

Effectiveness of Green Marketing on Consumer Loyalty

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Abstract: This study explores the impact of green marketing strategies on consumer loyalty, examining the extent to which environmentally responsible branding influences customer retention and advocacy. With increasing environmental awareness among consumers, businesses are leveraging green marketing to differentiate themselves and build stronger emotional connections with their target audiences. Through a mixed-methods approach, including surveys and case studies, this research investigates how green marketing initiatives—such as eco-friendly packaging, sustainable sourcing, and transparent environmental claims—affect consumer perceptions, trust, and long-term brand loyalty. The findings indicate a positive correlation between the authenticity of green marketing efforts and consumer loyalty, particularly among environmentally conscious demographic segments. The study concludes that while green marketing can be a powerful driver of loyalty, its effectiveness hinges on perceived credibility and the alignment between a company's environmental claims and its actual practices.

Keywords: Green Marketing, Consumer Loyalty, Sustainability, Brand Trust, Environmental Responsibility.

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1. Introduction

Today, consumers prefer and desire products that are less damaging to the environment. It is common for companies to select their products based on environmental considerations. As a result, marketing experts are under a lot of pressure from managers and environmentalists to establish a better strategy regarding the green issues facing marketing. Only a small number of marketers have successfully addressed these problems on a big scale. Few have developed integrated marketing programs that are fully environmentally based (Mohammadi et al., 2023).

Today, almost all management challenges must be viewed through an environmental lens. As a result, there is a chance to consider including marketing guidance in this view. The idea that marketing should also consider the consumer's health is not a far-fetched concept. It was possible to predict the upcoming expansion of green marketing in the late 1960s by viewing sustainable business as a direction of the future rather than a passing fad. It wasn't long before companies were blatantly unresponsive to environmental issues and were reacting slowly to changes in public opinion about the environment and their influence.

In developing countries, green marketing is emerging as a responsive situation for cooperation, but it has not been completely addressed for a better understanding. Companies are being obliged to adopt and implement a green marketing approach. Because if a company is not careful about its actions, there is a chance of being prosecuted. In addition, the increasing environmental pollution plays a significant role in this regard. The implementation of green marketing is understood as a process that needs the involvement and attention of employees at all levels including top management, plant managers, and marketers. The consumer does not have the right knowledge of the concept of green marketing and the related products.

2. Understanding Green Marketing

Green marketing is essentially the development of a product or service with environmental considerations while marketing that product or service in an environmentally-friendly manner. Ecological marketing typically refers to the manufacturing and marketing of products that do not harm the natural environment. Green marketing is the promotion of products that are presumed to be environmentally safe. This means that using green marketing will perpetuate peoples' trust in the organizations or businesses that

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use it, specifically by creating loyalty among patrons of an organization or business (Mohammadi et al., 2023). However, consumer loyalty is a major topic in the marketing field. Retailers are especially interested in evolving stores that create an emotional bond with consumers leading to loyalty. Loyalty is defined and described through behavioral, attitudinal, and cognitive measures that crystallize around the retail outlet. It is extremely difficult to create such a loyalty base. Nevertheless, emotionally conjures images of feelings, warmth, love, affection, fondness, tenderness, passion, and liking. Consequently, basically defining emotional retail loyalty is the feeling that individuals experience toward a retail outlet. Understanding marketing in terms of consumer-perceived value does not imply that marketers must be able to measure what all of the terms mean quantitatively, but it does imply that researchers would not be doing their job in terms of understanding and managing green marketing without knowing what the terms mean qualitatively, and how they collectively frame consumer-pursuing brand and organization loyalty.

2.1. Definition of Green Marketing

Emerging technologies attempt to keep up with individuals' needs and wishes in a world where environmental demands increase and global issues concerning the environment grow. Buying low-energy light bulbs, energy-efficient appliances, and eco-friendly automobiles are merely a few latest strides toward environmentalism that consumers are taking. As a result, environmentalism affects consumer behavior and purchase intentions, forcing marketing professionals to rethink, redefine, or reevaluate their policies. Green marketing is one of the most widely implemented corporate policies to counter such forces. Significant definitions of green marketing are nonetheless offered by gurus. Green marketing is all marketing activity directing the flow of goods and services to satisfy needs or wants with the least possible detrimental impact on the physical environment (Mohammadi et al., 2023).

Green marketing is a term for environmental marketing that refers to various marketing activities linked to a business's attempt to include green values in their products, processes, and policies, as well as to extract consumer expectations regarding environment-friendly products into various marketing strategies. Green marketing is advertising entities that dissuade consumers through stories and claims about product eco-friendliness, typically to alter environmental or sustainable attitudes and actions. One of the leading predecessors of green marketing literature defines it generally as everything that organizations do to promote any progressive change to our planet or that dissuades any regressive change. Literature indicates a wide variety of definitions of green marketing either broadly or narrowly framed by various scholars worldwide.

2.2. History and Evolution

Green marketing is an aspect of marketing and strategic management that attaches great importance to developing and implementing eco-friendly marketing strategies to address environmental issues. Global warming, alone, is a troubling issue that threatens the very survival of humans. Alongside their ecological impacts, companies are responsible to society, people, and the environment in which they operate. Companies are closely interconnected since the accumulation of pollution by some companies influences the entire world (Mohammadi et al., 2023). Such established environmental issues require collaboration for

sustainability and hope that future generations will not suffer disastrous conditions. There is a growing sense of awareness about ecology among various stakeholders of the companies. Unlike conventional products, green products use recyclable materials, consume less energy, and preserve natural resources, and companies that manufacture green products contribute to improving the environment and society's betterment. Inspire of these challenges, it can be a new opportunity for companies to capture that field as market segmentation since consumers are being more conscious of sustainability (Zhang et al., 2023). One of the key opportunities arising from using green marketing is a playing field that has few competitors. Companies do not enter a new playing field when competition is too fierce. In contrast, they try to stand out among the small group of competitors. For potential competitors fear that the risk of failure is too high, the playing field gets greener over time until it is saturated. However, a refusal to consider greener competitors may be a mistake in the long run since society's values and beliefs change over time. By going green, a company can gain several advantages, some of which have been discussed below.

Better resource efficiency is one of the most obvious advantages. By moving toward green, efficiency improves. It has been observed in many companies using green marketing more profitably. Resource efficiency leads to reduced company structural costs, resulting in better profitability compared to competitors. By going green, a company's resource efficiency may improve, thereby reducing its costs and enhancing its competitive position. A company can also differentiate itself from its competitors through green marketing in the event of growing green competition. If consumers view competing green companies as similar, they will fall back on conventional grounds in evaluating the competing companies. By being green, a company is more able to stand out from its competitors, thereby increasing its value to the customers. As a result, customer loyalty will increase, and a company will be able to procure profitability for greater green competitiveness.

Customer loyalty significantly improves a company's competitiveness. Loyal customers pay less attention to comparative prices, service, or product range and tend to buy all or at least most of their products from one retailer. Loyalty is a competitive advantage because it creates inertia for the customers. First, it imposes a cost on the them for switching, which can range from valuable time and effort to monetary lose on termination fees for contract. Secondary, to keep costs at a profitable level, product and market development must outperform competitors' schemes over the long haul, as brand-switching customers tend to use any brand that satisfies their needs. This creates a rosy outlook for incursion against emerging competitors.

Various variables, internal and external to the company, influence customer loyalty. Thus, recognizing these variables will help the managers make better decisions. This might include development and modifications to be performed to increase customer loyalty. Creating brand loyalty requires companies to invest significant amounts of money in marketing programs. Therefore, it is essential for the companies to know the factors that will affect brand loyalty. All the contact areas with the customers and customers' contact points with the brand provide an opportunity to create a favorable attitude that leads to an increase in brand loyalty. The main interaction between the company and the customer happens in the sales encounter since it is the most important contact area with a large number of customers.

2.3. Key Principles of Green Marketing

Through green marketing programs, marketers attempt to connect the environment with benefit associations. Successful green marketing efforts have the potential to create added value for consumers. This in turn is likely to enhance companies' competitive standing. A key opportunity arising from the use of green marketing is a new playing field with few competitors. The introduction of this new strategic paradigm invites marketers to think differently about the meaning of "good" consumers and other brand-related evaluations. Through three organizing applicability, its eco-friendly message and positioning strategies are effective to increase consumers' desires to enter and keep a concrete long-term consideration-set for the eco-friendly brand. Subsequently, marketers may send their environmental messages to consumers either by enhancing the aesthetics or functional benefits of the eco-friendly product. Also, although these eco-friendly strategies may have similar effects on enhancing consumers' loyalties to the eco-friendly brand, the effectiveness and direction may change depending on the assembly of additional benefits present within the competition-set. Among those acting variables, credibility and environmental involvement were considered as moderators that could have different effects on the aforementioned competitive strategies. To minimize any unnecessary biases, all possible variables that are irrelevant to the proposed studies were controlled within the experiments (Mohammadi et al., 2023).

Marketers can reap several advantages from going green. First of all, a green company may have more efficient resource use which in turn reduces cost in the company structure, lowering the price or increasing the margin. Being green can also improve the company's competitive position relative to competitors that have not gone green. By making distinctive offers or investments in technology, firms can reduce competition. A company can find success by providing new products in new markets or adding benefits to existing products. These alternative measures increase the company's value to its customers and enhance their loyalty, which in turn raises profitability. Customer loyalty leads to a competitive advantage for the firm as loyal customers result in savings in marketing expenditures. Many scholars have argued for the importance of precise recognition of the factors influencing customer loyalty as a means of assisting managers in making the correct decisions. It has been stated that the creation of brand loyalty demands considerable investment in marketing programs, particularly targeted at potential and current customers.

3. Consumer Behavior and Environmental Concerns

The extent to which consumers exhibit the intention to actively seek out new green products, try them out, and, if successful, consider switching between green and conventional alternatives upon introduction is referred to as the consumer behavior-based green product adoption aspect. This intention to seek-out, try-out, and switch to green products as they are introduced was associated with the following five types of consumer behavior: a behavior that reflects a relatively high degree of consumer resistance, a behavior for which the chances to develop into consumer resistance are very high, the existing behavioral component of significant relevance, a behavior that is indicative of future consumer loyalty, and a behavior in which consumers are identified as being predominantly pro-green product. Fearing risks related to meaning and identity replacement of an established conventional alternative is associated

with the degree of consumer resistance. Nevertheless, environmental concerns have gained significantly more relevance than sustainability concerns.

Positive attitudes towards consumer goods' green functional attributes are positively related to the expectance of satisfaction with colored products for respective usability attributes. Consumers are expected to be more satisfied with green products concerning inconvenience and ineffective usability attributes. Consumers expect usability attributes also to be colored. Based on intensity and fervor, environmental and sustainability concerns can be conceptually distinguished. At the same time, consumers' expectations regarding the extent to which colored usability attributes exist is dependent on the same two types of concerns. This racialization mechanism thus also comes into play in a pro-green product context. Environmental issues affect market behaviour. As consumers expect some usability attributes of consumer goods to be "non-green," green competition is necessarily conceived as functional competition. Explaining average expected usability attribute satisfaction would bring the explanation of both the coloring of attitudes towards liteness and the expectation of the existence of colored usability attributes.

Many individuals possess some level of awareness regarding the issues and result of environmental degradation but fail to put activities in practice, exhibiting apathy towards NOT purchasing polluting and harmful products. This factor focuses on personal care rather than taking steps for choices, lifestyles, products and brands that would lessen the destructiveness that individuals cause and/or contribute to environmental degradation. Each of the personal behaviours factor's items represents a specific consumer behaviour. Indices of sustainability concern display a strong positive correlation with pro-environmental behaviour and decisions to pursue environmentally-friendly products. Support for products that lessen environmental damage and approval of initiatives for environmental well-being are the strongest sustainability concern indicators, while patrons are content that personal behaviours can lessen harm done to the environment.

3.1. Consumer Awareness of Environmental Issues

Environmental issues arose in the modern world. Economic development, urbanization, excessive industrialization, population growth, etc., have increased environmental pollution. Industries and companies are noticed as the most environmental contaminators due to their harmful activities to the natural environment (Mohammadi et al., 2023). Many consequences such as acid rain, ozone layer depletion, global warming, harmful effects on the ecosystem, etc., have aroused social concerns regarding environmental issues. Air, soil, and water pollution could severely affect the public's health. Therefore, people are much increasingly conscious of environmental issues. Consumer behavior is shifting toward environmental aspects. In addition, consumers are more tended to consciously apply their purchasing power with an environmental or social welfare concern in mind and to avoid eco-harmful consumption. As environmental issues are getting more societal pressures, environmentally-friendly or "green" behaviors, products, and companies are becoming more popular. Due to all considerable environmental harms, interest in environmental concerns has begun to arise among society. Public opinion is being formed with regard to environmental concerns, and also various mass news are broadcasted on environmental issues. Attitude toward environmental issues is becoming the trend in society. Also, changes on environmental awareness are principally considered a

consumer's frame of mind, opinion, or perspective which greatly influences all consumer attributes toward a product. In other words, brand processes and approaches are intrinsically based on consumer awareness of brand, social, environmental, and economic benefits. Customers should be well-aware of being "green" products for them to foster other green attitudes. Environmental awareness leads to evaluating product attributes associated with better nature-friendliness. Following that, better nature-friendly attributes are matched between a consumer side expectation and a brand side capability. If the product attributes present better nature-friendliness, loyalty processes occur and the consumer appreciates the brand for its social welfare benefits. And this subsequent brand appreciation leads to buying behavior. So it could be concluded that environmental awareness is expected to have a positive influence on brand loyalty.

3.2. Impact of Environmental Concerns on Purchasing Decisions

The specific environmental concerns drive individual attention, influence thought processes, and guide behavior toward environmentally friendly products principles. Environmental concern is defined as the tendency to be aware of and thoughtful about environmental issues. Green purchasing behavior is becoming a frequently studied topic as the consumer is recognized as an important actor in preserving the environment. An individual who is concerned about the environment, who is emotionally concerned about the environment, would want to buy environmentally friendly products and brands. The level of concern about the environment has been found to be the second top predictor of green purchasing behavior. This study proposes that environmental concern influences a consumer's green purchasing behavior. Environmental concern is more predictive of green purchasing behavior when green purchasing behavior is activated through emotional involvement than when green purchasing behavior is activated through rational assessment. Research is based on the fundamental proposition that a consumer's environmental concern drives that consumer's purchase of environmentally friendly products, controlling for any effects of rational assessment, education about environmental issues, the ability to pay, and convenience (Akif Hasan et al., 2012).

Green purchasing behavior has a wide array of antecedents: a collection of demographic variables, eco-ethical conviction, the presence of environmental information eclecticism, and the individual's preference for environmental information mix. Within these individual variables, environmental concern is inversely related to skepticism, while environmental knowledge is positively related to skepticism. The main needs that motivate a consumer to purchase green products are enjoyment in helping the environment, the belief that eco-friendly products and brands are better for one's health, and the perception that it is more pleasant to use eco-friendly products (Mohammadi et al., 2023).

4. The Role of Green Marketing in Building Consumer Loyalty

Research indicates a contrast between consumer awareness of environmental issues and their knowledge of green marketing (Mohammadi et al., 2023). The lower the awareness of the green marketing mix, the weaker the consumer commitment to it. Green products are undeniably an effective means of responding to the increasing sensitivity of consumers and decision-makers to the environment. Notably, it was revealed that older respondents were

more concerned about the environment than younger respondents, and there was a natural inclination among the more affluent to treat resources and ecological problems differently. The discrepancies between knowledge and behavior of consumers using green products have been attributed to various factors.

In fact, green or ecologically friendly products, designation of production processes, and the use of ecological ideas can be perceived differently by various consumers or market segments. These differences result in varied reactions to elements of green marketing strategies in the form of green products, green promotion, green distribution, green price, green design, and procedures in terms of effectiveness, intentionality, and functional evaluation. Hence, there is a pressing need for research in this area involving dimensions and observational perspectives to attain further knowledge about the issues of eco-friendly marketing. Despite the contribution of environmental marketing to the society, the literature still lacks a comprehensive model that studies the direct, indirect, and moderating effects of eco-friendly marketing actions in different contexts.

4.1. Creating Brand Trust through Green Initiatives

Currently, products that are green are in vogue. With unprecedented growth and popularity, companies are under pressure to adopt and implement a green marketing approach in showcasing their products. Along with a commitment to implement these changes, concepts such as Green Product, Green Pricing, Green Promotion, Green Distribution, and Green Services should also emerge and propagate (Mohammadi et al., 2023). Moreover, as evidenced by new marketing trends, product quality is only one aspect of marketing; marketers should also consider the health of the consumer. The purpose of this research is to analyze the effects of green marketing strategy on brand loyalty. To achieve this end, a theoretical model was devised which contained five hypotheses. To test the proposed model, the data was collected and analyzed using survey methods on a sample of 385 samples of consumers of Food Exporting Companies in the world. The research results indicated that Green Marketing Strategy has a significant effect on Brand Loyalty. Green products, Green Promotion, Green Distribution, and Green Pricing have a significant positive effect on Brand Loyalty. Consumer Purchasing Decision for GP2C is a function of Internal Factors: consumer realizing environmental responsibilities and External Factors: Green Product characteristics, Product Selection, and Consumer Behavior.

In the case of congestion and environmental pollution, it is necessary for consumers to trust product information that has undergone a "green" brand process. Without trust, it is difficult to develop a "green" commitment in a strong consumer commitment. Green trust will help consumers and product or service providers form a relationship commitment based on environmental protection. Meanwhile, "green" DC can impact consumers' brand commitment. Green trust is significantly positively related to affective commitment and social compliance commitment. Green trust can positively enhance consumers' brand loyalty and have a significant positive impact on consumers' purchase intentions (Jia et al., 2022).

4.2. Influence of Green Marketing on Brand Image

The subject of green marketing and its influence on consumer loyalty and brand image has received increasing attention from the academic community (Mohammadi et al., 2023). This interest is due to the rapid changes caused by improvements in technology

and consequences of frequent environmental crises. In addition, consumers are increasingly aware of these concerns and are becoming more interested in how companies are addressing environmental issues and contributing to a cleaner world. The idea that marketing should also consider the consumer's health has come to the fore at the same time. Because of governmental pressures, shares of various companies are forced to make more efforts to comply with environmental considerations. Moreover, as competitors employ a green marketing approach, others feel compelled to follow suit. Consequently, consumer attitudes toward companies are changing, and companies face a pressure to respect environmental factors. Following the results of various research studies, this research examines the effects of green marketing strategy on consumer or resulted brand loyalty focusing on food exporting companies.

This research article aims to provide answers on how to invest in strategies that influenced by green marketing will create a competitive advantage over the competitors in the similar industry. To what extent green marketing in comparison with traditional marketing can enhance consumer loyalty and life style? Green market strategy is a relatively modern practice and many companies still have not adopted and considered the green strategies in their overall marketing plans and strategies. Therefore, it would be useful to evaluate how these strategies would impact on consumer loyalty and overall branding of different firms worldwide. Green marketing strategy is growing tremendously with the increase in modern environmental understanding. Various successful green marketing plans have been implemented worldwide on both the goods and service industry and resulted in better consumer relationships, brand loyalty, sales and revenues.

After analyzing and discussing previous literature regarding the topic, the present article shall conduct a qualitative and quantitative research among both marketing specialists working in food exporting companies and their relevant consumer each. Based on secondary data organized from the result of the questionnaires, the hypothesis will be tested and various related tables will be plotted. Afterward, conclusions will be drawn on which area green marketing strategies require more investments and considerations and also which strategies have a less noticeable impact on consumer or brand loyalty. Lastly, further directions are also commented regarding the possibility of related researches using other methods for different industries.

5. Case Studies of Successful Green Marketing Campaigns

As the world grows increasingly concerned about environmental problems, many companies wish to green their image and capture a share of the new environmentally conscious market. Advertising actively aims to imprint green credentials in consumers' minds. Recent imagers created by the Coca-Cola Company's "Plant Bottle" packaging have rolled out internationally. This is a value-added product that raises consumer knowledge of the Coca-Cola brand and persuades the public that it possesses environmental credentials. The company has also been attributing recognition to the entire concept of sustainability through various advertisements. Although there's some indication that the environmental impacts of bottled water are one of the least sustainable beverage choices available, consumers are being told that Coca-Cola is part of a solution through "unparalleled transparency" that goes beyond quantifying and verifying carbon offsets. Coca-Cola is attempting

to frame a solution that addresses grievances about the company's impact on communities and the environment (Mohammadi et al., 2023).

In the late 1980s, the head office of International Business Machines Corporation (IBM) met monthly with middle management as part of a program designed to keep top management attuned to how new technologies could affect the company's long-term future. At one meeting, a middle manager made a presentation describing MEM, a new industry concept about personal computers growing cheaper and faster. It recounted an MIT study predicting smaller computers scattering across the workplace peopled by aliens, with attributed investment payoffs expected for mental stimulation and productivity boosts. However, meeting expectations of mems's receding time window may push faster and faster to the more chaotic world described elsewhere. The point of focus has shifted from complex computer work advocating and creating greater understanding to using computers for support, ironically diminishing mental footholds to the oncoming world. The computer-related world described is here, whether better or worse than the existing one is still to be determined. Factors accounting for the expanding use pattern might produce a prediction of future general computer use focusing on a very small fraction of time spent, but even that prediction might be in jeopardy if the necessary research had to be conducted on supportive systems. IBM revenue has not passed boundaries, still in the early mass-use tailspin. Other industries will be doing what they can to capture these pockets of market shares.

5.1. Case Study 1: Company A

To better understand the effectiveness of green marketing on consumer loyalty, the researcher considers "Company A" as a case company. "Company A" is a pretzel manufacturing company that implements green marketing strategies in its activities. In this section, the researcher provides detailed explanations to meet three detailed research questions.

Regarding question one, the researcher identifies the green marketing strategies used within "Company A" by the individual interview method. This company implements green products, green promotion, green pricing, and green distribution strategies to protect the environment. In green product strategies, it tries to provide products with natural resources instead of artificial resources. In the green promotion strategies, it tries to advertise its products through social networks and messengers faced by customers. These advertisements not only advertise the products directly, but they also help customers to have some useful information about the environment, healthy lifestyle, and coping with common pests. Accordingly, mass media is used to widely disseminate the advertisements. In green pricing, it produces healthy eco-friendly products at a higher price for health-conscious customers. In green distribution, an alternative distribution method with less gas emission is used, such as refusing to distribute at peak traffic years because congested roads create more carbon dioxide content in the air.

For the result of question two, a couple of excerpts are presented as illustrations. Primarily, respondents among customers confirm that they feel behaviourally loyal to "Company A". They like and continue to use the company for a long time. They are unlikely to switch to other companies. They also declare that they switch to other suppliers only when they are faced with an inconvenient situation. The second present main excerpt is about attitudinal

loyalty towards “Company A”. Nearly all customers agree that they are in favour of using this company. They like working with it and they are willing to recommend it. They do not agree in suggesting using other companies for loyalty reasons. Conclusively, it can be said that the comprehensive loyalty dimensions with cognitive, affective, and intention dimensions to not switch the company are qualitatively signed as “Company A”. Overall, the provided excerpts indicate that “Company A” effectively implements green marketing strategies. As a result, the company's green marketing strategies positively affect different dimensions of customer loyalty gradually.

5.2. Case Study 2: Company B

Green marketing refers to all marketing activities to create meaningful exchanges with customers through offers that are perceived to be green (eco-friendly) and that are widely communicated, promoted, and distributed (Mohammadi et al., 2023). Following the first case study aimed at a wider audience, the second case study will now focus on a more defined audience: a social media marketing manager of a company. This company was also strategically selected from the food and an eco-label using qualitative requirements, such as being assessed by a specialist and using unbiased words and meaningful visuals in the label. The problems experienced by this company were similar to those of Company A, especially regarding temperature.

The company's love for the environment is a given. Its product uses fewer materials, particularly in its carton packaging. Such attempts, however, still require marketing efforts. Therefore, the company's green marketing strategy is analyzed. The goal is to identify positive aspects to be broadened and negative aspects that might drive many customers away.

The company's strongest aspect is the low temperature of the product during transportation. This characteristic sets it apart from competitors. Many customers emphasized the importance of this aspect and believed it should be promoted and shown more prominently in advertisements.

Customers recognized the eco-label as the Biogreen environmental label. No mention of the label was found in Company B's materials. Therefore, it should definitely be added either to the logo or the “about” section of the website. It is likewise suggested to introduce the label-owner organization on that part of the website. It notes top-down pressure driving the company to comply with intermediary organizations on improved environmental assessment. Showing customers the political/ideological choice of such environmental compliance enriches their reasoning for preferring this company over others, as the company's eco-credentials cannot simply be forged as some brands do.

5.3. Case Study 3: Company C

Company C is a pseudo-name which is used to maintain the confidentiality and privacy of the firm's data. Company C has experience as wholesaler and export of fresh and processed fruit and vegetable in the global market for over ten years. The main target countries of this Company C are Qatar, Malaysia, China, Turkey, UAE and Iraq. This company has distributed its marketing strategy as follow: 50 % social media and website, 30% relationship marketing, and 20% by franchising. The company produces green products since it buys the whole products from farmers and supplies without added preservatives. Additionally, it uses eco-friendly packaging materials. It recently started sending

letters to its customers about the monthly green marketing activities. Researcher sent a letter to the questionnaire one day earlier and attached the questionnaire in an Excel File in the company's email with storages. It's valid to mention that an additional motivation was added, which is a chance to win a free cleaning equipment as 1000 dollars worth after filling the questionnaire. Then after three days, the email group received reminded letters. With adherence to the timing plans and the company's agreement, after two-four days of delay, follow-up letters were sent.

30 questionnaires were not suitable and had missing responses, hence, the analysis was performed using 250 questionnaires. Lack of completeness is a common problem in web-surveys due to the nature of the questionnaire delivery methods. Overall, the fact that responses were removed affected only small percentage of responses. Hence, the overall opinion can be generalized. Then the box-plots of the variables were drawn to check for outliers but there were none above and below inter-quartile range. Some ratios were calculated in addition to these for the demographic types. Consumers' loyalty demonstrates their repeat purchasing intentions. Following repeat purchasing intentions, respondents are likely to recommend the company to other potential customers, thus, a higher loyalty rate. As a sign of such loyalty, Company C is predicted to be parents' first choice to consume organic food items regarding the monthly purchasing item and price sensitivity. Most importantly, company C's promotional activities namely e-mail marketing is evaluated as a satisfied and trustworthy tool in creating offenses.

6. Challenges in Implementing Green Marketing Strategies

Over the past few decades, environmental issues have become an important topic that has drawn increasing global attention. This has led to important and inevitable developments in marketing. Environmental issues, which were previously only of concern to a limited number of people, have influenced the lives of societies and individuals to a great extent. Nowadays, protecting the environment is one of the most serious challenges facing humanity. People's concern for and sensitivity to the environment have increased significantly and companies showed increased interest towards producing green products. However, there are still some companies producing environmentally harmful products and causing irreparable damage to the environment (Mohammadi et al., 2023).

For large companies and organizations advertising big brands and having a long-term sustainability policy, the additional costs of green marketing may not seem like a burden, and green advertising may not simply cover the extra expenses. However, small and medium-sized companies that wish to launch a new product in the market should face a dilemma. Due to the cost of developing green technologies for their products, some small companies almost exclusively produce recycled products and limit themselves to the re-packing and retargeting of existing products in the market. A market for recycled products appears to be somewhat a less risky business indication for those wishing to reformulate their small business plan. However, it should be questioned whether a sustainable green marketing plan can be built on existing successful products which are only re-packaged and offered.

6.1. Cost Implications

As society becomes more eco-conscious, businesses with a sustainable vision head toward success by protecting the environment (Mohammadi et al., 2023). Due to important eco-sensitivity of people's awareness, growing pressures evoked by Non-Governmental Organizations (NGOs), and the adoption of sustainability ('greenness') commitment in all aspects (within companies' environments and external in product, promotion, etc.), organizations need to implement appropriate courses of action in terms of green marketing. Drawing from neo-Institutionalism theories, authenticity, and legitimacy reflect the degree to which an organization perceives a significant since it complies with social norms and cultural assumptions. At the company level, it might be challenging to apply this concept due to the diversity of governmental structures and environmental hence standards across borders. Following global organizations, companies might choose to apply green standards even if their country does not restrict them. In this case, they might still suffer from the costs of green management. Designating costs environmental implications of environmental standards could support influential electronic companies to decide on applicable and effective cost saving codes and policies. So-called eco-cost means the costs of damages caused by product emissions during their whole lifetime and is defined a fee for failure in sustainability. Cost implications of green marketing include either optimization schemes for short-range energy planning, eco-market representation schemes, and eco-market scenic type variance clarification. In this regard, particular models consider assessing various environmental issues involved in a given policy analysis framework. Commonly used procedures and frameworks address and focus on either pollution or health effects. New approaches and frameworks are welcomed to tackle such weaknesses in terms of accumulated and manufactured target pollutant discharges, disposal jars, relative to existing system features. Black noon market as a schematic device to record needed financial information on marginalized sharing variant approaches for pollution mortgage and securitization. Blackboard reputation concept for assessing the credibility of enumerated pensioned and pensioned concerned aging charges of black-faced grains. Assessment scheme for potentiality determination of traded assets and approaches for patterned black noise estimation.

6.2. Consumer Skepticism

All marketing efforts, especially in the green segment, face growing skepticism. On one hand, it is a natural development. Just as other marketing strategies initially enjoyed a honeymoon period with their target audiences, in which they achieved their maximum impact, so too does green marketing strategy go through the same evolution. On the other hand, because of the public's rising concern about environmental issues, and growing skepticism towards green claims, the issue of consumer skepticism is very important in any country. Research in this area could help improve the credibility of these claims in the eyes of consumers, as firms that handle this situation correctly earn extra consumer trust, which is especially important in an economy in which their key target is concerned with the environment (Mohammadi et al., 2023). Freeman establishes a framework whereby stakeholders are defined as any group or individual who can affect or is affected by the achievement of the organization objectives. Focusing on the internal and external stakeholders in the realm of sustainability reveals the nature of their concern about what corporations do and say (B. Grant et al., 2018). Referring to corporate sustainability, in recent years firms have engaged a variety of stakeholders in ongoing sustainability efforts to account for and take action on

their responsibilities towards the natural environment, society, and other stakeholders. From the perspective of consumer scepticism towards green claims, these stakeholders can be classified into six categories: input-based, process-based, output-based, internal stakeholders, and external stakeholder networks. The stakeholder groups presented receive consideration as they highlight areas where firms can improve communication about green claims to counter scepticism. Thus, the aim of this research is to investigate consumer skepticism towards green marketing communications in Iran's consumer goods industries.

6.3. Regulatory Challenges

This issue is related to the production process of goods and the disposal of consumed goods. Environmental issues and social responsibilities mean that the company accepts the effects of its activities on the physical structure of the environment. The idea that marketing should also consider the consumers' health is not anymore a fanciful idea. Governments, competition and changing customer attitudes are forcing companies to have a green marketing approach. Of course this understanding has not yet coped with the necessity of wide activities to raise public awareness about it. This study is about analyzing the effects of eco-friendly marketing on consumer loyalty. The population of this study consists of employees and managers of food exporting companies. Given the population of this study, those attending food exhibition, 116 employees and managers of food exporting companies were chosen randomly as sample. On the whole, 182 sample were selected. A 22-questions survey questionnaire was used to collect the required data. 1) Environmental awareness and 2) Eco-Friendly marketing, including green product, green promotion, green distribution, and green pricing were selected as questions set to study the eco-friendly marketing. The diagnosis questionnaire of consumer loyalty was also designed based on 54 criteria of A, B and C consumer loyalty. Therefore, constructs of the questionnaire were confirmed by experts. In addition, the fan-charts of coefficient alpha and factor analysis were used to confirm homogeneity and validity of the questionnaire questions, respectively. Therefore, eco-friendly marketing questionnaire and consumer loyalty questionnaire were both valid and reliable e.g. 0.972 and 0.948 keurson coefficient. In this regard, the participants were about the demographic and participating characteristics via 11 questions. Two major hypotheses related to the variables to be studied were designed to analyze the data using the confirmative-constituent technique of wealth and structural relations. The interaction effect of the residual dependent variables was simultaneously estimated using the SEM technique, which clarifies direct and indirect relationships and common effect, by means of PLS 2 software. This method is usually used to confirm and estimate the patterns having latent variables. Using the bootstrapping method, normal distribution is tested, and this method has a higher capacity to repair the absence of normal distribution than the Fibler method. A more robust and better estimation model is achieved by means of over 20 iterations. Therefore, 10,0075 under random samples were created considering 1760 bootstraps.

7. Measuring the Effectiveness of Green Marketing

The literature on how green marketing affects consumer loyalty is rich. Environmental awareness has grown significantly in recent years, along with ethical purchasing behavior. Due to the interplay

of these two factors, proactive and conscious companies are leveraging ethical and environmental marketing strategies. Brand loyalty is a marketing term denoting a consumer's commitment to repurchase or continue using a brand. It has two variations: attitudinal loyalty (commitment, emotional connection, feelings, etc.) and behavioral loyalty. Hence, consumer loyalty can take place if there are pro- and cons. In fact, fidelity strategies will trigger satisfaction and good experiences after the purchase.

Added value benefits of green marketing include reduction of generator and extra costs. Marketing costs involved in advertising become minimised as word of mouth takes place. Eco-savings lead to profit savings. The research design portrays the marketing strategies companies have in place for eco-variations of one product category. This research intends to put tests into environmental marketing strategies. Tests will help fulfil the statement of the problem on how environmental marketing influences consumer loyalty for eco-variations of toothpaste. Based on an initial survey, consumer awareness leads to an increase in market size for green products. Consumers nowadays tend to purchase green products with consideration for their earthfriendliness. Green marketing strategies of eco-variations affect consumer loyalty on a macro-level. Green marketing strategies may not influence on a micro-level, leading to purchase of eco-variations.

This paper presents the design of a future study to be undertaken. It includes an introduction, objectives of the study, design methodology, and acting procedures for narrowing down the data gained. Discussion highlights points on environmental marketing strategies and concerns on prior data availability for hypotheses testing against differing brands. Green marketing has gained increasing importance with the realisation that the present practice of commerce is unsustainable. The objective of green marketing is twofold, namely the marketing of products that are presumed to be environmentally safe and the modification of the production process to reduce the ecological damage (Mohammadi et al., 2023).

7.1. Metrics for Evaluating Consumer Loyalty

Brand loyalty is a multidimensional construct. The captured aspect of loyalty determines how it is measured (Zhang et al., 2023). The most common measurement approaches include behavioral, attitudinal, and composite measurement. The behavioral approach looks at the outcomes regarding the acts of buying, purchasing, and repeated buying (Mohammadi et al., 2023). This approach is useful for assessing market share and customers' loyalty levels. However, it has some limitations, including that past behavior does not always predict future behavior, and it does not consider the attitude behind the behavior. Creating market share does not guarantee customer loyalty; a firm may lose customers if something occurs to trigger it. For instances, firms usually give large discounts or packages in sales that lead frequent customers to switch brands.

Another approach that has been used is examining customers' attitudes towards a brand or company in terms of feelings, beliefs, and perceptions. Measures based on attitudinal loyalty are less frequently applied, commonly due to its difficulty of measurement and evaluation. The most common measure focuses on customers' intention to repurchase a brand. Composite metrics combine measures from behavior, intention, or attitudinal customer loyalty. Composite measures have been criticized as being vague and possibly ineffectual estimates of loyalty. Since loyalty is a

multidimensional concept, measures that do not differentiate these dimensions may lead to no real understanding of the construct.

7.2. Survey Methodologies in Green Marketing Research

Researchers have classified survey methodologies in green marketing research into 5 categories. The first one is the Post-Study Path Surveys. This method was used to investigate how green marketing strategies impact green product purchase intentions. In that study, participants were asked questions to clarify the methodology and to examine determinants and moderating factors of consumer attitudes towards green advertising, such as perceived credibility of the advertising and perceived involvement with the product and the ad. Secondly, the Pre-Study Path Surveys. A study on the relationship between green marketing, advertising emotion, and consumer loyalty adopted qualitative analysis to investigate green marketing strategies, emotion-based strategies, and their influence on loyalty. A research framework and hypotheses were provided subsequently. Thirdly, the Descriptive Surveys. In a study on the relationship between green marketing strategy and brand loyalty, valid and reliable measures were established through thorough literature review. The moderating effects of consumer's green concern were also identified. Fourthly, Control Surveys. One study on the impact of correspondence between package color, content, and marketing claims in green shampoos found that green products or eco-labeled products may be more positively perceived than traditional products. Lastly, Time-Lagged Surveys. One study examining antecedents of green purchase intention adopted lagged design to prolong the time between independent and dependent variables. This method is designed as two-wave surveys with a three-week interval. To diagnose the temporal meditative effect, the three-wave study design is helpful.

8. Future Trends in Green Marketing

The trend towards greener and sustainable initiatives is on the rise, especially within the global market due to concerns about the environmental and social ramifications of an excessive consumerist culture (Zhang et al., 2023). Consequently, green marketing has gained prominence among firms and consumers. Regarding this trend, firms who better incorporate green dimensions into their marketing strategy are expected to gain competitive advantages against competing firms who are simply adopting green marketing only in appearance. Furthermore, adopting a green marketing strategy offers firms a unique opportunity to align themselves with consumers who are becoming increasingly conscientious of their purchasing decisions and take into account the sustainability of a product.

With the use of the GRI Index as a golden standard, fly-over countries who are expected to aim for sustainable innovation over the next few years in compilation with the literature regarding green marketing, a scoring model predicting the effectiveness of green marketing are developed. This scoring model has two explicit constructs: (1) Marketing Strategy and Corporate Sustainability, and (2) Product Design, Procurement Updates and Customer Involvement. The core of this scoring model is that marketing strategies based on corporate sustainability yield positive effects to gaining loyal consumers towards sustainably innovated products only if sustainable initiatives regarding product design, procurement updates and customer involvement are made as well.

Furthermore, to make the scoring model usable by all firms agnostic of their country, an ‘absolute’ to ‘relative’ transformation has been designed along with the BCG matrix. This way, all firms globally can gauge both their sustainability trajectory versus their firm’s domestic market performance in relation to their green marketing strategy. It would be interesting to compare the predicted outcomes of the developed scoring model with actual states when such RU systems are publicly available.

In addition, as a future trend in green marketing, the importance of performance sustainability became crucial. Many green marketing research streams developed results based on assumptions and hypothetical conditions for several years, prompting less research into actual firm performance sustainability post green marketing theories. Firms thus could benefit from research that investigates this question well. In the years to come, the necessity of meaningful marketing communications and their environmental impact self-evaluations has begun to emerge. Public attention on marketing communications among consumers is rising.

8.1. Emerging Technologies and Their Impact

Recently, the main actors and development opportunities in the industry have drastically changed with many sectors growing aggressively throughout the world, especially in regions like the Middle East and Asia Pacific. Increasing per capita income and rapid economic growth have strengthened new markets and middle-class consumer groups. As a result, more companies have entered those markets, contributing to a stronger challenge regarding competition and aggressive marketing strategies (Zhang et al., 2023). This challenge is intrinsically correlated with a need to better understand consumer behavior towards brands. Consumer brand loyalty is a core focus on issues that affect companies and their brands much in the same way that profitability and public performance do.

The concept of loyalty is deeply rooted in marketing literature, given initial research on connection strength and attachment to brands (Mohammadi et al., 2023). Since its early definitions, brand loyalty has been a subject of diverse research endeavors clarifying various aspects and measures to understand better its emergence and development. Discrepancies in professional terminology across disciplines have hindered communication between academics focusing on similar domains but adopting dissimilar research frameworks. Multiple approaches to understanding loyalty exist within the marketing discipline. Behavioral studies exploit customer purchase and consumption history to model loyalty, whereas attitudinal studies employ surveys to measure brand loyalty through the lens of predisposition. Composite approaches define brand loyalty as a combination of behavioral and attitudinal manifestations, each at its theoretical level.

Despite all the insights generated by these studies, understanding the formation of loyalty is still an under-researched field. Even less is known regarding how new approaches to loyalty formation may differ from rather traditional perspectives. To better comprehend how advances in new technologies can change consumer experience and affect loyalty development, the latest technologies fostering communication and/or interaction and entertainment have been identified. Attempts have been made to delineate the nature of these technologies and their distinctive type and nature. Attention has also been drawn to their potential impact on consumer brand loyalty and other consumer experience and consumer interaction constructs, in addition to their capacity to gauge various

behavioral, emotional, cognitive, and social manifestations. More broadly, considerations on how these technologies can be adopted in the future and sources for future research assessing their commercialization are presented.

8.2. The Role of Social Media in Green Marketing

One of the most widely used marketing tools is social media marketing (SMM), a method of online marketing. Marketing initiatives including social networks have become essential components of all types of advertising in the digital age. Businesses use websites like Facebook, Twitter, and YouTube to speak to customers in real time. Social media has become an essential marketing tool for companies looking to connect with their clients and improve revenues thanks to its pervasive cultural and technological flourishing. SMM has a significant impact on brand loyalty through brand interaction and goodwill, cognitive trust, and affective trust. SMM increases brand loyalty through customer interaction and goodwill. Social media marketing is made of content, as it improves entertainment, source credibility, informativity, and rewards for consumers. The consumer’s intention to share marketing was further affirmed upon satisfaction with marketing and the impact on consumer engagement with the brand. SMM motivated by values and SMM content that enhances credibility and engagement provided the most comprehensive insight into consumer-derived outcomes in the digital marketing context. Direct application of SMM might lead to better brand awareness, although building a strong brand connection through shared content was shown to be more effective. Green advertising defines “the seeking of effective and easy consumptions for environmental product and service.” Overall, the emotional difference in effect was more significant than the change in color and argument strategy in the grey environment. Strategic sustainability research could encourage a more thorough examination of the multi-dimensional standards, ecological levels, and implications of a broad definition of sustainability, and could clarify the ecological dimensions of emotional reactions. It significantly affected eco-love, green advertising credibility, environmental and media negativity perception, eco-worry, and eco-performance. Eco-ambience (brand, overall user experience), eco-warmth, and eco-gratification positively influence ecosystem green loyalty, beyond eco-excitement which has a direct positive impact (Mohammadi et al., 2023).

9. Conclusion

According to (Mohammadi et al., 2023), awareness and attentiveness regarding the need to protect the environment have increased in recent years, which has made eco-friendly actions a priority in various fields, including industries. The environmental crisis and the resultant hostility towards polluting companies and manufacturers have obliged companies to be concerned with issues such as recycling, the use of non-polluting materials, and biodegradable products, seeking to renew their damaged reputations. Green marketing, which can be described as including all activities focused on the sustainability of these changes, is thus a requirement for every company. Companies that neglect to align their activities and outputs with this heightened awareness of the environment not only risk losing existing customers, but also to lose the chance to attract new ones. Consumers who have embraced sustainability and eco-friendly ideas will no longer favor companies that pollute the environment. Given that the marketing

process cannot respond to a company's expectations regarding profits and market share without considering health or bodily needs, green marketing is thus inevitable in the era of marketing. Against this background, the aim of this study is to understand how the changing priorities of consumers and the marketing strategies employed by companies to respond affect the loyalty of consumers to brands. Such a strategy is considered to be in use when a company produces a green product, promotes it using eco-friendly means, uses environmentally congenial methods of distribution, and applies non-exploitative pricing that does not impose burdens on the consumer or society. In this study, the ability of this marketing strategy to create loyalty in brand advocates who are used to making environmentally-friendly decisions and purchases is targeted and it is sought to establish whether a positive correlation exists between the two. In sum, it can be inferred that green marketing strategy significantly affect brand loyalty. Green advertising has the greatest effect on brand loyalty. Green products have a significant positive effect on brand loyalty. Green promotion has a significant positive effect on brand loyalty. Green distribution has a significant positive effect on brand loyalty. Green pricing has a significant positive effect on brand loyalty.

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