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Influence of Green Marketing, Ethical Branding, and Sustainability Awareness  
on Customer Loyalty in E-Commerce

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<p>Marketing Practices, Ethical Branding, Customer Loyalty</p> <hr/> <p><b>ARTICLE HISTORY</b></p> <p>Date of Publication:30-10-2025</p> <hr/> <p><b>Conference Organizer(s)</b></p> <p>University of Lahore, Sargodha Campus, Pakistan</p> <p style="text-align: center;">&amp;</p> <p>Research Consultancy on Social &amp; Management Development</p> <hr/> <p>Corresponding Email Volume-Issue-Page Number</p> <hr/> <p>Citation</p>	<p>The study aims to examine the influence of green marketing practices, ethical branding, and sustainability awareness on customer loyalty within e-commerce platforms. With growing environmental consciousness among online consumers, businesses are increasingly integrating sustainable and ethical initiatives into their marketing strategies. This research investigates how these practices contribute to fostering stronger customer loyalty and long-term relationships in the digital marketplace. Sustainability awareness also plays a crucial mediating role, enhancing customers' emotional attachment and trust toward brands that actively promote environmental and ethical responsibility. The study concludes that incorporating environmentally responsible marketing, ethical brand communication, and sustainability education into e-commerce strategies is essential for building and maintaining customer loyalty. Businesses that align their values with consumer expectations of sustainability can gain a competitive advantage and strengthen their long-term market position.</p> <hr/> <p><a href="mailto:fatima890450@gmail.com">fatima890450@gmail.com</a></p> <hr/> <p>3(1) 30</p> <hr/> <p>Arshad, F., &amp; Faheem, M. (2025). Influence of Green Marketing, Ethical Branding, and Sustainability Awareness on Customer Loyalty in E-Commerce. <i>Proceedings of the 2nd International Conference on Artificial Intelligence, Social Transformation, and Scientific Progress (ICASST-2025), International Journal of Multidisciplinary Conference Proceedings</i>, 3(1).</p>