



ANALYZING THE EFFECTIVENESS OF GREEN MARKETING ON BRAND LOYALTY

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ABSTRACT

In order to develop a variety of business tactics that do not harm the environment, green marketing is essential. The major objective of this study is to investigate the effects of green marketing on brand loyalty and willingness to pay more, along with the role that environmental awareness plays in influencing these variables. Examining 254 samples, it was shown that green marketing positively affects brand loyalty and willingness to spend more. If consumers are concerned about environmental issues, they should be willing to pay more. Sustainable businesses may improve their client acquisition and retention strategies, according to this study, which is useful for managers and lawmakers.

Keywords: *Green marketing, brand loyalty, environmental issue, environment sustainable*

1. INTRODUCTION

Extreme planetary shifts have resulted from the recent rise in average world temperatures. Drought has hit certain regions due to climate change, while others have been hit hard by storms, floods, and tornadoes. All throughout the globe, people, groups, and companies have been working hard to mitigate the effects of climate change recently. Business owners work hard to use things that aren't too harmful to Mother Earth. There are a number of businesses that are making strides towards producing eco-friendly items by experimenting with "green" product development, pricing, distribution, and advertising strategies. Numerous initiatives are underway to get green marketing ready. For instance, an integrated model was offered that fused the theory of Reasoned



Action (TRA) with two sets of variables—personal and marketing—in order to investigate the behavioural and attitude components that impact customers' choices to purchase environmentally friendly products. A total of 374 provincial clients from Iran were surveyed and used in the model's development and analysis using structural equation modelling.

The findings showed that customers' environmental concerns, the calibre of green goods, green labelling, and green promotion all contributed to the explanation of attitude. The structural equation analysis's findings showed that behaviour had a favourable influence on consumers' intentions to buy environmentally friendly goods. Green shopping behaviour is influenced by green purchase intentions as well. Due to globalisation, rapid technological advancement, and heightened rivalry, consumers are putting more pressure on businesses to improve product quality, flexibility, and timely delivery. Manufacturers should thus establish and maintain a high level of coherence between their improvement efforts, order winning criteria, and competitive objectives.

Management theories like cellular manufacturing (CM), just-in-time (JIT), total quality management (TQM), green manufacturing (GM), lean manufacturing (LM), and agile manufacturing (AM) are being used by the production managers in an attempt to revolutionise their company. Recommended a streamlined assembly process for an Indian engine maker. To reduce the aforementioned wastes, they suggested lean kitting assembly. Any and all operational and practical aspects of a company's offerings might be enhanced with the help of supply chain management. It may also cause a sea change in the way managers see the implementation of supply chain management systems, moving them away from a cost-centric approach and towards one that promotes better communication and collaboration among all parties involved.

To establish an integrated chain, however, many companies still don't have the vision to determine which strategic measures are appropriate for execution, evaluation, and the application of acceptable standards. There may be a connection between an organization's strategy level and its ongoing supply chain management activities. Integrating sustainable supply chain management with green marketing can help supply chain capabilities better serve environmentally conscious consumers.



Provided a fresh hub-and-spoke integration model that takes into account six facets of green marketing and sustainable supply chain management: project, people, process, planning, and product. They simplified the process of transferring funds, materials, and data between environmentally conscious marketing and sustainable supply chain management using their new integration model. Green management rules for restaurants were created using green supply chain management. In addition to creating a taxonomy of green supply chain management skills across electronics manufacturing businesses, we investigated the variables influencing the adoption of this strategy. Presented a specific management strategy based on discussions between companies, the two branches of government, and the basics of green packaging.

2. LITERATURE REVIEW

Kewakuma et al (2021) used the purposive sample technique and included 150 respondents in the city of Malang. Data was gathered via a survey that was disseminated using Google Forms. The Structural Equation Model (SEM) using Partial Least Square (PLS) methods was the data analysis method used. The findings showed that brand image was significantly and favourably impacted by green marketing. Customer loyalty was positively and significantly impacted by green marketing. Customer loyalty was positively and significantly impacted by the brand image. The impact of green marketing on customer loyalty to The Body Shop's beauty goods may be considerably mediated by the brand image. According to these findings, The Body Shop's customers' sense of brand image and loyalty increased with the amount of green marketing they received and perceived.

Lestari et al (2024) collected from perusing articles on the topics of brand loyalty, green marketing, the millennial generation, and efficacy. Articles that are qualitative in nature collect, evaluate, and synthesize pertinent material. The process of systematically finding, evaluating, and synthesizing relevant information is what literature review analysis is defined as by Hart et al. (2022). The increasing eco-awareness and sustainability-mindedness of millennials makes them an ideal target audience for green marketing campaigns. Millennials are more devoted to sustainable businesses, especially those who engage with them on social media and have an eye



for what they purchase. Brand loyalty among millennials is impacted by a variety of elements, including customer experience, social media, economic issues, and technology. To develop a successful marketing strategy, it is essential to comprehend the millennial generation's tastes and habits..

Sarmah et al (2024) used a rigorous mixed-tools strategy to combine qualitative and quantitative methods to explain the phenomena. Qualitative customers from different demographics to understand their sustainable marketing perspectives, attitudes, and behaviours. Quantitative surveys will be given to a wide and diversified consumer sample for statistical analysis using regression and structural equation modelling. This integrated approach explores consumer reactions to sustainable marketing approaches in depth and breadth. This study shows that sustainable marketing techniques affect customer behaviour and brand loyalty. It shows that customers like firms that use eco-friendly packaging and ethical sourcing. Such activities affect customers' purchases and build trust, connection, and loyalty to sustainable companies. The research also finds demographic and psychographic characteristics that influence the association between sustainable marketing practices and customer behaviour, helping marketers customise their methods. This research adds to the literature by showing how sustainable marketing tactics change customer behaviour and brand loyalty. This study provides marketers, governments, and companies with concrete ideas to improve sustainable practises and consumer-brand interactions in an environmentally aware market.

Ali et al (2025) applied evaluative congruity theory to the customer's sensemaking process by examining internal and external indicators including company green image, green marketing, and salesperson knowledge to boost satisfaction and loyalty. We conducted a mall intercept study for two prominent clothes businesses that have green marketing and green product salespeople. SEM was used to process 318 consumers. The findings show that green marketing moderates green client loyalty. Green marketing was most linked to green company image, which led to consumer green satisfaction. Green product quality and salesperson green knowledge both contributed to green customer happiness. This research uses evaluative congruity theory to show how customers



make sense of green brands. External green marketing activities (ads and green word of mouth) and corporate image influence internal consumer evaluations of green product quality and social interactions with the brand in the form of salesperson green expertise, leading to green customer satisfaction. A great congruency leads to pleasure and loyalty. Practical implications for theory and practice finish this study.

3. RESEARCH METHODOLOGY

The precise procedures and methods that must be followed in order to gather, analyse, and ultimately analyse data and information in order to meet the goals of the study and address our research questions.

This chapter's objective is

- To verify the correctness and dependability of our whole research
- To talk about earlier studies using our research philosophy

3.1 Research Philosophy

There is a lot to say about research philosophy. Philosophy in research refers to the method by which the gathered data is examined and used. Numerous research philosophies exist, including positivism, realism, epistemology, and others. In the western heritage of science, positivism and interpretivism have been recognised as the two main schools of thought. For this study, positivism has been chosen as the research philosophy.

3.2 Positivism

According to positivists, reality is steady and amenable to objective observation and description. Predictions were formed based on data obtained in previous research and their interrelationships. "Positivism has a rich and lengthy history. The idea that knowledge assertions that are not based on positivist theory are simply rejected as scientific and, hence, unfounded is ingrained in our culture. Additionally, positivism has a unique interaction with physical and natural science. Similarly, certain aspects of reality may have been previously unsearchable due to the positivist



paradigm's belief that they were unmeasurable. With this method, researchers gather data, evaluate it, and produce measurable, observable results. Human interests are not taken into consideration in this kind of research, and the researcher is not affiliated with the study.

3.3 Research Strategy

The positivist techniques include:

- The Use of Experiments in the Lab
- Trials in the Field
- Proof of a theorem
- An examination of individual cases
- Working models
- * Polls
- Projection tasks

Data and information were gathered for this research using a survey approach that included questioners. It enables researchers to look at many factors at once. Approaches for quantitative analysis that are used to draw inference for correlations that already exist. My study goals require me to examine the connection between brand loyalty, desire to pay extra, and environmental awareness and green marketing. With environmental concerns' knowledge acting as a mediator.

3.4 Theoretical Framework

Brand loyalty and readiness to pay extra are the dependent variables in this study, while green marketing is the independent variable. However, the link between brand loyalty, desire to pay extra, and green marketing is mediated by environmental awareness.

4 DATA ANALYSIS

Surveys were completed by 254 respondents, and demographic information was collected and samples analyzed. I assessed the quality and frequency of our data using descriptive statistics.

Table 1: Respondents' Demographic Details (N = 254)

Variable	Category	Frequency	Percent
Gender	Male	130	51.1
	Female	124	48.8
Age	15-20	8	3.1%
	21-25	80	31.4
	26-30	100	39.3
	31-35	38	14.9
	36-40	20	7.8
	40+	8	3.1
	Income	Below 15,000	22
15000-25000		70	27.5
26000-35000		63	24.8
36000-45000		50	19.6
46000-55000		41	16.1
Above 55,000		08	3.1
Education	Inter	5	1.9
	Bachelors	93	36.6
	Masters	137	53.9
	PhD	19	7.4
Status	Student	5	1.9
	Employed	158	62.2
	Businessman	74	29.1
	Housewife	17	6.6

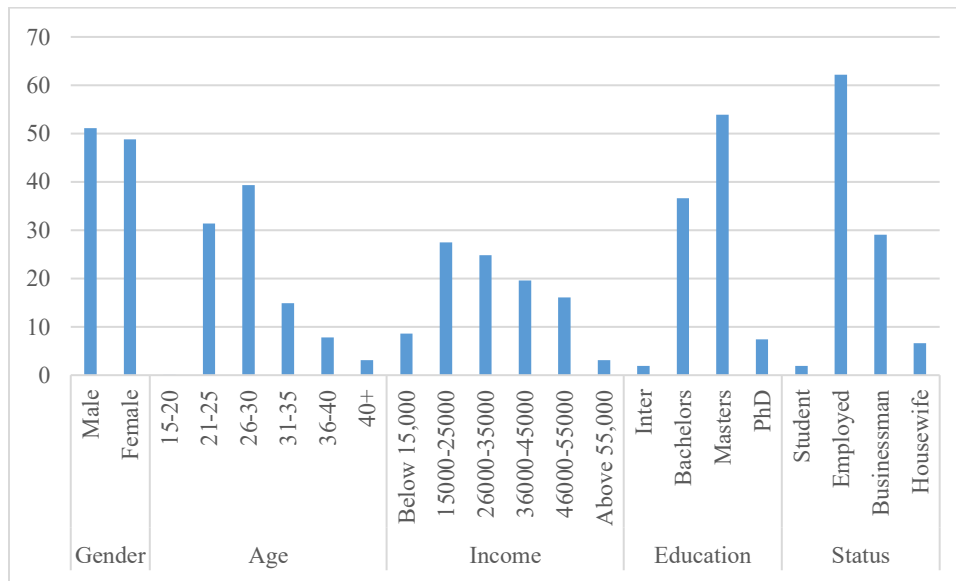


Fig.1 shows the proportion of respondents' demographic characteristics (N = 254)

According to the statistics in Table 1, of the 254 respondents, 51.1 percent were men and 48.8 percent were women.

Age indicates that 31.4 percent of respondents are between the ages of 21 and 25, while 3.1 percent are between the ages of 15 and 20. In a similar vein, 39.3 percent of the whole sample was over 40, 14.9 percent was between 31 and 35, 7.8 percent was between 36 and 40, and 3.1 percent was between 26 and 30.

The respondents' level is shown by their income (254). Eight and a half percent are under 15,000. In terms of income level, 27.5 percent fall between 15000 and 25000, 24.8 percent fall between 26000 and 35000, 19.6 percent fall between 36000 and 45000, 16.1 percent fall between 46000 and 55000, and 3.1 percent fall above 55000.

According to the respondents' educational attainment, 36.6 percent possess a bachelor's degree, while 1.9 percent hold an intermediate degree. Among them, 53.9 percent have a master's degree. 7.4% of individuals are PhD holders.

The respondents' status is defined by of the population, 1.9 percent are students, 62.2 percent work, and 29.1 percent own their own company. The remaining 6.6% work from home.

4.1 Reliability analysis

Prior to analysing the data, we must first determine if this was reliable in 1978. Nunnaly presents the Cronbach's alpha technique, which is represented by the symbol " α ." Its ranges indicate whether a date is accepted or rejected; if $\alpha > 0.7$, we go on with it; if it exceeds 0.7, it is in the excellent group.

Table 2: Reliability Analysis

Sr. No.	Variables	Cronbach's Alpha (α)	No of items
1	Green Marketing	0.804	5
2	Brand Loyalty	0.923	3
3	Willingness to pay more	0.898	08
4	Awareness from environmental issues	0.748	08

The reliability study findings for four variables with 32 items from 254 samples are shown in the above table. Based on the aforementioned findings, every variable exhibits dependability and is deemed satisfactory as their Cronbach's alpha values are all higher than 0.5. However, all three variables are positive, demonstrating the data's dependability.

4.1 Descriptive Statistics

Verifying the data's normality is the first step before examining correlation and regression. To verify and demonstrate the normalcy of the data, the statistics mean, standard deviation, skewness, and kurtosis are computed.

Table 3: Descriptive Statistics

Sr. no.	Variables	Mean	Std. Dev	Skewness	Kurtosis
1	Green Marketing	3.7667	0.73737	-2.067	2.934
2	Brand loyalty	3.9894	0.92897	-2.091	3.033
3	Willingness to pay more	3.8862	0.78024	-2.101	2.983
4	Awareness from environmental issues	3.1322	0.26845	-1.108	1.354

Table 3 details the descriptive statistics for each variable that were generated from the data provided by the respondents. So, these are the principles of environmentally conscious advertising: The data is presented with the following statistics: mean = 3.7667, standard deviation = 0.73737, skewness = -2.067, and kurtosis = 2.934. The statistics for brand loyalty are as follows: mean = 3.9894, standard deviation = 0.92897, skewness = -2.091, and kurtosis = 3.033. Wage willingness has a mean of 3.8862, a standard deviation of 0.78024, a skewness of -2.101, and a kurtosis of 2.983. To raise consciousness, the data must be statistically sound (Mean = 3.1322, Kurtosis = 1.354, Skewness = -1.108, Std. deviation = 0.26845). Because "ranges of skewness and kurtosis are -2 to +2 and -3 to +3 respectively," it may be concluded that all of the variables are normal”

4.2 Correlation

Correlation analysis was done to verify the relationship's strength and direction. Additionally, it demonstrates the importance of the connection; its value indicates its strength, and its indications indicate its direction.

Table 4: Correlation (r) & Significance

	GM	BL	WPM	AEI
Green Marketing	1			
Brand loyalty	.919	1		
Willingness to pay more	.926	.927	1	
Awareness from environmental issues	.693	.645	.697	1

The results shown in the above table illustrate the degree of association between each relationship. A significant correlation and beneficial association between brand loyalty and green marketing was seen ($r = 0.919$, $p < 0.01$). There is a significant positive relationship and a considerably positive association between green marketing and the willingness to spend more ($r = 0.926$, $p < 0.01$). Furthermore, green marketing and environmental awareness had a modestly positive relationship ($r = 0.693$, $p < 0.01$). There is a strong positive connection ($r = 0.927$, $p < 0.01$) between brand loyalty and the willingness to spend more, which is a highly favourable link. The two variables were also shown to be positively associated with one another, suggesting a weaker positive relationship between brand loyalty and environmental awareness ($r = 0.645$, $p < 0.01$). There is a high positive link between environmental awareness and willingness to spend more, along with a moderately favourable relationship ($r = 0.697$, $p < 0.01$) between the two.



5 DISCUSSION AND CONCLUSION

The main objective of this research is to look at how brand loyalty, environmentally conscious marketing, and the desire and awareness to pay more are related. Additionally, it intends to investigate the role of environmental consciousness as a mediator between eco-friendly advertising, brand loyalty, and price sensitivity. This study backs up previous findings that green marketing increases brand loyalty, desire to spend more, and environmental understanding. Environmental consciousness also mediated the willingness to pay premium, according to this study, but it couldn't mediate the link between eco-consciousness and brand loyalty.

Given these considerations, it's clear that green marketing alone won't sway consumers to pay more; instead, businesses should do what's right by educating the public about environmental issues, which in turn affects how people feel about the products and services they purchase. "Growing environmental awareness causes consumers to become more conscious of green marketing." Thus, it is essential for companies that use or want to utilise green marketing to have a deeper comprehension of environmental issues, since this may better motivate and convince consumers to spend more. Because they desire to purchase it, customers are willing to spend more for certain items.

6 CONCLUSION

This study suggests that there is a connection between brand loyalty, green marketing, and willingness to spend extra, as previous research has also shown. However, the association between green marketing and willingness to pay extra is mediated in part by attention to environmental concerns. Organisations must thus utilise this research to improve their procedures and tactics when developing marketing plans. By using this strategy, businesses may encourage customers to purchase their goods even if they are expensive since they are prepared to pay more for them.



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