

Sustainability as a Branding Strategy: How Fashion Retailers use Green Marketing to Influence Gen Z

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ABSTRACT

This study evaluates role of sustainability approaches to explore the relationship between green marketing and branding strategy within analysing Gen Z customer's behavioural and purchasing intentions. Positivism philosophy, deductive approach, descriptive design, purposive sampling strategy and quantitative data analysis are adopted to analyse Gen Z customers' evolution. The findings of primary data analysis conducted at present show that consumer loyalty and purchasing decision making in association to consumer behaviour among Gen Z is quite positively affiliated with the impact of sustainability practices and transparency in brand communication as well as Green Marketing strategies have in the branding strategy of fashion brands. The study also further identifies the influence of Green Marketing and sustainability being strategic initiatives and practices for fashion brands for building a customer retention of loyalty among Gen Z with a transparent and environmentally conscious brand image.

Keywords: Sustainability, Generation Z, Green marketing, Fashion retail industry, Consumer behaviour.



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INTRODUCTION

Background

In the digital landscape, sustainability is the most significant concern for the global fashion industry, driven by customer demands for ethical practices and increased environmental awareness. According to Salam et al. (2024), an omnichannel marketing approach has been incorporated with Generation Z (Gen Z) customers' requirements and digital expectations. Based on sustainable approaches, Gen Z customers value authenticity and personalised experiences through fashion brand interactions. Fashion retailers are using ethical sourcing, eco-friendly materials integration and

transparent business operations through environmentally friendly customers. Gen Z stands as an important demographic that practises social responsibility and sustainability for selecting a fashion brand. In India's fashion retail market, Indian brands have followed the Indian government's green housing guidelines that help to establish a current dialogue through sustainability (Chaturvedi, 2024). Indian customers are adopting green products based on identifying diverse environmental problems. The Indian fashion retail industry follows a sustainable marketing strategy based on technology-driven transparency and digital-first campaigns.

Problem statement

In increasing an emphasis on sustainability approaches of fashion brands, Indian fashion retailers face issues due to climate change, air quality issues, water scarcity and flooding within Delhi, Bengaluru and Mumbai. In the Mumbai region, the fashion retail industry faced problems of flood disruption, Delhi's air quality was impacted by temperature falling, whereas Bengaluru faces water scarcity (Chaturvedi, 2024). Gen Z customers value ethical and eco-friendly practices that establish uncertainty due to adopt sustainability. It emphasises Gen Z's trust, purchasing behaviour and brand loyalty. Furthermore, in the fashion sector, sustainability evaluates the role of green marketing that influences Gen Z's behaviour and perceptions toward the fashion industry.

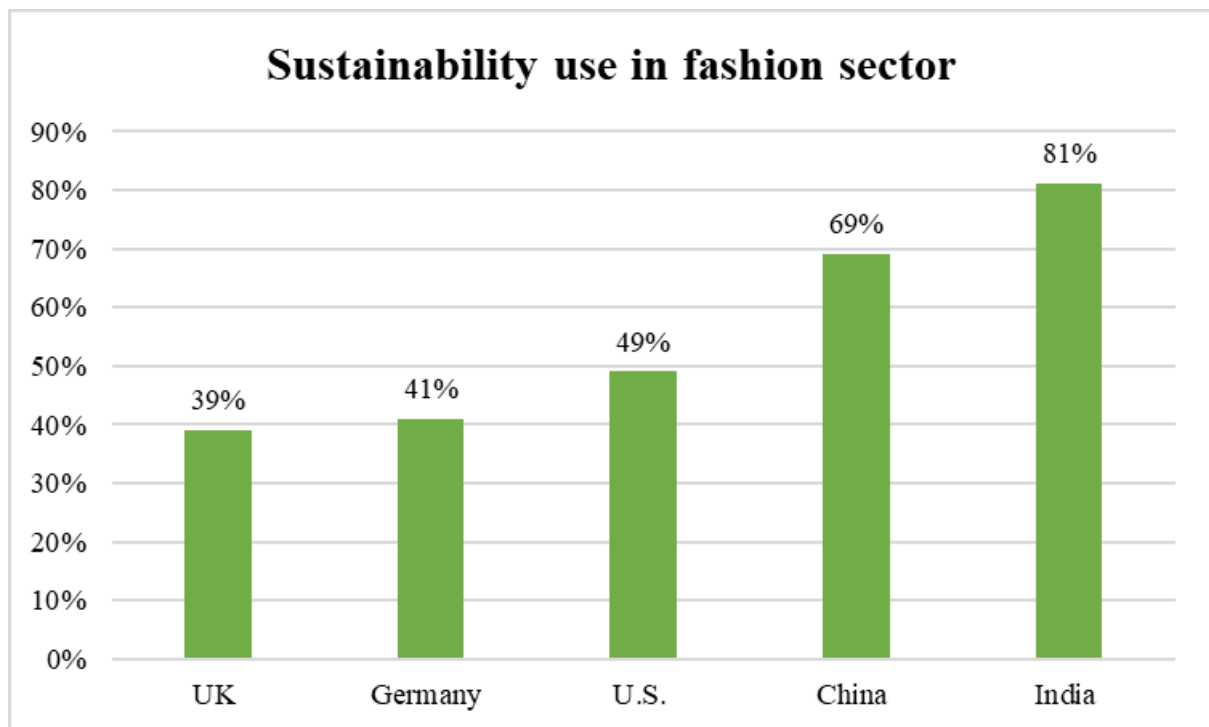


Figure 1: Sustainability percentage with fair trade fashion

(Source: Zandt, 2023)

The above image indicates the comparison between eco-friendly and sustainable fashion with low CO₂ emissions adaptation. In India, 81% of individuals follow sustainable fashion purchases based on purchasing decisions (Zandt, 2023). This study provides an investigation into a sustainability-driven approach and adopts green marketing campaigns for Gen Z customers.

Research objectives

1. To find out how fashion brands use sustainability and eco-friendly ideas in their marketing to attract customers.
2. To study how Gen Z reacts to green marketing and how it affects their interest and trust in fashion brands.
3. To understand whether using sustainability as a branding strategy helps fashion retailers build a better image and stand out from competitors.

Research hypothesis

H0: There is no significant coordination between Gen Z customers' trust, perception, purchasing behaviour, and fashion retailers' sustainability and green marketing strategies used for fashion brands.

H1: There is a positive correlation between fashion retailers' use of green marketing and sustainability strategies with Gen Z customers' perception, purchasing behaviour and trust.

Significance

This research investigates role of green marketing and sustainable strategies that influence Gen Z customers' trust, purchasing behaviour, and perception within the Indian fashion retail sector. This study provides insights to establish transparent, technology-driven and authentic branding strategies. Hence, these findings will improve fashion brands' development to manage customer relationships, achieve success and increase brand image based on environmentally friendly marketing practices.

LITERATURE REVIEW

IV 1: Sustainability practices

Sustainable practices in apparel, fashion and textile industries allow retailers to provide an investigation of manufacturing process. According to Islam et al. (2021), the fashion industry follows upstream manufacturing operations and contributes to environmentally sustainable practices. The fast fashion industry follows harmful consequences, processes, and product innovations to establish sustainable manufacturing practices. The fast fashion industry has been evaluated for its relevance to waste management, pollution control and resource-efficient strategy. Furthermore, global climate concerns and environmental awareness have indicated the adaptation of sustainable approaches, including closed-loop systems and ethical labour standards within the fast fashion industry.

In fashion industry, sustainability encompasses social, environmental and economic approaches. According to Rathore (2023), environmental sustainability is achieved based on recycled textiles, organic materials and water consumption to

establish a safe working approach. In India, different fashion brands have adopted green marketing and sustainable production models. It reduces textile waste and uses organic cotton to fulfil customers' requirements. As per Negri et al. (2021), sustainability has been incorporated with industrial strategic approaches in the supply chain approaches. In the fashion industry, supply chains are increasing to improve sustainability performance, reduce uncertainty, and mitigate vulnerability. Hence, the Indian government has taken initiatives on customer-driven approaches and governmental approaches. Based on using eco-certifications and greenhouse gas guidelines, it reflects India's fast fashion industry's sustainable manufacturing process. In analysing eco-friendly behaviour and traceability, fashion retailers follows Gen Z customers sustainable actions and brand authenticity.

IV 2: Brand communication and transparency

Transparency and brand communication plays an important role to shape customer behaviour, perceptions for Gen Z customers within fashion industry. According to Reck et al. (2022), organisational transparency increases customer pro-environmental behaviour towards fashion brands. Fast-fashion brands can improve trust, pro-social purchase behaviour and decision-making processes. Hence, transparency communication fosters fashion brands' development on increasing sustainable commitments through disclosure of manufacturing, sourcing and environmental impacts. As per Ospital et al. (2023), brands credibility and trust indicate transparency development to analyse customers' approaches for sustainability claims. Hence, in this industry, transparency is incorporated to traceability information for environmental and products displays.

In the technological era, fashion brands use brand websites, social media and influencer collaboration with using sustainability initiatives. Hence, Gen Z customers are responsive to improve fashion brands value through traditional advertising strategy. Furthermore, Gen Z customers are relying on traditional advertising strategy that reinforce fashion brands ethical advancements and foster emotional connections. As per Khurana and Muthu (2022), fashion value chain influences the fashion brands socio-economic development that identifies sustainable charge to establish a robust future. India has been manufacturing fashion products and human labour struggles with social issues, including domestic violence, drug abuse, child labour and others. Hence, fashion industry's revolution highlights the campaigns for working-class toward "Who made my clothes" within society. Hence, Primark's sale did \$10.2 billion in 2019 that indicates in operating profit. Hence, an effective communication reduces the issues between customer approaches and sustainable approaches toward current marketing strategies with brand loyalty.

IV 3: Green marketing strategies

In analysing organisational strategies, green marketing indicates products and services development based on strategic approaches. According to Maianto et al. (2024), green marketing strategies influences responsible production, brand development and eco-friendly attributes to increase environmental values. Different green marketing initiatives, sustainability approaches, including pricing, product design, distribution and promotion have analysed relevance of environment-conscious customers. Green marketing has analysed the pertinent commercial strategy based on sustainable approaches. Unwavering and robust branding can provide consistency and transparency within brand communication. An effective green marketing strategy depends on environmental claims consistency and perceived authenticity (Kaur et al. 2021). In analysing tangible approaches, including biodegradable materials and upcycling materials establish a strong impact within customer approaches.

Gen Z customers follows transparent and interactive green marketing campaigns to increase customer satisfaction. As per Lalwani et al. (2021), in analysing social media marketing strategy, different platforms, including YouTube and Instagram influence Gen Z customer's purchasing behaviour. Gen Z provides marketers benefits to establish social media platforms to get success. It seeks to shed light on "social media marketing principles" with online marketing strategy and diversity approaches. Hence, corporate social responsibility (CSR) integration with green marketing provides an overview about fashion retailers strategy. Furthermore, the fashion retailers strategy and sustainability approaches can increase brand values to achieve success. Green marketing initiatives can manage brand development and digital involvement. On the contrary, fashion retail marketing strategy depends on short-term campaigns and long-term commitment (Hamid, 2025). Within the Indian context, green marketing strategy is emerging as a competitive and branding strategy. This strategy allows retailers to explore Gen Z customer's environmental and ethical concerns within fast-fashion industry's retailers approaches.

DV: Gen Z customer behaviour and brand perception

Gen Z highlights generation that provides significance of authenticity, ethical consumption and sustainability. According to Kim et al. (2025), millennials, Gen Z and segments spend money based on using digital technology based on innovations. The fashion retail industry, customer purchasing behaviour is influenced by environmental awareness, peer networks, and social media exposure. Gen Z customers follows brand to evaluate commitment within inclusivity and sustainability within advertising strategy. Brand perception of Gen Z is shaped through social responsibility, transparency and alignment with an individual values. Hence, Gen Z customers tends on explore actions within environmental approaches, including carbon-neutral production and recycling initiatives. Gen Z is highly accused brands for greenwashing and influencing the authenticity requirements for communication building strategy.

Gen Z customer preferences is inclination toward brands development, that prioritise sustainability, social values and environmental concerns. According to Salam et al. (2024), Gen Z is increasing knowledge about advanced technology that exhibits customer's preferences. Technological adaptation has led to improve business values and customer behaviour. Moreover, Gen Z customers are influenced by corporate social responsibility and social media. Based on sustainability concerns, Gen Z customers are playing an important role to explore authenticity and transparency approaches. Hence, Indian Gen Z customers are using eco-friendly fashion based on sustainability approach and climate change. Customer's consumption behaviour indicates affordability within ethical formation strategy. Hence, sustainable brands allow Gen Z customers to explore environmental and social responsibility. Furthermore, Gen Z's customers behavioural patterns that enable fashion retailers approaches to establish strategies for brand relationships. Customers purchasing intention fosters purchasing behaviour based on sustainability-focused approaches.

Relationship between IVs and DV

There is a relationship between green marketing, brand communication, and sustainability practices with Gen Z customers. The customers purchasing behaviour indicates customer psychology and branding strategy. As per Javed et al. (2024), sustainability marketing evaluates social and environmental aspects within traditional strategies that foster sustainable values and ecological innovation. Fast-fashion supply chain is growing discontent among employees behaviour. It is affecting customer attitudes and customer perceptions that identifies flexible environmental regulations and policies. In analysing the fashion industry identifies to explore relevance of sustainable approaches about sustainability approaches. In analysing sustainable practices, trustworthy affects customer's purchasing behaviour and improve brands' environmental approaches.

There is a relationship between customer response and sustainability practices, green marketing strategies are evaluating current marketing strategy. In analysing relevance of digital campaigns, sustainability approaches are communicated based on digital campaigns to increase brand value. Perceived approaches of green marketing strategy, it indicates customer's involvement to establish consistency within trust erodes and actions. It affects brand perception and customer's purchasing behaviour.

Stakeholder theory

Stakeholder theory posits that an organisation need to establish stakeholder value based on social and environmental responsibilities. Based on fashion industry, this theory provides sustainable branding strategy that identifies business objectives with customers, society and employees interests (Awa et al. 2024). In analysing transparent approaches and sustainability concerns with Gen Z customers, the fashion retailers increase brand legitimacy, long-term loyalty and trust. This theory highlights sustainability-driven marketing strategy to explore Gen Z customers brand perception and purchasing behaviour.

Theory of planned behaviour

An individual's purchasing intention, theory of planned behaviour highlights relevance of subjective norms, perceived behavioural control and attitudes. According to Hagger and Hamilton (2024), theory of planned behaviour highlights motivational approaches toward motivational action. This theory has been used to predict behaviour with predictions. Hence, Gen Z's purchasing behaviour indicates sustainable fashion products within eco-friendly brands. Hence, fashion retailers identifies sustainability approaches that influence Gen Z customers behavioural intentions.

METHODOLOGY

Positivism philosophy

According to Rauteda (2025), positivism philosophy evaluates a critical strategy to objectivity and certainty to explore complex approaches. This philosophy introduces quantitative research method that can evaluate epistemological, axiological and ontological foundations. This philosophy analyses the relationship between sustainability and green marketing strategies within fashion retailers and Gen Z's brand perception, trust and purchasing behaviour. Positivism philosophy will explore the structured data collection process and statistical analysis for hypothesis testing. This approach ensures subjective approaches based on observable data toward fashion industry's sustainability practices.

Deductive approach



Figure 2: Deductive research approach

(Source: Influenced by Gamage, 2025)

Gamage (2025) stated that, deductive research approach is used in empirical investigations about quantitative approaches. This approach evaluates to establish causal outcomes and predict outcomes within hypothesis-driven strategies. It ensures

to explore sample, methods and analysis process within valid results. Stakeholder theory and theory of planned behaviour, this strategy provides empirical evidence to reject hypotheses. Hypothesis formulation is examining relevance of green marketing strategy and sustainability approaches to explore Gen Z customer's approaches.

Descriptive design

This study adopts descriptive research design that highlights understanding of green marketing and sustainability emphasise Gen Z customer's behavioural approaches. As per Alieto et al. (2024), descriptive research identifies in exploring relationships between independent and dependent variables. This research design follows the researcher's approaches to identify current trends, patterns and correlations through respondent's experiences and attitudes. This research design evaluates Gen Z customers sustainability approaches within the fashion industry within Indian fashion retailers. Hence, this design will explore relevance of Gen Z customers perceives and sustainable branding strategy within the fashion industry.

Purposive sampling

Purposive sampling is considered as judgment sampling within quantitative analysis to establish general conclusions (Hossan et al. 2023). This study uses purposive sampling strategy provides insights about participation selection process within the research objectives. Hence, target population strategy evaluates Gen Z customers' approaches to involve with fashion retailers approaches. This study adopts 101 respondents to collect information about sustainability and green marketing approach from social media platforms and shipping areas within India. It is ensuring significance of diverse representation of income, lifestyle and gender. Purposive sampling strategy ensures the research participants approaches and contribution about green marketing within fashion industry.

Primary data collection

In analysing relevance of sustainability approaches, primary data is collected due to a structured questionnaire about research variables. Hence, different online platforms, including social media platforms and Google Forms are used by Gen Z customers within fast fashion industry. This data collection uses Likert scale and close-ended questions to identify and calculate customer's behaviours regarding purchasing behaviour, trust and sustainability. According to Ganesha and Aithal (2022), primary data collection method allows researcher to identify respondents behavioural intention to ensure research clarity.

Quantitative data analysis

Based on primary data collection process, this study is using quantitative techniques with using SPSS and Excel. This study identifies descriptive statistics, including mean, standard deviation and frequency that analyses research participations approaches toward behavioural and demographic approaches. Beside, regression and correlation analysis applied to evaluate the coordination between green marketing strategies, sustainability practices, customer's purchasing behaviour and trust. Hence, this study findings indicate hypothesis testing to determine variables relationships.

Reliability and validity

This research explores research reliability and validity, that ensures in maintaining research consistency. Besides, research validity evaluates significance of intended research variables through questionnaire survey (William, 2024). The researcher uses Cronbach's alpha to test internal consistency. Besides, content validity explores researchers review and construct validity can be adopted pilot testing. Based on this, this study indicates research trustworthy and maintains accuracy.

Ethical consideration

In this research, ethical integrity is an important aspect, research participants can be informed to analyse significance of voluntary participation and study purpose. This research explores informed consent that can be collected before data collection. The collected data can be used to analyse relevance of academic purposes, as research participants will analyse withdraw rights without any kinds of consequences.

RESULTS

The findings of the study as per the relation from the survey has been evaluated through primary quantitative data for the findings of the study. The primary data analysis involves reliability test for evaluation of internal consistency of the data followed by a demography data statistics frequency analysis, descriptive analysis and inferential statistics analysis involving Pearson correlation and regression analysis alongside hypothesis testing through ANOVA.

Reliability Test

Table 1: Reliability Test

Cronbach's Alpha	N of Items
.931	10

As per the table one it is noted that the survey had at research objective-oriented questionnaire statements for the survey

involving 10 questions that addressed the research objective and the research variables involved in the study. As per the value observed Cronbach's Alpha for the conducted survey and its data stands at 0.931 that indicates a highly strong internal consistency among the data accumulated in the sample population. Since the internal consistency is strong in the case of the presented data it is to be noted that the data evaluated and the findings hence observed are reliable and consistent in nature to the research phenomenon.

Frequency Analysis

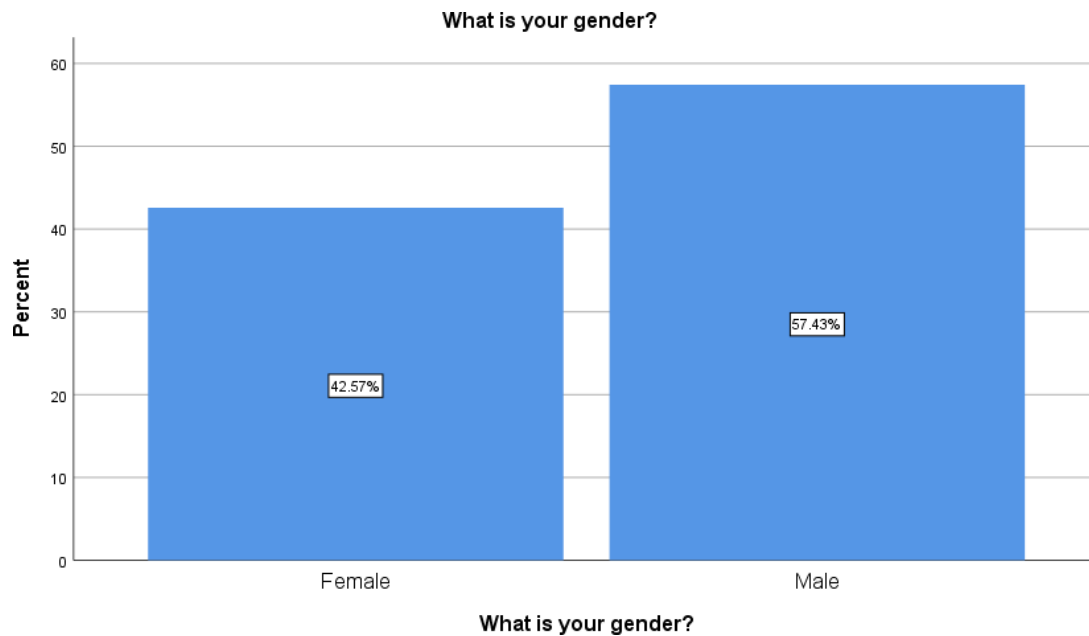


Figure 3: Age demographic

(Source: IBM SPSS)

The gender demographic analysis that has been evaluated is the form of frequency statistics as per figure 3 that presents that the data accumulated from the participants had presented a concentration of male participants to be higher than female participants. With the male participant rate being at 57.43% the percentage of female participants had been identified to be standing at 42.57%. This indicates the sample population to have been more male centric with a considerable number of women also taking a significant role in it.

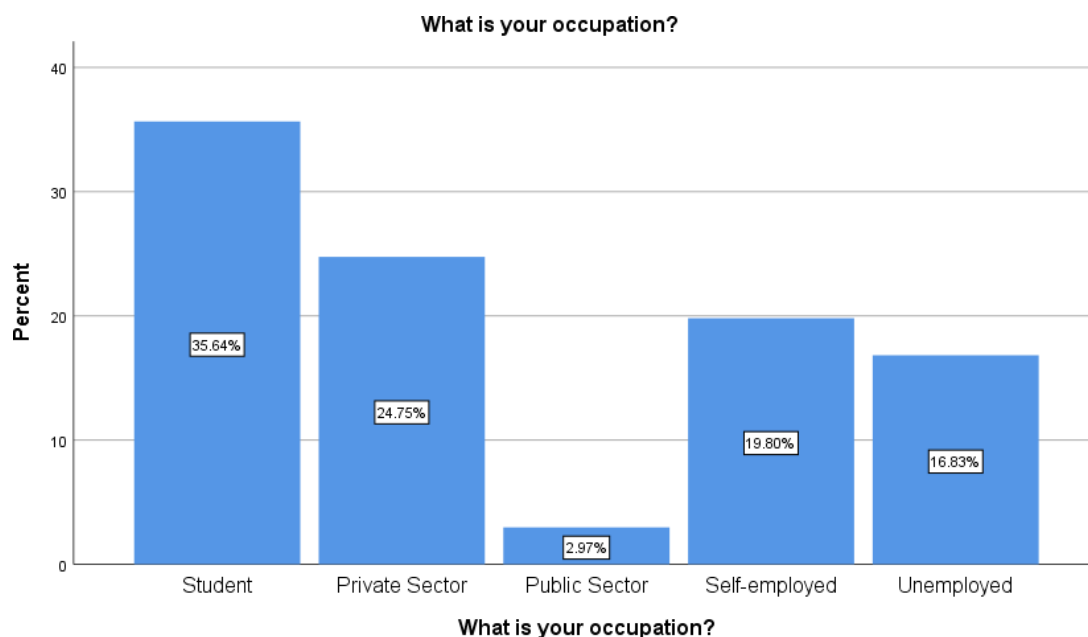


Figure 4: Occupation Demographic

(Source: IBM SPSS)

As per the observation made from figure 4, majority of the participants had been students standing at 35.64% only 24.75%

noting themselves to be working in the private sector. Around 19.80% of the population of respondents had notified themselves to be self-employed, meaning 16.83% of them had not considered themselves to be unemployed currently while only 2.97% had identified their occupation to be working within the public sector. Since Gen Z is primarily a younger generation in terms of demography it is to be noted that there is a large percentage of this participants being students.

Descriptive Analysis

Table 2: Descriptive Statistics

Descriptive Statistics	Mean	Std. Deviation
Gen Z often make purchases fashion brand purchases based on transparent and believable marketing of sustainability	4.19	1.294
Gen Z prioritises eco-friendly materials like recycled fabric and organic raw material being used in their fashion products	4.54	.995
Fairness and transparency in communicating ethical working conditions and production environment is supported by Gen Z during making brand purchase	4.52	.955
Waste and emissions reduction efforts of fashion brands drive Gen Z to support their brand loyalty	4.45	.974
Clear and accessible message delivered by fashion brands about production process is identified as important	4.40	.981
Transparency in brand's communication about business practices and supply chain is strongly supported by Gen Z	4.40	1.001
Gen Z want to feel well informed about the mission and values that their fashion brands uphold	4.54	.889
Green marketing is considered by Gen Z as an open promotion about fashion brands and their commitment to sustainability	4.49	.795
Environmental conscious brand image marketing makes Gen Z more motivated to make purchases	4.62	.798
Gen Z believing on the brand image being green boosts their customer loyalty and interest to more purchases	4.57	.766
Valid N (listwise)	101	101

As per table 2 the descriptive statistics as observed list out the mean of the survey question data by indicating its central tendency at the standard deviation to observe the potential catering of the data points from central tendency. As per the mention finding it is noted that the range of mean values for this is between 4.99 and 4.62. The standard deviation ranges between values 0.7 5 and up to 1.294. The finding study and its application implied that there was scattering and a class at condition between the mean values and standard deviation.

Inferential Statistics

Pearson Correlation

Table 3: Correlation Analysis

DV: Gen Z customer behaviour and brand perception		Pearson
Gen Z often make purchases fashion brand purchases based on transparent and believable marketing of sustainability		Correlations
IV 1: Sustainability practices	Gen Z prioritises eco-friendly materials like recycled fabric and organic raw material being used in their fashion products	.657**
	Fairness and transparency in communicating ethical working conditions and production environment is supported by Gen Z during making brand purchase	.478**
	Waste and emissions reduction efforts of fashion brands drive Gen Z to support their brand loyalty	.417**
IV 2: Brand communication and transparency	Clear and accessible message delivered by fashion brands about production process is identified as important	.358**
	Transparency in brand’s communication about business practices and supply chain is strongly supported by Gen Z	.351**
	Gen Z want to feel well informed about the mission and values that their fashion brands uphold	.406**
IV 3: Green marketing strategies	Green marketing is considered by Gen Z as an open promotion about fashion brands and their commitment to sustainability	.357**
	Environmental conscious brand image marketing makes Gen Z more motivated to make purchases	.466**
	Gen Z believing on the brand image being green boosts their customer loyalty and interest to more purchases	.414**

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

The inferential statistics through the Pearson correlation analysis is identified to assess the statements in particular association to the dependent variable and the independent variables in a particular association to brands and sustainability as a unit of brand royalty among customers. Findings observed in table 3, present the correlation between the dependent variable regarding customer behaviour and brand perception of Gen Z in association to the independent variables of sustainability practices, brand communication and transparency and green marketing strategies where the Pearson correlation value had been noted to have ranged between 0.357 up to 0.657. Findings indicated that all three independent variables hold a positive and rather strong correlation with the dependent variable.

Regression and Hypothesis Testing

Table 4: Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.695a	.483	.432	.976
a. Predictors: (Constant), Sustainability practices, Brand communication and transparency, Green marketing strategies				

The regression analysis through the evaluation of the model summary presents that the value of R indicates itself to be standing at 0.695 that indicates the linear relationship between the dependent variable with independent variables to be better than mediocre. The value of R Square stands at 0.483, which accounts for almost 48.3% of radiation present between the linear relationship between the dependent variable of customer behaviour and brand perception of Gen Z and independent variables of sustainability practices and brand communication in transparency alongside green marketing strategies within the study.

Table 5: ANOVA

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	80.820	9	8.980	9.436	.000b
	Residual	86.605	91	.952		
	Total	167.426	100			
a. Dependent Variable: Gen Z customer behaviour and brand perception						
b. Predictors: (Constant), Sustainability practices, Brand communication and transparency, Green marketing strategies						

As observed under table 5 the significance value indicated as the P value of the analysis presented as a way of indicating the hypothesis analysis and testing. The significance value of study had been noted to have been marked at the threshold of P value is less than 0.05. The value under the table presented itself standing at 0.000. This indicates that the significance value is lower than the threshold of P value so the purpose of proving the proposed hypothesis in terms of relationship between the dependent and independent variables and hence indicating the null hypothesis H0 to be void and the alternative hypothesis H1 to be acceptable.

DISCUSSION

Observation of the above findings has presented the opportunity of understanding that fashion brands in particular observed the ongoing positive Trend and development in terms of projecting sustainability and eco-friendly ideas in their marketing strategies for the purpose of attraction and retention of consumers that particularly attract the Gen Z population. It has also been observed in the literature review environment sustainability is capable of being achieved through integration of organic material and recycled textiles as a way of establishing a safe working approach (Rathore, 2023). The findings of the study indicated that there is a potential possibility of fashion brands utilising green marketing strategies and transparent communication as

well as promotion of sustainability targets as means of achieving the aim of customer retention on behalf of consumers and their purchasing decisions being contributing towards sustainability and environmental consciousness.

Findings had indicated that Gen Z show a positive reaction in particular contexts to green marketing and its associated practices as, green practices and projection of sustainability into the brand imagine itself is quite an attractive feature of ration brands to consumers that are in the younger generation. It is noted that in similarity to the literature review it presents that Gen Z is influenced by corporate social responsibility and social media alongside stability concerns regarding authenticity and transparency approaches. The findings had presented that there is a potential opportunity for the fashion brands utilizing the opportunity of integrating transparency within their marketing. The finding had presented that Gen Z consumer behaviour is positively influenced by green marketing in particular focus on transparency and interactivity of the brand in environment consciousness and sustainability image being promoted by the fashion brands

The findings of the study had also added that there is a potential for brand image and branding strategy to integrate and embrace sustainability as a strategic move

for fashion retailers to build a stronger image within high competition. It is noted that transparency and brand communication as also been observed in literature review if you will of building a throw environmental behaviour among customer towards the fashion brands and brand creative and trust is capable of contribute in towards development of transparency as a way of evaluating sustainability claims been approached by customers (Reck et al. 2022; Ospital et al. 2023). Findings indicate that feasibility and sustainability are strongly indicated as necessary strategies for branding among fashion brands as a way of securing a positive image and retention of loyalty from consumers that are actively seeking products that are sustainable and environmentally conscious.

The finding had further contributed in alignment to the theoretical implication that sustainable branding strategy is capable of motivating the purchasing behaviour of Gen Z since the prospects of transparency and authenticity is capable of shaping the majority of decision making is influenced by social media activity of consumers. The findings indicated that motivation of transparency being achieved from the fashion brands regarding their targets and initiative of building a sustainable product and organisation operation is capable of attracting a higher customer retention. Fashion retailers using green marketing and sustainability strategies for the purpose of branding are capable of influencing the customer perception and purchasing behaviour alongside their trust in brands.

CONCLUSION

In conclusion to the study it is observed that sustainability and green marketing are influential integrated strategies for the purpose of branding in a highly competitive world and market. Gen Z is mostly attracted towards the appeal of sustainability as an integrated practice that defines the fashion brand image in particular context to transparency and transparency in production and ethical practices such as corporate social responsibility have contributed towards a better opportunity for including green branding and marketing the fashion brands in particular association to the initiative taken or the transparency maintained in the procedure of business activity and supply chain contributed to a set development of positive and sustainability empowered consumer loyalty.

Sustainability and Green Marketing as a strategic branding have come soon and developed the opportunity for fashion brands to openly promote their environmental consciousness and sustainable initiative for the purpose of controlling an improvement in the fashion industry. It is to become more sustainable and environmentally conscious with transparency throughout digital platforms as a way of achieving transparency in brand communication that genesis prioritises and is influenced by during purchasing decisions and consumer loyalty.

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