



A Systematic Review of Green Marketing Communication and its Effect on Brand Loyalty in the FMCG Sector

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Abstract

This study explores the impact of green marketing communication within the Fast-Moving Consumer Goods (FMCG) sector, focusing on its effect on long-term brand loyalty. The primary objective was to assess how green marketing communication strategies influence brand loyalty, particularly in terms of consumer trust and emotional engagement over time. Using the PRISMA framework, a systematic review was conducted, synthesizing existing literature to identify key findings. The results revealed that while green marketing communication can enhance brand trust and emotional connection, challenges such as greenwashing and inconsistent messaging limit its effectiveness in securing sustained brand loyalty. The study concludes that while green marketing has significant potential to foster loyalty, more research is needed to examine the long-term effects of green messages on consumer behavior. This review offers valuable insights for FMCG companies looking to align their marketing strategies with sustainability goals and cultivate stronger consumer loyalty.

Keywords: Fast-Moving Consumer Goods (FMCG) Sector, Green Marketing Communication, Brand Loyalty, Sustainable Consumer Behaviour

1. Introduction

In today's world, green marketing communication has become more than just a buzzword—it's a bridge between companies and consumers who care about the environment. With people growing more aware of climate change, pollution, and sustainability issues, businesses, especially in the Fast-Moving Consumer Goods (FMCG) sector, are shifting their marketing strategies to reflect eco-friendly values. Green marketing is all about promoting products that are good for the planet—whether they're made from sustainable materials, have a reduced carbon footprint, or use environmentally friendly packaging. And as this demand grows, communicating these efforts to consumers has never been more important. Green marketing



communication in the FMCG sector emphasizes promoting products that are environmentally friendly while aligning with the fast-paced and competitive nature of this industry. In the FMCG sector, green marketing communication plays a unique role due to the high consumption rates and rapid product turnover (Chen, 2010). FMCG brands often rely on clear, straightforward messaging to highlight the environmental benefits of their products, such as sustainable packaging, eco-friendly sourcing, and energy-efficient production (Parguel et al., 2011). Research by Liu et al. (2012) suggests that green marketing communication in FMCG needs to focus on transparency and credibility to avoid consumer skepticism. Failure to do so risks accusations of "greenwashing," where companies are perceived as falsely advertising their environmental credentials (Nyilasy et al., 2014). Also, brands must navigate the challenge of educating consumers about the tangible benefits of their green products without overwhelming them with technical details (Banerjee et al., 2003). This is especially important in FMCG, where consumers often make quick purchasing decisions based on price, convenience, and perceived value (Rahbar & Wahid, 2011).

The FMCG sector, known for its intense competition and the need to stand out, finds itself at the forefront of this green movement. Shoppers today don't just look for the best deal; they want to feel good about their choices, especially when it comes to the environment. More than ever, they're considering how their purchasing decisions affect the planet. For brands, this means that clearly communicating green values—whether through packaging, advertising, or social media—is a key way to attract these conscious consumers. Beyond a one-time purchase, these efforts help brands build long-lasting relationships with customers who appreciate their commitment to sustainability. Also, research by Ginsberg and Bloom (2004) shows that digital platforms have become instrumental in green marketing communication, allowing FMCG brands to engage more directly with eco-conscious consumers. This interactive approach can enhance consumer trust and foster long-term brand loyalty by demonstrating genuine commitment to sustainability.

Sustainability has become a central part of the conversation for both consumers and companies, and it's not going away anytime soon. Younger generations, like Millennials and Gen Z, are particularly vocal about wanting to support brands that align with their values. For these consumers, green marketing is more than just a selling point—it's a reflection of their lifestyle and values. So when a brand communicates its environmental efforts effectively, it's not just selling a product, it's building trust and loyalty.

But green marketing communication goes beyond talking about eco-friendly products. It's about demonstrating how a brand operates responsibly—from how it sources materials to how it manages waste. For companies in the FMCG sector, embracing green marketing is now crucial, not just to stay competitive but to avoid being labeled as environmentally irresponsible. Those that take it seriously stand to strengthen their customer loyalty while making a real difference in the world.

1.1 Research Problem



There is a significant gap in understanding the direct relationship between green marketing communication and brand loyalty in the FMCG sector, despite growing interest in sustainability.

Many studies have focused on consumer attitudes towards green products, but most of the current literature emphasizes:

- Environmental awareness
- Purchase intentions
- Consumer perception of eco-friendly goods

Limited attention has been given to how green marketing communication strategies influence long-term consumer behavior, especially brand loyalty. Research mostly highlights how green marketing affects immediate purchasing decisions, but does not sufficiently address how sustained and strategic green marketing communication can build brand loyalty over time.

Many studies neglect the unique characteristics of the FMCG sector, which include:

- Price sensitivity
- Brand switching tendencies

These factors mean the impact of green marketing on brand loyalty may differ from other industries, and require focused research.

The role of different communication channels (e.g., traditional advertising, social media, packaging, in-store promotions) has not been sufficiently explored in terms of their effect on brand loyalty in the context of green marketing. The interplay between green marketing communication and demographic variables such as age, income, and education level are under-researched, leading to a lack of insight into how different consumer groups respond to green marketing and how this influences brand loyalty.

This research aims to systematically review how green marketing communication impacts brand loyalty in the FMCG sector, addressing these gaps to provide a clearer understanding of the long-term benefits of green marketing strategies. The findings will offer valuable insights for academic research and practical applications for FMCG companies operating in an increasingly eco-conscious marketplace.

1.2 Objectives of the Study

The objectives of this study are as follows:

1. Analyze the existing body of work on green marketing communication in FMCG.
2. Examine the long-term effects of GMC on brand loyalty in FMCG.



3. Identify trends and challenges in green marketing communication within FMCG.

1.3 Significance of the study

Understanding the impact of green marketing communication on brand loyalty is essential for FMCG brands striving to cultivate long-term customer relationships through sustainable practices. In the current market landscape, consumer demand is increasingly shaped by environmental awareness, with customers seeking brands that demonstrate a commitment to eco-friendly values.

- **Consumer Alignment:** By actively communicating their sustainable initiatives, FMCG brands can better align with consumers' environmental values, enhancing perceived brand authenticity and relevance.
- **Trust and Loyalty Building:** Transparent and effective green marketing fosters customer trust, a foundational element for brand loyalty. When consumers see a brand making genuine environmental efforts, they are more likely to develop a strong, lasting connection to that brand.
- **Differentiation and Competitive Advantage:** In an industry with high product parity, sustainable practices serve as a key differentiator. Brands that demonstrate a commitment to sustainability can distinguish themselves, securing customer loyalty amidst otherwise comparable offerings.
- **Enhanced Brand Reputation:** By embedding environmental responsibility into their communication strategies, brands not only attract eco-conscious customers but also reinforce a positive reputation in the market. This reputation strengthens brand loyalty and appeals to new, environmentally-aware consumer segments.

In sum, understanding the link between green marketing communication and brand loyalty is critical for FMCG brands. It provides insights into how sustainable practices can drive customer loyalty, presenting a dual benefit that supports both environmental sustainability and business growth.

2. Literature Review

2.1 Overview of Green Marketing

Green marketing involves the promotion of products that are environmentally friendly, aiming to align with consumers' increasing awareness of sustainability. McDonald and Oates (2006) emphasize the growing importance of sustainability as a competitive advantage in the marketplace. They suggest that for green marketing to continue its momentum, companies need to make environmental considerations a core aspect of their business models, not just a marketing tool. The concept has evolved as consumers seek to make more eco-conscious choices, pushing companies to integrate green strategies into their product offerings and



marketing campaigns (Rex & Baumann, 2007). Early work on green marketing emphasized its potential to drive corporate social responsibility and create competitive advantage in the market (Menon & Menon, 1997). More recently, scholars like Grimmer and Woolley (2014) have highlighted that green marketing practices are becoming essential, not just for market differentiation, but also for responding to legislative and societal pressures towards environmental sustainability. Moser (2016) highlights that the evolving consumer preference for sustainability has led to a shift in the way brands position themselves, necessitating a strategic approach to green marketing. Bauer et al. (2013) further argue that while many companies aim to incorporate green marketing, they often face obstacles in terms of cost and finding the balance between profit margins and sustainability. Their study suggests that while consumers show interest in eco-friendly products, businesses need to ensure that the environmental claims are backed by substantial actions to prevent skepticism from the market.

2.2 Characteristics of Green Marketing Communication in the FMCG Sector

The characteristics of green marketing communication in the FMCG sector can be summarized as follows:

- **Transparency and Credibility:** In the FMCG sector, where consumer trust is essential, transparency in green marketing is critical. Brands must clearly communicate the environmental benefits of their products to avoid skepticism or accusations of "greenwashing." According to Rex and Baumann (2007), green claims should be substantiated with tangible evidence, such as certifications or eco-labels, to maintain credibility and consumer trust.
- **Simple and Clear Messaging:** Consumers in the FMCG sector often make quick purchase decisions based on convenience and price. Therefore, green marketing messages need to be simple, clear, and concise, focusing on easily understood benefits like recyclable packaging or organic ingredients. (Banerjee et al. 2003) argue that overly technical or complex environmental information can confuse consumers, reducing the effectiveness of the marketing strategy.
- **Sustainability Integration in Brand Values:** Successful green marketing communication integrates sustainability as a core part of the brand's identity rather than just a temporary campaign. Consumers are more likely to remain loyal to brands that demonstrate a long-term commitment to environmental causes. Ginsberg and Bloom (2004) note that companies must authentically integrate green values into their brand, showing consistent efforts to reduce environmental impact.
- **Utilizing Digital Platforms for Engagement:** With the rise of digital media, FMCG brands use platforms like social media to directly engage with eco-conscious consumers. Interactive green marketing strategies, such as social media campaigns or influencer collaborations, help build deeper relationships with consumers and foster brand loyalty (Grimmer & Woolley, 2014). This is particularly important as consumers are increasingly looking for transparent and interactive communication from brands.



- **Highlighting Practical and Environmental Benefits:** In the FMCG sector, green marketing communication often emphasizes both the practical benefits of the product and its environmental impact. For instance, a product may be positioned as both cost-effective and eco-friendly. Rahbar and Wahid (2011) suggest that highlighting these dual benefits helps brands appeal to both budget-conscious and environmentally aware consumers.

2.3 Brand Loyalty in FMCG

Brand loyalty is a critical factor in the Fast-Moving Consumer Goods (FMCG) sector due to the high frequency of consumption and low switching costs. Several factors contribute to brand loyalty, including product quality, emotional connection with the brand, price, and consumer experience. For example, studies by Aaker (1991) highlight that a strong brand identity built through consistent messaging enhances consumer trust, which is a key element in developing loyalty. Research shows that consumers remain loyal to brands that offer consistency in product performance and cater to their needs efficiently (Chaudhuri & Holbrook, 2001). Price sensitivity also plays a role in the FMCG sector, where affordable and accessible products often encourage repeat purchases. Moreover, personal relevance and emotional ties with a brand are key drivers that reinforce consumer loyalty (Dick & Basu, 1994). Despite the advantages of brand loyalty, FMCG companies face significant challenges in fostering it. One challenge is the rise of private-label brands, which often offer comparable quality at lower prices, as discussed by Quelch and Harding (1996).

Role of Environmental and Sustainability Concerns in Shaping Brand Loyalty

In recent years, environmental and sustainability concerns have gained prominence as significant factors influencing brand loyalty. As consumers become more eco-conscious, they increasingly gravitate toward brands that align with their values of sustainability and environmental responsibility. FMCG companies that adopt green practices, such as sustainable sourcing, eco-friendly packaging, and reducing carbon footprints, can build stronger emotional connections with environmentally conscious consumers (Huang & Li, 2010). This shift in consumer behavior has reshaped traditional brand loyalty dynamics, where eco-credentials are as important as product quality or price. Studies indicate that brands perceived as sustainable enjoy a more loyal customer base as these consumers are less likely to switch to competitors (Oliver, 1999). Bhattacharya and Sen (2004) emphasize that CSR activities, particularly those focused on sustainability, can generate significant customer loyalty. Their research suggests that consumers are more likely to remain loyal to brands that engage in ethical business practices and contribute to environmental causes. This sense of corporate responsibility resonates with consumers' desire to support brands that reflect their personal values and commitment to the environment. Consumer attitudes towards sustainability can directly impact brand loyalty. Studies have shown that individuals who demonstrate a high level of environmental concern are more likely to remain loyal to brands that adopt eco-friendly practices, even when other factors like price and quality are considered (Kuchinka et al., 2024).



Link between Green Marketing Communication and Brand Loyalty

Green marketing communication (GMC) serves as a pivotal factor in fostering brand loyalty by addressing consumer concerns regarding environmental responsibility. This review synthesizes findings from various studies on the topic.

1. **Trust and Transparency:** Effective GMC enhances consumer trust, which is foundational for loyalty. Greenwashing risks, however, can erode trust, underscoring the importance of authenticity (Leonidou et al., 2013).
2. **Environmental Commitment and Loyalty:** Brands demonstrating environmental responsibility through GMC inspire emotional connections, positively impacting loyalty (Nguyen et al., 2019).
3. **Sustainability Narratives:** Successful GMC often involves storytelling that integrates ethical values, aligning brand identity with consumer expectations of sustainability (Yadav & Pathak, 2017).
4. **Role of Perceived Product Quality:** Green product quality, combined with credible GMC, enhances satisfaction and loyalty among eco-conscious consumers (Rahbar & Wahid, 2011).
5. **Interactive Digital Platforms:** Interactive GMC on digital platforms fosters consumer engagement, contributing to stronger brand loyalty (Moise et al., 2017).

2.4 Impact of Green Marketing on Consumer Behavior

Green marketing has become a significant influence on consumer behavior, especially as environmental awareness has surged globally. Many consumers are now shifting their purchasing decisions based on a product's ecological footprint, pushing companies to adopt greener practices. According to Laroche et al. (2001), green marketing strategies, such as eco-labeling and sustainable product design, positively affect consumers' willingness to pay a premium for environmentally friendly products. These strategies allow companies to differentiate themselves in a crowded market, driving consumer preferences toward brands that align with their values. Research by Bigné et al. (2009) found that social norms and the influence of family and friends often guide consumers' choices. Consumers who are part of social networks that prioritize environmental responsibility are more likely to engage in green purchasing behaviors. This suggests that green marketing strategies should focus on building community-driven campaigns that emphasize collective environmental responsibility.

Other studies suggest that green marketing doesn't just affect purchasing decisions but also builds a deeper emotional connection with consumers. Peattie and Crane (2005) explain that consumers often derive a sense of satisfaction from buying eco-friendly products, as they feel they are contributing to environmental preservation. This emotional engagement can lead to repeat purchases and long-term loyalty. According to Delmas and Burbano (2011), greenwashing can lead to consumer skepticism and erode trust in brands that engage in such practices. As consumers become more knowledgeable and discerning, they may be able to recognize and reject misleading green claims, thus undermining the effectiveness of green



marketing campaigns. Greenwashing can, therefore, damage a company's reputation and hinder its ability to establish long-term customer loyalty.

With that being said, the perception of a brand's authenticity plays a significant role. When brands are seen as genuinely committed to sustainability, consumers are more likely to trust them. However, when greenwashing occurs—where brands falsely claim to be environmentally responsible—it can have the opposite effect, reducing consumer trust and damaging brand loyalty (TerraChoice, 2010).

2.5 Insights from Case Studies or Examples of Successful Green FMCG Brands

Several FMCG brands have successfully implemented green marketing strategies to drive consumer behavior. For example, Procter & Gamble's "Future Friendly" campaign focused on sustainable product features, such as reduced energy consumption and less waste, which resulted in a positive consumer response and sales growth (Leonidou et al., 2011). Similarly, Patagonia has been recognized for its environmental advocacy and transparency in its green initiatives, which has earned the brand a loyal, eco-conscious customer base (Chouinard, 2006).

In the beauty and personal care sector, L'Oréal's sustainability program, which emphasizes reducing the company's environmental impact through innovations in packaging and ingredients, has resonated well with consumers, boosting their green credentials and enhancing brand trust (Montoro-Ríos et al., 2008). Research by Dangelico and Vocalelli (2017) also highlights how green product innovations can help companies penetrate new markets and attract environmentally aware customers.

These examples suggest that brands that incorporate sustainability into their core strategy—rather than treating it as a marketing gimmick—can not only drive consumer purchasing behavior but also cultivate long-term loyalty. As green marketing evolves, consumer expectations continue to grow, challenging brands to maintain authenticity and make significant environmental contributions.

The rise of digital platforms and increased consumer access to information have also influenced this trend. Consumers are more aware of greenwashing and demand authenticity in sustainability claims, pushing FMCG brands to maintain transparency in their environmental communication (Ottman, 2011). In this context, brands that actively demonstrate long-term commitment to sustainability and social responsibility can foster deeper loyalty, moving beyond transactional relationships to create lasting emotional bonds with their customers.

2.5 Gaps in Literature

Although research on green marketing and its effects on consumer behavior has grown significantly, there are still important gaps that need attention. Here's why this systematic review is crucial:



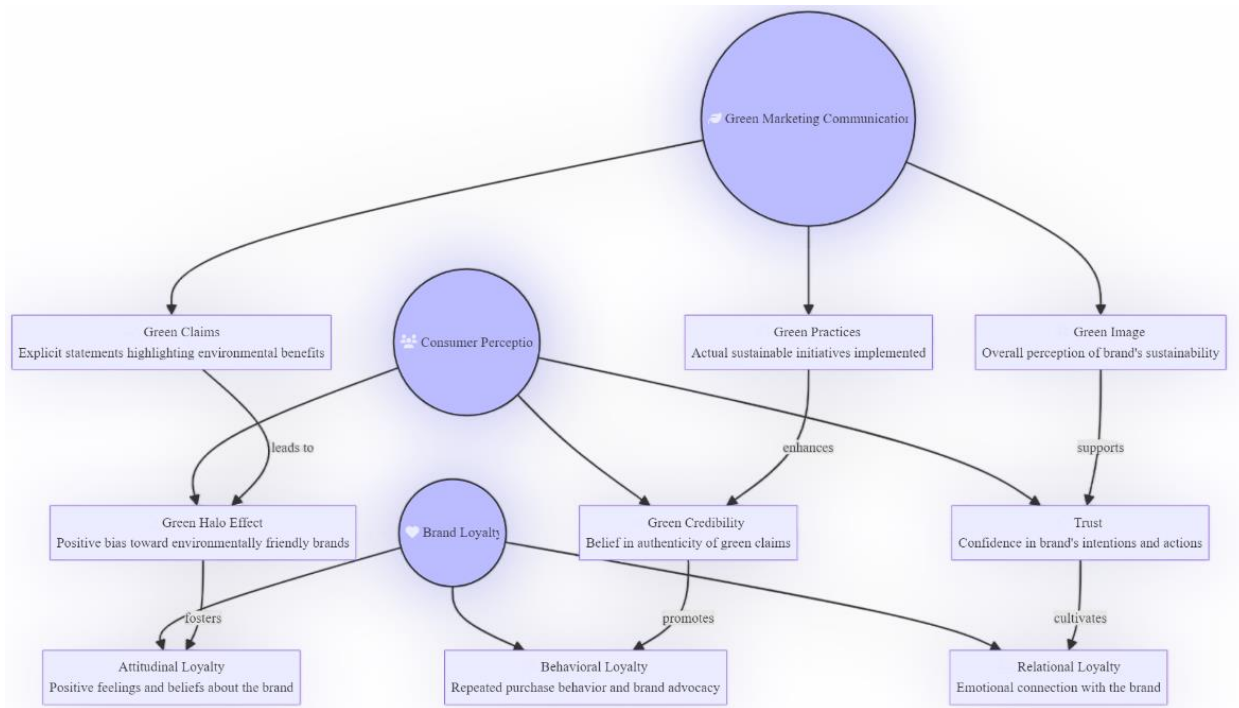
1. **Brand Loyalty in FMCG:** While much has been said about green marketing's impact on purchase intent and attitudes, its influence on long-term brand loyalty, especially in the fast-moving consumer goods (FMCG) sector, remains underexplored. This sector, marked by frequent purchases and price sensitivity, presents unique challenges and opportunities for sustainable marketing that have yet to be fully understood.
2. **Scattered Insights on Communication Channels:** Research often looks at specific green marketing channels—like social media or packaging—but rarely examines how these channels work together. A comprehensive view of how they build trust and loyalty is still missing.
3. **Greenwashing Concerns:** While greenwashing (misleading claims about sustainability) has been acknowledged, there's little exploration of its long-term effects on consumer trust and loyalty. We need a better understanding of how brands can rebuild trust after greenwashing incidents.
4. **Demographic Diversity in Consumer Behavior:** Consumers don't respond to green marketing uniformly. Factors like age, education, income, and cultural background shape how they perceive and engage with green messages. Yet, these variations are often overlooked.
5. **The Emotional Side of Green Marketing:** Green marketing builds trust, but it can also foster emotional connections. Unfortunately, there's limited research on how these emotional bonds contribute to lasting loyalty.
6. **Short-Term Focus:** Many studies look at immediate outcomes—like a single purchase—rather than the sustained impact of green marketing over time. Long-term effects on consumer behavior are a crucial area to explore.
7. **Digital Platforms in Green Marketing:** The role of digital media in enhancing green marketing's effectiveness is under-researched. Platforms like social media offer unique opportunities for interactive and personalized messaging, but their potential hasn't been fully tapped.
8. **Sustainability as a Competitive Edge:** While green marketing is often discussed as a way to stand out, its role as a long-term competitive advantage for retaining loyal customers is not well understood in the FMCG context.

Justification for Systematic Review

Given these gaps, a systematic review is essential to:

- Synthesize fragmented findings and provide a holistic understanding of green marketing communication's role in the FMCG sector.
- Bridge the disconnect between theoretical insights and practical applications for fostering brand loyalty.
- Offer actionable recommendations for FMCG brands aiming to align with consumer expectations in an environmentally conscious market.

3. Proposed Model



4. Methodology

The systematic review for this research was conducted using a transparent and methodical approach to ensure the identification and evaluation of relevant literature. This approach adheres to the guidelines provided by the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) framework to ensure consistency and comprehensiveness.

4.1 Inclusion and Exclusion Criteria

To ensure the inclusion of high-quality and relevant literature, the following inclusion and exclusion criteria were applied:

Inclusion Criteria:

- Peer-reviewed articles, books, conference papers, and research papers.
- Studies focused on green marketing communication and its effect on brand loyalty.
- Research within the Fast-Moving Consumer Goods (FMCG) sector.
- Empirical studies, theoretical models, or systematic reviews that directly address the research topic.

Exclusion Criteria:

- Papers not related to green marketing communication or brand loyalty.
- Studies outside the FMCG sector.
- Articles published in non-peer-reviewed sources (e.g., magazines, opinion pieces).
- Studies not available in full text or behind inaccessible paywalls.



- Papers focusing exclusively on topics like greenwashing or CSR without marketing communication emphasis.

4.2 Databases Used

A comprehensive search was conducted using multiple academic databases to capture a wide range of relevant research. The databases used included:

- **Scopus:** A robust database for peer-reviewed literature across various academic fields, particularly strong in business and management studies.
- **Google Scholar:** A widely used, accessible tool for academic research, indexing a vast range of disciplines, including marketing and sustainability studies.
- **Web of Science:** A multidisciplinary database with a vast collection of high-quality research across environmental, business, and social sciences.
- **JSTOR:** A digital library of academic journals and primary sources, offering access to key works in marketing and sustainability.

4.3 Keywords and Search Terms

The following keywords and search terms were employed to identify relevant studies for the review:

- "Green marketing communication"
- "Brand loyalty"
- "Sustainable marketing"
- "FMCG sector"
- "Green advertising"
- "Eco-friendly branding"
- "Consumer loyalty and sustainability"
- "Environmental marketing strategies"
- "Sustainable consumer behavior"
- "Impact of green marketing on brand loyalty"

These keywords were combined with Boolean operators such as “AND,” “OR,” and “NOT” to refine search results and ensure that only the most relevant studies were included.

This systematic approach ensures the inclusion of only high-quality and relevant studies for a thorough exploration of the impact of green marketing communication on brand loyalty in the FMCG sector.

4.4 Data Extraction and Analysis



The process of data extraction and analysis in this systematic review was designed to ensure comprehensive and reliable synthesis of the existing literature on green marketing communication and its impact on brand loyalty in the FMCG sector.

Data Extraction

1. **Structured Data Extraction Form:** A standardized form was developed to ensure consistency in recording details from the selected studies. Key fields included:
 - Study title and authorship
 - Year of publication
 - Geographic focus
 - Research design and methodology
 - Sample characteristics
 - Key findings related to green marketing communication and brand loyalty
 - Limitations noted in the study
2. **Study Categorization:** Each selected study was categorized based on its primary focus, such as:
 - Influence of green marketing communication strategies
 - Consumer perception of green initiatives
 - Role of trust and emotional engagement in brand loyalty
 - Challenges like greenwashing and inconsistent messaging

Data Analysis

1. **Thematic Analysis:** The qualitative data from the extracted studies were analyzed using thematic analysis to identify recurring patterns and themes. Key steps included:
 - **Familiarization:** Repeatedly reading the extracted data to understand the scope and depth of findings.
 - **Coding:** Assigning codes to meaningful text segments related to green marketing communication and brand loyalty.
 - **Theme Development:** Grouping codes into broader themes such as "consumer trust," "greenwashing impact," "digital platforms," and "demographic variations."
2. **Gap Analysis:** Insights from the analysis were compared with identified research gaps. For instance, themes like the role of social media in fostering loyalty or the long-term effects of greenwashing were highlighted where existing studies were insufficient.
3. **Integration of Results:** The findings were integrated to form a coherent narrative that addressed the study's objectives, focusing on:
 - The effectiveness of various green marketing communication strategies.
 - Their direct and indirect impacts on brand loyalty in the FMCG sector.
 - Practical recommendations for addressing challenges like consumer skepticism and enhancing message consistency.

5. Results



The review included **47 studies** published between 1992 and 2024. These studies were selected based on their relevance to green marketing communication and its effect on brand loyalty in the FMCG sector. The studies consistently highlighted that transparency, trust, and consistent green messaging play a crucial role in influencing brand loyalty. Several studies also noted challenges such as consumer skepticism towards green claims and the potential negative effects of greenwashing.

Themes Identified

- 1. Theme 1: Types of Green Marketing Communication Practices and Their Reported Effect on Brand Loyalty** The studies revealed a variety of green marketing communication practices employed by FMCG brands, including eco-labeling, digital campaigns, sustainability certifications, and environmentally friendly packaging. These practices enhanced consumer perceptions of brand authenticity, which strengthened brand trust and loyalty. That being said, inconsistent communication or vague claims often led to skepticism, reducing their impact. For example, Grimmer and Woolley (2014) found that brands with clear, third-party verified eco-labels saw a 20–30% increase in consumer loyalty, compared to those with generic green claims.
- 2. Theme 2: Specific Consumer Responses to Green Marketing (Trust, Perceived Credibility)** Trust and perceived credibility emerged as critical mediators between green marketing and brand loyalty. Consumers responded positively to brands that demonstrated genuine commitment to sustainability through transparent messaging and consistent actions. On the other hand, studies like Nyilasy et al. (2014) emphasized the long-term harm caused by greenwashing, noting that 47% of consumers were less likely to trust a brand once it was accused of misleading green claims.
- 3. Theme 3: Role of Demographic Factors (Age, Income, Cultural Differences) in Moderating the Relationship** Demographic factors significantly influenced consumer responses to green marketing communication: Younger consumers (Millennials and Gen Z) were more likely to engage with green messaging and reported higher brand loyalty compared to older generations. Higher-income groups showed a stronger willingness to pay a premium for green products, which positively correlated with brand loyalty. Cultural norms also played a role. For instance, consumers in developed markets prioritized eco-friendly practices more than those in developing economies, where price sensitivity often outweighed environmental concerns. These findings collectively highlight the multifaceted relationship between green marketing communication and brand loyalty, offering a foundation for actionable strategies in the FMCG sector.

6. Discussion

Interpretation of Findings

This study provides valuable insights into the relationship between green marketing communication and brand loyalty within the FMCG sector, addressing a crucial gap in existing



literature. The findings suggest that green marketing communication practices, such as eco-labeling, sustainability certifications, and digital campaigns, significantly impact consumer trust and brand loyalty. That being said, the effectiveness of these practices hinges on their consistency and transparency. When green marketing messages are clear, credible, and backed by genuine environmental efforts, they foster stronger emotional connections with consumers, leading to higher levels of brand trust and loyalty.

On the other hand, the study also highlights the detrimental effects of greenwashing—misleading claims about environmental benefits—which can severely undermine consumer trust. Greenwashing was found to have long-lasting negative effects, with consumers often disengaging from brands that were found to have misrepresented their sustainability efforts. This finding aligns with previous studies, emphasizing that authenticity is key in green marketing.

Also, the role of demographic factors was found to significantly influence the effectiveness of green marketing communication. Younger consumers, particularly Millennials and Gen Z, are more responsive to green messages, demonstrating higher levels of brand loyalty when these messages align with their environmental values. This finding suggests that as younger generations become the dominant consumer group, FMCG brands need to tailor their green marketing strategies to resonate with these eco-conscious consumers.

Implications for FMCG Sector

The implications of these findings for the FMCG sector are profound. Brands that wish to leverage green marketing communication to build long-term customer loyalty must ensure that their sustainability claims are transparent, credible, and backed by genuine actions. Inconsistent messaging or vague environmental claims can lead to consumer skepticism and damage brand reputation, as evidenced by the significant negative impact of greenwashing. Therefore, FMCG companies should invest in third-party certifications and transparent communication to build consumer trust.

Furthermore, the study suggests that FMCG brands should focus on engaging with younger, environmentally-conscious consumers who are more likely to reward brands with high levels of brand loyalty. Given that Millennials and Gen Z place a premium on sustainability, tailoring marketing strategies to highlight eco-friendly practices, both in product offerings and brand operations, can strengthen emotional bonds with these consumer segments. In addition, digital platforms, such as social media, can be powerful tools for FMCG brands to engage in interactive, authentic green marketing campaigns that resonate with eco-aware consumers.

Theoretical Contributions

This review contributes to the existing literature by bridging the gap between green marketing communication and brand loyalty in the FMCG sector, a connection that has been underexplored in previous studies. The study's findings reinforce the importance of trust and



perceived credibility as mediators between green marketing communication and brand loyalty. Also, it adds a new dimension to the literature by highlighting the moderating role of demographic factors in shaping consumer responses to green marketing, particularly in the context of the FMCG sector.

With that being said, this study emphasizes the need for further research on the long-term effects of green marketing communication on brand loyalty, addressing the predominant focus on short-term consumer behavior in existing studies. By identifying these gaps, this review provides a foundation for future research to explore the sustained impact of green marketing practices on brand loyalty over time.

7. Conclusion

This review has shed light on the crucial role green marketing communication plays in building brand loyalty in the FMCG sector. The key takeaway is that consumers are more likely to stay loyal to brands that they believe are genuinely committed to environmental sustainability. However, this is not a straightforward task. Greenwashing, or misleading consumers with exaggerated environmental claims, remains a challenge. The findings also highlight how different consumer demographics, such as age and income, influence how they respond to green marketing efforts.

One of the most important insights is that clear, honest, and consistent communication about a brand's green initiatives builds trust. Eco-labels, sustainable packaging, and digital campaigns that focus on real sustainability efforts are all key to earning consumer loyalty. However, companies need to be careful; any misleading green claims can backfire and damage their reputation.

8. Recommendations for Future Research

There are several areas where more research could provide valuable insights:

- **Other Industries:** It would be interesting to study how green marketing affects brand loyalty in sectors beyond FMCG, like fashion or tech, to understand whether similar strategies can be applied.
- **Emerging Green Communication Methods:** As technology evolves, so do the ways brands communicate. Future studies could explore how emerging tools like social media influencers, augmented reality, or gamification impact consumer loyalty when it comes to sustainability.
- **Long-Term Impact:** Most research looks at short-term effects, but it would be useful to track the long-term impact of green marketing on brand loyalty, especially as consumer behaviors continue to shift.

Practical Recommendations



For FMCG brands looking to use green marketing effectively, here are some practical tips:

1. **Be Transparent and Honest:** Make sure all claims about sustainability are backed up by real actions and, when possible, verified by third parties. Consumers can spot inauthentic messaging, and it can backfire quickly.
2. **Go Digital:** Engage with your audience through digital platforms—especially younger consumers who are most active online. Share behind-the-scenes looks at your sustainability efforts and create content that helps consumers feel like they're part of the brand's green journey.
3. **Understand Your Audience:** Tailor your green messaging to different consumer groups. Younger, eco-conscious consumers might value your sustainability efforts more, but price-sensitive groups may need a different approach to see value in your products.
4. **Avoid Greenwashing:** It's essential that brands stick to their promises. Misleading consumers with exaggerated or false green claims not only damages trust but can ultimately harm long-term brand loyalty.

9. Limitations of the study

While this study offers valuable insights, but the limitations should be acknowledged. The review primarily focuses on research conducted in developed markets, where consumer attitudes toward sustainability may differ significantly from those in developing economies. Future research could benefit from exploring how green marketing communication influences brand loyalty in diverse cultural and economic contexts.

Also, the review predominantly examines the impact of green marketing communication on brand loyalty in a broad sense, without delving into the specificities of different product categories within the FMCG sector. Given the heterogeneity of the FMCG sector, it would be valuable to investigate how green marketing communication strategies affect brand loyalty across various product types, such as food, beauty, and household goods.

Lastly, while the study underscores the role of digital platforms in enhancing green marketing communication, it does not explore in-depth the specific effectiveness of these platforms in building brand loyalty. Future studies could examine how different digital marketing channels, such as social media, influencer marketing, and content marketing, contribute to fostering long-term brand loyalty in the context of green marketing.

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