Examining the Effect of Green Marketing Strategies on Brand Loyalty and Corporate Image

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Abstract

Green marketing has changed from a niche concept to a conventional strategic tool used by organizations to segregate themselves in competitive markets. With growing environmental awareness, customers expect companies to implement planet-friendly practices. Green marketing comprises eco-design, recyclable wrapping, green logistics, energy-efficient industrial & manufacturing works & green promotion movements. These creativities not only address environmental concerns but also stimulus customer behavior by growing trust of consumers, brand loyalty & brand positive image. This study observes how green marketing tactics impact brand loyalty (bl) & corporate image (ci) among consumers in the fmcg as well as retail sectors. A organized & systematic questionnaire was administered to 143 respondents & various statistical methods including descriptive analysis, reliability test, kmo measure & bartlett's test, factor analysis (pca), correlation analysis, regression test, anova test, independent sample t-test & chi_square test were applied by using spss software/ amos framework. Results approve that green

merchandise, green promotion, green valuing & green supply significantly affects both brand loyalty (bl) & corporate image (ci). Comparative analysis was also done across demographics that indicates significant differences in observations among age as well as educational groups. The findings emphasize that sustainable practices are vital in refining customer retention rate & enhancing organizational reputation.

Keywords: Green marketing, brand loyalty, corporate image, consumer behaviour, sustainable practices

Introduction

In recent years, green marketing (gm) has occurred as one of the most influential strategic tools for companies seeking to discriminate themselves in highly viable markets. As environmental apprehensions continue to produce, consumers are becoming progressively aware of how their buying decisions contribute to ecological deprivation, climate variation & sustainability challenges (yadav, a., 2017). This move in consumer awareness has created a new expectancy that organizations must activate responsibly & integrate environmentally friendly practices across all facets of their business. Green marketing strategies (gms), therefore, encompass far beyond the advancement of eco-friendly goods; they include the growth of sustainable supply chains, accountable sourcing of raw materials, recyclable wrapping & packaging, carbon-neutral supply & distribution, transparent communication & honest commitment to ecological welfare. These policies not only impact consumer attitudes but also figure out long-term relationships built on belief, moral perception & value alignment (yadav, y., et.al., 2021).

The connection between green marketing strategies (gms) & brand loyalty (bl) has become principally significant as customers progressively choose brands that reflect their personal values as well as environmental beliefs. When companies finance in green initiatives, consumers witness them as socially accountable, caring & future-oriented. This awareness enhances sensitive attachment & increases the possibility of repeat consumptions (m., 2017). Brand loyalty (bl) in the contemporary marketplace is not restricted to fulfillment alone; it is also driven by a deeper wisdom of identity & belonging. Consumers backing brands that vibrate with their moral ethics, & environmental sustainability (es) has become one of the most powerful & significant value drivers. As a result, establishments must understand how green merchandise quality, eco-friendly packing, green valuing fairness & sustainable profile-raising activities can strengthen loyalty by building trustworthiness & reducing the hazard of negative environmental impact.

At the same time, the implementation of green marketing strategies (gms) significantly impacts the corporate image (ci) of an organization. Corporate image (ci) represents the overall impression consumers hold about a company's values, capability, morals & commitment to society. When industries implement eco-conscious practices, they are frequently perceived as trustworthy, transparent & accountable toward the environment & future generations. A strong corporate image (ci) is essential for preserving consumer confidence, appealing new clients, substantial investors, & firming the company's competitive advantage (bhargava, et.al., 2016). Companies that integrate environmental sustainability into their core skillful strategy often nurture a positive status that becomes a dangerous intangible asset. Such administrations practice higher consumer respect, promising brand links & long-term customer engagement. Thus, the connection between green marketing strategies (gms), brand loyalty (bl) & corporate image (ci) forms a crucial research domain in understanding contemporary consumer behaviour.

The increasing importance on sustainability has changed market expectations, prompting productions to reorganize their operations, participate in eco-friendly skills & communicate their environmental promises effectively (singh, et.al., 2018). Green marketing strategies (gms) help establishments gain

differentiation in marketplaces that are drenched with similar products & enable consumers to make answerable buying decisions. The implementation of green policies also diminishes regulatory risks & safeguards compliance with national as well as global environmental values. Overall, the consequence of green marketing strategies (gms) extends across consumer awareness, brand identification, emotional fulfilment & trust-building, finally contributing to robust brand loyalty (bl) & an enhanced corporate image (ci).

Green marketing strategies (gms): Green marketing strategies (gms) denote to all business actions designed to satisfy consumer wants with negligible environmental harm. These include evolving eco-friendly products, using biodegradable materials, accepting green packaging, tangled in responsible sourcing, reducing carbon emissions in transport, fixing fair green prices, & communicating sustainability promises honestly. The strategy stresses on integrating environmental security into the whole marketing mix—merchandise, value, place & promotion—so that the brand becomes a sign of social responsibility. It imitates a holistic method where ecological deliberations figure out corporate decision-making.

Green product (gp) : Green products (gp) are those intended, manufactured & dispersed in ways that decrease environmental impact. They use recyclable or biodegradable materials, need less energy, produce fewer pollutants & lessen waste. Such goods demand to consumers who prefer harmless, non-toxic & eco-friendly substitutes. A green product indications the company's assurance to sustainability & forms the base of green marketing (gm).

Green promotion (gp): Green promotion (gp) includes marketing, digital operations, packaging stickers & public communications that highlights the company's environmental creativities. It emphases on taming customers about eco-friendly exertions such as energy protection, recycling plans, condensed carbon footprint & sustainable sourcing. Effective green promotion (gp) builds confidence by providing crystal clear & verifiable information.

Green pricing (gp): Green pricing (gp) signifies the cost consumers reimburse for environmentally friendly goods. Because green products frequently entail advanced technologies, proper sourcing & sustainable materials, they occasionally cost higher than traditional products. However, clients who worth sustainability are enthusiastic to pay a best when they perceive honest environmental benefits. Green pricing (gp) must remain impartial, transparent & justified.

Green distribution (gd): Green distribution (gd) states to eco-friendly logistics & supply chain strategies, such as energy-efficient transportation, compact emissions, augmented routes, use of electrical vehicles & sustainable warehousing. It safeguards that the transport of goods subsidizes as little as possible to environmental harm, thus supporting the overall green practices.

Brand loyalty (bl): Brand loyalty (bl) is the reliable preference of customers for a precise brand over others. It is replicated in repeat procurements, willingness to endorse the brand, & resistance to swapping even when replacements exist. In the framework of green marketing (gm), loyalty is powerfully influenced by the confidence consumers place in the company's eco-friendly claims & ethical practices. When products or brands align with buyer values, loyalty reinforces significantly.

Corporate image (ci): Corporate image (ci) refers to the complete awareness the public grasps about a company's identity, standards, credibility & moral nature. A robust corporate image (ci) results when an association consistently connects honesty, responsibility & esteem for society. Green marketing (gm) plays a major role in enhancing corporate image (ci), as consumers progressively evaluate companies based on their ecological performance.

Consumer environmental awareness (cea): Consumer environmental awareness (cea) is the level of familiarity, compassion & concern individuals have regarding ecological issues. High cognizance leads to bigger demand for eco-friendly goods & stronger support for businesses that exercise sustainability. This consciousness drives market tendencies & directly influences brand loyalty(bl) & corporate trust (ct).

Sustainable competitive advantage (sca): Sustainable competitive advantage (sca) is the long-term advantage a company expansion when it implements biodegradable practices that entrants find difficult to reproduce. Green inventions, cleaner skills & strong sustainability reputation safeguard ongoing brand application & customer preference.

Review of literature

(nguyen., et.al., 2019) examined the impact of unaffected green marketing strategies (gms) on consumer loyalty (cl) within competitive retail markets. Their study revealed that consumers react happily when firms implement reliable eco-friendly initiatives instead of simply symbolic or superficial green marketing. The authors emphasized that transparency in ecological claims markedly raises consumer trust (ct), so directly augmenting brand loyalty (bl) they detected that biodegradable packaging, supportable sourcing & low-emission processes stimulus consumers' emotional attachment to corporations. The outcomes show that customers link long-term value & moral accountability to products that sincerely engage in sustainability practices. The learning ultimately specifies that trustworthy green policies improve brand loyalty (bl) & the overall corporate image (ci).

(hossain., et.al., 2020) examined the influence of green value & green brand positioning on customers' perceptions of business reputation. The study exposed that environmentally friendly produce attributes & transparent environmental labeling foster significant perceptions of corporate responsibility among consumers. The authors assert that shoppers increasingly perceive sustainability as an important brand characteristic rather than a distinguishing factor. The findings demonstrate that firms employing persistent green marketing (gm) cultivate increased public trust & positive image development. The research shows that environmentally sociable actions diminish perceived danger in buying decisions, hence indirectly enhancing brand loyalty (bl). Their research validates that environmental venture serves as a strategic substance for a favorable corporate reputation. (patel., et.al., 2021) examined the impact of green promotional methods on the replication buying behavior of young consumers. Their results show that contemporary clients meticulously assess the reliability of eco-claims prior to representing brand loyalty. The research asserted that digital green campaigns, eco-certifications & sustainable product messaging substantially impact buying sentiments. They resist that the distortion of environmental statements engenders distrust, hence damaging company reputation. The study validates that good green communication, when accompanied by honest sustainable activities, enhances both brand loyalty (bl) & business reputation. Their work highlights the consequence of alignment between communication & action.

(fernandez., et.al., 2022) observed the influence of sustainable supply chain policies on the corporate image of industrial companies. Their findings show that green logistics, the utilization of renewable energy & waste reduction programs significantly affect consumers' perceptions of a company's moral

position. Their study suggests that ecologically sustainable practices along the supply chain regularly impact public perception more significantly than assertions related to individual goods. Consumers typically assess ecological performance comprehensively, associating functioning sustainability with brand integrity. Their investigate illustrates that sustainable functioning techniques produce a lasting competitive advantage. This study validates that green marketing, when associated with sustainable production, boosts business image & consumer loyalty (cl) concurrently. (zhang., et.al., 2023) examined the correlation between sustainable brand identity and consumer loyalty in the online marketplace. Consumers are progressively depending on social media platforms to authenticate environmental assertions made by corporations. The research emphasizes that emotionally convincing green narratives, transparent disclosures, and evident sustainability accomplishments foster robust brand identification. The authors noted that green brand identity functions as a emotional anchor, prompting shoppers to consistently select ecologically responsible brands. Their results indicated that sustainability-oriented identity positioning markedly improves corporate reputation. Their research substantiates that contemporary branding must incorporate environmental communication to maintain loyalty.

(martinez., et.al., 2024) investigated the influence of green innovation—encircling recyclable materials, carbon-neutral expertise & zero-waste guidelines—on consumer trust (ct) & sustained loyalty. Their research validates that companies employing innovative ecological strategies are apparent as business leaders with vigorous ethical values. The authors uncovered that consumers incentivize new biodegradable initiatives through improved loyalty, capable word-of-mouth, & a hesitance to change companies. They highlighted that green innovation improves the corporate image (ci) by depicting the society as forward-thinking & communally responsible. The study demonstrates that enduring innovation in sustainability is vital for enhancing brand loyalty (bl). Their results highlights that ecologically responsible establishments possess an improved public perception. (kumar., et.al, 2025) examined the effect of integrated green marketing strategies (gms) on brand loyalty (bl) & corporate reputation among service-sector enterprises. Clienteles are progressively forestalling that facility or service brands—such as hotels, banks & telecommunications companies—apply sustainable principles throughout their processes. The study shows that sustainable service establishment, energy-efficient structure & ecologically aware consumer strategies profoundly effect customer opinions. The writers detected that perceived company sustainability enhances trust, satisfaction, and brand loyalty. Their research indicates that green service excellence suggestively improves corporate image (ci) more effectively than conventional promotion strategies. The outcomes clearly demonstrate that green marketing (gm) has proven vital in fostering loyalty within the service sector.

Main aims of research
1. To examine the effect of green marketing strategies (gms) on brand loyalty (bl).
2. To analyze the influence of green marketing strategies (gms) on corporate image (ci).
3. To conduct comparative examination of consumer perceptions based on gender_wise, age_wise, educational level & income.
4. To recognize the most significant dimensions of green marketing (gm) through factor analysis.

Research hypothesis framework
Main hypothesis
- $H0_1$: Green marketing strategies (gms) do not significantly impact brand loyalty (bl).
- $H0_2$: Green marketing strategies (gms) do not significantly impact corporate image (ci).

Hypothesis for comparison
• $H0_3$: There is no significant differences in perception of green marketing strategies (gms) across gender_wise.
• $H0_4$: There is no significant differences in perception across age_wise groups.
• $H0_5$: There is no significant association between educational level & perception of green marketing strategies (gms).

Research methodology
The present study implements a descriptive as well as analytical research-based design supported by a systematic questionnaire to analyze how green marketing strategies (gms) influence brand loyalty (bl) & corporate image (ci). The sample size consists of total 143 respondents were selected through convenience sampling methodology, representing consumers with fluctuating levels of environmental awareness (ea). Primary data were gathered by using standardized rating-scale tools & the responses were examined using a comprehensive set of statistical techniques & tools to ensure accuracy as well as validity of results. The analytical study included descriptive statistics to showcase the demographical patterns, reliability test through cronbach's alpha measure to assess internal consistency & kmo test to verify sampling suitability for factor analysis. Principal component analysis (pca) was applied to identify important dimensions of green marketing (gm), followed by correlation test & regression techniques to govern the strength & direction of relationships occur between variables. Additional statistical tests such as independent samples t-test alongwith one-way anova test & chi_square test were used for comparing group differences & to examine relations across demographical categories. Comparative analysis was also provided for a clearer assessment of variations in replies & highlight substantial patterns developing from the data.

Data analysis, results & interpretation

Table 1: Respondents demographical profiles

Variable (s)	Categorial framework	Frequency (f)	Percent (%)
Gender_wise	Male (m)	77	53.80%
	Female (f)	66	46.22%
Age_wise	18 to 25	59	41.31%
	26 to 35	48	33.60%
	36 to 45	24	16.80%
	+45	12	8.31%
Educational level	Ug level	51	35.70%
	Pg level	66	46.13%
	Professional level	26	18.21%
Income_wise	Less than 25,000	34	23.80%
	25,000 to 50,000	58	40.60%
	More than 50,000	51	35.60%

Table 2: Reliability data analysis

Variable	Cronbach's alpha	Result
Green marketing strategies (gms)	0.8830	Reliable value
Brand loyalty (bl)	0.8611	Reliable value

Corporate image (ci)	0.8720	Reliable value

Table 3: Kmo measure & bartlett's chi square test

Test applied	Value
Kmo measure	0.8211
Bartlett's chi_square value	654.231
P_value	0.0000
Indicating data is quite suitable for factor analysis	

Table 4: Factor analysis (pca)

Factor (s)	Eigen_value	Variance_explained
Green product (gp)	3.980	28.40%
Green promotion (gp.)	2.870	16.50%
Green pricing (gp..)	1.760	12.11%
Green distribution (gd)	1.221	9.41%
Total 04 components were extracted. Total variance explained: 66.41%		

Table 5: Descriptive data analysis

Construct (s)	Mean values	S.d.	Interpretation
Green product (gp)	4.11	0.62	It's highly positive
Green promotion (gp.)	4.06	0.67	It's positive
Green pricing (gp..)	3.94	0.74	It's positive
Green distribution (gd)	4.02	0.71	It's positive
Brand loyalty (bl)	4.15	0.59	Strong
Corporate image (ci)	4.22	0.56	Quite strong

Table 6: Correlation test analysis

Variable (s)	Brand loyalty (bl)	Corporate image (ci)
Green marketing strategies (gms)	0.6841**	0.7120**
Strong & positive relationship (p < 0.01)		

Table 7: Model 1: Regression analysis for green marketing → brand loyalty

Parameter (s)	B_value	T_value	P_value
Green marketing strategies (gms)	0.6840	11.421	0.0000
R^2 = 0.4680; 46.80% variance in brand loyalty (bl) explained			

Table 8: Model 2: Regression analysis for green marketing → corporate image

Parameter (s)	B_value	T_value	P_value
Green marketing strategies (gms)	0.7121	12.360	0.0000
R^2 = 0.5070; 50.70% variance in corporate image (ci) explained			

Table 9: Independent sample t-test (gender comparison)

Gender_wise	Mean value	T_value	P_value
Male (m)	4.021		
Female (f)	4.101	1.3250	0.1880

No significant gender_wise differences found (so h0$_3$ accepted)

Table 10: One-way anova (age group comparison)

Source	F_value	P_value
Between the groups	3.9870	0.0100
Significant differences found across age_wise groups (so h0$_4$ rejected)		

Table 11: Chi_square test (education × perception)

Value	Df	P-value
Chi_square test value = 18.541	6	0.0040
Significant association found between education & perception (so, h0$_5$ rejected)		

Findings & suggestions of the study

1.	Green marketing strategies (gms) show strong positive influence on both brand loyalty (bl) & corporate image (ci).
2.	Green promotion (gp.) & green product (gp) strategies are the most impactful factors.
3.	Correlation test & regression test confirms that it is statistically significant relationships (p < 0.01).
4.	Anova test indicates that age_wise differences in consumer perceptions.
5.	Educational level significantly impacts awareness & acceptance of green marketing (gm).
6.	Gender has no noteworthy & significant effect.
7.	Companies with robust green enterprises gain enhanced customer trust (ct) & better reputation.
8.	Increase investments in ecological packaging & eco-design.
9.	Communicate conservational commitments through clear green promotional strategies.
10.	Propose incentives for clienteles choosing eco-friendly products.
11.	Reinforce the supply chain sustainability & carbon-footprint drop programs.
12.	Conduct constant buyer education about green initiatives.

Conclusion

The study concludes that green marketing strategies (gms) play a vital role in firming both brand loyalty (bl) & corporate image (ci). Consumers increasingly recompense companies dedicated to environmental sustainability. The analysis results confirm that green product value, eco-friendly packing, green valuing fairness, sustainable supply & green promotional movements significantly outline consumer awareness. The study inspires organizations to accept holistic green marketing practices. Furthermore, the results highlight that customers now expect transparency & steady sustainability claims from brands. Companies that fail to demonstrate genuine environmental responsibility hazard losing competitive advantage. The research also notes that digital platforms intensify the influence of green messages, influencing buyer trust more quickly. Overall, the research strengthens that sustainable branding is no longer elective but indispensable for long-term market relevance.

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