

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

Md. Sohrab

Research Scholar, Teerthankar Mahaveer University, Moradabad, Uttar Pradesh, India

Dr. M P Singh

Professor and DSW , Teerthankar Mahaveer University, Moradabad, Uttar Pradesh, India

Abstract

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

Keywords

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