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BACK TO BASICS

Green Brand Equity e Sostenibilità.
Un'analisi empirica nel settore delle acque minerali in Italia

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ABSTRACT

The environmental and social innovation is becoming the engine for the growth of the business and brand values . The Future of Business is the business sustainable while maintaining the integrity in the business and developing the ability to generate an ROI of sustainability. The New Economics of Happiness and sharing, the opportunities for radical innovation of the business and renovated successful brands , requires you to understand how to authentically include sustainability in the promise of the brand and build share in the process through the communication of sustainability to the brand building that express this value (Sustainability brands). Deciding to reverse the equation , according to which "business " does not necessarily express the value of sustainability is the step to be taken by the companies so that they can redefine their vision and profess ethical and responsible. Sustainability does not mean , in fact, simply focus on environmental initiatives , but is a much broader concept that integrates the social, environmental and economic aspects in order to build a stronger and more durable. If companies understand this concept and apply sustainability the same way as an indicator of efficiency, the latter may be considered a model of successful development . The impact of this " green wave " promises , therefore , to transform the world of business. A trend that requires a radical change of its business in search of new areas of opportunity and, consequently, new competitive advantages .

The most important question that firms face is how the business interacts with society. The capitalist system is under siege . In recent years, the business world has been criticized and considered the main cause of social, environmental and economic benefits , and many believe that companies are prospering at the expense of their communities. Companies might reconcile business and civil society ridefinissero only if your goal in terms of creating " shared value " , which means to generate economic value in such ways that produce value for society by addressing the challenges it is facing this . An approach based on shared value is the one that puts in contact the company's success with social progress.

The research carried out in this paper investigates this phenomenon; after a survey of the literature in evolutionary terms , and after having explained the key concepts

explaining what is meant by the brand and Sustainability Green Marketing , analyzed in the perspective of the consumer, describes sustainable brand value up to the conceptualization of Green Brand Equity .

The paper aims to investigate the level of awareness of the need for businesses to adopt an orientation to sustainability to create a sustainable brand value and groped to answer the basic : how to capitalize and include orientation to sustainability in the value of brand? Thus provide a valuable tool for brand managers to orient themselves on the path of sustainability through the strategic role of communication of sustainability , considering the risks involved (eg green washing) and investigated in the perspective of the consumer in the gap between performance and perception, so-called Green Gap . To verify the argument has been used in an empirical study , the type of qualitative research , exploratory and applied with the aim of providing the results of direct aid in marketing decisions . For this purpose, the study makes use of the method of sampling. The unit of analysis is identified for sampling the mineral water sector , and the extension is located in the territory of Italy . The choice of this context detection is driven by the fact that corporate sustainability itself is consubstantial with the business itself of this sector and also because it is a sector of consumer goods and , therefore , useful to a recognition of interest want to identify a trend in corporate communication strategies .

The work aims to highlight the managerial implications related to a sustainable brand orientation . The aim is to bring to the attention of brand managers and marketing directors of the growing need to adopt an approach to sustainability, which imbued the company in all its manifestations , surpassing the subjective perspective of social responsibility , which has only a limited connection with the business and acting on the reputation and focus instead on social innovation to create economic value by creating social value and therefore shared value , functional to profitability and competitive position of the company . The work suggests , with the proposal of a model of sustainable brand , the transition from building brand equity (linked to reputation) to Green Brand Equity (linked to social innovation) through the communication of sustainability with regard to the risks that this entails. A circular process that starts by social sponsored by businesses, mediated by communication of sustainability, effect on the conduct of the over- consumption of the system and other stakeholders by creating shared value to increase Green Brand Equity , and thus

creating competitive advantage for ' enterprise. The latter will be well equipped with new resources and therefore able to foster and sustain social innovation process enabled. The proposed model aims to be a tool to support marketing decisions to assist the process of orientation to the sustainability of the business towards building a sustainable brand .