

Impact of Green Marketing Claims on Consumer Trust and Brand Loyalty

BOTHUKU AMARNATH

Department of Management Studies, Siva Sivani Institute of Management, Hyderabad, India

Abstract—The growing concern for environmental sustainability has significantly transformed consumer expectations and marketing practices. Green marketing has emerged as a strategic approach through which organizations communicate their environmental responsibility. However, the increasing incidence of exaggerated or misleading environmental claims has raised concerns regarding consumer trust and long-term brand loyalty. This study examines the impact of green marketing claims on consumer trust and brand loyalty, with particular emphasis on the mediating role of trust. A descriptive research design was adopted, and primary data were collected from urban consumers using a structured questionnaire. The findings indicate that transparent, authentic, and verifiable green marketing claims positively influence consumer trust, which subsequently enhances brand loyalty. The study highlights the need for ethical green marketing practices to ensure sustainable consumer relationships and long-term brand success.

Keywords: Green Marketing, Consumer Trust, Brand Loyalty, Sustainability, Greenwashing

I. INTRODUCTION

Environmental sustainability has become a critical concern for businesses and consumers worldwide. Increasing awareness of climate change, environmental degradation, and resource depletion has encouraged consumers to evaluate products not only on price and quality but also on their environmental impact. As a result, green marketing has gained prominence as a strategy through which organizations promote environmentally responsible products and practices.

Green marketing involves promoting products or services based on their ecological benefits, including reduced carbon footprint, ethical sourcing, recyclable packaging, and sustainable production processes. When practiced genuinely, green marketing enhances brand credibility and fosters positive consumer perceptions. However, misleading practices such as greenwashing undermine trust and damage long-term brand relationships.

Consumer trust plays a pivotal role in determining the effectiveness of green marketing initiatives. Since consumers often lack the ability to independently verify environmental claims, they rely heavily on brand credibility and transparency. Trust acts as a foundation for building strong consumer-brand relationships and serves as a critical determinant of brand loyalty. This study aims to analyze how green marketing claims influence consumer trust and how trust, in turn, affects brand loyalty.

II. RESEARCH METHODOLOGY

This study adopted a descriptive and analytical research design to examine the relationship between green marketing claims, consumer trust, and brand loyalty. The descriptive component of the research aimed to systematically describe consumer perceptions of green marketing practices and their responses toward environmentally positioned brands. The analytical component was employed to examine the relationships among the identified variables and to test the strength and direction of associations between them.

Research Approach

The study followed a quantitative research approach, as the objective was to measure consumer perceptions and analyze statistical relationships between variables. Quantitative methods were considered appropriate because they allow for objective measurement, numerical representation of data, and statistical testing of relationships.

Sources of Data

Both primary and secondary data were used to achieve the research objectives.

Primary Data

Primary data were collected through a structured questionnaire designed specifically for this study. The questionnaire consisted of close-ended questions to ensure uniformity and ease of statistical analysis. It was divided into sections covering:

1. Demographic information (age, gender, education, income level, etc.)
2. Perceptions of green marketing claims
3. Level of trust toward brands making green claims
4. Brand loyalty indicators (repeat purchase intention, recommendation behavior, brand preference)

A total of 120 urban consumers who had been exposed to green marketing communications were selected as respondents. These consumers were chosen because urban markets are more likely to encounter green marketing initiatives and sustainable branding efforts.

The questionnaire utilized a Likert scale (5-point scale) ranging from “Strongly Disagree” to “Strongly Agree” to measure respondents’ attitudes and perceptions. This scaling technique facilitated quantification of subjective opinions and enhanced the reliability of responses.

Before final data collection, a pilot study was conducted with a small group of respondents to test the clarity, reliability, and validity of the questionnaire. Necessary modifications were made based on feedback to ensure accuracy and comprehensibility.

Secondary Data

Secondary data were gathered from various credible sources including:

- Academic journals
- Books related to marketing and sustainability
- Published research articles
- Industry reports
- Online databases and credible websites

Secondary data helped in building the theoretical framework, identifying research gaps, and supporting the interpretation of findings.

Sampling Design

The study employed convenience sampling, a non-probability sampling technique. Respondents were selected based on their accessibility and willingness to participate. This method was chosen due to time and resource constraints. Although convenience sampling limits generalizability, it was considered appropriate for exploratory analysis in this context.

The sample size of 120 respondents was deemed sufficient to conduct correlation analysis and draw meaningful insights regarding the relationships among variables.

Variables of the Study

The study focused on three key variables:

- Independent Variable: Green marketing claims (accuracy, clarity, transparency, and credibility of environmental claims made by brands)
- Mediating Variable: Consumer trust (confidence in the authenticity and reliability of green claims)
- Dependent Variable: Brand loyalty (repeat purchase intention, commitment to brand, positive word-of-mouth)

The mediating role of consumer trust was examined to understand whether trust strengthens or influences the relationship between green marketing claims and brand loyalty.

Data Analysis Tools and Techniques

After data collection, responses were coded and entered into statistical software for analysis. The following statistical tools were used:

1. Percentage Analysis:

Used to describe demographic characteristics and summarize consumer responses in terms of proportions.

2. Correlation Analysis:

Applied to determine the strength and direction of the relationship between green marketing claims, consumer trust, and brand loyalty. Pearson’s correlation coefficient was used to measure linear relationships among variables.

The results were interpreted to understand whether significant relationships existed and to what extent green marketing claims influence consumer trust and brand loyalty.

Reliability and Validity

To ensure reliability, internal consistency of the scale items was assessed using appropriate reliability measures (such as Cronbach’s Alpha). Content validity was ensured by designing the questionnaire based on established literature and previously validated scales wherever possible.

Ethical Considerations

Ethical standards were strictly maintained throughout the research process. Respondents were informed

about the purpose of the study, and their participation was voluntary. Confidentiality and anonymity of respondents were assured, and data were used solely for academic purposes.

Limitations of the Study

- The use of convenience sampling limits the generalizability of the findings.
- The study was confined to urban consumers, which may not represent rural populations.
- The sample size of 120 respondents, while adequate for correlation analysis, may restrict broader applicability.
- Responses were based on self-reported data, which may be subject to bias.

III. RESULTS AND DISCUSSION

The findings of the study reveal a significant positive relationship between authentic green marketing claims and consumer trust. Respondents expressed higher confidence in brands that provided clear, specific, and verifiable environmental information, such as certifications and transparent sustainability disclosures.

Correlation analysis indicated that consumer trust plays a mediating role between green marketing claims and brand loyalty. Consumers who trusted green claims demonstrated stronger attitudinal and behavioral loyalty, including repeat purchase intentions and positive word-of-mouth. Conversely, vague or exaggerated claims negatively impacted trust and reduced brand loyalty.

These results align with existing literature, reinforcing the importance of credibility and transparency in green marketing. The study confirms that sustainability communication must be supported by genuine corporate practices to achieve long-term consumer trust and loyalty.

IV. CONCLUSION

The study concludes that green marketing claims significantly influence consumer trust and brand loyalty when communicated ethically and transparently. Trust serves as a crucial mediating factor that transforms environmental claims into long-term consumer commitment. Authentic sustainability initiatives, supported by verifiable

information and consistent corporate behavior, enhance consumer confidence and brand loyalty.

Organizations must avoid deceptive practices such as greenwashing, as they erode trust and damage brand equity. Integrating sustainability into core business strategies and maintaining honest communication are essential for achieving sustainable competitive advantage in environmentally conscious markets.

V. APPENDIX

Structured questionnaire used for collecting primary data from 120 respondents, including demographic details and Likert-scale items measuring green marketing claims, consumer trust, and brand loyalty.

VI. ACKNOWLEDGMENT

The author expresses sincere gratitude to Dr. Dinesh A, Assistant Professor, Siva Sivani Institute of Management, for his valuable guidance, encouragement, and continuous support throughout the research. The author also extends thanks to all respondents who participated in the survey and contributed to the successful completion of this study.

REFERENCES

- [1] Amir, T. (2024). Impact of Green Marketing on Consumer Trust and Buying Behavior. *Journal of Sustainable Marketing*.
- [2] Patil, B. S., & Verma, P. (2025). Green Marketing Strategies and Their Impact on Brand Loyalty. *Journal of Business Sustainability*.
- [3] Prasanthi, M. (2025). Greenwashing versus Green Marketing: Consumer Perception and Trust. *Global Journal of Management Research*.
- [4] Vinoth, S. (2023). Green Loyalty and the Mediating Role of Green Trust. *Asian Journal of Marketing Research*.
- [5] Yawalkar, P. (2025). Eco-Friendly and Greenwashed Claims and Consumer Trust. *Journal of Consumer Behavior*.