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BUILDING CONSUMER LOYALTY TO ECO-BRANDS IN THE FASHION INDUSTRY

The article explores the conceptual aspects of forming consumer loyalty to eco-brands in the fashion industry. The study reveals that the formation of loyalty to eco-brands is not determined solely by the environmental characteristics of products, but is the result of a complex interaction of functional, reputational, digital, and value-based factors. It has been established that high product quality, positive customer experience, brand trust, and reputation remain the fundamental prerequisites for long-term loyalty, whereas eco-friendliness enhances consumer commitment only when supported by real sustainable development practices, business process transparency, and the credibility of marketing communications.

By synthesizing modern scientific approaches, the study systematizes the factors influencing consumer loyalty to eco-brands in the fashion industry and justifies the expediency of viewing it as a multidimensional construct comprising functional, environmental, trust-based, digital, and value-oriented components. A conceptual function of loyalty formation is proposed, according to which its level is determined by the interaction of two integrated blocks: marketing value and ecological originality. Unlike existing approaches, the proposed concept operates on the premise that a brand's environmental characteristics cannot compensate for low functional or marketing value, and that sustainable loyalty is formed only through their synergistic combination.

The scientific novelty of the research lies in developing the conceptual approach to forming consumer loyalty to eco-brands in the fashion industry by substantiating the interaction between marketing value and ecological brand authenticity as the key integrated components of this process, as well as in formulating principles that explain the mechanism of building long-term consumer loyalty to eco-brands. The principles of loyalty formation to eco-brands in the fashion industry include the principles of dual value, the indirect impact of eco-friendliness through trust, the interaction between marketing value and ecological authenticity, the continuity of loyalty formation, and the value-based identification of the consumer with the brand.

Keywords: digital technologies, fast fashion, social responsibility, marketing value, environmentally responsible brand activities.