

The Role of Green Marketing Dimensions in Purchase Decisions and Brand Loyalty Among Millennial and Gen Z Consumers: A Study of Erigo

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Abstract

Sustainability issues are increasingly becoming a top agenda in global business, encouraging companies to integrate green marketing, which emphasizes environmentally friendly aspects in products, pricing, distribution, and promotion—especially to meet the preferences of younger generations who are increasingly concerned about ethical values and environmental responsibility in purchasing decisions. This research aims to analyze the influence of green marketing on purchase decisions and brand loyalty among Millennial and Generation Z consumers of the local fashion brand Erigo. This research employed a quantitative approach using a survey method. Data were collected through questionnaires and analyzed using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method. The results show that all dimensions of green marketing, including green product, green distribution, green price, and green promotion, have a significant effect on purchase decisions. Meanwhile, for brand loyalty, only green product, green distribution, and green price have a significant effect, while green promotion does not. These findings indicate that green marketing strategies play an important role in influencing consumers' purchase decisions; however, brand loyalty is more strongly influenced by consumers' direct experiences with the product, distribution, and price perception.

INTRODUCTION

In recent years, sustainability issues have become one of the top agendas in global business practices, as public attention to the environmental impacts of production and consumption activities increases (Benito & Meyer, 2024; Lim, 2022; Yusuf, 2023). Consumers no longer consider only the functional aspects and price of a product, but also begin to pay attention to the ethical values and environmental responsibility inherent in a brand (Kubiczek et al., 2024; Upadhyay & Kamble, 2025). This shift in orientation encourages companies to integrate sustainability principles into their marketing strategies through various approaches known as green marketing. For younger generations such as Millennials and Generation Z, sustainability has become an increasingly important value in shaping product preferences and purchase decisions (Nielsen, 2015).

In line with this shift, many companies have begun to adopt marketing approaches that emphasize eco-friendly aspects across their business activities. Green marketing is a strategy that highlights environmentally friendly practices in product development, pricing, distribution, and promotional activities (Dangelico & Vocalelli, 2017). In modern marketing studies, this concept is often categorized into four main elements: green product, green price, green distribution, and green promotion, which serve to translate sustainability values into

consumer experiences and perceptions (Kotler & Keller, 2016). The implementation of this strategy not only aims to enhance brand image but also to influence consumer purchase decisions and foster brand loyalty.

The application of green marketing approaches is becoming increasingly relevant in the fashion industry, which is known to have a significant environmental impact. The industry is estimated to account for around 10% of total global greenhouse gas emissions, prompting fashion brands to adopt more environmentally friendly production practices and marketing strategies (Niinimäki, 2020). At the same time, younger consumers such as Millennials and Generation Z show a greater tendency to consider social and sustainability values in their purchasing decision-making processes (Nielsen, 2015).

In addition, advances in digital technology and social media have further strengthened consumers' access to information regarding environmental and sustainability issues. Social media not only serves as a marketing communication channel but also functions as a social learning space where consumers can better understand environmental concerns. Research by Shihab et al. (2024) shows that social media usage can influence consumer knowledge about green products and shape social norms that ultimately encourage environmentally friendly purchasing behavior. Interactions within online communities allow consumers to exchange information and experiences about sustainable products, thereby reinforcing more environmentally responsible consumption patterns. This transformation is also reflected in the growth of local fashion brands in Indonesia that increasingly leverage social media to build relationships with young consumers. In this context, one local fashion brand that has demonstrated rapid growth is Erigo, which has successfully built popularity among young consumers through its social media-based digital communication strategy, as well as global exposure through its participation in New York Fashion Week. The success of this brand makes it an interesting subject for analyzing the effectiveness of green marketing within the local fashion industry in Indonesia.

Although consumer awareness of environmental issues is increasing, various studies reveal the existence of a phenomenon known as the attitude-behavior gap in the context of sustainable consumption. This phenomenon describes a condition in which consumers express concern for the environment and demonstrate positive attitudes toward environmentally friendly products, but these attitudes are not always followed by consistent purchasing behavior (Carrington, Neville, and Whitwell, 2010; Young et al., 2010). In other words, consumers may have a positive perception of a brand's green marketing practices, yet actual purchase decisions are still influenced by various other factors such as price, perceived quality, and trust in the company's environmental claims (Joshi & Rahman, 2015). This condition indicates that the effectiveness of green marketing strategies in influencing purchase decisions and brand loyalty still requires further empirical investigation. Therefore, it is important to understand how different dimensions of green marketing affect consumer decision-making processes, especially among younger generations, who are known to have relatively higher levels of environmental awareness than previous generations (Nielsen, 2015).

Various studies suggest that sustainability-based marketing strategies can influence consumer behavior. However, previous empirical findings reveal inconsistencies regarding the impact of green marketing dimensions on purchase decisions and brand loyalty. In addition, most existing research tends to focus on general consumer products or global brands, leaving

the context of the local fashion industry in developing countries relatively underexplored within the green marketing literature. Therefore, this study aims to analyze and empirically test the influence of green marketing dimensions—which include green product, green price, green distribution, and green promotion—on purchase decisions and brand loyalty among Millennial and Generation Z consumers of the local fashion brand Erigo. This research is expected to contribute empirically to the development of sustainable marketing literature by explaining how green marketing dimensions influence purchasing decisions and brand loyalty among younger consumers in the context of local fashion brands in Indonesia.

RESEARCH METHOD

This study used a quantitative approach with an explanatory survey method to test the influence of green marketing on purchase decisions and brand loyalty among Millennial and Generation Z consumers of the local fashion brand Erigo. The study population consisted of followers of Erigo's Instagram account who had purchased Erigo products. The sampling technique used was purposive sampling, a sample selection method based on specific criteria relevant to the research objectives. The criteria for respondents in this study were as follows: (1) they were followers of Erigo's official Instagram account, (2) they had purchased Erigo products, and (3) they belonged to the Millennial or Generation Z age group. The methodological literature suggests that SEM-PLS analysis can be performed with a sample size of at least 100–200 respondents, depending on the complexity of the research model (Hair et al., 2019). Therefore, a sample size of 300 respondents in this study was considered adequate to test the relationships among variables in the research model. Data were collected through the distribution of an online questionnaire using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The research instrument was used to measure green marketing variables, consisting of green product, green distribution, green price, and green promotion, as well as purchase decision and brand loyalty variables adapted from previous research.

Data analysis was carried out using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method with the help of SmartPLS software. This method was chosen because it was able to analyze relationships between latent variables simultaneously and was suitable for predictive research involving relatively complex models. The analysis process was conducted through two main stages: external model evaluation and internal model evaluation. External model evaluation was performed to test the validity and reliability of constructs through convergent validity, discriminant validity, and composite reliability. Internal model evaluation was conducted to examine the relationships between variables using path coefficient values, t-statistics, p-values, and the coefficient of determination (R^2).

RESULTS AND DISCUSSION

Respondent Characteristics

The characteristics of the respondents in this study consisted of Millennial and Generation Z consumers who followed Erigo's Instagram account and had bought their products. Based on the results of data collection, the number of respondents analyzed in this study was 300 respondents. The characteristics of the respondents were analyzed based on several demographic categories such as gender, age, and frequency of purchase of Erigo

products. This analysis aims to provide an overview of the profile of the respondents who are the object of the research. Detailed characteristics of respondents can be seen in Table 1.

Table 1. Characteristics of Respondents

Features	Category	Frequency	Percentage
Generation	Gen Z (18–26)	171	57%
	Milenial (27–41)	129	43%
Gender	Men	162	54%
	Women	138	46%
Education	SMP	5	1.7%
	SMA	78	26%
	S1	187	62.3%
	S2	27	9%
	Others	3	1%

Based on Table 1 above, the majority of respondents in this study came from the Generation Z group as many as 171 people (57%), while the respondents from the Millennial Generation group amounted to 129 people (43%). This composition shows that young consumers dominate buyers of Erigo products. In terms of gender, male respondents were slightly more at 162 people (54%) than women as many as 138 people (46%). Based on education level, most of the respondents had a S1 education, which was 187 people (62.3%), which shows that the majority of Erigo consumers in this study came from groups with a relatively high level of education.

Measurement Model (Outer Model)

The measurement model (outer model) is used to evaluate the relationship between the indicator and the latent construct being measured. The evaluation of the outer model in this study was carried out through several stages of testing, namely loading factor, cross loading, Fornell–Larcker criterion, and reliability testing using Cronbach's Alpha and Composite Reliability.

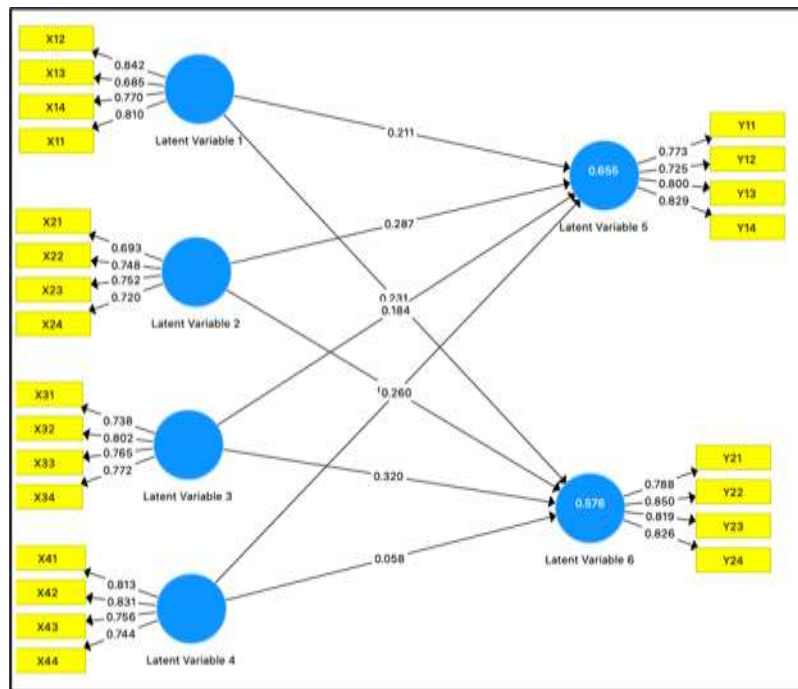


Figure 1 PLS Algorithm Test Results
 Source : Smart PLS Processing Results, 2026

a. Loading Factor

The convergent validity test is carried out by looking at the loading factor value on each indicator. An indicator is declared valid if it has a loading factor value above 0.70. However, in the early stages of research, the loading factor value of 0.50–0.60 is still acceptable (Ghozali, 2014). Based on the results of the analysis using SmartPLS, all indicators in this study have a loading factor value above the required minimum limit, so that it can be declared valid in representing the measured construct. Thus, the indicators used in this study have met the criteria for convergent validity. Details can be seen in Table 2.

Table 2. Convergent Validity Test Results

Variable	Indicator	Outer Loading	Remarks
Green Product	X11	0.810	Valid
	X12	0.842	Valid
	X13	0.685	Valid
	X14	0.770	Valid
Green Distribution	X21	0.693	Valid
	X22	0.748	Valid
	X23	0.752	Valid
	X24	0.720	Valid
Green Price	X31	0.738	Valid
	X32	0.802	Valid
	X33	0.765	Valid
	X34	0.772	Valid
Green Promotion	X41	0.813	Valid
	X42	0.831	Valid
	X43	0.756	Valid

	X44	0.744	Valid
Purchase Decision	Y11	0.773	Valid
	Y12	0.725	Valid
	Y13	0.800	Valid
	Y14	0.829	Valid
Brand Loyalty	Y21	0.788	Valid
	Y22	0.850	Valid
	Y23	0.819	Valid
	Y24	0.826	Valid

Source: SmartPLS Processing Results

b. Cross Loading

Cross loading testing was carried out to assess the validity of the discriminator by comparing the loading value of the indicator in the intended construct with other constructs. An indicator is declared to have good discriminative validity if the highest cross loading value is in the measured construct compared to other constructs. Details can be seen in Table 3.

Table 3. Cross Loading Value

Indicator	Green Product	Green Distribution	Green Price	Green Promotion	Purchase Decision	Brand Loyalty
X12	0.842	0.572	0.547	0.499	0.601	0.559
X13	0.685	0.473	0.483	0.397	0.462	0.457
X14	0.770	0.587	0.546	0.498	0.524	0.544
X21	0.470	0.693	0.417	0.308	0.500	0.511
X22	0.524	0.748	0.581	0.414	0.528	0.508
X23	0.559	0.752	0.514	0.492	0.557	0.466
X24	0.508	0.720	0.518	0.551	0.518	0.478
X31	0.545	0.585	0.738	0.473	0.528	0.508
X32	0.567	0.550	0.802	0.428	0.563	0.572
X33	0.500	0.489	0.765	0.468	0.495	0.495
X34	0.504	0.521	0.772	0.520	0.530	0.545
X41	0.413	0.479	0.465	0.813	0.555	0.458
X42	0.469	0.500	0.542	0.831	0.573	0.465
X43	0.495	0.459	0.460	0.756	0.517	0.399
X44	0.487	0.469	0.458	0.744	0.458	0.379
Y11	0.477	0.525	0.475	0.534	0.773	0.455
Y12	0.567	0.617	0.510	0.489	0.725	0.503
Y13	0.503	0.509	0.572	0.512	0.800	0.582
Y14	0.612	0.600	0.591	0.563	0.829	0.590
Y21	0.498	0.610	0.624	0.519	0.554	0.788
Y22	0.555	0.547	0.562	0.429	0.554	0.850
Y23	0.543	0.547	0.511	0.430	0.575	0.819
Y24	0.584	0.502	0.562	0.396	0.557	0.826
X11	0.810	0.566	0.566	0.434	0.566	0.502

Source: SmartPLS Processing Results

Based on the table above, all indicators have the highest cross loading values in the measured constructs, so it can be concluded that the research model has met the discriminant

validity.

c. Fornell–Larcker Criterion

The validity of the discriminant was also tested using the Fornell–Larcker Criterion, which is by comparing the value of the square root of the Average Variance Extracted (AVE) with the correlation between other constructs. A construct is declared to have good discriminant validity if the square root value of AVE is greater than the correlation between other constructs. Details can be seen in Table 4.

Tabel 4. Fornell–Larcker Criterion

Variable	Green Product	Green Distribution	Green Price	Green Promotion	Purchase Decision	Brand Loyalty
Green Product	0.779					
Green Distribution	0.707	0.729				
Green Price	0.688	0.697	0.770			
Green Promotion	0.588	0.606	0.612	0.787		
Purchase Decision	0.694	0.722	0.689	0.671	0.783	
Brand Loyalty	0.664	0.674	0.690	0.543	0.683	0.821

Source: SmartPLS Processing Results

Based on Table 4 above, the square root value of AVE in each construct is greater than the correlation value between other constructs, so it can be concluded that the research model has met the discriminant validity.

d. Cronbach’s Alpha dan Composite Reliability

The reliability of the constructs in this study was evaluated using Cronbach's Alpha and Composite Reliability values. A construct is declared reliable if it has Cronbach's Alpha and Composite Reliability values greater than 0.70. Based on the results of the Construct Reliability and Validity output, all constructs in this study have a Cronbach's Alpha value above 0.70, namely the Green Product of 0.782; Green Distribution of 0.705; Green Price of 0.770; Green Promotion of 0.795; Purchase Decision is 0.788; and Brand Loyalty is 0.838. In addition, the entire Composite Reliability value is also above 0.70, which is 0.860 each; 0,819; 0,853; 0,866; 0,863; and 0.892. These results show that all constructs in the study have a good level of internal consistency so that the research instrument is declared reliable. Details can be seen in Table 5.

Tabel 5 Construct Reliability dan Validity

Variable	Cronbach Alpha	Composite Reliability	AVE
Green Product	0.782	0.860	0.607
Green Distribution	0.705	0.819	0.531
Green Price	0.770	0.853	0.592
Green Promotion	0.795	0.866	0.619
Purchase Decision	0.788	0.863	0.613
Brand Loyalty	0.838	0.892	0.674

Source: SmartPLS Processing Results

Based on Table 5 above, the entire construct has Cronbach's Alpha and Composite Reliability values greater than 0.70, and Average Variance Extracted (AVE) values greater than 0.50. Thus, it can be concluded that all constructs in the research model have met the criteria.

e. Goodness of fit model

The goodness of fit model was used to evaluate the predictive ability of the research model against endogenous variables. This test was carried out using the Q-square (Q²) value obtained through the blindfolding procedure. The model is said to have good predictive relevance if the Q² value > 0. Details can be seen in Table 6.

Table 6. Q Square Value (Predictive Relevance)

Variable	SSO	SSE	Q ² (=1-SSE/SSO)
Purchase Decision	1200.000	732.959	0.389
Brand Loyalty	1200.000	745.038	0.379

Source: SmartPLS Processing Results

In addition to using Q-square (Q²) values, model fit evaluation can also be done by looking at the Standardized Root Mean Square Residual (SRMR) value. The SRMR value is used to measure the degree of conformity between the estimated model and empirical data. The research model was declared to have a good match level if the SRMR value was less than 0.08 (Hair et al., 2019). Based on the results of the analysis using SmartPLS, an SRMR value of 0.070 was obtained in the estimated model. The value is below the maximum limit of 0.08, so it can be concluded that the research model has a good level of compatibility with the research data. Details can be seen in Table 7.

Table 7. SRMR Value

Model	SRMR
Saturated Model	0.069
Estimated Model	0.070

Source: SmartPLS Processing Results

Evaluation of Structural Models (Inner Model)

Path Coefficient Analysis

After the measurement model (outer model) is declared to meet the criteria of validity and reliability, the next stage is to evaluate the structural model (inner model). The internal evaluation of the model aims to determine the relationship between latent variables in the research model and test the significance of the influence between variables through the bootstrapping procedure on SmartPLS. Bootstrapping analysis was performed to obtain t-statistical values used in hypothesis testing. A relationship between variables is declared significant if the t-statistic value is greater than 1.96 at a significance level of 5%

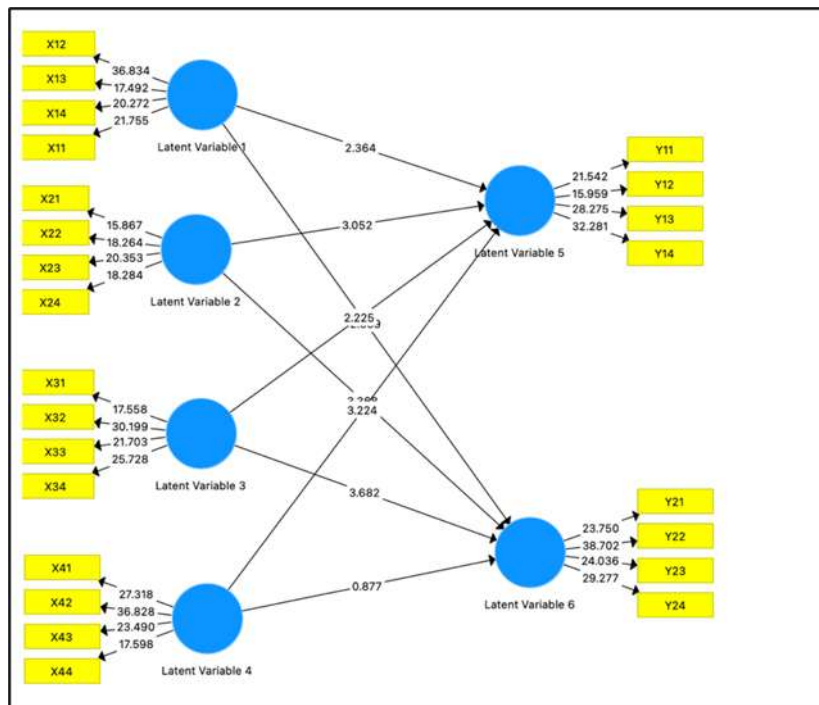


Figure 2. Bootstrapping Test Results
 Source : SmartPLS 2026 Processing Results

Based on Figure 2, it can be seen that the variables of green product, green distribution, green price, and green promotion have an influence on purchase decisions and brand loyalty. The t-statistical values obtained from the bootstrapping results show the level of significance of the relationship between variables in the research model. The test results showed that most of the relationships between variables had a t-statistic value greater than 1.96, which means that the influence between these variables was significant. However, there is one insignificant relationship, namely green promotion to brand loyalty, which has a t-statistic value of 0.877, so the hypothesis related to this relationship is not supported. Overall, the results of the structural model evaluation show that green marketing variables consisting of green product, green distribution, green price, and green promotion have a role in influencing purchase decisions and brand loyalty in consumers of local Erigo fashion products.

f Square

The value of f-square (f^2) is used to determine the magnitude of the influence of exogenous variables on endogenous variables in the research model. The interpretation of the f^2 value refers to the criteria of Cohen (1988), namely the value of 0.02 indicates a small influence, 0.15 indicates a moderate influence, and 0.35 indicates a large influence. Details can be seen in Table 8.

Table 8. Value f Square

Variable	Purchase Decision	Brand Loyalty
Green Product	0.053	0.052
Green Distribution	0.095	0.059
Green Price	0.040	0.099
Green Promotion	0.107	0.004

Source: SmartPLS Processing Results

Based on Table 8 above, the f-square value of most variables is in the small category, which shows that the influence of the variables green product, green distribution, green price, and green promotion on purchase decisions and brand loyalty is relatively small. Nevertheless, these variables still contribute to explaining endogenous variables in the research model.

R Square Value

The R-square value (R^2) is used to measure the ability of independent variables to explain the variation of dependent variables in a research model. The higher the R^2 value indicates the better the model's ability to explain the phenomenon being studied. Based on the results of data processing using SmartPLS, the R-square value in the Purchase Decision variable was 0.655 with an adjusted R-square value of 0.650. This shows that the variables green product, green distribution, green price, and green promotion were able to explain 65.5% of the variation in purchase decisions, while the remaining 34.5% were explained by other factors outside the research model.

Meanwhile, the R-square value in the brand loyalty variable is 0.576 with an adjusted R-square value of 0.570. These findings indicate that the variables green product, green distribution, green price, and green promotion were able to explain 57.6% of brand loyalty variations, while the remaining 42.4% were influenced by other factors outside the research model. Overall, these results show that the structural model in the study has a fairly good explanatory ability in explaining consumer behavior towards the Erigo brand.

Table 9. R-Square Values

Model	R-square	R-square adjusted
Purchase Decision	0.655	0.650
Brand Loyalty	0.576	0.570

Source: SmartPLS Processing Results

Hypotheses Test

Hypothesis testing was carried out using the bootstrapping method in SEM-PLS to determine the significance of the relationship between variables in the research model. The hypothesis testing criteria were determined based on a t-statistical value of > 1.96 and a p-value of < 0.05 at a significance level of 5%. In addition, the direction of the relationship between variables can be seen through the path coefficient value, where a positive value indicates a unidirectional relationship between variables. Details can be seen in Table 10.

Table 10. Hypothesis Test Results

Hypothesis	Variable Relationships	Original Sample (O)	Sample Mean (M)	STDEV	T Statistics	P Values	Remarks
H1	Green Product → Purchase Decision	0.211	0.210	0.088	2.398	0.017	Positive and Significant
H2	Green Distribution	0.287	0.293	0.091	3.139	0.002	Positive and

	→ Purchase Decision						Significant
H3	Green Price → Purchase Decision	0.231	0.240	0.084	2.737	0.006	Positive and Significant
H4	Green Promotion → Purchase Decision	0.252	0.260	0.072	3.493	0.001	Positive and Significant
H5	Green Product → Brand Loyalty	0.184	0.181	0.079	2.317	0.021	Positive and Significant
H6	Green Distribution → Brand Loyalty	0.260	0.259	0.083	3.119	0.002	Positive and Significant
H7	Green Price → Brand Loyalty	0.320	0.312	0.088	3.624	0.000	Positive and Significant
H8	Green Promotion → Brand Loyalty	0.058	0.051	0.066	0.883	0.378	Insignificant

Source: SmartPLS Processing Results

The results of the hypothesis test show that all dimensions of green marketing have a significant effect on purchase decisions. The green product variable has a positive effect on the purchase decision with a path coefficient value of ($\beta = 0.211$; $t = 2.364$). These results show that the better the consumer perception of the environmentally friendly aspects of Erigo products, the higher the tendency of consumers to make purchases. Furthermore, green distribution ($\beta = 0.287$; $t = 3.052$) and green promotion ($\beta = 0.252$; $t = 3.368$) also showed a significant positive influence on purchase decisions. These findings suggest that distribution and marketing communication strategies that emphasize sustainability aspects can improve consumer purchasing decisions. Meanwhile, in the brand loyalty variable, the results of the study show that green product, green distribution, and green price have a positive and significant influence on brand loyalty. In contrast, green promotion had no significant effect on brand loyalty ($\beta = 0.058$; $t = 0.877$; $p > 0.05$). This condition reflects that promotional activities that emphasize environmental aspects are not necessarily able to build consumer loyalty directly.

The Influence of Green Products on Purchase Decisions

The results of the study show that green products have a positive and significant effect on purchase decisions. These findings indicate that product attributes that reflect sustainability value are one of the important determinants in the consumer evaluation process. Theoretically, this can be explained through perceived value theory, in which consumers evaluate not only the functional benefits of the product, but also the symbolic and moral value inherent in the eco-friendly attributes. Products that are perceived to have a lower environmental impact tend to result in more positive evaluations, thus increasing purchasing propensity. These findings

reinforce the results of previous research that stated that sustainability-based product quality can increase consumer interest and purchasing decisions (Chen & Chang, 2013; Niinimäki, 2020), but also shows that in the local fashion industry, the role of green products is not only limited to functional and environmental values, but also serves as an identity symbol for young consumers who are increasingly aware of sustainability issues

The Influence of Green Distribution on Purchase Decisions

The results of the study show that green distribution has a positive and significant influence on purchase decisions. These results show that the distribution aspect that is perceived to be more efficient and environmentally friendly can increase consumer confidence to buy products. In the context of modern marketing, distribution experiences such as recyclable packaging, delivery efficiency, and the convenience of the distribution process are all part of the consumer-rated brand experience. These findings are in line with the concept of green supply chain which emphasizes the importance of integrating sustainability practices in the distribution process to increase the perceived value of consumers (Srivastava, 2007; Kotler & Keller, 2016).

The Effect of Green Price on Purchase Decision

The results of the study show that green prices have a positive and significant effect on purchase decisions. These findings suggest that consumers consider the fit between the price paid and the sustainability value associated with the product. Consumers tend to be willing to pay a slightly higher price if they judge that the product has better environmental benefits or sustainability value. These findings support previous research that states that the perception of prices commensurate with environmental value can increase consumers' tendency to choose eco-friendly products (Peattie & Crane, 2005; Chen, 2010).

The Influence of Green Promotion on Purchase Decision

The results of the study show that green promotion has a positive and significant effect on purchase decisions. The results suggest that marketing communications that emphasize sustainability messages can influence consumers' perception of brands. In the context of digital marketing, promotions through social media that display environmental messages, sustainability visuals, and eco-friendly campaigns can increase consumer awareness of the sustainability value that brands have. These findings are in line with previous research that showed that sustainability-based marketing communications can improve consumer evaluations of products and influence purchasing decisions (Ottman, 2017).

The Influence of Green Products on Brand Loyalty

The results of the study show that green products have a positive and significant effect on brand loyalty. This shows that consumer experience of products that are considered to have sustainability value can encourage the formation of long-term relationships between consumers and brands. When consumers feel that the products they use are in line with the environmental values they consider important, then the tendency to stick with the brand will increase. These findings support previous research that states that eco-friendly product attributes can strengthen consumer loyalty to brands (Chen, 2010; Hur et al., 2013).

The Effect of Green Distribution on Brand Loyalty

The results of the study show that green distribution has a positive and significant effect on brand loyalty. This shows that a distribution experience that is considered efficient and environmentally friendly can increase consumer satisfaction and trust in the brand. Positive experiences in the distribution process, such as greener packaging or efficient delivery, can strengthen consumers' emotional connection with brands. These findings are in line with the concept of sustainable supply chain which states that sustainable distribution practices can increase consumer trust and loyalty to brands (Srivastava, 2007).

The Effect of Green Price on Brand Loyalty

The results of the study show that green prices have a positive and significant effect on brand loyalty. This condition reflects that the perception of prices that are considered commensurate with the value of sustainability can increase consumers' tendency to stick with the brand. Consumers who feel that the price paid is in accordance with the quality of the product and the environmental value received tend to have higher levels of satisfaction and are more loyal to the brand. These findings are in line with previous research that states that positive value perceptions can increase consumer loyalty (Kotler & Keller, 2016).

The Influence of Green Promotion on Brand Loyalty

The results of the study show that green promotion does not have a significant effect on brand loyalty. These findings indicate that sustainability-based marketing communications are not yet strong enough to form consumers' long-term attachment to brands. Theoretically, this condition can be explained through the concept of the attitude-behavior gap, where sustainability messages are able to shape positive consumer attitudes, but are not always internalized into long-term behavioral commitments. In the context of the fashion industry, brand loyalty tends to be more influenced by direct consumption experiences, such as product quality, comfort of use, and conformity with style preferences, compared to promotional messages that are communicative in nature. This shows that green promotion is more effective in influencing the initial cognitive and affective stages, such as the formation of consumer awareness and attitudes, but plays less role in forming conative and repetitive loyalty. These findings are in line with the stages of loyalty put forward by Oliver (1999), where loyalty develops from the cognitive and affective stages to the conative and behavioral stages. In addition, these findings can also be explained by the characteristics of Generation Z consumers who tend to be more critical and skeptical of sustainability claims. Consumers are not only aware of environmental issues, but also develop skepticism of green marketing messages as well as sensitivity to greenwashing practices (Chen & Chang, 2013). Therefore, sustainability communication that is not supported by hands-on experience tends to be less effective in forming long-term loyalty (Testa et al., 2021). Thus, these findings not only confirm the existence of an attitude-behavior gap, but also indicate a shift from symbolic communication to experiential authenticity as the basis for loyalty formation in the fashion industry. In other words, consumers no longer just respond to what the brand communicates, but rather emphasize on the hands-on experience they feel in using the product.

Overall, the findings of this study show that the green marketing dimension has an asymmetrical role in influencing purchase decisions and brand loyalty. All dimensions have

proven to be effective in driving purchase decisions, but only those based on direct consumer experience are able to form long-term loyalty. This indicates a difference in psychological mechanisms between initial purchases and loyalty formation. Furthermore, this study confirms the paradigm shift from symbolic-driven green marketing to experience-driven green marketing, where consumers not only respond to sustainability messages, but demand tangible evidence in their consumption experiences.

CONCLUSION

Overall, the results of the study show that green marketing has an important role in influencing purchase decisions and brand loyalty in Millennial and Generation Z consumers. However, in shaping brand loyalty, only the dimensions related to the direct consumer experience namely green product, green distribution, and green price show significant influence, while green promotion has not been shown to have an effect. These findings confirm that the formation of consumer loyalty is not solely determined by sustainability communication, but rather influenced by the direct experience that consumers perceive. Thus, this study indicates a shift from a symbolic green marketing approach to an experiential value-based approach in shaping brand loyalty. This research has limitations on objects that only focus on one brand and the characteristics of respondents that are limited to certain social media users. Therefore, further research is recommended to examine the role of purchase decision mediation in the relationship between green marketing and brand loyalty, as well as develop a more comprehensive model by including variables such as trust, perceived value, and green skepticism to gain a deeper understanding of the process of forming consumer loyalty.

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