

# Impact Of Environmental Branding On Attitude And Purchase Intention Of Consumers Towards Environmental Friendly Apparel Products In Nagpur City

Aniket Kishor Tembhurne<sup>1</sup>,  
Dr. Avinash M. Sahurkar<sup>2</sup>

<sup>1</sup>Research Scholar,  
Dept. of Business Management  
RTM , Nagpur University

<sup>2</sup>Research Supervisor,  
Dept. of Business Management  
RTM , Nagpur University

## Abstract

The use of branding methods as a foundation for advertising is on the rise. The Indian market is feeling the effects of sustainability. The sudden expansion of awareness is a major contributor to this growth. This research aims to examine the impact of Branding tactics on customers' perceptions of the legitimacy, social influence, and efficacy of the influencers who encourage them to purchase environmentally friendly clothing. A questionnaire was used to collect data from 163 residents of Nagpur and the surrounding region in Maharashtra. In order to analyse the data, we used SPSS 23. Data shows that a positive outlook, credible influencers, social impact, and a sense of consumer efficacy all contribute to the desire to buy. This study highlights the Branding factors that influence customer desire to buy eco-friendly clothing.

Keywords – Branding Strategies,, Consumer Attitude, Purchase Intention.

## Introduction

When it comes to eco-friendly clothing, branding techniques are very important in shaping how consumers feel and what they're willing to spend. These days, shoppers are more likely than ever to consider issues of longevity and carbon footprint while making purchases. The following

marketing approaches may be used to successfully target this sector of the market: Truly Sustainable Practises Explicitly state your company's dedication to eco-friendliness and social responsibility. If your product is certified as using organic components, fair trade practises, or recycled content, be sure to mention that.

Produce material with a focus on educating shoppers on how the fashion business affects the natural world. The advantages of eco-friendly clothing and why they matter may be communicated to customers using blog articles, films, or infographics. Create an engaging brand narrative that speaks to environmentally concerned customers via the power of storytelling. Tell the story of your brand's origins, from its stated purpose and core values to the individuals who helped bring it to life. Create an impact on your audience by sharing a tale. Pay close attention to ethical sourcing and manufacturing practises. Highlight your collaborations with vendors that use sustainable and ethical business methods. Increasing confidence via openness regarding the supply chain is possible.

Product transparency is being up-front about your product's ingredients, manufacturing process, and approvals. Make it clear how your clothing helps the environment, whether it's via decreased water use or carbon emissions. Sell your eco-friendly clothing as high-quality items that will endure a long time. Emphasise the way this aids both customers and the environment by decreasing the frequency of required replacements. Join forces with complementary businesses and groups to spread your message farther. Through collaboration, you may increase your impact and demonstrate your dedication to sustainability to a larger audience.

Put your environmental efforts where your mouth is and start using sustainable packaging. Promote recycling and reusing of packaging and use eco-friendly materials wherever possible. Social media and email marketing are great ways to interact with consumers. Inspire your consumers to tell their own tales by sharing user-generated content of them wearing your eco-friendly clothing. Provide Rewards & Reward Programmes: Customers should be rewarded for their loyalty with special offers and early access to new product lines. Promote customer loyalty and

continued purchasing.

Build a following for your company by hosting sustainability-themed meetups, webinars, or seminars. Inspiring loyalty and a feeling of community among your clientele. You should keep track of how your company's activities affect the environment and share that data with stakeholders on a regular basis. Show your audience how their support is making a difference by keeping them updated on your progress. Input and Continuous Improvement Solicit and implement client input to enhance product quality and environmental friendliness. Demonstrate that you are willing to learn and grow in order to affect change. To attract environmentally aware customers that value making sustainable clothing purchases, try using the aforementioned brand strategy measures. Always keep in mind that trust and long-term connections with this audience are built on consistency, sincerity, and openness.

#### **Statement of Problem**

Marketers are increasingly turning to social media influencers to promote their goods and services, as customers place more stock in their feedback and comments. Despite the extensive research on Branding tactics, the vast majority of it has concentrated on the impact various endorser characteristics have on customers' purchasing choices through conventional media. Fewer research has focused on consumers' intentions to buy environmentally friendly clothing. Therefore, the purpose of this study is to examine whether and how sustainable apparel is preferred by consumers as a result of different Branding techniques. Consequently, the primary objective of this research is to analyse how different Branding techniques affect customers' intentions to purchase environmentally friendly clothing.

#### **Need for the Study**

Consumers' expectations are skyrocketing due to the proliferation of information sources such as the internet. Since customers are more inclined to believe and seek the advice and recommendations of social media influencers before making a purchase, brands are increasingly tapping into the power of these individuals. Companies' interest in digital influencers has grown in recent years, making it all

the more important to deepen our familiarity with Branding techniques for environmentally friendly garments. The study of branding techniques for eco-friendly clothing is in its infancy and needs further work.

### **Literature Review**

Planned behaviour and the Theory of Rational Action TPB has been employed by several disciplines to better understand human conduct, which is famously complicated and puzzling. (Emekci,2018). Several studies (Dean, 2016; Paul et al., 2016;Mostafa, 2007; Davies et al., 2002; Tonglet et al., 2004; Chan, 2001) used TPB to explain consumers' green purchasing habits. Theory of Planned Behaviour (TPB) ((Fishbein and Ajzen, 1975)) builds on TRA. Classical TRA holds that a person's attitudes, subjective norms, and intentions are favourably changed by TRA, and that these three factors are the greatest predictors of conduct.

### **Attitude**

Armstrong and Kotler (1996) Brand position may be defined as "the positive or horrible assessment of a brand or item based on appearance," Marketers and advertisers depend extensively on customer sentiment analysis to anticipate consumer behaviour. Sustainable attitudes have a good explanatory power for consumer behaviour (Schlegelmilch et al., 1996). The influence of attitude on the inclination to purchase clothing is not well-documented. Trivedi, R., & Sama, A. (2019).

### **Branding strategies**

Credibility has been described as "a perceiver's appraisal of the communicator's credibility" (O'Keefe, 1990). Customers' opinions and spending habits are significantly affected by the authority of those who influence them. Expertise, trustworthiness, and good looks are all components of credibility, according to the literature (McCracken, 1989; Ohanian, 1990; Lee & Kim, 2020). Consumers place more weight on the credibility of influencers than they do on the credibility of celebrity endorsers when making decisions about whether or not to make a purchase (Spry et al., 2011).

### **Social Influences**

Influence is "the process by which individuals modify their attitudes and behaviours to conform to those of the

dominant social group or a politically or economically oppressed subset of that group". Several studies have shown that the views of friends and family have a significant effect on customers' choices to make a purchase. Several studies have shown this to be the case (Dean et al., 2012; Ha and Janda, 2012). In highly collectivist societies, such as India, the opinions and actions of one's peers have a significant effect on one's own purchase decisions (Dewanto & Belgiawan, 2020). Marketers are using social media influencers to have an effect on customers since they are vulnerable to social influence from friends and peers about clothing companies and purchasing decisions (Chew & Leng, 2016).

Effectiveness as Perceived by the Consumer "A domain-specific concept of how a person's efforts at solving a problem can make a difference." In 2015, González et al. Consumers who are more successful in protecting the environment tend to care more about the environment than those who are less effective (Kinnear et al., 1974). It was discovered that PCE influences consumer behaviour in favour of more socially acceptable purchasing strategies. Roberts'(1996) research found that PCE is an important indicator of eco-friendly purchasing decisions.

#### **Objectives of the study**

- In order to measure the effect on consumers' desire to buy environmentally friendly clothing.
- The purpose of this study is to evaluate the effect of branding methods on consumers' propensity to buy environmentally friendly clothing.
- The goal of this study is to analyse the effect on consumers' desire to buy environmentally friendly clothing.
- Examining the effect on consumers' propensity to buy eco-friendly clothing.

#### **Research Methodology**

Researchers used a five-point Likert scale for this investigation, with responses ranging from "strongly disagree" to "strongly agree." Emekci(2018) provided the scale used to evaluate attitude, Zheng & Chi(2014) provided the scale used to test influencer credibility and perceived consumer effectiveness, and Sun & Wang (2019) provided the scale used to measure social influence and purchase

intent. An online and paper survey was administered to residents of the Nagpur district in Maharashtra. Respondents had to be active on several social media channels, and customers had to be following at least two social media influencers, for inclusion. The study was descriptive in nature and used a convenience sample for data collection. While we did get 200 responses, only 163 were judged usable for this study.

### Data Analysis

The suggested research paradigm was also validated using supporting evidence analysis. The covariance network was analysed using SPSS 23 to provide support for the five-factor hypothesis behind the scaling model. Attitude, Influencer Credibility, Social Influences, Perceived Consumer Effectiveness, and Intent to Buy are all Components of the Study. CMIN/df = 3.214, CFI = 0.879, NFI = 0.896, GFI = 0.854, RMSEA = 0.064, and RMR = 0.035 all indicate that the hypothesised model is a good match. The latent construct was heavily weighted with all components. Also included are analyses showing that the ideas are both convergent and discriminant.

Examining the demographic profile required the use of descriptive statistics. There were 46.3% more men than women (57.3% to 43.6%). Only 1.6% of respondents were 18 or younger; 52.6% were 19–24; 29.2% were 25–30; and 17.2% were 30 and older. There were 4.0% of college graduates, 0.6% of doctors, 37.1% of master's holders, 42.6% of post-master's holders, and 16.1% of bachelor's degree holders. Among those polled, 99.4% reported using social media daily, 0.2% using it weekly, and 0.2% using it monthly.

### Model fit

GFI, AGFI, CMIN/df, RMSEA, and RMR were used to evaluate model fit across the measurement model's four components. All fit indices are within the acceptable range as defined by Hair et al.(2010). The optimality of the structural model was evaluated by means of a moment-squares analysis with maximum likelihood.

Fitness Index	Accepted Value	Measurement Model	Structural Model
CMIN / DF	<3 good, <5 permissible	3.214	3.141
RMR	< 0.4	0.035	0.081

RMSEA	< 0.07	0.064	0.087
CFI	> 0.8	0.879	0.864
NFI	> 0.8	0.896	0.894
TLI	> 0.8	0.968	0.876
GFI	> 0.7	0.854	0.897

### Discussion

Drawing on insights from the Theory of Reasoned Action and the Theory of Planned Behaviour, this study examined the impact of Branding techniques on customers' uptake of eco-friendly clothes. A consumer's propensity to make a purchase may be influenced much more by how optimistic they are. This is consistent with previous research that also identified attitudes as an important variable. Consumers are more motivated to buy or not buy depending on their attitudes. Therefore, one's perspective is crucial. Sustainable clothing buying intent is positively influenced by an influencer's trustworthiness. One possible explanation is that in the post-fame age, millennials are more likely to connect to and believe recommendations made by influencers than those made by celebrities. The effects of social pressure have been shown to be beneficial. This might be because of the importance that individuals place on social approval. Perceived consumer efficacy also has a positive effect.

### Conclusion

Most businesses nowadays depend on Branding tactics, a field that is always adapting to meet the challenge of proactively changing consumers' attitudes towards brands. In this age of the millennial consumer, sustainable clothing is rising in popularity since it is more environmentally friendly. The study's overarching goal is to provide light on the ways in which Branding techniques influence consumers' choices to buy environmentally friendly clothing. The current review contributes to the growth of the hypothesis of arranged conduct and the hypothesis of contemplated activity, both of which have been shown to play a significant role in influencing buy expectation on economic dress, by developing a theoretical framework and putting it through empirical testing with a representative sample. The findings of this research may be used by researchers and experts in their fields. By delving into the factors that influence consumers' propensity to purchase in a country as socially and ethnically diverse as India, this

study contributes to the growing literature on force to be reckoned with marketing. The findings of this study provide useful information for educating customers and laying the groundwork for efficient communication that motivates them to adopt more eco-friendly habits. The findings of this investigation have a wide range of policy implications. By learning what factors affect the purchase intention of the followers of social media influencers, businesses can decide whether investing in a force to be reckoned would lead to increased sales and brand exposure.

### References

- Abraham, J. S. E., Floreto, S. J. L., Pagkalinawan, M. I. B., & Etrata, A. E. (2022). Consumer perception on influencer marketing efforts of brands in the beauty and cosmetics industry. *International Journal of Social and Management Studies*, 3(2), pp.105- 118.
- Adam, M. A., & Ali, S. M. (2022). Influence of social media marketing communications on young consumers' attitudes and Purchase Intention. *GMJACS*, 12(1), pp.16-16.
- Ajzen, I. (1991), "The theory of planned behavior", *Organizational Behavior and Human Decision Processes*, 50 (2), pp. 179-211.
- Akehurst, G., Afonso, C. and Goncalves, H.M. (2012), "Reexamining green purchase behaviour and the green consumer profile: new evidences", *Management Decision*, 50 (5), 972-988.
- Burhanuddin, Y., Khamisah, N., & Kertasari, S. F. (2022). Utilization of E- Commerce and Digital Marketing to Increase Value-added Products for MSMEs and Home Businesses in Kerinjing Village. *Sricommerce: Journal of Sriwijaya Community Services*, 3(1), pp. 57-64.
- Campbell, C., & Farrell, J. (2020). More than meets the eye: The functional components underlying influencer marketing.
- Chakraborty, U., & Bhat, S. (2018). The Effects of Credible Online Reviews on Brand Equity Dimensions and Its Consequence on Consumer Behavior. *Journal of Promotion Management*, 24(1), pp. 57–82
- Chan, K. (2001), "Determinants of Chinese consumers' green purchase behavior", *Psychology and Marketing*, 18(4), pp. 389-413.
- Chew, S. S., & Leng, H. K. (2016). The role of social influence in purchasing sports apparel. *Athens Journal of Sports*, 3(4), pp.276-284.
- Chin, P. N., Isa, S. M., & Alodin, Y. (2020). The impact of endorser and brand credibility on consumers' purchase intention: the mediating effect of attitude towards brand and brand credibility. *Journal of Marketing Communications*,



- 26(8), pp. 896–817.
- Ciasullo, M. V., Maione, G., Torre, C., & Troisi, O. (2017). What about sustainability? An empirical analysis of consumers' purchasing behavior in fashion context. *Sustainability*, 9(9), pp.1617.
  - Costanzo, P. J., & Goodnight, J. E. (2005). Celebrity endorsements: Matching celebrity and endorsed brand in magazine advertisements. *Journal of Promotion Management*, 11(4), 49–62.
  - Davies, J., Foxall, G.R. and Pallister, J. (2002), "Beyond the intention – behavior mythology:an integrated model of recycling", *Journal of Marketing Theory*, 2( 1), pp. 29-113.
  - Dean, M., Raats, M.M. and Shepherd, R. (2012), "The role of self-identity, pastbehaviour and their interaction in predicting intention to purchase fresh and processed organic food", *Journal of Applied Social Psychology*, 42( 3), pp. 669-688.
  - Dewanto, K. N., & Belgiawan, P. F. (2020). The influence of social norms and attitude in sustainable fashion product purchase behaviour. *Am. Int. J. Bus. Manag*, 3, 64-75.
  - DiGrande, S., Knox, D., Manfred, K., & Rose, J. (2013). Unlocking the digital- marketing potential of small businesses. *BCG Perspectives*.
  - Djafarova, E., & Rushworth, C. (2017). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior*, 68, 1–7.
  - Emekci, S. (2019). Green consumption behaviours of consumers within the scope of TPB. *Journal of Consumer Marketing*,36(3), pp. 410-417.
  - Evans, N. J., and H. Bang. (2019). Extending expectancy violations theory to multiplayer online games: The structure and effects of expectations on attitude toward the advertising. Attitude toward the brand, and purchase intent. *Journal of Promotion Management*, 25(4), 589–608.
  - Fornell, C. and Larcker, D.F. (1981). 'Evaluating structural equation models with unobservable variables and measurement error', *Journal of Marketing Research*, 18,(1), pp.39–50.
  - Goli, M., & Khan, M. (2022). Behavioural intention to use social networking mobile apps: the case of TikTok. *International Journal of Business Innovation and Research*, 29(1), pp.16-31.
  - Gomes, M. A., Marques, S., & Dias, Á. (2022). The impact of digital influencers' characteristics on purchase intention of fashion products. *Journal of Global Fashion Marketing*, 1-18.
  - Grand View Research. (2020). Fashion influencer marketing market size, share & trends analysis report by influencer type (megainfluencers, macroinfluencers, nanoinfluencers), by

fashion type, by region, and segment forecasts, 2020-2027.