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# **The Impact of Sustainable Marketing Strategies on Achieving Sustainable Consumerism: A Field Study**

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## 1. Introduction

Sustainable marketing and sustainable consumerism are two sides of the same coin, both essential for creating a more environmentally and socially responsible future. While sustainable consumerism concentrates on consumer decisions that minimize harmful effects on the natural world, sustainable marketing involves the creation of tactics that are in line with social and environmental goals.

Raising customer awareness and educating them about the value of sustainable consumption is one of the main effects of sustainable marketing. Sustainable marketing can encourage consumers to make better informed decisions and lead more sustainable lifestyles by emphasizing the advantages that sustainable products and behaviors have for the natural world and society. Increased demand for sustainable products and services may result from this, which will encourage companies to spend money creating and producing them.

Sustainable marketing methods can also help to increase brand loyalty and trust among clients who are becoming more aware of the environmental and social implications of their shopping decisions. Businesses may stand out from rivals and attract the increasing number of customers that give sustainability top priority when making purchases by expressing a true dedication to sustainability.

Environmentally friendly and sustainable society can be achieved through a variety of means, including the promotion of sustainable product innovations, brand loyalty, and increased awareness. Sustainable marketing has a significant impact on achieving sustainable consumerism.

Innovations in sustainable product creation and promotion can benefit greatly from the application of sustainable marketing. Sustainable marketing may encourage the adoption of these innovations and quicken the shift to a more sustainable economy by emphasizing the advantages of sustainable goods and services and by constructing a favorable narrative around sustainable consumption.

Sustainability is now expected by most people and is no longer an outsider issue. Because they are better aware and involved, consumers frequently give priority to companies that share their values. For marketers, this change offers both possibilities and challenges. Businesses need to integrate social and environmental concerns into their marketing processes in order to succeed in this new climate. This requires them to embrace sustainable marketing as a key strategy.

Understanding the three fundamental concepts of environmental, social, and economic sustainability is the basis of sustainable marketing. Reducing ecological footprints through ethical purchasing, production, and waste handling is the main goal of environmental sustainability. Social sustainability places a strong emphasis on promoting social justice, ethical work practices, and community involvement. Businesses can stay in operation and continue to improve society as a whole by adhering to the principles of economic sustainability. Each of these components work together smoothly in a sustainable marketing plan that benefits the organization and its stakeholders.

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Recognizing the importance of innovation and creativity is crucial as we look into the finer details of sustainable marketing tactics. The transition to sustainability offers a chance to reconsider goods, services, and business strategies in addition to being about compliance and standards meeting. Creative businesses are using technology and design thinking to develop solutions that satisfy customer wants and solve environmental issues.

There are several obstacles in the way of the shift to sustainable consumerism both systemic and human. Individual consumers frequently struggle with misunderstanding of the social and environmental effects of what they purchase. Availability and the misconception that sustainable items are more expensive might further discourage people from choosing environmentally friendly options. Moreover, behavioral adjustments may be slowed by deeply rooted consuming behaviors and the need to keep to social norms in general.

Since consumption is a major driver of economic growth in the system, sustainability is a difficult priority. The problem is made more difficult by the constant impact of marketing and advertising, which frequently encourage needless consumption. Significant challenges are also presented by the absence of a strong infrastructure for waste management, recycling, and the availability of sustainable products. Governments frequently place a higher priority on economic expansion than environmental preservation, which results in a lack of laws that encourage sustainable consumption. Global disparities make the issue worse.

Sustainable Consumerism is a method that helps consumers to make decisions that have a low negative impact on the environment and society while satisfying their needs. It entails making thoughtful decisions about what to acquire, how much to consume, and how to get rid of items.

This includes lowering consumption, reusing items, recycling materials, selecting environmentally friendly products, supporting ethical and fair-trade methods, and consuming responsibly. Individuals that practice sustainable consumption may assist to create a more sustainable future and safeguard the earth for future generations.

Finally, sustainable consumerism is more than simply shopping; it is a call to action for people, communities, and corporations to link their beliefs with their purchasing decisions. Consumers have the ability to influence market trends and promote systemic change via our purchasing decisions. By prioritizing sustainability, we can help to create a healthier world, promote social fairness, and generate a more sustainable economy. In this view, sustainable consumerism is both a problem and an opportunity—a road to a kinder and sustainable society in which our spending habits reflect our shared duty to one another and the environment.

As we manage the complicated rules of modern consumerism, adopting sustainable behaviors is critical not just for our own well-being, but also for the future of our world. The combination of human choices, corporate accountability, and structural change will shape the future of consumption. Understanding and advocating sustainable consumerism allows us to be catalysts for a more sustainable future, reclaiming the narrative of purchasing as an act of stewardship rather than enjoyment.

## 2. Research objectives

- 2.1. To investigate the impact of sustainable marketing strategies on Consumer Awareness
- 2.2. To investigate the impact of sustainable marketing strategies on Values and Attitudes
- 2.3. To investigate the impact of sustainable marketing strategies on Buying Behavior
- 2.4. To investigate the impact of sustainable marketing strategies on Post-Purchase Behavior
- 2.5. To investigate the impact of sustainable marketing strategies on Cultural Influences

## 3. Research Gap

More knowledge is still needed to comprehend the underlying values and motives that influence consumers' preferences for sustainable products. The psychological, sociological, and cultural elements that affect customers' acceptance of sustainable products and their willingness to pay more for environmentally friendly alternatives should be the subject of future research.

A large portion of current research has been carried out in developed Western markets. To comprehend how the effects of sustainable marketing differ in various cultural, economic, and regulatory situations, more research is required. And we found Most studies have looked at sustainable marketing in isolation. Research is lacking on how sustainable marketing strategies can be optimally integrated with other marketing mix elements (product, price, place) to drive.

By filling in these research gaps, sustainability activists, politicians, and marketers will have a deeper recognize of how to use sustainable marketing tactics that will encourage significant and lasting shifts in consumer behavior toward sustainable practices.

## 4. Research Problem

The idea of sustainable marketing has experienced remarkable growth in popularity in recent times due to the growing preference of customers for eco-friendly products and practices. But there's a big disconnect between what consumers know about the fundamentals of sustainable marketing and what campaigns aim to promote. The purpose of this essay is to investigate the causes of customer misunderstanding and uncertainty around sustainable marketing. By looking at the elements that contribute to this problem, we can create plans to close the communication gap between consumers and marketers and promote more sustainable and knowledgeable consumption.

There is not enough of extensive information regarding the efficiency of sustainable marketing tactics in influencing consumer behavior towards environmentally friendly products or brands, despite the growing use of these strategies by businesses. There is a need to highlight the critical elements that influence whether sustainable marketing initiatives are



successful or unsuccessful in generating the desired customer reactions because the results of previous studies have been inconsistent.

It is essential for understanding the attitudes and perceptions of consumers regarding sustainable marketing. Examining consumer perceptions of sustainable marketing campaigns, their degree of environmental awareness and knowledge, and their general attitudes towards sustainability can yield important information about how sustainable marketing achieves sustainable consumerism.

these research problems would help generate more robust, actionable insights to guide the development and implementation of effective sustainable marketing strategies that can drive measurable shifts towards sustainable consumerism.

## 5. Research Variable

Sustainable Marketing Strategies	Sustainable Consumerism
Product Development	Consumer Awareness
Brand Positioning	Values and Attitudes
Pricing Strategies	Buying Behavior
Communication channels	Post-Purchase Behavior
Consumer Education	Cultural Influences

## 6. Research Hypotheses

H<sub>1</sub>: There is no relationship sustainable marketing strategies and sustainable consumerism

H<sub>2</sub>: There is no significant impact of sustainable marketing strategies on Consumer Awareness

H<sub>3</sub>: There is no significant impact of sustainable marketing strategies and personal Buying Behavior

H<sub>4</sub>: There is no significant impact of sustainable marketing strategies on Post-Purchase Behavior

H<sub>5</sub>: There is no significant impact of sustainable marketing strategies on Values and Attitudes

H<sub>6</sub>: There is no significant impact of sustainable marketing strategies on Cultural Influences

## 7. Research Methodology

### 7.1 Data collection

The goal of the study was to investigate how consumers view sustainable marketing strategies and determine the relationships between consumer behavior and the sustainable marketing concept, as well as between consumer behavior and sustainable marketing tools.

consumer purchase intention and sustainable marketing. The study applied an analytical model of investigation, a questionnaire survey, to guide the study productively.

The goal of the study is to address current issues facing the company and individuals in order to increase their concern for the idea of "Going sustainable."

To examine the research objectives, both primary and secondary data have been gathered and analyzed. To define the boundaries of the subject area, a thorough search for relevant academic books, reports, and articles was the first stage of the study.

## 7.2 Population and sample

Primary data would be collected through questionnaires. The questionnaire contained questions -asking like your sustainable consumer is affected by sustainable marketing strategies of the company, repurchase decision is affected or not, how much extra you are ready to pay.

Secondary data also referred to as "second-party data," describes any dataset that has been gathered by someone other than the user. Secondary sources of data are quite helpful. They make it possible for researchers and data analysts to create sizable, excellent databases that aid in finding solutions of business issues.

Data analysis Likert 5-point scales were used in all measures. In order to achieve the objective of the study, the statistical tool has been used to analyze the data

## 8. Research limitation:

Study time frame:

2024/2025

The company we will be working on in our study is IKEA, IKEA is a multinational company known for its ready-to-assemble furniture, kitchen appliances, and home accessories. Founded in 1943 in Sweden by Ingvar Kamprad, IKEA has grown into one of the world's largest furniture retailers, operating stores in numerous countries. The major limitations for this study were the geographical limitations as the area of study was limited to Cairo governorate. Because sustainable marketing strategies is still a relatively new concept in developing nations, there is not a lot of literature on the topic. For a broader view, the study concentrated on adult and young customers. In future investigations, selecting one specific eco-brand can provide respondents the chance of comparing items that are eco-branded and those that are not, leading to a more reliable response. When creating a new framework, the current study's insights can be useful. Cross-cultural comparisons can also be facilitated by doing similar studies in other emerging nations.

## 9. Statistical Analysis

The statistical analysis for this paper employs the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. This method was suitable for exploratory research and complex models with multiple constructs and indicator variables. It can effectively handle smaller as well as larger sample sizes and non-normally distributed data, which is often the

case in management and social sciences research. PLS-SEM allows for the simultaneous assessment of measurement and structural models, providing a comprehensive analysis of the relationships between variables. The analysis was conducted using SmartPLS V.3, which is a widely recognized software for PLS-SEM analysis in academic research besides the IBM SPSS V.29 software. The analytical process followed a two-step approach, the measurement and the structural model assessments.

## 9.1 Measurement model assessment

In evaluating the measurement model for our study on sustainable marketing strategies and sustainable consumerism, we conducted a comprehensive assessment of the model's psychometric properties, focusing on three key aspects: convergent validity, discriminant validity, and internal consistency reliability. This assessment is crucial to ensure the robustness and reliability of our findings before proceeding with the structural model analysis. Regarding convergent validity, our analysis reveals strong psychometric properties across all measurement items. The factor loadings for all 30 items range from 0.626 to 0.885, with the majority of items showing loadings well above the recommended threshold of 0.7. Specifically, examining the constructs in detail, we observe particularly robust loadings for Cultural Influences (V13-V15), with V14 demonstrating the highest loading of 0.885. Similarly, Consumer Education items (V28-V29) exhibit strong loadings of 0.882 and 0.837 respectively, though V30 shows a relatively lower but acceptable loading of 0.626.

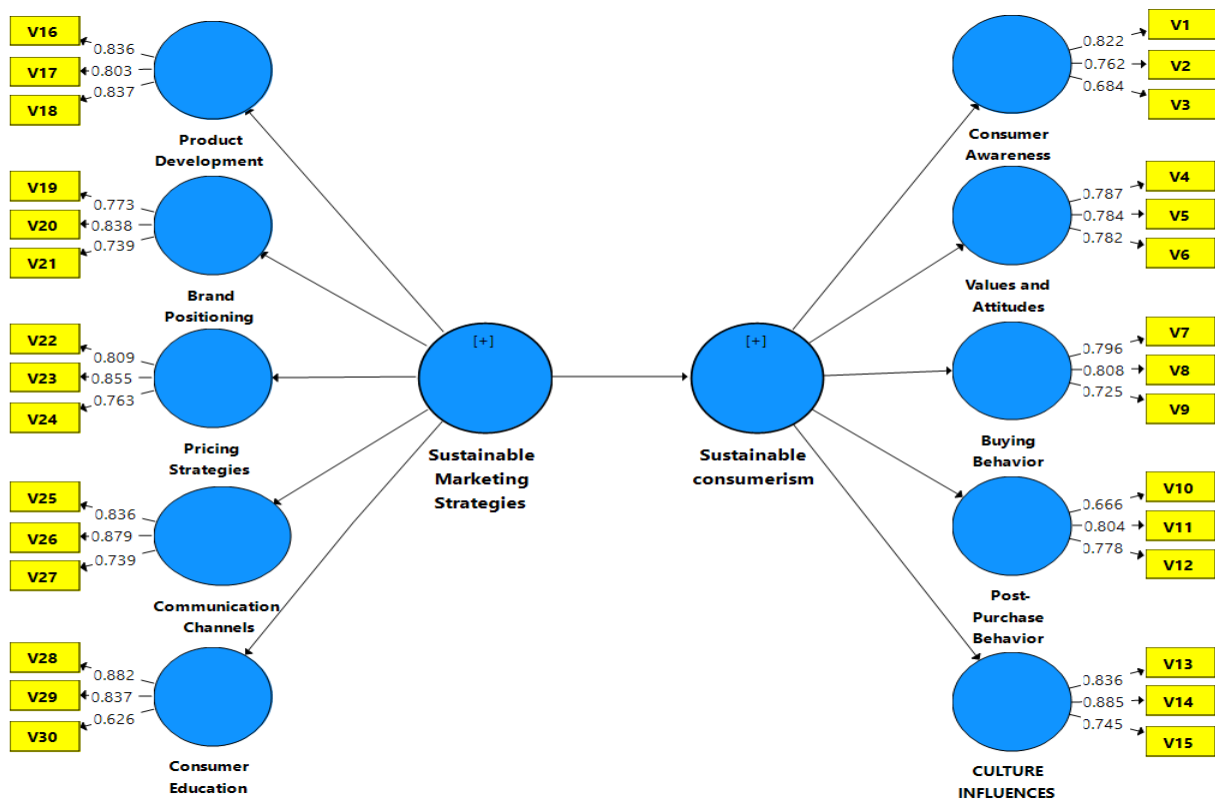
Table 1: Item Loading

Item <- Construct	Loading	t-value	P-value	95% CI for Loading	
				LL	UL
V1 <- Consumer Awareness	0.822	25.982	<0.001	0.751	0.875
V2 <- Consumer Awareness	0.762	17.296	<0.001	0.665	0.836
V3 <- Consumer Awareness	0.684	11.392	<0.001	0.554	0.785
V4 <- Values and Attitudes	0.787	22.275	<0.001	0.713	0.85
V5 <- Values and Attitudes	0.784	19.286	<0.001	0.683	0.847
V6 <- Values and Attitudes	0.782	17.057	<0.001	0.676	0.856
V7 <- Buying Behavior	0.796	23.282	<0.001	0.719	0.85
V8 <- Buying Behavior	0.808	29.295	<0.001	0.744	0.853
V9 <- Buying Behavior	0.725	14.641	<0.001	0.614	0.808
V10 <- Post-Purchase Behavior	0.666	9.972	<0.001	0.509	0.773
V11 <- Post-Purchase Behavior	0.804	28.936	<0.001	0.747	0.853
V12 <- Post-Purchase Behavior	0.778	19.804	<0.001	0.69	0.845
V13 <- CULTURE INFLUENCES	0.836	32.351	<0.001	0.78	0.881
V14 <- CULTURE INFLUENCES	0.885	45.53	<0.001	0.84	0.918
V15 <- CULTURE INFLUENCES	0.745	16.49	<0.001	0.644	0.823



V16 <- Product Development	0.836	27.846	<0.001	0.767	0.886
V17 <- Product Development	0.803	19.278	<0.001	0.702	0.871
V18 <- Product Development	0.837	26.592	<0.001	0.766	0.89
V19 <- Brand Positioning	0.773	18.998	<0.001	0.679	0.84
V20 <- Brand Positioning	0.838	29.906	<0.001	0.776	0.885
V21 <- Brand Positioning	0.739	16.926	<0.001	0.643	0.812
V22 <- Pricing Strategies	0.809	22.014	<0.001	0.724	0.868
V23 <- Pricing Strategies	0.855	45.468	<0.001	0.818	0.89
V24 <- Pricing Strategies	0.763	16.691	<0.001	0.659	0.838
V25 <- Communication Channels	0.836	29.119	<0.001	0.775	0.889
V26 <- Communication Channels	0.879	47.921	<0.001	0.841	0.911
V27 <- Communication Channels	0.739	15.742	<0.001	0.641	0.823
V28 <- Consumer Education	0.882	54.884	<0.001	0.849	0.911
V29 <- Consumer Education	0.837	25.064	<0.001	0.762	0.893
V30 <- Consumer Education	0.626	8.436	<0.001	0.449	0.747

CI = Confidence Interval; LL = Lower Limit; Upper Limit.



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### Figure 1: Measurement Model

The statistical significance of these loadings is strongly supported by the t-values and p-values. All items demonstrate t-values well above the critical threshold of 1.96, ranging from 8.436 to 54.884, with corresponding p-values all below 0.001. This indicates that all item loadings are statistically significant at the 99.9% confidence level. The 95% confidence intervals (CI) for the loadings provide additional support for their reliability, with lower limits (LL) predominantly above 0.6 and upper limits (UL) reaching up to 0.918. Some notable observations include the particularly strong performance of Communication Channels items (V25-V27), with loadings ranging from 0.739 to 0.879, and Pricing Strategies items (V22-V24), showing robust loadings between 0.763 and 0.855. The Consumer Awareness construct (V1-V3) demonstrates a gradual decrease in loadings from 0.822 to 0.684, though all remain above acceptable thresholds.

It's worth noting that even the few items with loadings slightly below 0.7 (such as V10 at 0.666 and V30 at 0.626) still demonstrate statistical significance and acceptable confidence intervals, suggesting their retention in the model is justified. These results, combined with the tight confidence intervals observed across all items, provide strong evidence for the convergent validity of our measurement model. This robust pattern of factor loadings, coupled with their statistical significance and narrow confidence intervals, suggests that our measurement items effectively capture their intended constructs. The results indicate that respondents consistently interpreted and responded to the survey items as intended, providing a solid foundation for further analysis of the relationship between sustainable marketing strategies and sustainable consumerism.

## 9.2 Structural Model

After establishing the reliability and validity of our measurement model, we proceeded to test the hypothesized relationships between sustainable marketing strategies and sustainable consumerism. The structural model analysis was conducted to examine both the direct effect of sustainable marketing strategies on overall sustainable consumerism (H1) and its specific impacts on individual dimensions of sustainable consumerism (H1-1 through H1-5). The analysis employed bootstrapping procedures to assess the statistical significance of the path coefficients and their confidence intervals.

Table: Path coefficients and hypothesis testing

H	Path	B	t-value	P-value	95% BCCI		Remark
					LB	UB	
H1	Sustainable Marketing Strategies -> Sustainable consumerism	0.75	19.558	<.001	0.663	0.813	Supported
H1-1	Sustainable Marketing Strategies -> Consumer Awareness	0.585	11.057	<.001	0.465	0.673	Supported
H1-2	Sustainable Marketing Strategies -> Values and Attitudes	0.593	11.299	<.001	0.476	0.684	Supported
H1-3	Sustainable Marketing Strategies -> Buying Behavior	0.486	7.28	<.001	0.329	0.595	Supported
H1-4	Sustainable Marketing Strategies -> Post-Purchase Behavior	0.609	10.198	<.001	0.473	0.711	Supported
H1-5	Sustainable Marketing Strategies -> CULTURE INFLUENCES	0.688	17.131	<.001	0.591	0.75	Supported

The structural model results reveal compelling evidence supporting all hypothesized relationships. The primary hypothesis (H1) examining the overall impact of sustainable marketing strategies on sustainable consumerism shows a strong positive relationship ( $\beta = 0.750$ ,  $t = 19.558$ ,  $p < .001$ ). This substantial path coefficient, coupled with a narrow confidence interval [0.663, 0.813], provides robust support for the fundamental premise that sustainable marketing strategies significantly influence sustainable consumerism.

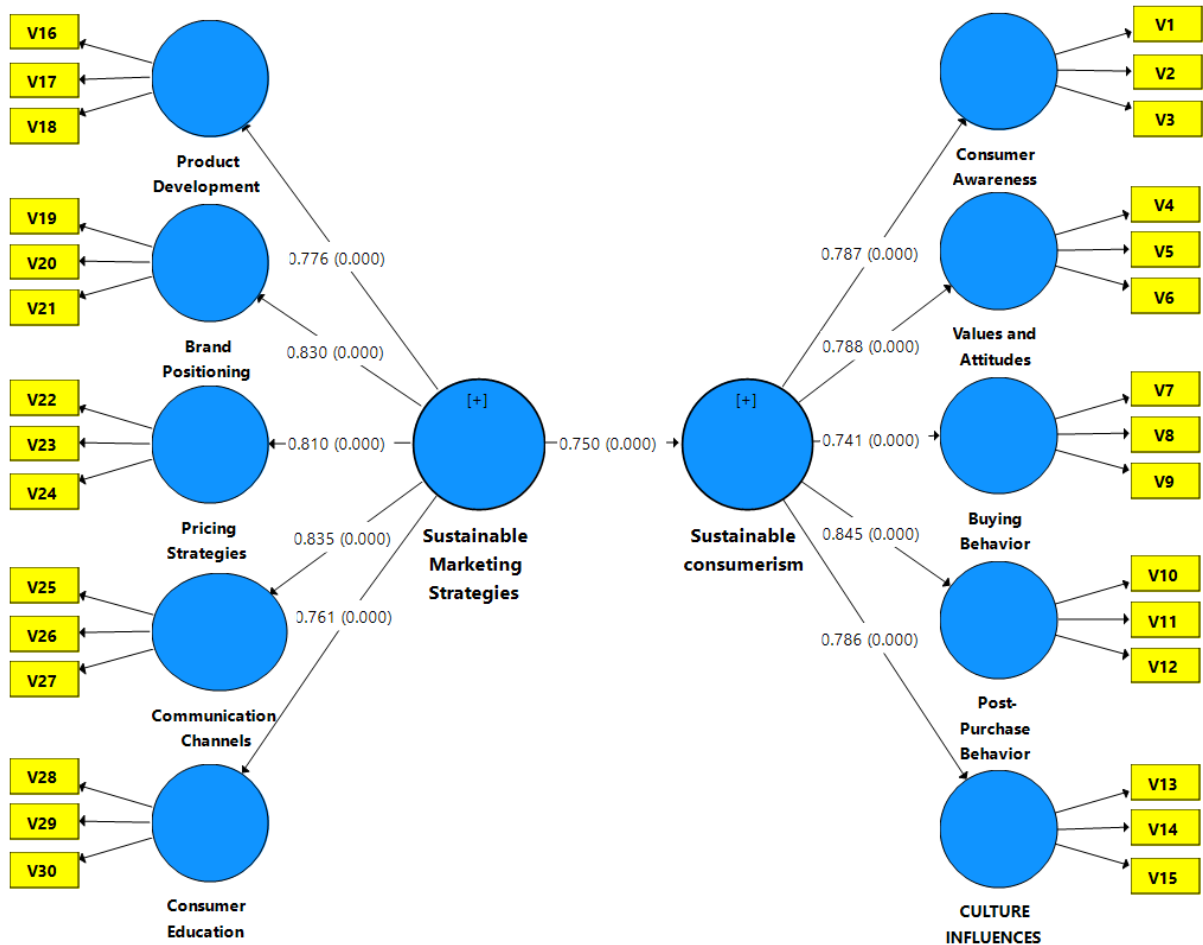


Figure 2: Structural Model (Main Hypothesis)

Examining the specific dimensional relationships, our analysis reveals varying degrees of influence across different aspects of sustainable consumerism. The strongest impact is observed on cultural influences (H1-5:  $\beta = 0.688$ ,  $t = 17.131$ ,  $p < .001$ ), with a confidence interval of [0.591, 0.750], suggesting that sustainable marketing strategies play a crucial role in shaping cultural perspectives toward sustainability. This is followed by significant effects on post-purchase behavior (H1-4:  $\beta = 0.609$ ,  $t = 10.198$ ,  $p < .001$ ) and values and attitudes (H1-2:  $\beta = 0.593$ ,  $t = 11.299$ ,  $p < .001$ ), both demonstrating robust relationships with relatively narrow confidence intervals.

Table 5: Structural Model Assessment

Construct/ Path	Estimate	t-value	P-value	95% CI	
				LB	UB
<b>R-square</b>					
Sustainable consumerism	0.562	9.843	<0.001	0.447	0.672
Consumer Awareness	0.342	5.482	<0.001	0.235	0.48
Values and Attitudes	0.351	5.622	<0.001	0.241	0.492
Buying Behavior	0.236	3.598	<0.001	0.126	0.384
Post-Purchase Behavior	0.371	5.085	<0.001	0.243	0.522
Culture Influences	0.473	8.582	<0.001	0.367	0.584
<b>f-square</b>					
Sustainable Marketing Strategies -> Sustainable consumerism	1.284	4.075	<0.001	0.81	2.049
Sustainable Marketing Strategies -> Consumer Awareness	0.52	3.288	0.001	0.308	0.922
Sustainable Marketing Strategies -> Values and Attitudes	0.541	3.365	0.001	0.318	0.967
Sustainable Marketing Strategies -> Buying Behavior	0.309	2.513	0.012	0.144	0.622
Sustainable Marketing Strategies -> Post-Purchase Behavior	0.59	2.894	0.004	0.321	1.093
Sustainable Marketing Strategies -> Culture Influences	0.898	4.259	<0.001	0.579	1.401

The structural model assessment reveals comprehensive insights into the explanatory and predictive capabilities of our model examining the relationship between sustainable marketing strategies and sustainable consumerism. The analysis encompasses multiple evaluation criteria, including R-square values, f-square effect sizes, VIF assessments, and Q-square predictive relevance measures. The R-square results demonstrate substantial explanatory power across all constructs. The model explains 56.2% of the variance in overall sustainable consumerism ( $R^2 = 0.562$ ,  $t = 9.843$ ,  $p < 0.001$ ), with a confidence interval of [0.447, 0.672], indicating robust predictive accuracy. Among the specific dimensions, Culture Influences shows the highest explained variance at 47.3% ( $R^2 = 0.473$ , CI: [0.367, 0.584]), followed by Post-Purchase Behavior at 37.1% ( $R^2 = 0.371$ , CI: [0.243, 0.522]). Values and Attitudes and Consumer Awareness demonstrate similar levels of explained variance at 35.1% and 34.2% respectively, while Buying Behavior shows a lower but still significant R-square value of 23.6%.

The f-square effect sizes provide additional insight into the strength of relationships within the model. The impact of sustainable marketing strategies on overall sustainable consumerism shows a substantial effect size of 1.284 ( $t = 4.075$ ,  $p < 0.001$ , CI: [0.81, 2.049]). Among the dimensional relationships, the strongest effect is observed for Culture Influences



( $f^2 = 0.898$ , CI: [0.579, 1.401]), followed by Post-Purchase Behavior ( $f^2 = 0.590$ , CI: [0.321, 1.093]). The effects on Values and Attitudes ( $f^2 = 0.541$ ) and Consumer Awareness ( $f^2 = 0.520$ ) are moderate, while Buying Behavior shows a smaller but significant effect size ( $f^2 = 0.309$ ).

The structural model's validity is further supported by VIF values all being below 5, indicating the absence of problematic multicollinearity among the predictor constructs. Additionally, the Q-square values ranging from 0.13 to 0.315 demonstrate positive predictive relevance across all endogenous constructs, confirming the model's capability to accurately predict observations in reflective measurement models.

These comprehensive results provide strong evidence for the structural model's robustness and predictive capability. The combination of substantial R-square values, significant effect sizes, acceptable VIF values, and positive Q-square statistics indicates that sustainable marketing strategies effectively explain and predict various aspects of sustainable consumerism, with particularly strong impacts on cultural influences and overall sustainable consumer behavior.

## 10. Summary and Conclusion

The empirical analysis of our study yields significant findings regarding the relationship between sustainable marketing strategies and sustainable consumerism. The measurement model demonstrated robust psychometric properties, with factor loadings ranging from 0.626 to 0.885, all statistically significant at  $p < 0.001$ . The reliability measures, including Cronbach's alpha (0.613-0.766), rho\_A (0.626-0.767), and composite reliability (0.795-0.865), exceeded acceptable thresholds, while AVE values (0.565-0.681) confirmed convergent validity. Discriminant validity was established through HTMT ratios, all remaining below the critical threshold of 1.0, indicating distinct construct measurements.

The structural model analysis revealed a strong positive relationship between sustainable marketing strategies and overall sustainable consumerism ( $\beta = 0.750$ ,  $t = 19.558$ ,  $p < .001$ ), explaining 56.2% of its variance. The impact varied across different dimensions, with the strongest effect observed on cultural influences ( $\beta = 0.688$ ,  $R^2 = 0.473$ ), followed by post-purchase behavior ( $\beta = 0.609$ ,  $R^2 = 0.371$ ), values and attitudes ( $\beta = 0.593$ ,  $R^2 = 0.351$ ), consumer awareness ( $\beta = 0.585$ ,  $R^2 = 0.342$ ), and buying behavior ( $\beta = 0.486$ ,  $R^2 = 0.236$ ). The model's predictive relevance was confirmed through Q-square values ranging from 0.13 to 0.315, while f-square effect sizes demonstrated substantial practical significance, particularly for cultural influences (0.898) and overall sustainable consumerism (1.284).

This study provides compelling evidence for the significant role of sustainable marketing strategies in fostering sustainable consumerism. The findings demonstrate that organizations' sustainable marketing initiatives substantially influence consumer behavior across multiple dimensions, with particularly strong effects on cultural influences and post-purchase behavior. The robust explanatory power of the model suggests that sustainable marketing strategies serve as effective tools for promoting environmentally conscious consumer behavior. The varying impact levels across different dimensions offer valuable insights for marketing practitioners and policymakers. The stronger influence on cultural influences and post-purchase behavior suggests that sustainable marketing strategies are particularly

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effective in shaping long-term consumer attitudes and behaviors. However, the relatively lower impact on buying behavior indicates potential areas for improvement in translating awareness and attitudes into actual purchase decisions.

These findings have important implications for business strategy and policy development. Organizations should integrate sustainability considerations throughout their marketing mix, with particular attention to cultural alignment and post-purchase engagement. The results also suggest that comprehensive approaches to sustainable marketing, rather than isolated initiatives, are more likely to achieve significant behavioral changes among consumers. Future research could explore the specific mechanisms through which sustainable marketing strategies influence different aspects of consumer behavior, particularly focusing on strengthening the connection between positive attitudes and actual purchasing decisions. Additionally, longitudinal studies could provide insights into the temporal dynamics of these relationships and the long-term effectiveness of sustainable marketing initiatives. This study contributes to both theoretical understanding and practical implementation of sustainable marketing strategies, providing evidence-based guidance for organizations seeking to promote sustainable consumption patterns while maintaining business viability. The findings underscore the importance of aligning marketing strategies with sustainability goals to create lasting positive impact on consumer behavior and environmental outcomes.

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