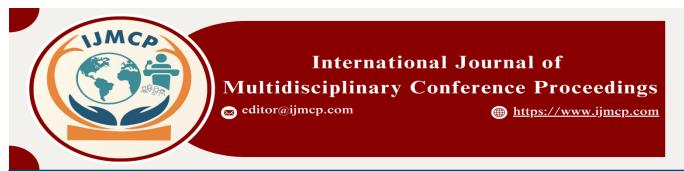
Masoom Fatima



The Impact of Eco-Friendly Packaging and Brand Transparency on Customer Loyalty:

The Role of Perceived Brand Authenticity

1stMasoom Fatima

1st Scholar, Department of Commerce, Thal University Bhakkar.

1 Scholar, Department of Commerce, That Onlyersty Brakkar.	
KEYWORDS	ABSTRACT
Eco-Friendly Packaging,	This research aims to examine the impact of eco-friendly packaging and brand
Brand Transparency,	transparency on customer loyalty, with a specific focus on the mediating role of
Customer Loyalty, Perceived	perceived brand authenticity. The research adopts a quantitative research
Brand Authenticity,	design, grounded in a positivist philosophy, which emphasizes objective
Sustainable Practices.	measurements and statistical analysis. The target population consists of female
ARTICLE HISTORY	customers of textile brands, with the population being known and a sample size
Date of Submission: 24-11-	
2024	of 300 participants. Convenience sampling was employed to select the
Date of Acceptance: 29-11-2024	respondents. Data were collected using a self-administered survey
Date of Publication:30-12-	questionnaire. The data analysis was conducted using SPSS and Smart PLS
2024	SEM. The findings of this research reveal a significant impact of eco-friendly
Conference Organizer(s)	packaging on customer loyalty, suggesting that consumers are more likely to
Research Consultancy on	remain loyal to brands that adopt sustainable packaging practices. Similarly,
Social & Management	brand transparency was found to positively influence customer loyalty, as
Development	consumers tend to trust and remain loyal to brands that are open and honest
&	about their practices. Furthermore, the study indicates that perceived brand
Thal University Bhakkar	authenticity plays a key mediating role, enhancing the relationship between
	eco-friendly packaging, brand transparency, and customer loyalty.
Corresponding Email	
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