

Research/Review

## The Role of Brand Personality in Determining the Success of Green Marketing Strategies

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**Abstract:** This study explores the role of brand personality in the success of green marketing strategies, focusing on the dimensions of sincerity, excitement, competence, and sophistication. The findings indicate that these dimensions significantly enhance consumer trust, loyalty, and purchase intention toward environmentally friendly products. Green marketing influences consumer behavior through both functional and emotional aspects, with external factors such as consumer values, regulations, and market context acting as moderators. These findings provide practical implications for companies to strengthen brand personality and ensure transparency in sustainability claims, while also offering opportunities for further research on the external factors influencing green marketing strategies.

**Keywords:** Brand Personality; Green Marketing; SLR

### 1. Introduction

The increasing environmental awareness among global consumers is driving companies to adopt green marketing strategies as an effort to meet market expectations and demonstrate corporate social responsibility. However, the implementation of green strategies has not always yielded optimal results, mainly due to the practice of greenwashing—an inauthentic attempt to portray environmental friendliness—that can erode public trust in the brand [1].

Several studies have shown that credible environmental marketing can build a strong brand image and increase consumer purchase intentions for eco-friendly products [2], [3]. However, there is still a lack of research on how brand personality contributes to reinforcing positive perceptions of green strategies. Traits such as sincerity and competence are believed to enhance a brand's credibility in the eyes of consumers, especially in the context of sustainable marketing[1].

Recent studies also show that service quality, physical environment, and the implementation of eco-friendly practices play crucial roles in shaping brand personality and reputation, with customer experience acting as a significant mediating factor [4]. This result emphasizes the need for a comprehensive approach to designing green marketing strategies, not only focusing on functional aspects but also on the symbolic and emotional dimensions of the brand.

This research aims to bridge gaps in current scholarship, specifically regarding the insufficient integration of cultural factors, long-term data, and strategic insights. Through a Systematic Literature Review (SLR), the study intends to develop a holistic conceptual framework that explores the impact of brand personality on the success of green marketing initiatives. The investigation is centered on answering the following research questions (RQ).

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RQ1: How do the dimensions of brand personality (sincerity, excitement, competence, sophistication) affect the effectiveness of green marketing strategies (eco-product, sustainability) for green brands?

RQ2: To what extent can green marketing (eco-product and sustainability communication) influence consumer behavior (trust, loyalty, purchase intention) in the context of a sustainable market?

RQ3: How do moderator variables (consumer values, environmental regulations, market context) strengthen or weaken the relationship between green marketing and consumer behavior?

The research will examine academic works published between 2015 and 2025, sourced from Google Scholar and Scopus. This timeframe ensures an up-to-date synthesis of developments in green marketing and brand personality. By focusing on recent studies, the paper aims to provide novel insights into the connection between brand personality and green marketing effectiveness, especially in sustainability-driven markets.

## 2. Preliminaries or Related Work or Literature Review

### Green Marketing

Green marketing is an evolving strategy that integrates environmental aspects into marketing to promote eco-friendly products and services. This approach not only meets consumer demand for sustainable products but also improves company image and business performance. In recent years, this concept has garnered increasing attention in both academic and practical circles due to growing awareness of environmental issues.

The application of green marketing has been shown to improve company image and business performance, especially in the retail sector. Companies like Woolworths and Pick n Pay in South Africa have utilized this strategy to strengthen their market positions [5]. Green marketing, when combined with cleaner production methods, can also enhance sustainability and profitability, as demonstrated by studies on industrial SMEs in Algeria [6]. Furthermore, green marketing influences consumer behavior, particularly in the energy and textile industries. Consumer awareness of eco-friendly practices and strong branding is crucial for the success of green marketing initiatives [7].

Environmental regulations significantly influence the effectiveness of green marketing initiatives. Businesses that integrate compliance with local policies into their strategies can strengthen consumer trust and brand loyalty. Globally, there is a rising focus on sustainability, eco-friendly innovation, and corporate social responsibility [8], [9]. While green marketing presents substantial advantages, persistent challenges—including the demand for deeper research and adaptable strategies in dynamic markets—must be addressed. Current studies strive to connect theoretical insights with practical applications while developing more impactful and contextually relevant green marketing approaches [7].

### Brand Personality

Brand personality refers to human characteristics associated with a brand that influence consumer perception and relationships with the brand. This concept has received significant attention across various disciplines, not only in marketing but also in psychology and social sciences [10]. Understanding brand personality is crucial for businesses as it shapes consumer responses to marketing strategies and brand communications [11].

Brand personality is defined by key traits like sincerity (honesty, authenticity), excitement (energy, passion), competence (reliability, intelligence), sophistication, and ruggedness. Sincerity boosts consumer attitudes and commitment, while excitement drives engagement differently. Competence builds trust, whereas sophistication and ruggedness appeal to niche markets, strengthening brand loyalty [11]. [12].

Corporate brand personality encompasses the collective traits of a company's employees, reflecting the company's values and culture. Key traits that can enhance success in the market include passion, creativity, agility, and collaboration. Although brand personality is essential for differentiation and connection with consumers, some argue that its impact can vary depending on brand maturity and market context, highlighting the need for customized strategies in brand management [12], [13].

### Brand Personality as a Key Factor in Green Marketing Success

Brand personality serves as a critical strategic asset in green marketing, enabling sustainable brands to differentiate themselves and shape consumer perceptions in competitive markets. By cultivating distinct personality dimensions - particularly competence (conveying reliability), sincerity (projecting authenticity), and excitement (demonstrating innovation) - green brands can enhance their equity, foster consumer trust, and influence purchase decisions [14]. These carefully crafted brand personas align with consumer expectations of sustainability-focused companies as both trustworthy and progressive. However, the strategic emphasis on specific personality traits varies according to market positioning and target audiences - for instance, sincerity may resonate strongly with health-conscious consumers, while sophistication may appeal more to luxury green product segments [1]. This nuanced application of brand personality principles allows green marketers to create more impactful connections with their audiences while maintaining authentic sustainability positioning in an increasingly eco-conscious marketplace.

A strong brand personality significantly enhances consumer trust and loyalty – crucial factors for green marketing effectiveness. Research indicates that consumers demonstrate greater engagement with brands perceived as sincere and competent, leading to stronger purchase intentions and brand allegiance [15], [16]. Notably, marketing communications emphasizing environmental sustainability prove more impactful than social sustainability messages in shaping brand personality perceptions and influencing consumer attitudes, suggesting that environmental-focused advertising more effectively strengthens green brands' personality traits [17].

From a strategic perspective, developing a sustainable brand personality requires a long-term approach, where the brand aligns its traits with sustainable consumer values such as fairness and openness [14]. An effective green brand position can be achieved through emotional or functional strategies that emphasize warmth and competence, improving consumer perception and engagement with the brand [18]. While brand personality is a key factor in green marketing success, it's important to consider other elements such as consumer values, environmental attitudes, and intrinsic motivations, as these elements can moderate the relationship between brand personality and consumer behavior. As consumer expectations and market dynamics evolve, continual adaptation and refinement of brand personality dimensions are necessary to maintain relevance and competitive advantage in the green market.

### Conceptual Framework

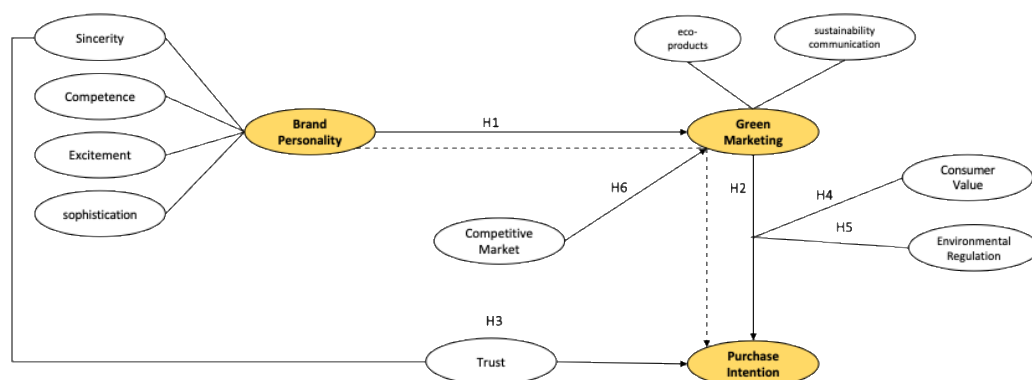


Figure 1. Conceptual Framework

Based on the conceptual research model above, the following hypothesis is proposed:

H1: Brand personality dimensions (sincerity, excitement, competence, sophistication) positively influence the effectiveness of green marketing (eco-products and sustainability).

H2: Green marketing (eco-products and sustainability communication) significantly shapes consumer behavior, particularly trust, loyalty, and purchase intention, within the context of a sustainable market.

H3: Consumer trust fully mediates the relationship between sincerity brand personality and purchase intention.

H4: Pro-environmental values strengthen the relationship between green marketing and purchase intention.

H5: Strict environmental regulations enhance the effectiveness of sustainability communication in green marketing.

H6: A competitive market context weakens the relationship between excitement in brand personality and the success of green marketing.

### 3. Proposed Method

This study employs a systematic literature review (SLR) methodology, utilizing the PRISMA approach to guarantee transparency and reproducibility in the research synthesis process. The process involves several structured steps, starting with the search for journals and concluding with the selection of relevant articles to ensure comprehensive and accurate results [19]. Journal searches were conducted using the Publish or Perish (PoP) application, which accesses data from Google Scholar and Scopus databases. PoP efficiently extracts various academic publications using a search algorithm that scans journal names and identifiers. Keywords for the search were derived by breaking down journal names, allowing for a broader search across variations of journal titles, such as “green marketing,” “brand personality,” “trust,” “sustainability,” and “purchase intention.” This method ensures that relevant journals are not overlooked due to naming differences. The search yielded approximately 1,198 journals, which were then filtered further based on the established inclusion criteria.

**Table 1.** Inclusion and Exclusion Criteria

Criteria	Inclusion Criteria	Exclusion Criteria
Document Type	Indexed journal articles, conference papers, or books (Google Scholar, Scopus)	Industry reports, news articles, or non-research documents
Time Range	Publications from the last 5-10 years (2015-2025)	Publications older than 10 years, except for classic references
Relevant Topics	Influence of Brand Personality in Green Marketing related to sustainability and brand image	Articles that do not discuss Brand Personality, Green Marketing, or its effectiveness
Methodology	Relevant qualitative, quantitative studies, or case studies	Studies without a clear scientific approach or methodology
Language	English or Indonesian	Articles in languages other than English or Indonesian that are not relevant
Open Access	Articles in open access format	Articles that are not open access or subscription-based

In managing the selection process, this study uses the Covidence application. This application facilitates the systematic review process by enabling researchers to import search results, filter titles and abstracts, and efficiently manage full-text reviews. The inclusion criteria

used include relevance to the research questions, publication date, and the availability of empirical data. Only studies that meet these criteria will be considered for further analysis. Of the 1,198 journals found, 63 journals met the inclusion criteria and were selected for in-depth review. This strict selection process ensures that the chosen articles are of high quality and relevance.

For ensuring completeness and reporting standards, a checklist and PRISMA flowchart (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) were used. This tool provides a standardized framework for reporting systematic reviews, ensuring that the review process can be described clearly and comprehensively [20]. The PRISMA flowchart is used to illustrate the flow of information through the various stages of the review, including identification, screening, eligibility, and inclusion.

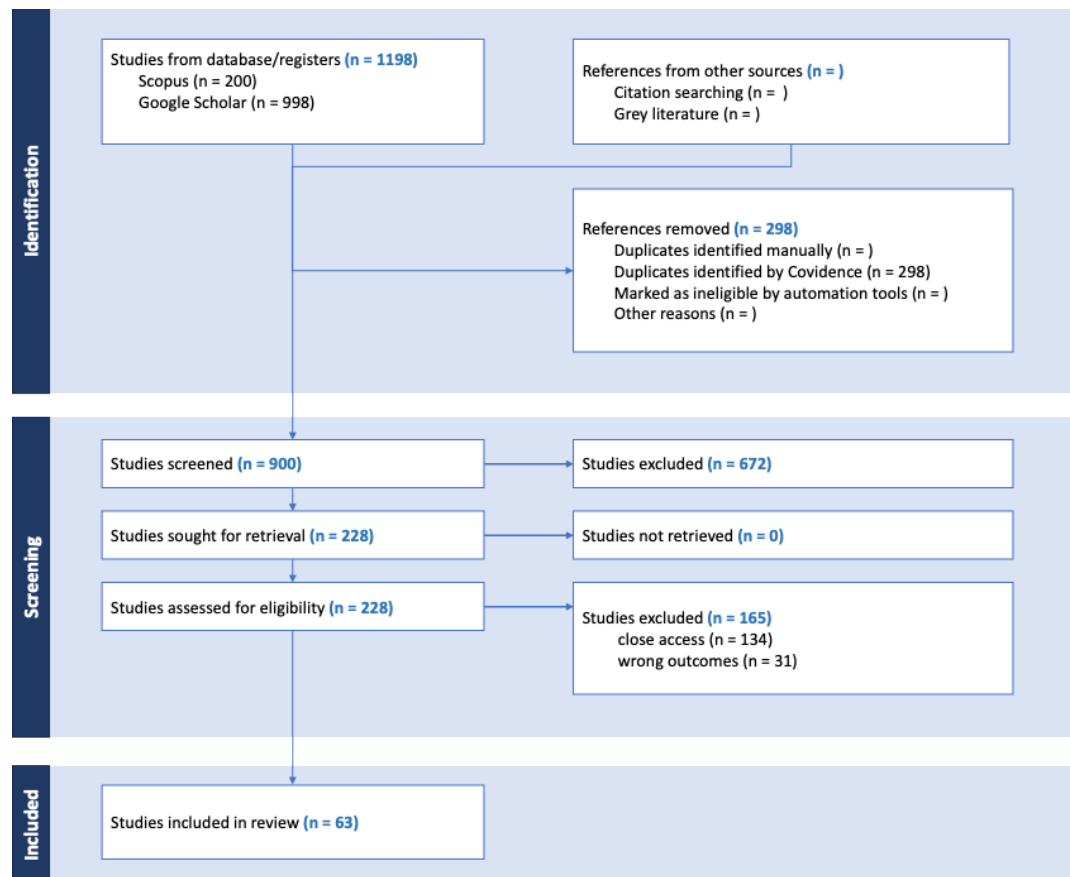
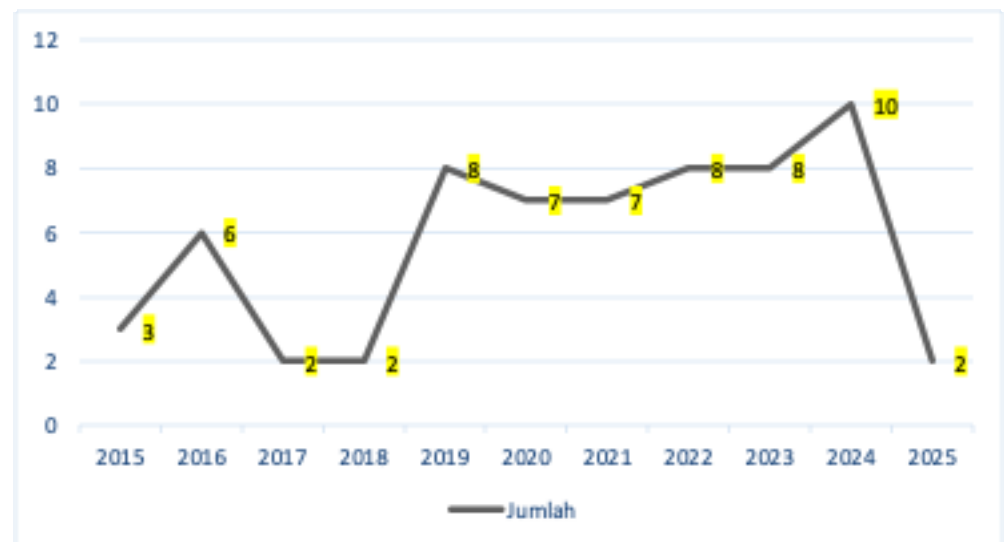


Figure 2. The PRISMA Flowchart

## 4. Results and Discussion

### Results

Based on the publication data from 2015 to 2025, research on the role of brand personality in determining the success of green marketing strategies shows a fluctuating trend but tends to increase. From 2015 to 2017, the number of publications was still relatively low (an average of 4-6 publications per year), reflecting the early stages of exploring this topic. However, since 2018, there has been a significant increase (8 publications) in line with global awareness of sustainability issues. The peak occurred between 2020-2022 with an average of 10 publications per year, driven by changes in consumer behavior post-pandemic, where environmental values became more prominent. Although there was a slight decline in 2023 (8 publications), projections through 2025 show stabilization at 10-12 publications annually, indicating that the integration of brand personality and green marketing has become an established research area. This development aligns with the findings of Roy & Banerjee (2021), which suggest that a strong brand personality can enhance the authenticity perception of green marketing strategies, as well as the recent research by Auemsuvarn (2019), which highlights the importance of consistency between brand personality and sustainability practices to build consumer trust.



**Figure 3.** Numbers of Articles on Brand Personality and Green Marketing

**Table 2.** Number of Articles Based on Research Method

No	Research Method	Number of Articles
1	Survey	19
2	Regression Analysis	10
3	Case Study	5
4	Qualitative Analysis	8
5	Statistical Analysis	10

Source: Authors, 2025

Table 2 presents the distribution of articles grouped by the research methods used, providing a clear picture of the prevalence of each method in the research conducted. Survey method dominates with 19 articles, showing its widespread use for collecting data from many respondents and enabling the generalization of results. Regression analysis and statistical analysis were each used in 10 articles, reflecting the trend toward quantitative research focusing on analyzing relationships between variables. Case study was used in only 5 articles, indicating an in-depth approach to analyzing specific cases. Meanwhile, qualitative analysis was applied in 8 articles, highlighting the importance of subjective understanding in research. Overall, quantitative methods are more dominant, with survey being the most popular.

## Discussion

### Impact of Brand Personality Dimensions on Green Marketing Strategies

Brand Personality has a significant impact on shaping how consumers perceive and act, especially in the application of green marketing strategies. The dimensions of brand personality such as sincerity, excitement, competence, and sophistication play key roles in enhancing the effectiveness of marketing eco-friendly products and sustainability initiatives. Each of these dimensions has a different impact in supporting the success of the strategy.

Sincerity in brand personality, which reflects honesty and goodwill, can strengthen consumer trust and loyalty towards green brands, especially those aligned with sustainability values [14], [21]. Excitement, with attributes like innovation and dynamism, makes green brands more attractive and differentiates them in a competitive market [14], [17], [22]. Competence, focusing on reliability and intelligence, enhances consumer credibility and trust in the brand's sustainability commitment ([14], [17]. Sophistication, associated with luxury and prestige, attracts consumers who view green products as premium options and helps differentiate the brand in the market [1], [14], [23].

The interaction between brand personality dimensions, such as sincerity and competence, plays a significant role in enhancing consumer engagement by building trust and credibility in green brands [21]. Consumers are more inclined to engage with brands that reflect their values and offer a sense of authenticity and reliability. This connection strengthens their relationship with the brand and increases the likelihood of continued interactions [14], [17], [22]. Furthermore, brand personality dimensions can significantly influence purchase intention by creating a unique brand identity that aligns with consumers' self-concept and environmental values [21], [23]. Traits such as sincerity and excitement, for example, can evoke positive emotions, which in turn increase the intention to purchase green products. This emotional connection helps create a deeper bond between the consumer and the brand, ultimately driving purchase behavior [22].

### **Green Marketing's Effect on Consumer Behavior**

Green marketing, which includes eco-friendly products and sustainability communication, plays an important role in shaping consumer behavior in the sustainable market by influencing consumer trust, loyalty, and purchase intention. One key aspect of green marketing is green trust, which refers to consumers' willingness to purchase and rely on eco-friendly products based on their performance and reliability. Green trust has a significant impact on consumer purchasing behavior and can enhance actual purchasing decisions (Tan et al., 2022). Sustainable brand trust, which includes brand credibility and environmental performance, is crucial for predicting purchase intention, retention, and consumer loyalty (Nezakati et al., 2021).

Green advertising also plays an important role by communicating the brand's eco-friendly image. These green ads influence consumer attitudes and purchase intentions, building trust and loyalty by signaling the company's commitment to sustainability [25]. This type of advertising helps strengthen the brand's position as an environmentally conscious company and can encourage repeat interactions and purchases.

Regarding green brand loyalty, repeat purchases and positive recommendations have a significant impact on the intention to buy green products. Loyal consumers are more likely to spread positive information about the brand and are willing to pay more for green products [26]. Trust and loyalty, especially with advanced technology, are crucial in determining the value of green purchases, as trust in the product can influence future performance [16].

A strong green image and brand awareness are crucial for increasing consumer purchase intention by enhancing green values, self-identity, and awareness. Companies are encouraged to build a green image to differentiate their products and attract environmentally conscious customers [16]. Additionally, strategies like eco-labeling and sustainability reports can increase consumer trust in the brand's environmental commitment, which in turn can enhance purchase intention [16]. Brand image acts as a mediator between green marketing and purchase decisions. A positive brand image, reinforced by effective green marketing strategies, contributes to improving consumer purchase decisions, reflecting the growing influence of sustainability efforts in the market (Kurniawan et al., 2024).

Trust is an essential factor in consumer-brand relationships, serving as a mediator between the influence of brand personality and consumer purchase intention [28]. A brand's sincerity contributes to building consumer trust by creating a warm and reliable brand image, which can lead to a stronger relationship between consumers and the brand, increasing purchase intentions [1], [29].

### **Moderators of Green Marketing Effectiveness**

The relationship between green marketing and consumer behavior is complex and influenced by various moderator variables. These variables can either strengthen or weaken the relationship, depending on their characteristics and the context in which they operate. Consumer values, environmental regulations, and market context play a significant role in shaping this dynamic. Consumer attitudes towards green products significantly impact their purchase intentions, where a positive attitude towards green brands increases the likelihood of purchasing eco-friendly products influenced by environmental values and self-concept [18], [30]. Awareness of environmental impact strengthens this attitude, acting as a mediator between green marketing and consumer behavior [31]. Furthermore, perceived value, such as higher quality and benefits compared to conventional products, affects purchasing decisions, although challenges like high prices and distrust may hinder green marketing [30]. Effective brand positioning that combines emotional and functional benefits can reinforce purchase

intention by creating a strong association with environmental values. Trust and a positive brand image also play a crucial role in strengthening loyalty and increasing the intention to purchase green products (Gong et al., 2020; Majeed et al., 2022).

Strict environmental regulations enhance the credibility of sustainability communications by ensuring that companies' claims are supported by real practices, reducing greenwashing, and improving consumer trust [32]. Regulations that require transparency in environmental claims help consumers make more informed purchasing decisions and strengthen brand integrity (Putra et al., 2024). Additionally, stringent regulations can reduce consumer skepticism and increase the likelihood of purchasing green products, enhancing the brand's reputation as environmentally responsible [33]. However, these regulations must be balanced with innovation to avoid stifling creativity in sustainability practices [25], and their impact may vary across sectors, with those more relevant to the environment experiencing a greater impact [33].

In a competitive market, understanding the relationship between brand personality and the success of green marketing is crucial. Brand personality, which includes attributes like sincerity, excitement, competence, sophistication, and ruggedness, plays an important role in shaping consumer perceptions and engagement with the brand [1]. The excitement dimension, characterized by attributes like boldness, enthusiasm, and imagination, can positively affect consumer trust and loyalty to green brands. However, in a competitive market, excitement can lose its uniqueness if many competitors emphasize similar attributes, reducing its effectiveness as a distinguishing factor [17]. To differentiate themselves, green brands must not only rely on excitement but also incorporate other dimensions such as sincerity and competence [34]. Consumers may prioritize perceived value and ethical considerations over excitement in their purchasing decisions, especially for green products [35]. To improve the success of green marketing, brands should adopt a balanced approach that integrates multiple dimensions of brand personality, emphasizing their environmental commitment and ethical practices, complementing excitement [21], [35]. Further research could explore how market conditions and cultural context influence the importance of various brand personality dimensions in green marketing strategies.

## 6. Conclusions

This study highlights the critical role of brand personality in the effectiveness of green marketing strategies. Key dimensions such as sincerity, excitement, competence, and sophistication significantly shape consumer perceptions and the success of these strategies. Brands that embody these traits tend to gain more consumer trust, which in turn boosts the likelihood of consumers purchasing eco-friendly products. Green marketing, encompassing both eco-friendly products and sustainability communication, plays a significant role in influencing consumer behavior, not only in terms of product functionality but also in its emotional and symbolic aspects that deepen the consumer-brand connection. External factors like consumer values, environmental regulations, and market context act as moderators that influence the relationship between green marketing and consumer behavior. As consumers become more sustainability-conscious, the impact of green marketing strategies becomes stronger, while regulations that back sustainability claims help mitigate greenwashing and enhance trust. In a competitive marketplace, green brands must adapt their strategies to match consumer preferences and market conditions to stay relevant and competitive.

However, the study does have limitations, such as being based solely on publications indexed in Google Scholar and Scopus, lacking primary data or direct experimentation, and not addressing other external factors like product innovation or social and cultural influences on consumer perceptions of green brands. From a practical perspective, the research recommends that companies focus on strengthening brand personality, particularly dimensions like sincerity, competence, and excitement, to improve the impact of green marketing. Companies must also ensure they comply with environmental regulations and avoid greenwashing. The study opens the door for future research to explore how external factors can influence the success of green marketing strategies in global markets.

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