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

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KEYWORDS	ABSTRACT
Eco-Friendly Packaging, Brand Transparency, Customer Loyalty, Perceived Brand Authenticity, Sustainable Practices.	This research aims to examine the impact of eco-friendly packaging and brand transparency on customer loyalty, with a specific focus on the mediating role of perceived brand authenticity. The research adopts a quantitative research design, grounded in a positivist philosophy, which emphasizes objective measurements and statistical analysis. The target population consists of female customers of textile brands, with the population being known and a sample size of 300 participants. Convenience sampling was employed to select the respondents. Data were collected using a self-administered survey questionnaire. The data analysis was conducted using SPSS and Smart PLS SEM. The findings of this research reveal a significant impact of eco-friendly packaging on customer loyalty, suggesting that consumers are more likely to remain loyal to brands that adopt sustainable packaging practices. Similarly, brand transparency was found to positively influence customer loyalty, as consumers tend to trust and remain loyal to brands that are open and honest about their practices. Furthermore, the study indicates that perceived brand authenticity plays a key mediating role, enhancing the relationship between eco-friendly packaging, brand transparency, and customer loyalty.
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