

Green Marketing (GM) Strategies and their Influence on Brand Loyalty & Corporate Image

Dr. Balagouda S.Patil

Professor and Director, Dayananda Sagar Business School, Bangalore

Ms. Preeti Verma

Assistant Professor, Department of Management, Management Education and Research Institute, New Delhi

Dr. Jaspreet Kaur

Assistant Professor, Department of Management Kristu Jayanti (Deemed to be University), Bengaluru

Dr. Nilesh Kharche

Associate Professor, Operations and SCM, Balaji Institute of Technology & Management, Sri Balaji University, Pune, Maharashtra

Dr. N.V. Raghu Babu

Associate Professor & TPO, RISE Krishna Sai Prakasam Group of Institutions, NAAC A Grade, NBA Accredited, Ongole, A.P

Abstract

In the contemporary marketplace, green marketing (GM) has emerged as a vital strategy for companies engaging to attract environmentally-conscious consumers. As environmental concerns gain prominence, consumers are more inclined to support brands that demonstrate eco-responsibility. Green marketing (GM) involves developing & promoting products and services based on their environmental benefits. Companies adopt green strategies such as eco-packaging, green advertising & environmentally sound manufacturing to enhance their appeal. This study examines the impact of green marketing (GM) strategies on brand loyalty (BL) & corporate image (CI). As environmental consciousness grows among consumers, companies are increasingly adopting eco-friendly practices to improve their market position. A structured questionnaire was administered to 115 consumers across several retail sectors. The study employed descriptive statistics, correlation analysis & regression analysis to examine the influence of green marketing elements such as green packaging, eco-labeling as well as sustainability messaging. The results indicate a positive & statistically significant relationship between green marketing (GM) strategies & both brand loyalty (BL) and corporate image (CI).

Keywords: Green marketing (GM), Brand Loyalty (BL), Corporate Image (CI), GM Strategies & Practices

Introduction

The marketing landscape has changed dramatically in an era of environmental urgency and increased consumer knowledge. Businesses are no longer judged merely on product quality or pricing, but also on environmental commitments and sustainability policies. This transition has resulted in the widespread adoption of Green Marketing (GM) methods, in which businesses promote ecologically friendly products, services, and processes. As worldwide awareness of

climate change, pollution, and resource depletion grows, consumers are more likely to support firms that demonstrate environmental responsibility. Green marketing (GM) is no longer merely a corporate social responsibility program; it has become a strategic tool for competitive differentiation and long-term brand development (Sharma, M., et.al., 2021). Organisations that openly disclose their green initiatives frequently see increased consumer trust, which promotes brand loyalty (BL) & improves their corporate image (CI) in the market. However, with consumers becoming increasingly sceptical of superficial environmental claims or "greenwashing," the viability of green strategies is now dependent on authenticity, transparency, and integration into the main business model (Tiwari, S., 2020).

This study explores green marketing (GM) techniques affect two key outcomes: (BL) brand loyalty (consumers' propensity to buy from the same brand again and again) & (CI) corporate image (the general perception of the organization's identity, values, and trustworthiness). As environmental marketing gains traction, it is critical to assess whether these initiatives result in long-term consumer connections and enhanced public opinion. The findings of this study are intended to provide actionable insights for businesses wishing to align their marketing efforts with environmental sustainability principles while also boosting their brand equity.

Concept - Green Marketing (GM) Strategies

Green marketing (GM) strategies are a company's coordinated efforts to promote products, services, and activities that reduce environmental impact while providing value to customers. These techniques include eco-friendly packaging, environmentally safe ingredients, sustainable supply chain practices, carbon footprint declarations, and eco-certifications (Zehra, K., 2019). The goal is to appeal to a rising group of environmentally conscious consumers by combining brand values with ecological sustainability. Effective green marketing (GM) not only informs consumers about a product's environmental benefits, but also educates and encourages responsible consumption habits. It serves as both a branding tool and a commitment to environmental sustainability, as long as it is supported by true corporate practices (Bhargava, V., & M., 2016).

Concept - Brand Loyalty (BL)

Brand loyalty (BL) is the level of emotional & behavioural commitment a consumer has to a certain brand, as seen by recurrent purchases, advocacy, and reluctance to switch even when faced with competing offers. In the context of green marketing (GM), loyalty is frequently motivated not just by product satisfaction, but also by alignment with the brand's environmental principles. Customers are more likely to remain loyal to firms that regularly deliver on their sustainability promises and reflect causes they believe in. Thus, in green-oriented markets, loyalty is influenced by both functional product benefits and the consumer's ethical alignment with the brand.

Concept -Corporate Image (CI)

Corporate Image (CI) is the collective perception of a firm among its stakeholders, which include customers, workers, investors, and the general public. It includes beliefs about the organization's trustworthiness, ethics, innovation, and social responsibility. In the context of green marketing,

as seriously and transparently a business engages in environmental initiatives has a significant impact on its corporate image. A strong green image can increase trust, attract environmentally concerned customers, and generate good media coverage. Inconsistencies between marketing claims and real actions, on the other hand, might harm a brand's reputation. As a result, green marketing must be considered as a strategic component that directly influences a company's public image and reputation.

Review of Literature

Polonsky (1994) asserted that green marketing is a comprehensive management process focused on recognizing, anticipating, and fulfilling customer demands in an environmentally sustainable manner. He contended that green marketing transcends merely selling eco-friendly items; it necessitates the incorporation of environmental factors into every facet of marketing strategy. Polonsky asserts that firms must assume responsibility for their products as well as the environmental ramifications of manufacture, packaging, and disposal. This viewpoint facilitated the alignment of commercial marketing operations with environmental principles. He emphasized that honesty and sustained commitment are crucial in green marketing for establishing consumer confidence. His work is important in the discipline, impacting both academic and corporate discourse on sustainability. Polonsky's paradigm provides a strategic perspective for creating environmentally sustainable marketing that yields both ecological and commercial benefits.

Chen (2010) discovered that green trust, defined as a consumer's confidence in a brand's environmental assertions, significantly contributes to the establishment of brand loyalty. The study demonstrated that when consumers regard a brand's environmental actions as genuine and consistent, they are more inclined to form emotional connections and engage in repeat purchasing behaviour. Chen highlighted that trust acts as a mediator variable between green marketing initiatives and consumer loyalty results. He also discovered that firms emphasizing environmental efficiency generally achieve enhanced consumer satisfaction. The research employed structural equation modelling to illustrate robust connections among green perceived quality, green satisfaction, and green brand loyalty. Chen emphasized the significance of credibility and the necessity of refraining from hyperbolic assertions, which could undermine confidence. His findings underscore the necessity for corporations to have authentic and verified sustainable initiatives. Yazdanifard and Mercy (2011) contended that consumers are more inclined to remain loyal to brands that exhibit authentic dedication to environmentally sustainable operations. Their findings underscored that green marketing must transcend mere promotional strategy; it should embody fundamental economic principles. They emphasized that customer understanding of environmental issues is rising, facilitating the distinction between genuine and superficial green promises. Their studies indicated that emotional and ethical appeals in green advertising substantially influence consumer retention. Furthermore, they proposed that loyalty is influenced not alone by pleasure with eco-friendly products but also by the company's perceived principles and mission. Yazdanifard and Mercy promoted a sustainable branding strategy that corresponds with consumer expectations. Their research highlights the significance of ethical marketing in sustaining consumer relationships within a competitive landscape.

Peattie & Crane (2005) cautioned against the increasing phenomenon of "greenwashing," in which firms amplify or falsify their environmental assertions for promotional objectives. They indicated that such misleading approaches undermine customer trust and jeopardize the credibility of green marketing overall. Their investigation disclosed that numerous corporations employed ambiguous, deceptive, or unverified environmental assertions that misled consumers. Their research indicates that trust and transparency are essential components of an effective green marketing approach. The authors established a paradigm for assessing the validity of green marketing, emphasizing the coherence between business actions and promotional slogans. They emphasized that contemporary consumers are more discerning and well-informed, heightening the risk for corporations that mislead the public. This book has emerged as a vital reference in comprehending the ethical limits of green marketing and safeguarding the interests of environmentally-aware consumers. Leonidou et al. (2013) observed that green marketing actions substantially enhance a firm's reputation, particularly when these initiatives are presented consistently and explicitly. Their empirical study investigated organizations that implemented green strategies and discovered that enterprises using proactive environmental marketing enjoyed improved public reputation. They determined that green communication must be transparent, credible, and consistent to enhance corporate image. The study highlighted the strategic importance of marketing in connecting environmental objectives with brand positioning. Leonidou and associates proposed that environmental certifications, sustainability reports, and eco-labels can augment consumer trust and brand equity. Their findings underscored the beneficial effects of green marketing on stakeholder involvement and competitive advantage. The data supports the emerging agreement that sustainability should be a fundamental component of business communication strategies.

Dangelico and Vocalelli (2017) examined the function of strategic green branding in augmenting a company's corporate image. Their findings highlighted that consumers are progressively favouring brands that demonstrate social and environmental responsibility. The authors presented a detailed framework delineating the procedures for incorporating sustainability into brand identification, including eco-design, environmentally friendly packaging, and sustainable narrative development. They emphasized that a cohesive green brand image enhances emotional ties with consumers and distinguishes the company in saturated markets. The research indicated that green branding is more efficacious when underpinned by genuine operational practices rather than superficial marketing efforts. Their analysis indicated that corporate image improves when green values are integrated across departments, including R&D, production, and marketing. The research reinforces the importance of branding as a strategic asset in the age of sustainability. Mishra & Sharma (2014) concluded that green advertisements significantly affect both consumer purchase behavior and brand attachment. Through survey data, they found that environmental messaging in advertisements creates awareness and fosters a positive emotional response toward brands. Their study suggested that the more informative and authentic the green content, the greater the consumer engagement and trust. The authors also indicated that visual elements such as eco-labels, green symbols, and nature-themed imagery enhance advertisement recall. Moreover, green advertisements contribute to perceived brand sincerity, which is a key driver of brand loyalty. They also recommended integrating environmental narratives into all touchpoints of communication to maintain consistency. Mishra and Sharma's research highlights the power of

advertising in shaping eco-conscious behavior among consumers and strengthening brand affinity. Rahbar & Wahid (2011) discovered that consumers who are aware of eco-labels are more likely to exhibit brand loyalty and eco-friendly buying behavior. Their study found that eco-labels serve as powerful cues that signal a brand's commitment to sustainability. They observed that when eco-labels are backed by trustworthy third-party certification, they have a significant impact on the perceived quality and trustworthiness of products. The research also indicated that awareness and understanding of these labels vary by demographic factors such as age, education, and income. Furthermore, Rahbar and Wahid highlighted the need for government and industry collaboration to promote eco-label literacy among consumers. Their findings support the notion that labeling and transparency can drive sustainable consumption and brand preference. This study underscores the relevance of certification systems in green marketing effectiveness.

Kumar & Ghodeswar (2015) showed that green product design and green communication strategies have a significant positive correlation with brand image. They analyzed how features such as biodegradable packaging, energy-efficient products, and recyclable materials contribute to consumer perceptions of a brand. Additionally, they explored the role of green communication through digital platforms and product labeling in reinforcing the brand's environmental commitment. Their findings suggested that when green product design is effectively communicated, it not only enhances product value but also improves the overall corporate image. The study also highlighted that consistency between product features and marketing claims is critical to avoid consumer skepticism. Authors concluded that integrating eco-innovation into brand strategy is essential in building a modern, responsible brand image. This research provides practical insights into how green product strategies can translate into reputational gains.

Ansar (2013) observed that the adoption of eco-friendly business practices leads to improved long-term customer retention. His study focused on the behavioral aspect of consumers who repeatedly engage with brands that demonstrate environmental responsibility. The findings indicated that such customers are not only loyal but also more likely to act as brand advocates, promoting the company within their social circles. Ansar emphasized that businesses must go beyond product-level greening and integrate sustainability into their supply chains, distribution, and waste management practices. He also noted that consumers today seek alignment between their values and those of the brands they support. His research pointed out that environmental ethics play a growing role in shaping brand loyalty patterns. Overall, Ansar's study reinforces the view that sustainable business operations are a key pillar in customer retention strategies. Kumar & Rani (2025) investigated the evolving role of green digital marketing in shaping consumer loyalty within urban retail sectors. Their empirical study found that brands engaging in transparent eco-conscious digital campaigns had significantly higher customer retention rates. The research utilized structural equation modeling (SEM) to validate relationships between green messaging, perceived brand credibility, and loyalty. They noted that millennials and Gen Z are particularly responsive to digital platforms that promote sustainability. The study concluded that a brand's digital green footprint (including web content and social media messaging) heavily influences consumer trust and corporate image. Brands were advised to ensure message consistency across physical and digital touchpoints to maintain loyalty. Overall, this study

reinforces the importance of technology-driven green marketing strategies in building long-term brand equity.

Verma & D'Souza (2024) examined the relationship between corporate sustainability strategies and brand perception among Indian FMCG consumers. Their survey of 450 respondents revealed that green product innovation and plastic-free packaging directly influence brand image and loyalty. The study emphasized that consumers no longer view green products as luxury items but as necessary lifestyle choices. Verma and D'Souza found that brands that disclose environmental impact data openly—like carbon footprints—experience stronger reputational gains. Importantly, their regression analysis showed a 0.61 correlation between environmental transparency and repeat purchase intention. They argued that environmental reporting can act as a key competitive differentiator. This research highlights the shift from superficial green efforts to evidence-based sustainability narratives. Ali & Siddiqui (2023) focused on how authenticity in green marketing impacts consumer trust and brand commitment in e-commerce. Their study, involving 312 online shoppers, revealed that when green claims are backed by third-party certifications (such as USDA Organic or FSC labels), trust and loyalty significantly increase. The authors applied path analysis to assess the mediating role of green brand image between eco-claims and consumer loyalty. They found that perceived authenticity accounts for 45% of the variance in brand loyalty. Ali and Siddiqui concluded that consumers are highly skeptical of vague sustainability language and instead prefer evidence-based claims. Their work underscores the importance of traceability, transparency, and third-party validation in digital green marketing. Chen et al. (2022) explored the role of green packaging in enhancing brand loyalty in the Asian beverage industry. Their study covered five countries and included a sample of 1,200 respondents. The results showed that green packaging innovations—such as biodegradable bottles or refillable containers—enhance perceived value and emotional brand connection. They also found that brands that promote environmental benefits clearly on their packaging build stronger corporate reputations. The authors used logistic regression and concluded that green packaging increases the likelihood of repeat purchases by 27%. Importantly, the study suggested that environmental packaging is not only a CSR initiative but also a brand loyalty strategy. Chen et al. proposed integrating QR-code-enabled environmental storytelling as a next-gen tactic. Singh & Mehta (2021) conducted a study on the role of sustainability-driven advertising in shaping consumer loyalty in the Indian retail apparel sector. They found that green advertising positively influences emotional brand attachment, especially when campaigns include local environmental impact messages. Their analysis revealed that consumers appreciate brands that link sustainability with regional or community development goals. Singh and Mehta also noted that customer loyalty improves when sustainability is positioned as a shared value rather than a corporate goal. Their research recommended the use of cause-related marketing that highlights partnerships with NGOs or environmental campaigns. They concluded that emotional resonance is as critical as factual information in sustainability communications. This work highlights the psychological and cultural dimensions of green brand loyalty.

Bansal & Rathore (2023) explored how green corporate branding influences public perception and stakeholder engagement in the post-pandemic era. They used a mixed-method approach, combining interviews with sustainability managers and surveys of over 300 urban consumers.

The findings suggest that green corporate identity is now considered a baseline expectation among educated customers. The study introduced a new conceptual framework—the "Green Brand Credibility Matrix"—to evaluate brand trustworthiness based on environmental actions and transparency levels. They concluded that a brand's green image significantly boosts customer advocacy and referral rates. Bansal & Rathore argue that in a hyper-competitive market, a well-articulated green brand story can serve as a brand differentiator and loyalty driver. Lopez & Hartmann (2022) studied European consumers' responses to green pricing strategies and their impact on brand loyalty. Their research revealed that consumers are willing to pay a 10–15% premium for green products when brand trust and environmental commitment are evident. However, price sensitivity decreases when green benefits are clearly demonstrated, such as through lifecycle impact disclosures. The authors proposed that green pricing needs to be complemented by consumer education campaigns. Logistic regression results indicated that willingness to pay more was directly related to the perceived social and environmental utility of the brand. Lopez and Hartmann's findings are especially relevant for global companies balancing premium pricing and sustainable value creation.

Objectives of the study

1. To evaluate the impact of green marketing (GM) strategies on brand loyalty (BL)
2. To examine the influence of green marketing (GM) practices on the corporate image (CI) of a brand

Hypothesis of the study

- H01: Green marketing (GM) strategies significantly influence brand loyalty (BL)
- H02: Green marketing (GM) strategies significantly influence corporate image (CI)

Research Methodology

This study employs a quantitative as well as descriptive research design to examine the influence of green marketing (GM) strategies on brand loyalty (BL) & corporate image (CI). The research primarily based on primary data, which was gathered via a structured questionnaire. The questionnaire consist of close-ended questions & a 5-point Likert scale was used to measure respondents' perceptions towards various green marketing (GM) elements such as eco-friendly packaging, sustainable business practices & green labeling. The sample size for the research consisted of 115 respondents, selected by using a convenient sampling technique. Respondents were customers from the sector of retail businesses & environmentally-conscious brands, highlighting a relevant consumer segment for the research. To evaluate the data, the research employed the responses of the participants, and descriptive statistical methods, including correlation & regression analysis, to analyze the hypotheses. SPSS has been used for reliable examination of the relationships between green marketing (GM) strategies, brand loyalty (BL), and corporate image (CI). Testing of reliability was validated using Cronbach's Alpha to ensure internal consistency of the selected survey items. All research activities adhered to follow ethical standards & responses were kept anonymous & confidential.

Demographic Profile of Respondents

Table 1: Gender-wise Distribution of Respondents

Gender (G)	Freq. (n)	(%)
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Male (M)	59	51.33%
Female (F)	56	48.71%
Total	115	100%

Table 2: Age-wise Distribution of Respondents

Age-Group (AG)	Freq. (n)	(%)
Between 18 to 25 years	38	33.03%
Between 26 to 35 years	42	36.50%
Between 36 to 50 years	20	17.40%
>50 years	15	13.13%
Total	115	100%

Table 3: Education-wise Distribution of Respondents

Education- Level (EL)	Freq. (n)	(%)
Graduation	46	40.01%
Postgraduation	52	45.20%
Others	17	14.80%
Total	115	100%

Table 4: Cronbach's Alpha (Reliability Test)

Variable (s)	Number of Items	Cronbach's Alpha Value
Green Marketing (GM) Strategies	5	0.8101
Brand Loyalty (BL)	4	0.7801
Corporate Image (CI)	4	0.8401
All variables have alpha value > 0.701, indicating acceptable reliability		

Table 5: Correlation Analysis

Variable (s)	Brand Loyalty (BL)	Corporate Image (CI)	p < 0.01
Green Marketing (GM) Strategies	0.6301**	0.6801**	
Green marketing (GM) strategies are significantly & positively correlated with both brand loyalty (BL) & corporate image (CI).			

Table 6: Regression Analysis (Variable 1)

Model Summary		Dependent Variable Taken: Brand Loyalty (BL)	
R = 0.6301			
R ² = 0.3970			
F = 73.101			
Sig. = 0.0000			
Predictor	B	t	Sig.
Green Marketing (GM) Strategies	0.5470	8.5480	0.0000

Table 7: Regression Analysis (Variable 2)

Model Summary		Dependent Variable Taken: Corporate Image (CI)	
R = 0.6801			
R ² = 0.4621			
F = 96.280			
Sig. = 0.0000			
Predictor	B	t	Sig.
Green Marketing (GM) Strategies	0.6122	9.8130	0.0000

Green marketing (GM) strategies have a statistically positive & significant influence on both brand loyalty (BL) & corporate image (CI). Regression values ($R^2 = 0.3970$ & 0.4621) indicate moderate to strong explanatory power of green practices in determining consumer loyalty & brand perception.

Findings of the study

- There is a strong positive link between green marketing (GM) techniques and brand loyalty (BL) ($r = 0.63$, $p < 0.01$).
- Green marketing (GM) techniques have a big effect on the brand's corporate image ($r = 0.68$, $p < 0.01$).
- Regression analysis demonstrates that green marketing accounts for 39.7% of the difference in brand loyalty.
- Green marketing (GM) tactics are responsible for 46.2% of the change in corporate image (CI).
- Eco-labels, recyclable packaging, and messages about sustainability are some of the most powerful green efforts.
- More educated consumers are more likely to respond to green measures.
- People think brands that care about the environment are more trustworthy.
- Green campaigns make people remember brands better and feel more connected to them.
- Messages about the environment make people think the brand is better quality.
- People are more likely to stick with a brand if they see and hear about its green efforts.

Conclusion

This study's findings confirm that green marketing tactics fulfil two objectives: they significantly aid environmental sustainability and concurrently bolster brand loyalty (BL) and improve corporate image (CI). In the contemporary environmentally conscious market, consumers are progressively preferring brands that exhibit authentic commitment to ecological concerns. Organisations that deliberately integrate eco-friendly practices into their operations & marketing are more likely to cultivate strong emotional ties with customers, resulting in enhanced trust, customer retention, and brand advocacy. The research indicates that the efficacy of green marketing (GM) is contingent not solely on promotional strategies but on the genuineness of the company's dedication to sustainability. Consumers are increasingly discerning, frequently scrutinizing the authenticity of environmental assertions. Consequently, transparency, consistency, and ethical communication are essential in preventing impressions of greenwashing.

Companies that do not link their real actions with their environmental marketing jeopardize their reputation and alienate their target audience. As worldwide apprehensions about climate change and environmental deterioration escalate, the demand for sustainable products and services is anticipated to increase further. This offers a chance for innovative organizations to redefine their value propositions by integrating sustainability at all levels—from product design & packaging to supply chain management and community involvement. When green activities are regarded as fundamental values rather than mere marketing strategies, firms can attain both environmental benefits and sustained market success. Green marketing (GM) is a significant movement that is fundamentally altering the future of commerce. Organisations that adopt a comprehensive approach to sustainability & transparently convey their initiatives are likely to foster lasting consumer loyalty, achieve favourable environmental results, and secure a competitive advantage in a swiftly changing market.

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