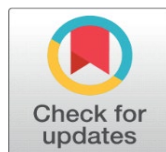
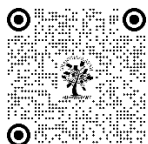


GREEN SUPPLY CHAIN MANAGEMENT AND CUSTOMER SATISFACTION: A STRATEGIC IMPERATIVE FOR SUSTAINABLE BUSINESS

Navneet Kumar¹, Shivani Dokhoria²

¹ Research Scholar, Department of Commerce, Faculty of Commerce and Business, Delhi School of Economics, University of Delhi, India

² Research Scholar, Department of Commerce, Faculty of Commerce and Business, Delhi School of Economics, University of Delhi, India



DOI

[10.29121/shodhkosh.v4.i2.2023.4514](https://doi.org/10.29121/shodhkosh.v4.i2.2023.4514)

Funding: This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

Copyright: © 2023 The Author(s). This work is licensed under a [Creative Commons Attribution 4.0 International License](#).

With the license CC-BY, authors retain the copyright, allowing anyone to download, reuse, re-print, modify, distribute, and/or copy their contribution. The work must be properly attributed to its author.



ABSTRACT

Green Supply Chain Management (GSCM) has emerged as a key driver of customer satisfaction in today's sustainability-focused business environment. As consumers increasingly prioritize eco-friendly products and ethical business practices, companies integrating GSCM strategies gain a competitive advantage. This paper examines how sustainable sourcing, eco-friendly packaging, and carbon footprint reduction influence customer perceptions and behaviors. Additionally, it explores the challenges businesses face, such as balancing sustainability with operational efficiency and overcoming greenwashing skepticism. The role of technology, including AI and blockchain, in enhancing transparency and verifying sustainability claims is also discussed. Finally, the paper highlights gaps in existing research and suggests future directions for a more consumer-driven and sustainable supply chain.

Keywords: Green Supply Chain Management, Customer Satisfaction, Sustainability Transparency, Value-Driven Purchasing, Technology in GSCM

1. INTRODUCTION

In recent years, Green Supply Chain Management (GSCM) has emerged as a critical factor in shaping customer perceptions and business competitiveness. As modern consumers increasingly prioritize sustainability, businesses must integrate green practices into their supply chains to remain relevant (Hariyani et al., 2024). The shift from cost-driven to value-driven purchasing behavior underscores the growing significance of environmental and ethical considerations in consumer decision-making (Lopes et al., 2024). Consumers are now more aware of the environmental impact of their purchasing decisions, and their expectations have evolved accordingly. Sustainable sourcing, eco-friendly packaging, and carbon footprint reduction have become key factors influencing customer satisfaction (Mudgal et al., 2024). However, challenges such as cost implications, regulatory differences, and consumer skepticism about greenwashing persist. Transparency in sustainability initiatives and supply chain visibility play a pivotal role in shaping customer trust and loyalty (Nwabekee et al., 2024). Furthermore, consumer perceptions and behavioral trends indicate varying levels of trust in sustainability claims, particularly among different demographic segments like millennials and Gen Z, who are more inclined towards sustainability-driven brands (Gomes et al., 2023). The role of technology, such as AI and blockchain, in enhancing transparency and verifying sustainability claims is becoming increasingly significant.

Companies that effectively communicate their sustainability efforts and integrate green practices into their branding and marketing strategies stand a better chance of improving customer loyalty (Udeh et al., 2024). This paper aims to explore the link between GSCM practices and customer satisfaction by examining existing research, identifying key trends and challenges, and proposing future directions for study (Awain et al., 2023). Specifically, it will address how businesses can leverage technology, enhance sustainability communication, and integrate green practices into corporate branding to foster long-term customer loyalty. By critically analyzing the current landscape and gaps in literature, this paper will provide strategic insights into the evolving role of GSCM in modern consumer markets (Agu et al., 2024).

2. THE EVOLVING ROLE OF GSCM IN CUSTOMER SATISFACTION

The increasing demand for sustainability among consumers is reshaping how businesses approach supply chain management. Customers today are more conscious of the environmental and ethical implications of their purchases, scrutinizing brands for their commitment to green practices (Yang et al., 2023). This shift in consumer behavior is fueled by greater access to information, heightened awareness of climate change, and a growing distrust of corporations engaging in greenwashing—the act of misleading consumers about the environmental benefits of a product or practice (Mangini et al., 2020). While sustainability has become a key differentiator, many companies still struggle to implement genuinely impactful green supply chain management (GSCM) strategies that resonate with customers beyond mere marketing claims (Younis et al., 2016). One of the most notable shifts in purchasing behavior is the movement from cost-driven to value-driven consumption. While price remains an important factor, sustainability is becoming a primary value proposition that influences customer loyalty (Rastogi et al., 2024). However, businesses often face a paradox—although consumers claim they prefer sustainable products, many hesitate to pay premium prices for them. This disconnect raises critical questions: Are businesses focusing on the right sustainability aspects that truly matter to consumers? Or are they investing in green initiatives that lack measurable impact? (Mandarić et al., 2022) Furthermore, the burden of sustainable choices should not rest solely on the consumer, yet many companies use GSCM as a marketing tool rather than embedding it as a fundamental operational principle (Lee et al., 2021). Transparency has emerged as a key competitive advantage, but its effectiveness depends on credibility. Simply stating sustainability commitments is no longer enough; consumers demand verifiable proof, supply chain traceability, and ethical certifications (McGrath et al., 2021). Companies investing in digital transparency technologies, such as blockchain and AI-powered analytics, gain a significant edge in consumer trust. However, some corporations strategically disclose selective data while hiding unsustainable practices elsewhere in their supply chains (Nwariaku et al., 2024). This selective transparency undermines trust and fuels skepticism. Should businesses be legally required to disclose full supply chain details? Without stricter accountability measures, transparency risks becoming another corporate buzzword rather than a genuine practice. Ultimately, GSCM must evolve from being a marketing-driven initiative to a fundamental business strategy that integrates sustainability without compromising affordability, efficiency, or ethical integrity (Debnath et al., 2023). Companies that fail to move beyond surface-level sustainability will face not only consumer backlash but also regulatory scrutiny as governments introduce stricter environmental policies. The future of customer satisfaction in GSCM depends on how businesses balance profitability with authentic, measurable sustainability efforts—where words align with actions and consumer trust is truly earned (Alkandi et al., 2024).

3. KEY GSCM PRACTICES THAT INFLUENCE CUSTOMER SATISFACTION

The effectiveness of Green Supply Chain Management (GSCM) in driving customer satisfaction depends on the depth of its implementation. While many companies highlight their sustainability efforts, the true measure of success lies in how these initiatives translate into tangible benefits for consumers and the environment (Younis et al., 2019). Among the most impactful GSCM practices are sustainable sourcing, eco-friendly packaging, and carbon footprint reduction—each playing a critical role in shaping consumer perceptions and brand loyalty (Hariyani et al., 2024). However, the challenge lies in ensuring these practices are not merely symbolic but drive real, measurable improvements. Sustainable sourcing has become a defining factor in ethical consumerism, with customers increasingly scrutinizing the origins of raw materials. Brands that use fair trade-certified, ethically harvested, and responsibly produced materials gain consumer trust and differentiate themselves from competitors (Mandarić et al., 2022). However, while many companies claim to engage in sustainable sourcing, lack of supply chain transparency often raises doubts about their authenticity. The reliance on third-party certifications, though helpful, is not foolproof, as some certifications are more lenient than others (Kashmanian, 2017). Moreover, the cost of ethically sourced materials often translates into higher prices, creating a dilemma for both businesses and consumers—should sustainability come at a financial premium, or should companies

absorb the costs to make ethical products more accessible? Eco-friendly packaging is another critical GSCM practice that directly influences purchasing decisions. With increasing awareness of plastic pollution, consumers now expect brands to adopt biodegradable, compostable, or reusable packaging alternatives (Moshood et al., 2022). However, the reality is that many companies engage in "green packaging" without addressing the larger sustainability issues within their supply chains. For example, a brand might promote recyclable packaging while still relying on carbon-intensive production methods (Asim et al., 2022). Additionally, compostable or recyclable materials are ineffective if consumers lack proper waste disposal systems, raising the question of whether packaging solutions should focus on innovation or improving waste management infrastructure (Abdel-Shafy & Mansour, 2018). Carbon footprint reduction is another area where consumer expectations are high, yet corporate execution often falls short. Climate-conscious consumers prefer brands that invest in green logistics, renewable energy, and emission reduction strategies (Moshood et al., 2021). However, many companies resort to carbon offsetting schemes rather than making meaningful changes to their operations. While offset programs may help neutralize emissions on paper, they do not eliminate the root causes of environmental harm (Boiral et al., 2024). The challenge, therefore, is whether companies should focus on minimizing emissions at the source rather than relying on compensatory measures. To truly satisfy consumers, GSCM must go beyond surface-level commitments and integrate sustainability into every aspect of the supply chain, from sourcing to disposal (Nazir et al., 2024). Companies that embrace transparency, innovation, and accountability will earn consumer trust, while those that rely on symbolic gestures risk alienating an increasingly informed and critical customer base.

4. CONSUMER PERCEPTIONS & BEHAVIORAL TRENDS

Consumer trust in sustainability claims has become a critical factor influencing purchasing decisions. While many brands promote their green initiatives, skepticism around corporate greenwashing remains high. Consumers demand greater accountability, third-party certifications, and verifiable data to ensure sustainability commitments are genuine (Isac et al., 2024). However, many companies selectively disclose environmental efforts while ignoring other unsustainable practices within their supply chains, fuelling further distrust. Without stricter regulatory oversight, sustainability risks becoming a marketing tool rather than a true corporate responsibility (Srisathan & Naruetharadhol, 2024). Generational differences also shape sustainability-driven consumption. Millennials and Gen Z are more likely to prioritize ethical sourcing, eco-friendly packaging, and carbon footprint reduction compared to older generations, who often weigh price and convenience more heavily (Ko & Jeon, 2024). However, while younger consumers advocate for sustainability, many still hesitate to pay premium prices for green products, exposing a gap between intention and actual purchasing behavior (Biswas & Roy, 2014). Transparency and visibility in the supply chain have become essential for consumer confidence. Brands that provide traceability, blockchain verification, and independent sustainability audits gain an edge (Nwariaku et al., 2024). However, companies must ensure that transparency extends beyond selective reporting—full supply chain visibility should be a standard, not an option, if consumer trust is to be maintained.

5. CHALLENGES & LIMITATIONS IN ACHIEVING CUSTOMER SATISFACTION THROUGH GSCM

One of the biggest challenges in Green Supply Chain Management (GSCM) is the cost vs. willingness to pay dilemma. While consumers express strong support for sustainability, many hesitate to pay a premium for eco-friendly products (Lee et al., 2021). Businesses must decide whether to absorb these costs, pass them to consumers, or find innovative ways to make sustainability affordable. If sustainable products remain expensive, green consumerism risks becoming a privilege for higher-income groups rather than a widespread movement (Tamboli et al., 2023). Another major limitation is the variability in consumer awareness. While sustainability is a priority in developed markets, many regions lack awareness or access to information about green practices. Socioeconomic and educational differences impact how consumers perceive and prioritize sustainability, creating inconsistencies in demand for GSCM efforts (Bhandari et al., 2022). Companies operating globally must adapt their sustainability messaging to different cultural and economic contexts to ensure relevance. Finally, businesses must balance sustainability with operational efficiency. Implementing green initiatives often requires supply chain restructuring, new technology investments, and regulatory compliance, all of which can disrupt efficiency (Singh, 2024). Companies that prioritize sustainability without optimizing costs risk losing competitiveness. The challenge is to integrate GSCM in a way that enhances environmental responsibility without sacrificing affordability, performance, or profitability.

6. REVIEW OF EXISTING RESEARCH & GAPS IN LITERATURE

Despite the growing emphasis on Green Supply Chain Management (GSCM), research on its direct impact on customer satisfaction and loyalty remains fragmented. One major gap is the lack of standardized metrics to measure how GSCM

influences purchasing decisions and long-term customer relationships (Hariyani et al., 2024). While companies report sustainability efforts in Corporate Social Responsibility (CSR) reports, there is no universal framework to quantify customer loyalty resulting from these initiatives. This makes it difficult to assess whether GSCM truly enhances consumer trust or merely serves as a compliance requirement (Srivastava, 2024). Another limitation is the narrow industry focus in existing studies. Most research on GSCM and customer satisfaction centers on industries like retail, food, and fashion, while sectors such as automotive, technology, and healthcare remain underexplored (Hariyani et al., 2024). A broader cross-sector analysis is needed to understand how sustainability expectations vary across different markets (Hermundsdottir & Aspelund, 2022). Cultural and regional differences further complicate the analysis. Consumer expectations regarding sustainability differ across geographic and economic contexts, yet research often generalizes findings without considering how regulatory environments and cultural norms influence perceptions of GSCM. Finally, most studies emphasize short-term purchasing behavior rather than long-term brand loyalty (Huang et al., 2024). Future research should examine whether GSCM fosters sustained customer engagement, repeat purchases, and advocacy, or if its impact diminishes over time.

7. FUTURE DIRECTIONS & STRATEGIC RECOMMENDATIONS

To strengthen the link between Green Supply Chain Management (GSCM) and customer satisfaction, businesses must adopt innovative technologies, improve sustainability communication, and integrate green initiatives into their core brand identity (Assumpção et al., 2022). The future of GSCM depends on how effectively companies can move beyond compliance and create measurable, transparent, and customer-centric sustainability strategies (Nazir et al., 2024). One key area for development is leveraging technology for enhanced transparency. Artificial Intelligence (AI), blockchain, and the Internet of Things (IoT) can provide real-time, verifiable sustainability data, increasing consumer trust (Adamashvili et al., 2024). Blockchain ensures supply chain traceability, allowing customers to authenticate sourcing and ethical labor practices, while AI-powered analytics help companies track and reduce carbon footprints (Friedman & Ormiston, 2021). However, adopting these technologies requires significant investment, and companies must ensure their implementation leads to genuine improvements rather than just data collection. Another crucial step is improving sustainability communication. Many businesses struggle to effectively convey their green initiatives, leading to consumer skepticism. To bridge this gap, companies should adopt clear, data-backed sustainability reporting, avoid vague claims, and engage in educational marketing that informs consumers about the real impact of their green efforts (White et al., 2019). Finally, integrating GSCM into corporate branding is essential for long-term customer loyalty. Sustainability should not be treated as an add-on marketing strategy but as a fundamental brand value. Companies that successfully embed GSCM into their identity—rather than using it as a trend—will build trust, differentiation, and lasting consumer engagement.

8. CONCLUSION

Green Supply Chain Management (GSCM) is no longer an optional corporate initiative but a fundamental driver of customer satisfaction and business sustainability. As consumer expectations shift towards value-driven purchasing, companies must integrate genuine and measurable sustainability practices into their supply chains. However, the path to effective GSCM implementation is fraught with challenges, including higher costs, consumer skepticism, operational inefficiencies, and the difficulty of proving sustainability claims. While sustainable sourcing, eco-friendly packaging, and carbon footprint reduction are recognized as key GSCM strategies, their effectiveness depends on transparent communication and verifiable impact. Customers increasingly demand proof of ethical practices, yet many companies continue to struggle with selective transparency and greenwashing concerns. This highlights the need for standardized metrics, independent audits, and technology-driven traceability to ensure authenticity in sustainability efforts. Technology presents a transformational opportunity for GSCM. AI, blockchain, and IoT-enabled solutions can enhance supply chain visibility, optimize resource use, and provide real-time sustainability data, reinforcing consumer trust. However, technological adoption alone is insufficient—sustainability must be embedded into corporate branding and long-term strategy rather than treated as a trend or marketing tool. Looking ahead, businesses must find a balance between sustainability, affordability, and operational efficiency. Future research should focus on developing universal standards for measuring GSCM's impact on customer loyalty, conducting cross-industry comparisons, and analyzing regional differences in sustainability perceptions. Ultimately, companies that succeed in aligning sustainability with consumer values, operational feasibility, and technological advancements will not only drive customer satisfaction but also ensure long-term brand success and competitive advantage.

CONFLICT OF INTERESTS

None.

ACKNOWLEDGMENTS

None.

REFERENCES

- Abdel-Shafy, H. I., & Mansour, M. S. (2018). Solid waste issue: Sources, composition, disposal, recycling, and valorization. *Egyptian Journal of Petroleum*, 27(4), 1275–1290. <https://doi.org/10.1016/j.ejpe.2018.07.003>
- Adamashvili, N., Zhizhilashvili, N., & Tricase, C. (2024). The integration of the internet of things, artificial intelligence, and blockchain technology for advancing the wine supply chain. *Computers*, 13(3), 72. <https://doi.org/10.3390/computers13030072>
- Agu, N. E. E., Iyelolu, N. T. V., Idemudia, N. C., & Ijomah, N. T. I. (2024). Exploring the relationship between sustainable business practices and increased brand loyalty. *International Journal of Management & Entrepreneurship Research*, 6(8), 2463–2475. <https://doi.org/10.51594/ijmer.v6i8.1365>
- Alkandi, I., Alhajri, N., & Alnajim, A. (2024). Green Supply Chain Management, Business Performance, and Future Challenges: Evidence from Emerging Industrial Sector. *Sustainability*, 17(1), 29. <https://doi.org/10.3390/su17010029>
- Asim, Z., Shamsi, I. R. A., Wahaj, M., Raza, A., Hasan, S. A., Siddiqui, S. A., Aladresi, A., Sorooshian, S., & Teck, T. S. (2022). Significance of Sustainable Packaging: A Case-Study from a Supply Chain Perspective. *Applied System Innovation*, 5(6), 117. <https://doi.org/10.3390/asi5060117>
- Assumpção, J. J., Campos, L. M., Plaza-Úbeda, J. A., Sehnem, S., & Vazquez-Brust, D. A. (2022). Green Supply Chain Management and business innovation. *Journal of Cleaner Production*, 367, 132877. <https://doi.org/10.1016/j.jclepro.2022.132877>
- Awain, A. M. S. B., Al-Ansi, A. M., & Jaboob, M. (2023). Green Supply Chain Management: A Comprehensive review of research, applications and future directions. *Management and Production Engineering Review*. <https://doi.org/10.24425/mper.2023.147194>
- Bhandari, N., Garza-Reyes, J. A., Rocha-Lona, L., Kumar, A., Naz, F., & Joshi, R. (2022). Barriers to sustainable sourcing in the apparel and fashion luxury industry. *Sustainable Production and Consumption*, 31, 220–235. <https://doi.org/10.1016/j.spc.2022.02.007>
- Biswas, A., & Roy, M. (2014). Green products: an exploratory study on the consumer behaviour in emerging economies of the East. *Journal of Cleaner Production*, 87, 463–468. <https://doi.org/10.1016/j.jclepro.2014.09.075>
- Boiral, O., Brotherton, M., & Talbot, D. (2024). Achieving corporate carbon neutrality: A multi-perspective framework. *Journal of Cleaner Production*, 467, 143040. <https://doi.org/10.1016/j.jclepro.2024.143040>
- Debnath, B., Siraj, M. T., Rashid, K. H. O., Bari, A. M., Karmaker, C. L., & Aziz, R. A. (2023). Analyzing the critical success factors to implement green supply chain management in the apparel manufacturing industry: Implications for sustainable development goals in the emerging economies. *Sustainable Manufacturing and Service Economics*, 2, 100013. <https://doi.org/10.1016/j.smse.2023.100013>
- Friedman, N., & Ormiston, J. (2021). Blockchain as a sustainability-oriented innovation?: Opportunities for and resistance to Blockchain technology as a driver of sustainability in global food supply chains. *Technological Forecasting and Social Change*, 175, 121403. <https://doi.org/10.1016/j.techfore.2021.121403>
- Gomes, S., Lopes, J. M., & Nogueira, S. (2023). Willingness to pay more for green products: A critical challenge for Gen Z. *Journal of Cleaner Production*, 390, 136092. <https://doi.org/10.1016/j.jclepro.2023.136092>
- Hariyani, D., Hariyani, P., Mishra, S., & Sharma, M. K. (2024). A literature review on green supply chain management for sustainable sourcing and distribution. *Waste Management Bulletin*. <https://doi.org/10.1016/j.wmb.2024.11.009>
- Hermundsdottir, F., & Aspelund, A. (2022). Competitive sustainable manufacturing - Sustainability strategies, environmental and social innovations, and their effects on firm performance. *Journal of Cleaner Production*, 370, 133474. <https://doi.org/10.1016/j.jclepro.2022.133474>

- Huang, L., Solangi, Y. A., Magazzino, C., & Solangi, S. A. (2024). Evaluating the efficiency of green innovation and marketing strategies for long-term sustainability in the context of Environmental labeling. *Journal of Cleaner Production*, 450, 141870. <https://doi.org/10.1016/j.jclepro.2024.141870>
- Isac, N., Javed, A., Radulescu, M., Cismasu, I. D. L., Yousaf, Z., & Serbu, R. S. (2024). Is greenwashing impacting on green brand trust and purchase intentions? Mediating role of environmental knowledge. *Environment Development and Sustainability*. <https://doi.org/10.1007/s10668-023-04352-0>
- Kashmanian, R. M. (2017). Building greater transparency in supply chains to advance sustainability. *Environmental Quality Management*, 26(3), 73–104. <https://doi.org/10.1002/tqem.21495>
- Ko, J., & Jeon, H. (2024). The impact of Eco-Friendly practices on Generation Z's green image, brand attachment, brand advocacy, and brand loyalty in coffee shop. *Sustainability*, 16(8), 3126. <https://doi.org/10.3390/su16083126>
- Lee, C., Lim, S., & Ha, B. (2021). Green Supply chain Management and its impact on consumer purchase decision as a marketing strategy: Applying the theory of planned Behavior. *Sustainability*, 13(19), 10971. <https://doi.org/10.3390/su131910971>
- Lopes, J. M., Gomes, S., & Trancoso, T. (2024). Navigating the green maze: insights for businesses on consumer decision-making and the mediating role of their environmental concerns. *Sustainability Accounting Management and Policy Journal*, 15(4), 861–883. <https://doi.org/10.1108/sampj-07-2023-0492>
- Mandarić, D., Hunjet, A., & Vuković, D. (2022). The impact of fashion brand sustainability on consumer purchasing decisions. *Journal of Risk and Financial Management*, 15(4), 176. <https://doi.org/10.3390/jrfm15040176>
- Mangini, E. R., Amaral, L. M., Conejero, M. A., & Pires, C. S. (2020). Greenwashing study and consumers' behavioral intentions. *CBR - Consumer Behavior Review*, 4(3), 229. <https://doi.org/10.51359/2526-7884.2020.244488>
- McGrath, P., McCarthy, L., Marshall, D., & Rehme, J. (2021). Tools and technologies of transparency in sustainable global supply chains. *California Management Review*, 64(1), 67–89. <https://doi.org/10.1177/00081256211045993>
- Moshood, T. D., Nawanir, G., Mahmud, F., Mohamad, F., Ahmad, M. H., & AbdulGhani, A. (2022). Sustainability of biodegradable plastics: New problem or solution to solve the global plastic pollution? *Current Research in Green and Sustainable Chemistry*, 5, 100273. <https://doi.org/10.1016/j.crgsc.2022.100273>
- Moshood, T. D., Nawanir, G., Mahmud, F., Sorooshian, S., & Adeleke, A. (2021). Green and low carbon matters: A systematic review of the past, today, and future on sustainability supply chain management practices among manufacturing industry. *Cleaner Engineering and Technology*, 4, 100144. <https://doi.org/10.1016/j.clet.2021.100144>
- Mudgal, D., Pagone, E., & Salonitis, K. (2024). Selecting Sustainable Packaging Materials and Strategies: A holistic approach considering whole life cycle and customer preferences. *Journal of Cleaner Production*, 481, 144133. <https://doi.org/10.1016/j.jclepro.2024.144133>
- Nazir, S., Zhaolei, L., Mehmood, S., & Nazir, Z. (2024). Impact of green supply chain management practices on the environmental performance of manufacturing firms considering institutional pressure as a moderator. *Sustainability*, 16(6), 2278. <https://doi.org/10.3390/su16062278>
- Nwabekee, N. U. S., Abdul-Azeez, N. O. Y., Agu, N. E. E., & Ijomah, N. T. I. (2024). Innovative sustainability initiatives in the FMCG industry: A review of challenges and successes. *International Journal of Applied Research in Social Sciences*, 6(9), 1990–2017. <https://doi.org/10.51594/ijarss.v6i9.1539>
- Nwariaku, N. H., Fadojutimi, N. B., Lawson, N. L. G. L., Agbelusi, N. J., Adigun, N. O. A., Udom, N. J. A., & Olajide, N. T. D. (2024). Blockchain technology as an enabler of transparency and efficiency in sustainable supply chains. *International Journal of Science and Research Archive*, 12(2), 1779–1789. <https://doi.org/10.30574/ijrsra.2024.12.2.1454>
- Rastogi, T., Agarwal, B., & Gopal, G. (2024). Exploring the nexus between sustainable marketing and customer loyalty with the mediating role of brand image. *Journal of Cleaner Production*, 440, 140808. <https://doi.org/10.1016/j.jclepro.2024.140808>
- Singh, N. A. (2024). Sustainability practices in business operations. *International Journal for Research Publication and Seminars*, 15(3), 18–34. <https://doi.org/10.36676/jrps.v15.i3.1424>
- Srisathan, W. A., & Naruetharadhol, P. (2024). Exploring moral hazard and adverse selection in the context of greenwashing and organic product consumption. *Journal of Retailing and Consumer Services*, 84, 104203. <https://doi.org/10.1016/j.jretconser.2024.104203>
- Srivastava, N. V. K. (2024). Impact of Corporate Social Responsibility (CSR) initiatives on brand reputation: A study on how CSR activities enhance brand reputation and consumer loyalty in the context of sustainable marketing practices. *International Journal of Science and Research Archive*, 13(1), 1910–1930. <https://doi.org/10.30574/ijrsra.2024.13.1.1869>

- Tamboli, N. A., Haque, N. M., Jojare, N. Y., & Ohol, N. A. (2023). Consumer preference for Eco-Friendly products in relation to sustainability awareness. *Journal of Advanced Zoology*, 44(S6), 87–93. <https://doi.org/10.17762/jaz.v44is6.1990>
- Udeh, N. E. O., Amajuoyi, N. P., Adeusi, N. K. B., & Scott, N. a. O. (2024). The role of Blockchain technology in enhancing transparency and trust in green finance markets. *Finance & Accounting Research Journal*, 6(6), 825–850. <https://doi.org/10.51594/farj.v6i6.1181>
- White, K., Habib, R., & Hardisty, D. J. (2019). How to SHIFT Consumer Behaviors to be More Sustainable: A Literature Review and Guiding Framework. *Journal of Marketing*, 83(3), 22–49. <https://doi.org/10.1177/0022242919825649>
- Yang, Y., Chen, J., Lee, P. K., & Cheng, T. (2023). How to enhance the effects of the green supply chain management strategy in the organization: A diffusion process perspective. *Transportation Research Part E Logistics and Transportation Review*, 175, 103148. <https://doi.org/10.1016/j.tre.2023.103148>
- Younis, H., Sundarakani, B., & O'Mahony, B. (2019). Investigating the relationship between green supply chain management and corporate performance using a mixed method approach: Developing a roadmap for future research. *IIMB Management Review*, 32(3), 305–324. <https://doi.org/10.1016/j.iimb.2019.10.011>
- Younis, H., Sundarakani, B., & Vel, P. (2016). The impact of implementing green supply chain management practices on corporate performance. *Competitiveness Review an International Business Journal Incorporating Journal of Global Competitiveness*, 26(3), 216–245. <https://doi.org/10.1108/cr-04-2015-0024>