

Significant Ways and Framework to Improve Indian Brand's Image from the Adoption of Green Business Practices

Suman Rani¹ and Dr. Harish Purohit²

Research Scholar, Department of Commerce¹

Research Guide, Department of Commerce²

Shri Jagdishprasad Jhabarmal Tibrewala University, Jhunjhunu, Rajasthan.

Abstract: *Green business practices can be used by Indian brands to improve their market position, strengthen customer connections, and project a positive brand image in addition to helping the environment. This study investigates how green business practices affect Indian companies' efforts to improve their brand image. Indian consumers are favouring brands that are dedicated to sustainable practices, such as waste reduction, energy efficiency, and ethical sourcing, as environmental consciousness rises. This study looks into how Indian consumers' perceptions of brands, loyalty, and trust are enhanced by implementing green practices. Building on the results, this study suggests a framework for Indian businesses that prioritizes crucial components including consumer involvement, transparency, and alignment with primary corporate objectives. The framework helps businesses choose and incorporate green practices that improve their brand image, set them apart in a crowded market, and build long-term brand value. By providing useful insights and a workable framework that can help businesses successfully use green practices to enhance their brands, this study adds to the expanding field of sustainable business in India. In this paper numerous important ways and important components that eco-friendly company practices can enhance a brand's positioning. A growing number of Indian consumers, particularly the younger generation, are looking for goods and services from companies that share their beliefs. Green business practices can strengthen ties with these clients and encourage their loyalty. A brand's reputation as an environmentally conscious company can be improved by implementing green practices and openly sharing them. Customers are more inclined to support brands they believe to be sincere and moral as a result, which increases consumer trust. By establishing the brand as a contributor to the solution of environmental problems, green practices also give brands the chance to interact with consumers through social media, awareness campaigns, and community projects.*

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