**ISSN: 4062 - 4228**
**Volume 14, Number 1, 2026**
**Advanced Journal of International Management and Marketing**

# GREEN REPUTATION AND SUSTAINABLE MARKET PERFORMANCE OF FOOD AND BEVERAGE FIRMS.

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## Abstract

This study examined the relationship between green reputation and sustainable market performance of food and beverage firms. The study was motivated by the growing concern for environmental sustainability and increasing pressure on firms to adopt environmentally responsible practices that enhance their competitiveness and market sustainability. The specific objectives were to examine the relationship between green reputation and customer loyalty, and to determine its relationship with market share growth among food and beverage firms. A correlational research design was adopted, and data were collected using a structured questionnaire administered to 210 respondents selected from 42 food and beverage firms in Rivers State, Nigeria which served using census approach. The data collected were analyzed using Pearson Product Moment Correlation Coefficient at a 0.05 level of significance. The findings revealed a strong positive and significant relationship between green reputation and customer loyalty ($r = 0.742$, $p < 0.05$), and a moderate positive and significant relationship between green reputation and market share growth ($r = 0.689$, $p < 0.05$). The study concluded that green reputation significantly influences sustainable market performance of food and beverage firms. It was recommended that firms should strengthen their environmental sustainability practices and integrate them into core business strategies to improve customer loyalty and market share growth.

***Keywords: Green reputation, sustainable market performance, customer loyalty, market share growth, food and beverage firms, environmental sustainability.***

## Introduction

The increasing concern for environmental sustainability has significantly transformed the operational and strategic orientation of firms across the globe, particularly within the food and beverage industry. The industry is widely recognized as one of the major contributors to environmental degradation through excessive energy consumption, greenhouse gas emissions, plastic waste generation, water pollution, and unsustainable sourcing practices (Porter & Kramer, 2019). As consumers become more environmentally conscious, organizations are under growing pressure to adopt sustainable business practices that demonstrate responsibility toward the environment and society. This pressure has compelled many food and beverage firms to integrate environmental sustainability into their corporate strategies in order to maintain relevance and competitiveness in the marketplace. Humanity finally discovered that endlessly producing plastic bottles and dumping industrial waste into rivers may have consequences. A breathtaking scientific breakthrough.

Green reputation has emerged as a critical intangible asset that shapes public perception of firms' environmental responsibility and ethical conduct. Green reputation refers to the extent to which stakeholders perceive a firm as environmentally responsible based on its sustainable actions, policies, and communication strategies (Chen, 2010). Firms with strong green reputations are often viewed as socially responsible organizations that prioritize ecological protection, sustainable production processes, and environmentally friendly products. In the food and beverage sector, green reputation is increasingly influencing customer purchasing decisions, investor confidence, and stakeholder loyalty. Consumers now tend to favor firms that demonstrate transparency in environmental practices such as waste reduction, recyclable packaging, carbon footprint reduction, and sustainable sourcing of raw materials (Delmas & Burbano, 2011).

The growing awareness of climate change and environmental degradation has also contributed to changes in consumer behavior across both developed and developing economies. Modern consumers are becoming more selective about the brands they support, with many preferring companies whose values align with environmental sustainability and ethical responsibility (Ottman, 2017). In response to this shift, food and beverage firms are investing heavily in green marketing initiatives, eco-friendly packaging, renewable energy usage, and sustainable supply chain management in order to enhance their reputation and gain competitive advantage. These initiatives not only improve corporate image but also contribute to long-term market sustainability and customer retention. Apparently, people now want their bottled drinks served with a side of environmental conscience. Civilization evolves in strange ways.

Sustainable market performance has become an important indicator of organizational success in contemporary business environments. Sustainable market performance refers to the ability of a firm to maintain consistent growth, customer loyalty, profitability, and competitive advantage over time while balancing environmental and social responsibilities (Elkington, 1997). Unlike traditional measures of performance that focus solely on financial outcomes, sustainable market performance emphasizes long-term organizational viability through responsible business practices. For food and beverage firms, sustainable market performance may manifest in increased market share, improved customer satisfaction, enhanced brand loyalty, and stronger stakeholder relationships resulting from environmentally responsible operations.

Several studies have established that firms with strong green reputations often experience improved financial and non-financial performance outcomes. According to Hart and Dowell (2011), organizations that invest in environmental sustainability tend to achieve operational efficiency, innovation opportunities, and stronger customer trust. Similarly, Leonidou et al. (2013) argued that green reputation positively influences consumer loyalty and purchasing intentions, thereby contributing to sustainable business growth. In the food and beverage industry, where consumer health and environmental concerns are closely interconnected, firms that fail to adopt sustainable practices risk losing market relevance and stakeholder confidence.

In developing countries such as Nigeria, environmental sustainability within the food and beverage industry has become increasingly important due to rising environmental challenges and public awareness regarding corporate social responsibility. The Nigerian food and beverage sector contributes significantly to economic growth, employment generation, and industrial development. However, concerns regarding environmental pollution, improper waste disposal, excessive plastic usage, and unsustainable production practices have raised questions about the environmental commitment of many firms operating within the industry (Akinyele & Fasogbon, 2014). Consequently, stakeholders including consumers, regulatory agencies, environmental groups, and investors are demanding greater accountability and sustainability from firms.

The competitive nature of the food and beverage industry further intensifies the need for firms to build and maintain a favorable green reputation. Companies that effectively communicate and implement environmentally sustainable initiatives are more likely to attract environmentally conscious consumers and gain stronger market positioning. Green reputation can therefore serve as a strategic tool for differentiation in highly competitive markets where consumers are increasingly influenced by sustainability concerns (Rahbar & Wahid, 2011). Firms that ignore environmental sustainability may face reputational damage, reduced customer trust, regulatory sanctions, and declining market performance. Humans somehow managed to turn recycling logos into competitive warfare. Remarkable species.

Despite the increasing attention given to sustainability practices globally, there remains limited empirical evidence on the relationship between green reputation and sustainable market performance among food and beverage firms, particularly in developing economies like Nigeria. Many studies have focused on corporate social responsibility, green marketing, or environmental management independently without adequately examining how green reputation directly influences sustainable market outcomes within the food and beverage sector. This gap creates the need for further investigation into how environmentally responsible reputations contribute to long-term market sustainability and organizational success.

Therefore, this study seeks to examine the relationship between green reputation and sustainable market performance of food and beverage firms. The study is expected to provide valuable insights for managers, policymakers, and stakeholders on the importance of environmental reputation in enhancing sustainable business growth and competitiveness within the food and beverage industry.

**Statement of the problem**

Environmental sustainability has become a major concern for businesses across the world, especially within the food and beverage industry due to its significant contribution to environmental pollution, waste generation, and resource depletion. Consumers, governments, investors, and environmental advocacy groups are increasingly demanding that firms adopt environmentally responsible practices that promote sustainable development. As a result, organizations are expected not only to produce quality goods and services but also to demonstrate commitment to environmental protection through sustainable operational activities. In response to these pressures, many food and beverage firms have embraced green practices such as eco-friendly packaging, waste recycling, energy conservation, and sustainable sourcing in an effort to improve their public image and remain competitive in the market. Humanity discovered that endlessly wrapping everything in plastic and then acting surprised when oceans look like floating supermarkets might not be the ideal long-term strategy.

Despite these efforts, many food and beverage firms continue to experience challenges relating to market sustainability, customer loyalty, declining brand trust, and competitive pressure. Some firms engage in environmental claims without implementing genuine sustainable practices, leading to accusations of greenwashing and reputational damage among stakeholders (Delmas & Burbano, 2011). This situation has created skepticism among consumers regarding the authenticity of firms' environmental commitments. Consequently, firms with weak or questionable green reputations may struggle to sustain customer confidence and maintain long-term market performance.

In Nigeria, environmental issues such as improper waste disposal, excessive plastic pollution, industrial emissions, and poor environmental compliance among manufacturing firms have raised concerns about the sustainability practices of food and beverage companies. Although some firms claim to be environmentally responsible, evidence of environmental degradation and poor waste management practices continues to generate criticism from consumers and regulatory agencies. This raises concerns about whether green reputation actually translates into sustainable market performance within the industry. Apparently, printing leaves on product labels and using the word "eco" in advertisements does not automatically heal rivers or convince suspicious customers forever. A tragic inconvenience for corporate marketing departments.

Furthermore, while several studies have examined corporate social responsibility, environmental sustainability, and organizational performance, limited empirical attention has been given to the specific relationship between green reputation and sustainable market performance of food and beverage firms, particularly in developing economies such as Nigeria. Existing studies have largely focused on profitability and financial outcomes without adequately examining how environmental reputation influences customer retention, market share, competitive advantage, and long-term business sustainability.

It is against this background that this study seeks to examine the relationship between green reputation and sustainable market performance of food and beverage firms. The study intends to determine whether environmentally responsible reputation significantly contributes to sustainable market growth and competitiveness within the food and beverage industry.

**Conceptual Framework**

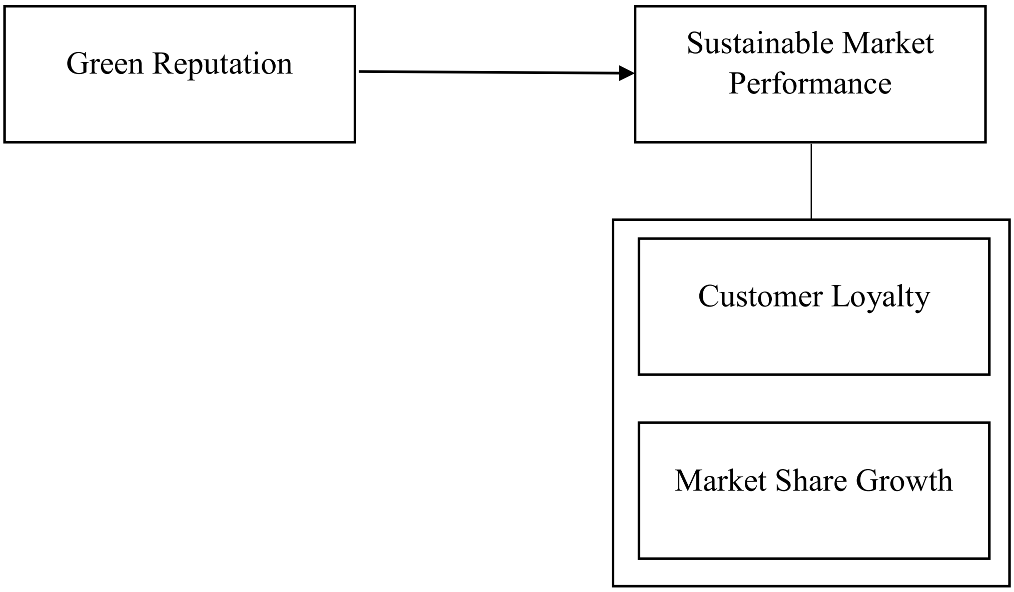


**Fig 1:** Conceptual Framework on the relationship between green reputation and sustainable market performance

Source: Researcher's Conceptualization (2026)

**Aim and objectives of the study**
The aim of this study is to examine the relationship between green reputation and sustainable market performance of food and beverage firms.
1. Examine the relationship between green reputation and customer loyalty of food and beverage firms.
2. Determine the relationship between green reputation and market share growth of food and beverage firms.

**Research Questions**
1. What is the relationship between green reputation and customer loyalty of food and beverage firms?
2. What is the relationship between green reputation and market share growth of food and beverage firms?

**Hypotheses**
H01: There is no significant relationship between green reputation and customer loyalty of food and beverage firms.
H02: There is no significant relationship between green reputation and market share growth of food and beverage firms.

**Literature Review**
**Green Reputation**
Green reputation has become an increasingly important concept in contemporary business management, particularly within the food and beverage industry where environmental concerns strongly influence consumer perception and market competitiveness. Green reputation refers to the extent to which stakeholders perceive a firm as environmentally responsible through its sustainability initiatives, eco-friendly production processes, and environmental communication practices. According to Rahayu et al. (2026), firms that integrate environmental, social, and governance practices into their operational systems tend to improve their organizational image and market value. The authors emphasized that environmentally responsible firms are more likely to attract environmentally conscious consumers and investors, thereby strengthening long-term competitiveness within consumer sectors.
The food and beverage industry has experienced increasing pressure to adopt sustainable environmental practices due to concerns over pollution, excessive packaging waste, carbon emissions, and resource depletion. Gazzola et al. (2024) observed that sustainability has become a central strategic factor influencing competitiveness and value creation in the food and beverage sector. Their study found that companies implementing sustainable operational strategies recorded stronger stakeholder trust and improved market positioning. The authors further noted that sustainability practices contribute significantly to brand perception and customer loyalty, especially in industries where public perception strongly affects purchasing behavior. Humanity finally realized rivers are not industrial trash bins with scenic value. A difficult revelation, apparently.
Green reputation is closely associated with customer loyalty because consumers increasingly prefer firms that demonstrate environmental responsibility and ethical business conduct. Recent studies indicate that consumers are more willing to support brands that utilize recyclable packaging, environmentally friendly production systems, and transparent sustainability policies. Nakavachara et al. (2025) argued that consumer attitudes toward climate-friendly food products are influenced by environmental awareness and perceptions of corporate sustainability commitments. Although some consumers remain skeptical about environmental labeling, the study revealed that sustainability reputation still plays a significant role in shaping consumer preference and purchasing decisions within the food market.

**Sustainable Market Performance**
Sustainable market performance has also gained significant attention in recent years due to the growing need for firms to balance profitability with environmental and social responsibilities. Sustainable market performance refers to a firm’s ability to maintain market growth, customer satisfaction, competitive advantage, and profitability over time through responsible business practices. Tan et al. (2026) found that strong environmental, social, and governance ratings positively influence product-market performance and market

share growth. Their findings demonstrated that firms with stronger environmental reputations were perceived as having better product quality and operational credibility, which contributed to increased competitiveness in consumer-oriented industries.

**Customer Loyalty**

Customer loyalty in food and beverage firms refers to the degree of repeated patronage, emotional attachment, and long-term commitment customers show toward a brand despite competing alternatives. It is often shaped by product quality, brand trust, service consistency, and increasingly, environmental responsibility. In recent studies, customer loyalty has been strongly linked to perceived corporate sustainability practices, where consumers tend to remain loyal to brands they believe are ethically and environmentally responsible. Rahayu et al. (2026) noted that firms with strong environmental, social, and governance integration tend to enjoy higher customer retention because consumers associate such firms with trustworthiness and long-term value. Similarly, Nakavachara et al. (2025) emphasized that environmental awareness significantly influences consumer attitudes toward food products, with many customers showing preference for brands that demonstrate commitment to eco-friendly production and packaging. In the food and beverage industry, this loyalty is not only driven by taste or price but also by how well firms align with consumer expectations regarding sustainability and environmental responsibility.

**Market Share Growth**

Market share growth in food and beverage firms reflects the ability of a company to expand its portion of total industry sales over time through competitive advantage, customer acquisition, and brand strength. It is a key indicator of market performance and sustainability, particularly in highly competitive consumer markets. Tan et al. (2026) found that firms with strong environmental reputations and ESG performance tend to experience higher product-market success and improved market share growth due to increased consumer confidence and investor support. In the same direction, Gazzola et al. (2024) observed that sustainability-oriented firms in the food and beverage sector achieve stronger market positioning because sustainability practices enhance brand perception and differentiate them from competitors. Market share growth is therefore increasingly influenced not only by pricing strategies and distribution efficiency but also by how well firms project a credible green reputation that appeals to environmentally conscious consumers and strengthens long-term competitiveness in the marketplace.

**Theoretical Review**

The study is anchored on the Stakeholder Theory. The theory was propounded by R. Edward Freeman in 1984. Stakeholder Theory explains that organizations should not operate solely for the benefit of shareholders or owners, but must also consider the interests and expectations of all stakeholders affected by the organization's activities. These stakeholders include customers, employees, suppliers, government agencies, investors, host communities, environmental groups, and society at large. The theory emphasizes that the survival and long-term success of any organization depend on its ability to effectively manage relationships with these stakeholders through responsible and ethical business practices.

Stakeholder Theory assumes that organizations have social and environmental responsibilities beyond profit maximization. According to the theory, firms that address stakeholder concerns regarding environmental sustainability, ethical conduct, and social responsibility are more likely to achieve organizational legitimacy, customer trust, competitive advantage, and long-term performance. In the context of the food and beverage industry, stakeholders increasingly expect firms to minimize environmental pollution, reduce waste generation, adopt eco-friendly packaging, and implement sustainable production practices. Firms that fail to satisfy these expectations may experience reputational damage, customer dissatisfaction, and reduced market performance. Humanity somehow designed an economic system where companies are expected to make profits endlessly while also behaving like moral guardians of society and the environment. A structurally exhausting arrangement.

The theory further explains that green reputation serves as a strategic asset that helps organizations maintain positive relationships with stakeholders. When firms engage in environmentally responsible practices, stakeholders are more likely to perceive them as trustworthy, responsible, and socially conscious organizations. This positive perception can enhance customer loyalty, attract environmentally conscious consumers, strengthen investor confidence, and improve sustainable market performance. Stakeholder Theory therefore supports the argument that firms that actively protect environmental interests and satisfy stakeholder expectations are better positioned to achieve sustainable growth and market competitiveness.

Stakeholder Theory is relevant to this study because it provides a theoretical explanation for the relationship between green reputation and sustainable market performance of food and beverage firms. The theory suggests that firms that build strong green reputations through sustainable environmental practices are more likely to gain stakeholder support, improve customer retention, and sustain market growth over time. Since the study focuses on how environmental reputation influences customer loyalty and market share growth, Stakeholder Theory provides an appropriate framework for understanding how environmentally responsible behavior contributes to sustainable organizational performance within the food and beverage industry.

Despite its relevance, the theory has faced criticism from some scholars who argue that balancing the interests of multiple stakeholders may create conflicts and reduce managerial efficiency. Critics also contend that the theory lacks clear guidelines on how organizations should prioritize competing stakeholder interests, especially when stakeholder demands conflict with profit objectives. However, the theory remains widely accepted in studies relating to corporate social responsibility, environmental sustainability, organizational reputation, and sustainable business performance because of its practical relevance in explaining modern organizational behavior.

**Empirical Review**

Oluwafemi (2025) conducted a study on green marketing strategy and sales performance of food and beverage firms in South-South Nigeria. The aim of the study was to examine the effect of environmentally sustainable marketing practices on organizational sales performance. The study specifically investigated the relationship between eco-friendly packaging, environmental advertising, and customer patronage among food and beverage firms. A descriptive survey research design was adopted for the study. The population consisted of management staff and customers of selected food and beverage firms in South-South Nigeria, while a sample size of 240 respondents was selected using simple random sampling technique. Data were collected through a structured questionnaire validated by experts in marketing and business administration. The reliability of the instrument was determined using Cronbach Alpha reliability method with a coefficient value above 0.70. Data analysis was carried out using mean statistics and Pearson Product Moment Correlation. The findings revealed that green marketing practices significantly influence customer patronage and sales performance of food and beverage firms. The study recommended that firms should invest more in environmentally sustainable production and communication strategies in order to strengthen market competitiveness. The study is related to the present study because it examined environmental sustainability practices and organizational performance, but differs because the present study focuses specifically on green reputation and sustainable market performance.

Prasetyo and Suryaningsum (2026) carried out a study on environmental performance, green innovation, and firm value in food and beverage companies. The study aimed to determine the influence of environmental performance, green process innovation, and carbon emission disclosure on organizational value within the food and beverage sector. The study adopted an explanatory research design using secondary data obtained from annual reports of selected food and beverage firms. The population comprised food and beverage companies listed on the Indonesian Stock Exchange between 2020 and 2025, while purposive sampling technique was used to select 35 firms for the study. Data collection involved extracting environmental and financial information from company sustainability reports and financial statements. The validity and reliability of the data were ensured through standardized reporting frameworks and multiple-source verification. Multiple regression analysis was used for data analysis. The findings indicated that green innovation and environmental disclosure positively influence firm value and market competitiveness. The study recommended that food and beverage firms should strengthen environmental sustainability reporting and invest in green innovation to improve stakeholder confidence and market performance. The study is linked to the present study because it examined environmental reputation-related variables and market outcomes, but the current study differs by focusing on green reputation and sustainable market performance indicators such as customer loyalty and market share growth. Apparently, companies discovered that investors react more positively to sustainability reports than to environmental scandals. A shocking development in corporate anthropology.

Widyatama et al. (2026) investigated the effect of green accounting practices on the financial performance of food and beverage manufacturing firms in Indonesia. The aim of the study was to examine whether environmental accountability and sustainability reporting improve organizational performance. The study adopted a correlational research design. The population consisted of food and beverage manufacturing firms operating in Indonesia, while a sample of 28 firms was selected using purposive sampling technique. Data were obtained from annual reports and sustainability disclosure documents of the selected firms between 2021 and 2025. The researchers ensured validity through content analysis and consistency checks, while reliability was achieved through repeated data verification procedures. Data analysis was conducted using regression and correlation analysis techniques. The findings showed that green accounting practices significantly improve financial performance, stakeholder confidence, and organizational reputation. The study recommended that firms should integrate environmental accountability into their operational systems to sustain long-term competitiveness and public trust. The study relates to the current study because it examined environmental responsibility and organizational performance, but the present study specifically investigates how green reputation affects sustainable market performance among food and beverage firms.

Nakavachara et al. (2025) conducted a study on environmental sustainability perception and consumer preference for climate-friendly food products. The study sought to determine whether environmental responsibility and sustainability reputation influence customer attitudes and loyalty toward food brands. A quantitative survey research design was adopted for the study. The population consisted of consumers of food products across selected urban markets, while a sample of 412 respondents was selected using stratified sampling technique. Data were collected through structured questionnaires and analyzed using regression and correlation analysis. The findings revealed that consumers demonstrated stronger loyalty intentions toward firms perceived to have credible environmental commitments and sustainable production practices. The study further found that environmental reputation significantly predicts repeat patronage and long-term customer commitment. The researchers concluded that green reputation has become an important determinant of customer loyalty in contemporary food markets. The study relates to the present study because both examined environmental reputation and customer-related outcomes; however, the present study specifically focuses on food and beverage firms and investigates customer loyalty as a dimension of sustainable market performance.

Tan et al. (2026) carried out a study on environmental, social, and governance performance and product-market outcomes among consumer-oriented firms. The objective of the study was to examine the influence of environmental reputation and sustainability practices on market competitiveness and business growth. The study adopted an explanatory research design using secondary panel data collected from corporate sustainability and financial reports of selected firms over a five-year period. A total of 120 firms constituted the sample selected through purposive sampling technique. Data were analyzed using multiple regression and market performance indicators. The findings indicated that firms with stronger environmental reputations recorded significantly higher market share growth and improved competitive performance compared with firms with weaker sustainability profiles. The study concluded that environmental responsibility contributes positively to business expansion and long-term market sustainability. The study is relevant to the present study because it examined the connection between environmental reputation and market outcomes, although the current study specifically investigates how green reputation influences market share growth among food and beverage firms.

## Methodology

This study adopted the correlational research design to examine the relationship between green reputation and sustainable market performance of food and beverage firms. The correlational design was considered appropriate because it enables the researcher to determine the nature and extent of relationship existing between the variables of the study without manipulating them. The design also provides an effective framework for examining how green reputation relates with customer loyalty and market share growth among food and beverage firms. Researchers remain deeply committed to distributing questionnaires to exhausted employees in pursuit of statistical truth. An enduring academic survival ritual.

The population comprised 42 registered food and beverage firms in the state. Since the population was relatively small, the entire population was studied; therefore, no sample of firms was drawn. The study adopted the census (total enumeration) sampling technique to ensure that every food and beverage firm was included in the study.

The respondents comprised five key management personnel from each firm, namely the Operations Manager, Marketing Manager, Production Manager, Human Resource Manager, and Environmental, Health and Safety (EHS)/Quality Assurance Manager (or their equivalent where applicable). This produced a total of 210 respondents. The respondents were selected using purposive sampling because of their positions and their direct involvement in environmental sustainability practices and market performance decisions within their respective organizations.

Primary data were used for the study. Data were collected through a structured questionnaire titled "Green Reputation and Sustainable Market Performance Questionnaire (GRSMPQ)." The questionnaire was divided into two sections. Section A contained demographic information of respondents, while Section B contained items relating to green reputation, customer loyalty, and market share growth. The questionnaire items were structured using a five-point Likert scale ranging from Strongly Agree (5) to Strongly Disagree (1).

The instrument was subjected to face and content validity by experts in business management and measurement and evaluation to ensure that the questionnaire adequately measured the variables of the study. Corrections and suggestions made by the experts were incorporated into the final version of the instrument.

The reliability of the instrument was determined through a pilot study involving 20 staff from food and beverage firms outside the study area. The data obtained were analyzed using Cronbach Alpha reliability method, which yielded a reliability coefficient of 0.81, indicating that the instrument was reliable for the study.

Copies of the questionnaire were administered directly to the respondents by the researcher with the assistance of two research assistants. The direct administration method enhanced a high retrieval rate and ensured proper clarification of questionnaire items where necessary. Out of the 210 copies distributed, all were properly completed and returned for analysis because humans become surprisingly cooperative when handed forms and politely cornered in office environments.

Data collected for the study were analyzed using descriptive and inferential statistics. Mean and standard deviation were used to answer the research questions, while Pearson Product Moment Correlation Coefficient was used to test the hypotheses at 0.05 level of significance. The Statistical Package for Social Sciences (SPSS) version 23 was used for data analysis.

**Results**

**H01:** There is no significant relationship between green reputation and customer loyalty of food and beverage firms.

| | | Green reputation | Customer loyalty |
|---|---|---|---|
| Green reputation | Pearson correlation | 1.000 | 0.742 |
| | Sig. (2-tailed) | . | 0.05 |
| | N | 210 | 210 |
| Customer loyalty | Pearson correlation | 0.742 | 1.000 |
| | Sig. (2-tailed) | 0.05 | . |
| | N | 210 | 210 |

The result presented in Table 1 shows that the correlation coefficient (r) between green reputation and customer loyalty is 0.742 with a p-value of 0.000, which is less than the 0.05 level of significance. This indicates a strong positive and statistically significant relationship between green reputation and customer loyalty of food and beverage firms. Therefore, the null hypothesis is rejected. This implies that an improvement in green reputation is associated with an increase in customer loyalty among food and beverage firms. In practical terms, firms perceived as environmentally responsible are more likely to retain customers and build stronger consumer trust over time.

**H02:** There is no significant relationship between green reputation and market share growth of food and beverage firms.

| | | Green reputation | Market share growth |
|---|---|---|---|
| Green reputation | Pearson correlation | 1.000 | 0.689 |
| | Sig. (2-tailed) | . | 0.05 |
| | N | 210 | 210 |
| Market share growth | Pearson correlation | 0.689 | 1.000 |

| | | | |
|---|---|---|---|
| | Sig. (2-tailed) | 0.05 | . |
| | N | 210 | 210 |

Table 2 indicates that the correlation coefficient (r) between green reputation and market share growth is 0.689 with a p-value of 0.000, which is less than the 0.05 level of significance. This shows a moderate positive and statistically significant relationship between green reputation and market share growth of food and beverage firms. Consequently, the null hypothesis is rejected. This finding suggests that firms with stronger green reputations tend to record higher market share growth, driven by improved consumer preference, stronger brand perception, and competitive advantage in the market.

In plain terms, firms that manage to convince people they are not environmentally careless tend to get rewarded with loyalty and growth. Not exactly shocking, but data has a habit of formalizing what common sense already suspects.

**Discussion of findings**

The first finding revealed a strong positive and significant relationship between green reputation and customer loyalty of food and beverage firms ($r = 0.742$, $p < 0.05$). This implies that firms perceived as environmentally responsible are more likely to retain customers and attract repeat patronage. The result aligns with the view that green reputation strengthens consumer trust and emotional attachment to brands, especially in industries where health, safety, and environmental concerns are important in purchase decisions. This finding is consistent with Chen (2010), who emphasized that green brand image and green trust significantly influence customer loyalty and satisfaction. It also supports Delmas and Burbano (2011), who noted that firms with credible environmental practices tend to enjoy stronger stakeholder confidence and reduced consumer skepticism. In the food and beverage sector, where consumers are increasingly conscious of packaging waste and production ethics, green reputation becomes a key determinant of loyalty and long-term customer relationships. Basically, people stick with brands that look like they are trying not to wreck the planet, even if they still drink the same sugary beverage while worrying about it.

The second finding showed a moderate positive and significant relationship between green reputation and market share growth of food and beverage firms ($r = 0.689$, $p < 0.05$). This suggests that firms with stronger green reputations tend to experience improved market share performance due to increased consumer preference and competitive positioning. This result is supported by Leonidou et al. (2013), who found that green marketing and environmental responsibility positively influence market performance and customer acquisition. It also agrees with Hart and Dowell (2011), who argued that environmental sustainability enhances innovation, operational efficiency, and long-term competitiveness, all of which contribute to improved market outcomes. In practical terms, food and beverage firms that invest in sustainability initiatives such as eco-friendly packaging, waste reduction, and responsible sourcing are more likely to expand their market presence and attract environmentally conscious consumers. It is another case of firms discovering that looking responsible is no longer optional but part of staying relevant in a crowded market where consumers are increasingly selective and opinionated.

Overall, the findings suggest that green reputation plays a significant role in shaping sustainable market performance indicators such as customer loyalty and market share growth. Firms that fail to build credible environmental reputations risk losing competitive advantage, especially in markets where sustainability awareness is increasing.

**Conclusion**

This study examined the relationship between green reputation and sustainable market performance of food and beverage firms. Based on the findings, it is evident that green reputation has a strong and positive relationship with customer loyalty and a moderate positive relationship with market share growth. This means that when food and beverage firms are perceived as environmentally responsible, they tend to enjoy stronger customer retention and improved competitive positioning in the market. The study therefore concludes that green reputation is a significant determinant of sustainable market performance and should be treated as a strategic asset in the food and beverage industry.

**Recommendations**

1. Food and beverage firms should strengthen their green reputation by consistently adopting and communicating environmentally responsible practices such as eco-friendly packaging, waste reduction strategies, and sustainable sourcing of raw materials. This will help build customer trust, improve loyalty, and enhance long-term market performance.
2. Management of food and beverage firms should integrate environmental sustainability into their core business strategy rather than treating it as a public relations tool. This can be achieved through genuine investment in green innovation and transparent sustainability reporting to improve market share growth and competitive advantage.

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