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A Study on Impact of Brand Loyalty Accelerate Green Consumer Behaviour

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ABSTRACT

Green consumer behaviour has emerged as a significant trend as consumers become more environmentally conscious and seek sustainable products. This study explores the impact of green consumer behaviour on brand loyalty, analysing how consumers' preference for eco-friendly products influences their long-term commitment to brands. While many companies adopt sustainable practices to attract green consumers, the extent to which these efforts translate into loyalty remains unclear. The research examines key factors such as consumer trust in sustainability claims, perceived authenticity of green branding, and the role of corporate social responsibility in fostering loyalty. It also investigates potential barriers, including greenwashing, price sensitivity, and product availability, which may weaken brand-consumer relationships. Descriptive research has adopted to carry out this study. Researcher has selected 100 respondents as a sample size, and convenience technique has employed for the study. This study is based on primary data, researcher collected data from the respondents by structured close ended questionnaires with the help of survey technique. And also, data extracted through secondary sources such as books, websites, journals, articles and many more. The study employed tables and charts for classification of the collected data, percentage and frequencies used for the analysis of collected data. The study found that 75% of respondents consider sustainability important when making purchases, showing strong eco-consciousness. Half of the consumers (50%) frequently choose green products, but the other half do so occasionally or not at all. This study suggested that, to strengthen green consumer behaviour and improve brand loyalty, companies should focus on affordability and transparency. Since 75% of respondents perceive green products as expensive, businesses should aim to offer sustainable products at competitive prices or introduce discounts and incentives. Additionally, many consumers (50%) only sometimes check eco-labels, indicating a need for clearer certification markings and improved consumer awareness campaigns.

Keywords: Green Consumer Behaviour, Impact, Brand Loyalty.

INTRODUCTION:

Green consumer behavior refers to the purchasing decisions and consumption patterns of individuals who prioritize environmental sustainability in their choices. These consumers actively seek products and services that minimize negative environmental impacts, promote ethical sourcing, and contribute to sustainable development. Their behavior is driven by environmental awareness, personal values, and concerns about issues such as climate change, pollution, and resource depletion. Key characteristics of green consumer behavior include choosing eco-friendly products, supporting brands with sustainable practices, reducing waste through recycling and reusing, and opting for energy-efficient or biodegradable products. Consumers may also avoid products linked to environmental harm, such as those containing excessive plastic packaging, harmful chemicals, or unethical labor practices.

This behavior is influenced by several factors, including education, social norms, government regulations, and corporate transparency. Green consumers are more likely to trust brands that demonstrate a genuine commitment to sustainability through certifications, eco-labels, and responsible business practices. However, challenges such as greenwashing (false or misleading environmental claims) and higher costs of sustainable products may impact consumer trust and purchasing decisions. In recent years, green consumer behavior has gained momentum due to increased awareness and advocacy for sustainability. Companies are responding by integrating green marketing strategies and offering environmentally responsible products. This shift is shaping industries worldwide, influencing product innovation, branding, and corporate social responsibility.

Review of Literature

The concept of sustainable marketing has transitioned from a peripheral strategy to a central determinant of enduring brand success, driven by the rising emphasis on ethical business conduct and environmental stewardship. Prior studies have robustly demonstrated that sustainable marketing enhances consumer-brand relationships by cultivating trust, emotional engagement, and loyalty-driven consumption patterns. Sustainable marketing encompasses organizational strategies that integrate principles of social equity, environmental responsibility, and economic sustainability into marketing decisions (Peattie & Belz, 2010). The existing literature highlights that sustainability initiatives significantly enhance a firm's credibility and shape favorable

consumer perceptions, which ultimately translate into improved loyalty outcomes (Leonidou et al., 2013). A considerable body of research underscores the pivotal role of brand trust as a mediator in the efficacy of sustainable marketing efforts. Brand trust is conceptualized as consumers' confidence in a brand's reliability and integrity (Chaudhuri & Holbrook, 2001). Empirical findings consistently indicate that firms engaging in authentic sustainability practices earn higher levels of consumer trust, as stakeholders perceive these organizations to be more accountable, transparent, and trustworthy (Delgado-Ballester & Munuera-Alemán, 2005). Further evidence links sustainability initiatives such as eco-labeling, ethical sourcing, and green packaging to enhanced perceptions of brand sincerity, which in turn strengthens trust-based customer loyalty (Aakash & Gupta). Beyond trust, scholarly work recognizes brand affect as a significant emotional mechanism through which sustainable marketing influences consumer behavior. Brand affect refers to the positive emotional responses elicited by the brand (Dick & Basu, 1994). Research suggests that sustainability-driven marketing actions evoke warm and favorable feelings among consumers, largely because these actions resonate with their moral beliefs and personal identities (Hartmann & Ibáñez, 2006). Such emotional responses extend beyond cognitive evaluations and foster attitudinal loyalty, creating durable consumer-brand relationships (Popp & Woratschek, 2017). Moreover, prior studies establish that this emotional resonance strongly predicts consumers' willingness to engage in repeat purchasing and positive word-of-mouth. Brand loyalty literature differentiates between behavioral loyalty reflecting repeated purchase behaviors and attitudinal loyalty, which denotes a deep-seated, favorable internal brand commitment (Oliver, 1999). Since consumers often seek alignment between their ethical and environmental values and their preferred brands, sustainable marketing is shown to exert a stronger influence on attitudinal loyalty formation than on behavioral loyalty alone (Magnusson et al., 2019). This distinction highlights the ideological fulfillment consumers derive from brands committed to sustainability, reinforcing the strategic importance of sustainable marketing in shaping long-term consumer loyalty.

Research Gap

Existing research examines brand trust, affect, and loyalty dimensions separately in sustainable marketing, yet overlooks their combined role in accelerating green consumer behavior. While sustainability builds trust and emotional bonds leading to loyalty, empirical evidence is scarce on how behavioral versus attitudinal loyalty specifically drives proactive green consumption adoption. Moreover, mechanisms linking loyalty to the speed and intensity of eco-friendly behavior shifts remain underexplored across diverse markets, necessitating integrated studies bridging loyalty theory with green behavior models.

Statement of the Problem

In recent years, environmental concerns have driven a shift in consumer behavior, with more individuals opting for sustainable products and brands that align with their values. This shift, known as green consumer behavior, reflects consumers' increasing preference for eco-friendly, ethical, and sustainable products. However, the extent to which green consumer behavior influences brand loyalty remains a critical issue for businesses. While many brands invest in sustainability initiatives, it is unclear whether these efforts translate into long-term consumer commitment and repeat purchases. Several challenges arise in understanding this relationship. Consumers may express a preference for green products but fail to exhibit loyalty due to factors such as price sensitivity, product availability, or perceived greenwashing. Additionally, brand loyalty in the green market is influenced by trust, corporate social responsibility, and the perceived authenticity of a brand's sustainability efforts. Given the competitive landscape, brands must determine whether sustainable practices alone are sufficient to retain customers or if additional marketing strategies are necessary. This study seeks to explore the impact of green consumer behavior on brand loyalty, examining key factors that drive consumer retention. Understanding this relationship is essential for businesses aiming to develop effective strategies that enhance both sustainability and long-term customer engagement.

Scope of the Study

This study focuses on examining the relationship between green consumer behaviour and brand loyalty, specifically analysing how eco-friendly purchasing decisions influence long-term customer commitment. It explored key factors such as consumer awareness, perceived brand authenticity, trust in sustainability claims, and the role of corporate social responsibility in fostering loyalty. The study targeted environmentally conscious consumers and brands that actively promote sustainability. Data collected through closed ended questionnaires, which were distributed to consumers.

Objective of the Study:

1. To explore the impact of green consumer behavior on brand loyalty.

To identify the key challenges businesses face in implementing green marketing practices.

Research Methodology:

Research design: Descriptive research has adopted to carry out this study.

Sample size: Researcher has selected 100 respondents as a sample size, and convenience technique has employed for the study.

Method of data collection: This study is based on primary data, researcher collected data from the respondents by structured close ended questionnaires with the help of survey technique. And also, data extracted through secondary sources such as books, websites, journals, articles and many more.

Tools for analysis: The study employed tables and charts for classification of the collected data, percentage and frequencies used for the analysis of collected data.

Data Analysis on Green Consumer Behavior and its Impact on Brand Loyalty

Table-8.1: How important is environmental sustainability when making a purchase decision?

| OPTIONS | FREQUENCY | PERCENTAGE |
|----------------------|------------|-------------|
| Very important | 35 | 35% |
| Somewhat important | 40 | 40% |
| Neutral | 15 | 15% |
| Not very important | 7 | 7% |
| Not important at all | 3 | 3% |
| TOTAL | 100 | 100% |

(Source: Field Survey)

A significant portion of respondents (75%) consider environmental sustainability either "Very important" (35%) or "Somewhat important" (40%) in their purchasing decisions. This indicates that a majority of consumers are conscious of environmental issues when shopping. However, a small percentage (10%) do not prioritize sustainability, indicating that while green consumerism is growing, some consumers remain indifferent or influenced by other factors like price and convenience.

Table-8.2: How often do you choose eco-friendly products over conventional ones?

| OPTIONS | FREQUENCY | PERCENTAGE |
|--------------|------------|-------------|
| Always | 20 | 20% |
| Often | 30 | 30% |
| Sometimes | 25 | 25% |
| Rarely | 15 | 15% |
| Never | 10 | 10% |
| TOTAL | 100 | 100% |

(Source: Field Survey)

While 50% of respondents frequently choose eco-friendly products ("Always" and "Often"), 25% do so only "Sometimes," and 25% either "Rarely" and "Never" make eco-conscious choices. This implies that while half of the consumers are consistent in their sustainable purchasing habits, the other half may be influenced by factors like product availability, price, or skepticism about green claims.

Table – 8.3: What Motivates you to Purchase Green Products?

| OPTIONS | FREQUENCY | PERCENTAGE |
|-------------------------------|------------|-------------|
| Environmental concerns | 50 | 50% |
| Health benefits | 40 | 40% |
| Social responsibility | 35 | 35% |
| Government regulations | 20 | 20% |
| Influence from family/friends | 25 | 25% |
| TOTAL | 100 | 100% |

(Source: Field Survey)

The top motivator for purchasing eco-friendly products is environmental concern (50%), followed by health benefits (40%) and social responsibility (35%). Other factors like government regulations (20%) and influence from family or friends (25%) play a smaller role. This indicates that personal values and direct benefits (health and ethics) drive green consumerism more than external pressures like regulations or social influence.

Table-8.4: How often do you check if a Product as Eco-Friendly Certifications?

| OPTIONS | FREQUENCY | PERCENTAGE |
|--------------|------------|-------------|
| Always | 18 | 18% |
| Often | 32 | 32% |
| Sometimes | 30 | 30% |
| Rarely | 15 | 15% |
| Never | 5 | 5% |
| TOTAL | 100 | 100% |

(Source: Field Survey)

Only 18% of respondents "Always" check for eco-certifications, while 32% do so "Often." A combined 50% either "Sometimes," "Rarely," or "Never" verify sustainability claims. This indicates that while many consumers value green products, not all take extra steps to ensure authenticity. Brands with strong transparency and clear labeling could gain more trust from this segment.

Table-8.5: Which green purchasing habits do you engage in regularly?

| OPTIONS | FREQUENCY | PERCENTAGE |
|---|------------|-------------|
| Buying from sustainable brands | 45 | 45% |
| Avoiding plastic packaging | 40 | 40% |
| Purchasing second-hand or recycled products | 35 | 35% |
| Using refillable/reusable items | 50 | 50% |
| Supporting brands with ethical practices | 38 | 38% |
| TOTAL | 100 | 100% |

(Source: Field Survey)

Reusable and refillable products (50%) are the most commonly adopted sustainable habit, followed by buying from sustainable brands (45%) and avoiding plastic packaging (40%). Purchasing second-hand or recycled items (35%) and supporting ethical brands (38%) also have considerable engagement. This reflects a shift towards conscious consumption, with convenience-based sustainability practices (such as reusables) being more popular than behavioral changes like second-hand shopping.

Table-8.6: How likely are you to remain loyal to a brand that prioritizes sustainability?

| OPTIONS | FREQUENCY | PERCENTAGE |
|---------------|------------|-------------|
| Very likely | 40 | 40% |
| Likely | 35 | 35% |
| Neutral | 15 | 15% |
| Unlikely | 7 | 7% |
| Very unlikely | 3 | 3% |
| TOTAL | 100 | 100% |

(Source: Field Survey)

A strong 75% of respondents indicate they are either "Very likely" or "Likely" to stay loyal to a sustainable brand. Only a small fraction (10%) is unlikely to remain loyal. This highlights that green business practices contribute significantly to consumer loyalty, making sustainability a key driver for long-term brand success.

Table-8.7: Have you ever stopped buying from a brand due to its poor environmental practices?

| OPTIONS | FREQUENCY | PERCENTAGE |
|--|------------|-------------|
| Yes | 60 | 60% |
| No | 30 | 30% |
| I don't consider environmental practices when making purchases | 10 | 10% |
| TOTAL | 100 | 100% |

(Source: Field Survey)

Sixty percent of respondents have actively stopped buying from a brand due to poor environmental practices, demonstrating that corporate sustainability efforts are not just appreciated but expected. However, 30% remain loyal despite poor environmental practices, indicating that other factors like brand reputation, quality, or affordability might outweigh sustainability concerns for some.

Table-8.8: which factors contribute most to your loyalty toward a green brand?

| OPTIONS | FREQUENCY | PERCENTAGE |
|--|------------|-------------|
| Consistency in eco-friendly practices | 50 | 50% |
| Quality of sustainable products | 45 | 45% |
| Transparency in sustainability efforts | 40 | 40% |
| Brand reputation and values | 35 | 35% |
| Price and affordability | 30 | 30% |
| TOTAL | 100 | 100% |

(Source: Field Survey)

Consistency in eco-friendly practices (50%) and product quality (45%) are the top contributors to brand loyalty, followed by transparency (40%) and reputation (35%). Price (30%) is less critical compared to ethical and quality considerations, showing that while affordability matters, many consumers prioritize authenticity and reliability in sustainability claims.

Table-8.9: Do you believe green products are generally more expensive than conventional products?

| OPTIONS | FREQUENCY | PERCENTAGE |
|--------------|------------|-------------|
| Yes | 75 | 75% |
| No | 15 | 15% |
| Not sure | 10 | 10% |
| TOTAL | 100 | 100% |

(Source: Field Survey)

A strong majority (75%) believe that green products are more expensive than conventional options, which could be a barrier to widespread adoption. Only 15% disagree, indicating that affordability concerns remain a challenge for sustainable brands trying to reach mass markets.

Table-8.10: Would you be willing to pay a higher price for a product from a brand that prioritizes sustainability?

| OPTIONS | FREQUENCY | PERCENTAGE |
|--|------------|-------------|
| Yes, definitely | 25 | 25% |
| Maybe, depending on the price difference | 50 | 50% |
| No, price is my main concern | 25 | 25% |
| TOTAL | 100 | 100% |

(Source: Field Survey)

While 25% are willing to pay a premium for green products, 50% say it depends on the price difference, and 25% are unwilling to pay extra. This means that while sustainability is valued, pricing remains a major consideration. Brands that can offer sustainable options at competitive prices may attract a larger customer base.

Findings

- 75% of respondents consider sustainability important when making purchases, showing strong eco-consciousness.
- Half of the consumers (50%) frequently choose green products, but the other half do so occasionally or not at all.
- Environmental concerns (50%) and health benefits (40%) are the main motivators, while external influences like government regulations play a smaller role.
- Only 18% always check for eco-labels, indicating a gap in consumer verification of sustainability claims.
- The most common habits are using refillable products (50%) and buying from sustainable brands (45%), showing preference for convenient green choices.
- 75% of consumers are likely to stay loyal to brands that prioritize sustainability, making it a key driver for brand retention.
- 60% have stopped purchasing from brands with poor environmental practices, proving sustainability influences brand perception.
- Consistency in sustainability (50%) and product quality (45%) matter most, while price is a secondary factor (30%).
- 75% believe green products are more expensive, which may hinder wider adoption.
- While 25% are willing to pay extra, 50% depend on the price difference, highlighting cost as a barrier to sustainability adoption.

Conclusion:

To strengthen green consumer behaviour and improve brand loyalty, companies should focus on affordability and transparency. Since 75% of respondents perceive green products as expensive, businesses should aim to offer sustainable products at competitive prices or introduce discounts and incentives. Additionally, many consumers (50%) only sometimes check eco-labels, indicating a need for clearer certification markings and improved consumer awareness campaigns. Brands should also emphasize the benefits of sustainable products, particularly their health and environmental impact, as these are key purchase motivators. Engaging in educational marketing through social media and product packaging can reinforce eco-friendly choices. Furthermore, since 60% of consumers have stopped purchasing from brands with poor environmental practices, companies must maintain ethical operations and communicate their sustainability efforts transparently.

Loyalty programs rewarding sustainable purchases, such as discounts for refilling or returning used packaging, can encourage long-term consumer engagement. Additionally, brands should ensure high-quality eco-friendly alternatives, as 45% of respondents value quality when choosing sustainable products. Lastly, collaborating with influencers and eco-conscious communities can help normalize green purchasing behaviours, making them more mainstream. By addressing price concerns, increasing transparency, and maintaining product quality, brands can successfully enhance consumer trust and long-term loyalty.

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