



Jonas STEFFL (Department of Media Management, Faculty of Media, Bauhaus-Universität Weimar, Germany), Winning The Green Brand Image Battle – The Role of Green Product Innovations, Limited-Editions and Co-Branding

Sustainability increasingly dominates the focus of product innovations. To keep pace with the demands of a value-driven consumer market, building a green brand image is a key challenge for companies. However, in current marketing research there is a lack of understanding as to what extent green product innovations affect consumer brand perception. In two empirical between-subject experiments, we examine the extent to which green product innovations, limited-edition products, co-branded products, and the combination of these product-brand strategies contribute to the consumers' perception of a brand's green image and its brand value. More precisely, we apply the theory of consumer value and evaluate the brand value dimensions quality value, price value, emotional value, and social value. Our paper proposes practical implications and contributes to the literature on green branding and innovation by showing the most effective sustainable product innovation types for enhancing consumers' (green) brand perception.

Keywords: green product innovation, green brand image, brand value, limited-edition, co-branding

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➤ 12h30 – Salle 103 / Comodal

➤ Participer à la réunion Zoom

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➤ Calendrier des séminaires

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