with it.

2.2. Consumer Purchase Intentions towards Green Brands

Although several antecedent factors such as pricing structures, brand name and retail store personality influence the customers’ perceptions of product quality, it also has a significant impact on their willingness to purchase a said product (Grewal et al., 1998). The purchase intentions reflect their likelihood that target consumers are eager to purchase a given product or service (Dodds et al., 1991). Consumer

purchase intentions are expected to reflect the drivers that stimulate a said behaviour (Ajzen, 1991) and specify the degree to which individuals are willing to try, or exert any effort, to accomplish the said behaviour (Chen et al., 2017). In fact, the purchase intentions of consumers towards green brands are a key factor that can be used to assess the capability to execute favourable purchase behaviour towards such brands in the future (Shi Wee et al., 2014). Erstwhile research has substantiated the liaison between the quality of green brands and the ensuing intention to purchase them (Barbarossa and Pelsmacker, 2016; Hojnik et al., 2019; Joshi and Rahman, 2015). Thus, consumer purchase intention may be understood as a determinedly definite idea to initiate the purchase of a particular product or service (Salehzadeh and Pool, 2017; Spears and Singh, 2004). Green purchase intention essentially translates into the purchase of environmentally accepted and eco-friendly products and services while making a conscious effort to circumvent products that negatively impact the environment (Joshi and Rahman, 2015; Paul et al., 2016). It is theorized as the probability and inclination of individuals to develop preferences for products that possess eco-friendly components over their conventional counterparts in their purchase deliberations (Mohd Suki, 2016; Yadav and Pathak, 2016). Such purchase intentions are known to encapsulate the motivational factors that positively impact the green purchase behaviour of consumers (Chen and Deng, 2016; Kaufmann et al., 2012; Kianpour et al., 2014). In recent times, “green” has emerged as the buzzword, especially among the younger populace, as most people dwelling in nations such as India, Brazil, China, France, the United Kingdom and the United States have testified (Saxena and Khandelwal, 2010).

Academic research on pro-ecological consumerism dates back to the early-1970s (Dursun et al., 2016; Kirmani and Naved Khan, 2016). Subsequently, this

domain has witnessed phenomenal academic inquest by both marketing practitioners as well as academicians, with specific emphasis on the impact of marketing activities on the promotion of eco-friendly and green products and services (Dursun et al., 2016; Hartmann and Apaolaza-Ibáñez, 2012; Valecha et al., 2018). This surge in consumer and organizational cognizance of green marketing attributes has been spurred by the rapid depletion of non-renewable energy resources in current times across the world, along with the germination of contaminants (Goh and Balaji, 2016; Ogiemwonyi et al., 2020). The continual exposure to environmental hazards and calamities by media houses has catalysed green products and services regarding the rising acceptance of green product packaging and product attributes. The effectual and competent utilization of natural resources and their conservation has triggered the special need among target consumers to develop a favourable attitude towards green consumerism (Mishal et al., 2017; Morel et al., 2012). However, studies have also revealed that despite consumers expressing their apprehension about ecological perils, it does not necessarily translate into developing favourable purchase intentions. In a study by Orzan et al. (2018), it was observed that the likelihood of ecologically conscientious consumers to prefer or procure green brands were higher for those products whose production process was more eco-friendly. Organizations often use behavioural prospects that symbolize the possibilities of purchasing a green product or service, especially since it is difficult to measure what green products individuals intend to purchase accurately. Studies have revealed that it does not predict future purchase behaviour (Hojnik et al., 2019). To this end, a suggestive time can be encompassed in the predictive process, such as a few weeks or a few months, as purchase behaviours change over time.

2.3. Active Customer Engagement towards Green Brands

The contemporary marketplace is differentiated by more persistent and more active customers, with strong engagement levels to their preferred brands. The construct has witnessed immense attention from both researchers and branding professionals alike, who have progressively been fascinated by the concept of active customer engagement (*Sylvia et al., 2020*). The concept of “engagement” has become progressively more prevalent within the perimeter of a collaborative and dynamic business milieu. The emotional bonds fostered between a customer and an organization form the essence of active customer engagement (*Naumann and Bowden, 2015*). Customers who are strongly engaged spend more, recommend more and exhibit stronger loyalty degrees (*Greve, 2014; Hallock et al., 2016*). Active customer engagement further epitomizes a key requirement for engendering augmented productivity in the business in terms of sales volume growth (*de Oliveira Santini et al., 2020*), greater competitive edge (*Kumar and Pansari, 2016*) as well as higher profit earning capabilities (*Venkatesan, 2017*). The reasoning behind such arguments is that engaged consumers often play a vital role in the marketing process through word-of-mouth and referrals, wherein they recommend the use of specific products or services to others (*Harmeling et al., 2017; Kumar et al., 2010*) as well as in co-creating meaningful customer experiences and values (*Karunakaran and Raveendran, 2018*).

In the context of green branding and marketing, studies have endeavoured to probe into how organizations incorporate sustainable business discernment by virtue of sustainable business practices and target customers’ levels of active engagement (*Nguyen and Tognetti, 2018*). The study evidenced that a radical transformation to perfection as a business rationale helps green businesses adopt a “dialectic”

strategy, wherein they efficaciously integrate sustainability into their business undertakings. It would also help in developing an interface with quality measures and build responsible enterprises. Further, academic researchers have discerned the art of establishing sync between consumer behaviours and their specified predilections towards green products. Organizations that pioneer sustainable business activities are exposed to a rather exasperating contradiction. Consumers generally tend to hold favourable views with respect to environmental-friendly product offerings, but they are also unable to cope with the exorbitant pricing structures (*White et al., 2019*). The role of brand personality in building active consumer engagement with green brands has been identified by former researchers (*Grisaffe and Nguyen, 2011*). Studies have shown opposite results in terms of brand personality dimensions and active customer engagement. For instance, in a study by Goldsmith and Goldsmith (2012), the perceptions of green personality dimensions did not boost active customer engagement with green brands. Yet, positive personality dimensions were discerned for the green brand, as the professed significance of green brand personality was apparent. The study highlighted the relevance of augmenting such personality traits as a major component of the brand communications strategy to entice better customers who are actively engaged and bring in more revenues to the business.

2.4. Customer Loyalty towards Green Brands

Marketing literature often posits that customer loyalty is a conscious response to a specific stimulus (*Akin, 2012*). There is also a discernible divergence between the concept of brand loyalty and customer loyalty. Brand loyalty may be cognized as a biased behavioural rejoinder articulated over a specific time-frame while insinuating a straight trajectory of repurchase behaviour concerning a given brand (*Mellens et al., 1996*). On the other hand, customer loyalty may be

comprehended as a profound commitment to repurchase a favoured product or service offering on a steady basis on future occasions, regardless of situational stimuli and marketing events that might trigger an inclination to switch to different brands (*Oliver, 1999*).

The influence of green marketing practices in nurturing consumer loyalty in emerging markets has been discoursed in erstwhile literature by offering retail brand managers the opportunity to intensify their knowledge, especially when dealing with various generations of consumers (*Dabija, 2018*).

Further, by focussing on efficacious customer satisfaction, the construct of customer loyalty enables green businesses to surpass their rivals. Consumers today have become progressively more fascinated by the prospect of procuring green brands and sustainable products while endorsing responsible consumption practices (*Joshi and Rahman, 2015*). Such consumers have been participating extensively. In the study by *Dabija et al.* (2018), it was observed that retail brand managers are slanted towards attracting consumers while securing loyalty by imbibing strategies pillared on sustainable business practices. In the context of developing markets, behavioural precursors tend to be divergent in retail formats when nurturing green loyalty. Awareness levels of customers play a crucial role in shaping such loyalty levels.

Green brands must also germinate a robust brand personality to position the brand uniquely among target customers and create a competitive advantage. To this end, green brand managers must concentrate on obtaining positive feedback from customers and ensure that awareness levels are adequate to generate such responses. Effective customer service plays a major role in shaping higher customer loyalty degrees (*Selvakumar and Arthi, 2019*). Moreover, the

foundation of green brand personality can be understood under the perceptual insights derived from target customers concerning the operational and emotive paybacks obtained. The establishment of practical paybacks and self-expressive paybacks have a direct bearing on the augmentation of green brand personality. Functional paybacks and green brand image have a discernible impact on green brand loyalty (*Lin et al., 2017*).

3. CONCEPTUAL FRAMEWORK

As observed earlier, the objective of the current endeavour is to probe into the mindset of those target consumers, who, due to the impact of the personality dimensions of green brands, are most likely to develop favourable purchase intentions and purchase decisions towards such brands. Brand personality, as shown in the Figure 1, is a 5-dimensional 12-item construct. The goal is to determine whether the personality items of green brands have any positive influence on consumer purchase intentions (Hypothesis 1), active customer engagement (Hypothesis 2) and customer loyalty (Hypothesis 3). They have been discussed below:

Hypothesis 1: There exists a significant relationship between the brand personality dimensions and consumer purchase intention of green brands

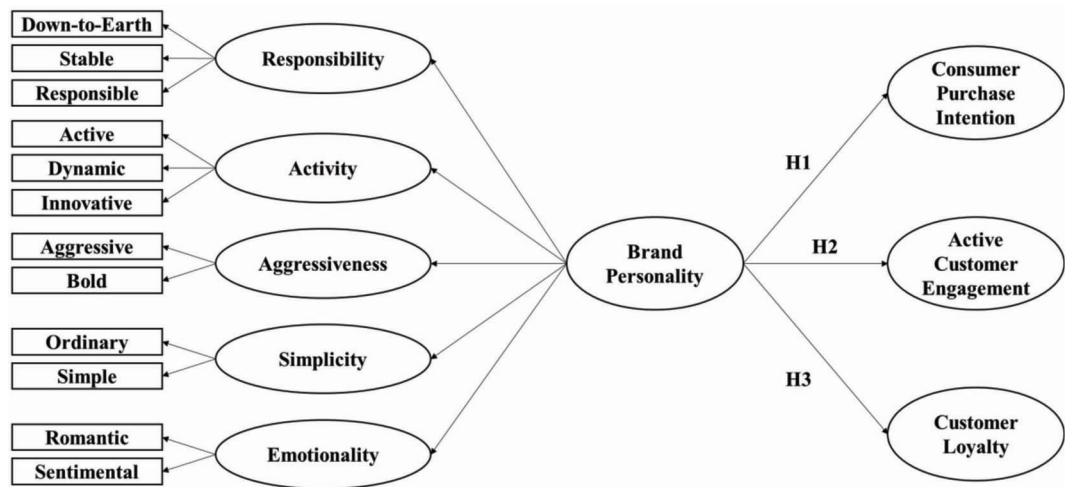
Hypothesis 2: There exists a significant relationship between the brand personality dimensions and active customer engagement towards green brands

Hypothesis 3: There exists a significant relationship between the brand personality dimensions and consumer loyalty towards green brands

These propositions have been hypothesized conceptually in the Figure 1 using a Conceptual Framework.

Figure 1: Conceptual Framework

(Source: Authors’ Conceptualization)



4. METHODOLOGY

4.1. Sample

Stratified random sampling was used to contact a total sample of 717 respondents in the current study context. The respondents were asked to extend their perceptions of the purchase intentions, degrees of active engagement and loyalty levels towards green products. An online structured questionnaire was doled out to the respondents in India’s five metropolitan regions (*viz.*, Central National Capital Region, Mumbai Metropolitan Region, Kolkata Metropolitan Region, Chennai Metropolitan Region, Bengaluru Metropolitan Region), asking them about their views. These respondents all happen to be urban dwellers. The strata were determined by considering India’s top five metropolitan regions based on population (*Sengupta, 2014*). According to the Census of India (2011) data, India’s above cities have a combined total population of 6.219 crores. The present study uses Slovin’s formula to settle on the sample size (*Johan et al., 2020*), which recommends considering a minimum sample of approximately 400 respondents. A total of 717 respondents were finally shortlisted out of 742 respondents. In other words, 25 responses were discarded because they were incomplete and invalid, resulting in a valid response rate of 96.6%. The male–

female ratio was 27:23, whereas the respondents’ age was heavily skewed towards the cluster of 31–50 years. Most respondents belonged to service professions, either employed in the corporate sector or government service. The demographic composition of the study’s respondents has been delineated in the Table 1.

4.2. Research Instruments

The 12 items are “down-to-earth”, “stable”, “responsible”, “active”, “dynamic”, “innovative”, “aggressive”, “bold”, “ordinary”, “simple”, “romantic” and “sentimental”. Similarly, consumer purchase intentions refer to their purposes to procure green brands, products and services. To this end, the scale developed by Al-shaaban and Nguyen (2014) was used along with specific items from the scale advanced by Morwitz (2014) and Curvelo *et al.* (2019). However, items on the scale had been reoriented to suit the context of green brands, as evident in the current study. The research has adopted the scale developed by Chuah *et al.* (2020) to measure active customer engagement and has made necessary modifications to conform to the present context. Customer loyalty in the context of green brands has been measured using the instrument proposed by Lin *et al.* (2017) and re-modified to suit the context of green brands. Structural equation modelling (SEM) has been used to examine the

Table 1: Demographic Composition of Study Respondents

Variable	Classification	Frequency	Percentage
Gender	Male	387	0.54
	Female	330	0.46
	Total	717	1.00
Age group (years)	18–24	129	0.18
	25–30	165	0.23
	31–50	309	0.43
	Above 50	114	0.16
	Total	717	1.00
Occupation	Student	104	0.15
	Service (Government)	176	0.25
	Service (Corporate)	282	0.39
	Business/Entrepreneur	129	0.18
	Others	26	0.04
	Total	717	1.00
Monthly income (in INR)	“Below 15,000”	303	0.42
	“15,001–30,000”	159	0.22
	“31,000–60,000”	126	0.18
	“60,001–1,20,000”	111	0.15
	“Above 1,20,000”	18	0.03
	Total	717	1.00

relationship structures proposed above, using SPSS-AMOS v23.

5. DATA ANALYSIS

5.1. Purchase Frequency of Green Brands

The purchase frequency and other involvements related to the purchase of green brands have been documented in the Table 2.

A significant proportion of the respondents have been observed to purchase green products and services over 10 times. It has been observed that most of the respondents have been motivated to purchase green brands on the influence of their neighbours and their friends and other acquaintances.

5.2. Test for Reliability

Cronbach's Alpha has been used to assess the level of internal consistency between the variables identified in the study, and it shall help in investigating the scale reliability for the various research constructs adopted in the research. The reliability analysis results have been captured in the Table 3.

The results obtained from the interpretation of the Cronbach's Alpha values, suggest reliable outcomes. All the items have scores that surpass the cut-off level of 0.7 (*Adadan and Savasci, 2012*). Further, the revised items' cumulative correlations also happen to be above the cut-off score of 0.5 (*Matta et al., 2016*).

Table 2: Purchase Frequency and Involvement Statistics of Green Brands

Green Product Purchase Variable	Freq- uency	Perce- ntage
Purchase Frequency of Green Brands		
<3 times	229	0.32
3–6 times	122	0.17
6–10 times	158	0.22
>10 times	208	0.29
Purchase Motivation of Green Brands		
Family	157	0.22
Friends/Acquaintances	188	0.26
Colleagues	120	0.17
Neighbours	252	0.35
Approximate Purchase Amount for Green Brands		
Below INR 500	225	0.31
Between INR 500 and INR 2000	120	0.17
Between INR 2001 and INR 5000	203	0.28
Above INR 5000	169	0.24

Source: Compilations based on Field Data Collection by authors

5.3. Tests for Validity

After the reliability has been assessed, a test for validity has been conducted to determine the degree to which the study measures are in tune with the proposed claims. In order to determine whether the test items converge to quantify a particular construct or not, a convergent validity analysis was performed. The results of which are demonstrated in the Table 4.

The corresponding factor loadings have been estimated to establish the convergent validity of scale items, coupled with composite reliability (C.R.) and average variance extracted (AVE) (Fornell and Larcker, 1981). The standardized factor loadings for all scale items across all factors surpassed the minimum loading criterion of 0.7, and the composite reliabilities of all factors have also gone beyond the suggested value of 0.7. Besides, the AVE values were all above the threshold value of 0.5 (Hair et al., 2006; 2010).

Hence, tri-conditional requirements for convergent validity were established by the above frameworks. Subsequently, AVE’s square root and the correlation coefficient matrix assessed the discriminant validity of constructs. The key in this case is to corroborate whether the construct is genuinely distinct from another theoretical paradigm. The results of the discriminant analysis are demonstrated in the Table 5.

The square root of AVE of the four distinct constructs is represented by the diagonal line estimates of the discriminant validity matrix, whereas other data reflect the correlation coefficient of the row construct and the column construct of the data. The discriminant validity of the constructs was calculated by comparing the mutual variance between variables with the AVE from individual components (Fornell and Larcker, 1981). The minimum shared variance and average shared variance between factors were not greater than the average shared variance for the individual factors, according to the study. Finally, the inter-construct similarities were more significant than the square root of the overall mutual variance. As a result, divergent validity was substantiated.

5.4. Structural Equation Modelling

The fit between the hypothesized conceptual model in the present study and the actual data collected has been tested using SEM, post the authentication of the data’s reliability and validity. This approach was used to examine a sequence of dependency relations at the same time, particularly, when there were explicit and implicit connections between the constructs in the research model (Hair et al., 2006). A comprehensive analysis of fit indices, which presented proof on the adequacy of the fit between the collected data and the hypothesised structural model, was the first step in understanding the SEM findings. The current study’s SEM estimate was pillared on a maximum likelihood technique. The structural model was analysed using a

Table 3: Reliability Analysis

Construct	Cronbach's Alpha	Items	Total Correlation value of corrected item	Cronbach's Alpha when item removed
Brand Personality Items (BPI)	0.984	DTE	0.979	0.851
		STA	0.964	0.817
		RES	0.978	0.929
		ACT	0.911	0.838
		DYN	0.882	0.828
		INV	0.889	0.805
		AGR	0.860	0.814
		BLD	0.817	0.827
		ORD	0.905	0.839
		SIM	0.845	0.826
		ROM	0.862	0.832
SEN	0.899	0.802		
Customer Purchase Intention (CPI)	0.983	CPI1	0.896	0.830
		CPI2	0.883	0.834
		CPI3	0.906	0.821
		CPI4	0.923	0.854
		CPI5	0.897	0.834
		CPI6	0.892	0.876
Active Customer Engagement (ACE)	0.939	ACE1	0.910	0.907
		ACE2	0.849	0.829
		ACE3	0.905	0.840
		ACE4	0.933	0.824
		ACE5	0.867	0.817
		ACE6	0.873	0.866
Customer Loyalty (CL)	0.955	CL1	0.957	0.863
		CL2	0.935	0.913
		CL3	0.950	0.920
		CL4	0.938	0.915

Source: Compilations based on Field Data Collection by authors

Abbreviations: DTE: Down-to-Earth; STA: Stable; RES: Responsible; ACT: Active; DYN: Dynamic; INV: Innovative; AGR: Aggressive; BLD: Bold; ORD: Ordinary; SIM: Simple; ROM: Romantic; SEN: Sentimental

related set of fit indices. An appraisal of all fit indices with their corresponding recommended values provided evidence of a good model fit (χ^2/df : 1.78; GFI: 0.93; AGFI: 0.95; CFI: 0.94 and RMSEA: 0.03). This summary of model fit indices has been exhibited in the Table 6.

According to prevailing theory (Fan et al., 2016; Schreiber et al., 2006), if the hypothesised structure is sufficiently in line with the obtained data, the feasibility of each path in the model can be evaluated by determining if the weights are important from a statistical and functional perspective, which is

Table 4: Convergent Validity

Construct	Items	Factor loading	AVE	C.R.
Brand Personality Items (BPI)	DTE	0.872	0.771	0.971
	STA	0.898		
	RES	0.862		
	ACT	0.897		
	DYN	0.899		
	INV	0.923		
	AGR	0.852		
	BLD	0.919		
	ORD	0.833		
	SIM	0.818		
	ROM	0.831		
	SEN	0.920		
Customer Purchase Intention (CPI)	CPI1	0.915	0.768	0.952
	CPI2	0.868		
	CPI3	0.917		
	CPI4	0.818		
	CPI5	0.856		
	CPI6	0.880		
Active Customer Engagement (ACE)	ACE1	0.877	0.795	0.959
	ACE2	0.908		
	ACE3	0.930		
	ACE4	0.879		
	ACE5	0.827		
	ACE6	0.924		
Customer Loyalty (CL)	CL1	0.839	0.727	0.914
	CL2	0.849		
	CL3	0.819		
	CL4	0.902		

Source: Compilations based on Field Data Collection by authors

Abbreviations: AVE: Average Variance Extracted; CR: Composite Reliability; DTE: Down-to-Earth; STA: Stable; RES: Responsible; ACT: Active; DYN: Dynamic; INV: Innovative; AGR: Aggressive; BLD: Bold; ORD: Ordinary; SIM: Simple; ROM: Romantic; SEN: Sentimental

determined depending on whether the impact size estimate (the R2) for a specific path in the model is sufficiently large. The research model’s hypothesised relationships were analysed for their magnitude and robustness. The structural model analysis results and the path coefficients, path significances and variances

have been clarified for each dependent variable presented in the Figure 2.

The path coefficients of the hypothesised study model are illustrated in the path validity diagram, illustrated in the Figure 2. The data entered into the model endorsed all of the three hypotheses. The model

Table 5: Discriminant Validity

Construct	Inter-construct correlations			
	BPI	CPI	ACE	CL
BPI	0.821			
CPI	0.312	0.877		
ACE	0.207	0.379	0.932	
CL	0.385	0.489	0.421	0.945

Source: Compilations based on Field Data Collection by authors
 Abbreviations: ACE: Active Customer Engagement; BPI: Brand Personality Items; CL: Customer Loyalty; CPI: Customer Purchase Intention.

Table 6: Model Fit Indices for the Goodness-of-Fit Measures

Goodness of Fit measure	Recommended value	Actual value of measures	Result of model fit
CMIN/DF	≤3.00	1.783	Good
GFI	≥0.90	0.933	Good
AGFI	≥0.90	0.952	Good
NFI	≥0.90	0.984	Good
CFI	≥0.90	0.938	Good
RMSEA	≤0.05	0.034	Good

Source: Compilations based on Field Data Collection by authors
 Abbreviations: CMIN: Chi-square value; GFI: Goodness of Fit Index; AGFI: Adjusted Goodness of Fit Index; NFI: Normed Fit Index; CFI: Comparative Fit Index; RMSEA: Root Mean Square Error of Approximation

evaluated three higher-order constructs, and the findings showed that brand personality, as a second-order research construct, had a substantial effect on customer purchasing intentions ($\beta=0.79$; $P<0.05$), thereby supporting hypothesis H1. Brand personality was also found to be significant in positively influencing active customer engagement ($\beta=0.71$; $P<0.05$), supporting hypothesis H2 and finally, customer loyalty was also found to be influenced significantly ($\beta=0.66$; $P<0.05$), thereby supporting hypothesis H3. The Table 7 provides a description of the hypothesis, by checking findings derived from the path analysis.

The Table 7 indicates that the path structures depicted as part of the SEM technique have confirmed all of the hypotheses. All systemic relationships between exogenous and endogenous variables have been identified and confirmed. It can be concluded that the dimensions of brand personality have a significant impact on consumer purchase intentions, active customer engagement and customer loyalty concerning green brands.

6. DISCUSSION ON FINDINGS

The present study aimed to look at how consumers perceive green brand personality and how it affects

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Figure 2: Path Analysis Results (Hypothesized Model)

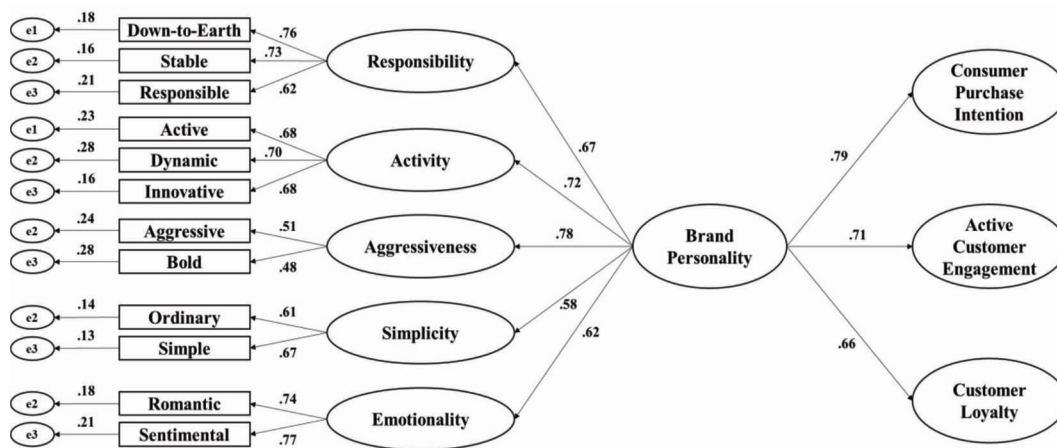


Table 7: Validation of Path Analysis Results

Hypotheses	Path	Coefficient	Direction	Results
H1	B.P. → CPI	0.193	Positive	Supported
H2	B.P. → ACE	0.402	Positive	Supported
H3	B.P. → CL	0.638	Positive	Supported

Source: Compilations based on Field Data Collection by authors

Abbreviations: BP: Brand Personality; CPI: Consumer Purchase Intention; ACE: Active Customer Engagement; CL: Customer Loyalty

purchasing decisions, active customer engagement and customer loyalty. The personality of green brands was determined using the new brand personality scale advanced by Geuens *et al.* (2009). These personality items were fitted on to a higher-order construct called Brand Personality. The hypothesized model has been supported by the results obtained in the study. According to the results, hypothesis 1 has been accepted, suggesting that consumer perceptions of the personality of green brands have a significant impact on their purchase intentions. It must be noted that brand personality is a key component of brand identity, nurturing valued brand equity (*Su and Tong, 2015*).

Consumers prefer to make buying choices based on their impressions of products rather than the underlying characteristics of the green product or service itself, and hence, brand personality has evolved as one of the most important facets of marketing of late (*Maehle et al., 2011a*). With time, businesses create dominant connotations in their customers’ minds, allowing them to recall facts stored in their minds and make sound buying decisions. In this backdrop, the purpose of purchasing happens to be highly significant since it is often formed by the creation of distinct and desirable connections in the consumer’s mind that provide a clear incentive to purchase the green product or service. Among the highest standardized regression weights were the personality traits, *viz.* “down-to-earth”, “stable” and “sentimental”. Although all the items had positive associations, respondents connected more with these

personality traits regarding their developing purchase intentions. Green products and services purchased by the respondents are perceived to be commonly synonymous with realistic connotations and results. The fact that they are not viewed in the light of non-concrete environmental conservatism philosophies is typically regarded favourably by respondents. Green brands are less likely to crumble or acquiesce, implying that they are more stable as a base in terms of how the respondents perceive them. They generally tend to last more and are concretely recognized by consumers. Green consumers tend to have greater levels of trust in such stable brands. The other personality trait with a high score is sentimental and encompasses feelings such as love and compassion. Respondents of the study use green products, especially since they are known to exhaust reduced raw materials levels while consuming lesser energy. This thwarts the release of toxic matter into the environment, involving the sentiment, where consumers help protect the environment, while preserving rare resources for the future generations.

Further, the findings support the hypothesised association between brand personality and strong consumer interaction from a theoretical standpoint. It is held as a major elucidation of how customers become interested and loyal to particular green brands. Thus, it validates to hypothesis 2. These days, several green brand suppliers exist, and rivalry in a historical niche market appears to be skyrocketing. Consequently, green brand marketers must establish high-quality expectations and have parallel tiers of utilitarian paybacks. At this juncture, brand personality

management plays a critical role in shaping customer experience levels and differentiate each brand while attracting a whole new set of customers to green brands (Vlachos and Vrechopoulos, 2012). Respondents have been observed to opt for such green brands that possess unique personalities, especially since they can connect with the said brand and utilize it to convey their personalities (Ekhlassi et al., 2012). The current study results strongly support the efficacy of the brand personality scale in evaluating the levels of engagement concerning the consumption of green brands, suggesting the greater application of both qualitative and quantitative research on the domain. Active customer engagement is an uninterrupted psychological procedure that consumers traverse to develop favourable trust and commitment towards the said green brands. It is known to validate the modules by which dedication might be spurred and preserved for both novel and existing customer segments. It must be noted that the construct of customer engagement happens to be multidimensional and encompasses the assertions of passionate green consumers to such a definite setting.

As a final point, the current research confirms that the dimensions of green brand personality have a substantial impact on target customers' levels of loyalty, confirming hypothesis 3's validity. In reality, by incorporating brand personality into the contact of green brands, brand loyalty levels can be increased. Since green brands have distinct personalities, customers perceive them as real individuals with life embedded in them. They expect their personality characteristics to be reflected in their gestures, dispositions, emotions and overall behaviour regarding certain green labels. According to the present study, respondents have a positive inclination towards green products that have a distinct brand personality and have higher levels of comprehension. Accordingly, users are more likely to buy green goods and services in line with their preferences.

In the current study, it has been observed that brand personality plays a key role in shaping customer retention and has an intense influence on a green business enterprise's holistic performance. For such green brands to be successful, marketers must shape a definite brand personality. The personality of a green brand, when associated with consumers, and are in turn, recognized positively by them, a unique form of relationship is developed with the concerned brand that significantly influences the levels of brand loyalty. It is true that in the absence of customer loyalty, any green business will soon disintegrate and lose to competitive pressures from traditional and non-renewable, non-green brands. Respondents in the study opined that businesses that sell green products work hard to build good, long-term relationships with them. According to the findings, green brand personality as a construct has been observed to impact the loyalty levels possessed by such consumer groups significantly.

7. MANAGERIAL IMPLICATIONS

The current study's findings proffer relevant suggestions for brand managers dealing in green products and services. The study also furnishes pragmatic research insights for implementing efficacious green business systems. Accordingly, green brands and consumers' green buying behaviour remain vital research avenues for researchers and practitioners alike. Notably, the current examination builds up that green brand personality assumes a critical part in forming buyers' purchase expectations to obtain green product offerings. It also guarantees loftier and more dynamic customer commitment levels, implying a more passionate relationship between a given customer and a particular green brand. It has been proven that profoundly connected consumers of green brands buy, convey and display higher brand loyalty degrees.

Brand managers, marketing practitioners and advertising professionals involved in green products'

business should be cautious in building a top-notch customer experience in their engagement policies and strategies. The present study likewise advocates that green brands should establish themselves as stewards to advance a green business milieu among their target customers and successfully clarify the perimeters of environmental quality related to green brands to guarantee more loyalty. Further, branding practitioners should hope to transcend simple consumer loyalty as an estimation system based on all-encompassing advertising techniques that build trust in the brand among the ideal pool of customers preferring loyalty programmes.

The present investigation also furnishes significant ramifications to marketing experts in comprehending how clients shall generate continual signals towards green brands given their rivals and assume a vital role in building purchase expectations among target customer groups. The findings of consumer purchase intentions towards green brands are fundamental, as they can be utilized to perceive those brand personality dimensions and traits that provide more impetus to approving customer decisions. Be that as it may, just like the case with any research undertaking, the current examination suffers from a few limitations. The sample selection, given India’s population, poses an apparent issue in its appropriateness to arrive at concrete and significant determination about the impact of green brand personality on the other variables. Future research studies should contrast the personality traits and explore a cross-cultural perspective and apply it among distinct brands. It very well might be conceivable that the investigation would offer disparate outcomes when applied to other green product classifications.

Besides, the personality dimensions of existing green clients can be employed as a characterizing variable that can be corresponded with the personality of the green brand. Thus, it can investigate how such personality

dimensions and other attributes clarify brand loyalty and different marking variables. The key is to guarantee the ideal situating of a green brand to such an extent that it presents a high environmental impact and satisfies the target shoppers’ ecological anticipations, which generates a robust assurance that the green brand might be confided in for its adherence to ecological customs.

8. CONCLUSIVE REMARKS

A thorough insight into green brands generates a favourable perspective to showcasing the target buyers’ mindfulness towards the environment. It further invigorates empathy and apprehension for environmental safeguarding while concentrating on how ecological deterioration can be defended. The present study uncovered that customers create mindfulness and develop tendencies to procure green brands for the most part from their neighbours, companions and contemporaries. Word-of-mouth and referrals thus assume a major part in effectively positioning such green brands. In general, green brands will have a rational and down-to-earth personality, combined with prevailing stable and sentimental traits. Collectively, this infers that such brands have a high affirmation factor related to them. Such confirmation suggests that green brands proffer a type of sustenance and emotional support to the target buyers, subsequently empowering them to support a sensible way of life as well as assist them with building up a feeling of stewardship for their nearby environment, which safeguards them in the event of any exigency. These personality attributes seek to ensure that essential measures are being embraced to guarantee buyers’ physiological necessities while being adequately useful to cultivate a supportive ecological attitude. Regarding the current research investigation, green brands have likewise been observed to be capable in that the respondents of the study had built up immense

dependence, conviction and perseverance in a given green brand's personality. Although all buyers are similarly responsible for caring for the climate and maintaining its undermined resources, powerful and mega-corporations should carefully submit to the ecological standards.

The present research reveals several functional ramifications for the producers and customers of green brands, and it sets that the purchase behaviour towards green brands shall remain a significant territory of the scholarly investigation in the future. Green brands should accentuate their enormous role in fostering a green business milieu, particularly to their target customer groups. To accomplish this, advertisers of green brands ought to develop potent and robust green personalities to strengthen the green brand awareness and insight of present and forthcoming customers, thereby recognizing the restitution of buying green brands instead of conventional alternatives.

In this specific situation, marketing practitioners of green brands should attempt to propose particular green products with pragmatic values that assist them in contending with archetypal product offerings. Simultaneously, purchaser awareness of the health-centric advantages of green brands and assiduousness towards environmental concerns is additionally served. Further, at whatever point, there is a sync between sufficient purchaser knowledge about the advantages of consuming green products and their productivity levels, it brings about a marked ascent in the degree of awareness, responsiveness, demand and holistic conduct for target purchasers, assisting them in their quest to adjust to a greener way of life. When they have more ordered information concerning green products, for example, their logistics and distribution arrangements, packaging and promotional components, buyers generally shall create ideal purchase goals in their psyches. The research cautiously draws out the importance of green brand positioning that

assumes a critical part in moulding consumers' intentions to buy green products. Building a strong and one-of-a-kind green brand personality is especially critical in this unique circumstance, as it empowers managers of such brands to create more consistent brand communications, which expands income streams for the said organization. It should be noted that while marketing experts have a reasonable frame of reference identifying with what their green brands' characters ought to be, in all actuality, the personality is formed by the perceptual insights formed in the minds of target customers. When the green brand's personality is deemed trustworthy in accordance with shoppers' discernments, purchase priorities are hence formed. Active customer engagement is needed in this backdrop to encourage this turn of events, which is cultivated when the makers of green brands unswervingly position, advance and promote their green products by employing regular and contemporary media vehicles like digital channels. The advantage is that it would significantly enhance the positioning of green brands and generate favourable dispositions and mindfulness levels among target customers.

Generally, it might very well be noted that green marketing and branding has gained incidence among marketers, who are constantly attempting to sustain a harmonious relationship between profit earnings and environmental stewardship while being presented to consistent pressing factors from different external stakeholder groups such as customers, non-governmental organizations, and other administrative and civic authorities. A model arrangement requires manufacturers of green brands, governmental and other non-governmental agencies to advance green consumerism and emphasize more favourable pro-ecological convictions and apprehensions in their commercials to increase innovative and upgraded eco-friendly public consciousness products, which also underlines their advantages to the environment at large.

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