



## **Green Business Practices and Consumer Behavior in Jambi, Indonesia: An Empirical Investigation**

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### **A B S T R A C T**

The global shift towards sustainability has led to a growing interest in green business practices. This study aims to investigate the influence of green business practices on consumer behavior in the context of Jambi, Indonesia. A quantitative research approach was employed, utilizing a structured questionnaire to collect data from a sample of 350 consumers in Jambi. Data analysis involved descriptive statistics, correlation analysis, and multiple regression analysis. The findings revealed a positive correlation between green business practices and consumer behavior. Specifically, factors such as eco-labeling, green product offerings, and corporate social responsibility initiatives were found to significantly influence consumer purchase intentions and brand loyalty. In conclusion, this study contributes to the understanding of the relationship between green business practices and consumer behavior in an emerging market context. The results highlight the importance of adopting sustainable practices for businesses seeking to appeal to environmentally conscious consumers in Jambi.

### **1. Introduction**

In the face of escalating environmental challenges such as climate change, resource depletion, and pollution, the global community is witnessing a paradigm shift towards sustainability. This transformative movement has permeated various facets of society, including consumer behavior and business practices. The burgeoning awareness of environmental issues has spurred a growing segment of consumers to seek out products and services that align with their ecological values. This trend, often referred to as "green consumerism," has prompted businesses to re-evaluate their strategies and incorporate sustainable practices into their operations. The concept of green consumerism encompasses a range of behaviors, including

purchasing eco-friendly products, supporting companies with strong environmental credentials, and adopting sustainable lifestyles. Studies have shown that consumers are increasingly willing to pay a premium for green products and services, and they often exhibit greater loyalty towards brands that demonstrate a commitment to sustainability. This shift in consumer preferences has created both opportunities and challenges for businesses across industries. In response to the rising tide of green consumerism, businesses are embracing sustainability as a core principle. This entails adopting practices that minimize environmental impact, conserve resources, and promote social responsibility. The integration of sustainability into business strategy is not only driven by ethical considerations but also by

economic imperatives. Research has demonstrated that sustainable business practices can lead to enhanced brand reputation, increased market share, and improved financial performance. Moreover, companies that proactively address environmental concerns are better positioned to navigate regulatory changes and mitigate risks associated with climate change.<sup>1,2</sup>

Green business practices encompass a broad spectrum of activities aimed at reducing environmental footprint and promoting sustainability. These practices span various aspects of business operations, including product design, manufacturing, supply chain management, marketing, and corporate social responsibility. Sustainable product design involves creating products that are durable, energy-efficient, and recyclable. This approach minimizes waste generation and reduces the consumption of natural resources. Green manufacturing processes prioritize the use of clean technologies, renewable energy sources, and eco-friendly materials. By adopting sustainable product design and manufacturing practices, businesses can contribute to resource conservation and pollution prevention. Green supply chain management focuses on integrating environmental considerations into the procurement, transportation, and logistics of goods and services. This includes selecting suppliers with strong environmental performance, optimizing transportation routes to reduce carbon emissions, and minimizing packaging waste. A sustainable supply chain not only reduces environmental impact but also enhances efficiency and cost-effectiveness. Green marketing involves promoting products and services based on their environmental attributes. This includes providing transparent information about the sustainability features of products, utilizing eco-labels, and engaging in cause-related marketing campaigns. Effective green marketing can influence consumer perceptions, enhance brand image, and foster customer loyalty.<sup>3,4</sup>

Corporate social responsibility (CSR) encompasses a company's commitment to ethical and sustainable practices that benefit society and the environment. CSR initiatives can include supporting environmental

conservation projects, investing in renewable energy, and promoting fair labor practices. A strong CSR profile can enhance a company's reputation, attract socially conscious investors, and foster positive relationships with stakeholders. Consumer behavior is a complex interplay of psychological, social, and economic factors. In the context of green consumerism, several key factors influence consumer perceptions and purchasing decisions. The level of environmental awareness and attitudes plays a crucial role in shaping consumer behavior. Consumers who are well-informed about environmental issues and hold pro-environmental attitudes are more likely to seek out green products and services. Studies have shown that environmental knowledge and concern are positively associated with green purchase intentions. Consumers evaluate products and services based on their perceived value and quality. In the context of green products, consumers consider not only the functional benefits but also the environmental attributes. Research suggests that consumers are willing to pay a premium for green products if they perceive them to be of superior quality and offer additional value in terms of environmental responsibility.<sup>5,6</sup>

Trust and credibility are essential factors in influencing consumer behavior. Consumers are more likely to support companies that they perceive as trustworthy and credible in their sustainability claims. Greenwashing, or the practice of making misleading or exaggerated environmental claims, can erode consumer trust and damage brand reputation. Social norms and peer influence can also shape consumer behavior. If sustainable consumption is perceived as socially desirable and endorsed by influential individuals or groups, consumers are more likely to adopt green practices. Social media and online communities play an increasingly important role in disseminating information about sustainable products and influencing consumer choices.<sup>7,8</sup>

Jambi, a province located on the eastern coast of Sumatra, Indonesia, boasts a rich natural environment characterized by lush rainforests, diverse ecosystems, and abundant natural resources. However, Jambi also faces significant environmental

challenges, including deforestation, pollution, and unsustainable resource extraction. The province is home to a growing population with diverse socioeconomic backgrounds. Understanding the interplay between green business practices and consumer behavior in this specific context is crucial for promoting sustainable development in Jambi.<sup>9,10</sup> This study aims to investigate the influence of green business practices on consumer behavior in the context of Jambi.

## 2. Methods

This empirical investigation adopted a rigorous methodological approach to delve into the intricate relationship between green business practices and consumer behavior within the unique context of Jambi. The study employed a quantitative research design, enabling the collection and analysis of numerical data to establish correlations and test hypotheses. The following sections elaborate on the specific methods employed in this research. The study adopted a cross-sectional survey design, capturing a snapshot of consumer perceptions and behaviors at a specific point in time. This design allowed for the efficient collection of data from a large sample, facilitating the identification of patterns and trends within the population of interest. The survey method was deemed appropriate due to its ability to gather standardized data on a range of variables, including consumer perceptions of green business practices, purchase intentions, brand loyalty, and demographic characteristics.

A non-probability convenience sampling technique was utilized to select participants for this study. While this approach offers the advantage of practicality and cost-effectiveness, it is important to acknowledge the potential limitations associated with representativeness. To mitigate this, efforts were made to recruit a diverse sample of consumers from various demographic backgrounds, ensuring a reasonable degree of heterogeneity within the participant pool. The sample comprised 350 consumers residing in Jambi who had purchased green products or services within the past six months. This criterion ensured that participants had recent experience with green

consumption, making their responses more relevant to the research objectives. The inclusion of individuals from different age groups, genders, education levels, and income brackets enhanced the generalizability of the findings.

A structured questionnaire was meticulously designed to serve as the primary data collection instrument. The questionnaire incorporated a combination of closed-ended and open-ended questions, allowing for both quantitative and qualitative data collection. The closed-ended questions utilized Likert scales to measure consumer perceptions and attitudes towards green business practices, purchase intentions, and brand loyalty. The open-ended questions provided respondents with the opportunity to elaborate on their views and experiences, offering rich qualitative insights to complement the quantitative data. The questionnaire was developed based on an extensive review of relevant literature and theoretical frameworks. The constructs and variables of interest were operationalized into clear and concise questions, ensuring the validity and reliability of the data collected. The questionnaire was pilot tested with a small group of consumers to assess its clarity, comprehensibility, and effectiveness in capturing the desired information. Based on the feedback received, minor revisions were made to enhance the instrument's overall quality.

Data collection was conducted through both online and offline channels to maximize participation and accommodate diverse preferences. The online survey was administered using a secure web-based platform, allowing respondents to complete the questionnaire at their convenience. The offline survey involved face-to-face interviews with consumers at various locations in Jambi, including shopping malls, supermarkets, and community centers. Trained interviewers were deployed to administer the questionnaire, ensuring consistency and clarity in the data collection process. Prior to data collection, participants were provided with a detailed information sheet outlining the purpose of the study, the voluntary nature of participation, and the confidentiality of their responses. Informed consent was obtained from all participants before they proceeded with the survey.

The data collection process adhered to ethical guidelines, ensuring the protection of participants' rights and well-being.

The collected data underwent a comprehensive analysis using a combination of statistical techniques. Descriptive statistics were employed to summarize the demographic characteristics of the sample and the distribution of responses on various variables. Frequency distributions, percentages, means, and standard deviations were calculated to provide a clear overview of the data. Correlation analysis was performed to examine the relationships between green business practices and consumer behavior variables. Pearson's correlation coefficient was used to assess the strength and direction of the associations. Multiple regression analysis was employed to test the hypotheses and identify the specific green business practices that significantly influence consumer purchase intentions and brand loyalty. The regression models controlled for potential confounding variables such as demographic characteristics and prior environmental attitudes. The data analysis was conducted using specialized statistical software, ensuring accuracy and efficiency in the processing and interpretation of the data. The results were presented in tables and figures, accompanied by clear and concise explanations. The statistical significance of the findings was assessed using p-values, with a threshold of  $p < 0.05$  considered statistically significant.

The validity and reliability of the research findings were given utmost importance throughout the study. Content validity was ensured by grounding the questionnaire items in established theoretical frameworks and prior research. Construct validity was

assessed through factor analysis, confirming that the items measuring each construct loaded onto their respective factors. Internal consistency reliability was evaluated using Cronbach's alpha, with values exceeding 0.7 considered acceptable. Ethical considerations were paramount in the conduct of this research. The study adhered to the principles of informed consent, confidentiality, and voluntary participation. Participants were fully informed about the purpose of the study, the potential risks and benefits of participation, and their right to withdraw at any time without penalty. The data collected was anonymized and stored securely to protect the privacy of the participants. The research protocol was reviewed and approved by the relevant institutional ethics committee.

### 3. Results and Discussion

Table 1 presents a concise overview of the demographic characteristics of the 350 consumers participating in this study. The sample is fairly balanced in terms of gender, with 52% female participants and 48% male participants. This suggests that the study captured the perspectives of both genders relatively equally. The majority of respondents (65%) fall within the age range of 25 to 44 years. This indicates that the study primarily focused on the views of young to middle-aged adults, who may represent a significant consumer segment in Jambi. A high proportion of participants (80%) have attained at least a high school education. This suggests that the sample is relatively well-educated, which could influence their awareness and understanding of environmental issues and green business practices.

Table 1. Descriptive statistics.

<b>Characteristic</b>	<b>Category</b>	<b>Count</b>	<b>Percentage</b>
Gender	Female	182	52%
	Male	168	48%
Age Group	25-44	227	65%
Education level	At Least High School	280	80%

Table 2 presents the results of the correlation analysis, revealing the relationships between green business practices (GBP), purchase intentions (PI), and brand loyalty (BL). A positive and significant correlation of 0.60 exists between GBP and PI. This indicates that as consumers perceive companies to be more engaged in sustainable practices, their intentions to purchase their products or services also increase. This suggests that green business practices play a role in influencing consumer buying decisions in a positive direction. A positive and significant correlation of 0.50 is observed between GBP and BL.

This implies that when consumers view companies as environmentally responsible, they tend to develop stronger brand loyalty towards them. This highlights the potential of green practices to foster long-term customer relationships. A positive correlation of 0.40 is found between PI and BL, suggesting that consumers with higher purchase intentions are also more likely to exhibit brand loyalty. This aligns with the expectation that a positive attitude towards a brand's offerings often translates into continued support.

Table 2. Correlation analysis.

	<b>Green Business Practices (GBP)</b>	<b>Purchase Intentions (PI)</b>	<b>Brand Loyalty (BL)</b>
Green Business Practices (GBP)	1	0.6	0.5
Purchase Intentions (PI)	0.6	1	0.4
Brand Loyalty (BL)	0.5	0.4	1

Table 3 presents the results of the multiple regression analyses conducted to identify the significant predictors of consumer purchase intentions (PI) and brand loyalty (BL). The coefficient of 0.45 ( $p < 0.01$ ) indicates that eco-labeling has a positive and significant impact on purchase intentions. This suggests that consumers in Jambi are more likely to intend to purchase products that clearly display their environmental benefits through eco-labels. With a coefficient of 0.55 ( $p < 0.03$ ), green product offerings also significantly and positively influence purchase intentions. This suggests that the availability of environmentally friendly products encourages consumers to consider buying them. The coefficient of 0.35 ( $p < 0.02$ ) reveals a positive and significant relationship between corporate social responsibility initiatives and purchase intentions. This implies that consumers are more inclined to purchase from companies that they perceive as socially and

environmentally responsible. The R-squared value of 0.45 indicates that the three predictors together explain 45% of the variance in purchase intentions. This suggests that other factors not included in the model also contribute to consumer purchase decisions. Again, eco-labeling emerges as a significant predictor of brand loyalty with a coefficient of 0.5 ( $p < 0.015$ ). This suggests that consumers are more likely to remain loyal to brands that use eco-labels to communicate their environmental commitment. The coefficient of 0.4 ( $p < 0.025$ ) for previous brand loyalty indicates its positive and significant influence on future brand loyalty. This highlights the importance of building and maintaining strong customer relationships. The R-squared value of 0.35 indicates that the two predictors explain 35% of the variance in brand loyalty. This suggests that additional factors beyond eco-labeling and prior loyalty contribute to shaping brand loyalty.

Table 3. Multiple regression analysis.

<b>Dependent variable</b>	<b>Predictor</b>	<b>Coefficient</b>	<b>p-value</b>	<b>R-squared</b>
Purchase Intentions (PI)	Eco-labeling	0.45	0.01	0.45
Purchase Intentions (PI)	Green Product Offerings	0.55	0.03	0.45
Purchase Intentions (PI)	Corporate Social Responsibility	0.35	0.02	0.45
Brand Loyalty (BL)	Eco-labeling	0.5	0.015	0.35
Brand Loyalty (BL)	Brand Loyalty	0.4	0.025	0.35

In an era marked by growing environmental consciousness, eco-labeling has emerged as a potent instrument for facilitating transparent communication between businesses and consumers. The significance of eco-labeling as a predictor of both purchase intentions and brand loyalty in the context of Jambi underscores its pivotal role in shaping consumer behavior and fostering sustainable consumption patterns. Eco-labels, in essence, serve as visual cues that encapsulate the environmental attributes of products. These labels, often displayed prominently on product packaging or in marketing materials, provide consumers with readily accessible information about the sustainability credentials of the offerings. In a marketplace inundated with choices, eco-labels empower consumers to make informed decisions that align with their ecological values. They act as beacons, guiding consumers towards products that have been produced and sourced in an environmentally responsible manner. The positive association observed between eco-labeling and purchase intentions in Jambi suggests that consumers in this region are actively seeking out products that bear the mark of sustainability. This finding aligns with a growing body of research that highlights the increasing preference for eco-labeled products among environmentally conscious consumers globally. As awareness of environmental issues deepens and concerns about the ecological impact of consumption escalate, eco-labels become indispensable tools for consumers navigating the complexities of the marketplace. Beyond their immediate impact on purchase intentions, eco-labels also play a crucial role in fostering long-term brand loyalty. The significant positive correlation between eco-labeling and brand loyalty in Jambi suggests that

consumers are more inclined to remain faithful to brands that demonstrate transparency and accountability in their sustainability claims. In an era where greenwashing is rampant, eco-labels serve as a tangible testament to a company's commitment to environmental responsibility. Trust and credibility are the cornerstones of any successful brand-consumer relationship. When consumers perceive a brand as genuinely committed to sustainability, they are more likely to develop a sense of trust and loyalty towards it. Eco-labels, particularly those backed by credible certifications and third-party verification, provide consumers with the assurance that a product's environmental claims are not mere marketing rhetoric but are substantiated by rigorous standards and independent scrutiny. This fosters a sense of confidence and reliability, encouraging consumers to repeatedly choose the brand's offerings. While eco-labels can be powerful tools for building trust and loyalty, their misuse can have devastating consequences for a brand's reputation. Greenwashing, the practice of making misleading or exaggerated environmental claims, is a growing concern in the marketplace. When consumers discover that a brand's sustainability claims are unfounded or deceptive, their trust is irrevocably shattered. This can lead to a backlash against the brand, resulting in decreased sales, negative publicity, and long-term damage to its image. The study's findings underscore the importance of authenticity and transparency in environmental communication. Businesses in Jambi must exercise caution in their use of eco-labels, ensuring that their claims are accurate, verifiable, and supported by credible evidence. Failure to do so can not only alienate environmentally conscious

consumers but also expose the company to legal and reputational risks. The power of eco-labeling extends far beyond the borders of Jambi. As the global community grapples with the urgent challenges of climate change and environmental degradation, the demand for sustainable products and services is escalating across the world. Eco-labels, as effective tools for transparent communication, play a vital role in empowering consumers to make informed choices that contribute to a more sustainable future. Governments, businesses, and civil society organizations around the world are recognizing the importance of eco-labeling in promoting sustainable consumption. Various initiatives are underway to develop and harmonize eco-labeling standards, ensuring their credibility and effectiveness. As eco-labeling practices continue to evolve and mature, they are poised to become even more influential in shaping consumer behavior and driving the transition towards a greener and more equitable global economy.<sup>11,12</sup>

The undeniable positive relationship between green product offerings and purchase intentions in Jambi illuminates a profound shift in consumer preferences and market dynamics. It speaks volumes about the burgeoning demand for sustainable alternatives and the growing willingness of consumers to align their purchasing decisions with their ecological values. This trend is not merely a fleeting fad but a reflection of a deep-seated desire for products and services that contribute to a healthier planet and a more sustainable future. As awareness of environmental issues such as climate change, resource depletion, and pollution continues to escalate, consumers are increasingly recognizing the impact of their consumption patterns on the planet. The days of unbridled consumerism are giving way to a more mindful and conscientious approach to purchasing decisions. Consumers are no longer solely driven by price and convenience they are actively seeking out products that minimize their ecological footprint and contribute to a more sustainable world. This shift in consumer consciousness has profound implications for businesses across industries. The findings of this study suggest that consumers in Jambi are not merely interested in token gestures of sustainability but are

actively seeking out products that embody genuine environmental responsibility. They are looking beyond marketing gimmicks and superficial claims, demanding products that are designed, manufactured, and sourced in a manner that respects the planet and its finite resources. The growing demand for sustainable alternatives presents both a challenge and an opportunity for businesses. Those that fail to adapt to this evolving market landscape risk losing relevance and market share. On the other hand, businesses that proactively respond to this demand by offering a diverse range of green products are likely to attract a larger customer base and gain a competitive advantage. Meeting the demand for sustainable choices requires a multifaceted approach that goes beyond simply adding a few "green" products to the existing portfolio. It necessitates a fundamental rethinking of product design, manufacturing processes, and supply chain management. Businesses must prioritize the use of eco-friendly materials, energy-efficient technologies, and recyclable components in their product development. They must also ensure that their supply chains are transparent and adhere to rigorous environmental and social standards. In a market increasingly saturated with green claims, innovation and differentiation are crucial for businesses seeking to capture the attention and loyalty of eco-conscious consumers. The findings of this study suggest that consumers in Jambi are discerning and well-informed. They are not easily swayed by superficial marketing tactics or vague promises of sustainability. Instead, they are looking for products that offer tangible environmental benefits and demonstrate a genuine commitment to responsible practices. Businesses that invest in research and development to create innovative and differentiated green products are likely to reap the rewards of increased market share and brand loyalty. By pushing the boundaries of sustainable design and technology, companies can not only meet the evolving needs of consumers but also inspire others to follow suit. This can create a virtuous cycle of innovation and sustainability, driving market transformation and contributing to a greener future. The demand for sustainable choices is not limited to Jambi or even

Indonesia. It is a global phenomenon that is reshaping consumer preferences and market dynamics across the world. The findings of this study resonate with similar trends observed in developed and emerging markets alike. As awareness of environmental issues continues to grow and the consequences of unsustainable consumption become more apparent, the demand for green products and services is only set to intensify. Businesses that proactively embrace sustainability and respond to this global movement are likely to thrive in the long run. By prioritizing environmental responsibility and social consciousness, companies can not only attract a loyal customer base but also contribute to a more equitable and sustainable world.<sup>13,14</sup>

The compelling positive association between corporate social responsibility (CSR) initiatives and purchase intentions in Jambi reveals a paradigm shift in consumer expectations and business imperatives. It signifies a growing recognition among consumers that businesses have a responsibility that extends beyond mere profit maximization. They are increasingly holding companies accountable for their social and environmental impact, demanding that they contribute positively to the well-being of society and the planet. The traditional view of businesses as solely profit-driven entities is rapidly fading. In an era marked by social and environmental challenges, consumers are demanding that businesses play a more active and responsible role in addressing these issues. The findings of this study suggest that consumers in Jambi value companies that go beyond their bottom line and actively contribute to the betterment of their communities and the environment. This shift in consumer expectations reflects a broader societal trend towards greater corporate accountability and transparency. Consumers are no longer content with businesses merely complying with regulations they are seeking out companies that proactively address social and environmental concerns, even if it means sacrificing short-term profits. This presents a unique opportunity for businesses to differentiate themselves in the marketplace by demonstrating a genuine commitment to CSR. CSR initiatives encompass a wide range of activities that businesses

can undertake to contribute positively to society and the environment. These initiatives can be broadly categorized into three areas: environmental responsibility, social responsibility, and economic responsibility. Environmental responsibility involves minimizing a company's environmental impact through sustainable practices such as reducing carbon emissions, conserving water and energy, promoting recycling and waste reduction, and investing in renewable energy sources. Companies can also support environmental conservation projects and initiatives aimed at protecting biodiversity and natural resources. Social responsibility encompasses a company's commitment to ethical and fair practices that benefit its employees, customers, and the broader community. This can include providing fair wages and benefits, promoting diversity and inclusion, supporting education and healthcare initiatives, and engaging in philanthropic activities. Economic responsibility refers to a company's commitment to sound financial management and sustainable growth. This includes creating jobs, generating economic value for shareholders, and contributing to the economic development of the communities in which it operates. The positive association between CSR initiatives and purchase intentions in Jambi suggests that consumers are more likely to support businesses that demonstrate a commitment to responsible practices. This can translate into increased sales, market share, and brand loyalty. However, the benefits of CSR extend far beyond reputation and financial gains. CSR initiatives can significantly enhance a company's brand image and reputation, positioning it as a responsible and trustworthy corporate citizen. This can lead to increased customer loyalty, improved employee morale, and greater attractiveness to socially conscious investors. A strong CSR profile can help companies attract and retain top talent. Employees are increasingly seeking out companies that align with their values and offer opportunities to contribute to social and environmental causes. By proactively addressing social and environmental concerns, companies can mitigate risks associated with regulatory changes, supply chain disruptions, and reputational damage. CSR can stimulate innovation



and creativity within a company, leading to the development of new products, services, and business models that address social and environmental challenges. This can create a competitive advantage in the marketplace and position the company for long-term success. CSR initiatives can contribute to the social and economic development of the communities in which a company operates. By investing in education, healthcare, and infrastructure, businesses can help create a more prosperous and equitable society. The findings of this study underscore the importance of integrating CSR into a company's core strategies, rather than treating it as an afterthought or a mere public relations exercise. Companies that embed CSR into their DNA are more likely to achieve genuine and lasting social and environmental impact. This involves aligning business practices with social and environmental values at every level of the organization. It requires a commitment to transparency, accountability, and continuous improvement. It also necessitates engaging with stakeholders, including employees, customers, suppliers, and community members, to understand their concerns and expectations. Consumers play a pivotal role in driving the CSR agenda. By actively seeking out and supporting businesses that demonstrate a commitment to responsible practices, consumers can send a powerful message to the market. Their purchasing decisions can influence corporate behavior and encourage companies to adopt more sustainable and ethical practices. Consumers can also contribute to the CSR movement through advocacy and activism. By sharing their knowledge and passion for sustainability with others, they can raise awareness of social and environmental issues and encourage others to make more conscious choices.<sup>15,16</sup>

The profound impact of eco-labeling and prior brand loyalty on future brand loyalty, as evidenced by the findings of this study, underscores a fundamental truth in the realm of modern business: the cultivation of strong and enduring relationships with consumers is paramount. In an era where consumers are increasingly discerning and conscious of the social and environmental impact of their choices, brand

loyalty is not merely a transactional outcome but a testament to a company's commitment to values that resonate with its customers. As discussed earlier, eco-labeling serves as a potent tool for building trust and credibility with consumers. By transparently communicating the environmental attributes of their products and obtaining credible certifications, businesses can foster a sense of confidence and reliability among their customers. This trust, in turn, lays the foundation for brand loyalty. Consumers are more likely to remain loyal to brands they perceive as authentic, transparent, and genuinely committed to sustainability. In the context of Jambi, where environmental awareness is on the rise, eco-labeling can be a particularly powerful differentiator for businesses. By clearly showcasing the environmental benefits of their products, companies can appeal to the growing segment of eco-conscious consumers who prioritize sustainability in their purchasing decisions. This can lead to increased market share, enhanced brand reputation, and a loyal customer base that is less likely to be swayed by competing brands. The positive association between prior brand loyalty and future loyalty highlights the self-perpetuating nature of strong customer relationships. When consumers have positive experiences with a brand, they are more likely to develop a sense of loyalty and continue their patronage in the future. This creates a virtuous cycle where positive experiences reinforce loyalty, which in turn leads to repeat purchases and positive word-of-mouth recommendations. This virtuous cycle is particularly relevant in the context of sustainable practices. When consumers perceive a brand as genuinely committed to environmental responsibility, they are more likely to have positive experiences with its products and services. This is because sustainable practices often lead to higher quality products, improved customer service, and a sense of shared values between the brand and its customers. These positive experiences, in turn, reinforce brand loyalty, creating a self-sustaining ecosystem of trust, satisfaction, and repeat business. Brand loyalty is not merely about repeat purchases, it is about fostering a sense of connection and belonging between the brand and its customers. In today's hyper-connected world,

consumers are seeking more than just products and services, they are looking for brands that share their values and aspirations. Businesses that can create a sense of community and belonging among their customers are likely to cultivate a deep and lasting loyalty that transcends mere transactions. This can be achieved through various means, such as engaging with customers on social media, organizing events and activities that foster a sense of shared purpose, and creating opportunities for customers to contribute to the brand's social and environmental initiatives. By going beyond the transactional nature of the business-consumer relationship and fostering a sense of community, businesses can create a loyal following that is passionate about the brand and its mission. The findings of this study suggest that investing in sustainable practices is not only an ethical imperative but also a sound business strategy. As the demand for sustainable products and services continues to grow, businesses that prioritize sustainability are likely to attract a larger share of the market. A strong commitment to sustainability can significantly enhance a brand's reputation, positioning it as a leader in its industry and a responsible corporate citizen. By building trust and credibility through transparent communication and verifiable certifications, businesses can cultivate a loyal customer base that is less likely to switch to competing brands. A strong CSR profile can help companies attract and retain top talent, as employees are increasingly seeking out companies that align with their values and offer opportunities to contribute to social and environmental causes. By proactively addressing social and environmental concerns, businesses can mitigate risks associated with regulatory changes, supply chain disruptions, and reputational damage. Sustainability can stimulate innovation and creativity within a company, leading to the development of new products, services, and business models that address social and environmental challenges. While the upfront costs of implementing sustainable practices may be significant, the long-term benefits in terms of increased market share, improved customer loyalty,

and enhanced brand reputation can lead to sustained profitability and growth.<sup>17,18</sup>

The insights gleaned from this empirical investigation serve as a guiding light for businesses operating in Jambi and other emerging markets that are navigating the complex terrain of the green economy. The findings illuminate the profound impact of sustainable practices on consumer behavior, underscoring the imperative for businesses to adapt and evolve in response to the shifting market landscape. In this section, we delve deeper into the key implications of the study for businesses in Jambi, offering actionable strategies to thrive in an era of heightened environmental consciousness. The first and most crucial implication for businesses in Jambi is to embrace sustainability not merely as a peripheral concern but as a core principle that permeates every facet of their operations. This entails going beyond mere compliance with environmental regulations and adopting a proactive approach to minimizing their ecological footprint. By integrating sustainable practices into their core business strategies, companies can position themselves as leaders in the green economy, enhancing their brand image, attracting a larger customer base, and gaining a competitive advantage. Prioritize the use of eco-friendly materials, energy-efficient technologies, and recyclable components in product development. Design products that are durable, repairable, and built to last, reducing waste and resource consumption. Integrate environmental considerations into the procurement, transportation, and logistics of goods and services. Choose suppliers with strong environmental performance, optimize transportation routes to reduce carbon emissions, and minimize packaging waste. Adopt transparent and authentic communication practices that accurately convey the environmental attributes of products. Utilize eco-labels and certifications to build trust and credibility with consumers. Engage in initiatives that contribute positively to society and the environment. Support local communities, invest in renewable energy, and promote fair labor practices. By embracing sustainability as a core principle, businesses in Jambi can not only respond to the growing demand for green

products and services but also contribute to the long-term health and prosperity of their communities and the planet. The second, transparent communication is paramount in building trust and credibility with consumers, especially in the context of sustainability claims. The study's findings underscore the significance of eco-labeling and clear communication about the environmental attributes of products in influencing consumer perceptions and purchase intentions. Businesses in Jambi must prioritize transparency and avoid greenwashing, which can severely damage brand reputation and erode consumer confidence. This involves providing accurate and verifiable information about the environmental impact of products, from sourcing and manufacturing to packaging and disposal. Utilize credible eco-labels and certifications to substantiate sustainability claims and ensure that third-party verification is in place. Engage in open and honest dialogue with consumers about the company's sustainability journey, acknowledging both achievements and areas for improvement. By prioritizing transparent communication, businesses can foster a sense of trust and loyalty among consumers, positioning themselves as authentic leaders in the green economy. The third is growing demand for sustainable alternatives presents a unique opportunity for businesses in Jambi to diversify their product offerings and cater to the evolving needs of eco-conscious consumers. The study's findings suggest that consumers are actively seeking out a wide variety of green products and services across different categories. By offering a diverse range of sustainable choices, businesses can attract a larger customer base and tap into new market segments. This requires a deep understanding of consumer preferences and a willingness to innovate and develop products that meet both functional and environmental needs. It also necessitates staying abreast of the latest trends and technologies in the green economy, constantly seeking out new opportunities to create value for customers and the planet. By offering a diverse and compelling range of green products, businesses can position themselves at the forefront of the sustainability movement and capture the hearts and minds of discerning

consumers. The fourth positive association between CSR initiatives and purchase intentions in Jambi highlights the importance of going beyond profit maximization and actively contributing to the well-being of society and the environment. Consumers are increasingly rewarding companies that demonstrate a genuine commitment to responsible practices, and they are more likely to support businesses that align with their values. Engaging in CSR initiatives can take many forms, from supporting local communities and investing in renewable energy to promoting fair labor practices and reducing environmental impact. By actively participating in social and environmental causes, businesses can enhance their brand reputation, attract socially conscious investors, and foster positive relationships with stakeholders. Moreover, CSR can stimulate innovation and creativity within a company, leading to the development of new products, services, and business models that address social and environmental challenges. The fifth study's findings underscore the importance of building strong and lasting relationships with customers. Brand loyalty, as evidenced by the positive association between prior loyalty and future loyalty, is a valuable asset for businesses in Jambi. By fostering a sense of community and belonging among their customers, companies can cultivate a loyal following that is passionate about the brand and its mission. This involves going beyond the transactional nature of the business-consumer relationship and creating opportunities for meaningful engagement. Utilize social media and other online platforms to connect with customers, share information about sustainability initiatives, and solicit feedback. Organize events and activities that foster a sense of shared purpose and community. Provide excellent customer service and create a positive brand experience that leaves a lasting impression.<sup>19,20</sup>

#### **4. Conclusion**

This study has provided valuable insights into the dynamic relationship between green business practices and consumer behavior in Jambi. It is evident that embracing sustainability is not merely an ethical choice but a strategic imperative for businesses

seeking to thrive in an era of heightened environmental consciousness. By adopting transparent communication, offering green products, engaging in CSR, and fostering strong customer relationships, businesses can appeal to the growing segment of eco-conscious consumers, enhance their brand image, and contribute to a more sustainable future for Jambi. This research underscores the pivotal role of businesses in driving the transition towards a greener and more equitable society, where economic prosperity and environmental responsibility go hand in hand.

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