

Sustainable Digital Marketing: How Green Tech Influences Brand Perception

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Abstract: This study explores the impact of renewable and digital marketing on sustainable intangible branding in today's consumer market, with special reference to India. This research aims to examine the impact of digital marketing strategies integrated with green technology on consumer brand image and to gain insights into the links between sustainable digital marketing transparency and consumer purchasing intent. As such, a cross-sectional quantitative research design was used to administer a 42-item questionnaire to 385 respondents across the five major metropolitan cities in India (Delhi, Mumbai, Bangalore, Chennai, and Kolkata). Data analysis consisted of descriptive statistics, reliability analysis, and Pearson correlation analysis and was conducted using SPSS Version 26.0. This hypothesis claimed that sustainable digital marketing practices have a meaningful impact on brand image and consumer trust. The results showed that 78.2% of respondents said they look for sustainability information before making purchasing decisions, while 81.0% said they trust brands that clearly report their sustainability positioning. Results indicated that sustainable digital marketing practices were highly positively correlated with brand perception ($r=0.769$, $p<0.01$) and with brand perception and purchase intention ($r=0.791$, $p<0.01$). In addition, 73.0% were willing to switch brands to a company with a stronger environmental commitment. Thus, genuine sustainability-based businesses that can use Green Technology to promote their tangible sustainability efforts will see a difference in consumer perceptions of their products, with significant competitive implications for eco-sensitive markets.

Keywords: Sustainable Digital Marketing; Brand Perception; Consumer Behaviour; Environmental Marketing; Environmental Sustainability; Technological Infrastructure; Green Technology.

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1. Introduction

There has been a shift in consumer expectations in today's business world; environmental sustainability has become a key factor in determining brand value and consumer loyalty. Underneath this transformation lies a broader societal shift that gives it even

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greater context. Climate change, depletion of natural resources, and biosphere degradation are compelling businesses to rethink their marketing approaches dramatically. With its vast reach, high interactivity, and ability to facilitate real-time communication, digital marketing has emerged as the dominant platform for brands to communicate their sustainability commitments to a more skeptical consumer base [22]. Incorporating green technology into digital marketing frameworks is not merely an operational response to changing market pressures but a significant strategic shift in how brands relate to consumers [2]. India, with its 1.4 billion people, is undergoing a rapid digital transformation, and with environmental consciousness rising in the country, it provides an interesting case study of digital marketing dynamics in a sustainable context [4].

As of fiscal year 2025, researchers estimate that there are more than 260 million online shoppers in India and 185.8 billion digital payment transactions, with consumers increasingly relying on digital platforms to research products, validate sustainability claims, and make purchasing decisions. Some recent studies show that more than 70% of consumers in India are willing to pay a premium for sustainably made items, and that some 90% are open to dedicated green marketplaces, indicating considerable market potential for truly green products [13]. Green technology refers to technologies that aim to reduce the negative impact on the planet by consuming less energy, reducing waste, and using resources more efficiently [14]. Green technology, when coupled with digital marketing strategies, enables brands to deliver real environmental promises through transparent communication, data-driven sustainability reporting, and consumer engagement. These intersections give rise, from a research perspective, to “sustainable digital ecosystems,” in which technological infrastructure not only embodies environmental values but also conveys brand sustainability narratives to the intended audience [1].

Attribution theory can posit that people make judgments about brands based on what they believe are the motivations behind a corporate sustainability initiative. Signaling theory goes a step further to explain the connection between authentic environmental commitments, communication via credible digital channels, and their role as quality signals that differentiate brands in saturated markets [15]. Despite being generally proven criteria for crafting sustainable digital marketing activities, the rapid spread of green washing, false green claims to develop and strengthen a brand image without real actions, has created consumer skepticism that hampers these linkages, potentially amplifying the need for authenticity and transparency in the implementation of sustainable digital marketing [5]. This study fills important gaps in the existing literature by investigating which digital marketing approaches to implementing certain green technologies in the Indian context affect significant brand perception outcomes, such as trust, underlying transparency, and corresponding purchase intentions across different consumer segments [6].

2. Literature Review

Sustainable marketing refers to the efforts and performance of an organization that integrate and implement environmental, social, and economic aspects of sustainability to preserve natural resources and foster a sustainable economy, reflecting the trend of social responsibility in consumption behavior [20]. The first concepts were very much geared towards point-in-the-box changes to products, e.g., green packaging and energy-efficient tools. Modern marketing discipline, however, understands sustainable marketing as an organization-wide philosophy that influences all customer touchpoints, including supply chain transparency and post-purchase engagement strategies [5]. Meanwhile, an increasing number of sectors have begun incorporating ethical consumer behaviour into their business segments, in which consumer purchases are motivated by the alignment of firm reputation with individual consumer values [12]. Over the last 20 years, digital marketing has transformed how brands communicate and showcase their sustainability offerings. Although conventional media are rooted in a linear model of communication, digital platforms can enable interactive dialogue, real-time transparency, and even mechanisms for measurable accountability, thereby enhancing the veracity of environmental assertions. Social media networks, corporate sites, and even mobile applications are some of the most critical channels brands use to communicate sustainability stories, progress, and consumer inquiries [8].

Studies show that true sustainability communication via digital media drives 33% higher brand reach than traditional marketing tactics and creates deeper bonds with eco-conscious consumer segments [3]. Green Technology in Digital Marketing is measured in many ways [16]. Carbon-neutral runs on web platforms or energy-efficient data centers are an integral part of infrastructure-level implementations that lower emissions from digital marketing actions per se, whereas emission-reducing supply chain transparency tracked on a blockchain is an integral part of infrastructure-level implementations that lower emissions from digital marketing actions per se. On the content side, researchers have interactive sustainability dashboards, augmented reality experiences to showcase environmental impacts, and even AI-powered personalization that brings relevant sustainability information to each consumer in a way that aligns with their individual interests and values. Research shows that brands that use technology achieve 42% greater adoption of sustainability metrics in marketing dashboards than organizations that use traditional communication methods [9]. Brand perception is the overall collection of associations, perceptions, and feelings that consumers have regarding other brands [17]. In sustainability spheres, brand perception comprises factors related to environmental credibility, clarity about corporate practices, product integrity, and social responsibility [11].

Studies using structural equation modelling techniques reveal a significant positive influence of sustainable digital marketing activities on brand image, with brand trust and brand image mediating this impact [17]. Digital marketing transparency has a positive impact on green brand perception ($\beta = 0.43$, $p < 0.001$) and on green innovation, which is equally influential [10]. But the rise of digital greenwashing, tentatively defined as unsubstantiated or exaggerated environmental claims disseminated through digital channels, creates considerable consumer skepticism that would serve to moderate these relationships.

Emerging evidence indicates that 84% of customers will alienate brands that exhibit inferior environmental behavior, and that digital literacy is an important moderating variable in consumers' ability to differentiate sustainable commitments from greenwashing [18]. Therefore, such a reputation is contingent on rigorous verification processes, third-party certifications, and new reporting frameworks that bolster the credibility of sustainability communications, thereby forcing brands to follow suit. India has its own set of characteristics deserving of focused study, such as high rates of digital adoption, a wide range of socio-economic segments, and a culture where environmental issues are often not a top priority [19].

2.1. Objectives

- To examine the influence of green technology-integrated digital marketing strategies on consumer brand perception across Indian metropolitan markets.
- To analyse the relationship between sustainable digital marketing transparency and consumer purchase intentions, while identifying mediating factors affecting these associations.

3. Methodology

A quantitative research design using a cross-sectional survey was employed to examine the relationships among sustainable digital marketing practices, green technology adoption, and brand perception among Indian consumers. A cross-sectional study was conducted among urban consumers aged 18–55 years residing in major Indian metropolitan cities (Delhi, Mumbai, Bangalore, Tamil Nadu, Kolkata) who were also consuming digital marketing materials and were aware of sustainability issues. Stratified random sampling was used to ensure representation across age, income, and education levels. The sample size was calculated using Cochran's formula with a confidence level of 95% and a margin of error of 5%; the minimum required sample size was 385 respondents. Researchers developed a structured questionnaire with 42 items, primarily drawing on validated scales from the literature on sustainable marketing perception, green technology awareness, brand trust, brand image, and purchase intentions for green products. All measurement items were adapted using a seven-point Likert scale from "strongly disagree" to "strongly agree" to accommodate subtle attitudinal differences. A pilot test with 50 respondents was conducted to assess the clarity, relevance, and internal consistency of the questionnaire.

Data was collected between October 2024 and December 2024 using both online and offline methods. The online distribution was via Google Forms, shared through social networks, e-mail networks, and professional forums, and the offline collection was via face-to-face interviews in shopping districts and commercial areas. This combined methodology improved participation rates and diversity. Of the 413 responses, 28 were incomplete and discarded during the dataset's first screening, leaving 385 complete responses for analysis. Data analysis was conducted using SPSS Version 26.0, from descriptive statistics (means, standard deviations, frequencies, and percentages) to describe the demographics and response styles of the sample. Key variables correlations: Pearson correlation analysis tested correlation between values scale reliability: reliability analysis with Cronbach alpha coefficients defined internal consistency of measurement scales, all constructs exceeding the satisfactory threshold of 0.70, following the previous studies $*p < 0.001$. This analytical approach was focused on clarity and rigor, as it affords a precise articulation of the relationships between sustainable digital marketing practices and brand perception outcomes among Indian consumers, thereby allowing the findings to be reliably generalized.

4. Results

Demographic characteristics of the research sample are presented in Table 1, which reveals that the majority of respondents (41.0%) belonged to the 26–35 age category, representing the economically active cohort of the millennial generation with substantial purchasing power. With 54.0% male and 46.0% female, the gender distribution was relatively balanced, as the perspectives of both demographic segments were considered [22]. The sample also showed a high level of education, with 49.1% holding postgraduate degrees and 40.5% holding graduate qualifications, reflecting the characteristics of an urban, literate population, often reached via digital marketing. Monthly income is bunched around ₹50,001-75,000 (36.9%), indicative of India's burgeoning middle class, with an incentive to pay more for sustainable products. Sustainable digital marketing initiatives in the Indian metropolitan markets.

Table 1: Demographic profile of respondents (N=385)

Demographic Variable	Category	Frequency	Percentage
Age Group	18-25 years	115	29.9%
	26-35 years	158	41.0%
	36-45 years	82	21.3%
	46-55 years	30	7.8%
Gender	Male	208	54.0%
	Female	177	46.0%
Education	Graduate	156	40.5%
	Postgraduate	189	49.1%
	Professional	40	10.4%
Monthly Income	₹25,000-50,000	98	25.5%
	₹50,001-75,000	142	36.9%
	₹75,001-1,00,000	95	24.7%
	Above ₹1,00,000	50	13.0%

The presence of robust consumer cognisance and favourable attitudes towards sustainable digital marketing practices among Indian consumers (Table 2) fully aligns with our first research objective: to investigate the influence of green technology-integrated strategies on brand perception. Transparency came out on top (81.0%, M=5.94) in brand trust in the context of demonstrated sustainability reporting, indicating that transparency is an essential driver of consumer trust and brand perception. Lawson also explained that environmental considerations drive decision-making processes, as 78.2% of respondents look for sustainability information before purchase [23]. The finding that 73.5% use a digital platform to verify environmental claims is a strong indicator of the importance of digital marketing in helping consumers make more informed decisions. Brands' adoption of green technology positively influences perceptions of their products for 76.4% of respondents (M=5.71), and 74.0% are willing to pay a premium price for sustainably marketed products. The results lend support to the theory that responsible, eco-friendly digital marketing activities significantly impact brand perception, with mean values exceeding 5.5 on seven-point scales across all dimensions, indicating a strongly positive sentiment across all the doubles they measured.

Table 2: Consumer awareness and perception of sustainable digital marketing (N=385)

Statement	Strongly Agree/Agree	Neutral	Disagree/Strongly Disagree	Mean	SD
I actively seek sustainability information before purchases	78.2%	14.3%	7.5%	5.85	1.23
Digital platforms help me verify brand environmental claims	73.5%	18.7%	7.8%	5.62	1.31
I trust brands with transparent sustainability reporting	81.0%	12.3%	6.7%	5.94	1.18
Green technology use enhances my brand perception	76.4%	16.1%	7.5%	5.71	1.26
I am willing to pay a premium for sustainably marketed products	74.0%	17.1%	8.9%	5.58	1.34

Directly addressing the first research objective, Table 3 presents the perceived impact of different green technology implementations on brand perception and thereby identifies the technological features that are useful for improving consumer perception. The use of digital eco-certifications and badges was found to have the largest positive effect (76.4%, M=5.12), suggesting that highly visible, easy-to-interpret eco-labels are most effective in strengthening consumer perceptions of sustainability. Second, there were interactive sustainability dashboards (73.0%, M=4.96), reinforcing consumer demand for easily accessible environmental performance data in a more visual, interactive form. Transparency in the supply chain based on blockchain indicated that 71.7% of respondents reported a significant impact (M=4.91), suggesting increased consumer attention to verifiable traceability mechanisms to address the supply chain transparency issue identified in the 2nd research objective.

The impacts of intangible website features, such as carbon-neutral website operations (68.3%, M=4.82) and AI-powered sustainability personalisation (65.5%, M=4.76), were moderate to strong, but slightly lower than those of the more tangible features. Taken together, these results confirm the bottom-line branding benefits of visible technological implementations of environmental commitments, with mean scores ranging from 4.76 to 5.12 across conditions, indicating statistically significant positive impacts on brand attitudes.

Table 3: Impact of green technology integration on brand perception (N=385)

Green Technology Feature	Significant Positive Impact	Moderate Impact	Minimal Impact	Mean Impact Score
Carbon-neutral website operations	68.3%	24.2%	7.5%	4.82
Blockchain supply chain transparency	71.7%	21.3%	7.0%	4.91
AI-powered sustainability personalisation	65.5%	26.8%	7.7%	4.76
Interactive sustainability dashboards	73.0%	20.3%	6.7%	4.96
Digital eco-certifications and badges	76.4%	17.9%	5.7%	5.12

Pearson correlation coefficients are presented in Table 4 to investigate the relationships among key variables in this study, directly addressing the second research objective, which analyses the relationships between sustainable digital marketing transparency and consumer purchase intentions while also identifying mediators. The most significant relationship that emerged is that between brand trust and brand perception ($r = 0.812$, $p < 0.01$), confirming that trust is a key initial mediating variable between transparency and positive brand perceptions. Sustainable digital marketing practices exhibited strong associations with brand perception ($r = 0.769$, $p < 0.01$), brand trust ($r = 0.742$, $p < 0.01$), and purchase intention ($r = 0.658$, $p < 0.01$), confirming the main research hypothesis that sustainable marketing affects consumer outcomes. The correlation between brand perception and green technology adoption was positive ($r = 0.705$, $p < 0.01$), indicating that technological implementations positively affect consumer perceptions. The strong association between brand perception ($r = 0.791$, $p < 0.01$) and purchase intention validates the process of translating positive perception into actual behavioural intention, thereby completing the mediational pathway. All correlations were statistically significant at the 0.01 level, thus providing evidence for relationships, path coefficients, or otherwise.

Table 4: Correlation analysis of key variables (N=385)

Variable	1	2	3	4	5
Sustainable Digital Marketing Practices	1.000				
Green Technology Adoption	0.687**	1.000			
Brand Trust	0.742**	0.681**	1.000		
Brand Perception	0.769**	0.705**	0.812**	1.000	
Purchase Intention	0.658**	0.623**	0.748**	0.791**	1.000

*Note: ** $p < 0.01$ (two-tailed).*

The results of this study endorse the combined mechanism of impact, through the mediating roles of brand trust and brand image, by which sustainable digital marketing practices and green technology orthodoxy affect purchase intentions. Table 5 explores consumer switching brand propensity based on sustainability, providing further evidence of both motivations, given the behavioural outcome of brand perception driven by sustainable digital marketing, which further supports both ROs. The study found that 73.0% of respondents would likely switch brands away from companies that are not showing strong environmental commitment, consistent with global research showing that 73% will switch brands based on sustainability [3]. The strategic implications of this finding are major: sustainability is not just part of reputation consideration but also a market-share mover and a competitive differentiator. Further, while almost one-in-ten (9.4%) did not wish to switch for sustainability reasons, the consumer inertia from environmental brand values is arguably low.

Table 5: Consumer willingness to switch brands based on sustainability (N=385)

Switching Likelihood	Frequency	Percentage	Cumulative %
Would switch	142	36.9%	36.9%
Probably would switch	139	36.1%	73.0%
Might or might not	68	17.7%	90.7%
Probably would not	26	6.8%	97.5%
Would not	10	2.6%	100.0%

There is an additional segment in the middle that is 17.7% neutral and, with thoughtful, targeted sustainability-focused digital marketing efforts, could be converted. This shows the need for brands to realistically communicate sustainability in their digital marketing strategy, because if higher environmental expectations are not met, customers will flee to competitors perceived as more environmentally responsible.

5. Discussion

Hence, the empirical findings of this research support the two stated objectives of this study, which highlight how modern-day sustainable digital marketing practices and the integration of green-powered technologies significantly impact brand perception among Indian consumers. The second purpose of the study explored the impact of digital marketing strategies focusing on green technology on consumer perception of brand and demonstrated, as also mentioned in Table 2, that 78.2% of respondents investigated sustainability before making purchases, and trust in sustainability reporting, particularly when there is transparency, reached 81.0% (Table 2). These findings align with the latest research and insights from McKinsey, which show that nearly three in four global consumers (78%) agree that sustainability is important when making purchasing decisions, suggesting that sustainable consumption trends in India are indicative of a global trend. The second research objective examined associations between sustainable digital marketing transparency and consumer purchase intention, identifying brand trust and brand perception as two key mediators. Notably, correlation analysis indicated a strong relationship between sustainable digital marketing methods and brand image ($r=0.769$, $p<0.01$), further confirming the theoretical models postulated by attribution theory and signalling theory.

The mediating effect of brand trust is confirmed by a strong correlation between brand trust and its antecedents, sustainable marketing practices ($r = 0.742$, $p < 0.01$) and brand perception ($r = 0.812$, $p < 0.01$), and its relationship to purchase intention ($r = 0.791$, $p < 0.01$), as a consequence, indicating a complete mediation. Gong et al. [5] provided research-based evidence indicating that brand image acts as a mediating factor in the salience of relationships between sustainability marketing and consumer behaviour; these findings resonate with ours. In the current empirical investigation, researchers advance this knowledge by quantifying the specific magnitudes of such relations in an emerging economy—India, where digital penetration is increasing in parallel with sustainability consciousness. In terms of the first research objective, it is critical to consider how the positive and negative effects of different green technology implementations are differentiated among stakeholders. Digital eco-certifications and badges had the most pronounced positive impact (76.4%, $M = 5.12$), indicating that consumers prefer signals of environmental commitment that are interpretable and have low verification costs. This would be in line with theoretical views on information asymmetry reduction, as visible certifications serve as quick references that simplify complex product sustainability assessments into easily interpretable signals (i.e., resorting to heuristic shortcuts).

In relation to the second objective of the research, supply chain transparency using blockchain was given high importance (71.7%, $M = 4.91$), possibly indicating increased consumer sophistication regarding the risk of greenwashing and the consequent demand for trust-enhancing transparency mechanisms. When researchers look back to earlier moments of research (and in earlier moments of consumer action), consumers tend to rely on corporate self-disclosures. Still, the effects of self-disclosures seem to have diminished over time, suggesting a type of coevolutionary change in consumer expectations for self-disclosure, which remains to be verified under more rigorous standards. The largest propensity to switch brands based on sustainability (! Switch) was identified in this study, with 73.0% of respondents indicating they would switch brands if the other brand had better environmental commitments (Table 5). This has far-reaching strategic implications, directly applicable to both research objectives: that sustainability could be considered a competitive differentiator and that competitive advantage may be redistributed among industry competitors based on sustainability. The classic notion of brand loyalty, where habitual purchases and switching costs keep customers coming back, needs to be adjusted for sustainability situations, where values-based decisions can trump customer inertia. This is particularly important in categories with low functional differentiation, where sustainability is a leading dimension of competition.

The results, particularly regarding the transparency dimensions of the second research objective, also revealed troubling evidence of skepticism towards greenwashing. And even though brands that clearly demonstrate transparency in their sustainability reporting are trusted by 81.0%, this data implies that brands that do not demonstrate transparency are not believed to be sustainable. The rise of digital greenwashing has created so-called "trust deficits" that require significant brand investment in credibility-enhancing mechanisms, such as third-party certifications, granular sustainability data, and responsive consumer inquiry management. According to research conducted by Aly [7], the features of digital platforms that enable effective sustainability communication also create the potential for audience manipulation; thus, precise verification mechanisms are essential. The fact that 73.5% need digital platforms to verify environmental claims (Table 2), while blockchain transparency is shown to positively correlate even more strongly (71.7%, Table 3), indicates that transparency is not just an attractive feature of sustainable digital marketing but a necessary condition. This insight particularly addresses the second research objective; as sustainable marketing is primarily centered on transparency. This pivotal mechanism helps build trust and perceived effectiveness, which, in turn, can positively influence purchase intention.

6. Conclusion

The findings conclude that the positive role of sustainable digital marketing practices, enriched by green technology implementations, helps improve brand perception among Indian consumers, fully addressing both research objectives. The

study results indicate 78.2% of consumers do look for sustainability info at the point of purchase, and 81.0% of them claim that brands give better info, which builds trust, which can influence the purchase decision when brands openly report their sustainability performances, thereby confirming the first research objective that green technology integrated strategies can influence brand perception. A brand's commitment to its environmental impact is, in fact, a major competitive differentiator; over two-thirds (73.0%) say they are willing to pay more for brands that have committed to a better environmental impact. Correspondingly, per the second research objective, the results of the correlation test revealed that there were strong positive correlations between sustainable digital marketing practices and purchase intention ($r = 0.658, p < 0.01$) and between mediating variables, brand trust ($r = 0.742, p < 0.01$) and brand perception ($r = 0.769, p < 0.01$).

These trends reinforce the idea that sustainability is a core strategic priority rather than a peripheral issue in modern brand management. Transparency was found to be the key distinguishing attribute that enabled mediational relationships, with verification mechanisms such as blockchain-based supply chain transparency (71.7% positive effect) and digital eco-certifications (76.4% positive effect) being the most effective. Research showed that sustainable digital marketing follows a well-defined mediating model. Sustainability-related communications build brand transparency, fostering brand trust, which in turn enhances brand equity and drives purchase intentions. Such an integrated perspective offers actionable frameworks for practitioners aiming to harness sustainability for competitive advantage. Since digital platforms are increasingly prevalent in mediating brand-consumer exposure, and as growing concerns about environmental challenges emerge, organizations that do not make genuine efforts to embed sustainability into their digital marketing strategy will face significant challenges to survive in fast-changing markets, thereby marking themselves as non-competitive firms.

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