



SUSTAINABLE MARKETING: DOES IT DRIVE CONSUMER LOYALTY?

Omar Ashurbaev

Senior Lecturer, Department of Business Management, Millat Umidi University

Email Address: omar.ashur@icloud.com

Nodir Ramazonov,

Department of Business Management, Millat Umidi University

Abstract

This research theorizes the effect of sustainable marketing on consumer loyalty, concentrating on what led to commitment on green and ethical initiatives. A research which involved 29 participants was used to compare the role of sustainability on the perceptions, buying behaviour and brand loyalty of consumers. The findings show that sustainable marketing increases brand loyalty with trust and authenticity as psychological factors. While customers today are willing to pay more for brands that are committed to being sustainable, it seems that customer loyalty requires consistency and openness about sustainability activities. The study contributes to the literature on the part played by sustainability on the creation of consumer loyalty and provides useful implications for managers who seek to reinforce customer loyalty by incorporating sustainable marketing practices into their strategic plans.

Keywords: Green marketing, customer retention, company image, credibility, environmentalism, psychosocial issues, consumer behavior, enduring loyalty.

Introduction

As the public becomes more aware of the environment and the morality of their purchases, sustainable marketing has become a critical approach for venturing firms. As more brands work to address the world's social and ethical issues while also seeking to develop new ways of engaging with consumers are becoming increasingly incorporated into marketing strategies.

Marketing for sustainability is not just limited to raising awareness of sustainable products it also contains, real commitment to brand responsibility and sustainability and accuracy in reflecting consumer morality. The nature of the relationship



between these practices and loyalty is established thus becoming crucial to businesses as they operate in this environment.

Research hypothesis

Marketing accountability and responsibility helps create a positive consumer attitude, creates a sense of loyalty, enhances perceived credibility and thus makes the brand more genuine.

Literature review

Sustainable marketing has emerged as significant area of interest for companies seeking to thrive in the current context required to meet consumer expectations. Prior studies stress out ethical actions, protection of the environment and informative approaches in forming perceptions by customers. Research has analyzed how sustainable marketing builds reliability and bond which is a result to brand affinity.

The effectiveness of sustainable marketing practices in influencing consumer behavior and brand loyalty

Sustainable marketing communications, according to Sarmah and Singh (2021), play an important part in the management of consumer behavior and brand identity. Applying both, qualitative and quantitative research, their study employs the focus group and interviews besides surveys to gather data. The findings show that for example sourcing and packaging policies that are environmental friendly, impact consumers' decision making process but also improves trust and loyalty. Furthermore, the study establishes a number of demographic and psychographic variables which act as the moderators of these practices, thus providing useful insights to the marketing fraternity with a view of fine tuning its practices.

Sustainable marketing strategy: Developing brand personality and customer relationship in the environmentally conscious world

On their part in the 2024 study, Zulfikar investigates how green marketing strategies improve brand image and customer loyalty in nurturing an eco-friendly world. Employing a qualitative descriptive study, the research finds that the introduction of social and environmental aspects into the marketing mix helps in reaching new consumers who are sustainability-minded and could create superior more trusting relationships. The findings provide information about the activities that need to be



taken by the companies, including going green, being open to communication and reducing one's carbon footprint. Moreover, receiving sustainability certifications will help to receive official recognition of the fact that a particular company is serious about maintaining sustainable practices, which contributes to constructing a favorable image and customers 'trust.

Chapter 20: six dilemmas for customer loyalty and sustainability

In a study conducted in 2023, Fatima Wang looks at the effect that the integrated marketing communication of environmental-oriented communications has on consumer commitment. The study also reveals that a variety of sustainable marketing activities such as green product communication and distribution enhance the brand loyalty. This study focuses on highlighting the fact that through the overall green marketing, it is easier for companies to build a stronger trust with the consumers and also a better emotional bond. Collectively, it leads to improved brand identification and can thus, give the company a competitive advantage in the market place.

The purpose of this study is to examine the impact of sustainable marketing strategy, brand image and customer satisfaction on customer loyalty in the manufacturing industry of Karawang.

A researcher conducting the study Sudirjo et al in the year 2024 aimed at establishing the outcomes of sustainable marketing strategies, brand image and customer satisfaction on the customers' loyalty with focus on manufacturing industries of Karawang. The research analyses data from 250 manufacturing firms using Structural Equation Modeling known as SEM-PLS. The research also substantiates the proposition that the components of sustainable marketing enhance brand image, customer satisfaction and consequently customer loyalty. Moreover, the results for the study reveal that brand image and customer satisfaction affect customer loyalty directly. Thus, the presented findings indicate that the implementation of sustainable practices and the brand and customer orientation are vital for increasing customer loyalty within the manufacturing context.

Sustainable entrepreneurship: moderation of the push and pull processes in the customer loyalty strategy for the organic products' marketing

This study by Nagpal, Pawar, and H.M in 2024 focuses on the efficiency of the push and pull factors of the entrepreneurial system on the customer loyalty of organic



products market. The research therefore reveals that both extrinsic or internal factors (push factors) and external factors or incentives generally referred to as pull factors equally exert a strong influence on the issue of customer loyalty. The study recommends that the entrepreneurs should adopt regulations to increase transparency in the organic product market. In this way, businesses hitting these various demands contribute to the notion of customer loyalty and promote sustainable entrepreneurship of the organic markets.

The relationships of corporate sustainability, customer loyalty, and word of mouth: Another area is a mediating effect of corporate image and customer satisfaction.

In a paper published in 2022, the authors look at the topic of sustainable marketing and consumer commitment. From the research, it is evident that integrating marketing communications with a consideration of environmental and social responsibility improves the brands image and the level of engagement consumers have with brands. The implementations of sustainable practices means that the companies will gain people trust and hence they will be able to increase on their customers hence the companies will be in a better position as compared to other companies. The paper especially focuses on the role of sustainability in the promotion of marketing strategies that will help satisfy the increasing demand of customer for the green products and services.

Research gaps and limitations

The present investigation recognises the utility of prior research, though some gaps continue to be unaddressed. Previous research deals mainly with individual sectors of the economy, creating a gap in knowledge of how sustainable marketing impacts customer loyalty through diversified sectors. Moreover, studies tend to focus on the changes in customer behavior in the course of a particular period, and do not address the implications of sustainability for brand loyalty in the long term. There is also a lack of understanding of loyalty from a psychological adjustment perspective, for instance perceived authenticity and values congruency. Moreover, most of such research is based on data received by self-report, which may predispose to the distortions and, in turn, influence the results' credibility. Since there is not adequate longitudinal studies, evaluating the extended effects of sustainable marketing remains difficult. Finally, things outside of systems or a particular country like



policies or general global market situations are mostly ignored in the current literature.

Problem statement

Recent research has revealed comprehensive topics in connection with growing urgency of the sustainability concept in marketing practices, and its effects on customer loyalty. Although many brands have got to a level where they invest in sustainable marketing communication, society has not yet been sure whether brands just create these perceptions to milk consumers for as long as trends are favorable or the key goal of creating such strategies is not only short-term gain. Past studies mainly centered on the immediate behavioural shift and individual segments and industries, which raises the question of long-term impact of sustainable marketing on consumer loyalty in other industries. In addition, there is limited understanding of the psychological constructs that dominate consumer perceptions of sustainable brands and their brands. This study attempts to fill these gaps by exploring the link between sustainable marketing activities and consumer loyalty, including both immediate and long-term consequences, while also exploring the mental processes that underlie the behavior of consumers in the framework of sustainability.

Research questions

In what way does the sustainable marketing practices affect consumer loyalty across various industries?

What psychological factors drive consumer loyalty toward brands that implement sustainable marketing strategies?

To what extent do short-term consumer responses to sustainable marketing translate into long-term loyalty?

The first research question aims to explore whether sustainable marketing has a consistent impact on consumer loyalty across various sectors or if the effects differ based on industry characteristics. The second question aims at identifying external or psychological factors influencing consumers' loyalty towards sustainable brand personality; these include; brand values, trust, perceived genuineness. Third, the third question explores the outcome of initial positive responses to the long-term buying behavior analyzing the success of marketing sustainable strategies in building long-term brand equity.



Purpose of the study

The first research question actually responds to the question of whether there is a general effect of sustainable marketing on consumer loyalty across sectors or whether the impact is segmented by sector type. The second question focuses on defining the conformity motives that may ultimately result in consumer loyalty: brand values, trust and perceived brand authenticity. Finally, the third research questions investigates whether the positive responses of consumer to sustainable marketing practices over time results in sustainable consumer loyalty thus giving an outlook of whether sustainability efforts pays off in the long run in building brand loyalty.

Research Methods

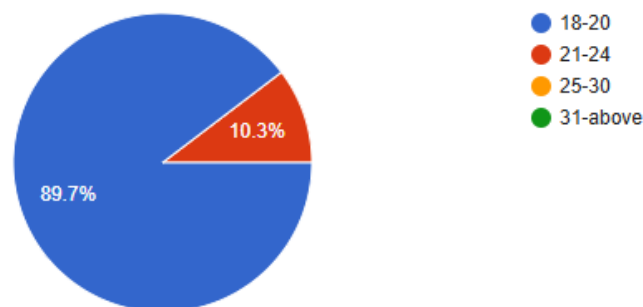
This paper employs a quantitative research technique, whereby data is gathered from 29 respondents using a survey. Primary data was collected with the purpose of ascertaining the effect of sustainable marketing concepts on the top line and consumer perception. The target population was chosen by convenience sampling where the survey was designed to be conducted among consumers and was comprised of a series of questions designed to gauge the consumers' attitude towards sustainability, their willingness to remain loyal to brands that are conscious of sustainability and the psychological factors that going into consumers' decisions to make those choices. Consumer behaviors profiled in the survey were gauged using descriptive statistics to determine common trends among consumers.

Findings

What is your age group?

29 responses

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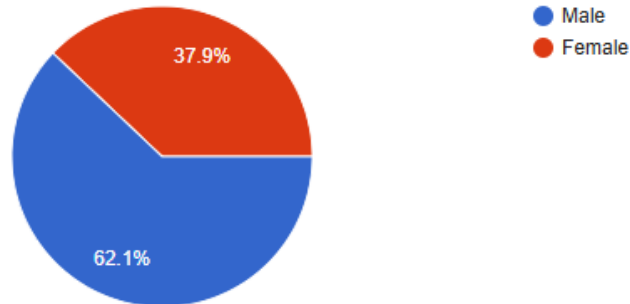




What is your gender?

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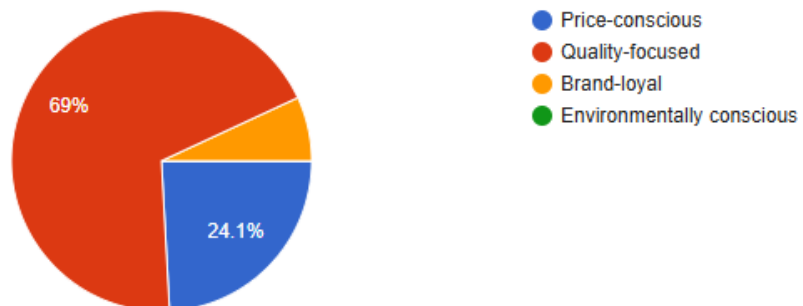
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How would you describe your purchasing behavior?

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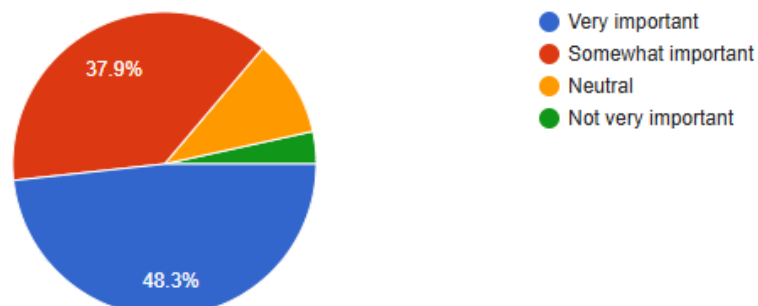
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How important is a brand's sustainability efforts in your purchasing decisions?

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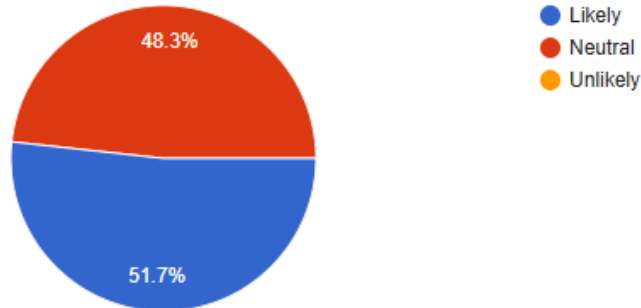




How likely are you to remain loyal to a brand that adopts sustainable practices?

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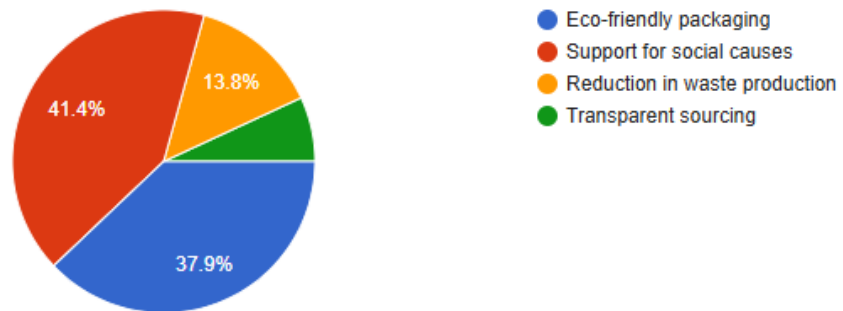
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What sustainable marketing practices do you find most influential in your loyalty to a brand?

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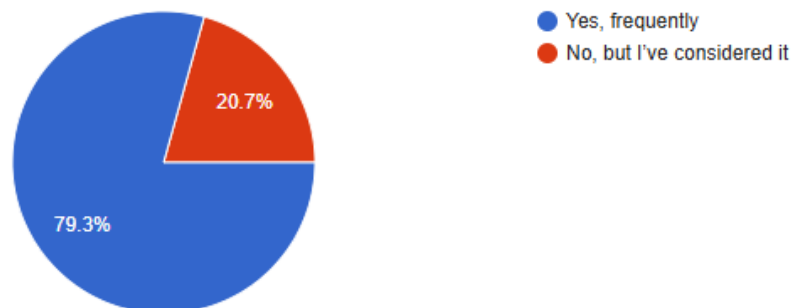
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Have you ever switched to a brand because of its sustainability initiatives?

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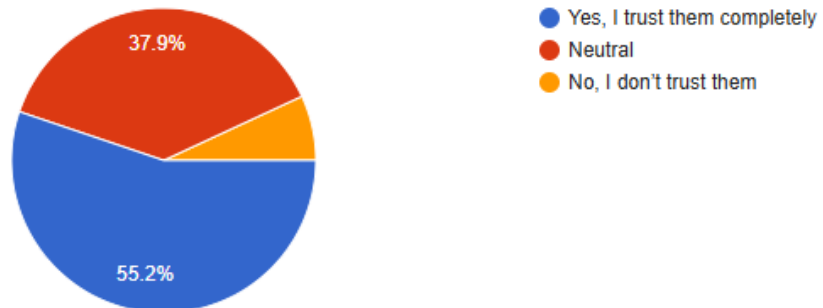




Do you trust brands' sustainability claims in their marketing campaigns?

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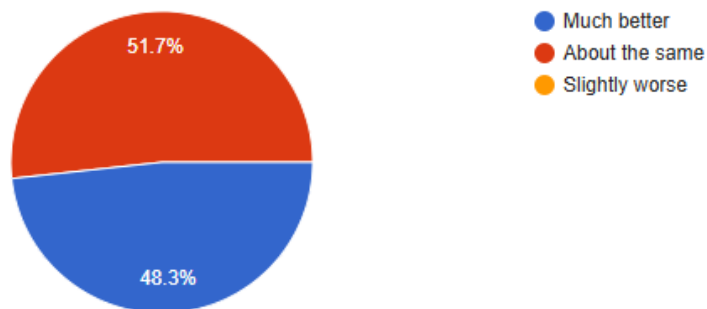
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How do sustainable brands compare in quality and value to traditional brands?

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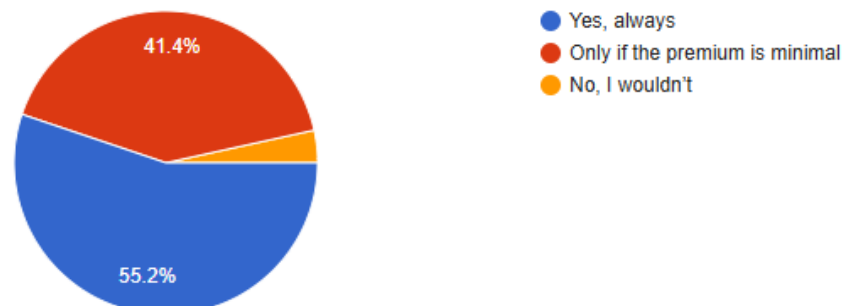
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Would you pay a premium for products marketed as sustainable?

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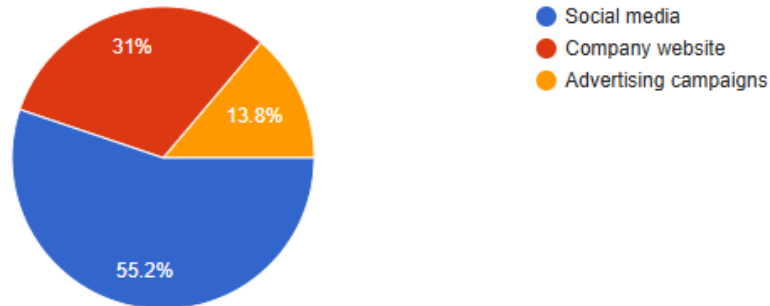
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What communication channels are most effective for brands to promote their sustainability efforts?

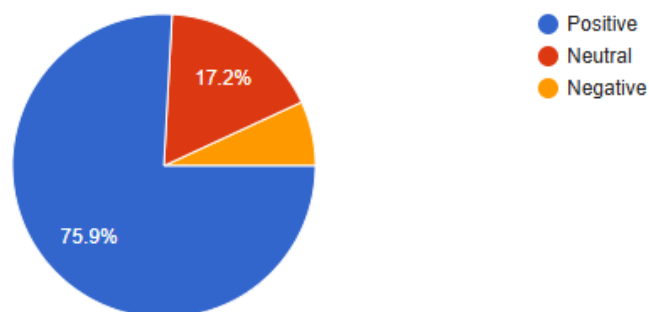
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Does sustainable marketing impact how you perceive a brand's overall reputation?

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29 responses



From the survey there were several findings about sustainable marketing and consumer loyalty. About half of the respondents (51.7%) opined that they tend to be loyal to brands who embrace sustainability as a factor and therefore support the argument that sustainability does affect brand loyalty.

Conclusion

This research attempt has been informed by the general research question of the role that sustainability plays in the growth of marketing and patronage loyalty, this has established that sustainability does have an influence on the consumer initial and repeat patronage loyalty. The results also show that consumers will be more loyal to brands that engage in sustainability, especially in areas that are consistent with different values like trust and authenticity.



Albeit, we found that short-term loyalty is much influenced by sustainability, to build long-term loyalty, brands need to always follow and disclose the sustainability goals. For the psychological factors that have been isolated to decide consumer loyalty, perceived authenticity and perceived trust were reported to play the role of the key components that entail development of brand commitment. The study shows how business need to embrace sustainable business practices and retain those practices for the desired consumers' loyalty.

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