

Sustainable Consumer Behaviour and Green Marketing Strategies: Examining Their Influence on Brand Loyalty in Emerging Markets

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Abstract: The increasing concerns about the environment and rising consumer awareness has prompted businesses to consider sustainable practices and green marketing strategies in deriving close customer relationships. In this paper, we will examine the influence of these two terms, sustainable consumer behaviour and green marketing policies on brand loyalty in the new economies. It employed qualitative based research design on a structured questionnaire to be mailed to 250 respondents. Descriptive statistics, reliability analysis, Pearson correlation and multiple regression analysis were used to analyse the obtained data using SPSS. The reliability test could confirm the good internal consistency with Cronbach's Alpha coefficients of 0.891 in terms of sustainable consumer behaviour, 0.876 in terms of green marketing strategies and 0.903 in terms of

brand loyalty. Correlation analyses indicated that sustainable consumer behaviour and brand loyalty ($r = 0.691$, $p < 0.01$) and green marketing strategies and

brand loyalty ($r = 0.734$, $p < 0.01$) had a strong correlation. Multiple regression analysis showed that sustainable consumer behaviour ($\beta = 0.372$, $p < 0.001$), were found to have a substantive effect on brand loyalty with the overall model explaining 65.2% of the total variation ($R^2 = 0.652$). The results show that green marketing approaches have a little more impact on brand loyalty as compared to sustainable consumer behaviour. The paper finds that to increase consumer confidence, lead to repeat purchasing behaviour and gain competitive advantage over the long run, organisations working in emerging markets need to

ensure that genuine sustainability efforts and portentous green marketing are key parts of business strategies.

Keywords: *Sustainable Consumer Behaviour; Green Marketing Strategies; Brand Loyalty; Emerging Markets; Sustainable Marketing.*

I. INTRODUCTION

The increasing environmental issues, global warming, resource depletion and the heightened sensitization on ethical consumption has made the term sustainability a top agenda among businesses and consumers among others. Whether it is by their green marketing campaigns to share their environmental issues or their

green business oriented business strategies, consumers are becoming more and more concerned with the environmental and social impacts of their consumption decisions that are driving organisations to integrate environmental-friendly business strategies [1]. This has seen sustainability cease being seen as a corporate responsibility initiative but as a significant aspect that defines consumer attitudes, purchasing behaviour and long run associations with brands. Sustainable consumer behaviour is said to be a type of purchasing and consumption that minimizes negative ecological and social impacts and promotes ecologically and socially friendly use of resources [2]. Green marketing strategies, at the same time, involve marketing of the products that are friendly to the environment, processes of production that are environmentally friendly, recyclable packaging, open and frank communications on the environment. Such strategies not only assist organisations to prove their sustainability efforts but also to build a good brand image that can build on consumer confidence and promote repeat buying.

Brand loyalty is turning out to be one of the most important predictors of the success in a long-run organisation given that loyal customers stand higher chances of making a repeat purchase, recommending other customers to the brands and exhibiting their loyalty irrespective of the organisations providing competitive products. In emerging markets that have their economies growing at a high rate, the urbanisation at a very high rate and with a growing environment consciousness, it has been quite relevant to understand the factors that are colluding to create brand loyalty [3]. The consumers in these markets are gradually emerging in their buying behaviour with sustainability factors, although the response to them will be different depending on the level of income generated and whether the purchasing culture and environmental education of the populace is higher as well as the environment. The research is directed towards investigating how the concepts of sustainability in consumer behaviour and green marketing initiatives would impact brand loyalty in the emerging economies. The relationship between these variables and these variables will provide a better understanding of how the initiatives that could impact the loyalty of the consumers can be improved. The study therefore attempts to provide a much more in-depth notion of how sustainability-related initiatives may impact consumer loyalty. The findings will be incorporated into the existing body of work on sustainable marketing and also give implications on how the findings can be applied practically to organisations that are keen to develop effective green marketing and end long term customer relationships in fast growing economies.

II. RELATED WORKS

The recent researches disclosed the growing prominence of sustainability in figuring out the consumer well-being and the marketing strategy of an organisation. As the concern about the environment problems is growing, consumers who are willing to use brands whose commitment to sustainable practices is evident are increasing. The sustainable consumer behaviour, the principles of green marketing and brand loyalty therefore have become a centre of focus as a research area in the contemporary marketing literature. The emergence of artificial intelligence in the recent past has formed a powerful tool of enhancing sustainability marketing. Garg et al. [15] found out that AI-based sustainability marketing can impact the consumers in a positive way by changing their perception of the brand of sustainable practices as providing them with personalised environmental information and increasing their engagement to the brand. Their findings suggest a positive outcome of the usage of digital technologies in supporting the efforts of green marketing and affecting the behavior of the consumer towards the green brand. There are a number of studies which investigated the factors affecting green purchasing behaviour. Ghouse et al. [16] postulate that eco- labelling plays an impressive role in enhancing the green purchasing behaviour aspect of the Arab millennials particularly when the consumer is very environmentally aware. On the same note, Gokhan [18] also determined that environmental concern, perceived effectiveness and sustainability awareness are prerequisites of aiding green buying behaviour. This was then followed by Haque and Cao [19] who proceeded to define sustainable packaging, green knowledge and consumer trust all in the context of trying to make a consumer more likely to purchase an environmentally friendly product.

Consumer traits are also a vital aspect in purchasing sustainably. Gil et al. [17] examined the problem of sustainable apparel consumption and came to the conclusion that cosmopolitan customers are more favourable to wearing sustainable fashion products as they have much more global knowledge about the environment. Similar findings were made by Hasan et al. [21], who noticed that water-conscious consumers are more inclined to buy sustainable clothes, which can be interpreted as the particular environmental values playing a major role in influencing purchasing intentions. Moreover, Jhamb et al. [24] established the connection between the utilisation of organic personal care products and sustainable consumption behaviour relations, as positive, which means that motivational issues of personal wellbeing supplement the environmental issue. There has been increasing research on external pressures on sustainable consumption. Haris Fadzilah et al. [20] argue that with the help of green innovation, consumer creativity and influence of the media, sustainable purchasing intentions can be promoted significantly among Malaysian consumers. They have mentioned the sensitivity of new forms of communication in their study as one of the solutions to promoting environmentally-friendly consumption.

Similarly, (Jagannarayan et al. [22]) found issues to be associated with environmental awareness, social responsibility and climatic problems as being a major factor in sustainability in purchasing in the climate conscious period.

The issue of generational differences has also garnered much focus in the field of sustainability studies. In a study about Indian Millennials and the Generation Z via the theory of planned behaviour, Jena et al. [23] established that younger customers had more intentions to engage in sustainable consumption due to positive attitudes, perceived social, and the perceptions of the ability to control. These results suggest that demographic factors play an important role in sustainable purchasing behaviour in the emerging markets.

The relationship between brand loyalty and sustainability initiatives of the company also had vast research. Kokatnur et al. [25] established the fact that the green initiatives positively affect the sustainable purchasing green brand since it enables the brand experience of the consumers and emotional attachment to the brands. Their moderated mediation analysis also indicated that pleasant experiences of brands also increase customer commitment towards sustainable brands. Similarly, Lee et al. [26] have found out that sustainable brand equity can significantly enhance the response of the consumers to the carbon-offsetting messages, and in the long-term, it will enhance brand trust and make the consumers develop long-term loyalty. According to their results, effective sustainability communication leads to the direct positive impact on customer-brand relationships. Overall, the current literature has supported a unanimous evidence that the environmental awareness, eco-labeling, sustainable package, innovation, health consciousness and the population demographics have a unified influence on sustainable consumer behaviours [16], [19], [20], [21], [23], [24]. At the same time, successful green marketing measures enhance the perceptions of consumers towards environmentally responsible brands as this provides better brand loyalty by enhancing trust, positive brand experiences and sustainable brand equity [15], [25], [26]. In addition to these noble contributions, very little research has concomitantly investigated how sustainable consumer behaviour policies along with green marketing policies influence brand loyalty in emerging markets. Thus, the current research aims to fill this gap by performing an analysis of the role of the two dimensions of sustainability in shaping consumer loyalty towards the brands within the emerging market settings.

III. METHODOLOGY

3.1 Introduction

The current chapter provides a description of the approach that will be applied in achieving the aim of examining the effect of sustainable consumer behaviour and green marketing practices on brand loyalty in the emerging market. It defines the philosophy of the research, research strategy, research design, method of data collection, sampling plan, questionnaire construction, and data analysis strategy, considerations of ethics and research limitations. To make sure that the results of research are reliable, valid and will help answer the research questions, it is critical to select a suitable methodology that will allow such accomplishment [4].

3.2 Research Philosophy

The philosophy of research adopted in the research is that of positivist research philosophy. According to Harold (2008), positivism is the supposition that actuality is objective and measurable by observable facts and empirical evidence. The positivist philosophy is believed to be the best theory because it is a research that will measure the relationships between sustainable consumer behaviour, green marketing and brand loyalty using numerical data [5].

A positivist approach enables all the hypotheses to undergo unhindered testing based on statistics and enables; structured questionnaires to induce quantifiable data out of the respondents. It also enhances objectivity since the researcher bias is minimized and results are derived on observable basis and not based on subjective ideas.

3.3 Research Approach

This research takes a deductive research method. The deductive method starts with the existing theories and past empirical data to create theories, which are again tested through gathered data [6].

The literature also says that green marketing and sustainable consumer behaviour introduce beneficial changes in the attitudes and purchase decisions by consumers. These theoretical foundations form hypotheses based on them and thus aid in determining whether these relationships do exist in the rising markets [7]. The deductive approach then provides a rational framework on the justification of the theoretical assumptions on a statistical calculation.

3.4 Research Design

The quantitative descriptive research design is used. Descriptive research enables the researcher to examine that which already exists without controlling something. Quantitative design allows quantifying the perception of the respondents numerically and inviting the statistical analysis of the interdependence of the variables [8].

The three variables of the research are:

- Independent Variable 1: Sustainable Consumer Behaviour

- Independent Variable 2: Green Marketing Strategies
- Dependent Variable: Brand Loyalty

Quantitative design will improve the consistency, reliability and generalisability of the results because a larger number of participants will be recruited in a systematic manner by responding to a pre-meditated method of data gathering.

Table 3.1 Research Methodology Summary

Methodological Component	Selection
Research Philosophy	Positivism
Research Approach	Deductive
Research Design	Descriptive Quantitative
Research Strategy	Survey Research
Data Collection	Primary Data
Research Instrument	Structured Questionnaire
Sampling Technique	Convenience Sampling
Sample Size	Approximately 250 respondents
Data Analysis Software	SPSS
Statistical Techniques	Descriptive Statistics, Reliability Analysis, Correlation, Multiple Regression

3.5 Research Strategy

The survey design is utilized in this study. Using surveys is popular in the marketing and consumer behaviour studies due to the fact that it enables the researcher to gather a big number of respondents conveniently.

Consumers in the emerging markets will be issued an online survey. The survey methodology provides standardized responses and comparing and statistically analyzing the responses is simple. It also enables the researcher to obtain outcome in the form of perceptions as far as sustainability practices, green marketing activities, and brand loyalty are concerned in a relatively short period of time [9].

3.6 Data Collection Method

The study investigates primary data.

Structured online questionnaires will be utilized in the collection of primary data based on the measurement scales in the literature that had been previously validated. The questionnaire will be composed of closed-ended questions that will be measured ahead of a five-point Likert scale where:

- 1 = Strongly Disagree

- 2 = Disagree
- 3 = Neutral
- 4 = Agree
- 5 = Strongly Agree

This questionnaire will consist of four parts:

- Section A: Demographic Information
- Section B: Sustainable Consumer Behaviour
- Section C: Green Marketing Strategies
- Section D: Brand Loyalty

There are a number of benefits that include the low cost, expanded geographical area, increased speed of response collection and the increased anonymity of the respondent should the questionnaires be online [10].

3.7 Population and Sampling

The target market is the consumers in new markets and they should have a history of purchasing branded consumer products.

Consideration of convenience sampling will be brought about by the impossibility of covering a large scale sampling frame. It is a non-probability research design that enables the researcher to collect the responses of the readily available respondents through the use of the online platforms, social network and professional networks [11].

The approximate size of the targeted number of respondents will be 250. It is considered to be the adequate quantity of sample on which regression will be conducted and is common in a quantitative study of marketing research to come up with a set of correct and credible statistical results.

Table 3.2 Measurement of Research Variables

Variable	Type	Example Measurement Items
Sustainable Consumer Behaviour	Independent	I prefer environmentally friendly products; I consider environmental impact before purchasing; I support sustainable brands.
Green Marketing Strategies	Independent	Green advertising influences my purchasing decisions; Eco-friendly packaging increases my trust; Environmental certifications improve brand perception.
Brand Loyalty	Dependent	I regularly purchase this brand; I would recommend this brand; I intend to continue purchasing this brand in the future.

3.8 Questionnaire Design

The questionnaire is constructed based on previous studies where valid constructs are known to be used to enhance content validity.

The first part will gather the demographics and such information as age, gender, education level, income and frequency of buying. The rest of the sections measure the study variables by several Likert-scale statements. People react to the extent to which they could concur with the statements. There are several items to each construct to enhance measurement reliability and minimize random error [12]. A pilot-test (with a sample of few respondents) can be used to test the questionnaire to identify the presence of ambiguous wordings and seek to clarify them and estimate the time that will be required to complete the questionnaire.

3.9 Data Analysis

Along with the use of Statistical Package of Social Sciences (SPSS), the data that is to be collected will be coded and analysed. At first, the descriptive statistics, such as frequencies, percentages, means, and standard deviations will be used to summarize the characteristics of the respondents and general patterns of response [13].

Cronbach's Alpha will be used to measure the reliability of every construct and a value above 0.70 will be considered an acceptable contraction of the internal consistency.

This will be accompanied by Pearson correlation to identify the degree and direction of relationships among the concepts of sustainable consumer behaviour, green marketing strategies and brand loyalty. Lastly, the degrees to which the independent variables predict brand loyalty and the hypotheses will be tested using a multiple regression analysis. The statistical significance would be taken as the 95% level ($p < 0.05$) [14].

3.10 Validity and Reliability

Validity can be defined as whether all the instrument is measuring what is intended whereas reliability can be defined as the stability of the measurement. The measure of internal consistency relationship will be tested on Cronbach Alpha measures. It will enhance construct validity by adapting the measurement items of existing academic research which are already valid. The extensive literature review and suitability of the questionnaire items and the aims of the research will contribute to the content validity [27]. The standardized questions and use of a structured survey tool also enhances precision and consistency of the data gathered.

3.11 Ethical Considerations

Ethics will be followed rigorously in the research. The involvement will be voluntary in accordance with which the respondents will learn about the purpose of the study prior to filling out the questionnaire.

Participants will be informed with regards to giving informed consent and will be given the freedom to pull out of the study without any penalty. All the personally identifiable information will not be collected without any clear statements and agreement. All the answers will be anonymous and confidential and the data will be applied only to academic purposes. The electronic data will be stored in an enclosed place with the researcher being the only one who can access it.

3.12 Chapter Summary

This chapter has given the approach taken in the study. The right theory that would be applied to investigate the impacts of sustainable consumer behaviour and strategies of green marketing on brand loyalty in the emerging markets can be characterised as a positivist philosophy, deductive methodology, descriptive quantitative research design and survey strategy [28]. Primary data of some 250 consumers will be collected using structured questionnaires and will be analysed using SPSS in terms of, descriptive statistics, reliability-analysis, correlation and multiple regression. The research problem is that the methodology will lead to a group of trustworthy and valid findings which will respond to the research questions and contribute to the understanding of sustainable marketing and consumer behaviour in emerging markets.

IV. RESULTS AND ANALYSIS

4.1 Introduction

This chapter outlines the results of the survey via the questionnaire that were carried out to examine how sustainable consumer behaviour and green marketing strategies affect brand loyalty in the emerging markets. Data obtained was valid and 250 responses were measured and analysed using the Statistical Package for the Social Sciences (SPSS). To explore the proposed hypotheses, the descriptive statistics, reliability analysis, correlation analysis and multiple regression analysis will be analyzed. The ensuing tables are denoted with detailed interpretations.

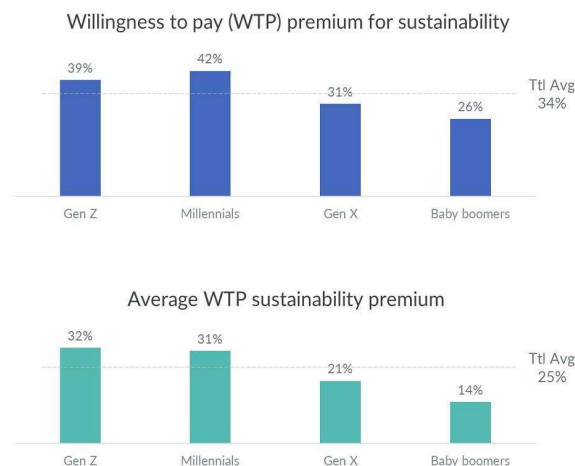


Figure 1: “Consumer willingness to purchase sustainable products and pay a premium for environmentally friendly brands”

4.2 Demographic Profile of Respondents

The demography features provide an insight as to the respondents that took part in the research.

Table 4.1 Demographic Characteristics of Respondents (N = 250)

Variable	Category	Frequency	Percentage (%)
Gender	Male	122	48.8
	Female	128	51.2
Age	18–25 years	95	38.0
	26–35 years	87	34.8
	36–45 years	46	18.4
	Above 45 years	22	8.8
Education	Undergraduate	74	29.6
	Postgraduate	146	58.4
	Doctorate/Others	30	12.0
Purchase Frequency	Monthly	109	43.6
	Occasionally	91	36.4
	Frequently	50	20.0

The demographic findings depict that the value of respondents in the female category (51.2) was quite less than the figure in the male category (48.8), which means that there was an equal gender inclusiveness. Most of the respondents represented the age group of 18–35 years (72.8) and it is observed that young consumers are more prolific in making buying decisions that involve sustainability. Moreover, 58.4% of the surveyed had postgraduate qualifications and this represents a fairly educated sample of the society who can assess environmental marketing campaigns. Almost 44 percent said that they bought branded products once a month and that indicates sufficient purchasing experience concerning the objectives of the research.

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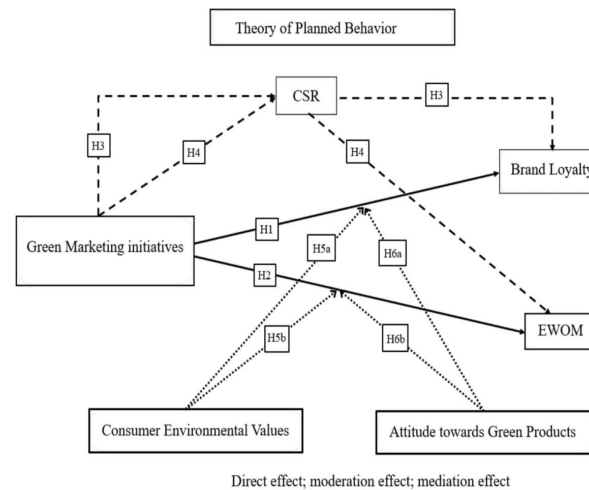


Figure 2: “Green Marketing Strategies Influencing Brand Loyalty”

4.3 Descriptive Statistics

Descriptive statistics will summarise the perception of respondents towards sustainable consumer behaviour, green marketing strategies as well as brand loyalty.

Table 4.2 Descriptive Statistics of Research Variables

Variable	Mean	Standard Deviation
Sustainable Consumer Behaviour	4.12	0.59
Green Marketing Strategies	4.05	0.64
Brand Loyalty	4.18	0.56

The results depict the rather large mean scores of the three constructs. On the list of brand loyalty are the mean ($M = 4.18$), sustainable consumer behaviour ($M = 4.12$), and green marketing strategies ($M = 4.05$). These positive outcomes indicate that the respondents were reasonably aware that environmentally responsible purchasing behaviour and good green marketing activities have an influence on those customers on the level of their brand loyalty [29].

The standard deviations are fairly low (less than 0.70) which implies that there are homogeneous views with a vertical range of respondents giving similar answers. This consistency is the increase of statistical dependability of subsequent analyses.

4.4 Reliability Analysis

Cronbach's Alpha was used to analyse the internal consistency of the questionnaire items to determine the reliability.

Table 4.3 Reliability Analysis

Variable	Number of Items	Cronbach's Alpha
Sustainable Consumer Behaviour	6	0.891
Green Marketing Strategies	6	0.876

Brand Loyalty	5	0.903
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All the Alpha values of Cronbach exceeded the necessary value of 0.70. The coefficient of alpha of sustainable consumer behaviour was 0.891 and green marketing strategies was 0.876. The best reliability was seen in brand loyalty with the alpha value of 0.903. These results show that there exists a high level of internal consistency between items included in the questionnaire which implies that the measurement scales were able to capture the constructs intended to be measured. As a result, the questionnaire was deemed to be suitable to undergo further statistical analysis.

Top Reasons to Purchase Green Products

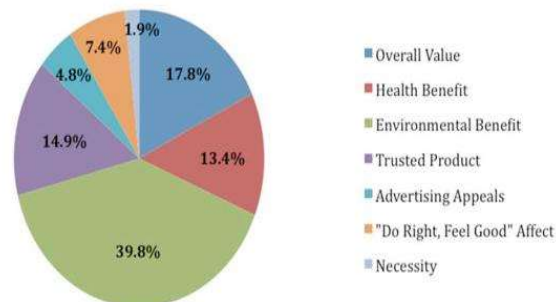


Figure 3: "Key factors influencing sustainable purchasing decisions among consumers in emerging markets"

4.5 Correlation Analysis

Pearson correlation analysis against the variables of the study was carried out to investigate the relationship between the variables.

Table 4.4 Pearson Correlation Matrix

Variable	SCB	GMS	BL
Sustainable Consumer Behaviour (SCB)	1.000		
Green Marketing Strategies (GMS)	0.612**	1.000	
Brand Loyalty (BL)	0.691**	0.734**	1.000

The correlation analysis suggests that the relationships between all the study variables are positive, which are statistically significant. Brand loyalty had a positive relationship with sustainable consumer behaviour ($r = 0.691$), meaning that proactive consumers of environmentally responsible consumer behaviour are more likely to be loyal to the brands with sustainability commitment.

Similarly, the relationships were found to be strongest between green marketing strategies and brand loyalty ($r = 0.734$) which implies that consumers respond to the marketing strategies of environmental friendliness, recyclable and eco-labeled packaging and open communication of sustainability [30].

Sustainable consumer behaviour and green marketing strategies ($r = 0.612$) were also related which indicates that consumers who are environmentally conscious will feel respectful to the organisation that undertook the green marketing campaigns. The correlation coefficients are all less than 0.80 and hence we do not expect that multicollinearity would be problematic in the regression analysis.

4.6 Multiple Regression Analysis

A multiple regression analysis was done to determine the extent in which the sustainable consumer behaviour and the green marketing strategies predict brand loyalty.

Table 4.5 Multiple Regression Results

Predictor	Standardized Beta (β)	t-value	p-value
Sustainable Consumer Behaviour	0.372	6.74	<0.001
Green Marketing Strategies	0.468	8.25	<0.001
R ²	0.652		
Adjusted R ²	0.648		
F-value	231.41		<0.001

The regression model accounts for the brand loyalty change of 65.2% ($R^2 = 0.652$) that is quite strong. F-statistic (231.41, $p < 0.001$) is confirmation that the overall model is statistically significant. Both of the independent variables have a significant impact on brand loyalty. The most successful predictor was the goal of green marketing strategies which had a predictive value of 0.468 ($p = 0.001$) and it indicated that organisations who make effective environmental communication, sustainable packaging, eco-certifications and greener branding are better placed in terms of generating loyal consumers.

Global Eco-Actives household population share projection



Figure 4: “Growth trend of the green consumer market and increasing demand for sustainable products in emerging economies”

Sustainable consumer behaviour is also significantly effective in influencing brand loyalty ($\beta = 0.372$, $p < 0.001$). When consumers make a buying decision through purchasing environmentally friendly products, as well as a calculation on sustainability when purchasing products, they are most likely to get more positive emotions and a sense of commitment towards sustainable products. These findings substantiate the notion that a combination of consumer behaviour and organisation sustainability programmes are effective in maintaining customer loyalty in the long term.

4.7 Hypothesis Testing

The statistical analyses could support all the hypotheses developed.

H1: Sustainable consumer behaviour has a positive impact on brand loyalty.

The regression coefficient between sustainable consumer behaviour is positive and significant ($\beta = 0.372$, $p = 0.001$). As such, H1 is accepted. The implication of the above realisation is that the environment-conscious purchasing behaviour commits the consumers more to the brands that share its sustainability ethos.

H2: The green marketing strategies have a positive effect on brand loyalty.

Green marketing work strategies have a very significant positive influence on brand loyalty ($\beta = 0.468, p = 0.001$). Hence, H2 is accepted. The findings are evidence that environmental communications, green packaging, and green promotions can all be used to create more trust in the company among consumers, and to enable consumers to make repeat purchases.

H3: Sustainable consumer behaviour and green marketing strategies are related to brand loyalty.

The findings of the outcomes of the overall regression model are significant over the statistical analysis ($F = 231.41, p < 0.001$) which implies that the proportion of the brand loyalty that can be explained is more than 65 per cent. As a result, H3 is accepted as well. The results show that the sustainability orientation of consumers and organisational green marketing activities go hand in hand in creating a strong brand loyalty.

4.8 Discussion of Findings

The results reveal that sustainability is a determinant of consumer choice in the emerging markets. Mostly, the respondents recognised high environmentally responsible purchasing behaviour scores, as well as, positive perceptions towards green marketing efforts. These views were reflected in the increased brand loyalty and it implies that sustainability is not considered as a peripheral feature anymore but an asset of a brand consideration.

The green marketing strategies were found to predict the brand loyalty most. Consumers are increasingly becoming vocal that organisations should express their environmental commitment by making plausible sustainability assertions, making packaging recyclable, having eco-friendly production processes and transparent business practices. Whenever these projects are perceived as genuine, then people will be better prepared to believe in the brands, and they will recommend similar brands to others and will purchase their products despite them having other competitive products in the market.

Brand loyalty had a significant positive association with sustainable consumer behaviour as well. Ecologically conscious consumers would want to identify their purchasing behaviour with their own values on environmental conservation and ethical purchase behaviour. As a result, the brands that have frequently embraced sustainability will stand higher chances of forging sustainable relations with such consumers.

The fact that it has good explanatory power of the regression model indicates that the variables related to sustainability have power to explain a large portion of brand loyalty within new markets. However, still about 34.8 percent of the variation cannot be attributed to any causes indicating that there are other factors that play a role in consumer loyalty like product quality, pricing, customer satisfaction, perceived value, corporate reputation and service quality. Such other determinants can therefore be incorporated in future studies to this conceptual framework. In sum, the assumption of green marketing strategies and sustainable consumer behaviour issues increasing brand loyalty greatly is backed by both empirical evidence. Sustainability must be incorporated in the main business strategies of organisations that are in the emerging markets instead of being a tool of marketing and advertisement. It is possible to create a competitive advantage by real environmental programs, which are founded on open communication, contact with consumers and possibly lead to long-term loyalty.

4.9 Chapter Summary

This chapter included empirical results of a survey that was made up of 250 respondents. Descriptive statistics indicated that the sustainability and brand loyalty perception was positive, and reliability analysis revealed that measurement scales have excellent internal consistency. Analysis of correlation created strong positive relationships between sustainable consumer behaviour, the green marketing strategies, and brand loyalty. The multiple regression analysis indicated that the two independent variables were significant predictors of brand loyalty in which green marketing strategies had the biggest impact. Each of the hypotheses was proven right and the conclusion was that sustainability-oriented consumer behaviour and successful green marketing initiatives positively contribute into achieving loyal customers in the face of emerging markets. Conclusions and recommendations that are to be made in the following chapter are based on these findings.

V. CONCLUSION

This study has investigated how sustainable consumer behaviour and green marketing techniques can have an impact on brand loyalty within the emerging markets. These results indicate that sustainability in consumer behaviour and green marketing activities contribute greatly towards the brand loyalty of the consumers. When the consumers are environmentally conscious, they are better placed to promote and be loyal to brands that campaign towards sustainability with the help of environmentally friendly products, environmentally friendly packaging, clear communication on Environmental issues and responsible businesses. The empirical research also found out that, green marketing strategies slightly affect brand loyalty considering sustainable consumer behaviour that depicts the importance of genuine and acceptable sustainability communication in developing long term customer relationships. The paper also affirms the fact that incorporating sustainability into the mainstream business activities boost consumer confidence, brand loyalty and repeat buying behaviour. These results are useful in the context of a constantly increasing literature on sustainable marketing as they will allow

obtaining evidence based on the situation of emerging markets, where the concepts of environmental awareness and sustainable consumption are developing rapidly. Practically, organisations ought to invest in true sustainability efforts instead of making false green marketing statements to enhance customer retention and competitive edge. As vital as the study is, it is possible that in future research, more variables (customer satisfaction, perceived value, corporate reputation or environmental concern) may be included, and various industries or nations will be studied to create a more comprehensive picture of sustainable consumer behaviour and brand loyalty.

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