ISSN (Online) 2456 -1304
International Journal of Science, Engineering and Management (IJSEM)
Volume 12, Issue 07, July 2025

Impact of Sustainable Marketing Practices on Brand Building and Customer Loyalty in Fashion Retail Industry

[1] Md. Sohrab, [2] Dr. M P Singh

[1] Research Scholar, Teerthankar Mahaveer University, Moradabad, Uttar Pradesh, India
[2] Professor and DSW, Teerthankar Mahaveer University, Moradabad, Uttar Pradesh, India
* Corresponding Author's Email: [1] sohrab.md@gmail.com

Abstract— ***This research explores how sustainable marketing initiatives influence brand image and customer loyalty within the fashion retail industry. With growing environmental awareness, sustainability is becoming a crucial factor in shaping brand perception and consumer preferences. The study investigates the effects of eco-conscious marketing efforts such as environmentally friendly product design and ethical sourcing on consumer attitudes, brand reputation, purchasing behavior and customer loyalty. Primary data was obtained through interviews with industry professionals, consumer surveys using open and close ended questions and analyzed using statistical methods to examine the link between sustainability, brand perception, and loyalty. The results reveal a strong positive relationship between sustainable marketing and enhanced brand reputation, which subsequently boosts customer loyalty. The study offers actionable insights for fashion retail brands, including integrating sustainability into product development, leveraging green marketing, and utilizing digital channels to communicate eco-initiatives effectively.***

Index Terms: Brand Building, Customer Loyalty, Fashion Retailing, Greenwashing, Green Packaging, Purchase Behavior, Recycling, Sustainable Marketing.

I. INTRODUCTION

Sustainability has emerged as a core concern for businesses, marketers, and consumers alike. With rising environmental consciousness and increasing regulatory demands, companies are progressively embedding green and sustainable marketing strategies into their operations to foster a positive brand image and build consumer trust. The fashion retail sector, despite its rapid growth, faces mounting pressure due to high levels of carbon emission while production and distribution along with excessive resource consumption. The study aims to examine environmentally responsible marketing practices and its way to influence brand reputation and customer loyalty in the industry.

Given the sector's fast-paced innovation, the fashion retail industry contributes significantly to global waste, which accounts for approximately 92 million tons of textile waste every year. According to the United Nations, fashion industry creates a garbage truck full of clothes dumped in a landfill every second equivalently and which is enough textile waste to fill up 1.5 empire state building every day. In this context, adopting sustainable practices has become crucial. Brand reputation, reflecting how stakeholders perceive a company's values and conduct, along with customer loyalty, customers' willingness to make repeat purchases are essential for achieving long-term success. This study focuses on how sustainability-driven marketing impacts these key business outcomes, especially for products like fashion apparel, textiles, cosmetics and beauty products. Environmentally responsible strategies are increasingly being seen as effective tools for enhancing brand equity and securing customer commitment in a competitive marketplace.

1.1. Statement of the Problem

Despite being one of the most rapidly expanding global industries, the fashion retail sector faces serious challenges in achieving environmental sustainability. Issues such as excessive consumption of natural resources, mounting non-degradable waste, and substantial carbon emissions are pressing concerns. While many companies have started implementing sustainability initiatives, a major gap remains in how effectively these efforts are communicated to consumers and translated into brand loyalty.

Though consumer awareness about environmental issues is growing, there is still limited understanding of how sustainable marketing directly shapes brand image and customer loyalty in the fashion retail sector. This gap underscores the need for a focused investigation into the impact of eco-friendly marketing on consumer behavior and brand perception in this specific industry.

1.2. Objectives of the Study

- To assess the level of consumer awareness and perception regarding sustainable marketing in the fashion retail sector.
- To evaluate the connection between sustainable practices, brand building, and customer loyalty.
- To identify the leading sustainability strategies implemented by top fashion retail brands.

1.3. Research Questions

- What is the extent of consumer awareness about sustainable marketing in the fashion retail industry?
- How is brand's reputation shaped by sustainability and its impact on customer loyalty?
- What specific sustainable marketing strategies are being used by major fashion retail brands?

1.4. Significance of the Study

This research offers valuable insights for various stakeholders and the application of the research findings may be effective for the society at large scale to protect the environment and create a greener tomorrow.

Fashion Retail Companies: The study provides guidance on leveraging sustainable marketing to strengthen brand reputation and build lasting customer relationships.

Marketing Professionals and Strategists: The findings can help in crafting campaigns that highlight sustainability, thereby gaining consumer trust and fostering loyalty.

Consumers: The research can increase consumer awareness of sustainability's role in shaping responsible consumption and brand engagement.

Academics and Researchers: This work contributes to the academic literature on sustainability, branding, and consumer behavior, and can serve as a foundation for future research in related fields.

Policy Makers: The results can inform policies that encourage responsible business practices and support environmental protection within the retail sector.

1.5. Hypotheses

Based on the study's goals and research questions, the following hypotheses are proposed:

- **H1**: Awareness of sustainability initiatives positively affects consumer purchasing decisions and brand loyalty.
- **H2**: A brand's sustainable reputation significantly enhances customer loyalty in the fashion retail industry.
- **H3**: There is a strong positive link between sustainable marketing efforts and brand reputation.

1.6. Scope of the Study

This research focuses on how sustainable marketing impacts brand image and customer loyalty in the fashion retail sector. The scope includes:

- **Geographical Scope**: Limited to the Indian market.
- **Industry Scope**: Focused on fashion retail items like fashion goods, apparel, cosmetics, and other fashion accessories.
- **Respondent Scope**: Involves consumers familiar with or influenced by sustainability in the fashion retail sector.
- **Time Scope**: Centers on recent trends and consumer behavior regarding sustainability.

1.7. Limitations of the Study

Despite aiming to deliver comprehensive insights, the study has some limitations:

- **Sample Size**: The survey's scope may not fully reflect diverse demographics or global markets.
- **Data Reliability**: Self-reported survey responses may introduce biases such as social desirability.
- **Geographic Focus**: Results may not be universally applicable due to being limited to one country.
- **Industry Dynamics**: Sustainability strategies in the fashion retail industry evolve quickly, making findings potentially time sensitive.
- **Focus on Perception**: The research emphasizes perceived sustainability rather than verifying actual environmental impacts.

II. LITERATURE REVIEW

Reviewing existing literature is a critical component of academic research, as it offers context, builds theoretical foundations, and highlights research gaps. This section synthesizes key concepts and prior findings related to sustainable marketing, environmental responsibility in the fashion retail sector, brand reputation, and customer loyalty.

2.1. Sustainable Marketing

- Sustainable marketing has evolved as a vital approach for aligning business operations with broader environmental and social goals. According to Kotler and Keller (2016), this form of marketing extends beyond traditional strategies by focusing on long-term value creation for businesses, society, and the environment. It includes practices such as eco-conscious product design, responsible sourcing, ethical production, recyclable packaging, and transparent communication with stakeholders.
- Peattie and Crane (2005) emphasized that today's consumers expect companies to be genuinely committed to sustainability, not merely using it as a promotional tactic. As such, firms that authentically incorporate green principles are more likely to gain consumer trust and loyalty.

2.2. Sustainability in the fashion retail industry

- Yusuf, F., & Hendriana (2021) This study examines the effect of sustainable marketing activities on customer loyalty among Millennials and Generation Z in Jakarta's fashion industry. It finds that a positive brand image, bolstered by authentic sustainability efforts, leads to increased customer satisfaction and loyalty among younger consumers. The study advocates its finding as the youth is highly concerned with sustainable intuitive and them consider an organization with high repute that uses sustainability in the retail process.

IFERP Explore Your Research Journey...
ISSN (Online) 2456 -1304
International Journal of Science, Engineering and Management (IJSEM)
Volume 12, Issue 07, July 2025

- Mim, K. B., Jai, T. M., & Lee, S. H. (2022), This study investigates how sustainability positioning, when endorsed by credible sources (e.g., Environmental Protection Agency, social media influencers), influences brand attachment, trust, and identification. The findings suggest that such positioning can lead to increased word-of-mouth (eWOM) and brand loyalty, particularly among women and higher-income groups.
- Mafalda Nogueira , Bruno Silva and Sandra Gomes (2023) Focusing on fast fashion brands like H&M, Zara, and Mango, this study explores how customer-centric sustainability (CCS) practices encompassing environmental, economic, and social dimensions affect brand trust and commitment. The research indicates that CCS positively influences brand trust and both affective and continuance brand commitment among consumers.

2.3. Brand Reputation and Sustainability

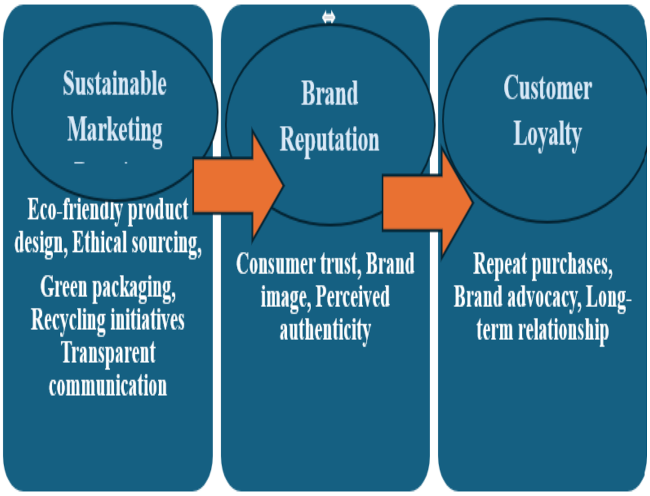
- Brand reputation refers to how a company is perceived by its stakeholders based on values, transparency, and ethical conduct. Aaker (1991) described it as a key intangible asset that helps distinguish a company in a crowded market. Ethical business practices, especially in environmental sustainability, can significantly enhance brand image and stakeholder trust.
- Du, Bhattacharya, and Sen (2010) argued that when companies communicate sustainability efforts sincerely and transparently, they improve their reputation. However, misleading claims commonly known as greenwashing can erode consumer trust and negatively affect brand image (Delmas & Burbano, 2011). Hence, companies must ensure their sustainability messaging is backed by genuine action and verifiable data.

2.4. Customer Loyalty and Sustainable Practices

- Customer loyalty is marked by a consumer's commitment to repeat purchases and positive word-of-mouth referrals. This loyalty often stems from satisfaction, trust, and alignment of values between consumers and brands (Oliver, 1999). Recent studies (e.g., Nguyen et al., 2020) show that customers are more inclined to remain loyal to brands that prioritize environmental and social responsibilities.
- In the fashion retail, loyalty is further influenced by sustainability programs such as device recycling, energy-saving product lines, and carbon-neutral operations. For example, Apparels environmental Report (2021) highlights how its sustainability efforts have contributed to strengthening customer relationships and reinforcing brand loyalty.

2.5. Conceptual Framework

A conceptual framework serves as the foundation of this research by outlining the key variables and their relationships. This study investigates how sustainable marketing practices influence brand reputation and, subsequently, customer loyalty in the fashion retail sector.



- **Independent Variable**: *Sustainable Marketing Practices* – These include eco-friendly product design, ethical sourcing, recyclable or green packaging, recycling initiatives, and transparent environmental communication.
- **Mediating Variable**: *Brand Reputation* – Representing consumer trust, the company's perceived integrity, and brand image shaped by sustainability efforts.
- **Dependent Variable**: *Customer Loyalty* – Measured through indicators such as repeat purchases, advocacy for the brand, and long-term consumer engagement.

The model suggests that effective sustainable marketing enhances brand reputation, which in turn fosters customer loyalty.

2.6. Research Gaps

Although prior studies have examined the role of sustainable marketing in influencing consumer behavior, limited research specifically addresses its effect on brand reputation and customer loyalty within the fashion retail industry. Much of the existing work is focused on broader or different sectors, leaving a gap in sector-specific insights.

Additionally, many studies are region-specific and lack a comprehensive, cross-regional perspective. This study aims to fill that void by offering a targeted analysis of how sustainability strategies impact brand perception and loyalty among fashion goods consumers, particularly within the Indian market. It brings forward an in-depth, contextual understanding of sustainability's practical implications in this high-impact industry.

III. RESEARCH METHODOLOGY AND DESIGN

This study adopts a **mixed-method approach** combining both qualitative and quantitative research methods to evaluate how sustainable marketing influences brand reputation and customer loyalty within the fashion retail industry. A **descriptive research design** is employed to examine existing relationships among variables, while an **exploratory design** is used to gain deeper insight into consumer perceptions and to identify influential sustainability strategies.

3.1. Data Collection Methods:

Data and its collection is one of the most important aspects of the research. The collected data with appropriate process of analysis gives the true outcomes of the study.

3.1.1. Primary Data Collection

Primary data is gathered using two key techniques:

- **Survey/Questionnaire**: A structured questionnaire was developed and distributed to consumers who had purchased fashion goods within the past six months. The survey focused on:
  - Awareness of sustainable marketing practices.
  - Perceptions of brand reputation in relation to sustainability.
  - Customer loyalty indicators such as repeat purchase behavior and brand advocacy.

Responses were captured using a 5-point Likert scale, ranging from "strongly disagree" to "strongly agree."

- **Interviews**: In-depth interviews were conducted with marketing professionals from well-known fashion retail companies to explore real-world sustainable marketing strategies and their effectiveness.

3.1.2. Secondary Data Collection

Secondary data was sourced from credible journals, academic books, articles, industry reports, newspapers, and case studies. This includes:

- Company sustainability reports.
- Publications on corporate social responsibility (CSR).
- Existing literature on brand building and customer loyalty tied to environmental efforts.

3.2. Sampling

- **Survey Sampling**: A **stratified random sampling method** was used to ensure representation across different consumer segments.
  - **Sample Size**: 500 respondents, providing enough data for statistically significant analysis.
- **Interview Sampling**: **Purposive sampling** was employed to select marketing professionals from top fashion retail companies known for their sustainable practices.

3.3. Data Analysis Techniques

Quantitative Analysis

Data collected through surveys was analyzed using statistical tools:

- **Descriptive Statistics**: Used to summarize demographic data and gauge general trends in consumer attitudes toward sustainable marketing.
- **Correlation Analysis**: Pearson's correlation was applied to measure the strength and direction of relationships among key variable sustainable marketing practices, brand reputation, and customer loyalty.
- **Multiple Regression Analysis**: Two models were used:
  - **Model 1**: Sustainable Marketing → Brand Reputation
  - **Model 2**: Brand Reputation → Customer Loyalty

These models help assess how strongly sustainable practices and brand image influence loyalty behavior.

Qualitative Analysis

- **Thematic Analysis** was used to interpret interview data:
  - Identification of recurring patterns and key themes.
  - Comparison of qualitative insights with quantitative findings.
  - **Triangulation** was applied to ensure consistency and credibility of the results by aligning outcomes from both data sources.

3.4. Reliability Testing

To ensure the reliability of the survey tool, **Cronbach's Alpha** was used to test internal consistency. A threshold of **0.7 or above** was considered acceptable, confirming that the questionnaire items measured their intended constructs reliably.

3.5. Hypothesis Testing

Each hypothesis was tested using appropriate statistical methods:

- **H1 (Sustainable Marketing → Brand Reputation)**: Tested with regression analysis.
- **H2 (Brand Reputation → Customer Loyalty)**: Tested with regression analysis.
- **H3 (Sustainability Awareness → Purchase Decision & Loyalty)**: Tested using correlation analysis.

The significance **level of $p < 0.05$** was used to determine statistical validity.

IV. RESULTS AND DISCUSSION

The study surveyed 500 participants to explore how sustainable marketing affects brand reputation and customer loyalty in the fashion retail industry. Below is a summary of the demographic profile and key findings.

4.1. Demographic Profile of Respondents

- **Age Groups**: The largest segment (45%) of respondents were aged 25–34, followed by 30% in the 35–44 range, and 15% aged 18–24.
- **Gender**: 55% of participants identified as male, while 45% were female.
- **Income Levels**: Most respondents (40%) reported monthly earnings between ₹40,000 and ₹70,000, while

IFERP
ISSN (Online) 2456 -1304
International Journal of Science, Engineering and Management (IJSEM)
Volume 12, Issue 07, July 2025

35% earned above ₹70,000.

4.2. Descriptive Statistics

- **Sustainability Awareness**: Consumers scored an average of 4.2 out of 5 on awareness of sustainable marketing, indicating strong knowledge and interest.
- **Brand Reputation**: The average score for how much sustainability influences brand perception was 4.3, highlighting its importance in consumer decision-making.
- **Customer Loyalty**: An average score of 4.1 suggested high loyalty behaviors, including repeat purchases and brand recommendations, especially for brands engaged in sustainable practices.

4.3. Correlation Analysis

Statistical analysis revealed strong positive correlations:

- **Sustainable Marketing & Brand Reputation**: A significant correlation was found ($r = 0.72$, $p < 0.01$), indicating that effective sustainability efforts substantially boost how consumers perceive a brand.
- **Brand Reputation & Customer Loyalty**: Another strong relationship ($r = 0.68$, $p < 0.01$) showed that improved brand image positively influences loyalty.

4.4. Regression Analysis

- **Model 1**: The regression test confirmed that sustainable marketing practices significantly enhance brand reputation (**$\beta = 0.55$, $p < 0.01$**).
- **Model 2**: Similarly, brand reputation was a significant predictor of customer loyalty (**$\beta = 0.61$, $p < 0.01$**). These findings support the view that sustainability enhances brand value and fosters consumer retention.

4.5. Interview Insights

- **Sustainability as a Differentiator**: Marketing professionals emphasized that sustainability is no longer optional, but it is a strategic advantage. Bigger brands and players like TATA, Reliance, and Aditya Birla were noted for integrating eco-efficiency and recycling into their business models.
- **Concerns Over Greenwashing**: Experts cautioned that while many brands market themselves as sustainable, not all claims are substantiated. Misleading consumers can lead to loss of trust.
- **Consumer Expectations**: Transparency is critical, if companies fail to deliver on their environmental promises, it can significantly damage their reputation and customer loyalty.

4.6. Discussion

The data confirms that sustainable marketing has a significant, positive effect on brand reputation in the fashion retail sector. These results align with previous research by Du et al. (2010) and Peattie and Crane (2005), which suggest that sustainability is becoming central to brand equity.

The high correlation between sustainable marketing and reputation ($r = 0.72$) demonstrates that consumers are responsive to authentic environmental efforts. Sustainability is no longer a peripheral branding strategy—it is central to consumer expectations and purchasing behavior.

4.6.1. Impact of Brand Reputation on Customer Loyalty:

Brand reputation was shown to play a key role in driving customer loyalty. The findings support Aaker (1991) and Oliver (1999), who argued that brands with a strong ethical and sustainable image earn greater customer commitment.

4.6.2. Practical Implications for fashion retail Companies

- **Invest in Sustainability**: Companies should embed sustainability into product design, manufacturing, and communication. This includes using recyclable materials and energy-efficient technologies.
- **Ensure Transparency**: Brands must be honest and clear about their sustainability claims. Greenwashing risks damaging brand credibility.
- **Build Long-Term Engagement**: Loyalty programs and sustainable trade-in or upgrade options can reinforce brand trust and commitment over time.

V. SUMMARY OF FINDINGS

This research examined the influence of sustainable marketing practices on brand reputation and customer loyalty in the fashion industry. The key insights are as follows:

- **Sustainable Marketing Enhances Brand Reputation**: Companies that engage in eco-friendly practices such as ethical sourcing, green product design, and transparent communication, significantly improve how they are perceived by consumers.
- **Brand Reputation Drives Customer Loyalty**: A positive, sustainability-linked brand image strongly correlates with customer loyalty. Consumers are more likely to stay loyal to brands they view as ethically and environmentally responsible.
- **High Consumer Awareness and Preferences**: Consumers showed a high level of awareness about sustainability in the fashion retail sector. Those who value eco-friendly initiatives tend to prefer brands that actively support sustainability.
- **Strategic Marketing Integration**: Companies that communicate their sustainability efforts consistently and transparently are better positioned to gain customer trust and loyalty. Embedding sustainability in product development, branding, and messaging is vital for long-term business success.

5.1. Recommendations

Based on the findings, the following strategic recommendations are proposed for fashion retail companies:

- **Prioritize Sustainable Initiatives**: Develop products using recyclable materials, reduce carbon footprints, and implement energy-saving technologies to align with evolving consumer expectations.

- **Eco-Friendly Product Design**: Focus on recyclable material and eco-friendly inputs that minimize environmental harm while offering long-term value.
- **Adopt Green Packaging Solutions**: Reduce plastic use by shifting to biodegradable, recyclable, or minimalist packaging that supports sustainability goals.
- **Sustainability-Cantered Loyalty Programs**: Launch programs that reward customers for eco-friendly behaviour, such as recycling devices or choosing green product lines.
- **Educate Consumers on Sustainability**: Create campaigns and content that raise awareness about how sustainable consumption choices positively impact the planet.
- **Affordable Green Alternatives**: Offer budget-friendly sustainable options or financing for environmentally responsible products to appeal to price-conscious yet eco-aware consumers.
- **Invest in Green R&D**: Focus on innovations such as biodegradable components, energy-efficient circuits, and recyclable technologies to stay ahead of market trends.
- **Collaborate with Environmental Experts**: Partner with NGOs, sustainability consultants, and regulatory agencies to improve environmental performance and reporting.
- **Conduct Regular Sustainability Audits**: Measure and monitor the environmental footprint across all stages of the supply chain to ensure continuous improvement.

5.2. Conclusion

The study emphasizes that sustainability should be central to both business strategies and marketing practices in the fashion retail industry. Brands that incorporate sustainable values into their operations and effectively communicate these efforts not only gain a stronger reputation but also foster deeper customer loyalty.

As consumers, especially younger, eco-conscious demographics increasingly demand accountability and transparency, companies must adapt by offering sustainable products and clear, honest messaging. Adopting and promoting sustainability is no longer just an ethical obligation; it is a strategic necessity that drives competitive advantage, fosters customer retention, and opens new market opportunities in an ever-evolving business environment.

REFERENCES

[1] **Aaker, D. A.** (1991). *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. The Free Press.

[2] **Baker, M. J., Buttery, E. A., & Richter-Buttery, E. M. (1998).** Relationship Marketing in Three Dimensions. *Journal of Interactive Marketing*, *12*(4), 47-62. https://doi.org/10.1002/(SICI)1520-6653(199823)12:4<47::AID-DIR5>3.0.CO;2-B

[3] **Baldé, C. P., Forti, V., Gray, V., Kuehr, R., & Stegmann, P. (2017).** *The global E-waste monitor 2017: Quantities, flows, and the circular economy potential*. United Nations University, International Telecommunication Union, and International Solid Waste Association.

[4] **Bigné, E., Sánchez, I., & Sanz, S.** (2009). *The Role of Sustainability in Consumer Behavior: A Cross-Cultural Study*. Journal of Consumer Behaviour, 8(4), 302-318. https://doi.org/10.1002/cb.324

[5] **Delmas, M. A., & Burbano, V. C. (2011).** The drivers of greenwashing. *California Management Review*, 54(1), 64–87. https://doi.org/10.1525/cmr.2011.54.1.64

[6] **Du, S., Bhattacharya, C. B., & Sen, S. (2010).** Maximizing business returns to corporate social responsibility (CSR): The role of CSR communication. *International Journal of Management Reviews*, 12(1), 8–19. https://doi.org/10.1111/j.1468-2370.2009.00276.x

[7] **Du, S., Bhattacharya, C. B., & Sen, S.** (2010). *Corporate Social Responsibility and Competitive Advantage: Overcoming the Trust Barrier*. Management Science, 56(1), 8–20. https://doi.org/10.1287/mnsc.1090.1123

[8] **Ellen, P. S., Webb, D. J., & Mohr, L. A.** (2006). *Building Corporate Social Responsibility into the Marketing Curriculum: Perspectives and Lessons Learned*. Journal of Public Policy & Marketing, 25(2), 98-105. https://doi.org/10.1509/jppm.25.2.98

[9] **Kotler, P., & Keller, K. L.** (2016). *Marketing Management* (15th ed.). Pearson Education.

[10] **Lichtenstein, D. R., Drumwright, M. E., & Braig, B. M.** (2004). *The Effect of Corporate Social Responsibility on Customer Donations to Corporate-Supported Nonprofits*. Journal of Marketing, 68(4), 16-32. https://doi.org/10.1509/jmkg.68.4.16.42726

[11] **Mafalda Nogueira, Bruno Silva and Sandra Gomes (2023).** The Impact of Customer-Centric Sustainability on Brand Relationships Sustainability An Open Access Journal from MDPI, https://doi.org/10.3390/su151612212

[12] **Mim, K. B., Jai, T. M., & Lee, S. H. (2022).** The influence of sustainable positioning on eWOM and brand loyalty: Analysis of credible sources and transparency practices based on the S-O-R model. *Sustainability*, *14*(19), 12461. https://doi.org/10.3390/su141912461

[13] **Nguyen, T. N., Melewar, T. C., & Swaen, V. (2020).** The role of corporate social responsibility in brand loyalty in emerging markets. *Journal of Product & Brand Management*, 29(6), 809–823. https://doi.org/10.1108/JPBM-06-2019-2510

[14] **Nijssen, E. J., & Douglas, S. P.** (2004). *Examining the Relationship between Green Marketing and Firm Performance*. Marketing Letters, 15(3), 325-339. https://doi.org/10.1023/B:MARK.0000046599.31858.98

[15] **Peattie, K., & Crane, A.** (2005). *Green Marketing: Legend, Myth, Farce or Prophesy?* Qualitative Market Research: An International Journal, 8(4), 357-370. https://doi.org/10.1108/13522750510619733

[16] **Schultz, P. W., & Zelezny, L. C.** (1999). *Values and Pro-environmental Behavior: A Five-Country Survey*. Journal of Cross-Cultural Psychology, 30(1), 13–42. https://doi.org/10.1177/0022022199030001002

[17] **Sewwandi J. P. N & Dinesha P. K. C. (2022)** *The impact of green marketing tools on green product purchase behavior: the moderation effect of consumer demographics:* Asian Journal of Marketing Management; *DOI: https://doi.org/10.*

31357/ajmm.v1i01.5469

[18] **Yusuf, F., & Hendriana. (2021).** Effect of sustainable marketing activities on customer loyalty among young generations: Case of fashion industry in Greater Jakarta-Indonesia. *Ilomata International Journal of Management*, *Volume* (Issue), pages. https://www.researchgate.net/publication/384139333