

# AN EXPLORATION OF GREEN PRODUCT BRAND BUILDING

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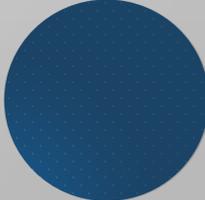
# 1. RESEARCH BACKGROUND AND MOTIVATION



- GLOBAL TRENDS: SUSTAINABILITY, ENVIRONMENTAL PROTECTION.
  - RISE OF "GREEN BRANDS" IN COSMETICS.
  - TAIWANESE CONSUMERS INCREASINGLY VALUE ECO-FRIENDLINESS AND PRODUCT SAFETY.
  - RESEARCH GAP: BRAND IMAGE & PRODUCT ATTRIBUTES INFLUENCE ON PURCHASE INTENTIONS.
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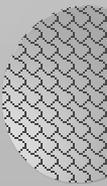
# 2. RESEARCH OBJECTIVES



- ANALYZE FACTORS SHAPING GREEN COSMETIC BRAND IMAGE AND POSITIONING.
  - INVESTIGATE HOW PRODUCT ATTRIBUTES AND BRAND RESONANCE AFFECT CONSUMER PERCEPTION.
  - PROPOSE EFFECTIVE BRANDING AND MARKETING STRATEGIES FOR EMERGING TAIWANESE GREEN BRANDS.
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# 3. RESEARCH QUESTIONS



- WHAT ARE CONSUMERS' SELECTION FACTORS FOR GREEN COSMETIC BRAND IMAGE AND POSITIONING?
  - WHAT PRODUCT ATTRIBUTE FACTORS INFLUENCE BRAND-BUILDING SUCCESS?
  - HOW DO TAIWANESE GREEN COSMETIC BRANDS ALIGN WITH TARGET MARKET PERCEPTIONS?
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# 4. LITERATURE REVIEW - BRAND IMAGE AND POSITIONING

- BRAND IMAGE SHAPED BY NAME, LOGO, PRODUCT, SERVICE, AND MARKETING ACTIVITIES (AILAWADI, 2002)
- BRAND IDENTITY CONVEYS PRODUCT INFORMATION AND REDUCES CONSUMER RISK (KAPFERER, 2012)
- GREEN POSITIONING EMPHASIZES HEALTH, ENVIRONMENTAL FRIENDLINESS, AND SOCIAL RESPONSIBILITY (SCHULTZ, 2003)

# 5. LITERATURE REVIEW - KELLER'S CBBE MODEL

- 4 STAGES: BRAND IDENTITY, BRAND MEANING, BRAND RESPONSE, BRAND RESONANCE.
- KEY BLOCKS: SALIENCE, PERFORMANCE, IMAGERY, JUDGMENTS, FEELINGS, RESONANCE.
- CONSUMER-BASED BRAND EQUITY BUILT ON EMOTIONAL AND FUNCTIONAL CONNECTIONS (KELLER, 2001).

# 6. Selected Brand Case Studies

- . The Body Shop
- . Aesop
- . Origins
- . L'Occitane
- . Aveeno

# 7. RESEARCH HYPOTHESES

- H1: BRAND IMAGE POSITIVELY CORRELATES WITH PRODUCT ATTRIBUTES
- H2: BRAND IMAGE POSITIONING POSITIVELY CORRELATES WITH BRAND-BUILDING FACTORS
- H3: PRODUCT ATTRIBUTES POSITIVELY CORRELATE WITH BRAND-BUILDING FACTORS

# 8. RESEARCH METHODOLOGY

- FRAMEWORK: KELLER'S CBBE MODEL
- PRETEST: 104 RESPONSES
- FORMAL SURVEY: 344 VALID RESPONSES
- TOOLS: SPSS 29, SURVEYCAKE
- METHODS: DESCRIPTIVE STATISTICS, T-TESTS, ANOVA, REGRESSION ANALYSIS, PERCEPTUAL MAPPING

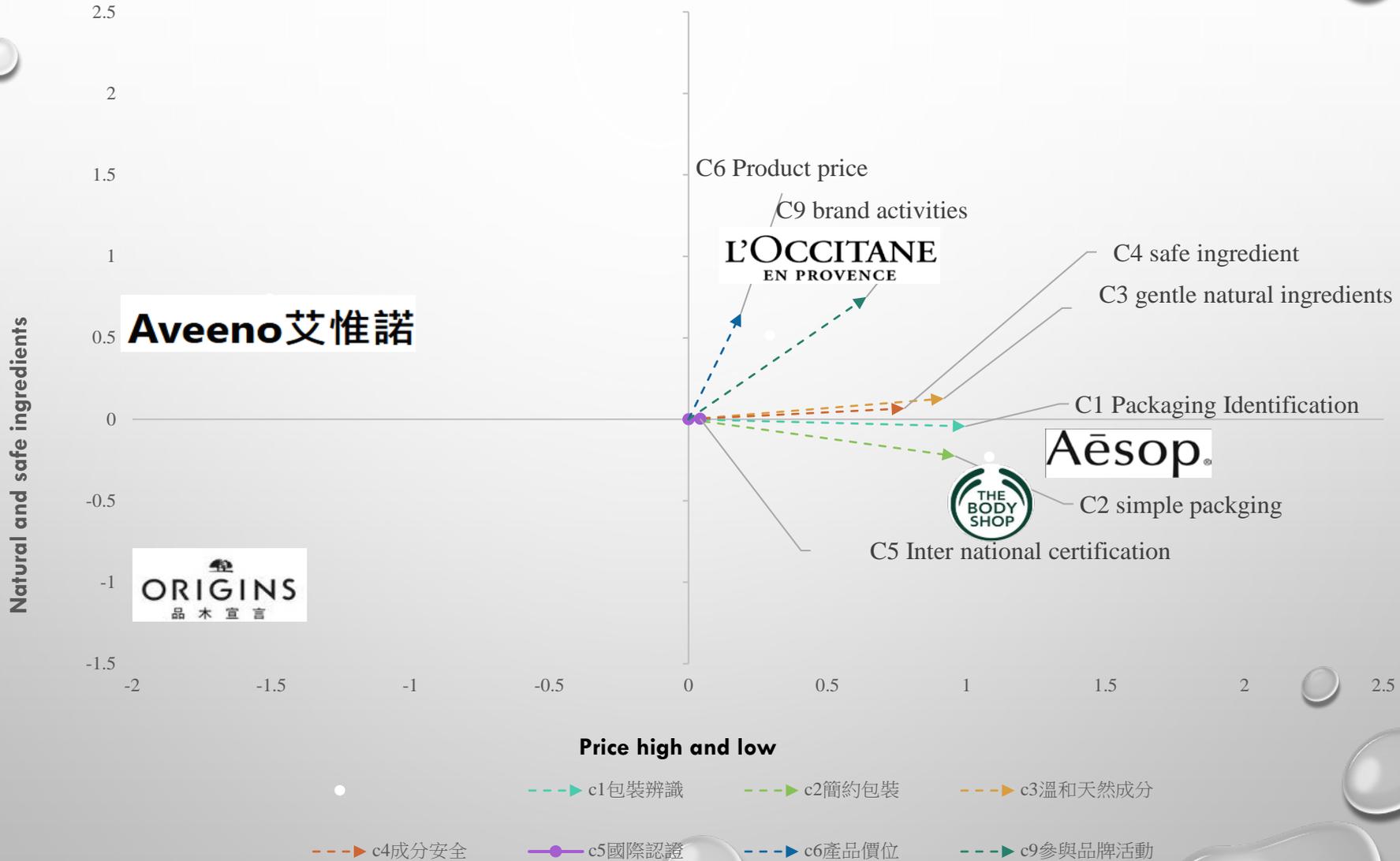
# 9. KEY FINDINGS

- CONSUMERS PRIORITIZE PRODUCT EFFICACY AND QUALITY STABILITY
- BRAND IMAGE SHAPED BY SOCIAL RESPONSIBILITY AND ECO-FRIENDLINESS
- KEY SUCCESS FACTORS: CERTIFIED INGREDIENTS, ECO-FRIENDLY PACKAGING, SIMPLE DESIGN, AND PRICE POSITIONING

# 10. PERCEPTUAL MAPPING

- THE BODY SHOP AND AESOP: SIMILAR ATTRIBUTES, STRONG CONSUMER RECOGNITION
- L'OCCITANE: DISTINCTIVE IN PRICING AND SOCIAL RESPONSIBILITY
- ORIGINS AND AVEENO: POSITIONED IN SEPARATE MARKET SEGMENTS

# Five Brand Perception Maps



# 11.MANAGERIAL IMPLICATIONS

- HIGHLIGHT ENVIRONMENTAL COMMITMENTS AND SOCIAL RESPONSIBILITY IN BRAND MESSAGING
- FOCUS ON PRODUCT SAFETY, FUNCTIONALITY, AND MINIMALISTIC PACKAGING
- STRENGTHEN ONLINE DISTRIBUTION CHANNELS AND PRICE PRODUCTS WITHIN NT\$500–1,500 RANGE

# 12. RESEARCH LIMITATIONS

- SAMPLE SIZE LIMITATIONS
- POTENTIAL BIAS IN VARIANCE ANALYSIS.
- FUTURE RESEARCH SHOULD ADOPT MULTI-METHOD APPROACHES FOR VERIFICATION.

# 13. Conclusion

- Successful green cosmetic brands build on product performance & environmental integrity.
- Strategic positioning enhances consumer recognition and loyalty.
- Recommendations: Align brand actions with eco-conscious consumer values in Taiwan's evolving market.

# • REFERENCES (SELECTED)

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*Thank you for your attention.*