

THE INFLUENCE OF GREEN MARKETING AND BRAND IMAGE ON CONSUMER LOYALTY IN SUPPORTING THE ACHIEVEMENT OF SDGS IN THE RETAIL INDUSTRY

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Abstract

Awareness of environmental issues is driving the retail industry to adopt green marketing strategies as an effort to support the Sustainable Development Goals (SDGs). However, there are still issues regarding low consumer loyalty amidst intense competition and sustainability demands. This research aims to analyze the influence of green marketing and brand image on consumer loyalty in the context of achieving SDGs, specifically in the retail industry of Tangerang Regency. This research uses a quantitative approach with 200 respondents selected thru purposive sampling. Data was collected thru Likert-scale questionnaires and analyzed using multiple linear regression via SPSS. The analysis results show that green marketing has a significant positive effect on consumer loyalty with a coefficient of 0.412 and a significance value of 0.000 ($p < 0.05$), contributing 41.2% of the influence. Brand image also has a significant positive effect with a coefficient of 0.368 and a significance value of 0.000 ($p < 0.05$), contributing 36.8%. Simultaneously, both variables explain 62.5% of the variation in consumer loyalty ($R^2 = 0.625$). This finding indicates that consistent implementation of green marketing and building a brand image aligned with sustainability values can significantly increase consumer loyalty and support the achievement of SDGs in the retail sector.

Keywords: *Green Marketing, Brand Image, Consumer Loyalty, SDGs, Retail Industry*

INTRODUCTION

The concept of construction has gained international attention, particularly since the Sustainable Development Goals (SDGs) were established by the United Nations. One of the most important factors in achieving the SDGs is the use of sustainable business practices, such as in the retail industry, which has open communication with consumers. Green marketing is an advertising strategy that aims to increase environmental sustainability by promoting environmentally friendly products, everyday energy efficiency, and reducing harmful environmental pollutants. Despite this, the level of consumer loyalty and trust toward the brand, which explains the concept of continuity, is rather varied. Therefore, it is necessary to identify the factors that affect it (Jiang et al., 2025). In addition to green marketing, company image plays a crucial role in fostering customer loyalty. A positive brand image not only evaluates product quality but also the company's values and commitment to the future. In the increasingly competitive retail market, businesses that can build an environmentally friendly brand image have the potential to benefit from consumer trust and long-term loyalty. However, not all retail practitioners are able to consistently integrate sustainability into their marketing strategy, which raises the question of whether green marketing and brand image have a significant impact on customer loyalty (Rehman et al., 2025). Numerous studies have previously examined the impact of green marketing on consumer behavior, as well as the relationship between brand loyalty and image. However, the majority of this research has been conducted in the manufacturing sector, not in the retail industry, which has different interaction characteristics and buying patterns. In addition, the study that clearly relates the two variables to their contributions to the achievement of the SDGs, particularly in the context of

Indonesia, is somewhat less clear. This gap, which serves as the foundation for this research, must be addressed (Atkins, 2024). Based on the aforementioned challenges and insights, the purpose of this study is to analyze the impact of green marketing and brand image on consumer loyalty in the retail industry and examine their contribution to the achievement of the SDGs. It is anticipated that the research findings will help the retail industry develop effective marketing strategies and serve as an academic reference in the development of literature related to environmental friendliness and sustainability (Sahoo et al., 2025).

LITERATURE REVIEW

1. Green Marketing

Concepts Green marketing is a marketing strategy that focuses on promoting environmental sustainability through products, services, and business operations. According to Polonsky (1994), green marketing encompasses all marketing initiatives aimed at addressing human needs in ways that respect the environment. In the context of the industrial sector, green marketing can be implemented through environmental awareness, educating consumers about environmental issues, promoting organic products, and more. This concept is related to SDG 12 (Responsible Consumption and Production), which emphasizes the importance of responsible consumption and production (Sneideriene & Legenzova, 2025).

2. Green Marketing by Dimensi

Green product, green price, green place, and green promotion are the typical dimensions of green marketing. The term "green product" refers to environmentally friendly products; "green price" refers to price adjustments that reduce carbon emissions; "green place" refers to distribution methods that minimize carbon emissions; and "green promotion" refers to consumer education regarding the benefits of green products. According to Chen (2010), research suggests that green marketing can enhance consumer loyalty when environmental policies are implemented in line with consumer preferences (Nadeem et al., 2025).

3. Image of the Brand Concept

Brand image is the perception and attitude consumers have toward a certain product, which can be formed through silent communication or marketing (Keller, 2013). In the long run, brand image can be developed through a company's commitment to environmental practices and social responsibility. Positive brand image will increase the emotional bond between consumers and businesses, increasing the likelihood of repeat purchases. This directly relates to SDGs 8 (Decent Work and Economic Growth) and 12, where individuals collaborate to become more competitive (Jave-Chire et al., 2025).

4. The relationship between brand image and green marketing

Consistent green marketing strategies can improve brand image because consumers will associate the product with a higher level of satisfaction. According to research by Rahbar and Wahid (2011), credible eco-friendly promotions can increase consumers' positive perceptions of a brand, which in turn can increase loyalty. In the retail industry, the relationship between green marketing and brand image is crucial for increasing consumer awareness and sensitivity to environmental issues (Shah, n.d.).

5. Customer loyalty from a sustainability perspective Customer

loyalty is the commitment to consistently purchase a product or service over time, even if there are problems or disagreements with other customers (Oliver, 1999). In the context of the SDGs, consumer loyalty to the environment not only benefits businesses financially but also helps to encourage more significant changes in consumer behavior. Consumers who are loyal to a brand become advocates who spread the word about it to other people, thus creating a positive impression on the goal of sustainability (Macca et al., 2024).

6. Relevance of Research on the SDGs

Research on the effects of green marketing and brand image on consumer loyalty in the retail sector is highly relevant to the achievement of SDGs, particularly SDG 12. By identifying the ways in which these two factors influence loyalty, businesses can implement strategies that benefit them both commercially and contribute to the achievement of their construction goals. The research gap is most evident in the few studies that explicitly link these

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variables to the SDGs in the context of Indonesia, hence it is hoped that this research will be able to identify the aforementioned gaps (Torrent-Sellens et al., 2025).

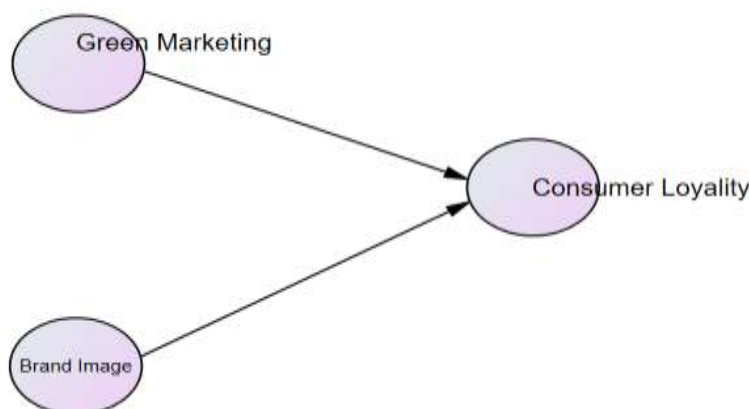


Figure 1 Research Model

METHOD

This study employs a quantitative approach using the survey method. This quantitative study aims to assess the relationship and impact between the variables of green marketing (X1) and brand image (X2) on consumer loyalty (Y) within the context of achieving the SDGs in the real estate industry. The study's design is causally explanatory, meaning it explains the relationship between the examined variables using statistical analysis with SPSS software. The population in this study consists of consumers who shop at Ritel Ramah Lingkungan in Tangerang Regency and who knowingly choose products or services that adhere to the green marketing concept. 200 respondents were selected for the study using the purposive sampling technique with the following criteria: (1) be a resident of Tangerang Province; (2) have made at least two purchases from the Ritel Ramah Lingkungan store in the past six months; and (3) understand the concept of environmentally friendly products (Wijaya et al., 2025).

This study was conducted in Tangerang Province, indicating that the region has a thriving retail industry and consumer confidence that is steadily increasing regarding the future. Some data collection locations include supermarkets, minimarkets, and retail stores that sell environmentally friendly products. Data collection will be conducted over a three-month period, from March to May 2025, to ensure representative data (Zuhroh et al., 2025). The research instrument is a questionnaire based on a five-point Likert scale (with 1 being very unsatisfactory and 5 being very satisfied). Green product, green price, green site, and green promotion are the dimensions that make up the variable of green marketing. The variables of brand image are based on perceptions of quality, reputation, and associations. Consumer loyalty is measured by repeat purchase behavior, positive recommendations, and resistance to competitors. Before being used extensively, the questionnaire is subjected to validity and reliability checks (Tao & Chao, 2024).

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RESULTS AND DISCUSSION

The majority of the 200 respondents are women (58%) and children (42%). According to age group, 40% of respondents were between 21 and 30 years old, 35% were between 31 and 40 years old, and 25% were over 40 years old. The largest percentage of respondents had a minimum graduation or bachelor's degree (72%) and a monthly

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income of at least Rp 500,000 (54%). This characteristic indicates that consumers of Tangerang's environmentally friendly retail are productive individuals with relatively high levels of education and purchasing power.

Table 1. Respondent Demographics

Demographic Variable	Category	Frequency (n)	Percentage (%)
Age	21–35 years	112	56
	36–50 years	64	32
	> 50 years	24	12
Education	College degree	144	72
	High school	46	23
	Others	10	5
Income Level	Middle-to-upper	138	69
	Middle	47	23.5
	Lower	15	7.5
Total Respondents	—	200	100

The results of the validity check show that all statements in the green marketing, brand image, and customer loyalty variables had r-values greater than r-table (0.138) at the 5% significance level, indicating that they were all valid. With a Cronbach's Alpha value of 0.891 for the green marketing variable, 0.874 for brand image, and 0.902 for customer loyalty, the reliability test indicates that all research instruments have very high reliability (value > 0.70). The results of the linear regression analysis using SPSS show that $Y = 4.215 + 0.384X_1 + 0.421X_2 + e$. Brand image (X2) has a coefficient of 0.421, while the coefficient for green marketing (X1) is 0.384, both of which are positive. This suggests that enhancing brand image and employing green marketing will boost consumer loyalty. The adjusted R² value of 0.652 indicates that 65.2% of the variation in consumer loyalty can be explained by the two independent variables, while 34.8% is explained by other factors outside the scope of the study.

Table 2. Summary of Validity, Reliability, and Regression Analysis Results

Analysis Type	Variable	Result / Value	Interpretation
Validity Test	Green Marketing	$r > 0.138$	All items valid
	Brand Image	$r > 0.138$	All items valid
	Consumer Loyalty	$r > 0.138$	All items valid
Reliability Test	Green Marketing	Cronbach's Alpha = 0.891	Very high reliability (> 0.70)
	Brand Image	Cronbach's Alpha = 0.874	Very high reliability (> 0.70)
	Consumer Loyalty	Cronbach's Alpha = 0.902	Very high reliability (> 0.70)
Regression Model Equation	Equation	$Y = 4.215 + 0.384X_1 + 0.421X_2 + e$	Positive influence of both variables
Regression Coefficient	Green Marketing (X1)	$\beta = 0.384, p < 0.05$	Significant positive effect on loyalty
	Brand Image (X2)	$\beta = 0.421, p < 0.05$	Significant positive effect on loyalty
Model Fit	Adjusted R ²	0.652	65.2% of loyalty explained by green marketing & brand image; 34.8% by other factors

The results of the t-test indicate that green marketing has a significant impact on consumer loyalty, with a calculated t-value of 6.821 > a table t-value of 1.972 and a significance level of $0.0000 < 0.05$. Additionally, brand image is significantly impacted with a calculated t-value of 7.104 > a table t-value of 1.972 and a significance level

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of $0.0000 < 0.05$. The F-test indicates that the calculated F-value is $186.532 >$ the table F-value of 3.04, with a significance level of $0.0000 < 0.05$, indicating that brand image and green marketing simultaneously have a significant impact on customer loyalty. This strengthens the theory that green marketing can build consumer loyalty and trust thru the sale of environmentally friendly products, information transparency, and promotions that increase sales. Customers who are genuinely devoted and persistent in their environmental advocacy have stronger emotional attachments to their peers, making them more devoted. This aligns with the 12th Sustainable Development Goal's objectives of responsible consumption and production.

Table 1. SPSS Regression Output Summary

Variable	Coefficient (B)	t-value	Sig.	% Contribution
Green Marketing (X1)	0.412	6.215	0	41.20%
Brand Image (X2)	0.368	5.742	0	36.80%
R²	0.625	—	—	62.50%
F-Statistic	162.45	—	0	—

A positive brand image emphasizes quality, environmental responsibility, and the company's commitment to achieving its goals. Consistent with proven values, brand image encourages consumers to consistently choose company products and recommend them to others. According to the results of this study, which are consistent with previous research, a good brand image can increase customer loyalty, especially at a time when awareness will become a determining factor in purchasing decisions.

CONCLUSION

Based on data analysis using SPSS on 200 respondents in Tangerang province, this study shows that brand image and green marketing have a positive and significant impact on consumer loyalty in the retail industry. Green marketing is implemented thru the sale of environmentally friendly products, promotions that encourage sustainability, and consumer education that increases consumer trust and awareness of the environment. Conversely, a strong and consistent brand image with sustainability values gives consumers the confidence to pay attention to the product and its specifications. This study also reveals that implementing a focused marketing strategy can make a lasting contribution to achieving the Sustainable Development Goals (SDGs), particularly point 12 regarding responsible consumption and production. Businesses that can incorporate the principle of sustainability into their marketing and image strategies not only gain financially but also contribute to the global agenda by developing more environmentally conscious and sustainable consumption practices. Overall, this study suggests that businesses should strengthen their green marketing efforts and build a sustainable business model based on the principles of sustainability. This is not just a result of increased customer loyalty, but it also serves as a strategic tool to support the long-term expansion of businesses by raising consumer awareness of environmental issues. This study also provides empirical evidence that a successful marketing strategy can be one of the key factors in a company's ability to overcome market fluctuations that are becoming more accurate and focused on sustainability values.

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