

The Impact of Green Marketing on Consumer Perceptions and Brand Loyalty in Sustainable Brands

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ABSTRACT

This study explores the impact of green marketing on consumer perceptions of brand sustainability and loyalty. With growing environmental awareness, consumers increasingly favor brands that demonstrate genuine eco-friendly practices. This research examines how green marketing affects consumer trust and loyalty, particularly in sustainability-driven markets. Findings indicate a positive correlation between effective green marketing and enhanced brand loyalty, emphasizing the importance of transparency and authenticity in environmental claims. Brands that effectively communicate their sustainability efforts build stronger customer relationships, fostering long-term loyalty. This study highlights the need for businesses to align marketing strategies with genuine green practices to engage eco-conscious consumers.

Keywords: *Green marketing; Consumer perception, Brand loyalty; Sustainability; Authenticity.*

1.0 Introduction

The increasing demand for sustainable products and services has resulted in a significant change in the way consumers perceive brands and the strategies that businesses employ to engage their target audiences.

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As environmental consciousness grows, the concept of green marketing has received substantial attention in academic study and commercial practices. Promoting goods and services on the basis of their positive environmental effects—such as using sustainable materials, lowering carbon footprints, or implementing eco-friendly procedures is known as “green marketing” (Martinez, 2015). The fundamental objective of green marketing is to improve consumer perceptions of a brand’s sustainability, thereby influencing their purchasing behaviour and cultivating long-term brand loyalty.

The impact of green marketing on consumer behaviour has been intensively researched in recent years, particularly in terms of brand loyalty. Businesses that successfully implement green marketing strategies are more likely to cultivate closer relationships with their customers, as consumers are increasingly drawn to brands that exhibit a commitment to environmental sustainability (Kewakuma et al., 2021). The incorporation of environmental considerations into business practices not only distinguishes brands in competitive markets, but also appeals to a growing demographic of environmentally conscious consumers willing to support brands that share their values (Tanveer et al., 2021).

Therefore, for companies hoping to succeed in today’s sustainability-driven market, it is essential to comprehend how green marketing affects consumer views and brand loyalty. Influencing consumers’ opinions about a brand’s sustainability is a crucial component of green marketing. Customers are more likely to be loyal to sustainable brands since they are seen as more ethical, trustworthy, and responsible. In industries like fast-moving consumer goods (FMCG), fashion, and hospitality, where companies that embrace sustainable methods can set themselves apart from rivals, this change in customer sentiment has been particularly noticeable (Punitha et al., 2016). In addition to appealing to consumers’ growing environmental concerns, these firms establish a strong emotional bond with their target audience by effectively conveying their environmental actions, which eventually boosts brand loyalty (Schultz & Block, 2015).

The relationship between green marketing and how consumers view sustainability is further supported by research that emphasises the importance of consumer trust and brand image. According to (Kewakuma et al., 2021), green marketing tactics that emphasise the advantages that products or services have for the environment contribute to the development of a favourable brand image, which in turn increases customer loyalty. Similar to this, (Kuchinka et al., 2018) contend that customers are more likely to grow to trust and be loyal to a brand if they believe that the company’s environmental efforts are sincere. Customers are more likely to stick with firms they trust to act in their best interests and support the larger objective of sustainability, therefore this trust is essential to boosting brand loyalty.

Although it is often known that green marketing increases brand loyalty, it is crucial to remember that the veracity of a brand’s statements determines how effective these tactics are. Customers are growing more adept at spotting greenwashing, which is the act of

deceiving them about a product or service's environmental advantages (Škatarić et al., 2021). Inauthentic sustainability initiatives put brands at danger of losing the trust of consumers, which can result in a drop in brand loyalty (Martínez-Falcó et al., 2024). This emphasises how crucial openness is to green marketing since companies need to make sure that their activities support their claims as well as advertise their environmental commitments.

The idea of green brand innovativeness is crucial to comprehending the connection between green marketing and brand loyalty. Customers are more inclined to stick with firms that show creative ways to sustainability, such launching new eco-friendly products or implementing cutting-edge technologies to lessen their environmental impact, according to (Lin, Lobo, and Leckie, 2019). Customers' opinions of a brand's dedication to environmental stewardship are strongly influenced by this innovation since it shows that the company is actively looking for methods to enhance its sustainability performance. Brands that adopt green innovation are therefore better positioned to increase customer loyalty and obtain a competitive edge in the market.

In addition, the significance of environmental consciousness in the development of consumer attitudes towards green marketing is immeasurable. According to (Reddy et al., 2023), how customers react to green marketing initiatives is greatly influenced by their degree of environmental awareness. People who are more environmentally conscious are more likely to identify and value a brand's sustainable practices, which strengthens the emotional bond and eventually increases brand loyalty. However, because they could not completely comprehend the environmental benefits of the products they buy, consumers who are less knowledgeable about environmental issues might be less swayed by green marketing messaging (Bhatia & Jain, 2013). This relationship between green marketing and consumer loyalty is further confounded by the moderating influence of green consumption values. According to (Reddy et al., 2023), customers that give sustainability top priority when making purchases are more likely to show brand loyalty to businesses that share their beliefs. This implies that strong brand loyalty is more likely to arise from green marketing tactics that align with consumers' environmental ideals. Conversely, even if a business adopts environmentally responsible practices, it may find it difficult to build meaningful relationships with its target audience if it does not capitalise on these ideals. Additionally, the efficiency of marketing communication channels affects how green marketing affects consumer brand loyalty. Social media and other digital platforms have a significant impact on how consumers view sustainable brands, according to recent research by (Plötz et al., 2023). Brands have the chance to interact with consumers about environmental issues and visually present their sustainability initiatives through platforms such as Facebook, Instagram, and TikTok. Brands may raise consumer awareness, strengthen their bonds with eco-aware customers, and spread their green marketing messaging by skilfully utilising these platforms. Reaching younger

generations, like Gen Z, who are more inclined to give sustainability top priority while making purchases, has become especially crucial (Gahlot Sarkar, et al., 2019).

In conclusion, green marketing is essential for the development of consumer perceptions of sustainability and the cultivation of brand loyalty. Businesses may stand out in competitive markets and attract a growing number of environmentally conscious customers by promoting eco-friendly procedures and goods. However, the genuineness and openness of the brand's promises, as well as its capacity to connect with consumers' environmental values, are what make green marketing methods successful. Businesses must modify their marketing tactics to satisfy the growing consumer knowledge of environmental issues and make sure that their sustainability initiatives live up to customer expectations. Companies that are successful in conveying their dedication to sustainability are more likely to increase brand loyalty, establish enduring relationships with their clients, and eventually prosper in the sustainability-driven

2.0 Review of Literature

Sustainable practices are essential for improving customer loyalty and happiness, as demonstrated by Martinez (2015), who discovered that a robust green brand image greatly fosters long-term consumer loyalty. Kewakuma, Rofiaty, & Ratnawati (2022) further substantiate that green marketing tactics not only elevate a brand's image but also cultivate consumer loyalty, enabling firms to distinguish themselves in competitive markets. Lin, Lobo, & Leckie (2019) emphasised that green brand knowledge influences customer attitudes and enhances purchase intentions, however its moderating impacts on brand positioning are minimal. Kuchinka, Balazs, et al. (2021) also highlighted that environmentally concerned consumers exhibit greater loyalty to sustainable firms, motivated by their pro-environmental sentiments. Agu and Iyelolu (2020) emphasised that open and genuine sustainable policies cultivate consumer trust, providing brands with a competitive edge and promoting enduring loyalty. Rahman and Reynolds (2016) found that ethical marketing practices positively influence customer loyalty, with customer satisfaction acting as a mediating factor in strengthening long-term brand relationships. Nair & Subramanian (2023) discovered that customer awareness of green values positively influences purchasing behaviour in India, prompting marketers to emphasise green features in their advertising.

Tariq, Ali, et al. (2021) posited that augmenting green education and brand awareness elevates customer engagement in environmental conservation, hence reinforcing purchasing intentions. Xie and Zhao (2024) asserted that familiarity with green brand positioning enhances purchasing intentions, underscoring the necessity for transparent and genuine green branding. Choi & Kim (2022) stated that customer attitudes and green knowledge influence

purchase intentions; yet, a robust brand positioning strategy is crucial for success in the green product market, necessitating clear communication of sustainability efforts by firms.

3.0 Research Questions

1. How does consumer awareness of green marketing strategies affect their perceptions of brand sustainability?
2. What is the impact of effective green marketing on consumer brand loyalty towards sustainable products?

4.0 Research Gap

A significant gap exists in empirical research that directly investigates the relationship between green marketing and customer perceptions of brand sustainability, despite the increased emphasis on sustainability and the use of green marketing tactics by numerous firms. The precise effect of these marketing techniques on customer loyalty to sustainable products is frequently ignored in previous research. Furthermore, little focus has been placed on how demographic characteristics affect opinions about the efficacy of green marketing. This study intends to fill these gaps by looking into the relationship between green marketing, customer perceptions, and brand loyalty, thereby improving our understanding of consumer behaviour in the context of sustainability.

5.0 Objectives

1. To assess the relationship between consumer perceptions of brand sustainability and their awareness of green marketing strategies in sustainable brands.
2. To evaluate the impact of effective green marketing on consumer brand loyalty towards sustainable products.

6.0 Research Methodology

6.1 Research design

The study employs a research methodology that is both descriptive and analytical. To improve the study's precision and scope of examination, a combination of qualitative and quantitative approaches is employed. This work is intended to serve as a foundation for future research in this field, as it is exploratory in nature.

6.2 Sources of data

The data used for the study was gathered from primary and secondary sources.

- *Primary Data:* The Primary Data was gathered through a well-structured questionnaire comprising of close ended questions using the likert scale, sent across users of coworking space across the city of Bangalore.
- *Secondary data:* The Secondary data was gathered from online journals, e-magazines, scholarly papers, websites, and journals. Previously existing research articles and reports.

6.3 Research variables

Based on the review of Literature, The key independent and dependent variables considered for the study are summarised in **Table 1**.

Table 1: List of IV and DV

Independent Variable (IV)	Dependent Variable (DV)
Green Marketing Awareness	Brand Sustainability Perception
Green Marketing Effectiveness	Consumer Brand Loyalty

Source: Primary

6.4 Research hypotheses

Objective 1: To assess the relationship between consumer perceptions of brand sustainability and their awareness of green marketing strategies in sustainable brands.

- H₀: There is no significant relationship between consumer perceptions of brand sustainability and their awareness of green marketing strategies in sustainable brands.
- H_a: There is a significant positive relationship between consumer perceptions of brand sustainability and their awareness of green marketing strategies in sustainable brands.

Objective 2: To evaluate the impact of effective green marketing on consumer brand loyalty towards sustainable products.

- H₀: Effective green marketing has no significant effect on consumer brand loyalty towards sustainable products.
- H_a: Effective green marketing has a significant positive effect on consumer brand loyalty towards sustainable products.

6.5 Sampling

The population size comprises customers who interact with sustainable brands through a variety of platforms. The sample size comprises 136 respondents located in the city of Bengaluru. The survey was conducted using a combination of convenience and simple

random sampling, methods well-regarded for their effectiveness in capturing diverse consumer perspectives.

6.6 Framework of analysis

Data analysis was performed using SPSS. *Descriptive statistics, Coefficients of correlation, Simple linear regression* was employed to investigate the hypotheses.

6.7 Limitations of the study

1. The research is limited to consumers who engage with sustainable brands within the city of Bengaluru.
2. The study's sample size is 136 respondents, which meets the requirement for a 95% confidence level with a $\pm 5\%$ margin of error, ensuring reliable findings within this population.

7.0 Statement of the Problem

As consumer demand for sustainability grows, companies are being forced to incorporate eco-friendly activities into their marketing plans. However, the impact of green marketing on consumer perceptions and brand loyalty is still inadequately examined, particularly with sustainable products. Although green marketing methods aim to improve brand image and loyalty, it is essential to comprehend their impact on customer perceptions of brand sustainability and their purchasing behaviours (Kewakuma et al., 2021). Furthermore, consumers' awareness of green marketing assertions might fluctuate, influencing their belief in the firm's environmental pledges and eventually hurting brand loyalty (Martínez-Falcó et al., 2024). Thus, the purpose of this study is to examine how consumers' perceptions of brand sustainability and their awareness of green marketing relate to each other, as well as how successful green marketing affects consumers' loyalty to sustainable firms.

7.1 Significance of the study

As environmental issues and sustainability increasingly influence consumer choices, comprehending the impact of green marketing on brand perceptions and the cultivation of brand loyalty is crucial for firms seeking to thrive in the green market. This study will provide significant insights into the impact of green marketing on customer attitudes towards sustainable companies, aiding firms in aligning their marketing strategies with consumer expectations (Tanveer et al., 2021). This study will examine the influence of green marketing on consumer loyalty, offering a basis for businesses to create more effective, transparent, and

authentic marketing tactics that appeal to environmentally concerned consumers (Kuchinka et al., 2018). Additionally, this study will help marketers understand how customers' environmental awareness influences their responses to green marketing, allowing firms to better target their green marketing efforts (Reddy et al., 2023).

7.2 Scope of the study

This study focuses on consumers within the city of Bengaluru who engage with sustainable brands across various sectors, such as FMCG, fashion, and hospitality. It examines consumer perceptions of brand sustainability and loyalty influenced by green marketing strategies, utilizing a sample of 136 respondents. The scope includes analyzing both awareness and effectiveness of green marketing, with insights drawn from primary data gathered through surveys and secondary data from scholarly sources. The study's findings aim to offer a framework for businesses to enhance brand loyalty and align their green marketing strategies with consumer values in urban, sustainability-focused markets.

8.0 Data Analysis & Hypotheses Testing

Objective 1: To assess the relationship between consumer perceptions of brand sustainability and their awareness of green marketing strategies in sustainable brands.

- H_0 : There is no significant relationship between consumer perceptions of brand sustainability and their awareness of green marketing strategies in sustainable brands.
- H_a : There is a significant positive relationship between consumer perceptions of brand sustainability and their awareness of green marketing strategies in sustainable brands.

Hypothesis Analysed and tested using Spearman's rho correlation test

Table 2: Correlation

			Green Marketing Awareness	Business Sustainability Perception
Spearman's rho	Green Marketing Awareness	Correlation Coefficient	1.000	0.253**
		Sig. (2-tailed)		0.00
		N	136	136
	Business Sustainability Perception	Correlation Coefficient	0.253**	1.000
		Sig. (2-tailed)	0.00	
		N	136	136
**. Correlation is significant at the 0.01 level (2-tailed).				

Source: Primary

Interpretation: The results of the Spearman's rho correlation test are presented in Table 2. The test was conducted to evaluate the relationship between consumer perceptions of brand sustainability and their awareness of green marketing strategies. The correlation

coefficient value of 0.253 ($p < 0.01$) indicates a significant positive correlation between green marketing awareness and perceptions of brand sustainability. This suggests that as consumers’ awareness of green marketing strategies increases, so does their perception of the brand’s sustainability, albeit with a relatively weak correlation (Kewakuma et al., 2021).

Given that the correlation is statistically significant at the 0.01 level, we reject the null hypothesis (H_0) and accept the alternative hypothesis (H_a), which posits that there is a significant positive relationship between consumer perceptions of brand sustainability and their awareness of green marketing strategies in sustainable brands. This finding supports previous research that highlights the influence of green marketing awareness on consumers’ perceptions of sustainable brands (Martínez-Falcó et al., 2024).

Objective 2: To evaluate the impact of effective green marketing on consumer brand loyalty towards sustainable products.

- H_0 : Effective green marketing has no significant effect on consumer brand loyalty towards sustainable products.
- H_a : Effective green marketing has a significant positive effect on consumer brand loyalty towards sustainable products.

Hypothesis Analysed and tested using Regression Analysis:

Table 3(a): Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.242 ^a	0.059	0.052	0.935
a. Predictors: (Constant), Green Marketing Effectiveness				

Table 3(b): ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	7.285	1	7.285	8.335	.005 ^b
	Residual	117.119	134	0.874		
	Total	124.404	135			
a. Dependent Variable: Consumer Brand Loyalty						
b. Predictors: (Constant), Green Marketing Effectiveness						

Table 3(c): Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.080	0.607		3.430	0.001
	Green Marketing Effectiveness	0.451	0.156	0.242	2.887	0.005
a. Dependent Variable: Consumer Brand Loyalty						

Source: Primary

Interpretation: X axis- Consumer Brand Loyalty; Y axis- Green Marketing Effectiveness.

The regression analysis aimed to evaluate the impact of effective green marketing on consumer brand loyalty towards sustainable products. Table-3(a) shows that green marketing effectiveness explains 5.9% of the variation in consumer brand loyalty ($R^2 = 0.059$).

The regression results presented in Table 3(b) reveal that the model is statistically significant positive correlation between green marketing effectiveness and consumer brand loyalty (coefficient = 0.451, $F(1,134) = 8.335$, $p < 0.05$), supporting the alternative hypothesis. The R square value of 0.059 indicates that green marketing effectiveness affects consumer brand loyalty by 5.9%. Therefore, we reject the null hypothesis (H_0) and accept the alternative hypothesis (H_a), which posits that there is a positive relationship between green marketing effectiveness and brand loyalty ($R = 0.242$, $F(1,134) = 8.335$, $p < 0.05$).

According to Table 3(c), the regression constant was 2.080. The regression coefficients show a 0.451 unit change in consumer brand loyalty for every unit change in green marketing effectiveness ($p < 0.05$).

The regression slope line, $Y = a + Bx$, where $a = 2.080$, $B = 0.451$, $X =$ Green Marketing Effectiveness, and $Y =$ Consumer Brand Loyalty, shows that as the value of X (green marketing effectiveness) increases by 1, the value of Y (consumer brand loyalty) increases by 0.451.

9.0 Suggestions

- *Improved green marketing communication:* Brands must allocate resources to articulate their sustainability initiatives with clarity and transparency. Streamlining and enhancing the accessibility of eco-friendly communications helps facilitate consumers' comprehension of the environmental consequences of their purchases.
- *Enhanced authenticity in green initiatives:* The genuineness of sustainable measures is paramount. Brands must eschew greenwashing, as it can undermine consumer trust. They should concentrate on tangible, quantifiable actions that exhibit their dedication to sustainability.
- *Consumer education initiatives:* Brands may implement educational initiatives to enhance consumer comprehension of the significance of green marketing, hence potentially reinforcing brand loyalty and augmenting market demand for eco-friendly products.
- *Integration of AI in sustainability:* Utilising AI for enhanced personalised green marketing initiatives may foster stronger consumer engagement. AI tools may assess consumer preferences about sustainability, resulting in more focused and efficient green marketing initiatives.

10.0 Conclusion

The study highlights that green marketing significantly impacts consumer perceptions of sustainability and brand loyalty. With an increasing awareness of environmental issues, consumers are more likely to favour brands that demonstrate genuine efforts towards sustainability. The research indicates that transparency, authenticity, and clear communication are crucial in fostering positive consumer attitudes toward green brands. Moreover, the impact of green marketing is especially strong among environmentally conscious consumers, who tend to exhibit stronger brand loyalty.

11.0 Research Implications

11.1 Theoretical implications

- This study advances the understanding of consumer behaviour in relation to sustainability by indicating a strong correlation between brand loyalty and environmental consciousness. Researchers could look into more theoretical frameworks on how green marketing affects customers' long-term ties with brands in the future.
- The study contributes to the existing body of knowledge on green marketing by offering empirical evidence of its efficacy. It necessitates a more thorough examination of the ways in which specific green marketing strategies (e.g., eco-labeling, product certifications) affect consumer perceptions and purchasing behaviour.

11.2 Practical implications

- Brands should prioritise the integration of sustainable practices into their operations and emphasise these endeavours in their marketing communications. Marketers can leverage the findings of the study to develop more efficient eco-friendly campaigns that resonate with environmentally aware consumers.
- Companies should encourage meaningful interactions with consumers by involving them in sustainability initiatives through loyalty programs or transparency in their product development and supply chains.

11.3 Managerial implications

- Marketing managers should prioritise green marketing as an essential component of their strategic planning. In order to ensure that sustainability resonates with the target audience and thereby increases brand loyalty, they should implement a consumer-centric strategy.
- Managers should ensure that sustainability reports are precise and accurately represent genuine endeavours, rather than serving as needless promotional tools. This transparency will cultivate greater levels of trust and loyalty among consumers.

11.4 Societal implications

- As consumers become more aware of the environmental consequences of their actions, businesses can play a role in promoting sustainable consumption. This can lead to broader societal benefits, including reduced carbon footprints and more sustainable resource use.
- The study highlights the importance of raising awareness about sustainable practices, not only among consumers but also within the community. Brands that promote sustainability can help drive societal change toward more eco-friendly behaviors.

12.0 Scope for Future Research

Future research could explore the enduring impacts of green marketing on customer behaviour by longitudinal studies, assessing if its influence on brand loyalty and perceptions persists over time. Furthermore, cross-cultural studies could provide insight into the enduring impact of sustainability messages across various locations, while research into certain product categories, such as food or fashion, could yield a greater understanding of the efficacy of green marketing across industries. Studying the influence of social media on customer perceptions of sustainability and analysing the disparity between consumer attitudes and actual purchase behaviour may prove to be significant avenues for additional research.

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