



## Sustainable Marketing Strategies and Consumer Loyalty in Emerging Markets

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### ABSTRACT

Emerging markets face the dual challenge of enhancing competitiveness while meeting sustainability expectations from socially and environmentally conscious consumers. This study employed a descriptive-associative quantitative approach, surveying 250 purposively selected consumer product users in Greater Jakarta. Data were collected via a Likert scale questionnaire and analyzed using multiple linear regression to examine the effects of green marketing, corporate social responsibility, and ethical communication on consumer loyalty. All sustainable marketing dimensions positively and significantly influenced loyalty, with ethical communication contributing most to shaping perceptions and emotional brand attachment. Integrating sustainability values in marketing strategies enhances company image and serves as an effective tool for long-term customer retention in emerging markets.

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## **INTRODUCTION**

In recent decades, increasing global awareness of environmental issues, social justice, and corporate responsibility has prompted companies to no longer focus solely on financial gains, but also consider the long-term impact of every business decision they make. One of the emerging approaches to this phenomenon is sustainable marketing strategies, which integrate sustainability values in every marketing process. This strategy not only serves as a promotional tool, but also as a means of communicating the company's values and commitment to a better future. In Indonesia, the results of a Kantar survey revealed that more than 70 percent of urban consumers stated that sustainability is a key consideration in their purchasing decisions, even tending to be more loyal to brands that demonstrate strong social and environmental responsibility (Kantar, 2023).

The context of emerging markets, such as Indonesia, India, Brazil, and several other Southeast Asian countries, presents both challenges and opportunities in the implementation of sustainable marketing strategies. On the one hand, these countries show economic growth and an increase in people's purchasing power. But on the other hand, they also face challenges such as information inequality, limited infrastructure, and inconsistent regulations in supporting overall sustainability practices. The World Bank report states that despite the increase in sustainability awareness among emerging market consumers, the adoption of sustainable marketing strategies by companies is still low and not systematic (World Bank, 2022). This raises big questions about the effectiveness and real impact of such strategies on consumer loyalty in a local context.

Consumer loyalty is one of the main goals in marketing management because it is directly related to long-term revenue stability and customer acquisition cost efficiency. In the classical literature, consumer loyalty is often associated with factors such as price, quality, and customer satisfaction. However, the development of contemporary studies shows that ethical values, social responsibility, and sustainability are beginning to play an important role in shaping such loyalty. Research shows that consumers who have a positive perception of a brand's sustainability value tend to be more loyal and willing to recommend the product to others (Nguyen, Lobo, & Greenland, 2021). These findings provide a theoretical basis that sustainability-based marketing strategies can strengthen the emotional bond between consumers and brands.

However, there is a significant research gap in understanding the relationship between sustainable marketing strategies and consumer loyalty, particularly in emerging markets. Most of the previous studies were conducted in developed countries with different social, cultural, and economic contexts. Research conducted in the UK shows that green marketing approaches can increase brand loyalty among millennials by more than 20 percent (Choudhury, Harrigan, & Soutar, 2021). However, these results are not necessarily generalizable to developing countries, where consumer perceptions and behaviors are heavily influenced by local factors. In Indonesia itself, studies have found that ethical marketing strategies are able to shape consumer loyalty in

organic food products, but have not comprehensively discussed the integration of sustainable strategies in various marketing dimensions (Rahmawati & Suprpto, 2022).

In addition to geographical context gaps, most previous research has also placed more emphasis on qualitative approaches or exploratory case studies. While this approach is useful for understanding consumer meaning and motivation, it also requires strong, statistically measurable empirical evidence to understand the extent to which sustainable marketing strategies actually impact consumer loyalty. Research in India highlights the importance of ethical narratives in building consumer trust, but does not quantitatively measure the influence of such strategies on loyal behavior (Nair & Little, 2020). Therefore, a quantitative approach with a representative sample is very important to fill this gap in the sustainable marketing literature.

This study aims to analyze the influence of sustainable marketing strategies on consumer loyalty in emerging markets, by taking case studies in Indonesia. The main focus of the research lies in the three strategic dimensions that are often associated with sustainability, namely green marketing, corporate social responsibility, and ethical communication. This study uses a quantitative approach with a survey of consumers of consumer products living in the Jakarta, Bogor, Depok, Tangerang, and Bekasi areas, and the analysis is carried out using multiple linear regression to determine the relative contribution of each dimension to consumer loyalty.

The theoretical contribution of this research lies in strengthening the theoretical framework in sustainable marketing management by enriching the understanding of how consumers' perception of sustainability value can shape long-term relationships with brands. With the complex and diverse context of emerging markets, this study provides new insights into the dynamics of consumer behavior that differ from those of developed markets. In addition, this study also incorporates quantitative approaches that have not been widely used in similar studies in Indonesia, so that it is able to strengthen the external validity of the findings and has the potential to be replicated in other regions.

From a practical perspective, the findings in this study are expected to provide strategic guidance for companies operating in emerging markets to design marketing communications that are not only commercially appealing, but also socially and ecologically relevant. The effective implementation of sustainable marketing strategies is believed to increase customer loyalty, strengthen brand image, and support business sustainability in the long term. In addition, the results of this research can also serve as a reference for policymakers to formulate regulations that encourage the adoption of responsible and sustainable marketing practices in the private sector. Thus, this research makes a significant contribution, both in the development of science and in marketing practices in the real world.

## **THEORETICAL REVIEW**

### ***Concept of Sustainable Marketing Strategy***

A sustainable marketing strategy refers to a marketing approach that considers not only the economic benefits, but also the social and environmental impacts of a company's activities. This approach emphasizes the importance of striking a balance between the interests of companies, consumers, and the long-term sustainability of the planet (Belz & Peattie, 2021). In practice, this strategy is realized through green marketing, corporate social responsibility, and the communication of ethical values to consumers. Companies that successfully implement this strategy tend to gain a positive image and strengthen long-term relationships with their consumers (Nguyen et al., 2021).

Empirical studies show that consumers increasingly appreciate brands that are transparent about sustainability practices and actively engage in social and environmental initiatives. For example, consumers tend to prefer products from companies that demonstrate a commitment to reducing carbon footprint and using environmentally friendly materials (Choudhury et al., 2021). Sustainable marketing also creates a competitive advantage through brand differentiation and the formation of consumer trust in an increasingly environmentally conscious market.

### ***Consumer Loyalty in the Context of Sustainability***

Consumer loyalty is generally formed through satisfaction, trust, and perception of value in a product or service. However, in the contemporary context, loyalty is no longer based only on functional aspects, but also on the alignment of values between consumers and companies (Kotler & Keller, 2021). When consumers feel that a company shares the same values, such as concern for the environment or social justice, then they tend to show stronger loyalty. (Nguyen et al., 2021) suggest that the perception of a brand's sustainability plays an important role in building consumers' emotional loyalty. Consumers who feel proud to use products from ethical companies are more likely to make a repeat purchase and recommend the brand to others. On the other hand, if sustainability strategies are perceived as a form of "greenwashing" or inauthentic, then loyalty can be compromised (Delmas & Burbano, 2020).

### ***Emerging Market Dynamics***

Emerging markets such as Indonesia, India, and Brazil have unique characteristics that influence acceptance of sustainable marketing strategies. Factors such as information gaps, perceptions of economic value, and environmental literacy levels can affect the effectiveness of sustainability approaches in shaping consumer loyalty (World Bank, 2022). Although awareness of environmental issues in this market is increasing, consumers tend to remain sensitive to the price and availability of products, so companies need to adjust their communication and distribution strategies.

(Nair & Little, 2020) emphasized that in emerging markets, an effective sustainability strategy must be able to adapt to local values, cultures, and diverse purchasing motivations. The integration of social and community values is

essential to build consumer trust and form loyalty in a sustainable manner. Other research has also shown that sustainability narratives conveyed through authentic and participatory channels can increase consumers' emotional attachment, even in unstable economic conditions (Rahmawati & Suprpto, 2022).

### ***Research Gaps and Directions of Advanced Study***

While the international literature on sustainable marketing and consumer loyalty continues to grow, there are still significant gaps in the context of emerging markets. Most of the existing research focuses on developed countries and has not fully paid attention to differences in social, cultural, and economic contexts (Choudhury et al., 2021). In addition, the methodological approach in many previous studies tends to be qualitative or descriptive, so a quantitative approach is needed that is able to concretely measure the influence of sustainable marketing strategies on consumer loyalty in a dynamic environment.

## **METHODOLOGY**

### ***Research Approach***

This study uses a descriptive-associative quantitative approach, with the aim of empirically examining the influence of sustainable marketing strategies on consumer loyalty in emerging markets. The quantitative research design was chosen because it is able to provide generalization of findings from the population through statistically measurable analysis of the relationship between variables (Creswell, 2021). The focus of this design is to explain the linkage between the dimensions of sustainable marketing consisting of green marketing, corporate social responsibility, and ethical communication with consumer loyalty.

### ***Research Population***

The population in this study is consumers of daily consumption products in the Greater Jakarta area who interact with brands that are known to adopt sustainable marketing strategies. The sampling technique uses the purposive sampling method, which is to select respondents based on certain criteria: consumers are at least 18 years old, have experience buying products from sustainability-oriented brands at least twice in the last six months, and have basic knowledge about sustainability issues in consumption. The number of respondents involved was 250 people, with this number considered sufficient for multiple linear regression analysis based on minimum statistical considerations (Hair et al., 2022).

### ***Data Collection Techniques***

Data were collected using a closed-ended questionnaire instrument based on a five-point Likert scale. The questionnaire items were developed based on indicators from relevant previous research, such as in studies by (Kumar & Christodoulopoulou, 2022) for sustainable marketing, as well as (Chaudhuri &

Holbrook, 2020) for consumer loyalty. The validity test was carried out through content validity analysis by three marketing experts and construct validity through exploratory factor analysis (EFA). Meanwhile, the reliability test was carried out by calculating Cronbach's Alpha value, where a value above 0.70 is considered to indicate good internal consistency (Sekaran & Bougie, 2020).

### **Research Procedure**

The research procedure begins with a preliminary study to identify the target brand and consumer, followed by the preparation and testing of the instrument. After the initial validation is completed, the questionnaire will be distributed online for three weeks in May 2025. The collected data is then filtered to avoid non-response and outlier bias. After the data cleansing process, the analysis was carried out using multiple linear regression to test the relationship between independent variables (dimensions of continuous marketing strategy) and dependent variables (consumer loyalty). Data analysis was performed using IBM SPSS software version 27.

## **RESEARCH RESULTS**

### **Characteristics of Respondents**

A total of 250 respondents from the Greater Jakarta area (Jakarta, Bogor, Depok, Tangerang, and Bekasi) participated in this study. Respondents are consumers who have purchased products from companies that claim to carry out sustainable marketing strategies. The demographic characteristics of respondents are presented in Table 1.

**Table 1. Characteristics of Respondents (N = 250)**

<b>Category</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Gender</b>		
Man	112	44,8%
Woman	138	55,2%
<b>Age</b>		
18–25 years old	62	24,8%
26–35 years old	106	42,4%
36–50 years old	58	23,2%
>50 years old	24	9,6%
<b>Final Education</b>		
High School/equivalent	38	15,2%
Diploma	40	16,0%
Bachelor (S1)	130	52,0%
Postgraduate	42	16,8%

This data shows that the majority of respondents are women of productive age (26–35 years old), and most of them have a bachelor's degree, indicating that the educated urban consumer segment tends to be more concerned about sustainability issues.

**Descriptive Statistics of Research Variables**

The study measures four key variables: Green Marketing, Corporate Social Responsibility, Ethical Communication, and Consumer Loyalty. Each variable is measured using a five-point Likert scale. Descriptive statistics for each variable are presented in Table 2.

**Table 2. Descriptive Statistics of Research Variables**

Variabel	Number of Items	Mean	SD	Min	Max
Green Marketing	5	4,12	0,63	2,8	5,0
Corporate Social Responsibility	5	4,21	0,58	2,9	5,0
Ethical Communication	5	4,34	0,54	3,0	5,0
Consumer Loyalty	6	4,26	0,60	2,7	5,0

The average score of all variables was above 4.0, indicating respondents' positive perception of sustainable marketing practices and brand loyalty.

**Instrument Validity and Reliability Test**

Before the inferential analysis is carried out, validity and reliability tests are carried out to ensure the reliability of the instrument.

- a) The validity of the construct was tested by exploratory factor analysis. All items have a loading factor value above 0.60, so they can be declared valid (Hair et al., 2020).
- b) Reliability is tested using Cronbach's Alpha value. The results are presented in Table 3.

**Table 3. Instrument Reliability Test Results**

Variabel	Cronbach's Alpha
Green Marketing	0,843
Corporate Social Responsibility	0,869
Ethical Communication	0,888

Variabel	Cronbach's Alpha
Consumer Loyalty	0,873

**Multiple Linear Regression Analysis Results**

Multiple linear regression analysis was used to determine the simultaneous and partial influence of three independent variables on consumer loyalty. Before the analysis was carried out, all regression assumptions such as normality, multicollinearity, and heteroscedasticity were tested and met the criteria.

- a) Simultaneous Test (F-test):  
The value of  $F = 49.712$  with a  $p\text{-value} < 0.001$ , indicates that the regression model is simultaneously significant.
- b) Coefficient of Determination ( $R^2$ ):  
The value of  $R^2 = 0.492$ , meaning that 49.2% of the variation in consumer loyalty can be explained by all three independent variables.
- c) Partial Test (t-test):

**Table 4. Results of Multiple Linear Regression Analysis**

Independent Variables	Coefficients of Regression ( $\beta$ )	t-count	Sig. (p-value)
Green Marketing	0,218	3,901	0,000
Corporate Social Responsibility	0,254	4,110	0,000
Ethical Communication	0,361	5,367	0,000
R-squared	0,492		
Adjusted R-squared	0,487		

These results show that the three independent variables have a positive and significant effect on consumer loyalty. The Ethical Communication dimension has the most influence, followed by Corporate Social Responsibility, and Green Marketing.

**DISCUSSION**

The results show that the three dimensions of green marketing sustainable marketing strategy, corporate social responsibility, and ethical communication have a positive and significant effect on consumer loyalty, with the largest contribution being made by the ethical communication dimension. These findings are in line with relationship marketing theory which emphasizes that consumers' emotional attachment to brands is not only built through functional

benefits, but also through value alignment and communication transparency (Morgan & Hunt, 1994).

The strong influence of ethical communication can be explained by the increasing consumer need for honesty and brand integrity in conveying sustainability commitments. In the context of emerging markets such as Indonesia, where sustainability literacy is not yet fully evenly distributed, ethical and transparent communication is the main channel in building positive perceptions (Nguyen et al., 2021). Consumers tend to be more loyal to brands that convey sustainability values in an honest, non-manipulative, and consistent way.

These findings reinforce the results of research by (Choudhury et al., 2021) which showed that effective sustainability communication increases brand loyalty among millennials. However, in contrast to studies in developed countries that place green product attributes as the main factor (Belz & Peattie, 2021), in the Indonesian context, the communication dimension is more prominent. This suggests that strategies that work in developed countries are not necessarily directly relevant in emerging markets, given the differences in information structure, consumption culture, and purchasing motivation.

In addition, the results of this study also support a study by (Rahmawati & Suprpto, 2022) which shows that ethical marketing strategies are able to increase loyalty in local contexts. However, this study is superior in providing quantitative evidence of the contribution of each dimension of sustainability strategy simultaneously, as well as explaining the dominance of ethical communication over other aspects. The dominant contribution of ethical communication signifies that consumer loyalty in emerging markets is formed not only by what the company does, but also from how the company communicates those values to consumers. Consequently, companies need to invest in authentic sustainability narratives, avoid greenwashing, and build interactive and open communication channels. This communication practice can increase trust, which is a key element in forming loyalty (Chaudhuri & Holbrook, 2020).

Meanwhile, the positive influence of corporate social responsibility indicates that Indonesian consumers are increasingly paying attention to the company's social contribution to society. This shows a shift in preferences from mere "product value" to "brand value" that is integrated with local social issues, such as education, the environment, and community empowerment. The green marketing dimension also has an effect, although its contribution is lower than the other two dimensions. This can be due to consumers' limited understanding of technical terms or environmental claims, or due to negative experiences with inconsistent sustainability campaigns on the ground.

The implementation of this study received several methodological supports that strengthened the validity and reliability of the results. Among them is the use of questionnaire instruments that have gone through a comprehensive validity and reliability test process, as well as the use of a large number of respondents (250 people) with relatively diverse demographic characteristics.

This provides a solid statistical basis for performing linear regression analysis and interpreting the relationships between variables significantly. In addition, the involvement of respondents from the Greater Jakarta area as a dynamic and representative urban area of Indonesia's modern consumers also strengthens the relevance of the research context to the issue of sustainable marketing in emerging markets.

However, there are several obstacles or limitations that need to be critically examined. One of the main limitations is that the geographical coverage of respondents is still limited to large urban areas in Indonesia, so the findings cannot be fully generalized to the wider consumer population, especially in rural or semi-urban areas that have different cultural backgrounds and purchasing power. In addition, the purposive sampling technique used has an inherent weakness in ensuring probabilistic representation of the population, although it is appropriate for the purpose of variable relationship analysis in a specific target group. This study also did not in-depth analyze the influence of contextual variables such as media exposure, sustainability literacy levels, and previous consumer experiences, which can actually moderate or strengthen the relationship between sustainable marketing strategies and consumer loyalty. Therefore, these limitations are an important starting point for the development of further studies.

Based on the findings and limitations that have been outlined, further research is strongly recommended to develop a more holistic and in-depth approach to gain a more comprehensive understanding of the factors that influence consumer loyalty in the context of sustainable marketing. One potential development direction is the use of a mixed methods approach, which is by combining quantitative and qualitative methods. This approach will provide an overview not only of the statistical strength of the relationships between variables, but also provide interpretive insights into consumers' motivations, perceptions, and emotions towards sustainability practices carried out by companies.

In addition, expanding geographical coverage outside the Greater Jakarta area will enrich the diversity of respondents and allow comparisons between regions that have different levels of awareness and access to information. Future research is also recommended to include new variables as mediators or moderators, such as the perception of brand value, the level of trust in the company (brand trust), or even cultural values and social norms that play a role in the consumer decision-making process. Thus, further research is not only able to answer the methodological limitations of this study, but also make a broader theoretical contribution to the development of marketing management science, particularly in complex and ever-changing emerging market dynamics.

## **CONCLUSION AND RECOMMENDATION**

This research shows that sustainable marketing strategies have a significant influence on consumer loyalty in emerging markets, especially in the Greater Jakarta area. The three dimensions studied green marketing, corporate social responsibility, and ethical communication simultaneously contribute to

forming loyalty, with ethical communication as the dominant factor. These results confirm that the success of a sustainable marketing strategy does not only depend on the attributes of the company's products or social activities, but is also highly determined by the way the brand communicates honestly, openly, and consistently to sustainability values.

These findings reinforce the relevance of relationship marketing theory in the context of sustainability and highlight the importance of strategic communication approaches in building consumer trust and emotional attachment. On the other hand, the significant influence of corporate social responsibility indicates an increase in consumer awareness of the social impact of brands, while the lower contribution of green marketing compared to the other two dimensions indicates the need for further education on environmental values to consumers.

Thus, this research makes a theoretical contribution to expanding the understanding of sustainability strategies in modern marketing and a practical contribution for businesses in emerging markets in designing communication and social strategies that are aligned with consumer expectations. Going forward, the development of models that take into account cultural aspects, brand value perceptions, and other psychographic variables is needed to enrich this study and expand the generalization of results in a broader context.

#### **FURTHER STUDY**

Future studies should investigate the role of cultural values, brand value perceptions, and psychographic characteristics in shaping the effectiveness of sustainable marketing strategies in emerging markets. Cross-regional or cross-country comparisons could provide insights into how different socio-cultural contexts influence consumer responses to green marketing, corporate social responsibility, and ethical communication. Additionally, experimental or longitudinal research designs could help capture causal relationships and changes in consumer loyalty over time. Expanding the scope beyond consumer products to include service industries may also enrich understanding and improve the applicability of sustainable marketing models across diverse business sectors.

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