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WHO IS BEHIND THE ECO – LABEL? CERTIFICATION SOURCE, TRUST IN GOVERNMENT AND THEIR IMPACT ON CONSUMER PERCEPTIONS AND WILLINGNESS TO PAY PREMIUM



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Prof. Naman Sreen is an Associate Professor in the area of Marketing at Jindal Global Business School, O.P. Jindal Global (Institution of Eminence Deemed to Be University). He has also taught as an assistant professor in Indian Institute of Management, Rohtak. He has corporate experience of about 2 years as an Area sales manager and business consultant. Naman completed his Ph.D. from the Indian Institute of Management, Shillong (IIM Shillong), and has completed a Master of Business Administration from Great Lakes Institute of Management, Chennai. His research interest includes Green Marketing, Travel and Tourism, and Ethical Consumerism. He has contributed many research articles in international journals listed in ABDC, ABS, Scopus, and ESCI.

Over recent decades, organizations have increasingly adopted eco-labels to signal their products' sustainability and ethical attributes. This study employs a between-subjects factorial experimental design to investigate the influence of eco-label source, government versus private certification, on consumer perceptions of credibility, quality, and expensiveness, and how these perceptions subsequently shape willingness to pay a premium. Further, this study checks the moderating role of trust in government for the relationship between eco-label sources (government and private) and consumer perceptions of credibility, quality, and expensiveness. The findings of the study indicate that the perceptions of credibility, quality, and expensiveness do not significantly differ for the two eco-label sources (government and private) at a 95% confidence interval. Perceptions of expensiveness vary at a 90% confidence interval, such that a product with a government eco-label is perceived to be less expensive than a private eco-labeled product. Among the three consumer perceptions, only quality demonstrates a significant positive association with willingness to pay a premium. Furthermore, the inclusion of the moderator, trust in government, alters these relationships: under conditions of high trust in government, the associations between government eco-label and credibility, as well as between government eco-label and quality, become significant. The study provides practical insights and theoretical contributions by extending the body of knowledge on eco-label credibility, consumer evaluations, trust in institutions, and sustainable consumption.

MODERATOR: PROF. CHINMOY BANDYOPADHYAY, ASSISTANT PROFESSOR & AREA CHAIR, JINDAL GLOBAL BUSINESS SCHOOL

WEDNESDAY

22nd OCT

12:00 PM-01:00 PM

LINK



Meeting Link: <https://zoom.us/meeting/register/2aklrPhaQH2YSDW-A03M2Q>
Password: JGU