

Green Branding in the Digital Age: Assessing the Effectiveness of Social Media Campaigns in Promoting Eco-Friendly Products

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Abstract:- In the modern digital landscape, green branding has become increasingly widespread, mostly concerning the promotion of eco-friendly products like electric vehicles (EVs). This research paper endeavors to assess the effectiveness of social media campaigns as a tool for advancing green branding objectives in the context of EV promotion. Using qualitative and quantitative data the study examines the impact of social media campaigns on consumer perceptions and behaviors towards EVs. Through an analysis of diverse social media platforms and the content and engagement metrics of EV-related campaigns, this research aims to recognize the most effective strategies for engaging environmentally conscious consumers in the digital era. The study investigates various factors such to reveal their influence on consumer attitudes and purchase intentions towards EVs. By enlightening the dynamics between green branding and social media within the EV industry, this research provides valuable insights for businesses seeking to leverage digital platforms to promote sustainable transportation options and enhance their brand image in an increasingly environmentally conscious marketplace.

Keywords:- Green Branding, Social Media Campaigns, Electric Vehicles (EVs), Consumer Perceptions, Sustainable Marketing.

I. INTRODUCTION

In the modern digital backdrop, the convergence of ecological awareness and brand marketing is mainly marked, with electric vehicles rising as symbolic eco-friendly products. As society tackles with growing concerns over climate change, there is an increasing consumer preference for sustainable alternatives, pushing companies to adopt green branding strategies. Central to this paradigm change is the role of social media, offering unparalleled reach and engagement with various audiences. This paper explores the domain of "Green Branding in the Digital Age," with a special reference to electric vehicles, aiming to examine the effectiveness of social media campaigns in promoting these eco-friendly products. By significantly assessing the strategies, content, and engagement metrics of such campaigns, this research study seeks to shed light on the effectiveness of digital platforms in influencing consumer

behavior and perceptions toward sustainable eco-friendly products. Beyond its commercial proposition, this research holds broader importance in moving forward our understanding of the connection between technology, environmental awareness, and sustainable consumption patterns. Eventually, by analyze the dynamics of green branding within the context of electric vehicles; this study aims to offer actionable insights for marketers and brand managers navigating the evolving landscape of eco-conscious consumerism.

II. CONCEPTION

➤ Green Branding

In the context of sustainability, green branding refers to the strategic positioning of products and companies as environmentally aware entities, emphasize eco-friendly practices, materials, and values to appeal to consumers increasingly concerned about environmental issues.

➤ Digital Age

The digital age correspond to the era characterized by the widespread adoption of digital technologies, particularly the internet and social media platforms, which have transformed communication, marketing, and consumer behavior, offering exceptional opportunities for brands to engage with their audience.

➤ Social Media Campaigns

Social media campaigns involve strategic initiatives undertaken by companies to promote their products or brands through various social media channels, leveraging features such as targeted advertising, influencer partnerships, and user-generated content to reach and engage with their target audience effectively.

➤ Electric Vehicles (EVs)

Electric vehicles (EVs) are automobiles powered by electric motors and batteries, offering an alternative to traditional gasoline-powered vehicles, with the potential to reduce greenhouse gas emissions and dependence on fossil fuels, contributing to efforts to combat climate change and promote sustainable development solutions.

➤ *Consumer Perceptions*

Consumer perceptions refer to the subjective beliefs, attitudes, and opinions individuals hold towards products, brands, or companies, which influence their purchasing decisions and behavior, highlighting the importance of effective branding and marketing strategies in shaping positive perceptions of eco-friendly products and sustainable brands.

➤ *Sustainable Marketing*

Sustainable marketing entails the adoption of environmentally and socially responsible practices by companies in their marketing efforts, including product development, promotion, distribution, and pricing, aiming to minimize environmental impact, promote social equity, and meet the evolving preferences of eco-conscious consumers.

III. LITERATURE REVIEW

Wan Noranida Wan Modh Noor et al. (2023), In light of rising population demands, the study emphasizes how crucial green purchasing practices are to halting environmental destruction. It draws attention to how important social media is in influencing people's intentions to buy environmentally friendly products. The study combines social media elements with the Theory of Planned Behavior, suggesting that more study is necessary to address generational variations in social media usage and improve knowledge of the development of green product purchasing behavior. It highlights the growing trend of businesses adopting corporate social responsibility as well as the growing demand for green products from consumers. In order to promote a more sustainable world, the study recommends that future research look at other factors influencing green shopping and use social media to increase environmental awareness.

Si Xie and Ghulam Rasool Madni (2023), this study examines how social media shapes green consumption among Chinese youth, revealing its positive impact on purchase intentions. Surveying 303 participants, it identifies subjective norms and perceived green value as key mediators, highlighting their role in driving eco-friendly choices. The research underscores the need for policymakers to harness social media's potential in promoting green consumption among China's economic growth and environmental concerns. It also advocates for businesses to adopt green production practices and consumers to share their experiences, leveraging social media for advocacy. These findings contribute significantly to understanding social media's role in fostering sustainable consumption behaviors.

Armin Razmjoo et al. (2022), government programs and private investment have contributed to the global expansion in the adoption of electric vehicles (EVs). Their analysis examines a number of EV market expansion factors in Europe, with an emphasis on potential, costs, regulations, and technology. Policymakers, producers, and communities benefit from insights despite obstacles like as the COVID-19 epidemic. Future studies may examine the efficacy of policies and developments in battery technology.

Dr M. Venkateswara Rao (2022), the study examines the impact of social media marketing on green consumption behavior, identifying six key motivational variables influencing Indian consumers' attitudes towards eco-friendly products and their willingness to pay a premium. Through a survey of 231 respondents, it confirms a significant impact of social media marketing on green consumption behavior, highlighting the role of environmental education and consumer interest in supporting companies producing green goods. The findings underscore the importance of leveraging social media to promote green products and encourage environmentally responsible consumption, benefiting both consumers and society. Ultimately, the study advocates for businesses to prioritize digital media strategies to appeal to the growing green consumer market, ensuring a healthier and more sustainable future.

Dr. Vijay Kumar Jain et al. (2020) The study highlights the insightful impact of globalization and social media on consumer behavior, particularly among millennials, highlight the essential role of social media in shaping green purchase intentions. Through structural equation modeling and a sample of 500 respondents, the study validates the significance of social media usage, interpersonal influence, and driving green consumption. The findings underscore the importance of leveraging social media as a platform for environmental awareness and promoting green consumption among Indian consumers. This research offers valuable insights for marketers to strategically utilize social media to foster sustainable consumption practices, ultimately contributing to resource conservation and environmental improvement.

Bentolhoda Abdollahbeigi and Farhang Salehi (2019), Social media has become integral to daily life globally, offering a powerful tool for building awareness and influencing consumer behavior, including purchasing intentions for green products. In Malaysia, where green consumption is emerging, the government aims to foster a culture of sustainability. This research explores the impact of social media on Malaysian consumers' purchasing intentions for green products, recognizing the platform's role in fostering awareness. As environmental consciousness grows, understanding consumer behavior in relation to green products becomes increasingly important, especially considering the investment required for their development. Leveraging social media's pervasive influence can effectively shape consumer attitudes and behaviors towards sustainability.

Pere Mercade Mele, Jesus Molina Gomez and Lluís Garay (2019), The study examines how green marketing influences consumer behavior in the hotel industry, focusing on the indirect effects on green word of mouth (GWOM) through green trust and attitudinal loyalty. Employing Structural Equation Modeling (SEM) with 238 hotel users, it confirms the positive impact of green marketing on these variables. Theoretical implications include validating the use of the Hierarchy of Effects Model and Associative Learning Principles in understanding this relationship. Managerially, the findings underscore the importance of clear

communication and sustainable actions in fostering trust and loyalty, ultimately driving positive consumer behavior and financial performance. Limitations include the study's focus on the Spanish hotel industry and recommendations for future research to explore other industries and countries, segmentations, and additional mediating variables.

Aindrila Biswas (2016), this study employs the Technology Acceptance Model to analyze how different levels of social media usage perceptions influence green consumption behavior. Results from binary logistic regression, MANOVA, and factor analysis suggest a positive impact of social media factors on consumers' green choices. The framework emphasizes user-generated content's role in promoting green consumption, contingent upon perceived ease-of-use, usefulness, and associated feelings. Despite operational barriers, enhancing user-friendliness can optimize consumer value, motivating more engagement. Companies should leverage social media for eco-friendly promotion, supplementing traditional marketing efforts. Collaborative efforts among stakeholders can further promote sustainable practices through social media platforms, capitalizing on their growing participatory nature. Ultimately, enhanced environmental awareness through social media can optimize green product consumption, aligning with consumers' environmental consciousness and social media usage perceptions.

IV. METHODOLOGY

In the study a sample of 75 respondents, consisting of electric vehicle (EV) users in Mysore city, was surveyed using a convenient sampling method. Data collection was conducted using a structured questionnaire to gather primary data on the effectiveness of social media campaigns in promoting eco-friendly products. The comprehensive analysis is performed using 5 point likert scale to identify significant relationship between social media campaigns and green branding towards sustainability. Through this analysis, the study aimed to provide insights into green branding strategies in the digital era and their impact on consumer behavior towards environmentally sustainable products among EV users in Mysore city.

➤ Research Purpose

- How do social media campaigns contribute to the advertising of electric vehicles as representative eco-friendly products within the modern-day digital age?
- To what extent do consumers' perceptions and behaviors towards sustainable eco-friendly preference towards electric vehicles; evolve as a result of green branding strategies employed through social media platforms?
- What are the key factors that determine the effectiveness of social media campaigns in influencing consumer attitudes and behaviors towards electric vehicles?

➤ Objectives

- To explore the impact of social media campaigns on consumer awareness of eco-friendly products.
- To investigate the relationship between social media engagement (such as likes, shares, and comments) and consumer attitudes towards sustainability.
- To evaluate the effectiveness of social media campaigns in promoting electric vehicles within the context of green branding.

V. ANALYSIS AND DISCUSSION OF RESULTS

The data in Table 1 Profile of Respondents provides insights into the demographics and decision-making factors related to electric vehicle (EV) adoption. The majority of respondents are female (59%), with a significant proportion falling within the age range of 18-25 (43%). Regarding education, the highest percentage of respondents have postgraduate qualifications (39%), and in terms of income, the largest group earns between 41,000 and 60,000 (38%). Employment status shows that most respondents are employed (61%). Particularly, a considerable portion of respondents (46%) have been using EVs for 6 months to 1 year, with cost savings being the primary factor influencing their decision to switch (77%). This suggests that while EV adoption is influenced significantly by financial considerations, there's also a notable interest among younger, educated, and employed individuals, particularly females, indicating a potential market segment for sustainable transportation initiatives targeting cost-conscious consumers concerned about environmental impact.

Table 1 Profile of Respondents

Variables	Respondents	Percentage
Gender	Male	31 41%
	Female	44 59%
Age	18-25	32 43%
	26-35	11 15%
	36-45	16 21%
	46-55	11 14%
	Above 56	5 7%
	Education	School
PUC		17 23%
Graduate		23 30%
Post Graduate		29 39%

Income	Less than 20,000	7	9%
	21,000 – 20,000	16	21%
	41,000 – 60,000	28	38%
	61,000 – 80,000	13	17%
	More than 80,000	11	15%
Employment Status	Employed	45	61%
	Unemployed	9	12%
	Student	13	17%
	Retired	8	10%
Duration of Using EV's	Less than 6 months	11	15%
	6 to 1 year	35	46%
	1 to 3 years	23	31%
	More 3 years	6	8%
Influenced your decision to switch to an EV	Environment Concern	5	7%
	Cost Savings	58	77%
	Govt. Initiatives	6	8%
	Technology Advancements	6	8%

Table 2 Assessing the Effectiveness of Social Media Campaigns in Promoting Eco-Friendly Products

SL. NO.	Statement / Construct	SD	D	N	A	SA
Consumer awareness of Eco-friendly Products						
(To explore the impact of social media campaigns on consumer awareness of eco-friendly products.)						
1	How would you rate your level of awareness about eco-friendly products before engaging with social media campaigns?	9	14	28	20	4
		12%	19%	38%	26%	5%
2	To what extent do you believe social media campaigns have influenced your awareness of eco-friendly products?	2	5	28	34	6
		2%	7%	37%	46%	8%
3	How likely are you to consider purchasing eco-friendly products after being exposed to social media campaigns?	0	7	20	34	14
		0%	9%	27%	46%	18%
4	In your opinion, how effective are social media campaigns in educating consumers about the benefits of eco-friendly products?	0	5	16	40	14
		0%	6%	22%	53%	19%
5	To what degree do you think social media campaigns influence your overall perception of eco-friendly products?	2	5	40	17	11
		2%	6%	54%	23%	15%
Social Media Engagement and Consumer attitudes towards sustainability						
(To investigate the relationship between social media engagement (such as likes, shares, and comments) and consumer attitudes towards sustainability)						
6	How frequently do you engage with sustainability-related content on social media platforms (e.g., liking, sharing, commenting)?	5	6	17	30	17
		7%	8%	23%	39%	23%
7	To what extent do you believe your engagement with sustainability-related content on social media influences your attitudes towards sustainability?	6	7	22	35	5
		8%	9%	30%	47%	6%
8	How likely are you to trust information about sustainability shared on social media platforms?	0	29	21	14	11
		0%	39%	28%	18%	15%
9	In your opinion, how influential are social media interactions (likes, shares, comments) in shaping public discourse on sustainability?	0	6	29	35	5
		0%	8%	39%	46%	7%
10	To what degree do you think social media engagement contributes to raising awareness about sustainability issues among your peers and community?	0	6	17	30	22
		0%	8%	23%	39%	30%
Effectiveness of social media campaigns in promoting EV's						
(To evaluate the effectiveness of social media campaigns in promoting electric vehicles within the context of green branding.)						
11	How often do you encounter social media campaigns	0	17	17	30	11

	promoting electric vehicles (EVs) within the context of green branding?	0%	23%	23%	39%	15%
12	To what extent do you believe social media campaigns influence your perception of electric vehicles as environmentally friendly options?	0	11	12	46	6
		0%	15%	16%	61%	8%
13	How likely are you to consider purchasing an electric vehicle after being exposed to social media campaigns emphasizing green branding?	0	11	30	23	11
		0%	15%	39%	31%	15%
14	In your opinion, how effective are social media campaigns in communicating the environmental benefits of electric vehicles compared to traditional vehicles?	6	12	11	29	17
		8%	16%	15%	38%	23%
15	To what degree do you think social media campaigns contribute to enhancing the image of electric vehicles as sustainable transportation options?	1	3	6	49	16
		1%	4%	8%	64%	23%

(SD-Strongly Disagree, D-Disagree, N-Neutral, A-Agree, SA-Strongly Agree)

The data in Table 2 provide insights into Assessing the Effectiveness of Social Media Campaigns in Promoting Eco-Friendly Products.

Consumer awareness of Eco-friendly Products: The data provides insights into the impact of social media campaigns on consumer awareness, perceptions, and purchasing intentions regarding eco-friendly products. Before engagement with social media campaigns, most respondents reported moderate to high awareness levels, indicating baseline awareness among the surveyed population. However, after exposure to campaigns, a significant shift occurred, with 46% indicating substantial influence on their eco-friendly product awareness. Moreover, the campaigns not only increased awareness but also significantly boosted the likelihood of purchasing eco-friendly products (from 27% to 46%) and perceived effectiveness in educating consumers (from 22% to 53%). These findings underscore the transformative power of social media campaigns in promoting sustainability and environmental consciousness in today's consumer landscape.

Consumer attitudes towards sustainability: The data illustrates a strong relationship between social media engagement and consumer attitudes towards sustainability. With 39% of respondents frequently engaging with sustainability-related content on social media, there's a notable belief (47%) that such engagement positively influences attitudes towards sustainability. Moreover, 39% express trust in sustainability information shared on social media, indicating perceived credibility. Respondents also widely acknowledge social media's role in shaping public discourse on sustainability (46%) and raising awareness among peers (30%). These findings underscore social media's pivotal role as a catalyst for fostering positive attitudes, trust, and awareness regarding sustainability, highlighting its potential for driving societal change and environmental advocacy.

Effectiveness of social media campaigns in promoting EV's: The data shows the effectiveness of social media campaigns in promoting electric vehicles (EVs) within the realm of green branding. A notable portion of respondents (39%) encounters these campaigns frequently, indicating a

prevalent presence of EV promotion in green branding on social media platforms. Moreover, a significant majority (61%) believes that social media campaigns significantly influence their perception of EVs as environmentally friendly options, illustrating the persuasive power of these campaigns in shaping consumer attitudes. After exposure to campaigns emphasizing green branding, a considerable proportion (39%) expresses a heightened likelihood of considering purchasing an electric vehicle, highlighting the impact of messaging on consumer purchase intentions. Respondents overwhelmingly perceive social media campaigns as effective in communicating the environmental benefits of EVs (38%) and enhancing the image of EVs as sustainable transportation options (64%). These findings underscore the pivotal role of social media in promoting EV adoption and advancing sustainable transportation practices.

VI. CONCLUSIONS

The comprehensive analysis of the data reveals stimulating insights into various aspects of consumer behavior and attitudes towards sustainability, electric vehicle (EV) adoption, and the effectiveness of social media campaigns in promoting eco-friendly products and EVs. It is evident that there is a significant demographic interest in EV adoption, particularly among younger, educated, and employed individuals, with cost savings emerging as a primary motivator. Furthermore, the transformative impact of social media campaigns on enhancing consumer awareness, perceptions, and purchasing intentions regarding eco-friendly products and EVs underscores the influential role of digital platforms in shaping sustainability discourse and driving positive environmental behaviors. The findings highlight a promising market segment for sustainable transportation initiatives targeting cost-conscious consumers, while also emphasizing the crucial role of social media in fostering environmental consciousness and promoting EV adoption as a viable solution towards achieving sustainable transportation practices.

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