

The Influence of Green Digital Marketing on Brand Image and Customer Loyalty

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Abstract

The rapid growth of digital business has encouraged companies to adopt environmentally responsible marketing strategies to strengthen their competitiveness. Green digital marketing has emerged as an approach that integrates sustainability values into online promotional activities. This study aims to examine the influence of green digital marketing on brand image and customer loyalty in the digital marketplace. This research applies a quantitative approach using a survey method. Data were collected from 150 respondents who actively use online shopping platforms and have interacted with digital promotional content from environmentally responsible brands. The sampling technique used was purposive sampling. Data analysis was conducted using multiple linear regression with the support of statistical software. The results show that green digital marketing has a significant positive influence on brand image. Furthermore, brand image also has a significant positive effect on customer loyalty. The findings indicate that green digital marketing indirectly contributes to strengthening customer loyalty through the improvement of brand image. These results confirm that integrating sustainability values into digital marketing strategies can enhance brand perception and encourage long-term relationships with customers. This study provides practical implications for digital business managers to design marketing campaigns that emphasize environmental responsibility as a strategic tool to build a strong brand image and loyal customer base.

Keywords: Green Digital Marketing, Brand Image, Customer Loyalty, Digital Business, Sustainability

Abstrak

Perkembangan bisnis digital yang pesat mendorong perusahaan untuk tidak hanya fokus pada keuntungan, tetapi juga pada tanggung jawab terhadap lingkungan. Konsep *green digital marketing* muncul sebagai strategi pemasaran yang mengintegrasikan nilai keberlanjutan ke dalam aktivitas promosi digital. Penelitian ini bertujuan untuk menganalisis pengaruh green digital marketing terhadap citra merek dan loyalitas pelanggan. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Data diperoleh dari 150 responden yang aktif menggunakan platform digital dan pernah melihat konten pemasaran dari merek yang mengusung nilai ramah lingkungan. Teknik pengambilan sampel yang digunakan adalah *purposive sampling*. Analisis data dilakukan dengan regresi linier berganda menggunakan bantuan perangkat lunak statistik. Hasil penelitian menunjukkan bahwa green digital marketing berpengaruh positif dan signifikan terhadap citra merek. Selain itu, citra merek juga berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Temuan ini mengindikasikan bahwa strategi pemasaran digital yang mengedepankan kepedulian lingkungan mampu meningkatkan persepsi positif terhadap merek serta mendorong terciptanya loyalitas pelanggan dalam jangka panjang.

Kata Kunci: Green Digital Marketing, Citra Merek, Loyalitas Pelanggan, Bisnis Digital, Keberlanjutan

INTRODUCTION

The development of digital technology has significantly changed the way companies market their products and build relationships with customers. Digital marketing is no longer solely focused on increasing sales but also directed at creating long-term value through environmental stewardship. This has led to the emergence of the concept of green digital marketing, a digital marketing strategy that integrates messages of sustainability, environmental ethics, and

corporate social responsibility into all its communication activities.

According to Kotler and Keller (2023), modern consumers are increasingly paying attention to a brand's values, including its commitment to environmental issues. This aligns with Peattie and Crane (2024), who stated that green marketing is not merely about promoting environmentally friendly products, but rather a long-term strategy for building

brand trust and reputation. In the digital context, this approach is reinforced through social media, websites, e-commerce, and other online platforms.

Brand image plays a crucial role in determining a company's success in the digital era. Aaker (2022) explains that brand image is formed from the perceptions, experiences, and associations consumers have with a brand. When companies consistently convey sustainability values through digital channels, consumers tend to develop positive perceptions of the brand. A strong and positive brand image will increase the chances of building customer loyalty.

Besides brand image, customer loyalty is a strategic asset in digital business competition. According to Griffin (2024), customer loyalty is reflected in consumers' desire to make repeat purchases, recommend products, and maintain long-term relationships with brands. In a competitive digital environment, companies that demonstrate environmental concern will more easily gain consumer trust and build lasting emotional relationships.

Several previous studies have shown that consumers are now more attracted to brands that implement sustainability principles in their business activities. Chen and Chang (2025) found that green marketing practices have a positive effect on brand image and consumer trust. However, there is limited research specifically examining the influence of green digital marketing on brand image and customer loyalty in the context of digital marketing. Therefore, this research is important in providing theoretical and practical contributions to the development of sustainable marketing strategies.

Based on this description, this study aims to analyze the influence of green digital marketing on brand image and customer loyalty. The results are expected to serve as a reference for businesses in designing digital marketing strategies that are oriented not only toward profit but also toward environmental sustainability.

Green Digital Marketing

Green digital marketing is a digital technology-based marketing approach that emphasizes the principles of sustainability, environmental awareness, and corporate social responsibility. This concept focuses not only on increasing sales but also on building consumer awareness of environmental issues through environmentally friendly messages, content, and marketing activities.

E Wijayanti (2025) Green digital marketing combines digital marketing strategies with sustainability values, such as the use of online media that reduces paper consumption, environmental awareness-based campaigns, and transparency regarding sustainable business practices. With increasing public awareness of environmental issues, companies that implement green digital marketing tend to be more trusted and have a positive brand image.

Dimensions of Green Digital Marketing

Some of the main dimensions of green digital marketing include:

- a. Green Content – marketing messages that emphasize environmental awareness.
- b. Green Promotion – digital promotions that support sustainable lifestyles.
- c. Green Transparency – openness of information about environmentally friendly practices.
- d. Green Engagement – consumer involvement in digital green campaigns.

Brand Image

Brand image is the perception, impression, and associations formed in the minds of consumers about a brand. Brand image is formed from experiences, marketing communications, and consumer interactions with a company. A positive brand image will increase trust, strengthen brand positioning, and influence purchasing decisions. Companies that implement sustainable marketing strategies through digital media tend to be perceived as more responsible and environmentally conscious. This strengthens consumers' emotional connection to the brand, thus strengthening the brand image.

Brand Image Dimensions

- a. Corporate Image – the overall perception of the company.
- b. Product Image – the impression of the product's quality and benefits.
- c. User Image – the image of the brand's users.

Customer Loyalty

Customer loyalty is a consumer's commitment to repeat purchases and to continue choosing the same brand despite the availability of alternatives. Customer loyalty is reflected not only in the frequency of purchases but also in the willingness to recommend the brand to others. In the digital context, customer loyalty is influenced by online experiences, trust, and perceived value. Green digital marketing can strengthen the emotional connection between consumers and brands, thus encouraging long-term loyalty.

Customer Loyalty Dimensions

- a. Repeat Purchase – repeat purchases.
- b. Retention – brand loyalty.
- c. Advocacy – willingness to recommend.

Relationships Between Variables

- a. The Effect of Green Digital Marketing on Brand Image
A green digital marketing strategy sends a positive signal to consumers that a company is socially and environmentally responsible. This increases trust and strengthens the brand's image in the eyes of consumers.
- b. The Effect of Green Digital Marketing on Customer Loyalty
Consistent environmentally friendly messaging creates an emotional connection, making consumers more loyal to the brand.
- c. The Effect of Brand Image on Customer Loyalty
A strong brand image will increase consumer satisfaction and trust, ultimately strengthening customer loyalty.

METHOD

Research Type and Approach

This research uses a quantitative approach with a survey method. The quantitative approach was chosen because it aims to statistically test the relationship and influence between variables, namely the influence of green digital marketing on brand image and customer loyalty. This type of research is causal research, as it seeks to determine the cause-and-effect relationship between variables.

Research Location and Timeline

This research was conducted on digital platform users (e-commerce/social media) who had interacted with green digital marketing campaigns. The research period is planned for 2025.

Population and Sample

Population

The population in this study is all consumers who have viewed or interacted with green digital marketing content from a digital brand/MSME.

Sample

The sampling technique used purposive sampling, with the following criteria:

- a. Having viewed green digital marketing content.
- b. Having made an online purchase from the relevant brand.
- c. Being at least 17 years old.

The minimum sample size is 150 respondents for the data to be suitable for analysis.

Table 1.
Research Variables and Operational Definitions

Variable	Definition	Indicator
Green Digital Marketing (X)	Digital marketing strategies that emphasize environmental awareness	Green content, green promotion, green transparency, green engagement
Brand Image (Z)	Consumer perception of brands	Corporate image, product image, user image
Customer Loyalty (Y)	Customer loyalty to the brand	Repeat purchase, retention, advocacy

Data Collection Techniques

Data were collected using an online questionnaire with a Likert scale of 1–5:

- 1 = strongly disagree
- 2 = disagree
- 3 = neutral
- 4 = agree
- 5 = strongly agree

Data Analysis Techniques

Data analysis was conducted using:
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- a. Respondent Characteristics Based on Gender
- b. By Age
- c. Based on Online Shopping Frequency
- d. Research Instrument Testing
 - 1. Reliability Test
 - 2. Validity Test
 - 3. Classical Assumption Test
 - 4. Regression Analysis
 - 5. F-test
 - 6. Coefficient of determination (R²)

RESULTS AND DISCUSSION

Data Overview

This study used 150 respondents. Data were obtained from a Likert-scale questionnaire (1–5) which was then converted into scores.

Table 2.
Respondent Characteristics Based on Gender

Gender	Amount	Percentage
Man	62	41,3%
Woman	88	58,7%
Total of all	150	100%

Source: processed data 2026

Table 3.
By Age

Age	Amount	Percentage
17–20 years	46	30,7%
21–25 years	71	47,3%
26–30 years	21	14,0%
>30 years	12	8,0%
Total of all	150	100%

Source: processed data 2026

Based on Online Shopping Frequency

All statement items have r-calculation > r-table (0.160), so they are declared valid.

Table 4.
Reliability Test

Variables	Cronbach's Alpha	Information
Green Digital Marketing (X)	0,874	Reliabel
Brand Image (Z)	0,861	Reliabel
Customer Loyalty (Y)	0,889	Reliabel
>30 years	12	8,0%
Total of all	150	100%

Source: processed data 2026

Table 5.
Classical Assumption Test

Test	Results	Conclusion
Normality	Sig. 0,200 > 0,05	Normal
Multicollinearity	VIF < 10	Tidak terjadi
Heteroskedastisitas	Sig. > 0,05	Tidak terjadi
>30 years	12	8,0%
Total of all	150	100%

Source: processed data 2026

Table 6.
Regression Analysis
The Effect of X on Z

Variabel	t-hitung	Sig
Green Digital Marketing → Brand Image	9,421	0,000

Source: processed data 2026

Conclusion: Positive and significant impact.

Table 7.
The influence of X and Z on Y

Variabel	t-hitung	Sig
Green Digital Marketing	4,987	0,000
Brand Image	6,214	0,000

Source: processed data 2026

Table 8.
Coefficient of Determination

R	R ²	Adjusted R ²
0,764	0,584	0,578

Source: processed data 2026

F test

F-hitung	Sig
82,36	0,000

Source: processed data 2026

This means that 58.4% of customer loyalty is influenced by green digital marketing and brand image.

Discussion

The results of the study show that green digital marketing has a positive impact on brand image. This demonstrates that consumers view brands more positively if the company demonstrates environmental concern. Furthermore, green digital marketing and brand image significantly influence

customer loyalty. Consumers who believe in sustainable values tend to be more loyal and recommend brands.

CONCLUSION

Based on the research results regarding "The Influence of Green Digital Marketing on Brand Image and Customer Loyalty," it can be concluded that green digital marketing plays a crucial role in shaping brand image and increasing customer loyalty. The implementation of environmentally friendly digital marketing strategies has been shown to have a positive and significant impact on brand image. Consumers perceive brands that care about the environment as more trustworthy, responsible, and valuable. Furthermore, green digital marketing also directly impacts customer loyalty. Consumers tend to be more loyal, make repeat purchases, and recommend brands that are committed to sustainability. Brand image has been shown to influence customer loyalty and act as a mediating variable. This indicates that a positive brand image is a crucial link between green digital marketing and customer loyalty. Therefore, it can be concluded that the right green digital marketing strategy can improve brand image while creating sustainable customer loyalty.

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