#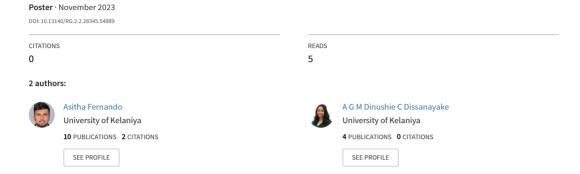 A Conceptual Review on Impact of Green Practices on Green Brand Equity: With the Moderating Effect of Consumer Traceability Knowledge

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A Conceptual Review on Impact of Green Practices on Green Brand Equity: With the Moderating Effect of Consumer Traceability Knowledge

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A rapid increase in the implementation of green practices can be observed by companies to support sustainability objectives with the rise of environmental concerns. In today's cutthroat market, green brand equity (GBE), which represents a brand's perceived environmental friendliness, has emerged as a crucial component. Consumer traceability knowledge, which measures how well customers can track the environmental impact of a brand's products, is still not well understood in the context of GBE. Even though previous researchers have focused on the relationship between green practices and green brand equity, this research specifically seeks to determine the moderation effect of consumer traceability knowledge between the variables of green practices and green brand equity. The deductive research approach is adopted by the researcher, which is a formal and top-down way of conducting research based on existing literature. The researcher gathers primary data through a questionnaire to test the research study, hypothesis, and constructs. The researcher intends to use SPSS 25 to analyses the data, applying the hypotheses to the simple regression analysis and the Hayes process model. This study expects to yield several expected findings. One of the main anticipated results is that a company's green brand equity and the implementation of green practices are positively correlated. It is anticipated that the study demonstrates how consumer traceability awareness modifies the link between green practices and green brand equity. This study underlines the critical function of Consumer Traceability Knowledge as a moderator and the value of Green Practices in boosting GBE. It underlines the significance of transparency in building positive consumer views and offers insightful information for firms looking to develop sustainable brand equity. This study advances green marketing and sustainability strategies by thoroughly analyzing these dynamics, empowering businesses to successfully negotiate the shifting consumer environment of eco-consciousness.

Keywords: *Consumer Traceability Knowledge, Green Brand Equity, Green Practices*

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A Conceptual Review on Impact of Green Practices On Green Brand Equity: with the Moderating Effect Of Consumer Traceability Knowledge

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BACKGROUND

Consumer Traceability Knowledge...

measures how well customers can track the environmental impact of a brand.

WHY THIS RESEARCH?

Consumer traceability knowledge between the variables of green practices and green brand equity has not been tested much

METHODALOGY

18 and above, Male and Female in Sri Lanka

- Convenience Sampling under Non-Probability Sampling
- Deductive Approach
- Quantitative Analysis (SPSS)

RESEARCH PROBLEM

What is the Impact of Green Practices on Green Brand Equity: with the Moderating Effect of Consumer Traceability Knowledge?

RESEARCH OBJECTIVES

- To determine the relationship between Green Practices and Green Brand Equity
- To determine the Moderating effect of Consumer traceability knowledge on the relationship between Green Practices and Green Brand Equity
- To make recommendations to companies in Sri Lanka

CONCEPTUAL FRAMEWORK

Green Practices —H1→ Green Brand Equity

Consumer Traceability Knowledge —H2→

EXPECTED FINDINGS

- The company's green brand equity and the implementation of green practices will positively correlate.
- This study will demonstrate how consumer traceability awareness modifies the link between Green Practices and Green Brand Equity.
- Will underline the significance of transparency in building positive consumer views and offer insightful information for firms looking to develop sustainable brand equity.