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Green Marketing in Emerging Economies

A Communications Perspective

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A Theoretical Framework for the Influence of Green Marketing Communication on Consumer Behaviour in Emerging Economies

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Abstract

Marketing is grounded on the premise that a business's communications can influence public perceptions about the business and its offerings. By extension, both perceptions and attitudes are key antecedents for purchase intention and buying evaluation. This chapter presents a conceptual framework for the influence of green marketing communication on consumer behaviour, focusing on emerging economies. First, the chapter proposes a new detailed framework that maps the flow/processes from the guiding principles of brands' communication to customer engagement and feedback. Second, the chapter reviews and organises the research literature around the key concepts comprising the framework in the interdisciplinary nexus of green marketing communication and emerging economies using the newly proposed framework. The chapter presents information that will enable brands to understand better the contexts in which they are communicating. Finally, the chapter discusses the implications for brands, marketing practitioners and other stakeholders in communicating their messages in emerging economies.

Keywords

- **Green marketing**
- **Marketing communication**
- **Consumer behaviour**
- **Emerging economies**

• Theoretical framework

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