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Research Paper

Green marketing and consumer willingness to pay: Economic implications of sustainable branding in the post-COVID era

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Abstract: This study examines the relationship between green marketing awareness and consumer willingness to pay (CWP) for sustainable products in the post-COVID era, focusing on the economic implications of sustainable branding. Using a sample of 400 respondents and employing descriptive statistics, Pearson correlation, regression analysis, chi-square tests, and ANOVA, the study investigates how key factors price sensitivity (PS), perceived environmental benefits (PEB), brand trust in sustainability claims (BTSC), and post-COVID health and environmental concerns (PHEC) influence green marketing awareness (GMA) and consumer purchasing behaviour. The regression results reveal that price sensitivity is a significant positive predictor of GMA (B = 0.149, p = .005), indicating that cost-conscious consumers are more likely to engage with sustainable branding when it aligns with perceived long-term value and ethical appeal. Although other variables such as PEB, BTSC, PHEC, and CWP did not individually predict GMA at statistically significant levels, the ANOVA results confirm that these predictors collectively have a significant impact on green marketing awareness (F = 2.688, p = .021). Moreover, chi-square tests indicate significant associations between all variables and consumer willingness to pay ($p < .05$), underscoring the importance of trust, affordability, and post-pandemic health concerns in shaping green purchasing decisions. The findings highlight that sustainable branding is economically viable in the post-COVID marketplace, but its effectiveness depends on balancing environmental messaging with affordability and credibility. It is recommended that businesses enhance transparency in sustainability claims and adopt pricing strategies that make green products more accessible, thereby fostering stronger consumer engagement and loyalty.

Keywords: consumer willingness, economic implications, green marketing, sustainable branding

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1 | INTRODUCTION

In the wake of the COVID-19 pandemic, global consumer behaviour has undergone a profound transformation, with sustainability increasingly occupying a central role in purchasing decisions. Recent research reveals that a significant proportion of consumers are now willing to pay a premium for sustainable products. Goedertier et al. (2024) observed that women exhibit a notably higher propensity to pay more for eco-friendly products, underscoring important gender distinctions in sustainable consumption patterns. Similarly, Witek and Kuźniar (2021) demonstrated that elevated income levels are positively correlated with a greater willingness to purchase green products, emphasizing the influence of economic factors on sustainable consumption. Nevertheless, despite these encouraging trends, challenges such as greenwashing whereby companies make misleading claims regarding their environmental credentials have fostered consumer skepticism, thereby complicating purchasing decisions (Cohen & Murphy, 2001). This situation highlights the urgent necessity for transparent and authentic green marketing strategies to cultivate and sustain consumer trust.

At the regional level, Nigeria is witnessing a growing awareness and adoption of green marketing practices. A systematic review by Akerele-Popoola et al. (2024) reveals an increasing recognition of green products and marketing strategies among Nigerian firms, particularly within the oil and gas sector. In Port Harcourt, Obiefuna and Chinasa (2023) identified a positive relationship between green marketing initiatives and consumer purchasing behaviour in the beverage industry, indicating that environmentally conscious marketing positively influences customer decisions. Conversely, research conducted by Mani et al. (2023) in Maiduguri found that green product purchases account for only 5% of total purchases, reflecting low consumer awareness in certain regions and signaling the need for enhanced educational and engagement efforts. Within Adamawa State, although specific studies remain scarce, the predominance of an agrarian economy alongside the presence of industries such as the Dangote sugar production facility in Numan presents promising opportunities to integrate sustainable practices into both agricultural and industrial sectors. Given the global and regional shifts towards sustainability, there exists a pressing need for focused, localized research in Adamawa State to elucidate consumer attitudes and their willingness to pay for sustainable products. Such insights would prove invaluable for policymakers and businesses endeavoring to foster sustainable consumption and production patterns within the region. This study aims to examine the influence of green marketing strategies on consumer willingness to pay for sustainable products and to assess the economic implications of sustainable branding on business performance in the post-COVID era, with a specific focus on consumer behaviour and market responses in emerging economies. The paper is organized into five sections: introduction, literature review, methodology, results and discussion, and conclusion and recommendations.

2 | LITERATURE REVIEW

2.1 | Green Marketing

Green marketing refers to the process of developing and promoting products or services based on their environmental benefits. It includes strategies such as sustainable product design, eco-friendly packaging, green advertising, and ethical distribution practices. Scholars like Peattie and Crane (2005) argue that green marketing goes beyond traditional marketing by integrating ecological and ethical considerations into the value proposition. It aims not only to satisfy consumer needs but also to minimize environmental harm and foster long-term brand loyalty in environmentally conscious markets. As consumer awareness grows, businesses that adopt authentic green marketing practices can gain competitive advantage and positively influence consumer behavior (Leonidou et al., 2013; Akram et al., 2024).

2.2 | Consumer Willingness to Pay (WTP)

Consumer willingness to pay refers to the maximum amount a customer is prepared to spend on a product or service. In the context of sustainability, it captures the value consumers place on environmental and ethical product attributes. According to Nair and Little (2016), WTP for green products is driven by factors such as environmental concern, perceived product effectiveness, brand trust, and social influence. In a post-COVID economy, where health, ethics, and sustainability have gained prominence, WTP has become a crucial metric for understanding how green branding translates into market performance.

2.3 | Sustainable Branding

Sustainable branding involves integrating environmental, social, and ethical values into brand identity and positioning. It reflects a company's commitment to long-term sustainability, transparency, and accountability. According to Hartmann and Ibáñez (2006), sustainable branding enhances

brand equity by aligning consumer values with corporate practices, thus fostering emotional connections and customer loyalty. In the post-COVID era, brands perceived as socially and environmentally responsible are more likely to command premium pricing and consumer trust, thereby achieving both ethical and economic benefits.

2.4 |Theoretical Framework

According to the Theory of Planned Behaviour (Ajzen, 1991), behaviours are influenced by intentions, which are shaped by three key factors: attitudes, subjective norms, and perceived behavioural control. In the context of adopting evidence-based instructional practices (EBIPs), attitudes involve beliefs about teaching and learning in general, as well as specific views toward the use of EBIPs. Subjective norms encompass the social pressures individuals experience, including the perceived expectations of students, colleagues, and administrators, along with the importance placed on meeting those expectations. Perceived behavioural control refers to the extent to which individuals feel capable of implementing EBIPs in their specific context, incorporating both internal factors such as self-efficacy and external factors such as classroom environment, time constraints, and available resources. Importantly, actual behavioural control may differ from perceived control, and external factors can directly enable or restrict behaviour regardless of an individual's intentions. The Theory of Planned Behaviour assumes that individuals act rationally, guided by their attitudes, subjective norms, and perceived behavioural control. These factors are not always actively or consciously considered during decision-making but instead form the backdrop for the decision-making process. In other words, people may not explicitly articulate a particular attitude, yet it may still influence their decisions. Research in this area aims to uncover the hidden values and beliefs that shape behaviour. However, there is some controversy surrounding the assumption of rationality, as human behaviour is often driven by emotions rather than logic. As a result, some researchers prefer to describe this process as "sense-making" rather than purely rational behaviour (Ajzen, 2005).

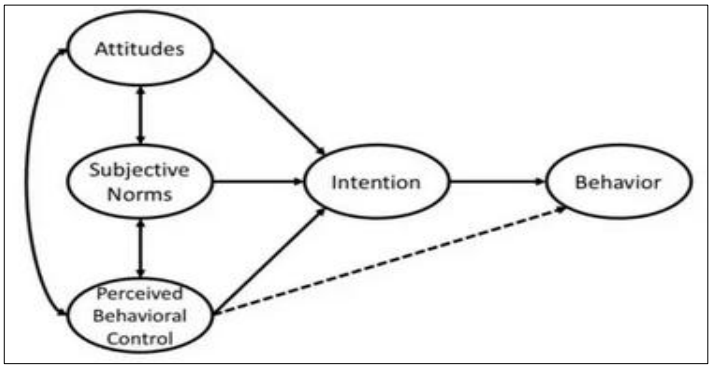


Figure 1: Theory of planned Behaviour Model
Source: (Ajzen, 2005)

The figure 1: represents the Theory of Planned Behaviour (TPB), which explains how individuals' behaviour is influenced. According to the model, three main factors Attitudes, Subjective Norms, and Perceived Behavioural Control jointly shape an individual's Intention to perform a behaviour. Attitudes refer to the individual's positive or negative evaluation of engaging in the behaviour. Subjective Norms relate to the perceived social pressure from important others to perform or not perform the behaviour. Perceived Behavioural Control reflects the person's belief about how easy or difficult it will be to carry out the behaviour. These three factors influence the strength of the Intention, which is the immediate antecedent of behaviour. Moreover, Perceived Behavioural Control also has a direct impact on behaviour, suggesting that even if a person's intention is not strong, they may still perform the behaviour if they feel confident and capable. Overall, the model shows that behaviour is not just determined by motivation (intention) but also by the individual's perception of their control over the action (Ajzen, 1991).

2.5 |Empirical Literature

A growing body of empirical research has explored the influence of green marketing strategies on consumer behavior and business performance across various sectors. Studies within the food export industry, for example, have shown that green marketing elements such as eco-friendly products, sustainable promotion, distribution, and pricing significantly enhance perceived brand quality, loyalty, and awareness (Ghobbe & Nohekhan, 2023; Mohammadi et al., 2023; Nohekhan & Barzegar, 2024). These findings align with broader research in sectors like electric vehicles and fast-moving consumer goods, where consumers demonstrate a strong willingness to pay (WTP) for sustainability-related attributes, such as reduced environmental impact, better product efficiency, and green packaging (Bansal et al., 2021; Mahmoud et al., 2022; Reddy et al., 2023). Further supporting this, studies in the hospitality and restaurant sectors reveal that green practices positively affect customer satisfaction, emotional attachment, and ultimately their WTP and loyalty, with WTP acting as a key mediator for brand advocacy (Nguyen & Tran, 2023; Farooghi et al., 2024). Moreover, conjoint and psychological analyses highlight that eco-labeling, perceived marketplace influence, and emotional value are significant predictors of consumer preference and green purchase intentions (Tsaabitah et al., 2025; Joshi et al., 2021). Despite the consistent evidence on the effectiveness of green marketing, most of the existing studies remain context-specific, sectoral, or focused on pre-COVID dynamics, offering limited insight into how sustainability perceptions and WTP have evolved in the post-pandemic marketplace (Ghobbe & Nohekhan, 2023; Bansal et al., 2021; Mahmoud et al., 2022). While these studies collectively underscore the growing consumer demand for environmentally responsible practices and their positive implications for brand performance, a comprehensive understanding of the economic implications of sustainable branding across industries in the post-COVID era remains underexplored (Nguyen & Tran, 2023; Farooghi et al., 2024). In particular, the integration of consumer WTP with long-term brand value and strategic positioning beyond sector-specific cases is insufficiently addressed (Tsaabitah et al., 2025; Joshi et al., 2021). This gap highlights the importance of investigating how heightened environmental awareness and shifting consumption patterns in the post-COVID context shape the economic outcomes of green marketing strategies.

2.6 |Gap in the Literature

Although numerous studies have established that green marketing strategies have a positive impact on brand quality, loyalty, awareness, and consumer willingness to pay across various sectors (Ghobbe & Nohekhan, 2023; Mohammadi et al., 2023; Nohekhan & Barzegar, 2024; Bansal et al., 2021; Mahmoud et al., 2022; Reddy et al., 2023; Nguyen & Tran, 2023; Farooghi et al., 2024; Tsaabitah et al., 2025; Joshi et al., 2021), a substantive research gap persists in comprehending the economic implications of these consumer behaviours beyond sector-specific contexts, particularly in the post-COVID era. Many existing studies are confined to pre-pandemic data or focus on individual industries, thereby lacking a cross-sectoral perspective on how heightened environmental awareness and evolving consumption patterns since the pandemic influence long-term brand value and strategic brand positioning (Ghobbe & Nohekhan, 2023; Mahmoud et al., 2022; Nguyen & Tran, 2023; Farooghi et al., 2024). Consequently, there is a pressing need for integrated, post-COVID research that examines how consumer willingness to pay for sustainable products correlates with broader economic outcomes and the sustainable performance of brands across diverse sectors.

3 | METHODOLOGY

This study adopts a descriptive research design combined with a quantitative survey approach to effectively investigate the relationship between green marketing strategies and consumer willingness to pay in the post-COVID era. This design is appropriate because it enables the researcher to systematically collect, describe, and analyse data on consumer perceptions, attitudes, and behaviours related to green marketing, willingness to pay, and sustainable branding (Nguyen et al., 2020). Using structured questionnaires, the study can capture measurable responses regarding variables such as green marketing awareness, perceived environmental benefits, brand trust, post-COVID health and environmental concerns, and price sensitivity. The quantitative method allows for statistical analysis, such as chi-square tests, to establish relationships and generalize findings across a larger population (Joshi & Rahman, 2015), offering critical understanding of the economic impacts associated with sustainable branding initiatives.

The population for this study comprises all consumers within the study area who actively engage in purchasing branded products and are likely to be influenced by green marketing strategies and sustainability-focused branding initiatives in the post-COVID era. This group includes individuals who make routine consumer decisions, interact with environmentally friendly products, respond to marketing campaigns, and show varying levels of environmental consciousness. Based on available demographic and market estimates, the total consumer population relevant to this study is 1,051,700. This figure represents the approximate number of potential respondents whose purchasing behaviour may reflect attitudes toward green marketing and willingness to pay for sustainably branded products. Therefore, a scientifically determined sample size is required to ensure that the findings are reliable, representative, and generalizable. To achieve this, the study employs the Taro Yamane (1967) sample size determination formula, a widely accepted method for calculating sample sizes from large, finite populations while maintaining the desired level of precision.

The Taro Yamane formula is given as:

$$n = \frac{N}{1 + N(e)^2}$$

Where:
$n = sample\ size$
$N = population\ size$ (1,051,700)
$e = margin\ of\ error$ (0.05)

Given the total population N=1,051,700 the sample size is calculated as:

$$n = \frac{1{,}051{,}700}{1 + 1{,}051{,}700(0.05)^2} = \frac{1{,}051{,}700}{1 + 1{,}051{,}700(0.0025)^2} = \frac{1{,}051{,}700}{1 + 2{,}629.25}$$
$$= \frac{1{,}051{,}700}{2{,}629.25} = \approx 400$$

A sample size of 400 respondents is considered sufficient to adequately represent the population, as it ensures appropriate statistical accuracy, minimizes sampling error, and allows for meaningful interpretation of consumer attitudes toward green marketing and their willingness to pay for sustainable brands in the post-COVID economic landscape.

3.1 | Model Specification

Based on the Theory of Planned Behaviour (Ajzen, 1991), this study specifies a model in which Consumer Willingness to Pay (CWP) serves as the behavioural intention, while Green Marketing Awareness (GMA) is positioned as the primary independent variable influencing this intention. In this framework, GMA shapes consumers' attitudes by enhancing their understanding and evaluation of environmentally friendly products, thereby affecting their willingness to pay for sustainable brands. Additional factors Perceived Environmental Benefits (PEB), Brand Trust in Sustainability Claims (BTSC), Post-COVID Health and Environmental Concerns (PHEC), and Price Sensitivity (PS) operate as supportive predictors representing attitudes, subjective norms, and perceived behavioural control. The resulting model is expressed as:

$GMA = f(CWP, PEB, BTSC, PHEC, PS)$.....(1)
Transform equation (1) into econometric model

$$GMA = \beta_0 + \beta_1 CWP + \beta_2 PEB + \beta_3 BTSC + \beta_4 PHEC + \beta_5 PS + \mu_t .. (2)$$

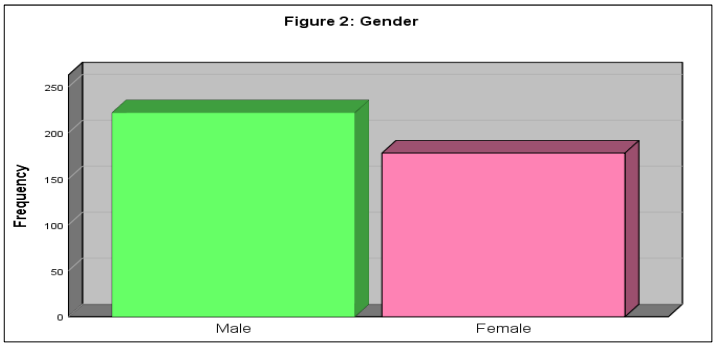
where: GMA = Attitudinal influence (Awareness), CWP = Consumer Willingness to Pay (Behavioural Intention), PEB = Attitudinal influence (Environmental Beliefs), BTSC= Attitudinal influence (Trust), PHEC = Subjective Norms, PS = Perceived Behavioural Control, β_0= intercept, β_1-β_5 =Coefficients, μ_t=Error term

4 | DATA PRESENTATION AND ANALYSIS

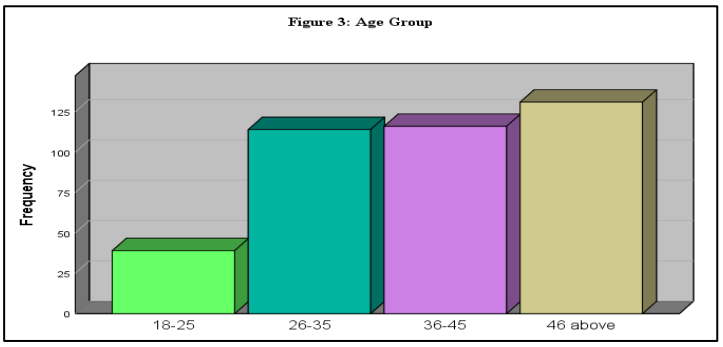
Table 1: Demographic Characteristics Sample

Category	Classification	Frequency (%)
Gender	Male	222 (55.5)
	Female	178 (44.5)
Age Group	18-25	39 (9.8)
	26-35	114 (28.5)
	36-45	116 (29.0)
	46 above	131(32.8)
Education	Secondary	74 (18.5)
	Diploma	99 (24.8)
	Degree	123 (30.8)
	Postgraduate	104 (26.0)
Occupation	Student	79 (19.8)
	Trader	103 (25.8)
	Entrepreneur	111(27.8)
	Civil Servant	107 (26.8)

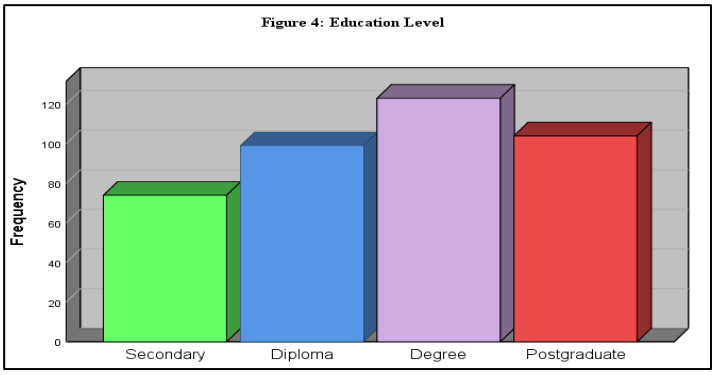
Source: Field Survey (2025)



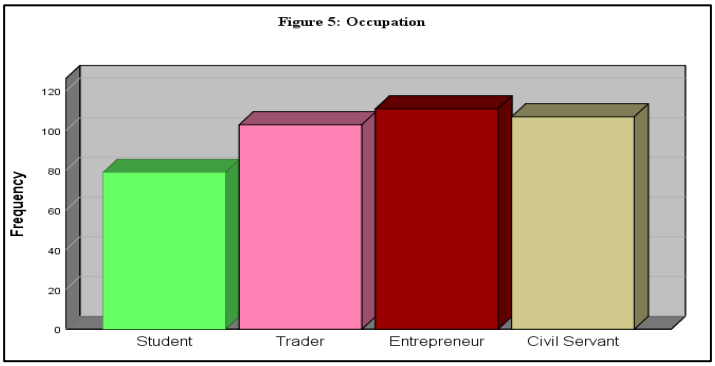
As presented in Figure 2, the gender distribution shows that 55.5% of respondents were male and 44.5% were female, indicating a slightly higher male representation but an overall balanced sample useful for capturing diverse consumer perspectives.



The age distribution depicts in figure 3, reveals that the majority of respondents fall within the older age brackets, with 32.8% aged 46 and above, followed by 29.0% in the 36–45 age group, and 28.5% in the 26–35 range. Only 9.8% of respondents are aged 18–25. This suggests that perspectives on green marketing and willingness to pay are primarily influenced by more mature age groups, which may reflect greater financial capacity or environmental awareness among older consumers.



The educational level distribution indicates in figure 4, that most respondents possess higher educational qualifications, with 30.8% holding a degree and 26.0% having postgraduate education. Additionally, 24.8% have a diploma, while 18.5% completed secondary education. This suggests that the sample population is relatively well-educated, which may contribute to a higher awareness and understanding of green marketing concepts and sustainable branding, especially in the context of post-COVID economic and environmental concerns.



As presented in Figure 5: the occupational distribution of respondents shows a diverse engagement across sectors. Entrepreneurs constitute the largest group at 27.8%, followed closely by civil servants at 26.8% and traders at 25.8%. Students make up the remaining 19.8%. This spread suggests a balanced representation of both public and private sector workers, as well as individuals in education. The strong presence of entrepreneurs and traders may indicate a high level of economic activity and market responsiveness factors that are particularly relevant in understanding consumer behaviour toward green marketing and sustainable branding in the post-COVID era.

4.1 | Reliability Test (Cronbach's Alpha)

A Cronbach's Alpha value of 0.734 indicates an acceptable level of internal consistency among the items used to measure key constructs within

the study Green Marketing and Consumer Willingness to Pay: Economic Implications of Sustainable Branding in the Post-COVID Era. This result suggests that the survey or scale items related to consumer perceptions of green marketing, willingness to pay, environmental concern, and sustainable branding are reliably measuring a unified underlying concept.

Table 2: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
GMA	400	1	5	2.81	1.397
CWP	400	1	5	2.48	1.288
PEB	400	1	5	2.66	1.289
BTSC	400	1	5	2.71	1.283
PHEC	400	1	5	2.74	1.335
PS	400	1	5	2.76	1.311
Valid N (listwise)	400				

Source: *Field Survey (2025)*

The descriptive statistics presented in table 2: for the variables in the study on Green Marketing and Consumer Willingness to Pay: Economic Implications of Sustainable Branding in the Post-COVID Era reveal that the dataset consists of 400 observations. The average Consumer Willingness to Pay (CWP) is 2.48, with a standard deviation of 1.288, suggesting a moderate willingness to pay for green products among respondents, with considerable variation in responses. Green Marketing Awareness (GMA) has a mean of 2.81 and a standard deviation of 1.397, indicating slightly higher-than-average awareness but with a notable spread in individual responses. Perceived Environmental Benefits (PEB) shows a mean of 2.66 and a standard deviation of 1.289, suggesting that respondents perceive moderate environmental benefits from green products, though their perceptions vary widely. Brand Trust in Sustainability Claims (BTSC) has a mean of 2.71 and a standard deviation of 1.283, reflecting a neutral to slightly positive level of trust, but again with considerable variation. Post-COVID Health and Environmental Concerns (PHEC) have a mean of 2.74 and a standard deviation of 1.335, showing moderate concern about health and environmental issues after the pandemic, with variability in responses. Finally, Price Sensitivity (PS) has a mean of 2.76 and a standard deviation of 1.311, indicating moderate price sensitivity, but with significant spread in how individuals view the cost of green products. While, the mean values suggest moderate agreement or perception on each factor, the relatively high standard deviations indicate that there is considerable variability in the respondents' attitudes and behaviours regarding green marketing and sustainable branding.

Table 3: Regression Analysis

	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model	B	Beta	Beta	T	Sig.	Tolerance	VIF
(Constant)	2.218	.303		7.311	.000		
PEB	.030	.054	.027	.547	.585	.982	1.019
BTSC	-.045	.054	-.041	-.833	.405	.991	1.009
PHEC	.085	.052	.081	1.611	.108	.975	1.025
PS	.149	.053	.140	2.798	.005	.976	1.025
CWP	-.004	.054	-.004	-.075	.940	.989	1.011

a. Dependent Variable: GMA
Source: *Field Survey (2025)*

As presented in Table 5: the regression analysis provides perceptions into the predictors of green marketing awareness (GMA) within the context of the study titled Green Marketing and Consumer Willingness to Pay: Economic Implications of Sustainable Branding in the Post-COVID Era. Among the variables examined, price sensitivity (PS) emerges as a significant positive predictor of GMA (B = 0.149, p = .005), suggesting that consumers who are more sensitive to prices are also more attuned to green marketing efforts. This may reflect heightened value-consciousness and a strategic preference for environmentally sustainable products perceived as offering better long-term utility or ethical value. Other variables including perceived environmental benefits (PEB), brand trust in sustainability claims (BTSC), post-COVID health and environmental concerns (PHEC), and consumer willingness to pay (CWP) did not significantly predict GMA (p > .05), though PHEC showed a positive trend (B = 0.085, p = .108), hinting at a potentially meaningful role in shaping consumer awareness in the post-COVID context. The findings suggest that economic behaviour, particularly in terms of price sensitivity, is central to understanding how consumers engage with sustainable branding in a recovering global economy. These findings both align with and challenge existing literature on the subject. Sheikh, Mirzaei, and Ahmadinejad (2023) reported that while price sensitivity negatively influenced green purchase behaviour, it positively impacted consumer attitudes toward green products supporting the notion that price-conscious consumers may still be receptive to sustainable branding. Similarly, Stall-Meadows and Davey (2013) found that exposure to green marketing claims reduced price sensitivity, suggesting that compelling sustainability messaging can override immediate cost concerns. Conversely, Khaleeli, Oswal, and Sleem (2021) found no significant moderating effect of price consciousness on the relationship between green product intention and purchase behaviour, implying that high price sensitivity may deter consumers from acting on their green preferences. In a related vein, Premadasa and Fernando (2022) showed that while environmental and health consciousness increased green purchase intention, the premium price of organic products partially diminished this effect. Together, these studies reveal a nuanced dynamic: although green marketing awareness can be positively influenced by economic considerations, the actual willingness to pay remains contingent upon how well sustainable brands bridge the gap between ethical appeal and financial feasibility in the post-COVID era.

Table 4: Test Statistics

	GMA	CWP	PEB	BTSC	PHEC	PS
Chi-Square	18.500[a]	78.425[a]	36.775[a]	29.625[a]	29.600[a]	40.800[a]
Df	4	4	4	4	4	4
Asymp. Sig.	.001	.000	.000	.000	.000	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 80.0.
Source: *Field Survey (2025)*

The results depicted from table 6: the chi-square test statistics reveal significant relationships between green marketing variables and consumer willingness to pay in the post-COVID era. Specifically, Green Marketing Awareness (GMA), Consumer Willingness to Pay (CWP), Perceived Environmental Benefit (PEB), Brand Trust in Sustainability Claims (BTSC), Post-COVID Health and Environmental Concern (PHEC), and Price Sensitivity (PS) all showed statistically significant results at $p < 0.05$. This suggests that consumers are increasingly aware of green marketing initiatives (Nguyen et al., 2020), perceive genuine environmental benefits from sustainable products (Joshi & Rahman, 2015), and demonstrate higher willingness to pay for brands they trust regarding sustainability claims (Testa et al., 2021). Furthermore, heightened health and environmental concerns following COVID-19 have strengthened consumer demand for sustainable brands (Sarkis et al., 2020). However, despite this willingness, price sensitivity remains important (Biswas & Roy, 2015), indicating that sustainable branding strategies must balance credibility and affordability. These findings imply that in the post-COVID economy, sustainable branding offers a strong economic advantage for businesses that can build consumer trust and effectively communicate real environmental benefits without excessively inflating prices.

Table 7: ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.670	5	5.134	2.688	.021[b]
	Residual	752.507	394	1.910		
	Total	778.177	399			

a. Dependent Variable: GMA
b. Predictors: (Constant), CWP, PHEC, BTSC, PEB, PS
Source: Field Survey (2025)

The ANOVA table 7: reveals that the regression model explaining Green Marketing Awareness (GMA) is statistically significant, as indicated by an F-value of 2.688 and a p-value of 0.021, which is less than the 0.05 significance level. This suggests that the combined effect of the predictors Consumer Willingness to Pay (CWP), Post-COVID Health and Environmental Concerns (PHEC), Brand Trust in Sustainability Claims (BTSC), Perceived Environmental Benefits (PEB), and Price Sensitivity (PS) on GMA is significant. The model explains a portion of the variability in GMA, with the regression sum of squares being 25.670, and the residual sum of squares is 752.507. The total sum of squares is 778.177, indicating the total variation in GMA. These results confirm that the predictors collectively have a meaningful influence on GMA in the post-COVID.

5 | CONCLUSION AND RECOMMENDATIONS

Based on the statistical findings from the regression analysis, chi-square tests, and ANOVA, a valid conclusion can be drawn regarding the topic Green Marketing and Consumer Willingness to Pay: Economic Implications of Sustainable Branding in the Post-COVID Era. The results demonstrate that among the predictors analyzed, price sensitivity significantly and positively influences green marketing awareness (GMA), suggesting that consumers who are mindful of cost are not necessarily resistant to sustainability messaging, but rather more discerning in seeking long-term value and ethical justification for their purchases. While other variables such as consumer willingness to pay (CWP), perceived environmental benefits (PEB), brand trust in sustainability claims (BTSC), and post-COVID health and environmental concerns (PHEC) did not individually predict GMA at a statistically significant level in the regression model, the overall ANOVA results confirm that these predictors, when combined, have a statistically significant impact on GMA. Furthermore, the chi-square test findings revealed significant associations between all key variables and CWP,

highlighting that in the post-COVID, consumers are more environmentally conscious and responsive to transparent, trustworthy, and health-focused branding. These findings align with and extend the existing literature by illustrating a complex but promising landscape for sustainable branding. While economic caution remains prevalent, particularly through price sensitivity, it does not negate green engagement. Instead, it urges businesses to communicate clear environmental benefits and ensure affordability. Trust in brand sustainability claims and post-pandemic health awareness also emerge as critical enablers of consumer willingness to pay. Thus, the study concludes that in the post-COVID economy, sustainable branding presents a viable economic strategy. However, its success depends on balancing ethical appeal with financial feasibility leveraging green marketing to build consumer awareness and trust while keeping prices within accessible limits to translate that awareness into actual purchasing behaviour. This highlights the dual economic and psychological roles green branding must play in shaping future market trends. Based on the findings and conclusion of the study, the following recommendations are, to effectively enhance consumer willingness to pay for sustainable brands in the post-COVID era, businesses should focus on making eco-friendly products affordable and accessible while also strengthening trust through transparent and verifiable sustainability claims. These strategies address key consumer concerns around price sensitivity and credibility, making green marketing more effective and economically viable.

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