



**RIGA TECHNICAL  
UNIVERSITY**

**RIGA TECHNICAL UNIVERSITY**  
Faculty of Engineering Economics and Management

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## THE LINK BETWEEN GREEN CONSCIOUSNESS AND GREEN BRAND DEVELOPMENT

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**Abstract.** This paper summarizes the arguments and counterarguments within the scientific discussion on the linking between green consciousness among society and green brand development in the view of its competitiveness. Given that, the environmentally-friendly demand growth allows considering the green brand positioning as a strong competitive advantage in providing green development and strengthening company competitiveness. According to the open statistical data, in 2015, the global environmental footprint increased by more than 30% compared to 2000. Consequently, the rushing negative climate changes result in the necessity to implement the decisive preventing actions on the international level. Thus, in 2015, all state members of the United Nations accepted the Concept of Sustainable development submitted by the United Nations World Commission on Environment and Development. It is considered to be a strategic solution to prevent environmental crisis growth.

It worth emphasizing that scientific research review has indicated that the high level of society green consciousness is one of the crucial factors in gaining the mentioned above goals. Herewith, it allows using the people potential completely to develop effective instruments for environmental crisis resolution. The green consciousness is considered to have a decisive role in succeeding in preventing the negative anthropogenic impact on the environment.

On the other hand, advanced in green issues society is interested in cost-effective goods and services with green reliability and appearance without any environmental damage. In turn, companies are to distinguish how consumers weight ecological and economic benefits in decision-making on purchasing the products. It results in the direct relationship between green awareness growth and green brand development. The higher level of society green consciousness is the more onrush of green brand development. Thus, the formulation of the green brand isn't possible without popularizing green behaviour. Therefore, modernization of education systems should include more principles, knowledge, skills, values related to providing the sustainability in environment, society and economy.

**Keywords:** *Green consciousness, Green brand, Sustainable development, Competitive advantage*

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