Journal of Economic Cooperation and Development

The Mediating Role of Sustainable Consumption Culture between Green Branding, Green Communication, and Customer Loyalty in Indonesia's Batik Industry

Abdullah Al Mamun[1], Mohammad Shoyeb[2], Muhammad Salah Uddin[3] and Zobayer Ahmed[4]

ABSTRACT

This study analyses the mediating role of sustainable consumption culture (SCC) on green branding (GB) and green communication (GC) in the case of green customer loyalty (GCL) in the Indonesian batik industry which is a cultural and creative industry with deep symbolic interests. Data were collected in terms of 153 consumers of naturally dyed batik in East Java, Indonesia, through a quantitative methodology, and analyzed through Structural Equation Modeling with Partial Least Squares (SEM-PLS). These results show that GCL is highly influenced by GB, but GC has an indirect influence on GCL through SCC. SCC plays the leading role in transforming branding and communication related to sustainability, into loyal behavioral response, including repurchase, advocacy and paying a premium. These findings provide SCC with one of the greatest roles in the relationship between green marketing strategies and customer loyalty. The research paper has also added to the existing body of theoretical literature in that it introduces the cultural perspectives of consumption to the green marketing research. It has practical implications of the batik MSMEs in developing more efficient and sustainable branding and communication strategies. Keywords green branding, green communication, green customer loyalty, sustainable consumption culture.

Keywords: green branding, green communication, green customer loyalty, sustainable consumption culture

JEL Classification: M31, M14, Q56, D91

[1] Istanbul Ticaret University, Istanbul, Turkiye. E-mail: abdullah_m7@hotmail.com
[2] Department of Business Administration, Bangladesh Islami University, Bangladesh. E-mail: shoyeb@biu.ac.bd
[3]Sakarya University of Applied Sciences, Sakarya, Turkiye, E-mail: muhammadsalahuddin@subu.edu.tr
[4] Bangladesh Institute of Governance and Management, Dhaka, Bangladesh. E-mail: ecozobayer@gmail.com