



Impact of Mindful Marketing on Consumer Trust and Brand Loyalty in Mumbai City among Gen Z

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Abstract

This study investigates how customer trust and brand loyalty among Mumbai's Generation Z are affected by attentive marketing strategies. The focus of mindful marketing is on social responsibility, sustainability, diversity, and authenticity. Given that Gen Z is becoming a major customer group in India's urban markets, it is critical to comprehend how they react to mindful marketing. This study concludes that thoughtful marketing greatly increases consumer trust, which in turn promotes brand loyalty, based on surveys and case studies of regional and international firms. According to the results, companies in Mumbai should put a high priority on social responsibility, sustainability, and transparency in order to establish enduring bonds with Gen Z customers.

Keywords: Mindful Marketing, Consumer Trust, Brand Loyalty, Generation Z, Sustainable Marketing, Ethical Marketing, Authentic Branding.

Introduction

The marketing field has experienced massive change in the last few decades since it is no longer in a product-focused and profit-oriented approach but a consumer-focused approach that promotes values, ethics, and social responsibility. In a state of increased awareness of environmental, social and ethical concerns, consumers are becoming more demanding of the brands to do more than merely provide a functional advantage, but to serve a positive good to society. This change has led to the idea of mindful marketing, which unites business goals with the welfare of society because of focusing on transparency, sustainability, inclusivity, and ethical communication.

Mindful marketing is characterized by a consideration of the overall picture of brand-consumer relationships when constructing trust based on authenticity, responsible behavior, and value-oriented. Mindful marketing promotes deep interaction and the development of long-term relationships as opposed to the persuasive approach. Losing its credibility and relevance, brands that do not act ethically responsibly with corporate responsibility in the digital era become more informed and critical of a company and its actions, as well as other companies.

Mumbai is a city of India, one of the liveliest metropolitan cities, which creates a unique background of studying mindful marketing practices. Having a highly diverse culture and economic importance, rapidly changing

consumer environment, Mumbai is where the vast number of young, digitally oriented consumers can be found. Among them, the Generation Z people born between 1997 and 2012 turns out to be an influential market segment. Gen Z consumers are both technologically savvy and socially conscious and highly concerned with problems of sustainability, social justice, and corporate ethics. The values of a brand, online presence, and perceived authenticity tend to guide their purchasing decisions and not just the price or the features of the products.

With these attributes, it is important to comprehend how mindful marketing will impact the perceptions and behaviors of Gen Z in the interest of businesses with long term success in urban Indian markets. The outcomes that are particularly valuable are consumer trust and brand loyalty, which not only will result in repeat purchases but also advocacy and participation in digital spaces. The paper thus explores how mindful marketing practices affect consumer trust and brand loyalty among Gen Z consumers in Mumbai with the aim of offering information on how ethicality-focused and value-driven marketing practices can build brand-consumer relationships within a socially conscious generation.

Review of Literature

Morgan and Hunt (1994) proposed the Commitment-Trust Theory of Relationship Marketing that emphasizes that trust is among the most significant factors in the formation and the sustenance of long-term relationships between the consumers and organizations. Trust, according to them, is present when the consumers have a belief that a brand is trustworthy, truthful and cares about their wellbeing. Trust creates less uncertainty and perceived risk particularly in markets where consumers have numerous options. When a consumer has confidence in a brand, he/she is eager to have a repeated interaction and sustain relationship in the long run. The authors believe that commitment comes because of trust and this makes customers remain loyal and avoid competitive products. Trust is also evidently defined in their research as one of the preconditions of loyalty and successful relationships in the long term.

Oliver (1999) also broadened the meaning of brand loyalty by identifying it as a strong commitment to purchasing a desired brand again in future, irrespective of the circumstances of the time or any advertising campaign by the competitors. Oliver said that the development of loyalty occurs in stages, which includes cognitive, affective, conative, and action loyalty. First, consumers select the brand depending on the information and rational analysis, however, in the course of time, emotional bonding and desire build. This development indicates that loyalty is not only repeat purchase behavior, but also emotional and psychological attachment to the brand. Oliver has stressed that loyalty can only be attained when customers remain loyal to a brand despite the ready availability of substitutes. According to his work, trust and positive brand experiences are critical in getting consumers to greater levels of loyalty.

Sheth, Sethia, and Srinivas (2011) developed the idea of mindful marketing, which is concentrated on ethical accountability, genuineness, and care about the welfare of society. According to them, modern marketing must not just focus on the maximization of profits but also focus on the effects that marketing activities have on consumers, society, and the environment. Mindful marketing promotes open information, responsible consumption, and the sustainability of the business. The authors also state that consumers are increasingly social and ethical and that they will favor those brands that correspond to their values. By undertaking mindful marketing, the brands are seen as honest and socially responsible, which contributes to the establishment of consumer trust. Collectively, these three studies report about a distinct relationship between mindful marketing, consumer trust and brand loyalty. Informed marketing behaviors are useful in building trust through showing a sense of moral purpose and genuineness. Trust as defined by Morgan and Hunt (1994) results in commitment, which enhances long-term relationships. The work of Oliver (1999) also adds that the result of such trust and commitment is a high brand loyalty.

Case Studies for Secondary Data

Nykaa is the largest beauty retailer in India, which has been integrating sustainability into their trademark and marketing position. The company focuses on sustainable formulations and eco-friendly packaging of a great number of its beauty products. Nykaa emphasizes cruelty-free, paraben-free, vegan, and natural ingredient lines, as well as encourages environmental responsibility in product design and environmentally friendly packaging projects. The Conscious at Nykaa brand and the Responsible Collection are edited content, which has featured products that are conscious and sustainable.

An analysis of two Indian sustainable beauty brands, Mamaearth and Forest Essentials, demonstrates two possible development directions of the environmentally conscious marketing strategy. The marketing approach employed by Mamaearth is digital-first, youth-focused with high priorities on toxin-free, eco-friendly formulations and influencer programs. Conversely, Forest Essentials also places itself as a luxurious Ayurveda-centered brand using sustainability as a foundation that is based on traditional knowledge and craftsmanship. Both brands have been able to capture consumers who seek ethical and environmentally friendly products, albeit in different segments.

FabIndia is a traditional lifestyle brand in India with a high level of dedication to traditional craftsmanship, organic materials and sustainable sourcing. It is also observed that FabIndia operates based on environmentally friendly fabrics like organic cotton and natural dyes and engages in fair-trade activities that benefit the rural craftsmen. One of the other areas of research that has been noted is the utilization of eco-labels and traditional craft associations to establish the brand as an ethically and socially responsible brand to gain credibility with the environmentally conscious urban consumer market.

WOW Skin Science and Mamaearth are skincare brands that have a comparative case study of how these brands appeal to consumers who favor eco-conscious products in the Indian market. WOW also stresses environmentally responsible packaging and a green product attribute, whereas Mamaearth is toxin-free and skin-safe, which both attract green consumers and increase consumer confidence and satisfaction.

Nirmalaya is a Delhi based venture that converts the floral waste in the temple to eco-friendly incense and lifestyle products. The brand is operated with the circular-economy business model which utilizes waste to produce natural and biodegradable products in a sustainable manner. Nirmalaya also considers itself environmentally conscious and contributes to the employment of women, which makes its business socially responsible and sustainable, as well as environmentally conscious.

Objectives

1. To analyze the relationship between mindful marketing and consumer trust.
2. To examine the impact of mindful marketing on brand loyalty.
3. To explore Gen Z perceptions of mindful marketing in Mumbai.

Research Methodology

- **Population:** Gen Z consumers (ages 18–25) in Mumbai.
- **Sample Size:** 386 respondents.
- **Data Collection:** Online surveys via Google Forms.
- **Variables:** Independent variable: mindful marketing practices (eco-friendly packaging, transparency, inclusivity). Dependent variables: consumer trust and brand loyalty.
- **Analysis Tools:** KS Test for Normality and One Sample Wilcoxon Sign Rank Test.

Hypothesis

H₀–The median response of Gen Z consumers regarding trust in brands practicing mindful marketing is equal to the neutral value. H₁–The median response of Gen Z consumers regarding trust in brands practicing mindful marketing is significantly different from the neutral value.

H0–The median response regarding the perception of honesty and ethical behavior of brands practicing mindful marketing is equal to 3. H1–The median response regarding the perception of honesty and ethical behavior of brands practicing mindful marketing is significantly different from 3.

H0–The median response regarding skepticism toward sustainability claims made by brands is equal to the neutral value (3). H1–The median response regarding skepticism toward sustainability claims made by brands is significantly different from the neutral value (3).

H0–The median response regarding repeat purchase intention toward brands practicing mindful marketing is equal to 3. H1–The median response regarding repeat purchase intention toward brands practicing mindful marketing is significantly different from 3.

H0–The median response regarding willingness to recommend mindful brands is equal to the neutral value (3). H1–The median response regarding willingness to recommend mindful brands is significantly different from the neutral value (3).

H0–The median response regarding emotional connection with brands practicing mindful marketing is equal to 3. H1–The median response regarding emotional connection with brands practicing mindful marketing is significantly different from 3.

Table 1 Kolmogorov–Smirnov Normality Test Results

Likert Item	Shapiro–Wilk p-value	K–S p-value	Normally Distributed?
Consumers tend to place greater trust in brands by practicing mindful marketing	0.000	0.000	No
Mindful marketing practices make brands appear honest and ethical	0.000	0.000	No
Consumers are skeptical of brands claiming sustainability without action	0.000	0.000	No
Consumers are more likely to make repeat purchases from mindful brands	0.000	0.000	No
Consumers are more likely to recommend mindful brands to others	0.000	0.000	No
Mindful marketing increases emotional connection with the brand	0.000	0.000	No

Normality of the Likert-scale data was assessed using the Kolmogorov–Smirnov tests. The results indicated that all items had p-values less than 0.05, suggesting that the data did not follow a normal distribution. As the study is based on ordinal Likert-scale responses, this deviation from normality is acceptable. Hence the researcher uses One Sample Wilcoxon Sign Rank Test (Non-Parametric).

Table 2 One-Sample Wilcoxon Signed Rank Test Results

Item	Median	Wilcoxon Statistic	p-value / Result
Consumers tend to place greater trust in brands by practicing mindful marketing	4	3179	0 / Significant
Mindful marketing practices make brands appear honest and ethical	4	3553	0 / Significant
Consumers are skeptical of brands claiming sustainability without action	4	5858	0 / Significant

Consumers are more likely to make repeat purchases from mindful brands	4	3076	0 / Significant
Consumers are more likely to recommend mindful brands to others	4	4069	0 / Significant
Mindful marketing increases emotional connection with the brand	4	2952	0 / Significant

As the Likert-scale data did not satisfy the assumption of normality, the One-Sample Wilcoxon Signed Rank Test was employed to examine whether respondents’ perceptions differed significantly from the neutral value of three. The results revealed that all items had median values of four, with p-values less than 0.05. This indicates a statistically significant positive inclination of Gen Z consumers towards mindful marketing practices, demonstrating higher levels of trust, loyalty, and emotional attachment towards such brands.

Findings & Discussion

Gen Z consumers in Mumbai show significantly higher trust in brands practicing mindful marketing, confirming a positive relationship between mindful marketing and consumer trust.

Mindful marketing significantly enhances perceptions of honesty and ethical behavior, highlighting the importance of ethical communication for Gen Z consumers.

The lack of credibility towards alleged sustainability by consumers is also high and the call to be genuine and transparent in mindful marketing actions is paramount.

There is a positive impact of mindful marketing on brand loyalty; it can be proven by the growth of repeat purchase intention among consumers of Generation Z.

Generation Z consumers are also characterized by a higher likelihood to refer to mindful brands and develop more emotional attachment to the brands which match their social and ethical values.

Every hypothesis was statistically supported and the use of One-Sample Wilcoxon Signed-Rank Test was considered, to analyze non-normally distributed Likert scale data.

Suggestions and Recommendations

- Brands should adopt genuine and action-based mindful marketing practices rather than using sustainability only as a promotional message.
- Companies must ensure transparency in communication regarding ethical practices, environmental initiatives, and social responsibility to build consumer trust.
- Marketers should avoid greenwashing, as Gen Z consumers show high skepticism toward unsubstantiated sustainability claims.
- Mindful marketing strategies should be integrated into core brand values and not treated as short-term campaigns.
- Brands targeting Gen Z should leverage digital and social media platforms to communicate real impact stories and ethical initiatives.
- Organizations should use mindful marketing as a long-term brand loyalty strategy to encourage repeat purchases and positive word-of-mouth.
- Emotional storytelling aligned with social, cultural, and environmental values can help strengthen emotional connection with consumers.
- Brands should actively engage Gen Z consumers through community-based and cause-related marketing initiatives.
- Regulatory authorities should develop ethical marketing guidelines to promote responsible branding and reduce misleading claims.
- Future researchers may explore comparative studies across cities, age groups, or industries to expand the scope of mindful marketing research.

Conclusion, Limitations & Future Scope

The present research explored the effects of mindful marketing on consumer trust and brand loyalty among the consumers of Generation Z in Mumbai. The statistical analysis conducted with the help of non-parametric techniques showed that the disposition of the Generation Z consumers was significantly positive towards the brands that engaged in mindful marketing. The results show that mindful marketing will improve consumer trust, enhance perceptions of honesty and ethical behaviors, raise purchase intention to repeat, promote brand recommendation, and create emotional attachment. The fact that the null hypotheses are rejected, proves that the perceptions of mindful marketing among the consumers of Generation Z are considerably higher than the neutral one, meaning that consumers prefer brands that are authentic, ethically responsible, and socially conscious. Simultaneously, the research shows the importance of skepticism of consumers concerning dubious sustainability claims, with transparency and actual action being the key elements. Overall, the conclusions provide evidence that mindful marketing is not a trend but a strategic necessity of the brands aiming at attracting Gen Z customers in urban settings like Mumbai. Companies that genuinely consider mindful marketing as a part of their fundamental offerings have higher chances of building long-term consumer trust, loyalty, and advocacy and, as a result, promoting sustainable brand development in a socially responsible market.

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