

Exploring the Role of Influencer Marketing on Green Brand Loyalty: Study the Mediating Effect of Environmental Consciousness with Special Reference to the Personal Care Industry in Sri Lanka: A Literature Review

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With the increasing global focus on sustainability, consumer behavior has shifted toward environmentally conscious purchasing decisions, particularly in the personal care industry. Influencer marketing has emerged as a key driver in promoting green brands and fostering consumer engagement. This study explores the impact of influencer marketing on green brand loyalty in Sri Lanka's personal care industry while examining the mediating role of environmental consciousness. The research provides insights into how sustainability-driven influencer strategies can enhance consumer loyalty and strengthen brand positioning.

A deductive approach and quantitative research methodology were employed to validate the conceptual framework and hypotheses. Data were collected through a structured questionnaire administered to 364 respondents from the Western and Southern provinces, where awareness and accessibility to green products are relatively high. Key variables, including influencer marketing, environmental consciousness, and green brand loyalty, were measured using validated scales. Statistical analyses, including correlation, regression, and mediation analysis, were conducted using Hayes' PROCESS macro to assess the relationships among the variables.

The results indicate a significant positive relationship between influencer marketing and green brand loyalty ($\beta = 0.737$, $p < 0.001$). Influencers who demonstrate credibility, relatability, and expertise effectively build trust and emotional connections with consumers. Content formats such as tutorials, testimonials, and eco-friendly lifestyle demonstrations play a crucial role in driving brand loyalty. Furthermore, influencer marketing significantly influences environmental consciousness ($\beta = 0.689$, $p < 0.001$), as influencers

serve as educators who raise awareness about sustainability and eco-friendly behaviors.

Additionally, environmental consciousness positively impacts green brand loyalty ($\beta = 0.709$, $p < 0.001$), indicating that consumers who are more environmentally aware exhibit stronger brand commitment. Environmental consciousness also partially mediates the relationship between influencer marketing and green brand loyalty ($\beta = 0.268$, 95% CI [0.172, 0.369]), suggesting that while influencer marketing directly influences loyalty, its impact is enhanced when consumers develop a deeper understanding of environmental issues.

The reliance on self-reported data introduces potential biases, as respondents may overstate their environmental consciousness or loyalty. The cross-sectional design limits the ability to track long-term changes in consumer behavior. Furthermore, the study focuses on urban and suburban areas, which may not fully represent rural populations where access to green products and engagement with influencer marketing may differ.

Theoretically, this study contributes to the green marketing and influencer marketing literature by demonstrating the mediating role of environmental consciousness in shaping brand loyalty. Practically, it offers actionable recommendations for brands, influencers, and policymakers. Brands should collaborate with credible influencers who align with sustainability values to amplify green messaging and foster stronger customer loyalty. Transparency in sustainability claims and the use of engaging content formats such as eco-friendly tutorials and testimonials can enhance trust and consumer engagement. For influencers, the findings highlight the importance of creating authentic, educational content that emphasizes the environmental benefits of green products. Policymakers can use these insights to establish regulations ensuring transparency in influencer marketing campaigns and preventing greenwashing. Future research could explore the role of different social media platforms in shaping consumer perceptions of green brands and investigate cross-cultural variations in sustainability-focused influencer marketing. Additionally, examining the influence of price sensitivity and product quality on green brand loyalty would offer deeper insights into consumer decision-making.

Keywords: *Environmental Consciousness, Green Brand Loyalty, Influencer Marketing, Personal Care Industry, Sri Lanka*