


# Exploring The Influence Of Sustainability Marketing Management On Brand Loyalty Among Generation Z

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Article Info	ABSTRACT
<p><b>Keywords:</b> Sustainable Marketing, Brand Loyalty, Generation Z, Management</p>	<p>This research aims to explore the influence of sustainability marketing on brand loyalty among Generation Z. A key issue identified is the growing importance of sustainability in young consumers' decision-making, as they are often presented with a wide selection of brands claiming to be committed to sustainability. In this context, the challenge for brands is how to foster long-term loyalty among Generation Z by authentically integrating sustainability values into their marketing strategies. To address this, the study employs a qualitative approach, utilizing in-depth interviews and focus group discussions (FGDs) to examine Generation Z's perceptions and experiences of sustainable marketing. The findings indicate that sustainability, when executed with transparency and integrity, can enhance brand loyalty, making consumers more likely to purchase from and continue supporting brands committed to social and environmental issues. Additionally, emotional connections and social influence play a crucial role in shaping loyalty. This research provides practical insights for companies in designing marketing strategies that strengthen relationships with Generation Z through sustainability principles.</p>
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## INTRODUCTION

Social change and rapidly growing environmental awareness in recent years have changed the way consumers view products and services. One consumer group that is of particular interest in this context is Generation Z, which generally includes individuals born between 1997 and 2012. Generation Z is not only known for their ability to access information quickly through digital media, but also for their values, such as social justice, diversity, and, most importantly, sustainability. This generation is very sensitive to environmental and social issues, and tends to prefer brands that have a commitment to sustainability in their operations.

Sustainability marketing, or sustainable marketing, is a concept that integrates sustainability principles into marketing strategies (Ernayani et al., 2021; Hamid et al., 2024). This includes the use of environmentally friendly resources, the reduction of negative impacts on the planet, and the creation of products that are not only economically beneficial but also contribute to social and environmental well-being. According to recent research, sustainable marketing is becoming an important factor influencing consumer purchasing decisions,

especially among young consumers such as Generation Z (Johnes et al., 2017; Kraugusteeliana & Violin, 2024). Brands that successfully communicate their sustainability values tend to gain greater loyalty from consumers, who consider not only the quality and price of products, but also their impact on the environment and society.

Brand loyalty, defined as a consumer's positive attitude towards a brand reflected in repeat purchase behavior and emotional attachment, has long been a key focus in marketing. In the context of Generation Z, brand loyalty can be influenced by various factors, including personal experience with the product, brand image, and the values espoused by the brand (Khotimah, Syafe'i, et al., 2022). Sustainability is one of the main factors shaping brand image in the eyes of Generation Z, who increasingly prioritize ethics and social responsibility in their purchasing decisions. Thus, research into the influence of sustainability marketing on brand loyalty among Generation Z is highly relevant and important. (Khotimah, 2023; Widjojo et al., 2023)

It is important to recognize that sustainable marketing does not only focus on the product itself, but also encompasses the entire supply chain, production process, and even the brand's communication with consumers (Maulidah et al., 2024). In many cases, Generation Z is not only interested in the promise of sustainability delivered by brands, but also in tangible evidence showing that the company is truly committed to the principles. This requires brands to be able to transparently demonstrate the concrete actions they are taking in an effort to maintain environmental and social sustainability.

In this context, it is important to explore how sustainability marketing can influence brand loyalty among Generation Z. While several studies have highlighted the relationship between sustainable marketing and consumer preferences, few have specifically examined its impact on brand loyalty, especially among Generation Z (Khotimah, Lina, et al., 2022). Therefore, this study aims to delve deeper into how sustainability factors in marketing can strengthen brand loyalty among these young consumers. This research will analyze effective marketing strategies for brands looking to build long-term relationships with Generation Z through the application of sustainability principles. In addition, the results of this study are expected to contribute to the marketing and management literature by exploring more specific relationships between sustainability and brand loyalty, as well as providing practical recommendations for marketers in designing marketing campaigns that resonate with Generation Z values.

## METHODS

This research employs a qualitative approach to explore in depth how sustainability marketing influences brand loyalty among Generation Z. The qualitative approach (Ibrahim et al., 2023; Sudipa et al., 2024) was chosen because it allows researchers to gain a more holistic and contextual understanding of consumer perceptions, values, and experiences—insights that are difficult to achieve through quantitative approaches, which focus primarily on numerical or statistical data. This method enables a deeper exploration of the factors that shape consumer attitudes and behaviors toward brands that integrate sustainability into their marketing strategies. Data will be collected through in-depth interviews and focus group

discussions (FGDs). The in-depth interviews involve representatives from Generation Z who have experience with brands that adopt sustainable marketing (Saputra et al., 2024; Sumesta & Satyawan, 2024). These interviews aim to explore their understanding of the sustainability values promoted by the brand, as well as the impact of these values on their purchasing decisions and brand loyalty. Additionally, FGDs are conducted to gain broader insights into the collective perspectives of Generation Z. These discussions provide a richer understanding of the social interactions and shared viewpoints among participants regarding sustainability and brand loyalty. Through FGDs, researchers can examine how sustainability-related topics are discussed within peer groups and how they influence consumer perceptions. All data collected from the interviews and FGDs will be analyzed using thematic analysis techniques (Budiman et al., 2024), allowing the researcher to identify key themes emerging from participants' responses. This qualitative approach provides a deeper understanding of how sustainability factors in marketing influence perceptions and emotional brand loyalty, as well as how young consumers integrate these values into their purchasing decisions.

## RESULTS AND DISCUSSION

This research aims to explore the influence of sustainability marketing on brand loyalty among Generation Z. Based on in-depth interviews and focus group discussions conducted with Generation Z participants who have experience with brands that implement sustainability principles, several key findings have emerged. The results of this study offer a clearer understanding of the relationship between sustainability marketing and brand loyalty while identifying key factors that shape young consumers' perceptions and attitudes toward sustainability-focused brands.

### **The Importance of Sustainability in Brand Choice**

One of the key findings of this research is that sustainability is a very important factor for Generation Z in choosing a brand. Most respondents stated that they are more likely to buy products from brands that demonstrate a real commitment to environmental and social issues. For example, brands that use eco-friendly materials, reduce waste, or support sustainability-related social initiatives tend to get their positive attention. More than just buying products, Generation Z wants to feel that they are contributing to a better world with their consumption choices.

From the interviews, it was found that Generation Z not only sees sustainability as an external factor of the product, but also as an integral part of their values. They feel that sustainability in marketing reflects the company's values and concern for social and environmental impacts, which increases their trust in the brand. Sustainability becomes a kind of assurance that the company is responsible and has a greater purpose than just financial gain.

### **The Role of Transparency in Building Loyalty**

Transparency is a key factor influencing brand loyalty among Generation Z. The majority of respondents in this study emphasized the importance of brands being open about their sustainability practices. They want tangible evidence of what companies are doing to reduce negative environmental impacts and how they engage communities in social initiatives.

For example, some of the brands that have managed to build loyalty among Generation Z are those that not only advertise their commitment to sustainability but also reveal the concrete steps they are taking. Respondents mentioned that they prefer brands that provide information about their supply chain, production process, and the environmental impact of the products they buy. This shows that trust and loyalty arise not just from sustainability claims made by brands, but from clear and verifiable evidence.

Conversely, brands that are perceived as "green-washing" or that merely claim sustainability without concrete evidence often lose credibility in Generation Z's eyes. This shows that inauthentic impressions of sustainability can undermine loyalty and even cause consumers to abandon the brand.

### **Emotional and Brand Attachment**

Brand loyalty is not only driven by rationality, but also by emotional factors. In the context of sustainability marketing, Generation Z shows a tendency to feel more emotionally connected to brands that support the values they believe in. Through sustainability-focused marketing, brands can build stronger relationships with these young consumers. Respondents often stated that they feel proud to be part of a larger community that supports social and environmental initiatives, which is often demonstrated through their bond with brands that implement sustainable marketing.

One interview revealed that a respondent prefers to continue buying products from brands that they perceive to care about sustainability, even if they are slightly more expensive. This decision was based on the satisfaction and pride of feeling they had made a good decision for the planet. This suggests that brand loyalty built through sustainable marketing is based more on emotional bonds and social identity than on the material or functional benefits of the product itself.

### **Social Factors in Loyalty Influence**

In addition to individual factors, social influences also play an important role in brand loyalty among Generation Z. Some respondents mentioned that they feel compelled to choose eco-friendly brands due to pressure from their peers or social communities. This group often shows a preference for brands that are also seen as more socially responsible choices. In other words, Generation Z not only makes purchasing decisions based on their personal values, but also based on how the brand is seen by others in their social circle.

This phenomenon emphasizes the importance of sustainability marketing in creating collective awareness among young consumers. Brands that adopt marketing strategies that emphasize sustainability tend to be more valued in a social context, as the value of sustainability is perceived as an indicator of their commitment to a better future. Therefore, companies looking to build loyalty among Generation Z should pay attention to how their products and initiatives can be accepted and understood in a broader social context.

### **The Effect of Continuous Marketing on Purchasing Decisions**

Overall, sustainability marketing was shown to have a significant influence on purchase decisions and brand loyalty among Generation Z. This research shows that Generation Z does not only consider the price or quality of a product, but also its impact on the environment and society. Brands that successfully communicate their commitment to sustainability can create

long-term relationships with these young consumers, who are attached not only to the functional aspects of the product, but also to the values that the brand stands for.

## CONCLUSION

The results of this study indicate that sustainability marketing plays a crucial role in shaping brand loyalty among Generation Z. Sustainability is not merely perceived as an additional product attribute but as a core component of brand identity that significantly influences purchasing decisions and consumer loyalty. By promoting transparency, clearly communicating their commitment to sustainability, and fostering emotional connections with consumers, brands can strengthen their relationships with Generation Z and cultivate long-term loyalty. These findings offer valuable insights for companies seeking to leverage sustainable marketing to build strong and relevant brands in a market that is increasingly sensitive to social and environmental issues.

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