Sohel_Green marketing - S.M.Sohel Ahmed.pdf

by Sanaul Haque

IARCO RESEARCH PROPOSAL

Research Topic: The Impact of Green Marketing on Competitive Advantage and Brand Loyalty

Title: Eco-Driven Branding: How Green Marketing Achieves Competitive Advantage in an Ever-Changing Business World

Scholar Name
S. M. Sohel Ahmed
Scholar's Affiliation
Lecturer, Department of Marketing
Lalmatia Government Women's College
Category: Senior
Class/Grade/Year: Graduate
Country: Bangladesh
Major: Marketing
Date of Submission: September 26, 2025
Registered Email Address: smsohelahmed@gmail.com

Introduction: In recent decades, growing environmental awareness has encouraged firms and consumers to adopt practices that support green marketing. The concept of green marketing "emerged in the late 1980s and early 1990s", as part of a wider wave of concern about the environment [1]. At that time, it was only about product labels and claims. Thereafter, it grew into broader ideas such as sustainable marketing. Meanwhile, the problem of greenwashing also appeared. Nowadays, green marketing is not just a choice—it is a key way for businesses to compete. Currently, people have started developing a significant understanding of sustainable consumption. While many studies focus on consumer attitudes toward eco-friendly products in developed economies, little is known about how eco-branding works. This is a big gap because businesses in such markets often face resource constraints, higher risks of greenwashing, and limited consumer trust. This study seeks to examine how eco-branding strategies can gain competitive advantages.

The Resource-Based View (RBV) suggests that firms can obtain a competitive advantage through offering valuable resources [2]. In this context, authentic green marketing can be seen as a valuable assets that build consumer trust and brand reputation. Similarly, Dynamic capabilities enable business enterprises to create, deploy, and protect the intangible assets that support business performance [3]. By applying these theories, the study will explain how eco-branding can create a competitive advantage. It highlights the role of eco-driven branding in promoting responsible consumption and environmental protection. It adds to underexplored research on emerging economies, linking eco-branding with RBV and DC. Its long-term importance detecting environmental & social barriers.

While green marketing is widely discussed in developed economies, little is known about its role in emerging markets. Many firms face the dual challenge of proving authenticity and avoiding greenwashing [4]. By linking eco-branding to theories such as RBV & DC, this study will fill an important gap and offer insights that are relevant for industry, society, and academia.

This study aims to investigate how eco-branding and authentic green marketing practices create a competitive advantage. It seeks to understand the link between sustainability, consumer trust, and long-term brand value, with a focus on emerging markets where research remains limited to achieve this aim. The study will address the following research questions:

1. How does authentic eco-branding influence consumer trust and brand loyalty in emerging markets?
2. In what ways can eco-driven branding provide firms with a competitive advantage while avoiding the risks of greenwashing?
3. How do theoretical perspectives such as RBV and dynamic capabilities explain the role of eco-branding in shaping sustainable business strategies?

Literature Review: Nath and Siepong [5] showed that firms can develop GMC in two ways: through green market sensing and green market execution. How firms can adopt green marketing practices through GMC to respond to the sustainability agenda is unclear. Khan et al. [6] confirmed that green innovation could become a valuable firm resource for building competitive advantage. The study discussed four major thematic areas: green supply chain management, green product design, corporate environmental responsibilities, and social sustainability. Thematic areas are limited. Vangeli and Kulikova [7] demonstrated that authentic B2B green marketing improves trust and reduces risks of opportunism. Studies in emerging markets and multi-industry contexts remain limited. Santos et al. Lublin et al. [8] developed methods to quantify firm-level greenwashing and classify misleading practices. Indicators are not validated widely and require testing across industries and geographies. Chen et al. [9] reported that environmental, social, and governance (ESG) performance positively influences firm outcomes and resilience. Studies focus on financial outcomes, while the marketing pathway from ESG to brand trust and loyalty is underexplored. The interaction between corporate governance and consumer-side outcomes remains unclear. Research is needed on how institutional settings in emerging markets affect the credibility of eco-driven branding.

Research Gaps: Existing studies confirm that green marketing capability, green innovation, and ESG practices contribute to competitiveness and brand value [5]–[7], [9]. However, most evidence remains cross-sectional, limiting understanding of long-term outcomes [5]. The integration of the Resource-Based View and Dynamic Capabilities into empirical models remains partial [6]. Research on emerging markets and multi-industry settings is scarce [7]. Green-washing is widely recognized as a barrier to trust, yet measurement remains inconsistent and lacks validated tools across industries and countries [8]. The marketing pathway that links ESG practices to consumer trust, loyalty, and sustained competitive advantage is underexplored [9]. Furthermore, the interaction between governance mechanisms and consumer responses is not well explained.

Research Problem: Green marketing is increasingly used to build trust, brand value, and competitive advantage. Yet, many firms struggle to prove authenticity and avoid greenwashing, which reduces credibility and consumer confidence. Most existing studies focus on developed markets, rely on short-term data, and give little attention to emerging economies like Bangladesh. Limited research also connects green marketing with theories such as the Resource-Based View and Dynamic Capabilities. So, it is essential to know how eco-driven branding can provide advantages.

Problem Statement: Although green marketing is promoted as a way to achieve brand value and

competitive advantage, many firms face challenges in maintaining authenticity and avoiding greenwashing. Existing research is concentrated in developed markets and does not fully explain outcomes in emerging economies. Limited integration of theories such as the RBV & DC further restricts understanding of how eco-driven branding generates sustained competitiveness.

- **Hypothesis 1**
  - H_{01}: Authentic green marketing has no significant effect on consumer trust and brand loyalty in emerging markets.
  - H_{11}: Authentic green marketing has a significant positive effect on consumer trust and brand loyalty in emerging markets.
- **Hypothesis 2**
  - H_{02}: Eco-driven branding does not noticeably influence competitive advantage.
  - H_{12}: Eco-driven branding noticeably and positively influences competitive advantage.
- **Hypothesis 3**
  - H_{03}: Greenwashing does not crucially affect the relationship between green marketing and consumer trust.
  - H_{13}: Greenwashing crucially weakens the relationship between green marketing and consumer trust.
- **Hypothesis 4**
  - H_{04}: ESG practices do not outstandingly moderate the link between eco-driven branding and competitive advantage.
  - H_{14}: ESG practices outstandingly strengthen the link between eco-driven branding and competitive advantage.
- **Hypothesis 5**
  - H_{05}: Green marketing capability does not mediate the relationship between sustainability practices and competitive results.
  - H_{15}: Green marketing capability significantly mediates the relationship between sustainability practices and competitive benefits.

Proposed Model:

Sustainability Practices (ESG) ↓ → Green Marketing Capability (Mediator) → Authentic Green Marketing → Consumer Trust & Loyalty → Competitive Advantage ↑ Eco-Driven Branding → Competitive Advantage ↑ ESG Practices (Positive Moderator) ↑ Green-washing (Negative Moderator).

Research Methodology: Research Design: This study adopts a quantitative design and will use survey data with secondary sources to test relationships among sustainability practices, green marketing capability, eco-driven branding, authenticity, consumer trust, and competitive advantage. **Population and Sampling:** The study will target firms in emerging markets that apply green marketing. Respondents will be marketing and sustainability managers. Purposive sampling will be applied across industries. **Sampling Method:** The study will employ purposive, stratified sampling, collecting 250–300 responses in emerging markets. Strata will include industry, market type (40% B2B, 60% B2C), and region. Firms must have recent ESG disclosure and certification. The sampling frame will be built from registries, chambers, and stock exchanges. The sample size is justified by SEM (10–15 cases per parameter). Data will be collected using five-point Likert

scales. Variables include independent (green marketing, eco-branding, sustainability practices), dependent (competitive advantage), mediators (capability, trust, loyalty[13] moderators (greenwashing, ESG), and controls (firm size, age, industry, internationalization). **Data Analysis**: Data will be analyzed with Structural Equation Modeling (SEM) in AMOS. Reliability and validity will be tested using Cronbach's. Hypotheses will be assessed through direct, mediating, and moderating effects. **Ethical Considerations**: Participation will be voluntary, with confidentiality assured. **Project Practicalities:** The project will take 12 months. Jan–Feb: Literature Review → Mar: Framework Development → Apr: Questionnaire Design → May–Jul: Data Collection → Aug–Sep: Data Analysis → Oct–Nov: Writing Draft → Dec: Final Submission.

Significance of the Study: This study explains how authentic green marketing and eco-driven branding build consumer trust, loyalty, and long-term competitive advantage, and integrates theories such as the Resource-Based View and Dynamic Capabilities. The findings will benefit the industry by guiding sustainable strategies, society by promoting responsible consumption, and academia by filling gaps in authenticity, greenwashing, and ESG-driven competitiveness.

Contribution of the Research: This research contributes by clarifying how eco- branding, and authentic green marketing influence competitive advantage through trust and loyalty. It enlarges the RBV & DC in the context of emerging markets, offers empirical evidence on the effects of greenwashing and ESG practices, and offers practical guidance for firms to balance authenticity with performance.

References
[1] K. Peattie and A. Crane, "Green marketing: Legend, myth, farce or prophesy?," *Qual. Mark. Res. I. J.*, vol. 8, no. 4, pp. 357–370, 2005, Q2. DOI: 10.1108/13522750510619733.
[2] J. Barney, "Firm resources and sustained competitive advantage," *J. Manage.*, vol. 17, no. 1, pp. 99–120, 1991, Q1. DOI: 10.1177/014920639101700108.
[3] D. J. Teece, "Explicating dynamic capabilities: The nature and microfoundations of (sustainable) enterprise performance," *Strateg. Manage. J.*, vol. 28, no. 13, pp. 1319–1350, Dec. 2007, Q1. DOI: 10.1002/smj.640.
[4] S. Delmas and M. Burbano, "The drivers of greenwashing," *Calif. Manage. Rev.*, vol. 54, no. 1, pp. 64–87, Oct. 2011, Q1. DOI: 10.1525/cmr.2011.54.1.64.
[5] P. Nath and A. Siepong, "Green marketing capability: A configuration approach towards sustainable development," *J. Cleaner Prod.*, vol. 354, 131727, 2022. DOI: 10.1016/j.jclepro.2022.131727.
[6] S. Khanra, S. Dhir, and M. Kaur, "A resource-based view of green innovation as a strategic pathway to competitive advantage," *Bus. Strategy Environ.*, vol. 31, no. 7, pp. 3023–3043, 2022. DOI: 10.1002/bse.2961.
[7] A. Vangeli and P. Kulikova, "From greenwashing to green B2B marketing: A systematic literature review," *Ind. Mark. Manage.*, vol. 113, pp. 1–15, 2023. DOI: 10.1016/j.indmarman.2023.05.013.
[8] Á. Lublóy, A. Bakos, and D. Horváth, "Quantifying firm-level greenwashing: A systematic literature review," *J. Environ. Manage.*, 2025 (in press). DOI: 10.1016/j.jenvman.2025.
[9] S. Chen, X. Chen, and L. Lu, "Environmental, social, and governance (ESG) performance and corporate performance: Evidence from a large panel," *J. Environ. Manage.*, 2023. DOI: 10.1016/j.jenvman.2023.

Sohel_Green marketing - S.M.Sohel Ahmed.pdf

9 Submitted to Fakultet organizacije i informatike-Faculty of Organization and Informatics
Student Paper
1 %

10 mau.diva-portal.org
Internet Source
1 %

11 www-emerald-com-443.webvpn.sxu.edu.cn
Internet Source
1 %

12 insight.cumbria.ac.uk
Internet Source
1 %

13 www.mdpi.com
Internet Source
1 %

14 Deborah Kuperstein-Blasco, Saku Mäkinen. "Recognizing the preventive quality in the adoption of innovations: The case of third-party ownership photovoltaic systems in Finland", Heliyon, 2023
Publication
1 %

15 www.biorxiv.org
Internet Source
1 %

16 www.frontiersin.org
Internet Source
1 %

17 bdbanalytics.ir
Internet Source
<1 %

18 library.acadlore.com
Internet Source
<1 %

19 Submitted to Queen Mary and Westfield College
Student Paper
<1 %

20 Manuel Puma-Flores, Isabel María Rosa-Díaz. "Promoting sustainable agri-food systems through sustainability and responsible marketing: The case of peruvian companies at

international trade shows", Journal of Cleaner
Production, 2024
Publication