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" دور ممارسات التسويق الأخضر في تعزيز ولاء العملاء: دراسة تطبيقية على عملاء قطاع الأزياء في

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Abstract

The rising importance of environmental sustainability has encouraged organizations to implement green marketing strategies to improve customer relationships and achieve sustainable competitive advantage. However, there is still a lack of understanding regarding the mechanisms by which Green Marketing Strategies affect Customer Loyalty, especially when taking into account the concurrent roles of mediating and moderating variables. Thus, by examining the moderating effects of Environmental Concern, Price Sensitivity, and Consumer Skepticism as well as the mediating roles of Green Trust, Customer Satisfaction, and Green Brand Image, this study sought to determine the impact of Green Marketing Strategies on Customer Loyalty.

A structured questionnaire was used in a quantitative research methodology to collect primary data from 100 consumers. The collected data were analyzed using IBM SPSS Statistics, including descriptive statistics, reliability analysis, simple linear regression, and mediation and moderation analyses using Hayes' PROCESS Macro.

The results showed that customer loyalty is significantly improved by green marketing strategies. Additionally, Green Marketing greatly improved Green Brand Image, Green Trust, and Customer Satisfaction—all of which had a major impact on Customer Loyalty. Additionally, the mediation analysis showed that the association between Green Marketing and Customer Loyalty was significantly mediated by Green Trust, Customer Satisfaction, and Green Brand Image, with Customer Satisfaction appearing as the largest mediating mechanism. However, the connection between Green Marketing and Customer Loyalty was not significantly moderated by Environmental Concern, Price Sensitivity, or Consumer Skepticism, indicating that the beneficial effects of Green Marketing persisted across several customer attributes.

This study contributes to the current literature by testing and analytically validating an integrated conceptual framework that pools direct, mediating, and moderating relationships within a single model. The outcomes extend the Theory of Planned Behavior, Relationship Marketing Theory, and Stakeholder Theory by indicating that Green Marketing strengthens Customer Loyalty predominantly through improving customers' trust, satisfaction, and perceptions of the brand's environmental image rather than through direct marketing activities solely.

The study also provides practical implications for managers by highlighting the importance of incorporating valid sustainability initiatives into organizational strategy to reinforce customer relationships and achieve long-term competitive advantage.

Unlike earlier studies that have assessed these relationships independently, this research provides a comprehensive justification of how Green Marketing Strategies Impact Customer Loyalty by concurrently integrating direct, mediating, and moderating mechanisms within a combined conceptual framework.

Chapter 1

1.1 introduction

In recent decades, environmental sustainability has become one of the most important global priorities due to the growing challenges associated with environmental pollution, climate change, and the depletion of natural resources (United Nations, 2023; IPCC, 2023). These environmental challenges have encouraged governments, international organizations, and businesses to adopt sustainable solutions aimed at reducing the negative environmental impacts of economic activities (Dangelico & Vocalelli, 2017). As a result, sustainability is no longer viewed solely as an environmental concern but has evolved into a strategic business objective that enables organizations to achieve long-term competitiveness while responding to increasing societal expectations.

At the same time, consumers have become increasingly environmentally conscious, leading to significant changes in purchasing behaviour and consumption patterns (Testa et al., 2019). Rather than evaluating products only on traditional attributes such as quality, price, and convenience, today's consumers also consider environmental sustainability, ethical manufacturing practices, and corporate social responsibility when making purchasing decisions (Kotler & Keller, 2022). Consumers have increasingly preferred environmentally friendly products and services that contribute to environmental protection and sustainable development (Testa et al., 2019). This shift in consumer preferences has prompted organizations to reconsider conventional marketing approaches and adopt more sustainable business models that align corporate objectives with evolving societal expectations (Dangelico & Vocalelli, 2017; Papadas et al., 2019).

This has led many organizations to implement innovative marketing techniques meant to strike a balance between financial success and environmental conservation. (Dangelico & Vocalelli, 2017; Leonidou et al., 2013). One of the most crucial strategic techniques for incorporating environmental sustainability into marketing initiatives is Green Marketing Strategies (GMS) (Leonidou et al., 2013; Dangelico & Vocalelli, 2017). According to Leonidou et al. (2013) and Dangelico & Vocalelli (2017), green marketing encompasses not only the promotion of eco-friendly products but also the development of sustainable products, environmentally responsible production processes, green pricing policies, sustainable distribution systems, and promotional activities that convey organizations' environmental commitments to consumers (Adimas Rois Adnan et al, 2023).

The concept of Green Marketing has evolved into a fundamental component of organizational strategy aimed at achieving sustainable competitive advantage in increasingly competitive markets. Organizations are now encouraged to adopt environmentally responsible production and marketing practices in response to stricter environmental regulations, sustainability policies, and growing consumer awareness of environmental issues (Leonidou et al., 2013; Dangelico & Vocalelli, 2017; Papadas et al., 2019). According to a number of recent research, green marketing is no longer just an ethical or social perspective but has evolved into an important marketing strategy that helps customers see items as having more value and improve brand perception (Nohekhan & Barzegar, 2024).

According to recent studies, organizations that use genuine green marketing strategies frequently see benefits in their reputation, competitive performance, and customer perceptions (Papadas et al., 2019; Testa et al., 2021; Leonidou et al., 2013). Stronger customer evaluations and more positive purchase intents result from consumers' perceptions of environmentally conscious businesses as being more trustworthy, socially conscious, and ethically dedicated (Nguyen et al., 2017). Similarly, Papadas et al. (2019) contended that by improving brand uniqueness and customer interactions, green marketing helps organizations develop long-term competitive advantages. These results imply that in fiercely competitive marketplaces, environmental stewardship has grown in importance as a source of corporate value generation.

The impact of green marketing on consumer behaviour and purchase decisions has drawn more attention from academics and researchers. Some studies have shown that Organizations that adopt environmentally friendly marketing practices are often perceived as more socially responsible, which enhances consumer trust and increases the likelihood of their products being preferred over conventional products (Nguyen et al., 2017). Furthermore, adopting green marketing strategies can contribute to achieving a sustainable competitive advantage for organizations in highly competitive markets (Papadas et al., 2019).

According to some recent research, many consumers are now more inclined to support eco-friendly items, even if they cost more than traditional ones. (Yadav & Pathak, 2017; Konuk, 2019; Testa et al., 2021). This is because consumers are becoming more conscious of the value of responsible consumption and how it contributes to sustainable development

and environmental preservation. Additionally, research shows that businesses that use green marketing techniques can improve their brand image and increase consumers' perceptions of brand quality (Ghobbe & Nohekhan, 2023).

Customer loyalty has emerged as a critical strategic goal for businesses in the face of escalating competition in international marketplaces. Customer loyalty represents customers' commitment to maintaining long-term relationships with an organization through repeated purchases, positive word-of-mouth communication, and resistance to competitors' offerings (Dick & Basu, 1994). Maintaining current clients is more crucial and less expensive than gaining new ones, because devoted clients frequently make additional purchases and refer others to the brand, which supports business expansion and financial stability (Schiffman & Wisenblit, 2015). Consequently, understanding the factors that strengthen customer loyalty has become an important area of marketing research.

Recent Green Marketing literature suggests that environmentally responsible marketing practices represent one of the key drivers of Customer Loyalty. Organizations implementing Green Marketing Strategies are more likely to enhance customer satisfaction, strengthen customers' trust, improve brand reputation, and ultimately encourage customers to maintain long-term relationships with the organization (Farooqi et al., 2025; Mohammadi et al., 2023). Furthermore, environmentally responsible products, sustainable promotional activities, green pricing, and eco-friendly distribution systems have all been found to contribute positively to customer loyalty by creating additional functional, emotional, and social value for consumers (Elata et al., 2023). These findings indicate that Green Marketing Strategies influence customer loyalty through mechanisms that extend beyond traditional product and service attributes.

A study by Adimas et al. (2023) shown that green marketing can significantly improve consumer perceptions and increase brand loyalty. An extensive review of green marketing research indicates that concepts such as eco-friendly products, a positive company image, and customer happiness are listed as critical components in studies examining the relationship between green marketing and customer loyalty. Furthermore, research indicates that green marketing strategies and customer loyalty are positively correlated, indicating that customers who have a positive perception of a company's sustainability initiatives are more likely to stick with the business over time, make repeat purchases, and recommend the brand to others. (Pallaavaram and others, 2023).

Despite these positive results, it seems that the link between green marketing strategies and customer loyalty is far more complicated than previously thought. More recent marketing study indicates that consumers do not get devoted only because businesses utilize eco-friendly techniques. Rather, Green Marketing shapes consumers' psychological assessments of businesses, including their opinions about environmental reputation, contentment, and reliability (Chen, 2010; Chen & Chang, 2013; Martínez, 2015; Papadas et al., 2019). Consequently, rather than relying just on direct marketing efforts, Green Marketing Strategies foster customer loyalty indirectly by enhancing consumers' favorable opinions of businesses.

Among the psychological mechanisms most frequently identified in the literature are Green Trust, Customer Satisfaction, and Green Brand Image. Green Trust reflects customers' confidence in the credibility and authenticity of an organization's environmental commitments (Chen & Chang, 2013). Customer Satisfaction represents customers' overall evaluation of their experiences with an organization's products and services, while Green Brand Image refers to customers' perceptions of an organization's environmental reputation and commitment to sustainability (Chen, 2010). Previous studies have demonstrated that these constructs significantly influence customer loyalty; however, they have often been investigated independently rather than within a comprehensive conceptual framework.

However, consumers might not react to green marketing strategies consistently. Customers' assessments of businesses' environmental initiatives may be influenced by individual variances in price sensitivity, consumer skepticism, and environmental concern. (Chen & Chang, 2013; Yadav & Pathak, 2017; Konuk, 2019; Testa et al., 2021). While very price-sensitive consumers might put economic value ahead of environmental benefits, consumers who are more concerned about the environment might react more favorably to sustainability measures (Yadav & Pathak, 2017; Konuk, 2019). Customers may also react differently to sustainability initiatives if they have doubts about the veracity of green marketing campaigns. (Chen & Chang, 2013; Delmas & Burbano, 2011). However, prior empirical research on these regulating processes has been inconsistent, suggesting that more research is necessary.

Although embracing green marketing has many advantages for businesses, there are a number of obstacles to overcome. The necessity to create more sustainable manufacturing technologies and the high costs of environmentally friendly production in comparison to

traditional production are two of the most significant of these issues (Dangelico & Vocalelli, 2017). Additionally, some companies might have trouble persuading customers to pay more for eco-friendly goods, particularly in regions where environmental consciousness is still low (Testa et al., 2019). Furthermore, "greenwashing" is a practice that has surfaced in recent years. In order to enhance their marketing image, some businesses make false environmental claims without implementing real environmental policies. This might cause consumers to lose faith in the environmental messaging that businesses deliver (Chen & Chang, 2013).

However, current marketing research indicates that technological and digital advancements have strengthened the influence of green marketing on customer behaviour (Dwivedi et al., 2021; Papadas et al., 2019). Social media and digital technologies provide businesses with greater opportunities to engage with customers, raise awareness of environmental issues, and enhance their eco-friendly brand image (Dwivedi et al., 2021; Kotler & Keller, 2022). Moreover, these technologies allow consumers to easily access information about products and their environmental impacts, enabling them to make more informed and responsible purchasing decisions (Ummar et al., 2023; Alshammari et al., 2025; Zhang & Qiao, 2024).

The notion that sustainability-oriented marketing components enhance the consumer-brand relationship is supported, for instance, by research conducted in Saudi Arabia on the green marketing mix, which shows that eco-friendly product features, green pricing, and green promotional strategies have a major impact on customer loyalty. (Awad Elata Amani Ali et al., 2023). Furthermore, research conducted in Croatia shows that green marketing elements, including eco-friendly advertising, brand value, and green innovation, have a positive impact on customer repurchase intentions, which is a crucial behavioral outcome of loyalty. (Mladen Pancić et al, 2023).

In theory, relationship marketing theories, which highlight perceived value, trust, and satisfaction as mediators between marketing strategies and long-term loyalty outcomes, can explain these results (Morgan & Hunt, 1994; Palmatier et al., 2006). Despite these encouraging developments, practical implementation of green marketing remains challenging (Dangelico & Vocalelli, 2017). The impact of green marketing on customer loyalty may be influenced by varying levels of environmental awareness, the credibility of sustainability messages, and the financial burden of implementing environmentally friendly activities (Chen & Chang, 2013; Testa et al., 2019; Papadas et al., 2019).

According to academic studies, emotional commitment, environmental satisfaction, and perceived environmental quality are strong predictors of loyalty, but they interact in complex ways that warrant further empirical research (Thi Hoang Ha Tran and Tuan Le-Anh 2025). Therefore, companies that wish to use sustainability as a strategic tool for building long-term customer loyalty, rather than simply as a marketing or compliance tool, must understand these dynamics.

Given these developments, it is now essential to look more closely at the connection between Green Marketing Strategies and Customer Loyalty, especially in view of the quick changes taking place in the global business environment. As environmental concerns continue to increase globally, green marketing has become a more significant component influencing customers' purchase decisions and behavioral intentions (Dangelico & Vocalelli, 2017; Papadas et al., 2019). Gaining a better understanding of the reasons behind companies' adoption of green marketing strategies and the difficulties they face in putting these strategies into practice can help companies create more successful marketing strategies that help them accomplish both financial and environmental goals (Leonidou et al., 2013; Kotler & Keller, 2022).

Accordingly, this study seeks to analyse the relationship between green marketing and customer loyalty by examining the driving factors that encourage organizations to adopt green marketing strategies, the challenges they may face in implementing these strategies, and the resulting outcomes, particularly regarding enhancing customer loyalty and improving brand image. The study also aims to provide a scientific framework that contributes to understanding the role green marketing can play in building long-term relationships between organizations and customers and achieving a sustainable competitive advantage in modern markets.

1.2 Study problem

Increased consumer awareness of environmental issues has significantly impacted competitive strategies and market dynamics. To meet societal expectations and differentiate themselves in the market, companies are increasingly adopting green marketing strategies, such as eco-friendly product design, sustainable packaging, ethical sourcing, and environmental communication. According to empirical research, Green Marketing Strategies positively impact customer satisfaction, brand image, and repurchase intent, all of which are recognized as crucial indicators of customer loyalty (Papadas et al., 2019; Yadav & Rahman, 2017).

Despite the growing amount of data, many questions remain unanswered regarding the precise mechanisms by which green marketing strategies contribute to building long-term customer loyalty. First, there is little consensus on whether specific factors such as perceived green brand value, trust, brand image, and environmental awareness—are the most influential on loyalty, although many studies confirm a positive correlation between green marketing and loyalty. Second, while customer loyalty is a multifaceted concept encompassing behavioural and emotional aspects, current research often focuses on repurchase intention without a thorough examination of long-term relational commitment.

Furthermore, significant obstacles may hinder the effectiveness of green marketing approaches. The relationship between green marketing initiatives and customer loyalty outcomes can be affected by consumer skepticism, varying environmental awareness, price sensitivity, and inconsistent communication regarding sustainability. Companies often invest heavily in environmental efforts without conclusive evidence of how these investments translate into tangible benefits in customer loyalty.

Therefore, a comprehensive empirical study is essential to identify the key factors influencing the success of green marketing, examine the obstacles that may reduce its impact, and assess its overall effect on long-term customer loyalty. By bridging this gap, companies looking to use green marketing as a sustainable competitive strategy will gain both theoretical insights and practical guidance.

1.3 Importance of the study

The Scientific Significance of the Study

- This study contributes to filling a research gap related to the lack of studies that have focused on the relationship between green marketing practices and customer loyalty in a practical manner, specifically in the fashion sector, by examining the nature of this relationship and the factors affecting it.
- The study supports its principal objective of explaining the influence of green marketing practices on customer loyalty by specifying a scientific understanding of the mechanisms associating these practices to customer behaviour.
- The study presents a comprehensive theoretical framework that incorporates a number of theories, including planned behaviour theory, relationship marketing, and stakeholder theory, to improve the explanation of the phenomenon being studied and provide answers to its research questions.
- It contributes to the Green Marketing literature by developing and empirically validating an integrated conceptual framework that simultaneously examines direct, mediating, and moderating relationships influencing Customer Loyalty. This framework provides a comprehensive foundation for future studies in different industries and cultural contexts.
- It assists explain the relationships between mediating variables such as trust, brand image and satisfaction, and their role in improving customer loyalty, which supports the study's sub-objectives and enriches the scientific literature.
- The study extends the literature by investigative the moderating effects of Environmental Concern, Consumer Skepticism, and Price Sensitivity on the relationship between Green Marketing Approaches and Customer Loyalty.
- It provides a scientific foundation that allows researchers to build future studies that address further dimensions of green consumer behaviour, thus improving the accumulation of knowledge in this field.

Practical Significance of the Study

- This study contributes to addressing the problem of the unsuccessful application of green marketing practices in influencing customer loyalty within the fashion sector, by

providing applied outcomes that explain the nature of the association between these practices and customer behaviour.

- It suggests practical, evidence-based solutions that aid organizations develop more impactful green marketing approaches, addressing the limitations of traditional methods that do not sufficiently consider the environmental dimension.
- It helps decision-makers make data-driven marketing choices by pinpointing the most important elements in fostering client loyalty, trust, and satisfaction—all of which are closely tied to the study's issue.
- The study provides organizations with useful advice on the particular psychological mechanisms via which Green Marketing Strategies affect Customer Loyalty by highlighting the mediating roles of Green Trust, Customer Satisfaction, and Green Brand Image.
- It enables organisations to create sustainability programs that not only encourage environmental responsibility but also boost brand image, customer happiness, and trust.
- The analysis of Price Sensitivity, Environmental Concern, and Consumer Skepticism offers further management insights into consumer traits that could impact reactions to Green Marketing Strategies.
- It assists organizations in increasing the effectiveness of their marketing tactics by allocating funds to environmental projects that yield measurable outcomes in client retention rather than depending on inefficient methods.
- It helps to improve customer engagement and alleviate weak brand attachment by elucidating the role of green marketing in establishing enduring connections founded on sustainability and trust.
- It promotes the adoption of appropriate sustainable practices by organizations that help lessen their impact on the environment while also accomplishing marketing goals, demonstrating the convergence of environmental and economic factors.

1.4 Study Aims

Green Marketing Strategies integrate sustainability into organizations' marketing activities to achieve economic, environmental, and social objectives. They encourage the adoption of environmentally responsible production and marketing practices that minimize the negative environmental impacts of products and services while satisfying customer needs and promoting the sustainable use of natural resources. Furthermore, Green Marketing Strategies foster innovation through the development of environmentally friendly products and processes, thereby improving production efficiency, reducing environmental harm, and strengthening organizations' competitive advantage. By demonstrating genuine environmental responsibility, organizations can enhance their reputation, strengthen customer trust, improve their green brand image, and cultivate long-term customer loyalty.

Building on these considerations, the present study examines the influence of Green Marketing Strategies on Customer Loyalty by investigating the mediating roles of Green Trust, Customer Satisfaction, and Green Brand Image, together with the moderating effects of Environmental Concern, Price Sensitivity, and Consumer Skepticism. And by integrating these relationships within a combined conceptual framework, the study seeks to provide a comprehensive clarification of the mechanisms through which Green Marketing Strategies promote long-term Customer Loyalty.

This study aims to:

1. Examine the direct effect of Green Marketing Strategies on Customer Loyalty.
2. Examine the direct effect of Green Marketing Strategies on:
 - Green Trust
 - Customer Satisfaction
 - Green Brand Image
3. Examine the direct effect of:
 - Green Trust on Customer Loyalty.
 - Customer Satisfaction on Customer Loyalty.
 - Green Brand Image on Customer Loyalty.
4. Examine the mediating roles of:
 - Green Trust,
 - Customer Satisfaction, and

- Green Brand Image

in the relationship between Green Marketing Strategies and Customer Loyalty.

5. Examine the moderating effects of:

- Environmental Concern,
- Price Sensitivity, and
- Consumer Skepticism

on the relationship between Green Marketing Strategies and Customer Loyalty.

1.5 Study questions

The following research questions are the focus of this study:

How do green marketing strategies directly affect customer loyalty?

What direct effects do green marketing strategies have on customer satisfaction, green brand image, and green trust?

What direct effects do customer satisfaction, green brand image, and green trust have on customer loyalty?

How much does the relationship between green marketing strategies and customer loyalty get mediated by green trust, customer satisfaction, and green brand image?

Do Price Sensitivity, Consumer Skepticism, and Environmental Concern considerably affect the association between Green Marketing Strategies and Customer Loyalty?

1.6 Study hypotheses:

Based on the conceptual framework and the theoretical foundations of this study, the following research hypotheses were proposed.

1.6.1 Direct Effect Hypotheses

H1: Green Marketing Strategies have a statistically significant positive effect on Customer Loyalty.

H2: Green Marketing Strategies have a statistically significant positive effect on Green Trust.

H3: Green Marketing Strategies have a statistically significant positive effect on Customer Satisfaction.

H4: Green Marketing Strategies have a statistically significant positive effect on Green Brand Image.

H5: Green Trust has a statistically significant positive effect on Customer Loyalty.

H6: Customer Satisfaction has a statistically significant positive effect on Customer Loyalty.

H7: Green Brand Image has a statistically significant positive effect on Customer Loyalty.

1.6.2 Mediation Hypotheses

H8: Green Trust mediates the relationship between Green Marketing Strategies and Customer Loyalty.

H9: Customer Satisfaction mediates the relationship between Green Marketing Strategies and Customer Loyalty.

H10: Green Brand Image mediates the relationship between Green Marketing Strategies and Customer Loyalty.

1.6.3 Moderation Hypotheses

H11: Environmental Concern moderates the relationship between Green Marketing Strategies and Customer Loyalty.

H12: Price Sensitivity moderates the relationship between Green Marketing Strategies and Customer Loyalty.

H13: Consumer Skepticism moderates the relationship between Green Marketing Strategies and Customer Loyalty.

1.7 Theoretical Foundation of the Study

The present study is built on three complementary theoretical perspectives: the Theory of Planned Behavior (TPB), Relationship Marketing Theory (RMT), and Stakeholder Theory (ST). These theories collectively postulate a comprehensive description of the relationships among Green Marketing Strategies, Green Trust, Customer Satisfaction, Green Brand Image, Environmental Concern, Price Sensitivity, Consumer Skepticism, and Customer Loyalty. The incorporation of these theories supports the conceptual framework by explaining both the direct and indirect mechanisms through which Green Marketing Strategies impact customer behavior.

1.7.1 Theory of Planned Behavior (TPB)

The Theory of Planned Behavior, developed by Ajzen (1991), suggests that individuals' behavioural intentions are persuaded by their subjective norms, attitudes, and perceived behavioural control. In the context of this study, Green Marketing Strategies are anticipated to shape consumers' positive attitudes to environmentally responsible organizations, thus increasing their intention to stay loyal. The theory also rationalises how customers' environmental beliefs contribute to the development of Green Trust, Customer Satisfaction, and Green Brand Image, which subsequently impact Customer Loyalty.

1.7.2 Theory of Relationship Marketing

According to Morgan and Hunt's (1994) Relationship Marketing Theory, trust, dedication, and customer pleasure are the foundations of enduring customer relationships. According to the hypothesis, rather than concentrating only on individual transactions, businesses can increase consumer loyalty by cultivating deep and enduring relationships. This hypothesis serves as the basis for the current study's explanation of why Green Brand Image, Customer Satisfaction, and Green Trust are crucial mechanisms connecting Green Marketing Strategies to Customer Loyalty.

1.7.3 Theory of Stakeholders

Stakeholder Theory, introduced by Freeman (1984), argues organizations should generate value for all stakeholders, including consumers, workers, suppliers, communities, and the environment, in addition to shareholders. According to the hypothesis, businesses that

adopt eco-friendly practices are more likely to win over customers' trust and support since they meet stakeholders' expectations for sustainability. Stakeholder theory is used in this study to explain why green marketing strategies enhance customer loyalty by fostering favorable customer views.

1.7.4 Integration of the Theories

The integration of these three theories provides a comprehensive theoretical foundation for the study. The Theory of Planned Behavior explains how Green Marketing Strategies influence customers' attitudes and behavioral intentions. Relationship Marketing Theory explains how trust, satisfaction, and brand relationships foster long-term Customer Loyalty. Stakeholder Theory emphasizes the importance of organizational environmental responsibility in meeting stakeholder expectations and creating sustainable value. Together, these theories support the proposed conceptual framework by explaining the direct effects of Green Marketing Strategies on Customer Loyalty, the mediating roles of Green Trust, Customer Satisfaction, and Green Brand Image, and the examination of Environmental Concern, Price Sensitivity, and Consumer Skepticism as potential moderating variables.

Table 1.1 Summary of the Theoretical Foundations of the Study

Theory	Main Concept	Role in This Study
Theory of Planned Behavior (Ajzen, 1991)	Attitudes influence behavioral intentions	Explains how Green Marketing Strategies shape customer attitudes leading to Customer Loyalty
Relationship Marketing Theory (Morgan & Hunt, 1994)	Trust and satisfaction create long-term relationships	Explains the mediating roles of Green Trust and Customer Satisfaction
Stakeholder Theory (Freeman, 1984)	Organizations create value by meeting stakeholder expectations	Explains why environmental responsibility enhances Green Brand Image and Customer Loyalty

Chapter 2

Previous Studies

2.1 Introduction

The review of earlier studies provides a fundamental foundation for understanding the existing state of knowledge regarding Green Marketing Strategies and their influence on Customer Loyalty. Investigating previous empirical studies helps in determining the key conclusions, theoretical stances, research techniques, and gaps in the literature. It also serves as a foundation for creating the study's conceptual framework and research hypotheses.

To provide a systematic review of the literature, the previous studies are organized according to the main constructs of the proposed conceptual framework. The review begins with studies examining the relationship between Green Marketing Strategies and Customer Loyalty, followed by studies investigating the relationships between Green Marketing Strategies and Green Trust, Customer Satisfaction, and Green Brand Image. It then reviews studies addressing the mediating roles of these variables, followed by research examining the moderating effects of Environmental Concern, Price Sensitivity, and Consumer Skepticism. Finally, the section concludes by identifying the research gap that forms the basis of the present study.

2.2 Previous studies

Green marketing has gained recently increasing attention in marketing research due to increasing environmental awareness among consumers and governing pressures pushing companies to implement environmentally friendly practices. And thus, increasing demand for sustainable products. Many studies have focused on analysing the relationship between green marketing practices and consumer behaviour, particularly customer loyalty, which is considered a key indicator of the success of marketing strategies. As well as the variables affecting this relationship, have been the subject of numerous research studies.

The increasing significance of green marketing in influencing customer attitudes and brand loyalty is highlighted in a number of recent studies. Green marketing, customer satisfaction, green image, and trust are amongst the most often studied factors impacting consumer loyalty, according to a systematic assessment that examined research patterns between 2013 and 2023 (Adimas, 2023). The study also indicated that the most common technique for investigative these relations is structural equation modelling (SEM), demonstrating the intricate relationships between environmental marketing approaches and customer attitude. The assessment also noticed that over the past ten years, research in this area has grown considerably, reflecting the growing importance of sustainability in current marketing strategies.

Numerous prior studies have revealed a positive correlation between applying green marketing strategies and increasing customer loyalty. For example, one applied study aimed to analyse the effect of green marketing practices specifically, green product, green distribution, green pricing, and green campaign on customer loyalty. The outcomes showed a significant positive effect of these variables on customer loyalty, particularly with regard to green product, promotion, and distribution, except for green pricing which did not show a significant impact in some cases. The study also confirmed that promoting environmentally friendly products and increasing environmental promotional campaigns led to increased repurchase intention and brand recommendation (Nahar, Ali, 2022).

Another study examined the factors that affect green loyalty among buyers of environmentally friendly goods. According to the survey, consumers' commitment to sustainable products is significantly influenced by consumer trust and green brand image. According to the findings, consumers are more inclined to form behavioural and emotional

bonds with companies they believe to be environmentally conscious. This bolsters the notion that long-term customer connections can be strengthened through the strategic application of environmental responsibility (Salsabilla & Isharina, 2024). Contextual insights have been obtained from other study carried out in other parts of the Middle East. For instance, a study conducted on Saudi Arabian graduate students shown that elements of the green marketing mix, like eco-friendly products, green pricing, and green promotion, have a big influence on consumer loyalty. This supports research conducted globally, which indicates that green marketing strategies perform well in a diversity of cultural contexts (Amani, 2023).

As part of broadening the study's scope, some research has concentrated on the effect of green marketing on enhancing brand image and perceived quality among consumers. According to a study (Saleh Ghobbe, Mahdi Nohekhan, 2023), businesses that use green marketing techniques enhance consumers' perceptions of brand quality, which in turn boosts customer loyalty and trust. Additionally, studies looking at the elements driving green loyalty in markets like Indonesia have shown that green trust and a green image are important predictors of loyalty to sustainable brands. According to Nurrani (2023), the results underscore the psychological elements that impact the correlation between green marketing campaigns and loyalty results.

Another study focused on the coffee shop industry and likewise looked at the relationship between green marketing and customer loyalty. The study found that customer loyalty is positively impacted both directly and indirectly by customer satisfaction and green marketing strategies. The findings demonstrate how eco-friendly advertising campaigns can enhance customers' perceptions of a business and encourage them to continue with it (Harahap & Harahap, 2023). Furthermore, a quantitative study shown that in the context of service sectors like coffee shops, green marketing influences company image, which in turn influences loyalty, in addition to directly increasing customer loyalty. This study used structural equation modeling to confirm that green marketing increases consumer loyalty by improving brand image and perceptions of authenticity, highlighting the significance of brand reputation in sustainability-oriented strategies. Ardilla (2024).

According to a systematic review by Adimas (2023), green marketing is crucial for gaining consumer loyalty. Customer satisfaction, green products, and green image are frequently examined elements that are consistently associated to loyalty outcomes, according to a

thorough examination of research done between 2013 and 2023. Additionally, the research showed that structural equation modelling is still a popular analytical method, indicating the consistency of the results across multiple studies.

Previous empirical studies have demonstrated that using green marketing techniques helps businesses get a competitive advantage by boosting customer loyalty, building brand reputation, and raising the perceived value of items to customers in addition to achieving environmental goals. The results also showed that brand loyalty is positively impacted by the many components of the green marketing mix, including pricing, distribution, promotion, and green products (Erfan et al., 2023). However, a number of scientific studies have examined the direct effect of green marketing strategies on customer loyalty. For instance, research on retail goods consumers has demonstrated that green marketing tactics have a favorable impact on customer loyalty and repurchase intention. Additionally, the study emphasizes the mediating function of customer happiness, showing that eco-friendly marketing strategies raise consumer contentment, which raises loyalty levels. According to these results, consumer happiness is essential to converting green marketing campaigns into enduring client loyalty (Safitri, Ngatno, & Farida, 2023).

Other studies have concentrated on broader industry context. The influence of green marketing mix components on real customer behaviour was the main topic of a recent study that looked at how consumers' choices for eco-friendly items are shaped by green marketing tactics. Consumer preferences and green marketing tactics were found to be statistically significantly correlated. According to Mohammad Muslim and Amal Asfour (2025), green distribution tactics and green pricing strategies were determined to be the most significant elements influencing consumer attitudes toward environmental products. According to a recent empirical study (Sowmya, K., & Hans, V. B., 2025), consumer loyalty is positively connected with the legitimacy and application of green marketing tactics, such as eco-friendly packaging.

However, other studies have concentrated on fast-moving consumer goods (FMCG) and retail, where it has been discovered that components of green marketing, including product design, price, distribution, and green promotion, have a big influence on the company's reputation and the brand loyalty of its customers. With answers differing based on demographic factors like age and education, the study highlights how sustainable marketing techniques enhance both good brand perception and customer retention (archana, 2026).

Furthermore, a number of studies have demonstrated the importance of sustainable marketing strategies in influencing consumer behaviour (Yuniasih et al., 2024). Green marketing strategies including eco-friendly packaging, transparent environmental communication, and corporate social responsibility initiatives are crucial for building brand loyalty among environmentally conscious consumers, according to a qualitative study on sustainable consumerism. Customers are increasingly selecting companies that genuinely care about the environment over those that are solely focused on making money, according to the report by Yuniasih et al., (2024).

Based on the findings of previous studies, it can be concluded that green marketing plays an important role in shaping customer perceptions, satisfaction, and loyalty. It has become an essential strategy for organizations seeking to achieve both environmental sustainability and long-term customer loyalty. At the same time, the effectiveness of these strategies depends on several factors, including consumer awareness, transparency in environmental communication, and the authenticity of companies' sustainability efforts. However, further research is still needed to explore the driving factors, challenges, and outcomes of green marketing in different industries and cultural contexts.

2.3 Theoretical Framework of the Study

The theoretical framework of the present study provides the conceptual foundation for examining the relationships among Green Marketing Strategies (GMS), Customer Loyalty (CL), Green Trust (GT), Customer Satisfaction (CS), Green Brand Image (GBI), Environmental Concern (EC), Price Sensitivity (PS), and Consumer Skepticism (SK). Rather than relying on a single theoretical perspective, the framework integrates the Theory of Planned Behavior (TPB), Relationship Marketing Theory (RMT), and Stakeholder Theory (ST) to explain how Green Marketing Strategies influence customer loyalty through both direct and indirect pathways. The integration of these complementary theories provides a broader understanding of the psychological and behavioral mechanisms underlying customers' responses to environmentally responsible marketing practices (Ajzen, 1991; Freeman, 1984; Morgan & Hunt, 1994).

The Theory of Planned Behavior (Ajzen, 1991) suggests that individuals' behavior is largely influenced by their attitudes, subjective norms, and perceived behavioral control. Within the context of green marketing, organizations' environmental initiatives can shape consumers' attitudes toward the brand and strengthen their intentions to support environmentally responsible companies. Consumers who perceive Green Marketing Strategies as credible and meaningful are more likely to develop favorable evaluations of the organization, increasing their willingness to maintain long-term relationships with the brand (Ajzen, 1991; Yadav & Pathak, 2017). Accordingly, TPB provides the theoretical basis for the direct relationship between Green Marketing Strategies and Customer Loyalty, as well as the influence of Green Marketing Strategies on Green Trust, Customer Satisfaction, and Green Brand Image.

Relationship Marketing Theory complements this perspective by emphasizing that sustainable competitive advantage is achieved through the development of long-term customer relationships rather than isolated transactions (Morgan & Hunt, 1994). According to this theory, relationship quality is built through trust, commitment, and customer satisfaction, which subsequently encourage customer loyalty. Within the present study, Green Trust, Customer Satisfaction, and Green Brand Image are viewed as relationship-building mechanisms that explain how Green Marketing Strategies translate into stronger Customer Loyalty. Previous studies have consistently shown that customers are more likely

to remain loyal to organizations they perceive as trustworthy, environmentally responsible, and capable of delivering satisfactory experiences (Chen, 2010; Chen & Chang, 2013; Martínez, 2015). Consequently, Relationship Marketing Theory provides the theoretical justification for the mediating relationships proposed in this study.

Stakeholder Theory further strengthens the proposed framework by emphasizing that organizations should create value for all stakeholders rather than focusing exclusively on shareholders' interests (Freeman, 1984; Freeman et al., 2010). Customers represent one of the most influential stakeholder groups, and their expectations increasingly include responsible environmental practices and sustainable business operations. Organizations that successfully integrate sustainability into their marketing strategies are more likely to enhance their corporate reputation, strengthen Green Brand Image, and gain customers' trust and support (Papadas et al., 2019; Leonidou et al., 2013). Therefore, Stakeholder Theory explains why Green Marketing Strategies can strengthen Customer Loyalty by demonstrating organizational commitment to environmental and social responsibility.

The proposed framework also recognizes that consumers may not respond uniformly to Green Marketing Strategies. Individual characteristics may influence the effectiveness of environmentally responsible marketing initiatives. Therefore, Environmental Concern, Price Sensitivity, and Consumer Skepticism are incorporated as moderating variables. Environmental Concern reflects the degree to which individuals value environmental protection and may therefore respond more positively to sustainable marketing initiatives (Dunlap et al., 2000). Price Sensitivity reflects consumers' tendency to prioritize price over other product attributes, potentially reducing the effectiveness of Green Marketing Strategies when environmentally friendly products are perceived as more expensive (Konuk, 2019).

Consumer Skepticism represents consumers' doubts regarding the credibility of environmental claims and may weaken positive responses when organizations are perceived to engage in greenwashing (Chen & Chang, 2013; Delmas & Burbano, 2011). Although these variables were not found to significantly moderate the relationship between Green Marketing Strategies and Customer Loyalty in the present study, they remain theoretically relevant because previous research has reported mixed findings regarding their influence.

Based on the integration of these theoretical perspectives, the study proposes that Green Marketing Strategies Influence Customer Loyalty both directly and indirectly through Green Trust, Customer Satisfaction, and Green Brand Image. Furthermore, the framework examines whether Environmental Concern, Price Sensitivity, and Consumer Skepticism alter the strength of this relationship. The integration of the three theories therefore provides a comprehensive explanation of customers' responses to Green Marketing Strategies by simultaneously considering behavioural intentions, relationship quality, and stakeholder expectations. 2.1 presents the theoretical framework underpinning the study and illustrates the hypothesized relationships among the study variables.

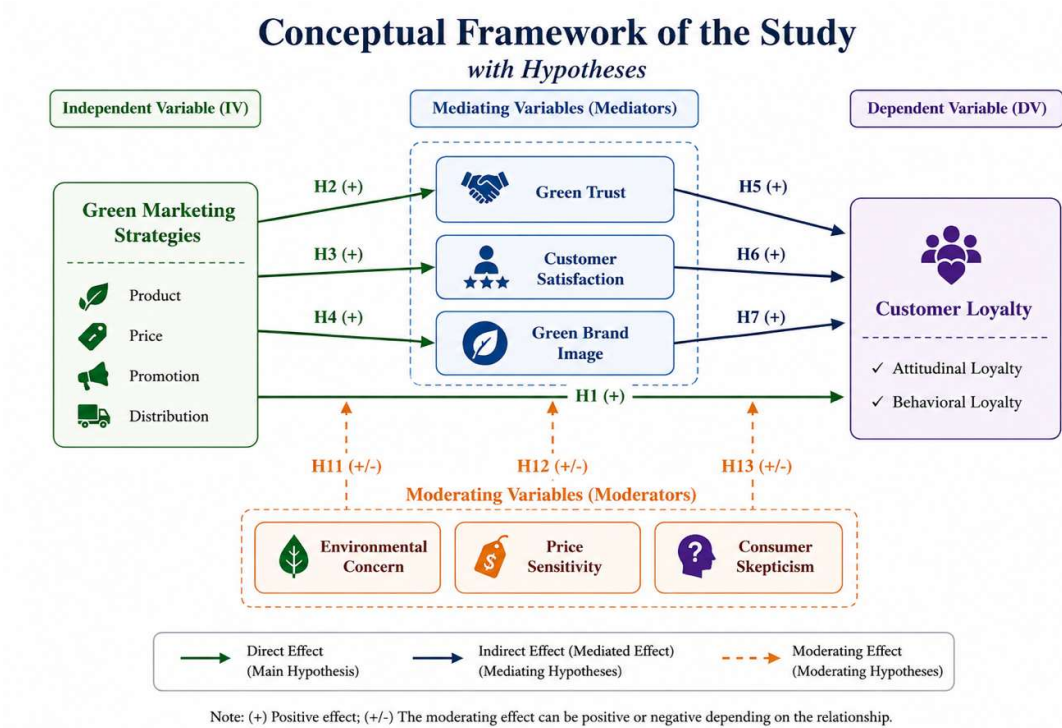


Figure 2.1: *Conceptual Framework of the Study and Proposed Research Hypotheses*

Figure 2.1 illustrates the theoretical framework of the study. Green Marketing Strategies represent the independent variable, while Customer Loyalty represents the dependent variable. Green Trust, Customer Satisfaction, and Green Brand Image are proposed as mediating variables explaining the indirect influence of Green Marketing Strategies on Customer Loyalty. In addition, Environmental Concern, Price Sensitivity, and Consumer

Skepticism are included as moderating variables that may influence the strength of the relationship between Green Marketing Strategies and Customer Loyalty.

Chapter 3
Research Methodology

3.1 introduction

This chapter presents the applied research methodology to examine the proposed relationships among Green Marketing Strategies, Green Trust, Customer Satisfaction, Green Brand Image, Environmental Concern, Price Sensitivity, Consumer Skepticism, and Customer Loyalty. Research methodology specifies the systematic procedures through which a study is designed, led, and evaluated to ensure that the research purposes are achieved, and the outcomes are valid, consistent, and scientifically sound (Saunders et al., 2023). The selection of an appropriate methodology is therefore crucial for producing credible empirical evidence and certifying that the conclusions drawn accurately address the research problem.

The main objective of this study was to assess the direct effect of Green Marketing Strategies on Customer Loyalty, while concurrently investigating the mediating roles of Green Trust, Customer Satisfaction, and Green Brand Image, together with the moderating effects of Environmental Concern, Price Sensitivity, and Consumer Skepticism. To attain these objectives, a quantitative research methodology was implemented. Quantitative research is appropriate in particular when the purpose of a study is to measure relationships among variables, test hypotheses resulting from theoretical frameworks and produce findings that can be studied using statistical techniques (Creswell & Creswell, 2023; Sekaran & Bougie, 2016). Moreover, the quantitative approach allows researchers to objectively assess theoretical models and identify statistically significant associations among the study variables.

Primary data were gathered using a structured questionnaire planned to measure the constructs contained in the proposed conceptual framework. The questionnaire was developed based on formerly validated measurement scales reported in the Green Marketing and consumer behavior literature and was modified to suit the objectives of the current study. Collecting primary data directly from consumers allowed the researcher to obtain empirical evidence regarding consumers' perceptions of Green Marketing Strategies and their impact on Customer Loyalty within the fashion sector.

To ensure the precision and reliability of the outcomes, several statistical procedures were applied throughout the data analysis process. The data collected were analyzed using IBM SPSS Statistics. Hayes' PROCESS Macro was applied to examine the proposed mediation

and moderation effects, while the analyses involved descriptive statistics, reliability analysis using Cronbach's Alpha, Pearson correlation, and simple linear regression analysis to address the research objectives and test the proposed hypotheses. These analytical procedures were elected because they are widely recognized as proper methods for studying causal relationships, assessing measurement reliability, and examining mediation and moderation models within behavioral and marketing research (Hair et al., 2022; Hayes, 2022).

To ensure the quality and precision of the research process, careful attention was given to each phase of the study, including the design of the study instrument, data collection processes, evaluation of measurement reliability, and the election of proper statistical techniques. These methodological procedures were applied to ensure that the results accurately represented the associations among the study variables and provided a consistent basis for examining the proposed research hypotheses (Hair et al., 2022; Saunders et al., 2023).

This chapter is structured into various sections that describe the methodological procedures implemented in the study. It starts by presenting the research design, followed by the data collection procedures, and the type of data. The chapter then discusses the statistical techniques used to investigate the collected data and assess the proposed research hypotheses. Finally, the chapter concludes by outlining the limitations of the study.

3.2 Methodology and research methods

3.2.1 Study Design and Methodology

This study adopts a quantitative approach based on the descriptive-analytical method, aiming to examine the relationships between green marketing strategies and customer loyalty, while considering the mediating and moderating variables. The quantitative approach enables objective measurement and statistical testing of relationships between variables (Hair et al., 2010). The descriptive aspect focuses on describing the study variables and identifying their characteristics, while the analytical aspect aims to test the relationships and effects between variables using statistical methods (Sekaran & Bougie, 2016).

The study also follows a deductive approach, as it is grounded in established theories such as the Theory of Planned Behavior (Ajzen, 1991), Relationship Marketing Theory (Morgan & Hunt, 1994), and Stakeholder Theory (Freeman, 1984). Based on these theoretical foundations and prior literature, hypotheses are developed and empirically tested.

3.2.2 Data collection procedure

A structured questionnaire based on the research variables and previously validated measuring scales found in the literature was used to gather the data for this investigation (Hair et al., 2022; Sekaran & Bougie, 2016). There were two sections to the questionnaire. While the second half measured the study constructs—Green Marketing Strategies, Green Trust, Customer Satisfaction, Green Brand Image, Environmental Concern, Price Sensitivity, Consumer Skepticism, and Customer Loyalty—the first section gathered demographic data from the respondents. A five-point Likert scale, which ranges from 1 (strongly disagree) to 5 (strongly agree), was used to evaluate each measurement item. This scale is frequently used in quantitative research to gauge respondents' attitudes and views (Hair et al., 2022; Sekaran & Bougie, 2016).

3.2.3 Type of Data

This study relies primarily on primary data, collected through a structured questionnaire distributed to respondents (Sekaran & Bougie, 2016). In addition, secondary data from

previous studies, academic journals, and theoretical literature are used to support the conceptual framework and hypothesis development.

3.2.4 Statistical Analysis Methods and Software

The collected data were analysed using the Statistical Package for the Social Sciences (IBM SPSS Statistics). The following statistical tests were applied to address the research objectives and examine the proposed hypotheses:

- Descriptive statistics (means) were used to summarize the responses for each study variable (Hair et al., 2022).
- Reliability analysis using Cronbach's Alpha was conducted to assess the internal consistency of the measurement scales (Cronbach, 1951; Hair et al., 2022).
- Pearson correlation analysis was conducted to examine the strength and direction of the relationships among the study variables and to provide preliminary evidence of the associations prior to the regression, mediation, and moderation analyses (Hair et al., 2022).
- Simple linear regression analysis was used to examine the direct relationships among the study variables and to test Hypotheses H1–H7 (Hair et al., 2022).
- Mediation analysis was conducted using Hayes' PROCESS Macro (Model 4) with 5,000 bootstrap samples and 95% bias-corrected confidence intervals to examine the mediating roles of Green Trust, Customer Satisfaction, and Green Brand Image in the relationship between Green Marketing Strategies and Customer Loyalty (Hayes, 2022).
- Moderation analysis was performed using Hayes' PROCESS Macro (Model 1) to examine whether Environmental Concern, Price Sensitivity, and Consumer Skepticism moderated the relationship between Green Marketing Strategies and Customer Loyalty. Interaction effects were assessed using 95% bootstrap confidence intervals and a significance level of $p < .05$ (Hayes, 2022).

A significance level of **0.05** was adopted throughout the analysis to determine the statistical significance of the results.

3.2.5 Ethical Considerations

- Participation in this study is voluntary, and respondents have the right to withdraw at any time.

-All responses will remain anonymous and will be used solely for academic purposes (Sekaran & Bougie, 2016).

- Data will be securely stored, with electronic data protected by passwords and physical copies kept in a safe location.

3.3 Research community

3.3.1 Study population

The study population consisted of consumers in the fashion sector. This population was selected because consumers are the primary target of Green Marketing Strategies, and their perceptions and purchasing decisions play a crucial role in determining the effectiveness of organizations' environmental marketing initiatives. Accordingly, they represent the most appropriate population for investigating the direct and indirect effects of Green Marketing Strategies on Customer Loyalty.

The fashion sector was chosen because sustainability has become an increasingly important strategic issue within the industry. Fashion companies are progressively adopting environmentally responsible production processes, sustainable materials, and green marketing practices in response to growing consumer expectations regarding environmental responsibility. Consequently, consumers in the fashion sector provide an appropriate context for investigating how Green Marketing Strategies influence customer perceptions and loyalty.

Participation was open to consumers regardless of their prior knowledge or awareness of environmentally friendly products. This approach enabled the study to capture a diverse range of consumer perceptions and experiences, thereby providing a broader understanding of how Green Marketing Strategies influence customer behavior.

3.3.2 Study Sample

The research sample consisted of 100 consumers from the fashion sector who voluntarily participated in the study by completing an online questionnaire. The respondents represented diverse demographic characteristics, allowing the study to capture a broad range of consumer perceptions and experiences regarding Green Marketing Strategies. Upon completion of the data collection process, all returned questionnaires were screened for completeness and consistency, and only valid responses were retained for the final statistical analysis (Saunders et al., 2023; Sekaran & Bougie, 2016).

3.4 Study limitations

Although the aim of this study is to provide a comprehensive understanding of how green marketing strategies affect consumer loyalty, there are several limitations to note.

Understanding these limitations helps to contextualize the findings and provides guidance for further investigation.

3.4.1 Methodological Limitations

3.4.1.1 Cross-Sectional Design: The research design used in this study is a cross-sectional design, where data are collected in a single batch. While this design is effective in finding correlations and testing theories, it cannot be used to determine causal links or track changes in consumer loyalty over time. Longitudinal research may provide more reliable insights into how green marketing affects loyalty over time.

3.4.1.2 Self-reported data: Bias may occur in responses because the study uses self-administered questionnaires. Due to a desire to please the community, participants may exaggerate their environmental concerns or civic behaviour, which could skew the results.

3.4.1.3 Quantitative focus: While quantitative methods allow for statistical testing of correlations, they do not provide comprehensive insights into customer attitudes or the underlying reasons for brand loyalty. For a deeper understanding, these findings can be complemented by qualitative techniques such as focus groups and interviews.

3.4.2 Sample limitations

Sample size and demographic characteristics: While the intended sample size of 100 participants is sufficient for statistical analysis, some demographic groups (such as low-income and elderly consumers) may not be involved, which could affect people's perception of green marketing and loyalty outcomes.

3.4.3 Measurement Limitations:

Perceived Conceptions: There are a number of variables, including environmental **13**. concern, perceived green value, and green confidence, which are subjective perceptions measured using survey metrics. Differences in respondents' interpretations may lead to measurement errors.

3.4.4 Consideration of limiting factors:

The study examines factors such as price sensitivity, consumer skepticism, and concern for the environment, but it ignores other potential factors that may affect the relationship between green marketing and loyalty, such as social impact, media exposure, or company reputation.

Chapter 4

Result and Recommendation

4.1 Introduction

This chapter displays the empirical outcomes of the study and discusses their implications in relation to the research aims, theoretical framework, and earlier empirical studies. The main purpose of this study was to examine the influence of Green Marketing Strategies on Customer Loyalty within the fashion sector while testing the mediating roles of Green Trust, Customer Satisfaction, and Green Brand Image, together with the moderating impacts of Environmental Concern, Price Sensitivity, and Consumer Skepticism. The analyses obtained in this chapter were conducted to assess the proposed conceptual framework and to examine the thirteen research hypotheses proposed based on the theoretical foundations of the study.

The suggested mediation and moderation models were examined using Hayes' PROCESS Macro, and IBM SPSS Statistics was used to analyze the acquired data in order to accomplish the research objectives. Reliability analysis was used to evaluate the internal consistency of the measurement scales after descriptive statistics were used to describe the responses for each study variable. After utilizing simple linear regression analysis to look at the direct associations between the variables, PROCESS Macro was used to assess the mediating and moderating relationships. These statistical techniques were chosen because they are commonly advised in behavioral and marketing research and offer a thorough method for analyzing both direct and indirect correlations among the study variables (Hair et al., 2022; Hayes, 2022).

The results presented in this chapter explain the psychological processes by which this relationship functions and offer empirical proof of the efficacy of green marketing strategies in fostering customer loyalty. The study looks at the direct effects of Green Marketing Strategies as well as whether Green Trust, Customer Satisfaction, and Green Brand Image explain the relationship between Green Marketing Strategies and Customer Loyalty and whether Environmental Concern, Price Sensitivity, and Consumer Skepticism affect the strength of this relationship. Thus, the chapter not only reports the statistical findings but also interprets them within them in light of the theoretical underpinnings and current empirical research to provide a comprehensive understanding of the associations proposed in the conceptual framework.

The findings are presented in a logical order determined by the research hypothesis. The statistical analysis of the gathered data, including descriptive statistics, reliability evaluation, and the outcomes of the direct, mediating, and moderating analyses, opens the chapter. After that, the empirical results are analyzed and discussed in light of the Theory of Planned Behavior, Relationship Marketing Theory, Stakeholder Theory, and earlier empirical research in the domains of customer loyalty and green marketing. This method makes it easier to assess how much the empirical data adds to the body of knowledge and validates the suggested theoretical model.

Moreover, the explanation of the outcomes extends beyond determining statistical significance by examining their theoretical and practical implications. Comparisons are made with previous empirical studies to recognize areas of consistency and divergence, while potential justifications are provided for the observed relationships. To gain a better understanding of how Green Marketing Strategies affect Customer Loyalty, special attention is paid to the mediating roles of Green Trust, Customer Satisfaction, and Green Brand Image as well as the moderating roles of Environmental Concern, Price Sensitivity, and Consumer Skepticism.

This chapter is organized into four main sections. Following this introduction, the first section presents the data analysis and the statistical procedures employed to test the proposed research hypotheses. The second section discusses the study results by interpreting the empirical findings in light of the theoretical framework and previous literature. The final section presents recommendations for practitioners and future researchers, followed by the limitations of the study.

4.2 Data Analysis

4.2.1 Descriptive Statistics

The descriptive statistics revealed that the arithmetic means for the study variables ranged between 2.98 and 3.57, suggesting that the participants' attitudes toward these variables ranged from moderate to high.

With a mean of 3.57 and a standard deviation of 0.94, the Environmental Concern variable came in top, indicating that respondents were highly concerned about environmental issues and their attempts to lessen adverse environmental effects. This finding suggests that customers have a high degree of environmental awareness, which is consistent with research showing that consumers' assessment of sustainable products and decisions to buy them are influenced by environmental concerns (Hair et al., 2022; Chen, 2010).

The price variable ranked second, with a mean of 3.57 and a standard deviation of 0.95. This high level suggests that consumers consider price when assessing sustainable items and that pricing plays a significant role in respondents' purchase decisions. This outcome is in line with earlier research that suggested greater costs for sustainable goods can influence consumer behaviour and purchase choices.

The loyalty variable has a mean score of 3.26 and a standard deviation of 1.06, placing it in the middle range. This shows that customer loyalty to businesses that adopt sustainable practices is on the rise. But this loyalty still needs to be reinforced through building trust and improving the consumer experience. According to Richard L. Oliver's (1999) view, brand loyalty results from consumer satisfaction and trust. This outcome supports that notion. The satisfaction variable had a mean score of 3.22 and a standard deviation of 0.92, both of which fell within the typical range. This implies that the sample group has a low degree of satisfaction with the sustainability initiatives and goods of fashion companies. Additionally, this suggests that companies have an opportunity to improve the quality of sustainable products, which will increase customer satisfaction.

While the Green Marketing variable's mean score is 3.19, which is modest, and its standard deviation is 0.83. This may indicate that environmental marketing initiatives still need more customer communication clarity and efficacy given the respondents' mediocre grasp of green marketing methods among brands. This result is in line with Philip Kotler and Kevin

Lane Keller's (2022) finding that the success of green marketing depends on the reliability and clarity of marketing messages.

Additionally, the Credibility variable had a mean score of 3.12 and a standard deviation of 0.96, indicating a moderate level. The respondents' middling assessment of the truth of firms' environmental statements implies that some consumers are still skeptical about sustainability promises. The brand image/perception of environmental concern received a moderate rating with an average score of 3.09 and a standard deviation of 0.84. Promoting and publicly disclosing sustainability actions could improve brand image, as indicated by the respondents' moderate perception of brands' concern for environmental factors.

The average score for the brand image/perception of brand concern for the environment was 3.09, with a standard deviation of 0.84, suggesting a moderate level. This indicates that the sample group cares only little about environmental aspects of brands, which implies that promoting sustainability policies and increasing their visibility could enhance brand perception

Finally, with a moderate level average score of 2.98 and a standard deviation of 0.91, the trust variable came last. This implies that customers don't trust businesses enough to follow their environmental policies. According to Chen's 2010 study, which emphasized that building environmental trust is crucial to boosting customer loyalty, this could be explained by the widespread usage of "greenwashing" and the inflated environmental claims that accompany it.

4.2.2 Reliability Analysis

Cronbach's Alpha was used to examine the internal consistency of the measurement scales and determine the study's reliability (Cronbach, 1951). Cronbach's Alpha levels of 0.70 or higher imply adequate reliability, according to Nunnally and Bernstein (1994), whereas values over 0.80 indicate strong reliability and values over 0.90 indicate outstanding internal consistency, according to Hair et al. (2022).

The results showed that all study variables exhibited high levels of internal consistency, with Cronbach's Alpha coefficients ranging from 0.865 to 0.982. The reliability coefficients were as follows: 0.951 for green marketing; 0.952 for green trust; 0.956 for customer satisfaction; 0.915 for green brand image; 0.982 for customer loyalty; 0.966 for

environmental concern; 0.865 for price sensitivity; and 0.955 for consumer skepticism. These results verify that all variables were considered valid for further statistical analyses.

4.2.3 Pearson correlation analysis

1: Pearson Correlation Matrix for the Study Variables

		Correlations							
		GM	GTT	CS	GBI	CL	EC	PS	CR
Green marketing	Pearson Correlation	1	.827***	.838***	.790***	.773***	.690***	-.569***	-.518***
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100	100	100
Green trust	Pearson Correlation	.827***	1	.844***	.828***	.746***	.651***	-.591***	-.644***
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100	100	100
Customer satisfaction	Pearson Correlation	.838***	.844***	1	.854***	.874***	.755***	-.619***	-.576***
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100	100	100
Green brand image	Pearson Correlation	.790***	.828***	.854***	1	.786***	.705***	-.606***	-.571***
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100	100	100
Customer loyalty	Pearson Correlation	.773***	.746***	.874***	.786***	1	.848***	-.658***	-.561***
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001	<.001
	N	100	100	100	100	100	100	100	100
Environmental concern	Pearson Correlation	.690***	.651***	.755***	.705***	.848***	1	-.605***	-.440***
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001	<.001
	N	100	100	100	100	100	100	100	100
Price sensitivity	Pearson Correlation	-.569***	-.591***	-.619***	-.606***	-.658***	-.605***	1	.704***
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001		<.001
	N	100	100	100	100	100	100	100	100
Customer skepticism	Pearson Correlation	-.518***	-.644***	-.576***	-.571***	-.561***	-.440***	.704***	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	100	100	100	100	100	100	100	100
***. Correlation is significant at the 0.001 level (2-tailed).									

Pearson correlation analysis was conducted to examine the strength and direction of the relationships among the study variables before testing the proposed hypotheses. As presented in Table 4.1, Green Marketing Strategies were positively and significantly correlated with Green Trust ($r = .827, p < .001$), Customer Satisfaction ($r = .838, p < .001$), Green Brand Image ($r = .790, p < .001$), and Customer Loyalty ($r = .773, p < .001$). Furthermore, Green Trust, Customer Satisfaction, and Green Brand Image were all positively and significantly associated with Customer Loyalty ($r = .857, .882, \text{ and } .842$, respectively; $p < .001$). These findings provide preliminary evidence supporting the proposed relationships among the study variables and justify proceeding with the regression, mediation, and moderation analyses.

4.2.4 Testing the Direct Hypotheses (H1-H7)

Simple linear regression was used to assess the direct relationships suggested in the research model analysis. This statistical approach was applied to determine the effect of each independent variable on its corresponding dependent variable

1. Hypothesis 1 Green Marketing has a statistically significant effect on customer loyalty.

Table 4.2: Simple Linear Regression Results for the Effect of Green Marketing on Customer Loyalty

Independent Variable	Dependent Variable	R	R ²	Adjusted R ²	β	<i>t</i>	<i>F</i>	<i>p</i> -value
Green Marketing	Customer Loyalty	.773	.597	.593	.773	12.052	145.239	< .001

Green marketing was found to be a significant predictor of customer loyalty ($\beta = .773, t = 12.052, p < .001$). The regression model was statistically significant ($F = 145.239, p < .001$) and justified 59.7% of the variance in Customer Loyalty ($R^2 = .597$; Adjusted $R^2 = .593$), exhibiting a robust positive correlation ($R = .773$). Based on the outcomes of the simple linear regression analysis, there is a statistically significant impact of green marketing on customer loyalty, at a significance level of ($p < 0.001$).

2. Hypothesis 2 There is a statistically significant effect of Green Marketing on Green Trust

Table 4.3: Simple Linear Regression Results for the Effect of Green Marketing on Green Trust

Independent Variable	Dependent Variable	R	R ²	Adjusted R ²	β	<i>t</i>	<i>F</i>	<i>p</i> -value
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Green Marketing	Green Trust	.827	.683	.680	.827	14.547	211.614	< .001
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Green Trust was significantly predicted by Green Marketing, according to the regression results ($\beta = .827$, $t = 14.547$, $p < .001$). With a very strong positive correlation ($R = .827$), the regression model explained 68.3% of the variation in Green Trust ($R^2 = .683$; Adjusted $R^2 = .680$). It was statistically significant ($F = 211.614$, $p < .001$). According to these findings, green marketing has a statistically significant impact on green trust at a significance level of $p < 0.001$.

3. Hypothesis 3 Green Marketing has a statistically significant effect on customer satisfaction.

Table 4.4: Simple Linear Regression Results for the Effect of Green Marketing on Customer Satisfaction

Independent Variable	Dependent Variable	R	R ²	Adjusted R ²	β	t	F	p -value
Green Marketing	Customer Satisfaction	.838	.703	.700	.838	15.232	232.022	< .001

The results showed that customer satisfaction was strongly predicted by green marketing ($\beta = .838$, $t = 15.232$, $p < .001$). With a very strong positive correlation ($R = .838$), the regression model explained 70.3% of the variance in customer satisfaction ($R^2 = .703$; Adjusted $R^2 = .700$) and was statistically significant ($F = 232.022$, $p < .001$).

4. Hypothesis 4 There is a statistically significant effect of green marketing on the green brand image.

Table 4.5: Simple Linear Regression Results for the Effect of Green Marketing on Green Brand Image

Independent Variable	Dependent Variable	R	R ²	Adjusted R ²	β	t	F	p -value
Green Marketing	Green Brand Image	.790	.624	.620	.790	12.740	162.306	< .001

The regression model was statistically significant ($F = 162.306$, $p < .001$), suggesting that Green Marketing is a major predictor of Green Brand Image. A stronger Green Brand Image is linked to higher levels of Green Marketing, according to the standardized regression coefficient ($\beta = .790$, $t = 12.740$, $p < .001$). With a significant positive correlation ($R = .790$), the model accounted for 62.4% of the variation in Green Brand Image ($R^2 = .624$; Adjusted $R^2 = .620$). Consequently, the null hypothesis was disproved and H4 was validated.

5.hypothesis 5 There is a statistically significant effect of Green Trust on Customer Loyalty.

Table 4.6: Simple Linear Regression Results for the Effect of Green Trust on Customer Loyalty

Independent Variable	Dependent Variable	R	R ²	Adjusted R ²	β	<i>t</i>	<i>F</i>	<i>p</i> -value
Green Trust	Customer Loyalty	.857	.734	.731	.857	16.097	259.103	< .001

According to regression analysis findings, Green Trust is a significant predictor of customer loyalty and that the regression model was statistically significant ($F = 259.103$, $p < .001$). The standardized regression coefficient showed a very significant positive association ($\beta = .857$, $t = 16.097$, $p < .001$) between higher levels of Green Trust and higher levels of Customer Loyalty. The model explained 73.4% of the variation in customer loyalty ($R^2 = .734$; Adjusted $R^2 = .731$) with a very significant positive correlation ($R = .857$). The results thus demonstrated that, at a significance level of $p < 0.001$, green trust had a statistically significant effect on consumer loyalty.

6.Hypothesis 6 Customer satisfaction has a statistically significant impact on customer loyalty.

Table 4.7: Simple Linear Regression Results for the Effect of Customer Satisfaction on Customer Loyalty

Independent Variable	Dependent Variable	R	R ²	Adjusted R ²	β	<i>t</i>	<i>F</i>	<i>p</i> -value
Customer Satisfaction	Customer Loyalty	.882	.778	.776	.882	17.947	322.104	< .001

Customer satisfaction was found to be a significant predictor of customer loyalty ($\beta = .882$, $t = 17.947$, $p < .001$). With a very strong positive correlation ($R = .882$), the regression model explained 77.8% of the variance in Customer Loyalty ($R^2 = .778$; Adjusted $R^2 = .776$) and was statistically significant ($F = 322.104$, $p < .001$). Thus, there is a statistically significant positive correlation between customer satisfaction and customer loyalty.

7.Hypothesis 7 There is a statistically significant effect of Green Brand Image on Customer Loyalty.

Table 4.8: Simple Linear Regression Results for Testing the Effect of Green Brand Image on Customer Loyalty.

Variable	β	t	R	R^2	Adjusted R^2	F	p-value
Green Brand Image → Customer Loyalty	.842	15.371	.842	.709	.706	236.278	< .001

The statistical significance of the regression model ($F = 236.278$, $p < .001$) suggests that Green Brand Image is a significant predictor of Customer Loyalty. A considerable positive effect ($\beta = .842$, $t = 15.371$, $p < .001$) was found in the standardized regression coefficient, indicating that higher levels of Green Brand Image are linked to higher levels of Customer Loyalty. Additionally, the model demonstrated a very strong positive correlation ($R = .842$) and explained 70.9% of the variance in Customer Loyalty ($R^2 = .709$; Adjusted $R^2 = .706$). Consequently, the findings demonstrate that Green Brand Image positively affects Customer Loyalty in a statistically meaningful way.

4.2.5 the Mediation Analysis

To assess whether Green Trust, Customer Satisfaction, and Green Brand Image mediate the correlation between Green Marketing and Customer Loyalty, mediation analyses were applied using Hayes' PROCESS Macro (Model 4) with 5,000 bootstrap samples and 95% bias-corrected confidence intervals.

Table 4.9: Results of the Mediation Analysis Using Hayes' PROCESS Macro (Model 4)

Hypothesis	Mediator	Direct Effect (B)	SE	<i>t</i>	<i>p</i>	Indirect Effect (B)	BootSE	BootLLCI	BootULCI
H8	Green Trust	0.6300	0.1397	4.5111	< .001	0.3575	0.1279	0.1241	0.6265
H9	Customer Satisfaction	0.1725	0.1145	1.5071	.135	0.8150	0.1190	0.5917	1.0552
H10	Green Brand Image	0.5150	0.1197	4.3026	< .001	0.4725	0.0889	0.2903	0.6423

The association between green marketing and customer loyalty was found to be significantly mediated by green trust, customer satisfaction, and green brand image, according to the mediation studies. The 95% bootstrap confidence intervals for the indirect effects for each of the three mediators did not include zero, indicating statistically significant mediation effects (Hayes, 2022).

In reference to H8, the connection between Green Marketing and Customer Loyalty was significantly mediated by Green Trust (B = 0.3575, 95% CI [0.1241, 0.6265]). Green marketing continued to have a statistically significant direct effect (B = 0.6300, $p < .001$), suggesting partial mediation.

Customer satisfaction shown a substantial indirect effect for H9 (B = 0.8150, 95% CI [0.5917, 1.0552]). However, the direct effect of Green Marketing on Customer Loyalty became statistically non-significant (B = 0.1725, $p = .135$) after Customer Satisfaction was incorporated into the model, suggesting full (indirect-only) mediation.

However, H10 showed that the relationship between Green Marketing and Customer Loyalty was strongly mediated by Green Brand Image (B = 0.4725, 95% CI [0.2903, 0.6423]). The mediation was categorized as partial because the direct effect was still statistically significant (B = 0.5150, $p < .001$).

The results thus demonstrate that Green Marketing affects Customer Loyalty both directly and indirectly through Green Trust and Green Brand Image, whereas Customer Satisfaction completely mediates this relationship. This supports H8, H9, and H10. Implying that green

marketing strategies improve customer loyalty through key psychological mechanisms such as green brand image, green trust, and customer satisfaction.

Overall, the mediation analysis showed that the impact of green marketing on customer loyalty was considerably transmitted by all three of the suggested mediators. Among them, Customer Satisfaction showed full (indirect-only) mediation and the largest indirect effect ($B = 0.8150$), suggesting that Customer Satisfaction entirely explained the connection between Green Marketing and Customer Loyalty. Conversely, Green Brand Image and Green Trust showed partial mediation, indicating that Green Marketing affects Customer Loyalty through these two categories in both direct and indirect ways. Together, these results demonstrate that Green Brand Image, Green Trust, and Customer Satisfaction are significant psychological mechanisms through which Green Marketing Strategies increase Customer Loyalty and offer solid empirical support for the suggested mediation model.

4.2.6 The Moderation Analysis

To examine whether the relationship between green marketing and customer loyalty is moderated by environmental concern, price sensitivity, and consumer skepticism, Hayes' PROCESS Macro (Model 1) with 5,000 bootstrap samples and 95% confidence intervals was used to perform moderation analysis. The significance of the interaction between Green Marketing and each moderator was examined in order to assess moderation. When the interaction effect is statistically significant ($p < .05$), suggesting that the direction or intensity of the association between the independent and dependent variables differs across different levels of the moderator, moderation is supported, according to Hayes (2022).

Table 4.10: Results of the Moderation Analysis Using Hayes' PROCESS Macro (Model 1)

Hypothesis	Moderator	Interaction (B)	SE	<i>t</i>	<i>p</i>	ΔR^2
H11	Environmental Concern	-0.1232	0.0665	-1.8526	.067	.0074
H12	Price Sensitivity	0.0945	0.0742	1.2736	.206	.0055
H13	Consumer Skepticism	0.0789	0.0837	0.9427	.348	.0034

The moderation analyses were conducted to determine whether Environmental Concern, Price Sensitivity, and Consumer Skepticism influence the relationship between Green Marketing and Customer Loyalty

According to the findings. None of the interaction achieved statistical significance. In particular, the interaction between environmental concern and green marketing was not statistically significant ($B = -0.1232$, $SE = 0.0665$, $t = -1.8526$, $p = .067$), accounting for only 0.74% of the additional variance in customer loyalty ($\Delta R^2 = .0074$). While there was a substantial positive main effect of environmental concern on customer loyalty ($B = 0.6695$, $p < .001$), the intensity of the association between green marketing and customer loyalty remained unchanged. As a result, H11 was not supported.

Similarly, the interaction between Price Sensitivity and Green Marketing accounted for only 0.55% of the additional explained variation ($\Delta R^2 = .0055$) and was not statistically significant ($B = 0.0945$, $SE = 0.0742$, $t = 1.2736$, $p = .206$). Price sensitivity did not significantly modify the link between green marketing and customer loyalty, while having a strong negative direct effect on customer loyalty ($B = -0.3715$, $p < .001$). As a result, H12 was not supported.

Likewise, the relationship between consumer skepticism and green marketing did not reach statistical significance ($B = 0.0789$, $SE = 0.0837$, $t = 0.9427$, $p = .348$). Only 0.34% more variance in customer loyalty was explained by the interaction ($\Delta R^2 = .0034$), suggesting that consumer skepticism had no discernible impact on the link between green marketing and customer loyalty. As a result, H13 was not supported.

Overall, the moderation studies showed that the association between Green Marketing and Customer Loyalty was not significantly moderated by Environmental Concern, Price Sensitivity, or Consumer Skepticism. None of the interaction factors were statistically significant ($p > .05$), despite the fact that green marketing continuously had a strong positive direct impact on customer loyalty in all three models. Additionally, the interaction effects only slightly increased the explained variance (ΔR^2 ranging from .0034 to .0074), suggesting that regardless of customers' levels of environmental concern, price sensitivity, or consumer skepticism, the beneficial impact of green marketing on customer loyalty remained largely constant. H11, H12, and H13 were not supported as a result.

4.3 Result

4.3.1 Green Marketing Strategies as Direct Predictors of Customer Loyalty, Green Trust, Customer Satisfaction, and Green Brand Image (H1–H4).

The results of this study show that Green Marketing Strategies significantly improve Customer Loyalty, Green Trust, Customer Satisfaction, and Green Brand Image, offering strong empirical support for Hypotheses H1–H4. These findings suggest that eco-friendly marketing strategies not only increase consumers' loyalty to businesses but also have a favorable impact on the psychological processes that support enduring customer relationships. In particular, companies that use genuine green marketing strategies boost customer happiness, increase consumer confidence in their environmental claims, and improve the brand's perceived environmental image. By concurrently affecting consumers' behavioral intents, cognitive assessments, and emotional reactions, these findings collectively imply that Green Marketing Strategies constitute a comprehensive strategic competency that generates value beyond traditional marketing outcomes.

These results are in line with the Theory of Planned conduct (Ajzen, 1991), which postulates that people's attitudes and beliefs of a certain conduct influence their behavioral intentions. By communicating an organization's dedication to environmental sustainability, green marketing strategies help consumers form positive opinions of companies that

practice environmental responsibility. These favorable opinions boost consumers' perceptions of the company's environmental reputation (Green Brand Image), raise their belief in environmental claims (Green Trust), and improve their assessment of their overall consuming experience (Customer Satisfaction). Customers are therefore more inclined to build and sustain long-term connections with businesses that exhibit true environmental responsibility, which boosts consumer loyalty.

The findings also support Relationship Marketing Theory (Morgan & Hunt, 1994), which highlights that building enduring connections based on commitment, trust, and customer value is the key to gaining a lasting competitive advantage. By exhibiting organizational openness, ethical responsibility, and dedication to sustainability, green marketing strategies enhance the quality of relationships. These actions raise the emotional value of buying environmentally friendly items, lessen consumers' perceptions of uncertainty, and boost trust in the company's environmental goals. As a result, green marketing strategies improve customer satisfaction, green brand image, and green trust, all of which support customer loyalty.

Similarly, the results align with Stakeholder Theory (Freeman, 1984), which contends that firms attain long-term success by attending to stakeholder expectations rather than concentrating only on financial performance. Today's consumers are increasingly assessing businesses based on their social and environmental responsibility policies. As a result, companies that effectively incorporate green marketing strategies into their operations have a higher chance of meeting stakeholder expectations, enhancing their environmental reputation, and forging closer bonds with clients. In the end, this improves long-term loyalty, favorable brand perceptions, customer happiness, and trust.

Additionally, the current results are in line with earlier empirical studies. According to Chen (2010), green marketing has a favorable impact on customers' loyalty and trust in ecologically conscious businesses. In a similar vein, Rahbar and Wahid (2011) discovered that customers are more likely to stick with businesses that show a sincere dedication to the environment. Additionally, Yadav and Rahman (2017) found that customers' behavioral intentions and brand loyalty are greatly strengthened by green marketing. Green marketing has developed into a strategic organizational competence that improves customer interactions and contributes to long-term competitive advantage, according to Papadas et al. (2019). Additionally, Chen and Chang (2013) showed that companies' environmental

efforts greatly increase Green Trust, and Martínez (2015) found that eco-friendly marketing strategies enhance Customer Satisfaction and Brand Image, which in turn strengthens Customers loyalty.

These results imply that environmental responsibility has beyond its conventional function as a corporate social responsibility program and has developed into a strategic marketing tool that can affect the attitudes, perceptions, and purchasing decisions of customers.

Consumers now are rewarding companies whose environmental values are seen as genuine, open, and regularly represented in their communications, goods, and organizational procedures. Therefore, rather than just being a marketing tactic, green marketing should be seen as an integrated organizational concept that includes product creation, pricing, distribution, communication, and corporate environmental responsibility.

Overall, the results provide strong empirical evidence supporting the proposition that green marketing strategies directly affect customer loyalty while also enhancing green brand image, customer satisfaction, and green trust. These findings show that green marketing adds value by building the psychological underpinnings that support enduring client relationships in addition to directly influencing customer loyalty. This data backs up the suggested conceptual framework and offers a solid foundation for analyzing the mediating functions of Green Trust, Customer Satisfaction, and Green Brand Image—all of which are covered in the section that follows.

4.3.1.2 The Direct Effects of Green Marketing on Green Trust, Customer Satisfaction, and Green Brand Image.

The results of this study supported Hypotheses H2, H3, and H4 by showing that Green Marketing Strategies significantly improve Green Trust, Customer Satisfaction, and Green Brand Image. These results imply that green marketing affects consumers' cognitive and emotional assessments of a company in addition to directly influencing customer loyalty. In particular, eco-friendly marketing strategies improve consumers' impressions of a brand's environmental image, boost their pleasure with the company's goods and services, and increase their belief in the company's environmental commitments. When taken as a whole, these results show that green marketing is a multifaceted strategic competence that produces value beyond conventional marketing results.

The significant impacts found in this study are in line with the Theory of Planned actions (TPB) (Ajzen, 1991), which postulates that people's attitudes and subsequent behavioral

intentions are influenced by their perceptions of an organization's actions. Green marketing informs consumers about a company's commitment to sustainability in a good way. Customers' perceptions of the company's environmental reputation are improved (Green Brand Image), their confidence in the company's environmental claims is strengthened (Green Trust), and their overall assessment of their consumption experience is improved (Customer Satisfaction). As a result, green marketing helps create favorable cognitive assessments that eventually affect consumers' intentions for future action.

The results also support Stakeholder Theory (Freeman, 1984), which argues that firms can succeed over the long term by effectively meeting stakeholder expectations. Environmental responsibility has grown in importance among consumers, who now assess businesses on their social and environmental contributions in addition to their financial performance. As a result, businesses that successfully apply green marketing strategies have a higher chance of meeting consumers' environmental expectations, which boosts customer happiness, builds trust, and enhances the brand's overall environmental image.

Similarly, the findings support the Relationship Marketing Theory (Morgan & Hunt, 1994), which highlights that building trust, customer value, and relationship quality are key components of effective long-term partnerships. By exhibiting organizational integrity, openness, and dedication to environmental sustainability, green marketing enhances the quality of relationships. These qualities boost the emotional value of buying environmentally friendly items, lower customers' perceived uncertainty, and boost their trust in the company. Green marketing, thus, fortifies the relational underpinnings of long-term client connections.

Overall, the results offer compelling empirical evidence in supporting the proposition that green marketing is a key precondition for green brand image, customer satisfaction, and green trust. Green marketing establishes the prerequisites for long-term client relationships by concurrently bolstering all three psychological processes. These results support prior empirical evidence that Green Marketing creates value by favorably influencing consumers' perceptions and assessments of environmentally conscious organizations, while also extending the theoretical arguments of the Theory of Planned Behavior, Stakeholder Theory, and Relationship Marketing Theory.

4.3.2 The Mediation Effects

The results of the mediation analysis supported Hypotheses H8, H9, and H10 by showing that Green Trust, Customer Satisfaction, and Green Brand Image all strongly mediated the relationship between Green Marketing Strategies and Customer Loyalty. These results offer crucial proof that the impact of green marketing on customer loyalty is primarily mediated through consumers' psychological assessments of environmentally conscious businesses rather than being entirely direct. To put it another way, green marketing does not always result in devoted customers. Instead, it first builds consumers' impressions of the brand's environmental image, increases their happiness with the company's goods and services, and molds their belief in the company's environmental commitments. Customers are therefore encouraged to form enduring ties with the company and show more loyalty as a result of these psychological reactions.

By elucidating how Green Marketing generates a favorable impact on Customer Loyalty, the mediation results considerably expand the direct relationships covered in the preceding section. The mediation analyses show that this link functions through several complementary processes, even while the regression analysis verified that green marketing has a direct impact on customer loyalty. This result is consistent with current marketing literature, which increasingly contends that client loyalty is not solely a reaction to marketing efforts but rather the result of intricate psychological processes (Kotler & Keller, 2022). Therefore, rather than being only an environmental communication instrument, green marketing should be seen as a strategic competence that shapes positive customer views and drives customer behavior.

Among the three mediators, Customer Satisfaction had the strongest mediating effect, which is one of the most significant conclusions drawn from the mediation analysis. In contrast to Green Trust and Green Brand Image, which showed partial mediation, Customer Satisfaction produced full (indirect-only) mediation, suggesting that nearly all of the impact of Green Marketing on Customer Loyalty was transmitted through customers' satisfaction with the company. According to this research, customers' perceptions of environmental responsibility are improved by green marketing, but customer loyalty is mostly influenced by these perceptions when they lead to positive customer experiences. Put another way, consumers seem to reward environmentally conscious businesses with enduring loyalty only when sustainability initiatives are combined with superior overall customer experiences, dependable services, and high-quality products.

This conclusion is especially important since it shows how consumers' perceptions about the environment differ from their actual purchase behavior. Customers may value an organization's environmental efforts, but appreciation is not enough to foster long-term commitment. Rather, green marketing ought to increase customer pleasure by creating real value. This finding lends credence to Oliver's (1999) claim that one of the best indicators of customer loyalty is customer satisfaction since happy customers are more likely to form emotional bonds with businesses, make repeat purchases, and remain loyal over time. In a similar vein, Kotler and Keller (2022) contend that when businesses continuously meet consumers' expectations across a variety of aspects of the consumption experience, customer loyalty grows.

The necessity of credibility in green marketing is further illustrated by Green Trust's mediating role. Despite the fact that green marketing has a direct impact on customer loyalty, the results indicate that consumers should first assess the veracity of an organization's environmental promises before forming enduring loyalty. This outcome validates the findings of Chen (2010) and Chen and Chang (2013), who contended that one of the most significant ways that Green Marketing affects consumer behavior is through Green Trust. Customers are becoming more wary of environmental claims and are looking for proof that companies actually use sustainable business methods rather than indulging in greenwashing as environmental worries continue to rise globally. As a result, Green Trust lowers perceived environmental risk and motivates clients to form enduring connections with ecologically conscious businesses.

Likewise, the strong mediating role of Green Brand Image suggests that consumers' opinions of a company's environmental standing constitute yet another crucial channel by which Green Marketing enhances Customer Loyalty. Businesses that use genuine and consistent green marketing techniques progressively build positive environmental reputations, allowing consumers to identify the brand with sustainability, accountability, and integrity. Customers' emotional attachment to the company is subsequently strengthened by these favorable perceptions, which also promote repeat business. This result is in line with the findings of Leonidou et al. (2015) and Papadas et al. (2019), who concluded that Green Brand Image is a significant strategic asset that can improve organizational competitiveness and customer connections.

Collectively, the mediation results suggested that rather than using a single mechanism, Green Marketing affects Customer Loyalty through a number of complementary psychological pathways. Customers' concerns about the organization's integrity are addressed by Green Trust, their overall assessment of the consumer experience is reflected in Customer Satisfaction, and their views of the company's environmental reputation are reflected in Green Brand Image. When combined, these concepts offer a thorough description of how green marketing tactics affect consumer behavior. Because it shows that customer loyalty emerges through the combination of cognitive, emotive, and relational processes rather than through direct marketing actions alone, this integrated perspective constitutes an important theoretical addition.

4.3.4 The Moderating Effects

The current study suggested that the association between green marketing strategies and customer loyalty will be moderated by environmental concern, price sensitivity, and consumer skepticism. However, the moderation analysis showed that none of the interaction effects were statistically significant, which was unexpected. Consequently, there was no evidence to support Hypotheses H11, H12, and H13. The results indicate that the beneficial impact of green marketing remained comparatively constant regardless of customers' levels of environmental concern, price sensitivity, or consumer skepticism, despite the fact that each moderator was theoretically predicted to affect the strength of the relationship between green marketing and customer loyalty.

the present findings indicate that although Environmental Concern positively influences Customer Loyalty as an independent construct, it does not significantly alter the strength of the relationship between Green Marketing and Customer Loyalty. Environmental concern's non-significant moderating influence might potentially be a reflection of recent shifts in consumer behavior. Previous studies on green marketing frequently made the assumption that consumers who care about the environment react differently to sustainability initiatives than consumers who don't (Yadav & Rahman, 2017). More recent research, however, indicates that environmental responsibility is no longer a unique competitive advantage but rather a standard company practice (Papadas et al., 2019). As a result, consumers may come to view green marketing as a fundamental organizational duty rather than a unique quality that solely appeals to environmentally conscientious clients. This viewpoint could help to explain why the association between Green Marketing and Customer Loyalty in the current study was not considerably strengthened by Environmental Concern.

Similarly, the association between Green Marketing and Customer Loyalty was not substantially moderated by Price Sensitivity. This result implies that the degree to which green marketing enhances customer loyalty is not much impacted by consumers' sensitivity to price variations. Price sensitivity did neither increase or decrease the efficacy of green marketing, despite showing a significant negative direct influence on consumer loyalty, suggesting that very price-sensitive customers typically exhibit lesser loyalty. Customers' growing perception of environmentally friendly items as providing value that goes beyond financial concerns is one rationale. Customers may take into account long-term value, corporate ethics, product quality, and environmental responsibility in addition to pricing when making purchases.

The results pertaining to consumer skepticism offer yet another intriguing addition. Consumer skepticism undermines the efficacy of environmental marketing, according to earlier research on green marketing, since consumers may question the veracity of businesses' environmental promises (Delmas & Burbano, 2011). Remarkably, the current study discovered that there was no substantial moderating effect of consumer skepticism on the relationship between green marketing and customer loyalty. According to this research, even though some customers are still dubious about environmental communications, skepticism might not be enough to lessen the beneficial effects of real green marketing campaigns. A possible explanation is that customers increasingly evaluate organizations based on observable environmental actions rather than promotional messages alone

Overall, the moderation analyses provide important insights by showing that the beneficial impact of green marketing on customer loyalty is impressively consistent across various consumer attributes, despite the fact that Hypotheses H11, H12, and H13 were not supported. By indicating that businesses may successfully adopt sustainability-oriented marketing strategies without depending on extremely specialized consumer categories, these findings support the usefulness of green marketing. As a result, the current study adds to the body of research on green marketing by showing that genuine environmental marketing strategies seem to be able to foster customer loyalty among a wide spectrum of consumers, irrespective of variations in environmental concern, price sensitivity, or consumer skepticism.

4.4 Recommendations

Based on the study's findings, a number of suggestions can be made to improve the efficiency of green marketing strategies and enhance consumer loyalty in the fashion industry. Instead of considering environmental initiatives as separate promotional activities, organizations are encouraged to include Green Marketing Strategies into their overall company plan. Product creation, pricing, distribution, marketing communications, and corporate sustainability practices should all incorporate environmental responsibility in order to build enduring customer relationships and boost organizational competitiveness.

The results of this study showed that the most effective way that green marketing strategies affect customer loyalty is through customer satisfaction. As a result, businesses should place a strong priority on providing superior, eco-friendly goods and services that either match or surpass client expectations. Long-term consumer loyalty and recurring business are likely to be encouraged by improving customer satisfaction through constant product quality, dependable service, and sincere environmental commitment.

In addition, organizations should concentrate on enhancing Green Trust by ensuring that environmental claims are clear, accurate, and backed by reliable data. Giving consumers precise information about environmentally friendly production methods, sustainable materials, and accredited environmental certifications can boost their trust and lessen their mistrust of green marketing campaigns. In a similar vein, businesses should continually communicate their sustainability initiatives through traditional and digital marketing platforms in order to build their Green Brand Image. Short-term advertising tactics are probably less successful than long-term environmental activities in improving consumer perceptions.

Although price sensitivity, consumer skepticism, and environmental concern did not significantly alter the association between green marketing strategies and customer loyalty in the current study, organizations should continue monitoring these factors when developing marketing strategies. Consumer preferences and market conditions may vary across different customer segments, and these factors could become more influential under different economic, cultural, or competitive conditions.

The results also emphasize how crucial it is to implement real sustainability practices rather than depending only on environmental claims or marketing messaging. Since sincere sustainability programs are more likely to boost long-term consumer loyalty, improve brand image, and increase customer trust, organizations should make sure that their environmental commitments are mirrored in their actual business practices. Additionally, it is advised to use social media and digital platforms more to promote sustainability projects, raise consumer knowledge of environmental issues, and foster closer relationships with environmentally conscientious clients.

Finally, future research is encouraged to extend the proposed model by examining additional mediating variables, such as perceived value, environmental knowledge, brand commitment, or perceived corporate social responsibility, as well as other moderating variables that may influence the relationship between Green Marketing Strategies and Customer Loyalty. Similar studies may also be conducted in different industries or cultural contexts to determine the generalizability of the findings. Moreover, future researchers are encouraged to employ longitudinal or mixed-method research designs to provide deeper insights into the long-term effects of Green Marketing Strategies on Customer Loyalty and to further explore the psychological mechanisms underlying sustainable consumer behavior.

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Appendix

Questionnaire

أثر ممارسات الاستدامة في قطاع الأزياء في تعزيز ولاء المستهلكين

عزيزي المشارك،

يهدف هذا الاستبيان إلى قياس آراء المستهلكين حول الممارسات الصديقة للبيئة التي تتبعها العلامات التجارية في قطاع الأزياء

تشير إلى أن السؤال مطلوب *

*المعلومات الديموغرافية

ذكر

أنثى

* العمر:

١٨ - ٢٥

٢٦ - ٣٥

٣٦ - ٤٥

و أكثر ٤٦

هل تقوم بشراء منتجات الأزياء؟

*

نعم

لا

هل لديك معرفة بالأزياء أو الملابس الصديقة للبيئة؟

*

نعم

لا

المعرفة بالأزياء أو الملابس الصديقة للبيئة

تقدم العلامات التجارية للأزياء منتجات صديقة للبيئة

*

أوافق بشدة

أوافق

صحيح لحد ما

لا أوافق

لا أوافق بشدة

المواد المستخدمة صديقة للبيئة

*

أوافق بشدة

أوافق

صحيح لحد ما

لا أوافق

لا أوافق بشدة

.تصميم المنتج يعكس المسؤولية البيئية

*

أوافق بشدة

أوافق

صحيح لحد ما

لا أوافق

لا أوافق بشدة

.توضح العلامات التجارية للأزياء إلزامها بالمسؤولية البيئية بشكل واضح في حملاتها الترويجية

*

أوافق بشدة

أوافق

صحيح لحد ما

لا أوافق

لا أوافق بشدة

.تقدم العلامة التجارية للأزياء معلومات بيئية دقيقة وشفافة عن منتجاتها

*

أوافق بشدة

أوافق

صحيح لحد ما

لا أوافق

لا أوافق بشدة

.تستخدم العلامة التجارية للأزياء طرق توزيع صديقة للبيئة

*

أوافق بشدة

أوافق

صحيح لحد ما

لا أوافق

لا أوافق بشدة

تقلل العلامة التجارية للأزياء من النفقات في التغليف والتوصيل

*

أوافق بشدة

أوافق

صحيح لحد ما

لا أوافق

لا أوافق بشدة

توفر المنتجات الصديقة للبيئة يدعم ممارسات الاستدامة

*

أوافق بشدة

أوافق

صحيح لحد ما

لا أوافق

لا أوافق بشدة

الثقة بالممارسات الصديقة للبيئة

أثق بالممارسات الصديقة للبيئة

*

أوافق بشدة

أوافق

صحيح لحد ما

لا أوافق

لا أوافق بشدة

أعتقد أن العلامات التجارية تفي بوعودها البيئية

*

أوافق بشدة

أوافق

صحيح لحد ما

لا أوافق

لا أوافق بشدة

العلامة التجارية صادقة بشأن تأثيرها البيئي

*

أوافق بشدة

أوافق

صحيح لحد ما

لا أوافق

لا أوافق بشدة

أشعر بالثقة في الادعاءات البيئية للعلامة التجارية

*

أوافق بشدة

أوافق
صحيح لحد ما
لا أوافق
لا أوافق بشدة

رضا العملاء

أنا راضٍ عن المنتجات الخضراء (الصديقة للبيئة) التي تقدمها العلامة التجارية

*

أوافق بشدة
أوافق
صحيح لحد ما
لا أوافق
لا أوافق بشدة

المنتجات تلبي توقعاتي

*

أوافق بشدة
أوافق
صحيح لحد ما
لا أوافق
لا أوافق بشدة

أشعر بالرضا عند شراء منتجات صديقة للبيئة

*

أوافق بشدة
أوافق
صحيح لحد ما
لا أوافق
لا أوافق بشدة

كان اختيار المنتجات الصديقة للبيئة قرارًا صائبًا

*

أوافق بشدة
أوافق
صحيح لحد ما
لا أوافق
لا أوافق بشدة

نظرة المستهلك لاهتمام العلامة التجارية للأزياء بالبيئة

أرى أن العلامات التجارية للأزياء تهتم بالحفاظ على البيئة

*

أوافق بشدة
أوافق
صحيح لحد ما
لا أوافق
لا أوافق بشدة

أعتقد أن العلامات التجارية للأزياء تتحمل مسؤوليتها تجاه المجتمع والبيئة

*

أوافق بشدة

أوافق
صحيح لحد ما
لا أوافق
لا أوافق بشدة
أرى أن العلامات التجارية للأزياء تسعى لتطبيق ممارسات مستدامة

*

أوافق بشدة
أوافق
صحيح لحد ما
لا أوافق
لا أوافق بشدة
تُعرف بعض العلامات التجارية للأزياء باهتمامها بالبيئة وتقليل الأضرار البيئية

*

أوافق بشدة
أوافق
صحيح لحد ما
لا أوافق
لا أوافق بشدة

ولاء العملاء

أفضل الشراء من العلامات التجارية المسؤولة بيئيًا

*

أوافق بشدة
أوافق
صحيح لحد ما
لا أوافق
لا أوافق بشدة
أوصي بهذه العلامة التجارية للآخرين

*

أوافق بشدة
أوافق
صحيح لحد ما
لا أوافق
لا أوافق بشدة
أنوي إعادة الشراء من هذه العلامة التجارية

*

أوافق بشدة
أوافق
صحيح لحد ما
لا أوافق
لا أوافق بشدة
أشعر بارتباط عاطفي مع العلامات التجارية الصديقة للبيئة

*

أوافق بشدة
أوافق
صحيح لحد ما
لا أوافق

لا أوافق بشدة

سأستمر في الشراء من هذه العلامة التجارية حتى مع توفر بدائل

*

أوافق بشدة

أوافق

صحيح لحد ما

لا أوافق

لا أوافق بشدة

الاهتمام البيئي

أنا مهتم بالقضايا البيئية

*

أوافق بشدة

أوافق

صحيح لحد ما

لا أوافق

لا أوافق بشدة

أحاول تقليل تأثيري البيئي

*

أوافق بشدة

أوافق

صحيح لحد ما

لا أوافق

لا أوافق بشدة

حماية البيئة مهمة بالنسبة لي

*

أوافق بشدة

أوافق

صحيح لحد ما

لا أوافق

لا أوافق بشدة

عامل السعر

السعر عامل مهم في قرارات الشراء الخاصة بي

*

أوافق بشدة

أوافق

صحيح لحد ما

لا أوافق

لا أوافق بشدة

أغير العلامات التجارية إذا كانت الأسعار مرتفعة

*

أوافق بشدة

أوافق

صحيح لحد ما

لا أوافق

لا أوافق بشدة
أفضل البدائل الأرخص، حتى لو لم تكن صديقة للبيئة

*

أوافق بشدة
أوافق
صحيح لحد ما
لا أوافق
لا أوافق بشدة

ثقة المستهلكين وموقفهم من المصادقية

أشك في مصداقية المعلومات البيئية التي تقدمها شركات الأزياء عن منتجاتها

*

أوافق بشدة
أوافق
صحيح لحد ما
لا أوافق
لا أوافق بشدة

تبالغ العديد من الشركات في جهودها البيئية

*

أوافق بشدة
أوافق
صحيح لحد ما
لا أوافق
لا أوافق بشدة

أعتقد أن معظم المنتجات الصديقة للبيئة مجرد خدعة تسويقية

*

أوافق بشدة
أوافق
صحيح لحد ما
لا أوافق
لا أوافق بشدة

غالبًا ما تكون الادعاءات البيئية للعلامات التجارية للأزياء مضللة

*

أوافق بشدة
أوافق
صحيح لحد ما
لا أوافق
لا أوافق بشدة

Abstract

The rising importance of environmental sustainability has encouraged organizations to implement green marketing strategies to improve customer relationships and achieve sustainable competitive advantage. However, there is still a lack of understanding regarding the mechanisms by which Green Marketing Strategies affect Customer Loyalty, especially when taking into account the concurrent roles of mediating and moderating variables. Thus, by examining the moderating effects of Environmental Concern, Price Sensitivity, and Consumer Skepticism as well as the mediating roles of Green Trust, Customer Satisfaction, and Green Brand Image, this study sought to determine the impact of Green Marketing Strategies on Customer Loyalty.

A structured questionnaire was used in a quantitative research methodology to collect primary data from 100 consumers. The collected data were analyzed using IBM SPSS Statistics, including descriptive statistics, reliability analysis, simple linear regression, and mediation and moderation analyses using Hayes' PROCESS Macro.

The results showed that customer loyalty is significantly improved by green marketing strategies. Additionally, Green Marketing greatly improved Green Brand Image, Green Trust, and Customer Satisfaction—all of which had a major impact on Customer Loyalty. Additionally, the mediation analysis showed that the association between Green Marketing and Customer Loyalty was significantly mediated by Green Trust, Customer Satisfaction, and Green Brand Image, with Customer Satisfaction appearing as the largest mediating mechanism. However, the connection between Green Marketing and Customer Loyalty was not significantly moderated by Environmental Concern, Price Sensitivity, or Consumer Skepticism, indicating that the beneficial effects of Green Marketing persisted across several customer attributes.

This study contributes to the current literature by testing and analytically validating an integrated conceptual framework that pools direct, mediating, and moderating relationships within a single model. The outcomes extend the Theory of Planned Behavior, Relationship Marketing Theory, and Stakeholder Theory by indicating that Green Marketing strengthens Customer Loyalty predominantly through improving customers' trust, satisfaction, and perceptions of the brand's environmental image rather than through direct marketing activities solely.

The study also provides practical implications for managers by highlighting the importance of incorporating valid sustainability initiatives into organizational strategy to reinforce customer relationships and achieve long-term competitive advantage.

Unlike earlier studies that have assessed these relationships independently, this research provides a comprehensive justification of how Green Marketing Strategies Impact Customer Loyalty by concurrently integrating direct, mediating, and moderating mechanisms within a combined conceptual framework.

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Title in English

The Role of Green Marketing Practices in Enhancing Customer Loyalty: An Applied "
"Study on Fashion Sector Customers in Jeddah, Saudi Arabia"

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Year:2026