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عنوان البحث

"التسويق الأخضر وولاء العملاء: العوامل الدافعة ،التحديات والنتائج"

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Introduction

In recent decades, the world has witnessed a remarkable increase in interest in environmental issues as a result of the exacerbation of many problems related to environmental pollution, climate change, and the depletion of natural resources. This has prompted governments, international organizations, and economic institutions to seek sustainable solutions to reduce the negative environmental impacts of economic activities (Dangelico & Vocalelli, 2017). In addition, people are becoming more conscious of environmental issues, which has affected consumer behaviour and consumption patterns (Testa et al., 2019). Customers are now more interested in eco-friendly goods and services that support environmental preservation as a result of this greater understanding.

This has led many businesses to implement innovative marketing techniques meant to strike a balance between financial success and environmental conservation. The idea of "green marketing," which has gained popularity in modern marketing theory, is one of the most significant of these tactics (Leonidou et al., 2013; Dangelico & Vocalelli, 2017). And green marketing, which integrates environmental and sustainability principles into marketing strategies, has garnered significant attention from researchers and professionals alike. Green marketing encompasses environmentally conscious product design, sustainable promotional communication, eco-friendly distribution, and ethical pricing techniques that align corporate practices with customer expectations regarding environmental responsibility (Adimas Rois Adnan et al, 2023).

The term "green marketing" is a collection of marketing strategies and tactics intended to reduce adverse environmental effects and promote environmental sustainability in product design, price, promotion, and distribution. This concept has developed into a key component of business strategy aimed at gaining a competitive advantage in modern marketplaces. Organisations must now implement ecologically responsible production and marketing strategies due to growing regulatory demands, environmental laws, and consumer knowledge of environmental issues. 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).

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. 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. 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 (Dick & Basu, 1994). Building long-term client relationships is essential to attaining sustainable organisational success, according to marketing literature, since customer loyalty boosts profitability and creates long-term value for the company (Schiffman & Wisenblit, 2015).

A number of recent studies have focused on the relationship between client loyalty and green marketing strategies. Findings show that companies implementing green marketing practices can improve customer satisfaction and brand trust, which ultimately enhances customer loyalty. Moreover, research indicates that elements of the green marketing mix such as green products, green pricing, green distribution, and green promotion significantly influence consumer behavior and brand loyalty (Farooqi et al., 2025; Elata et al., 2023). Additionally, research shows that components of the green marketing mix such as green products, green pricing, green distribution, and green promotion have a big impact on customer behaviour and brand loyalty. According to a recent study, environmentally friendly products and promotional activities can greatly increase customer loyalty, and green marketing methods have a considerable beneficial impact on this loyalty (Mohammadi et al., 2023). Additionally, some researchers note that green marketing helps establish a relationship based on trust between companies and their customers, as consumers recognize that firms attempt to balance financial objectives with social and environmental responsibilities. Customers are more likely to remain loyal to businesses that adopt environmentally friendly practices. Consequently, the implementation of green marketing strategies can help companies build long-term relationships with their customers and achieve a sustainable competitive advantage (Khan, 2025; Alhomaïd, 2025).

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. 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. 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).

According to a study by (Adimas et al., 2023), green marketing can greatly raise brand loyalty and improve consumer views. Concepts like eco-friendly products, a favourable brand image, and customer happiness are mentioned as crucial elements in studies looking at the connection between green marketing and customer loyalty, according to a thorough examination of green marketing research. Additionally, studies show a positive correlation between green marketing tactics and customer loyalty, demonstrating that consumers who have a favourable opinion of a business's sustainability

efforts are more likely to make repeat purchases, refer the brand to others, and stick with the company over time. (Pallaavaram and others, 2023).

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. Despite these encouraging developments, practical implementation of green marketing remains challenging. 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. 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 advancements, it is now crucial to investigate the connection between green marketing and consumer loyalty in greater detail, particularly in light of the swift changes occurring in the global corporate landscape. Green marketing is now a major influence affecting customer choices and purchase behaviour due to growing concern for environmental issues. Developing more successful marketing strategies that assist businesses in simultaneously achieving their economic and environmental objectives can be facilitated by having a better understanding of the factors that motivate businesses to pursue green marketing as well as the difficulties they encounter in doing so.

Accordingly, this study seeks to analyze 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.

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 can positively affect consumer satisfaction, brand image, and repurchase intention all important indicators of customer loyalty.

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.

Importance of the study

1. Academic Importance

1.1 Bridging Knowledge Gaps: Although green marketing has attracted considerable attention, there is still a dearth of empirical research investigating the specific mechanisms linking green marketing approaches to sustainable consumer loyalty. By examining the drivers and mediators of this relationship, this study fills a knowledge gap and offers a more nuanced understanding of how consumers engage with sustainability programs.

1.1.2 Theoretical Contribution: By combining relational marketing theory, stakeholder theory, and planned behavior theory, this study provides a comprehensive theoretical framework that explains how sustainable marketing strategies lead to loyalty outcomes. In the marketing literature, this synthesis strengthens research on sustainability and green marketing.

2. Administrative and commercial importance

2.1 Strategic Insights for Marketers: By understanding the drivers and challenges of green marketing, companies can develop strategies that enhance brand value, increase customer loyalty, and provide a competitive advantage.

2.2 Resource Allocation: Instead of focusing on short-term promotional strategies, the study's findings help managers allocate resources effectively to sustainability efforts that increase customer retention and long-term profitability.

2.3 Customer Engagement: The study highlights how companies can leverage green marketing to increase customer satisfaction, trust, and emotional connection, which will strengthen relationships and encourage promotion.

3. Environmental and social importance

3.1 Promoting Sustainable Consumption: The study encourages companies to implement environmentally friendly practices, which can help protect the environment, conserve resources, and mitigate the effects of climate change, by demonstrating how green marketing influences customer behavior.

3.2 Awareness and Education: The findings can help educators, NGOs, and policymakers understand how business sustainability programs influence the behavior of environmentally conscious customers.

3.3 Long-Term Social Benefits: Increased customer loyalty to environmentally friendly organizations encourages companies to maintain sustainable practices, creating a positive feedback loop for social and environmental well-being..

Study Aims:

Green marketing aims to achieve several objectives encompassing social, environmental, and economic aspects. It focuses on employing more sustainable production and marketing methods to minimize the harmful environmental impact of goods and services. It also seeks to meet consumer demands with an environmentally responsible approach that prioritizes environmental protection and conservation, while encouraging the rational use of natural resources to ensure their sustainability for future generations. Furthermore, green marketing fosters innovation in developing environmentally friendly products, thereby enhancing production efficiency and reducing environmental damage. This strategy also strengthens consumer trust in the brand and increases loyalty by helping companies improve their reputation and build a positive image among consumers.

The main objective of this study is to investigate how green marketing strategies affect long-term customer loyalty, and to identify the key factors and obstacles that affect this relationship.

Detailed Objectives

This study aims to:

1. Examine how green marketing strategies directly impact consumer loyalty.
2. Examine the mediating role of:
 - Perceived value of green products
 - Trust in green products
 - Green brand image
 - Customer satisfaction

in the relationship between customer loyalty and green marketing.

Study questions

1. What is the long-term impact of green marketing strategies on consumer loyalty?
2. What are the key factors influencing the relationship between green marketing and customer loyalty, such as the perceived value of eco-friendly products, trust in them, eco-brand image, and customer satisfaction?
3. What barriers (such as price sensitivity, consumer skepticism, and level of environmental awareness) limit the effectiveness of green marketing strategies?
4. To what extent do green marketing strategies affect behavioral loyalty (repurchase intention and word-of-mouth recommendations) and affective loyalty (commitment and emotional attachment)?
5. Do the effects of green marketing on loyalty vary across different demographic groups (such as age, income, and education level)?

Study hypotheses:

- Trust in environmentally friendly products and customer satisfaction both play a mediating role in the positive impact of green marketing on customer loyalty.
- Value-based loyalty (emotional attachment and commitment) is positively influenced by green marketing.
- Behavioural loyalty (repurchase intention and positive recommendations) is also positively influenced by green marketing.

Previous studies

Green marketing has gained increasing attention in marketing literature in recent years due to growing environmental awareness among consumers and regulatory pressures pushing companies to adopt environmentally friendly practices. And thus, increasing demand for sustainable products. Many studies have focused on analyzing 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 happiness, green image, and trust are among the most often researched factors impacting consumer loyalty, according to a systematic assessment that examined research patterns between 2013 and 2023 (Adimas, 2023). The study also showed that the most popular technique for examining these connections is structural equation modelling (SEM), demonstrating the intricate linkages between environmental marketing strategies and customer behaviour. The assessment also noted that over the past ten years, research in this area has grown significantly, reflecting the growing importance of sustainability in contemporary marketing strategies.

Numerous previous studies have demonstrated a positive correlation between implementing green marketing strategies and enhancing customer loyalty. For example, one applied study aimed to analyse the impact of green marketing practices specifically, green product, green pricing, green distribution, and green promotion on customer loyalty. The results showed a significant positive effect of these dimensions on customer loyalty, particularly with regard to green product, promotion, and distribution, while green pricing did not show a significant effect in some cases. The study also confirmed that promoting environmentally friendly products and intensifying environmental promotional campaigns contribute to increased repurchase intention and brand recommendation (Nahar, Ali, 2022).

Another study examined the factors that influence green loyalty among consumers of eco-friendly products. The study found that consumer trust and green brand image play a significant role in shaping customers' commitment to sustainable products. The results indicated that consumers are more likely to develop emotional and behavioural attachment to brands they perceive as environmentally responsible. This supports the idea that environmental responsibility can be used as a strategic tool to strengthen long-term customer relationships (Salsabilla & Isharina, 2024). Other research conducted in various regions of the Middle East has provided contextual insights. For example, a study of graduate students in Saudi Arabia showed that components of the green marketing mix, such as eco-friendly products, green pricing, and green promotion, have a significant impact on customer loyalty. This aligns with research conducted globally, which indicates that green marketing strategies perform well in a variety of cultural contexts. (Amani, 2023)

As part of expanding the scope of the study, some research has focused on the impact of green marketing on improving brand image and perceived quality among customers. The results of one study indicated that companies adopting green marketing strategies contribute to improving consumers' perception of brand quality, which in turn leads to increased trust and loyalty among customers (Saleh Ghobbe, Mahdi Nohekhan, 2023). Furthermore, green trust and a green image have emerged as key predictors of loyalty to sustainable brands in research examining the factors influencing green loyalty in markets such as Indonesia. The findings highlight the psychological factors that influence the relationship between green marketing initiatives and loyalty outcomes (Nurrani, 2023).

The connection between green marketing and consumer loyalty was also examined in a different study that concentrated on the coffee shop sector. According to the study, consumer happiness and green marketing initiatives have a direct and indirect positive impact on customer loyalty. The results show that eco-friendly advertising initiatives can improve consumers' opinions of a company and motivate them to stick with it (Harahap & Harahap, 2023). Moreover, a quantitative study showed that in the context of service industries such as coffee shops, green marketing not only directly improves customer loyalty but also impacts brand image, which in turn affects loyalty. This study demonstrated the importance of brand reputation in sustainability-oriented tactics, using structural equation modeling to confirm that green marketing has a positive impact on consumer loyalty by enhancing brand image and perceptions of authenticity. (Ardilla, 2024).

A Systematic review by Adimas, (2023) have also supported the importance of green marketing in gaining consumer loyalty. According to a comprehensive analysis of research conducted between 2013 and 2023, customer satisfaction, green products, and green image are commonly investigated factors that are consistently linked to loyalty outcomes. The review also indicated that structural equation modeling remains a widely used analytical technique, demonstrating the consistency of the findings across numerous studies.

Some studies have confirmed that adopting green marketing strategies not only achieves environmental goals but also contributes to companies gaining a competitive advantage by enhancing customer loyalty, improving brand reputation, and increasing the perceived value of products to consumers. The findings also indicated that the various elements of the green marketing mix, such as green product, promotion, distribution, and pricing, positively influence brand loyalty (Erfan et al., 2023). However, the direct impact of green marketing strategies on consumer loyalty has been the subject of numerous scientific research. For example, Studies on consumers of retail products have shown that green marketing strategies positively influence customer loyalty and repurchase intention. The research also highlights the mediating role of customer satisfaction, indicating that environmentally friendly marketing practices increase customer satisfaction, which subsequently enhances loyalty levels. These findings suggest that customer satisfaction plays a critical role in transforming green marketing initiatives into long-term customer loyalty (Safitri, Ngatno, & Farida, 2023).

Other research has focused on more general industry contexts. A recent study examined the role of green marketing strategies in shaping consumer preferences toward environmentally friendly products, focusing on the impact of green marketing mix elements on actual consumer behavior. The results showed a statistically significant relationship between green marketing strategies and consumer preferences. Green distribution strategies were found to be among the most influential factors influencing consumer attitudes toward environmental products, followed by green pricing strategies (Mohammad Muslim & Amal Asfour, 2025). A recent empirical study found that the credibility and implementation of green marketing strategies, such as eco-friendly packaging, are positively correlated with consumer loyalty, particularly among environmentally conscious segments (Sowmya, K., & Hans, V. B., 2025)

However, other research has focused on fast-moving consumer goods (FMCG) and retail, where it has been found that green marketing components, such as product design, green promotion, pricing, and distribution, have a significant impact on company image and customer brand loyalty. The study emphasizes how sustainable marketing strategies support both positive brand perception and customer retention, with responses varying according to demographic criteria including age and education (archana, 2026).

Additionally, several studies have highlighted how crucial sustainable marketing tactics are for shaping customer behaviour. According to a qualitative study on sustainable consumerism, green marketing tactics like eco-friendly packaging, open environmental communication, and corporate social responsibility programs are essential for fostering brand loyalty among customers who care about the environment. According to the report, customers are increasingly choosing businesses that show a sincere dedication to the environment over those that are only interested in making money (Yuniasih et al., 2024).

However, despite its many advantages, the implementation of green marketing strategies also faces several challenges. One of the most common challenges identified in the literature is consumer skepticism toward environmental claims made by companies. Some consumers doubt the authenticity of green marketing messages due to the prevalence of “greenwashing,” where companies exaggerate or falsely claim environmental benefits. Such practices can reduce consumer trust and weaken the effectiveness of green marketing strategies. In addition, higher production costs associated with environmentally friendly materials and technologies may also discourage some companies from adopting green marketing practices. Studies have shown that these practices can lead to decreased consumer confidence and negative purchasing intentions toward products that claim to be environmentally friendly (Al-Wardani, Walaa 2025).

In addition to examining the outcomes of green marketing, several studies have investigated the factors that drive its adoption. Environmental awareness, regulatory pressure, and competitive market dynamics are among the most important drivers encouraging companies to adopt green marketing strategies. Growing consumer concern about environmental issues has pushed companies to integrate sustainability into their marketing activities in order to maintain competitiveness and meet evolving consumer expectations. At the same time, government regulations and environmental standards have also encouraged businesses to implement environmentally responsible practices (Chen 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.

Theoretical premises of the study:

This study is based on a comprehensive theoretical framework that integrates several key theories, such as green marketing theory and consumer behavior, to explain how green marketing strategies influence customer loyalty. The conceptual framework (Figure 1) illustrates the relationships between green marketing strategies, mediating variables (trust in green products, satisfaction with green products, and green brand image), moderating factors (environmental concern, price sensitivity, and consumer skepticism), and customer loyalty outcomes.

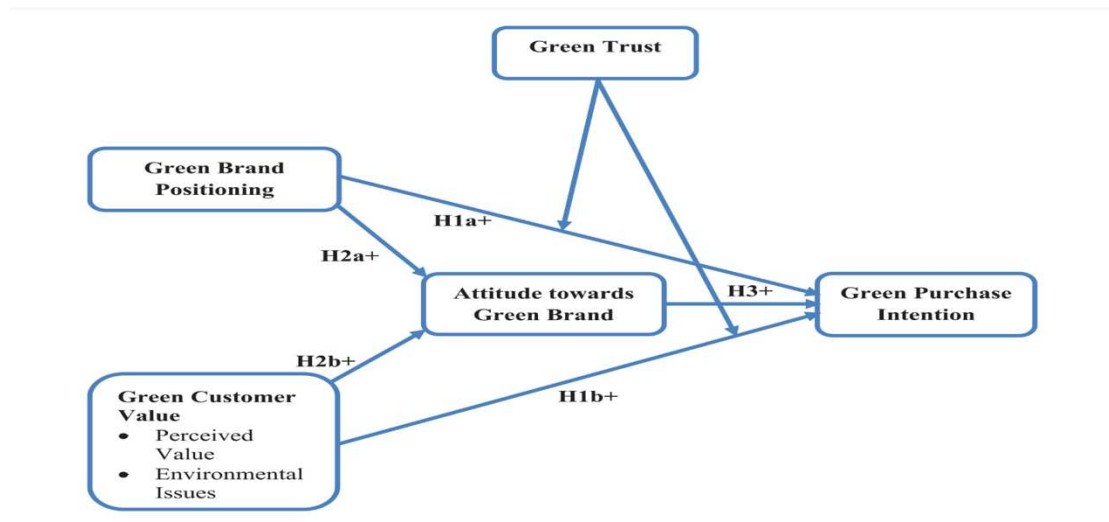


Figure 1. adapted from (Wang et al., 2022)

1. Green Marketing Strategies as a Key Driver

The study is based on the idea of "green marketing," which describes marketing initiatives meant to reduce environmental damage and promote sustainability through product design, promotion, price, and distribution. In order to satisfy the increasing demand for ecologically friendly goods and services, green marketing incorporates environmental concerns into corporate plans. The idea is strongly tied to sustainable development, which focuses on addressing present demands without sacrificing the capacity of future generations to address their own. In this situation, businesses implement eco-friendly procedures to strike a balance between environmental preservation and commercial expansion.

Green marketing strategies include environmentally friendly product design, sustainable pricing, environmentally conscious promotion, and responsible distribution. These strategies reflect a company's commitment to environmental sustainability, which is essential to meeting the growing expectations of environmentally conscious consumers. This principle is supported by stakeholder theory (Freeman, 1984), which states that companies must meet the interests of various stakeholders, including environmentally conscious consumers, to maintain their legitimacy and competitive advantage. Furthermore, the theory of planned behavior (Eisen, 1991) provides a psychological basis by explaining how consumer attitudes, subjective standards, and perceived control influence behavioral intentions. Green marketing

strategies shape consumer attitudes and perceived behavioral control by highlighting the availability and benefits of sustainable products, thereby influencing loyalty intentions.

2. Theory of Client Loyalty

One important outcome that this study looks at is customer loyalty. Customer Loyalty Theory, which describes how customer pleasure, trust, and perceived value affect a consumer's commitment to consistently buy a specific brand, provides theoretical backing for the idea. Richard L. Oliver's model states that loyalty progresses through a number of stages, including affective, conative, and cognitive loyalty, before culminating in behavioural loyalty. By connecting with their environmental beliefs, green marketing strategies can strengthen consumers' emotional bond with a business.

3. Planned Behaviour Theory

Icek Ajzen's Theory of Planned Behaviour is another important theoretical cornerstone. This theory explains how people's intentions and behaviours are influenced by their attitudes, subjective norms, and perceived behavioural control. In the context of green marketing, consumers are more inclined to buy green products and stick with companies that encourage environmental responsibility if they have favourable attitudes about eco-friendly goods and feel societal pressure to support sustainability.

4. The Stakeholder Theory

R. Edward Freeman's Stakeholder Theory is another source of inspiration for this work. According to this notion, businesses should consider the interests of all parties involved, including consumers, communities, governments, and environmental organisations. By assisting businesses in meeting stakeholder expectations on environmental responsibility, green marketing strategies enhance a company's brand and fortify customer relationships.

5. The theory of perceived value and trust

The study also makes use of Relationship marketing, which focuses on creating enduring connections between businesses and clients, explains trust as another crucial component. Customers are more loyal to a business when they believe it to be environmentally conscious.

6. The mediating roles of green trust, green satisfaction, and green brand image

This study posits that the impact of green marketing strategies on customer loyalty is not direct, but rather mediated by trust in and satisfaction with environmentally friendly products, and by the green brand image. These mediating factors are based on relational marketing theory (Morgan & Hunt, 1994), which emphasizes that trust and satisfaction are essential for building long-term customer relationships.

- the idea of perceived value, which is defined as how buyers weigh the advantages of a product against its expenses. By addressing customers' environmental concerns, green products may offer extra value.
- Green trust reflects consumers' confidence in the credibility and authenticity of the brand's environmental claims, reducing perceived risks and fostering emotional attachment.

- Green satisfaction refers to the fulfillment of consumer expectations regarding environmentally friendly products and services, promoting positive purchasing behavior.
- The green brand image embodies consumers' perception of the brand as environmentally responsible, fostering emotional attachment and loyalty
- These mediating factors illustrate how consumers internalize green marketing efforts, which in turn enhances customer loyalty.

7. Moderating Effects of Environmental Concern, Price Sensitivity, and Consumer Skepticism

- The impact of green marketing on mediating factors, and consequently on customer loyalty, is influenced by individual differences.
- Environmental concern enhances the positive impact of green marketing, as highly environmentally conscious consumers are more receptive to and loyal to sustainable brands (Dunlap et al., 2000).
- Price sensitivity may weaken loyalty if consumers perceive environmentally friendly products as expensive, potentially limiting repeat purchases.
- Consumer skepticism regarding environmental claims can weaken trust and satisfaction, thereby reducing loyalty (Lafferty & Goldsmith, 2005).

This aligns with consumer behavior theory, which posits that personal values and perceptions significantly influence consumers' responses to marketing influences.

8. Customer loyalty as the end result

Customer loyalty, understood as a combination of attitude (emotional commitment) and behavior (repurchase intention and word-of-mouth recommendations), represents the desired outcome of green marketing strategies. Loyal customers contribute to achieving a sustainable competitive advantage and high profitability.

Theories Integration:

This study integrates stakeholder theory, planned behaviour theory, relational marketing theory, and consumer behaviour theory to provide a robust framework that explains the complex pathways through which green marketing influences customer loyalty. This integration allows for a nuanced understanding of both direct and indirect influences, as well as the limiting conditions that shape consumer loyalty in sustainable marketing contexts.

This theoretical foundation justifies the research hypotheses, which examine direct influences, mediation through trust, satisfaction, and brand image, and modification through environmental concern, price sensitivity, and scepticism. This framework and these hypotheses together guide empirical research into the long-term impact of green marketing on customer loyalty.

Methodology and research methods

Study Design

This study employs a quantitative research design to examine the relationships between green marketing strategies and moderate variables (environmental concern, price sensitivity, consumer skepticism), mediating variables (green trust, customer satisfaction, green brand image), and customer loyalty.

The type and strength of correlations between variables will be assessed using a descriptive-correlational design.

The quantitative approach allows for statistical hypothesis testing and objective measurement of concepts using validated measures.

Study Methodology

Deductive Approach: The study is based on established theories (such as planned behavior theory, relational marketing theory, and stakeholder theory) and current literature, which guide the formulation of hypotheses.

The study aims to provide information on the motivations and challenges of green marketing in gaining consumer loyalty, as well as to empirically evaluate the theoretical correlations.

Sample:

Probability sampling will be used. It is a sampling method that allows statistical generalization using random selection to ensure that each individual has an equal chance of being selected.

Sample Size Calculation:

The sample size for this study is one hundred respondents. According to Hair et al. (2010), the minimum appropriate sample size for multivariate analysis is 100 observations when the research model is not overly complex. Kline (2015) considers a sample size of 100 to be small but appropriate. Furthermore, Tabachnick and Fidell (2013) suggest a minimum sample size determined by the formula $N \geq 50 + 8m$, which typically yields approximately 90–100 respondents. Consequently, a sample size of 100 is considered sufficient for this research.

Selection criteria:

1. Adults aged 18 and over
2. Who have at least some knowledge of environmentally friendly products
3. Who are willing to participate in the survey

Constructs and measurement items:

- **Green Marketing Strategies:** Product, Promotion, Price, and Distribution (adapted from Chen, 2010; Gadenne et al., 2011)
- **Green Trust** (adapted from Chen, 2010)
- **Customer Satisfaction** (Oliver, 1997)
- **Green Brand Image** (Chang, 2011)
- **Customer Loyalty:** Attitudinal and Behavioral Loyalty (Dick & Basu, 1994)

- **Moderators:** Environmental Concern (Dunlap et al., 2000), Price Sensitivity, Consumer Skepticism (Lafferty & Goldsmith, 2005)

Ethical Considerations

1. **Consent to Participate:** Participants will be informed of the study's objectives, that participation is voluntary, and that they have the option to withdraw at any time.
2. **Confidentiality:** Information will be used solely for the purposes of the study and will remain anonymous.
3. **Data Security:** Physical questionnaires will be stored securely, and electronic data will be password protected.

Study tools:

The tools used in this study were carefully selected to ensure their validity, reliability, and suitability for conducting a quantitative examination of the links between green marketing techniques and customer loyalty.

1. The questionnaire is the primary tool for data collection.

The structured questionnaire, which allows for the systematic collection of quantitative data from the target population, is the primary tool for this investigation. The questionnaire sections correspond to the study's main variables.

Data Collection Method: Online questionnaires are distributed via email and social media platforms.

1.1 Demographic Data

- Age, Gender, Income, Occupation, and Education Level

Objective: To provide background information and examine how demographic characteristics influence consumer perceptions and loyalty to green marketing.

1.2 Green Marketing Strategies

The elements measure consumers' perceptions of environmentally friendly practices in:

- Product design includes eco-friendly packaging and sustainable materials.
- Promotion and environmental advertising.
- Pricing: Fair pricing of green products.
- Distribution and sustainable logistics.

Adapted from Chen (2010), Gadenne et al. (2011).

1.3 Additional factors

Green Trust: The extent to which customers believe a brand's environmental statements.

- Customer Satisfaction: The extent to which customers are satisfied with environmentally friendly goods and services.
- Green Brand Image: The perception that a company is environmentally conscious.
(Adapted from Chen (2010), Chang (2011), and Oliver (1997)
- Environmental Concern: The extent to which environmental issues are recognized and taken seriously (Dunlap et al., 2000).
- Price Sensitivity: Sensitivity to the high prices of environmentally friendly goods.
- Consumer Skepticism: Uncertainty regarding environmental statements. (Lafferty & Goldsmith, 2005)

1.4 Customer Loyalty

- Behavioral Loyalty: Strong brand association and dedication.
- Behavioral Loyalty: Positive word-of-mouth about the brand and intention to repurchase.
- Measurement tools adapted from Dick & Basu (1994)

The scale:

A 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree) is used for all perception-based items, ensuring consistency and comparability.

Data analysis methods

- Descriptive Statistics:
 - Mean, standard deviation, frequency, and percentage for demographic and conceptual variables
- Inferential Statistics:
 - Correlation analysis to explore relationships between variables
 - Multiple regression analysis to test direct effects
 - Mediation analysis using Baron-Kenny or MacroProcess to test mediators (green trust, customer satisfaction, and brand image)
 - Moderation analysis to test the effects of environmental concern, price sensitivity, and consumer skepticism
 - Software: SPSS (for descriptive and regression analysis) and/or SmartPLS or AMOS (for systems analysis)

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.

1. Methodological Limitations:

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.

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 behavior, which could skew the results.

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.

2. Sample limits:

2.1 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. Measurement Limitations:

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

3.2 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.

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