

Factors Affecting Green Brand Identification at Different Product Stages

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Abstract:

With the improvement of environmental awareness and the increasing attention paid to pollution issues, consumers are more inclined to choose to buy green products that are friendly to the environment. Therefore, this study aims to investigate whether green transparency in the production stage, environmental friendliness in the use stage, and product reusability in the post-use recycling stage affect green brand identity. This study collected a total of 334 valid questionnaires through an online questionnaire distribution platform, and used the WarpPLS 8.0 least squares method for data analysis. This study further explores how different product production stages affect consumers' identification with green brands through social identity theory, thereby enhancing green perceived value.

Keywords:

Green Marketing, Green transparency, Green brand perceived value, Green consumer brand identification, Reusable products, Environmental protection.