

Evaluating the Role of Green Marketing in Shaping Brand Loyalty in Sustainable FMCG Brands in Tamilnadu**Dr. R. Marisakthi**

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ABSTRACT

Green marketing has emerged as an important strategy within the FMCG industry in Tamil Nadu due to increased concern and demand for environmentally friendly and sustainable products and services. The purpose of this research is to investigate if green marketing communications and consumers' perceptions of companies' environmental responsibilities build long-term brand loyalty and if these elements are merely responsible for creating short-term attraction to the brand. The major problem that this research will address is the uncertainty of whether or not sustainability-related claims made by businesses result in consumers developing and maintaining long-term loyalty to those same brands. This research also examines the relationship between green marketing communications and consumers' perceptions of a company's environmental responsibility and how both factors contribute to consumers' loyalty to sustainable FMCG brands in Tamil Nadu. A Quantitative Descriptive Research Design was used to carry out this research. Data were collected from 129 consumers and data collection was carried out by convenience sampling. The findings of the research have shown that there is a statistically significant positive relationship between green marketing communication, environmental responsibility and Brand Loyalty. Therefore it can be concluded that environmentally responsible companies with authentic environmental practices, will achieve long-term sustainability in their sustainable FMCG market in Tamil Nadu.

Keywords: Green marketing, Brand loyalty, Sustainable branding, Environmental responsibility, Consumer behaviour

1. BACKGROUND OF THE STUDY

Green Marketing in India is changing, with consumers now expecting companies to be sustainable, but still want to pay low prices for the products and services that are being offered. This has changed how Green Marketing is going to be executed; it will no longer be based on what the company says about their environmental efforts, but rather on the results of those efforts (i.e. consumer trust, brand image, etc.). A study by Rastogi et al. (2024) found that green marketing builds strong customer loyalty by influencing customers' perception of a company's brand image and customer trust. Other research studies have shown that consumers will support environmentally conscious brands if they can see or feel the value of the effort that the company is making to reduce its impact on the environment (Mahjudin et al., 2025). While purchasing behavior based on 'green' products has increased over time throughout Tamil Nadu and the rest of Southern India, there are still several issues of a practical nature that continue to influence the behavior (such as quality, performance and cost) as well as a growing awareness of the environmental aspects of the product (Vinisha & Gowtham, 2025). Thus, the importance of examining how Green Marketing affects brand loyalty to sustainably-positioned FMCG brands within highly competitive daily consumption categories is significant. The recent market data also supports the necessity of this research. According to ET Online (2025, March 26), large FMCG companies that control 34% of the market have reported only 2-3% growth in their urban sales volume while smaller companies that make up approximately two-thirds of the market have experienced 5-7% growth in urban sales volumes. This indicates that consumers' patterns of loyalty are becoming less stable and more susceptible to being experimented with. In addition to the willingness of more than 60% of mass consumers to buy unbranded items for fair value, more than 70% of these consumers have been shopping on-line more frequently over the last year. A similar trend has occurred through the growth of e-device brands from 399 in 2022 to 571 in 2024 as well as an estimated 154 e-device brands in physical retail locations. Additionally, there are an estimated 3500+ beauty and grooming brands online of which more than 96% are ecommerce driven. This data illustrates how competitive and rapidly changing this market is for Sustainable FMCG brand owners who must now shift focus from awareness development to building long term, loyalty-based trust. The way that competitive dynamics in the industry will develop is impacted by both investors' increased focus on emerging brands and their very rapid development. ET Online (August 1, 2025) stated that a number of the emerging brand companies from India received private equity investment, which has led to at least three of them to raise over Rs 200 crore per company. The trend of attracting private equity investment for these companies demonstrates an increase in consumer confidence in emerging agile and value focused companies. Therefore, in order for sustainable FMCG companies located in Tamil Nadu to take advantage of the 'green marketing' trend, it is essential to convert green marketing into tangible actions including sustainable packaging, ethical sourcing and transparency in communications. Research conducted prior to this study shows that green marketing increases customer loyalty through building brand image and trust, decreases skepticism and encourages repeat purchases and word-of-mouth referrals (Nurmahdi et al., 2025; Khandai et al., 2022; Aly et al., 2025). Additionally, the greater degree of uncertainty within the business environment increases the need for authenticity. According to Biswas (2025, March 27), companies are conducting their business activities in an environment that has been shaped by disruptions experienced over 2019, 2021, and 2025. This has increased the level of consumer awareness toward the reliability and credibility of companies. Consumer skepticism is apparent regarding green marketing claims. Consumers examine green marketing claims closely due to concerns that green marketing may be nothing but greenwashing or simply 'green' marketing rhetoric with no real substance behind the claims. In addition, the literature indicates that consumers expect the messages presented through green marketing communications to be consistent with what they observe in terms of the company's practices (Devi & Subatra, 2025; Mahajan & Jarolia, 2025). The purpose of the current research was to investigate how both green marketing communications and perceived environmental responsibility affect brand loyalty for sustainable fast moving consumer goods (FMCG) in Tamil Nadu and to position sustainability credibility as a significant factor in forming long-term relationships between a company and its customers.

2. STATEMENT OF THE PROBLEM

As environmental awareness grows and concerns grow as a result of this, consumer expectations in the FMCG industry have been dramatically changed. In Tamil Nadu, sustainable FMCG brands are using green marketing communications and promoting their environmentally friendly practices to gain the attention of environmentally conscious consumers. Although promotional messages, eco-labels and other sustainability campaigns are often employed, it is unclear whether these efforts actually contribute to increased consumer trust and loyalty, or simply generate short-term interest in a particular brand. Therefore, understanding the ability of green marketing to shape consistent consumer behavior has become increasingly important. The factors that contribute to brand loyalty for sustainable FMCG products include, as stated above, consumers' perceptions of authentic environmental responsibility in addition to promotional communications. Therefore, if companies do not support their sustainability claims with transparent and responsible actions, they will ultimately experience negative effects on consumer loyalty as well as marketing campaigns. A comprehensive evaluation is therefore needed to determine how green marketing communication, consumers' perceptions of environmentally responsible activities and brand loyalty interact among sustainable FMCG brands in the state of Tamil Nadu.

2.1 OBJECTIVES OF THE STUDY

1. To examine the relationship between green marketing communication, perceived environmental responsibility, and brand loyalty towards sustainable FMCG brands in Tamil Nadu.
2. To assess the impact of green marketing communication and perceived environmental responsibility on brand loyalty among consumers of sustainable FMCG brands in Tamil Nadu.

3. RESEARCH METHODOLOGY

The quantitative and descriptive research methodology was utilized to assess how green marketing influences the consumer loyalty toward sustainable Fast Moving Consumer Goods (FMCG) brands in Tamil Nadu. Primary data were obtained from 129 customers by means of a structured questionnaire with a five-point Likert scale. The samples were selected using a convenient sampling method. The demographics indicate that 45.0% of the respondents are aged 26-35, whereas 24.0% of the respondents are below 25 years old; and 33.3% of the respondents earn between Rs. 40,001 and Rs. 60,000 per month. Descriptive statistics were used for assessing the customer perceptions, while Pearson correlation analysis is used to examine the relationship among the variables. Finally, multiple regression and ANOVA were employed to identify whether there is predictive influence or otherwise of the overall model.

4. ANALYSIS AND INTERPRETATION

Table No.1: Green Marketing Communication & Promotion

Factors	Mean	Std. Deviation
I notice eco-friendly claims in advertisements of FMCG brands.	3.651	1.136
Green labels and certifications influence my purchase decisions.	3.512	1.140
Environmental messages in advertisements increase my trust.	3.659	1.142
I am attracted to brands that highlight sustainability in promotions.	3.682	1.075
Social media campaigns about sustainability influence my buying behaviour.	3.698	1.248
Packaging that communicates environmental benefits affects my preference.	3.574	1.081
I believe green advertisements are informative.	3.581	0.982
Eco-friendly branding differentiates products from competitors.	3.690	1.158
I pay attention to recyclable or biodegradable packaging claims.	3.721	1.132
Green promotional strategies increase my interest in the brand.	3.605	1.086
Average Score	3.637	1.118

The descriptive data from Table No. 1 show that consumers have generally moderately positive perceptions of Green Marketing Communications and Promotions. Consumer responses to packaging as being recyclable or biodegradable were ranked number one (mean = 3.721) followed by social media for sustainability campaigns (mean = 3.698), 'eco-friendly' branding (mean = 3.690), and sustainability-focused promotions (mean = 3.682). Environmental messages that increase trust in companies were rated fourth (mean = 3.659); rating fifth was 'noticing eco-claims' (mean = 3.651); sixth was 'green promotional strategies' (mean = 3.605); seventh was belief that green advertisements are informational (mean = 3.581); eighth was packaging which communicates environmental benefits (mean = 3.574); and ninth were 'green labels and certifications' that affect purchasing decisions (mean = 3.512), thus demonstrating a consistently moderate degree of influence over consumer behavior.

Table No.2: Perceived Environmental Responsibility & Sustainable Practices

Factors	Mean	Std. Deviation
I prefer brands that use environmentally safe raw materials.	3.868	1.092
I trust brands that disclose their sustainability practices.	3.783	1.053
I believe sustainable FMCG brands contribute positively to society.	3.837	1.081
I feel responsible for supporting eco-friendly brands.	3.636	1.068
I am willing to pay slightly more for environmentally friendly products.	3.442	1.152
I believe sustainable brands reduce environmental harm.	3.845	1.042
Brands that practice corporate environmental responsibility earn my trust.	3.775	1.062
I avoid products that harm the environment.	3.543	1.132
Transparency in sustainability practices increases my confidence.	3.822	1.107
Sustainable production practices influence my brand perception positively.	3.814	1.021
Average Score	3.736	1.081

The Descriptive Statistics from table 2 indicate that consumers have very positive views regarding perceived Environmental Responsibility and Sustainable Practices. The preference to use environmentally safe raw materials has a mean score of 3.868, which is higher than belief that sustainable brands reduce environmental damage (mean = 3.845) or that they contribute to society (mean = 3.837). A mean of 3.822 was reported for transparency of companies' sustainability practices and sustainable product development processes were given a mean of 3.814. Consumers indicated a high level of trust in the disclosures made on their sustainability practices (mean = 3.783) as well as a high level of corporate environmental responsibility (mean = 3.775). A mean of 3.636 was reported for feeling personally responsible to support eco-friendly brands, 3.543 for avoiding products that could potentially be damaging to the environment, and an average of 3.442 was reported for the willingness to pay slightly more money for eco-friendly products. This shows that there is price sensitivity among these environmentally concerned consumers.

Table No.3 : Brand Loyalty Towards Sustainable FMCG Brands

Factors	Mean	Std. Deviation
I repeatedly purchase sustainable FMCG brands.	3.605	1.049
I prefer eco-friendly brands over conventional brands.	3.628	1.125
I recommend sustainable FMCG brands to others.	3.643	1.052
I feel emotionally connected to eco-friendly brands.	3.341	1.064
I am unlikely to switch to non-sustainable alternatives.	3.450	1.111
I trust sustainable brands more than regular brands.	3.705	1.121
I intend to continue buying eco-friendly FMCG products in future.	3.891	1.070
Green marketing strengthens my loyalty towards the brand.	3.643	1.110
I consider sustainable brands as my first choice while shopping.	3.481	1.098
I remain loyal even if sustainable products cost slightly more.	3.403	1.108
Average Score	3.579	1.091

The descriptive statistics from Table No. 3 suggest positive values regarding consumer brand loyalty to sustainable fast moving consumer goods (FMCG) brands. The average score for intention to continue purchasing products that are environmentally friendly was 3.891; secondly, trust in sustainable brands were an average of 3.705. Scores for green marketing increasing customer loyalty, and suggesting consumers should use sustainable brands averaged 3.643. The preference for using eco-friendly brands had an average of 3.628, and the average for repeat purchases was 3.605. The average for considering sustainable brands to be their first choice was 3.481, the likelihood to switch to another brand was 3.450, and customers were willing to remain loyal to their sustainable brand even if it was a little more expensive than other brands, with an average of 3.403. Finally, the least favorable scores were related to a customers emotional connection to the sustainable brands, which had an average of 3.341, indicating moderate but consistent orientation toward loyalty.

Hypothesis H₀₁ : There is no significant correlation among Green Marketing, Environmental Responsibility, and Brand Loyalty in Sustainable FMCG Brands

Table No.4: Correlation Analysis

Correlations				
		Green Marketing Communication & Promotion	Perceived Environmental Responsibility & Sustainable Practices	Brand Loyalty Towards Sustainable FMCG Brands
Green Marketing Communication & Promotion	Pearson Correlation	1	.564**	.454**
	Sig. (2-tailed)		.000	.000
	N	129	129	129
Perceived Environmental Responsibility & Sustainable Practices	Pearson Correlation	.564**	1	.540**
	Sig. (2-tailed)	.000		.000
	N	129	129	129
Brand Loyalty Towards Sustainable FMCG Brands	Pearson Correlation	.454**	.540**	1
	Sig. (2-tailed)	.000	.000	
	N	129	129	129

** . Correlation is significant at the 0.01 level (2-tailed).

The statistical analysis for Table No. 4 indicates statistically significant positive relationship among the three variables of this study. A moderate positive correlation has been found between Green Marketing Communication and Promotion and the variables of Perceived Environmental Responsibility and Sustainable Practices ($r = 0.564$, $p < 0.01$) and Brand Loyalty ($r = 0.454$, $p < 0.01$). Additionally, Perceived Environmental Responsibility and Brand Loyalty have been found to have a strong positive correlation ($r = 0.540$, $p < 0.01$), which are all statistically significant at 0.01 level. Therefore, as per the above finding, it can be concluded that perceived environmental responsibility and effective green marketing communication and promotion significantly influences the consumer's brand loyalty toward sustainable FMCG products in Tamil Nadu.

Hypothesis H₀₂ : There is no significant linear relationship between Green Marketing, Environmental Responsibility, and Brand Loyalty in Sustainable FMCG Brands in Tamil Nadu

Table No.5: Model Summary and ANOVA Analysis

Model	R	R ²	Adj. R ²	Std. Error	Change Statistics					D W
					ΔR^2	F	df1	df2	Sig.	
1	.569 ^a	.324	.314	4.29861	.324	30.228	2	126	.000	2.019
a. Predictors: (Constant), Perceived Environmental Responsibility & Sustainable Practices, Green Marketing Communication & Promotion										
b. Dependent Variable: Brand Loyalty Towards Sustainable FMCG Brands										
ANOVA ^a										
Model	SS		df	MS	F	Sig.				
1	Regression	1117.118	2	558.559	30.228	.000 ^b				
	Residual	2328.230	126	18.478						
	Total	3445.349	128							
a. Dependent Variable: Brand Loyalty Towards Sustainable FMCG Brands										
b. Predictors: (Constant), Perceived Environmental Responsibility & Sustainable Practices, Green Marketing Communication & Promotion										

From the data presented in Table No. 5, a relationship was found to exist using the regression test between Green Marketing Communication and perceived environmental responsibility to brand loyalty toward sustainable FMCG brands in Tamil Nadu. The R for the model was .569 while the r-squared for the model was .324; therefore, 32.4% of the variance in brand loyalty can be attributed to the predictor variables. The adjusted R-squared value of .314 confirms this relationship as consistent. The F-value from ANOVA of 30.228 ($p = .000$) indicates the model is significant at the 1% confidence level. A Durbin-Watson statistic of 2.019 shows no evidence of autocorrelation. Therefore, the null hypothesis is rejected.

Table No.6: Regression and Residual Analysis

Model		Coefficients ^a			t	Sig.
		Unstandardized	Std. Error	Standardized		
		B		Beta		
1	(Constant)	13.265	2.949		4.498	.000
	Green Marketing Communication & Promotion	.210	.085	.220	2.475	.015
	Perceived Environmental Responsibility & Sustainable Practices	.398	.085	.416	4.690	.000

a. Dependent Variable: Brand Loyalty Towards Sustainable FMCG Brands

Residuals Statistics ^a					
Measure	Min.	Max.	Mean	SD	N
Predicted Value	26.7430	39.8496	35.7907	2.95423	129
Residual	-13.31459	10.51722	.00000	4.26489	129
Std. Predicted Value	-3.063	1.374	.000	1.000	129
Std. Residual	-3.097	2.447	.000	.992	129

a. Dependent Variable: Brand Loyalty Towards Sustainable FMCG Brands

As shown by table 6, both Green Marketing Communication and perceived environmental responsibility positively affect brand loyalty toward green fast moving consumer goods (FMCG) brands in Tamil Nadu. The relationship of perceived environmental responsibility is significantly larger than the relationship of Green Marketing Communication as it has a coefficient of 0.416 and an associated p-value of 0.000. A positive relationship exists for Green Marketing Communication with coefficients of 0.220 and an associated p-value of 0.015. Further, residual statistics have been conducted to test whether the residuals are normally distributed and if the model is stable, which they were, as all standardized residuals were well within acceptable analytical limits.

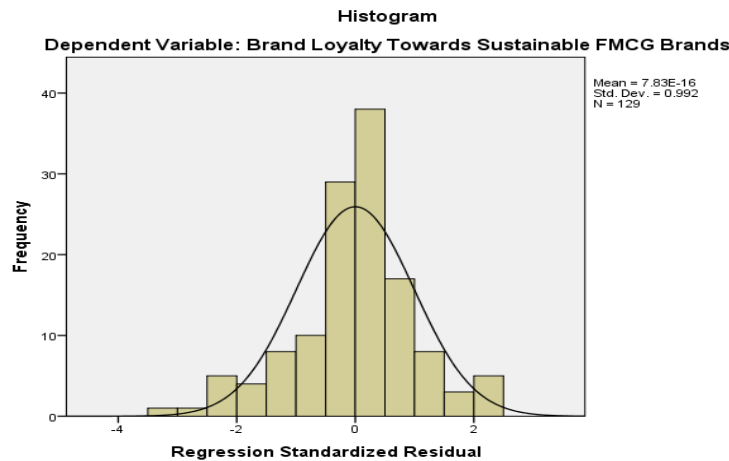


Figure 1: Histogram Showing Normal Distribution of Regression Standardized Residuals for Green Marketing and Environmental Responsibility on Brand Loyalty

5. FINDINGS

The descriptive statistics show that there were moderate to high perceptions in terms of Green Marketing Communication and Promotion, as shown by a mean of 3.721 for recyclable or biodegradable packaging claims being the highest, 3.698 for social media sustainability campaigns, and 3.69 for eco-friendly branding. Conversely, green labels/certifications affecting purchasing decision-making showed the least at 3.51 showing little dependence on formal certification. Overall, perceived Environmental Responsibility is seen as higher with an average score of 3.73. Preferences for environmentally safe raw materials had the highest score at 3.87, while willingness to pay slightly more was lowest at 3.44, indicating consumers are price sensitive even when they are concerned about the environment. Brand loyalty reflects positive but lower moderate scores; consumers have the highest intentions to continue purchasing eco-friendly products (3.89) while having the lowest emotional connections to eco-friendly brands (3.34).

The data obtained from this study were confirmed using inferential statistics. The correlation coefficients for the three variables used in this study (Green Marketing, Environmental Responsibility, and Brand Loyalty) are all significantly correlated with each other. Specifically, both Perceived Environmental Responsibility ($r = 0.540, p < 0.01$) and Green Marketing Communication ($r = 0.454, p < 0.01$) have a positive relationship with Brand Loyalty; however, the relationship between Perceived Environmental Responsibility and Brand Loyalty is greater than the relationship between Green Marketing Communication and Brand Loyalty. Also, through regression analysis, it was determined that approximately 32.4% of the variation in Brand Loyalty is attributed to the two predictor variables ($R^2 = 0.324$), which is statistically significant ($F = 30.228, p = 0.000$). Additionally, Perceived Environmental Responsibility is the strongest predictor variable ($\beta = 0.416, p = 0.000$); however, Green Marketing Communication is also positively related to Brand Loyalty ($\beta = 0.220, p = 0.015$). Therefore, credibility in a company's environmental responsibility practices is the most influential factor in building customer loyalty; whereas, the amount of marketing communications regarding green products is secondary to that.

5.2 SUGGESTIONS

Sustainable FMCG brands in Tamil Nadu, therefore, need to highlight their emphasis on using environmentally safe materials for production processes and ensure a transparent disclosure process concerning all aspects of sustainability. These two factors were rated by consumers with higher mean scores and are significant influences upon brand loyalty. Consumers' willingness to spend an additional amount of money on sustainable products is slightly less than other purchasing criteria, thus sustainable product manufacturers will be forced to have a delicate balance between the positive brand image associated with sustainability and the importance of maintaining a competitive price structure to remain sensitive to consumer price concerns. Communicating clearly to consumers that they support environmental initiatives which have a quantifiable positive environmental impact will also improve trust and credibility of a sustainable brand.

Sustainable practices need to be connected with green marketing communications so that companies do not simply make advertising claims about their sustainability; however, social media campaigns and packaging claims for recycling were perceived to have a much stronger impact on consumers, and were associated with greater consumer perceptions. Companies may focus on strengthening the emotional relationship with consumers by enhancing community involvement and reinforcing clear brand values.

5.3 CONCLUSION

The research finds that both of Green Marketing Communication and Perceived Environmental Responsibility are factors that significantly impact Brand Loyalty to sustainable FMCG brand in Tamil Nadu. In addition to green marketing creating awareness and interest for consumers toward a product or service, perceived environmental responsibility was found to be a much greater predictor of consumer loyalty than other variables, such as those related to the communication process itself. In terms of statistical analysis, the study also found strong correlation among these two variables as well as the relationship they have toward Brand Loyalty.

The objectives for understanding the relationship and predictive influences of green marketing attributes to generate brand loyalty are supported by indirect empirical findings that increasing the authenticity of sustainability actions will enhance consumer reliance and their willingness to make repeat purchases. Furthermore, at an expanded level, the development of sustainable consumption patterns will result in enhanced environmental consciousness and a more responsible approach to market behavior in Tamil Nadu. In addition, as respondents have greater access to green brands that they can rely on, it is more likely that consumers will be able to make informed purchasing decisions based upon their product confidence and alignment with their own environmental values, thereby creating individual and collective benefits.

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