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Green Marketing in Emerging Economies

A Communications Perspective

Edited by Emmanuel Mogaji · Ogechi Adeola
Isaiah Adisa · Robert E. Hinson · Chipo Mukonza
Ayça Can Kirgiz



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Green Marketing in Emerging Economies: Communication and Brand Perspective: An Introduction

- [Emmanuel Mogaji](#)
- [Ogechi Adeola](#)
- [Isaiah Adisa](#)
- [Robert E. Hinson](#)
- [Chipo Mukonza](#) &
- [Ayça Can Kirgiz](#)

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Abstract

Green marketing functions encompass branding, packaging, and communication of the benefits of green products to attract and retain green consumers. It is also aimed at achieving sustainability goals. With the growing consumer market and awareness of the impact and benefits of green products, organisations must channel their resources towards developing a green product that appeals to the need of the consumers in their environment. Apart from product development, which is crucial, green offerings will undoubtedly influence consumer purchase behaviour, particularly when the right brand image is established. This chapter introduces the core discussions in the book and provides the platform for evaluating and considering how organisations can effectively communicate and brand their products to achieve business, societal, and sustainability goals.

Keyword

- **Green marketing**
- **Green marketing communication**
- **Branding**
- **Brand equity**
- **Emerging markets**

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Author information

Authors and Affiliations

1. **Department of Marketing, Events and Tourism, University of Greenwich, London, UK**
Emmanuel Mogaji
2. **Lagos Business School, Pan-Atlantic University, Lagos, Nigeria**
Ogechi Adeola
3. **Olabisi Onabanjo University, Ago-Iwoye, Nigeria**
Isaiah Adisa
4. **Department of Marketing and Entrepreneurship, University of Ghana Business School, Accra, Ghana**
Robert E. Hinson
5. **Tshwane University of Technology, Polokwane, South Africa**
Chipo Mukonza
6. **Istanbul Kent University, Istanbul, Turkey**
Ayça Can Kirgiz

Corresponding author

Correspondence to [Emmanuel Mogaji](#).

Editor information

Editors and Affiliations

1. **Department of Marketing, Events and Tourism, University of Greenwich, London, UK**
Emmanuel Mogaji
2. **Lagos Business School Pan-Atlantic University, Lagos, Nigeria**
Ogechi Adeola
3. **Olabisi Onabanjo University, Ago-Iwoye, Nigeria**
Isaiah Adisa

4. **Department of Marketing and Entrepreneurship, University of Ghana Business School, Accra, Ghana**
Robert E. Hinson
5. **Tshwane University of Technology, Polokwane, South Africa**
Chipo Mukonza
6. **Istanbul Kent University, Istanbul, Turkey**
Ayça Can Kirgiz

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