

SUSTAINABILITY MARKETING AND GREEN CONSUMER BEHAVIOR: AN EMPIRICAL STUDY OF BRAND LOYALTY FORMATION

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Abstract

The alteration of the global environment with the aim of equipping the environment to be sustainable has brought about a radical transformation in the nature of marketing as well as the decision making of the consumers. The paper will go on to analyze the role the sustainability marketing strategies will play in influencing the green consumer behavior and help to create brand loyalty. It utilized empirical research design and gathered information using 420 respondents who had a variety of number of sectors, one of which was fast-moving consumer goods (FMCG). The investigator adopted the structural equation modeling (SEM) technique in investigating the connection between sustainability marketing activities, green consumer behaviour and brand loyalty. It indicates that the green consumer behavior which is a mediating factor between the sustainability programs and the brand loyalty is directly influenced by the sustainability marketing. Besides that, the important psychological processes, which strengthen this relationship were consumer trust and consumer satisfaction. The study discovers that the authentic and transparent sustainability marketing not only raises the levels of consumer trust, but also a strategic instrument to building the long term brand loyalty. The work is included among the growing body of literature on sustainable marketing since it offers both theoretical and practical implications on how this can be achieved to generate sustainable customer bases which are retained to business organizations in competitive markets.

Keywords: Sustainability marketing, green consumer behavior, brand loyalty, eco-labeling, corporate social responsibility, consumer trust

1. INTRODUCTION

The current international economy has made sustainability one of its key pillars in its strategy of doing business, in its way to the consumer, as well as policy inventions. The increasing concerns in climate change, environmental degradation and scarcity of goods have created a tendency to integrate business in a green manner that is concomitant with the consumer requirements, rules and regulations of business. The result of this paradigm has been the creation of sustainability marketing that is holistic and involves ecological, ethical, and social activities in marketing process. The concept of sustainability marketing is timely because the traditional marketing only patters on the idea of making persistently profits contrary to sustainability marketing that seeks to establish long-term value through stewardship of the environment and social well being.

At the same time, the development of green consumer behavior, as a habit of making a decision and consumption based on environmental consideration, has changed the market forces. The contemporary consumers do not just care about the quality and price of the products they consume but also they also care on the manner in which products are sourced, manufactured and disposed of. Brands that demonstrate transparency level, ethical behavior, and a sense of adherence to sustainability tendencies become more and more popular among consumers. As a result, sustainability marketing is now a strategic requirement to the businesses that are interested in creating a significant relationship with this new generation of environmentally conscious consumers.

Nevertheless, the growing trend in incorporating sustainability-based marketing behavior has not been followed by much empirical research on the role of its application in the formation of brand loyalty. The most common kinds of research that have been carried out have been on green purchasing intentions or attitudes (Joshi and Rahman, 2015; Leonidou et al., 2013), yet few studies have delved into how sustainability programs can create long-term consumer brand relational relationships that are founded on trust and shared values. Additionally, the mediation of the role of the green consumer behavior to change the perception of sustainable marketing into the brand loyalty is poorly discussed, especially on the emerging market like India, where the awareness of consumers on sustainability changes quickly.

This work intends to fill this gap through the empirical study of sustainability marketing practices relationship and green consumer behavior through analysis of their effect on brand loyalty upon the joint basis. In particular, it looks at the ways in which sustainability campaigns like eco-labeling, green packaging, and corporate social responsibility (CSR) communication influence consumer attitudes and support the process of loyalty. In this study, the theories incorporated are the consumer trust, value alignment and ethical branding theories hence, this is a holistic theory to understand the role of sustainable marketing in developing long term business competitiveness.

The findings of the study are extremely valuable to the scholars as well as the practitioners. It is also useful as an academic to support the theoretical development of the sustainability marketing and models of behavioral loyalty. To practitioners, it bring to the fore practical strategies that boost consumer confidence, happiness, and retention by genuine sustainable programs. Sustainability marketing is no longer an ethical responsibility, but a tactical avenue to long-term brand loyalty and market differentiation in the age of consumers getting more interested in brands and how they are represented in terms of environmental and social responsibility.

2. OBJECTIVES OF THE STUDY

The main aim of this study is to discuss the interconnection of sustainability marketing, green consumer behavior and brand loyalty formation in regards to the current consumer market. With sustainability emerging as a social factor of corporate strategy, it is important to learn how these practices can be converted into consumer trust and loyalty to both the scholar and practitioners.

The proposed study will aim to close the vacuum in the current empirical research and will focus on analyzing the effect of sustainability-oriented marketing activities in relation to environmentally conscious consumer behavior and, therefore, the long-term brand attachment.

The specific objectives of the study are as follows:

1. To examine how sustainability marketing practices affect the green consumer behavior. The aim of this objective is to comprehend the influence of green marketing factors, i.e., green packaging, eco-labeling, and CSR activities on the consumer environmental attitude and intentions to purchase the product.
2. To test the mediating effect of the green consumer behavior in the relationship between sustainability marketing and brand loyalty. This goal is inquired to understand how consumer environmental awareness and ethical alignment are the behavioral channels that enhance brand commitment.
3. To find out the direct effect of sustainability marketing on brand loyalty formation.

The research question the study answers is whether long-term emotional and behavioral loyalty of consumers to brands is a result of sustainability actions alone.

4. To find out the critical psychological forces of the consumer trust and consumer satisfaction that connect sustainability marketing and brand loyalty. This aims at realizing the role played by perceived authenticity, transparency and ethical communication in enhancing consumer trust, which in the end maintains brand relationships.

5. To provide managerial implications and the strategy that the organizations should implement to attain superior brand loyalty by exploiting sustainability marketing. The purpose of this is to translate the results of the empirically the findings into a practical action plan in order to allow the firms to achieve a competitive advantage through balancing their business goals, environmental, and social obligations.

Through all of these, this study can add to the increasing research in both sustainable marketing and consumer psychology, and provide a practical significance to marketers aiming to have established, eco-friendly consumer bases in a highly sustainable economy.

3. LITERATURE REVIEW

Sustainability has ceased to be a peripheral corporate issue to a strategic priority of companies across the world. As the understanding of the environmental and social concerns is becoming more popular, companies are more inclined towards sustainability marketing to make sure that their values meet those of the environmentally positive consumer segment. This review of literature examines theoretical knowledge and empirical evidence connecting marketing sustainability, green consumer behavior and brand loyalty creation, as well as pointing to gaps that the current study is expected to fill.

3.1 Sustainability Marketing

Sustainability marketing refers to the strategy of developing, sharing and creating value to the customers in a way that maintains environmental and social well-being (Belz and Peattie, 2010). It goes further than the traditional green marketing by incorporating long-term ecological and ethical values in the whole value chain. According to Peattie (2001), sustainability marketing is the third wave of green marketing, where the company not only focuses on the environmental qualities of the product but overall commitment to sustainable development which is holistic.

Leonis et al. (2013) carried out a study that revealed that companies that practice sustainability marketing plans enjoy an increase in brand credibility and trust amongst consumers. Such measures involve environmental labelling, recyclable paper, and corporate obligations which convey genuineness and dynamism towards the environment. Ottman (2017) also points out that sustainability marketing makes the brands stand out in the competitive markets thus making the environmental responsibility a strategic asset by the alignment of business goals with the moral values in the consumer.

Experiments can prove that the implementation of sustainable marketing programs can have a positive impact on consumer perceptions and buying intentions in case they are viewed as authentic (Rahman and Reynolds, 2016). Skepticism can however come in with companies undertaking greenwashing (making exaggerated or false sustainability claims) in their attempt to build brand trust and loyalty this kills brand loyalty (Chen & Chang, 2013). Thus, transparency, authenticity, and corporate transparency are paramount to the successful sustainability marketing.

Green Consumer Behavior

Green consumer behavior could be defined as the process of making decisions when people take into account the environmental impact when buying, using, and disposing of products (Joshi & Rahman, 2015). These are consumers driven by morality and environmental issues and social responsibility. According to Peattie and Crane (2005), green consumers can be classified into the following categories namely, committed green, potential green and skeptical green adding that there is a variation in the degree of engagement of different people in the environment.

As the new studies imply, more consumers are adopting more sustainable decisions due to the mounting popularity of sustainability promotions, eco-labeling, and green certifications (Biswas and Roy, 2015). In addition, a feeling of behavioral control and environmental knowledge substantially change consumers in terms of their green purchases (Yadav and Pathak, 2017). The psychological foundations of the green consumer behavior are often explained by Theory of Planned Behavior (TPB) and Value-Belief-Norm (VBN) theory with the focus on the idea that sustainable consumption dynamics are provided by the attitudes, subjective norms, and ethical requirements.

Nevertheless, there is still the issue of the attitude-behavior gap, in which consumers declare that they are concerned with the environment, but at the same time they do not translate this concern in a manner that translates into the consistent green purchasing behavior (Gupta and Ogden, 2009). Thus, the companies need to tactically fill this gap to create sustainability marketing programs which are not only appealing on the basis of consumer values but also regarding convenience, performance, and cost perception.

Brand Loyalty Formation

Brand loyalty is the loyalty of a consumer to a specific brand and emotional attachment to this specific brand. Further to satisfaction, in the sustainability context, the further elements of loyalty development are based on trust, ethical congruence and the sense of environmental responsibility. Chen (2010) created a green brand loyalty concept that shows that consumers associate themselves with a sustainability vision of a brand and feel that the brand has credible and consistent environmental claims.

It has also been discovered that green trust (whether labeling a specific brand as conducting its environmental activity in a real manner) is a key antecedent of brand loyalty (Nguyen et al., 2020). Additionally, satisfied consumers of sustainable products have more influence on affective loyalty since they build a positive

emotional bond (Rahman and Reynolds, 2016). Therefore, sustainability marketing attributes the effects of brand loyalty indirect via trust, satisfaction, and perceived ethical congruence.

In the management context, sustainability-based loyalty is more sustainable compared to those of functional based loyalty like price or quality. Advocacy behavior is known to favor environmental responsible brands and to benefit its satisfied consumers as they positively advertise the brand through word-of-mouth and online communication (Chen and Chang, 2012). This forms a virtuous cycle where the loyal green consumers are brand ambassadors which makes the reputation of the company and its market value to create a circle.

Sustainability Marketing and Brand Loyalty: Mediating Role of Green Consumer Behavior

An increasing literature has highlighted a mediating effect of green consumer behavior on dramatizing sustainability marketing and brand allegiance. In situations where the consumers feel that sustainability efforts are genuine and consistent, with their own values, they tend to buy green-wise purchasing tendencies which in turn increase loyalty (Hartmann and Ibanez, 2006). As an illustration, campaigns caused by CSR will enhance emotional appeal and result in intentions to make a repeated purchase and therefore, may partially address the issue of environmental and societal causes.

The fact that sustainable consumers develop long-term relations with the brands that support their ecological attitudes is proved by empirical evidence available (Hint, 2013; Chen, 2010). Contrastingly, the absence of integrity or discrepancy in sustainability communications diminishes consumer trust and decreases formations of loyalty. Consequently, green consumer behavior can be considered as the bridging behavioral dimension between sustainability oriented marketing communication and lifetime brand commitment.

Research Gap and Conceptual Framework

In spite of the significant evidence presented in the literature on the relationship between sustainability marketing and consumer attitudes, there is little knowledge on the behavioral mechanisms used by these strategies to induce brand loyalty, particularly in new markets. The majority of previous studies have been carried out in developed countries with a very high level of environmental awareness, and there is a gap in the knowledge of consumer reactions in the transitional economies towards the sustainable marketing endeavors.

This research attempts to fill these gaps to come up with a conceptual framework that empirically studies the functions between sustainability marketing, green consumer behavior, and brand loyalty. It also injects trust and contentment as mental processes that reinforce the impact of sustainability effort on consumer loyalty.

The conceptual model proposes the following relationships:

- Sustainability marketing positively influences green consumer behavior.
- Green consumer behavior mediates the relationship between sustainability marketing and brand loyalty.
- Consumer trust and satisfaction moderate the relationship, enhancing loyalty strength.

It is one integrated approach that would help improve the theoretical development of the field of sustainable marketing research and offer practical recommendations to companies aimed at developing long-term loyalty in the environmentally friendly market.

The literature review confirms the idea that sustainability marketing perceived as authentic and transparent can promote green consumer behavior that, consequently, can contribute to a firm brand loyalty. “Nonetheless, there is a lack of empirical data in developing societies. The current study will fill this gap as it will add value both to the scholarly knowledge regarding sustainable marketing as a strategic instrument of cultivating long-term relationships between consumers and brands.

4. RESEARCH METHODOLOGY

Research Design

The research type is quantitative, empirical since it aims to test the relationship between the variables sustainability marketing, green consumer behavior, and brand loyalty formation. The study is descriptive and causal in nature, and sets out to establish both the direct and indirect impact of the variables in the study. The hypothesized relationships were analyzed with Structural Equation Modeling (SEM) which is statistically accurate and validates the models.

The reason as to why an empirical quantitative design is chosen would be due to the requirement to test the theoretical assumptions using measurable statistics and also to generate generalizable information that can guide both managerial and academic uses of the findings.

Research Framework and Hypotheses

According to the previous literature, the conceptual framework was created that interconnected Sustainability Marketing (SM) ⇒ Green Consumer Behavior (GCB) ⇒ Brand Loyalty (BL). This study will assume that the relationship between sustainability marketing and brand loyalty is mediated by green consumer behavior. Also, consumer trust and satisfaction were taken into account as the psychological moderators that enhance the process of loyalty.

The primary hypotheses formulated are:

- **H1:** Sustainability marketing has a significant positive impact on green consumer behavior.
- **H2:** Green consumer behavior significantly influences brand loyalty formation.
- **H3:** Sustainability marketing has a direct positive effect on brand loyalty.
- **H4:** Green consumer behavior mediates the relationship between sustainability marketing and brand loyalty.
- **H5:** Consumer trust and satisfaction moderate the relationship between sustainability marketing and brand loyalty.

Population and Sample

The population targeted by this study is consumers who are actively buying products in sustainability-focused brands in different areas of the FMCG, apparel, and electronics industry. Since it is observed that the level of environmental awareness is increasing regarding environment-friendly products, urban customers in India were chosen as a sampling frame because they are being subjected to sustainability strategies and environmental education.

The formula of Cochran was used to establish a sample size of 420 respondents, which is adequate to represent and be statistically reliable. The lack of balance in terms of age, gender, and the level of income among participants was eliminated through the application of a pick of a stratified random sample.

Data Collection Method

The entries were gathered by using a structured questionnaire in the form of online questionnaires (including Google Forms and email surveys) and offline (in shopping centers and malls). The survey had 25 questions that were to be measured based on a five-point Likert scale with 1 = Strongly Disagree and 5 = Strongly Agree.

The instrument consisted of the following sections:

- **Section A:** Demographic profile (age, gender, income, education).
- **Section B:** Sustainability marketing indicators (eco-labeling, CSR initiatives, green advertising).
- **Section C:** Green consumer behavior (environmental awareness, purchase intention, recycling behavior).
- **Section D:** Brand loyalty (trust, satisfaction, and repurchase intention).

Before the administration was done in a full scale, a pilot test was carried out involving 40 respondents in order to attain clarity and reliability of the questionnaire. Feedback minor revisions were done.

Measurement of Variables

All constructs were adapted from validated scales in previous studies:

- **Sustainability Marketing:** Adapted from Leonidou et al. (2013) and Peattie (2001).
- **Green Consumer Behavior:** Based on scales by Joshi & Rahman (2015).
- **Brand Loyalty:** Measured using indicators from Chen (2010).
- **Consumer Trust & Satisfaction:** Derived from Rahman & Reynolds (2016).

The tests of reliability and validity were conducted to provide the robustness. All constructs had Cronbach alpha of more than 0.80 which means that it was very internal consistent.

Data Analysis Techniques

The collected data were analyzed using SPSS 26.0 and AMOS 24.0 software. The analysis included:

1. **Descriptive Statistics** – to summarize demographic characteristics.
2. **Reliability Analysis (Cronbach's Alpha)** – to test internal consistency.
3. **Confirmatory Factor Analysis (CFA)** – to verify construct validity and model fitness.
4. **Structural Equation Modeling (SEM)** – to test hypothesized relationships among variables.
5. **Mediation and Moderation Analysis** – to examine the indirect and conditional effects of green consumer behavior, trust, and satisfaction.

Model fit indices such as χ^2/df , CFI, GFI, TLI, and RMSEA were used to assess model adequacy. The values met the acceptable thresholds (CFI > 0.90, RMSEA < 0.08), indicating strong model fitness.

Ethical Considerations

The research adhered to ethical norms. The academic nature of the study was explained to the respondents and it was voluntary and anonymous. Consent wants were informed and the data kept confidential before the collection. No personal data of sensitive character were have been gathered.

The identified approach will allow having a strong and valid method of comprehending the effects of sustainability marketing on consumer perceptions and loyalty patterns. The research design offers the empirical depth and practical relevance to the field of research of sustainable marketing and green consumer psychology through the validated instruments, rigor in sampling, and high-level statistical analysis.

5. RESULTS AND DISCUSSION

Overview of Data Analysis

Validation of the collected data to the SPSS 26.0 and AMOS 24.0 was carried out afterward. Structural Equation Modeling (SEM) was used in the study and helped to test the hypothesized relationships between Sustainability Marketing (SM), Green Consumer Behavior (GCB), and Brand Loyalty (BL).

Initial screening showed that everything was within normality conditions (skewness and kurtosis have a value of ± 2). The descriptive analysis showed that 58 percent of the respondents were aged between 25–40 years, 62 percent were graduate level and 68 percent said that they regularly purchase the eco-friendly products which means that the sample group is highly environmental conscious.

All the constructs had a value of total Cronbachs alpha above 0.80 and this validated internal reliability. The Kaiser Meyer Olkin (KMO) measure of adequacy in sampling was 0.89 and Bartlett's Test of Sphericity test was significant ($p < 0.001$), which is appropriate to factor analysis.

Confirmatory Factor Analysis (CFA)

Convergent and discriminant validity of measurement model was confirmed on CFA results. The factor loadings of all items were standardized and were higher than 0.70, which is high construct representation.

Model fit indices demonstrated an excellent model fit:

- $\chi^2/df = 2.31$
- CFI = 0.94
- GFI = 0.92
- TLI = 0.91
- RMSEA = 0.056

These indices are within acceptable thresholds (Hair et al., 2019), affirming the model's adequacy for further analysis.

The value of the Average Variance Extracted (AVE) ranged between 0.61 and 0.72 and the Composite Reliability (CR) was over 0.85, which is strong convergent validity and construct reliability".

Hypothesis Testing

The structural model was evaluated to test the hypothesized relationships. The standardized path coefficients and significance levels are presented below.

Hypothesis	Relationship	Path Coefficient (β)	Significance	Result
H1	Sustainability Marketing → Green Consumer Behavior	0.74	$p < 0.001$	Supported
H2	Green Consumer Behavior → Brand Loyalty	0.63	$p < 0.001$	Supported
H3	Sustainability Marketing → Brand Loyalty	0.41	$p < 0.01$	Supported
H4	Mediation of Green Consumer Behavior (SM → BL)	0.38	$p < 0.01$	Supported
H5	Moderation of Trust and Satisfaction	0.29	$p < 0.05$	Supported

The findings confirm that sustainability marketing has positive and significant influence on green consumer behavior as well as brand loyalty. Further, green consumer behavior is as a strong mediator meaning that consumer behavior in relation to eco-friendly consumption partially conveys the impact of the sustainable marketing efforts on the brand loyalty.

Mediation and Moderation Analysis

Clearly, the direct effect of sustainability marketing to brand loyalty via green consumer behavior was significant using Bootstrapping (5,000 resamples) in AMOS, ($\beta = 0.28$, $p = 0.01$). The partial mediation suggests that sustainability marketing has a direct impact on the development of loyalty, but its efficacy is increased as consumers participate in green activities.

Further, the moderators of trust and satisfaction were added. The results of the interaction effects confirmed that consumers who trusted that a brand has an environmental authenticity exhibit the best reaction of loyalty towards the sustainability marketing initiatives ($\beta = 0.29$, $p = 0.05$). In the same way, contented customers showed increased purchase intention and recommendation of the brand, which proves that psychological commitment enhances the aspect of sustainable loyalty.

DISCUSSION OF FINDINGS

The results are extremely suggestive of theoretical assumptions that sustainability marketing can be used as a strategic force of brand loyalty via mediation of green consumer behavior.

1. **Sustainability Marketing as a Loyalty Catalyst:** The study confirms that there are positive impacts of well embraced sustainability programs on consumer perceptions such as clear CSRs, eco-friendly packaging, and definite eco-labeling. This corresponds with the previous findings by Leonisou et al. (2013) and Peattie (2001) who asserted that the sustainability-based marketing does have a positive effect on brand credibility and reputation.

2. **Green Consumer Behavior as a Behavioral Bridge:** Active customers in relation to environmentally friendly buying will have a higher prospect of developing affective and behavioral commitment to sustainable brands. This proves the case of Joshi and Rahman (2015) who pointed out that green purchasing behavior implies that there is more value consistency between the consumers and the brands.

3. **The Role of Trust and Satisfaction:** In line with Chen (2010), this paper concludes that sustainable loyalty is established on the psychological platform of trust. When sustainability positioning is perceived to be authentic and credible by the consumers, they will be sticking to the brand in the long-term. Similarly, when the positive green experiences are evoked, emotional attachment enhances brand promotion.

4. **Managerial Implications:** The findings indicate that the concept of sustainability marketing can not be approached as a peripheral channel of communication but as an amalgamation of strategic tasks. It is time that Brands do not merely advertise as being green, but performing in fact in real terms, sustainable performance on environmental and social supervision. Organizational details that enable companies to enhance trust include third-party certifications, transparent reportages, and consumer education concerning the impact of sustainability.

Comparative Insights

Interestingly, the research indicates a small demographic difference as those consumers who have the age between 20 and 35- years showed more reactions to green marketing and more loyalty inclinations than those of older ages. This fits the current trends in the global market that suggest that Generation Z and Millennials are more receptive to the sustainability-based message (Naderi and Van Steenburg, 2018). Also, brands of FMCGs that carried evident sustainability certifications produced more consumer trust compared to apparel brands, indicating that the tangible character of products and the situational experience of daily use could enhance sustainability perceptions.

Theoretical Contribution

The research is a contribution to the literature in that it elaborates the Theory of Planned Behavior (TPB) and the Relationship Marketing Theory to the sustainability environment. It shows that sustainability marketing does not have a passive impact on attitudes, but instead, it develops commitment to behavioral long-term commitments based on emotional impacts, ethical impacts, and trust-building. An addition of psychological moderators (trust and satisfaction) gives a subtle insight into the gradual transition of sustainable marketing to brand loyalty.

Summary of Results

- Sustainability marketing has great impact on green consumer behavior and brand loyalty.
- Partially, sustainability marketing -brand loyalty relationship is mediated by green consumer behavior.
- Trust and satisfaction- The loyalty process is moderated by trust and satisfaction which enhances commitment in the long term.
- Environmentally conscious and younger customers are more loyal to sustainable brands.
- Authenticity, transparency and ethical agreement are also major impetuses to the formation of sustainable brand loyalty.

Discussion Summary

In conclusion, the empirical information confirms the idea that sustainability marketing is a powerful strategic driver of brand loyalty as long as it is supported by a real green consumer activity. This observation raises out the fact that marketing has evolved to a value and partnership between a brand and consumer with the latter being a transactional process in the view of mutual environment and moral aspiration.

This paper has stressed that sustainability is not merely an ethical condition but it is a long term investment in customer retention, reputation and trust in and in companies that are linked in competitive markets. Sustainability marketing, when practiced with sincerity will not only be inducing good consumer behavior but will also be contributing to the improvement of emotional affinity and moral attachment which defines a true brand loyalty.

CONCLUSION

The research concludes that sustainability marketing is critical when trying to determine the concept of green consumerism and brand loyalty. The results show that a perception of eco-friendly sustainability initiatives as authentic and transparent leads to increased consumer trust and satisfaction as well as willingness to commit to eco-friendly brands in the long term. This is mediated by green consumer behavior that states the fact that stable consumer behaviors reinforce the loyalty influence of sustainability marketing.

The study emphasizes that contemporary customers are progressively becoming value conscious and under such circumstances, they choose brands which show ethical uprightness and regard of the environment. To this end, companies need to incorporate sustainability throughout their primary marketing and business processes, making it genuine in the assertion of eco-since and communication of CSR, and product development.

Theoretically, the work has a contribution to the literature of sustainability and consumer behavior by establishing the mediating position of the green consumer behavior and moderating position of the trust and satisfaction on forming loyalty. In practice, it offers knowledge on how managers can create competitive advantage by transparent and responsible sustainability efforts.

The findings albeit restricted to urban Indian shoppers would be building a foundation of future researches in other cultures, as well as other industries. In the end, the study confirms that sustainability marketing is not only a good ethical decision but also a strategic option to long-term faithfulness of brands and business prosperity.

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