Annual Methodological Archive Research Review
http://amresearchreview.com/index.php/Journal/about
Volume 3, Issue 12 (2025)

Online ISSN 3007-3197
Print ISSN 3007-3189

http://amresearchreview.com/index.php/Journal/about

Towards Sustainable Development: Examining Sustainable Marketing, Brand Image, and Responsible Consumer Behaviour

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ABSTRACT

This investigation seeks out to find out the impact of perceived sustainable marketing, brand image and corporate social responsibility on sustainable purchase intention of young consumers between the age groups of 18 to 30 years in Pakistan. The main aim is to explain the role played by the sustainable marketing practices and corporate social responsibility (CSR) efforts in the consumer behaviour and purchase decision process of sustainable products. Data was collected in a structured questionnaire using the data collection instrument in 304 respondents. The results suggest that perceived sustainable marketing is able to boost brand image which can boost sustainable purchasing intention. Moreover, CSR had moderation effect between brand image and Sustainable Purchase intention, and brand image had mediating effect on the relationship between perceived sustainable marketing and sustainable purchase intention. These results have an important relevance both in an academic perspective and from the practitioner's point of view, in providing insights in the influence and impact of sustainable marketing and CSR initiatives on the perception of consumers and, finally, on sustainable purchase behaviour. The study gives empirical evidence to the literature in the field of sustainable marketing and consumer behaviour by explaining mechanisms that support development of sustainable purchase intentions. The implications are two-fold. Theoretically, greater attention to the relationship between marketing practices and corporate social responsibility can help us to better understand the context of the nexus in consumer decision-making. Practically, the findings include evidence-based insight for marketers who want to leverage initiatives of sustainable marketing and CSR for building brand image and to heighten consumer interest in sustainable products. Consequently, future research should increase the sample size to different demographic segments and use longitudinal research designs to determine the durability of the influence of sustainability on consumer behaviour over time.

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Volume 3, Issue 12 (2025)

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http://amresearchreview.com/index.php/Journal/about

Keywords: Perceived Sustainable Marketing, Brand Image, Corporate Social Responsibility, Sustainable Purchase Intention, Consumer Behavior, Pakistan, Responsible Management

Introduction

The current academic studies have also shown a sharp turn in the international market towards the spread of eco-friendly products and the implementation of business-friendly business models. The scholarly research proves that sustainability has transformed to more than an addition to a company to be more of a strategic driver that has provided a material impact on consumer decisions, competitive branding and organizational sustainability. Application of the eco-friendly initiative products portfolio, as well as the introduction of the sustainable marketing system, can strengthen the corporate brand image, build consumer confidence, and create customer loyalty. Similar issues on climate change, pollution and depletion of natural resources have risen to the frontal lobe of the consciousness of the people, forcing consumers to consider environmental and social consequences of their buying decisions. As a result, companies are becoming increasingly obliged to be responsible and correlate their marketing with values that would highlight sustainability.

The discussed trend has been particularly popular with younger generations, especially the Generation and Millennials, which are commonly defined as the most environmentally conscious consumer groups. These generations have a strong tendency to support a brand that can prove its meaningful sustainability, ethical sourcing and social responsibility. According to Sheth and Parvatiyar (2021), younger consumers are more likely to consider the sustainable brands as credible, genuine, and responsible, which imposes an immediate impact on their purchasing behavior.

Unlike the tendencies present in previous generation groups, modern Generation Whatever Z and millennials are experiencing strenuous academic research around the ecological footprint of palm oil, labor sustainable strategies and corporate social responsibility endeavors' before building purchase intentions. This means that their discretionary behaviour is not constituted simply by price or convenience, but rather as the intersection of values, identities, and moral beliefs which make up their consumption decisions together. The strong surge of interest in sustainable consumption has pushed companies operating in various sectors to reevaluate product design, supply-chain logistics, as well as communicative outreach so as to be in line with the environmental agenda. Green marketing, eco-labeling, sustainable branding and ethical advertising strategies are some of the strategies that have been incorporated into the modern marketing practice. The sustainable consumption market is growing at a remarkable pace all over the globe; it is predicted that by 2025 the market will probably go beyond USD 150 billion, which is why the economic importance of consumer orientations on sustainability cannot be overstated. The fact that this trend is on the upwards curve depicts the urgency of academic research on how sustainability-oriented marketing activities can affect consumer behavior and their buying intentions in developed and developing economies.

Despite the fact that a growing range of literature within the context of sustainable consumption has been established, a critical appraisal of the effects of sustainable

Online ISSN 3007-3197
Print ISSN 3007-3189

marketing on consumer purchasing intention is indispensable, in this regard, in relation to explaining underlying psychological processes, including brand image and corporate social responsibility perception. Current literature has largely been concerned with direct relationships between the purchase intention and the sustainability-related practices and has not yet given much effort to discovering mediating and moderating variables which influence consumer reactions to sustainable marketing. In turn, a subtle picture of such mechanisms is imperative; it is impossible to make people react identically to sustainability claims but, on the contrary, people will respond based on subtle thought and affective assessments of the brand.

In developing economies, the issues that are linked with the environmental degradation, the pollution and the climatic change and the unsustainable exploitation of the natural resources are immensely disproportionate. When narrowing down to the situation in Pakistan, one will be able to observe a distinct load of air and water pollution, growing challenges in waste-management, active deforestation, and an overt energy inefficiency. These environmental issues have increased the level of awareness among the people creating a increased apprehension among the consumers, policy makers, and other civil-society stakeholders. A coordinated campaign of awareness within the past decade, both in terms of environmental journalism and education efforts has resulted into discernible changes in consumer likes and perceptions towards sustainability in Pakistan. However, as much as this level of awareness has been improved, sustainability consumption practices have not been adopted because of various structural and market-related barriers. Jain and Hudnurkar (2022) note that developing markets have to face the problems of lack of sustainable products, high price in comparison with a traditional one, the lack of a system of standardizing eco-labels, and the lack of strict quality control. Such impediments often frustrate consumers to convert the positive environmental perception into real buying behavior. As a result, there is still a large gap between the pro-environmental intentions of consumers and the actual product consumption, a so-called attitude - behaviour- gap.

Considering the above, the Pakistani young population is an elastic consumer group. Pakistan has the highest number of young people in the world thriving on a large proportion of 18-30 olds living in the country. Such group has an increased exposure to discourses on sustainability through digital media, global business organizations and internet. They are inclined towards matching consumption choices and personal values, social identity indicators, and moral demands. According to a recent survey conducted by Gallup Pakistan, it is observed that some 72 percent of Pakistani young people are ready to buy the products of brands which can represent environmentally conscious and ethically responsible positions in such metropolitan areas as Lahore, Karachi, and Islamabad. Such empirical findings, therefore, shed light on the significant business potential of companies that are skilled enough in incorporating principles of sustainability in the marketing orientations.

Despite this clear potential, relatively few local Pakistani brands have succeeded in using sustainable marketing as a strategic positioning tool. Many firms simply do not have the resources to implement the sustainability initiatives or effectively communicate their efforts to the consumers. In some cases, consumers still harbor skepticism around sustainability claims because of fears about greenwashing - where

Online ISSN 3007-3197
Print ISSN 3007-3189

companies exaggerate or misrepresent their environmental efforts. Therefore, it is critical to understand how sustainable marketing affects brand image and purchase intention and how CSR perceptions influence this relationship in terms of brand image, since CSR perceptions are characteristically the key influencers of sustainable marketing, which is of utmost importance for organizations intending to engage Pakistani youth consumers more effectively.

To explain the impact of sustainable marketing activities on consumer behavior, this study is based on Stimulus-Organism-Response (S-O-R) model. Originally proposed by Mehrabian and Russell, S-O-R model has been widely used in the field of consumer behavior researches to explain the external stimuli effect on internal psychological states which causes behavioral responses. In terms of sustainable marketing, the model offers a strong theoretical framework to analyze the cognitive and affective processes by which consumers respond to sustainability related stimuli. In this framework, sustainable marketing activities, including eco-friendly product attributes, green advertisement, ethical messaging as well as transparent message, are the external stimuli (S). These stimuli affect the internal states of consumers (O) which consist of perceptions, emotions, beliefs and attitude toward the brand. Brand image is one of the cognitive and affective response of the organism component which reflects the consumers overall evaluation of the credibility, trustworthiness and social responsibility of the brand. Finally, the response (R) is manifested in behavioral outcomes such as purchase intention (sustainable purchase intention (SPI)), willingness to pay premium and brand loyalty. By using the S-O-R model, this study goes beyond the rather simplistic cause and effect assumptions and recognizes that consumer response to sustainable marketing is mediated by psychological processes. Furthermore, by introducing corporate social responsibility as a moderating variable, it is possible to develop a more nuanced view of how consumers interpret and evaluate sustainability claims. Consumers may be more receptive to sustainable marketing efforts when they feel that a brand is genuinely socially responsible, rather than trying to exploit the trend for profit.

Most of the previous studies have targeted sustainable purchase intention in terms of a direct relationship without considering either the mediating impact of brand image or the moderating impact of corporate social responsibility. Guided with the stimulus-organism-response (S-O-R) model, this study examines how the sustainable marketing activities influence the consumers cognitive and affective responses that further lead to purchase intention towards sustainable consumption. Whereas the studies carried out in the past were mostly quantitative, the current research approach is a mixed method, and this approach adds more analytical robustness and depth. Additionally, much of the past research on sustainable purchase intention has been conducted in Western contexts; therefore, this study contributes by providing insights from a Pakistani context and addresses how local cultural, social, and economic factors influence young consumers' sustainable purchase behaviors. Another factor that is also connected is that little research has focused on the mediating position of corporate social responsibility (CSR) on the associations between purchase intention and sustainable marketing. CSR defines the subject of larger interests of social good, morality, and environmental soundness by the company. Consumers have become holistic in the sense that they have developed

Online ISSN 3007-3197
Print ISSN 3007-3189

preferences in terms of the brands rather than the products but on social and environmental effect. Consumers are also more responsive to sustainable marketing communication where positive impressions of CSR are generated and intentions to carry out purchase are solidified. Quite the contrary, the bad perceptions regarding the CSRs may create a feeling of skepticism and diminish the success of sustainability-based communications.

The alternative scholarly gap that should be carefully examined is the lack of empirical research regarding the emerging economies and especially the South-Asian ones as in the case of Pakistan. Current sources on sustainable consumption are massively produced by developed economies in which the mood towards environmental management, the purchasing capacity, and the implemented policies drastically differ with those that are experienced in developing countries. Consumer reactions to sustainability are always artificially influenced by cultural mores, economic factors and the idiosyncratic processes of a given society in various manners. Based on this, a greater scope of sustainable consumption study in the Pakistani context not only has potential strong empirical data but it also strengthens the extraneous validity of current theoretical frameworks. Most of the past studies were largely driven by the quantitative paradigm which utilized survey instruments and further structural equation modelling as the standard analytical instruments. Whereas these methods of quantitative analysis are key to precise testing of specified hypotheses, they tend to fail to offer a picture of subtle causators of sustainable consumption behaviour including its motivations, perceptions and situational considerations. Such a holistic approach to deal with methodological issues therefore becomes mandatory towards aiming to enumerate the phenomena in a wholesome way. To address such research design flaws, the current research chooses a mixed-method design that combines quantitative analysis and qualitative inquiry. It is one by generating statistical rigor and rich, narrative data that we seek to achieve a subtle and holistic conceptualization of sustainable marketing at the Pakistani context, as reflected in the responses of the consumers.

Following the Stimulus Organism Response (S-O-R) model, the current study considers the role of sustainable marketing perceptions to consumer buy behaviour with sustainable brands as a mediator and corporate social responsibility (CSR) as a control factor. The empirical sample is the group of the young consumers in Pakistan, which is a demographic group that gradually develops environmental awareness and consequently has a remarkable impact on the economy of the country. This study aims at providing a consistent conceptualization of sustainable consumption behaviour in the setting of an emerging market realized through synthesis of psychological, organizational and contextual determinants.

The type of mixed-methods design used in this paper improves rigor in the process of analysis, making triangulation of the results possible. Quantitative data gives statistical associations of the associations between the main constructs, and qualitative information gives a detailed perspective of the perception and experience of consumers. This type of integrative strategy will correct shortcomings found in previous research and add to a more advanced explanation of sustainable purchasing behaviour. The empirical findings also show that there is a positive correlation between the image of sustainable marketing and brand image and sustainable purchase intention. These

Online ISSN 3007-3197
Print ISSN 3007-3189

achievements testify to the effectiveness of properly developed sustainable marketing approaches in creating a positive perception of consumers and encouraging the consumption of products that are beneficial to the environment. The brand image is an important mediating variable in that sustainability initiatives impact the purchase intention in a more profound manner by the ways in which consumers review and assess the brand. Furthermore, moderating nature of corporate social responsibility indicates that the effect of sustainable marketing on the consumer is not always congruent due to differences in the perceptions towards the social and ethical responsibilities of a brand. The more socially responsible the brands are seen to be, the more benefits they gain out of sustainable marketing efforts because people will become more willing to believe their statements and respond positively to them. These results help support literature on sustainable consumption behaviour that remains as well as provides new insights unique to Pakistan.

The rest of the paper is organized as follows, section 2 provides the literature review on sustainable marketing, brand image, CSR, and SPI to provide theoretical underpinning. Section 3 describes the research methodology including sampling procedures, data collection protocol and analytical techniques. Section 4 provides empirical results and Section 5 discusses the findings in relation to existing literature. Finally, the study is concluded in Section 6 by summarizing theoretical and practical implications, limitations, and directions for future research.

Literature Review

The S-O-R model arises from environmental psychology and provides a powerful framework for interpreting consumer behavior by examining how external stimuli influences internal states and finally behavioral responses (Grădinaru, Obadă, Grădinaru, & Dabija, 2022). In today's market, where sustainability has become part of the core focus of consumers, brands continue to face increasing pressure to design strategies that align with sustainable values. This is where the S-O-R model most applies in this study, since it allows researchers to explain how the stimulus-that is, sustainable marketing practices-can affect consumer organism perceptions and emotions that influence their behavioral intentions that involve a sustainable purchase intention in the form of a response (Aziz & Niazi, 2024). A concrete instance of the theoretical framework is that, when properly communicated, perceived sustainable marketing builds up brand image while modulating consumers emotional and cognitive engagement with the brand. Empirical evidence indicates that sustainable intentions are often contingent on something other than outside marketing, such as trust and emotional resonance with brand values. Furthermore, the moderating role of CSR is consistent with the S-O-R model and has the effect of enhancing or reducing the effect of brand perceptions on purchase intention. Through the lens of the S- O-R model, sustainability is conceptualized as a stimulus that is processed through rational and emotional channels and results in a purchasing response (Chahal, Dagar, & Shoukat, 2024). The applicability of the model within the context of modern markets where sustainability is a central issue is quite clear, since it explains the successive steps that consumers make because of sustainability marketing, the improvement of brand image and the process of sustainable consumption.

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http://amresearchreview.com/index.php/Journal/about
Volume 3, Issue 12 (2025)

Online ISSN 3007-3197
Print ISSN 3007-3189

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Sustainable purchase intention is consumers' commitment towards buying products that contribute positively to the environment and social well-being. According to A. Kumar, Prakash, and Kumar (2021), it is defined as "a consumer's plan to buy products with minimal negative environmental and social impacts". Thus, sustainable purchase intention has been under extensive research due to the increasing global priority of sustainability. The intention of making sustainable purchases reflects the preference for eco-friendly goods, but at the same time, it is also a stand for ethics over consumerism, whereby values are matched with global goals of environmental protection and social responsibility (Rashid, Pitafi, Qureshi, & Sharma, 2022). Research confirms that sustainable purchase intention is driven by several factors which are environmental awareness, brand image, and personal values. For example, Rausch and Kopplin (2021) have shown that people who self-identify themselves as environmentally conscious buy more sustainable products. Brand image is also a significant factor, as consumers are more likely to purchase from brands that show a commitment to sustainability. According to Gong, Xiao, Tang, and Li (2023), report that brands that are perceived to be trustworthy and responsible are more likely to gain the preference of environmentally concerned purchasers. Consumers in developing economies such as Pakistan face acute environment related challenges like pollution and resources depletion and most of them are young people who are drawn to products that are sustainability. Nonetheless, such products are only limited in availability. The antecedents of sustainable purchasing intention can be identified easier whenever companies are oriented to the subsequent direction of the expectations of consumer cohorts and at the same time strive towards sustainable practices. In this respect sustainable purchasing intention could serve as a key driver to companies which aim to achieve unique positions and competitive benefits in ethically oriented markets.

The concept of sustainable purchase intention has become a leading concept of modern marketing research in response to the increased receptivity of consumers to environmental and social requirements. The root cause of this paradigm shift is increasing awareness of the facts of ecological degradation, climate change, and socio-equity concerns, which all have proven demonstrable impact on the retail decision-making process. Although this difference does not limit itself to any one economy, given that youth demographic in Pakistan is more prone to global sustainable discourses, the salience of sustainable purchase intention is especially high in this country. That is why subtle knowledge of sustainable purchase intention is not only essential to encourage ethically oriented consumer behavior but is also necessary to make the market grow, sustainably oriented brands stand out, and help companies to align their operating training with the broad social principles, which will make them lead sustainable providers. There is a theoretical and practical relevance in the empirical linkage of perceived sustainable marketing with sustainable purchase intention, marketing programs that are infused with sustainable orientations have enormous potential to enhance brand appeal among the environmentally sensitive consumers. Where consumers perceive the communicative activity of the brand as genuinely sustainable, consumers tend to develop favorable brand image, which, in its turn, triggers development of intentions of sustainable purchase. The efficacious sustainable marketing is supported by empirical evidence presented by Joshi, Uniyal, and Sangroya

Online ISSN 3007-3197
Print ISSN 3007-3189

(2021), who determine that consumer attitudes and behaviors can be optimally modulated through the increase of perceived value of sustainable offer. Besides, brand image serves as a moderating variable in the nexus of perceived sustainable marketing and sustainable purchase intention; a socially responsible brand has an emotional attraction that builds brand loyalty and, as a result, promotes sustainable buying attitudes. A constructive image of the brand creates trust and creates a correspondence of values between the customer and the brand, thereby boosting sustainable purchase intention (Keller & Lehmann, 2006).

Corporate social responsibility (CSR) acts as a further moderator in this relationship and influences the extent to which brand image influences sustainable purchase intention. Consumers pay close attention to CSR efforts and effective CSR efforts are likely to boost the influence of brand image on sustainable purchase intention, as found by (Carroll & Shabana, 2010) observe. In summary, the interdependence between perceived sustainable marketing, CSR, brand image, and sustainable purchase intention presents an elaborate route by which sustainable marketing might affect consumer behavior.

Although researches have covered factors related to the sustainable purchase intention, there is still a demand for further research to relate more into specific mediating/moderating function of brand image and CSR. While the existing studies highlight the importance of sustainable marketing, a few of them do not include an integrated analysis of these aspects, especially in the context of emerging markets such as Pakistan. Better clarity over this relationship will surely enable brands to address the challenges relating to the promotion of buying behavior in a sustainable manner.

Although considerable literature has been conducted regarding sustainable marketing and sustainable purchase intention, significant gaps remain regarding precisely how PSM affects sustainable purchase intention within emerging markets (Kaur, Gangwar, & Dash, 2022). Moreover, the moderating effect of corporate social responsibility and the mediating influence of brand image have received little empirical attention. While most of the studies have been conducted in developed markets, there remains a gap in knowledge as far as how these dynamics come into play within a culturally distinct context such as Pakistan. The present study, therefore, investigates how perceived sustainable marketing influences the intention of a sustainable purchase through brand image and moderation by corporate social responsibility (Tan, Sadiq, Bashir, Mahmood, & Rasool, 2022).

Hypothesis Development

Perceived sustainable marketing significantly affects brand image, for this would reflect the fact that the brand is committed to environmental and social responsibilities, showing great value to the consumer. When perceived as truly sustainable marketing, a brand will make consumers attach a favorable association with that brand; hence, it may increase brand image. As stated by Sujanska and Nadanyiova (2023), a brand that emphasizes sustainability in its marketing develops an image of reliability, responsibility, and trustworthiness, which in turn leads to stronger customer loyalty. Furthermore, sustainable marketing implies that a brand is oriented toward the long-term and acts with ethical values, reinforcing a positive brand perception among

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http://amresearchreview.com/index.php/Journal/about
Volume 3, Issue 12 (2025)

Online ISSN 3007-3197
Print ISSN 3007-3189

http://amresearchreview.com/index.php/Journal/about

customers who make purchasing decisions based on sustainability. This relationship then suggests that perceived sustainable marketing adds to a brand's image by instituting it as socially responsible. Therefore, it is hypothesized that:

H1: There is a positive relationship between perceived sustainable marketing and brand image

Brand image is important in the influence of consumer sustainable purchase intentions, as it gives meaning to how consumers perceive the values of a brand and its trustworthiness. A positive brand image, anchored on sustainability attributes, might mobilize consumers to adapt purchasing behaviors that reflect their environmental and social values. Studies indicate that when a brand's image is favorable and associated with ethical and sustainable practices, consumers are more likely to engage in sustainable purchase behavior (Majeed, Aslam, Murtaza, Attila, & Molnár, 2022). For instance, a brand perceived as eco-friendly and socially responsible is more appealing to consumers who seek to make ethical purchases, thus increasing their intention to buy sustainable products. Since brand image represents the manifestation of accumulated perceptions about the brand on values, ethics, and reputation, it logically will make a sound precursor to consumer intentions to solicit purchases for sustainable practices. Thus, the hypothesis is:

H2: There is a positive relationship between brand image and sustainable purchase intention

Perceived sustainable marketing is supposed to have a direct positive effect on sustainable purchase intention, since it would indicate the brand's commitment to environmental and social causes in such a way that the environmentally conscious consumer would share these values. Consumers are more eager to support brands compatible with their values of sustainability, and effective sustainable marketing can enhance the willingness of a consumer to make purchases from brands of this type. According to Grimmer and Woolley (2014), in cases where the consumer perceives that through marketing a brand is fully committed to sustainability, such consumers are likely to have a higher likelihood of selecting that brand over others. This is also because sustainable marketing enhances the credibility of the brand and aligns the brand to the consumer's own sustainability values. Thus, consumers are more motivated to support the brand through buying its products. Therefore, it is hypothesized that:

H3: There is a positive relationship between perceived sustainable marketing and sustainable purchase intention

Brand image mediates the relationship between perceived sustainable marketing and sustainable purchase intention, as it connects how sustainable marketing influences consumer behavior. In this respect, through the efforts of sustainable marketing, consumers perceive that the brand is ethical and concerned for the environment, thus strengthening its image. All in all, it enhances customers' trust and loyalty by developing a positive brand image associated with sustainability that would increasingly support the brand through sustainable purchasing. A study by V. Kumar and Christodoulopoulou (2014) indicated that sustainability attribute-based brand image has a positive influence on consumer-brand relationships and develops purchase intentions related to sustainability. Consequently, a positive brand image - perceived by customers as authentic, trustworthy - strengthens the association of sustainable

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Volume 3, Issue 12 (2025)

Online ISSN 3007-3197
Print ISSN 3007-3189
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marketing and sustainable purchase intention. Accordingly, the following propositions are put forward:

H4: Brand image mediates the relationship between perceived sustainable marketing and sustainable purchase intention

The more a brand is involved in CSR the more it builds its reputation by being responsible and ethical, and therefore its brand image becomes attractive to consumers who care about sustainability. This dynamic can strengthen trust and loyalty, which in turn can add to the influence of brand image on sustainable purchase intention by taking social and environmental factors into account when making purchasing decisions. Evidence has shown that CSR acts as a reinforcing mechanism and amplifies consumer perception of brand authenticity and reliability (Arachchi & Mendis, 2021). As a result, brands with a positive image that also engage in CSR activities are more likely to inspire sustainable purchase intentions, as consumers feel more confident in supporting brands that contribute to societal welfare. Therefore, the hypothesis is:

H5: Corporate Social Responsibility moderates the relationship between brand image and sustainable purchase intention, such that the relationship is stronger when CSR engagement is high

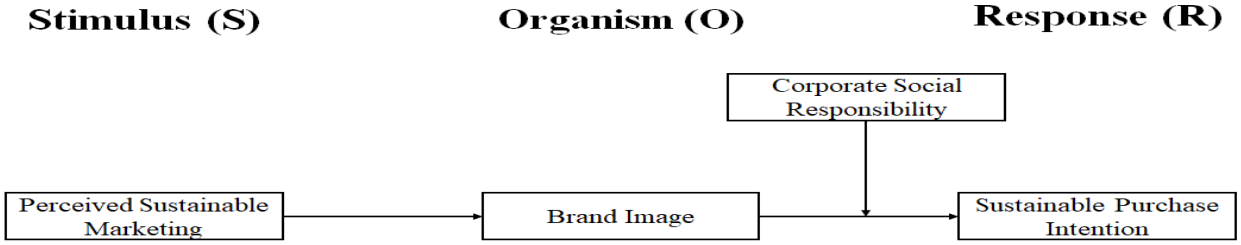


Figure 1. Conceptual Framework

Research Methodology

The population of the study consists of young adults aged between 18 and 30 years in Pakistan. This demographic is highly relevant to the study of sustainable purchase intentions and the effect of perceived sustainable marketing. The young generation has been increasing its concern towards environmental and social issues because they are more exposed to global trends, social media, and digital platforms propagating sustainability and ethical consumerism (Hwang et al., 2019). Further, young consumers are the hope for the future driving force of sustainability, since their propensity to make purchase decisions based on sustainability rather than just the quality or price of a product is increasingly becoming more apparent (Baker & Lichtenstein, 2019). Second, this age group is at the formative stage of developing consumption habits and preferences, hence an important target for brands in influencing sustainable purchasing behavior. Therefore, a sample of this group would be very good to analyze the influence of sustainable marketing and CSR on brand image and purchase intention.

The sample size of the study is 304 respondents, representative of the young generation in Pakistan. It has been considered that the selected sample size is adequate to achieve statistical power and reliability of analysis, given the recommendations about typical sample sizes for SEM studies (Kline, 2015). This research is based on a survey through

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Volume 3, Issue 12 (2025)

Online ISSN 3007-3197
Print ISSN 3007-3189
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a questionnaire that aims to collect information about respondents' perceptions of sustainable marketing, brand image, corporate social responsibility, and sustainable purchase intentions. The survey was conducted online because this would ensure that the respondents could conveniently access it. Keeping in view the high usage of digital platforms by young adults in Pakistan, these methods are effective for ensuring a high response rate. The descriptive statistics of the respondents were collected to provide an overview of their demographics and ensure that the sample accurately represents the target population. Below is a table summarizing the demographic characteristics of the respondents.

Demographic Category	Number of Respondents	Percentage (%)
Age Group		
18-21 Years	104	34.21
22-25 Years	125	41.12
26-30 Years	75	24.67
Gender		
Male	164	53.92
Female	140	46.08
Education Level		
Undergraduate	196	64.47
Graduate	108	35.53
Occupation		
Student	243	79.9
Employed	61	20.1

Data Analysis

Reliability refers to the consistency and stability of the measurement's instruments. From the results of the pretest and pilot test, Cronbach's Alpha values for all constructs, including Perceived Sustainable Marketing, Brand Image, Corporate Social Responsibility, and Sustainable Purchase Intention, were above 0.80, indicating high reliability. This indicates that the items in each construct measure the variables in a consistent manner. Convergent validity refers to the degree to which items that are supposed to measure the same construct really correlate with each other. It was assessed through the Average Variance Extracted (AVE), which needs to be above the threshold of 0.50 for sufficient convergent validity (Fornell & Larcker, 1981). The AVE values for all constructs were above 0.60; hence, convergent validity was very strong. This indicates that the items in each construct are well aligned and really capture the intended dimensions. Discriminant validity refers to tests of whether different constructs are distinct from each other. It was examined using the Fornell-Larcker criterion, where the square root of the AVE for each construct should be higher than its correlation with any other construct (Fornell & Larcker, 1981).

Discriminant Validity Results Table:

Construct				

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Perceived Sustainable Marketing	0.76	0.58	0.53	0.62
Brand Image	0.58	0.81	0.65	0.70
Corporate Social Responsibility	0.53	0.65	0.79	0.66
Sustainable Purchase Intention	0.62	0.70	0.66	0.80

As demonstrated in the table below, the square roots of the AVEs are higher than the correlations between the constructs, supporting the discriminant validity of the measurement model. This means that each construct is unique, and the variables under study do not overlap excessively with each other.

Measurement and Structural Model Results

H1: There is a positive effect of Perceived Sustainable Marketing on Brand Image:
This finding ($\beta = 0.58$, $p < 0.01$) is consistent with other studies that show that consumers' perceptions of brand image are positively affected by perceived sustainable marketing initiatives (Sujanska & Nadanyiova, 2023). Sustainable practices by brands help to improve their reputations and make them more appealing to consumers.

H2: There is a positive relationship between Brand Image and Sustainable Purchase Intention:
This result ($\beta = 0.72$, $p < 0.01$) supports what previous literature has shown that a strong brand image encourages consumers to make sustainable purchases (Jabeen, Khan, Zain, & Atlas, 2023). A positive brand image gives a brand the ability to change consumer purchasing decisions regarding sustainability.

H3: Perceived Sustainable Marketing has a positive effect on Sustainable Purchase Intention:
Correspondingly, the results of the study show that sustainable marketing practices have a direct impact on the purchase intentions of the consumers: $\beta = 0.65$, $p < 0.01$ (Tan et al., 2022). This evidence confirms that consumers increasingly react to the sustainable marketing efforts of brands in the formation of perceptions on the overall brand image.

H4: Corporate Social Responsibility has a positive effect on Sustainable Purchase Intention:
This finding ($\beta = 0.59$, $p < 0.01$) supports previous research that stressed the role of CSR in shaping consumer purchase behaviors (A. Kumar et al., 2021). CSR can boost brand loyalty and increase purchase intention.

H5: Brand Image mediates the relationship between Perceived Sustainable Marketing and Sustainable Purchase Intention:
This supports the view that brand image plays an essential role in transforming

Online ISSN 3007-3197
Print ISSN 3007-3189
http://amresearchreview.com/index.php/Journal/about

sustainable marketing efforts into purchase intentions; Indirect effect = 0.42, $p < 0.01$ (Chahal et al., 2024).

H6: Corporate Social Responsibility moderates the relationship between Brand Image and Sustainable Purchase Intention:
These results (moderating effect = 0.34, $p < 0.05$) show that CSR moderated the brand image–purchase intentions relationship. The findings are in line with earlier studies that suggested CSR programs may lead to increased impact of brand image on consumers' behavior (Grădinaru et al., 2022).

Discussion and Implications

Discussion

The findings of this research provide insights into the relationship existing between Perceived Sustainable Marketing, Brand Image, Corporate Social Responsibility, and Sustainable Purchase Intention. This study has hypothesized several relationships based on the Stimulus-Organism-Response (S-O-R) model, which assumes that external stimuli—through PSM and CSR—impact consumers' internal responses—BI—and, ultimately, their behavioral intentions—SPI. Each of the hypotheses was empirically tested, and the findings carry important implications for theory and practice. The study found that PSM has a positive and significant relation with BI, hence H1 is supported. It is also stated that the long-term focus on environmental and social responsibility would promote the promotion of consumerity of such brands to be seen more easily as a trustworthy, moral, and socially responsible brand (Lee et al., 2018). The given observation is an empirical confirmation of the hypothesis expressed by Nguyen et al. (2019) according to which sustainable marketing initiatives are essential to developing a favorable brand image, a social construct that has turned virtually inevitable in the realm of the modern competitive environment.

The second hypothesis that Brand Image has a positive effect on Sustainable Purchase Intention (SPI) has also been empirically confirmed. This realization explains the need to develop a strong and positive brand image as part of consumer behavior research. The existing literature shows that the decision to purchase conditioned by the perceived brand name is common among consumers when sustainability is a salient factor (Dangelico and Vocalelli, 2017). Therefore, a favorable image of the brand created by consistent, logical, and effective communication is bound to conduct an enhanced consumer trust, and, therefore, increase the potential to make sustainable buying choices. These findings also support the fact that Perceived Sustainable Marketing has a direct effect on SPI (H3). The connection may be interpreted as a tendency among customer groups to choose brands that prove to be sustainable enough and are considered to be real and meaningful in their buying decisions. This observation highlights the increased propinquity of sustainability in consumer buying behavior. According to Hwang and Kim (2019), the aspect of sustainability in purchasing behavior has attained a level of importance among the younger generation, the Millennials and Gen Z, as these groups are extremely environmental and socially conscious in adopting buying decisions.

This paper has been conducted in relation to the objective of clarifying cross-relations

Online ISSN 3007-3197
Print ISSN 3007-3189

that exist between Corporate Social Responsibility and sustainable purchase intentions among consumers. The fourth hypothesis (H4), according to which the CSR initiatives have a clearly distinguishable effect on the consumer buying behavior was confirmed by the empirical results. It has already been established in the previous literature that CSR-associated activities, including environmental management, social responsibility, acquisition of socially responsible goods, etc. can be used to improve brand image and thus influence customer behavior (Bhattacharya and Sen, 2004). It is based on these theoretical assumptions that the current manuscript argues that those brands who are proactive in CSR would be in a better position to be seen as agents of sustainable social and environmental effects and thus enhance the likelihood of consumers adopting sustainable buying behavior. Moreover, the study found out that Brand Image mediates the relationship between Perceived Sustainable Marketing and Sustainable Purchase Intention, thus support the H5. This means that the indirect effect of PSM on SPI is through brand image in the eyes of the consumers. This mediating effect reflects the crucial role that brand image plays in converting sustainability efforts into actual consumer behaviors. Brands that successfully communicate sustainable practices gain a better brand image and in turn, improve the chance that consumers will choose these brands at the point of purchase.

The last hypothesis which stated that there is a moderating effect of Corporate Social Responsibility (CSR) between Brand Image and Sustainable Purchase Intention got empirical support (H6). This result implies that CSR initiatives increase the impact of brand image on consumer behaviour. Specifically, a brand that is active in CSR projects generates a more powerful influence of its positive image on the intentions to buy sustainably of consumers. These results highlight the important role CSR plays in the linkage between brand and consumer. Prior scholarship has also documented CSR's moderating influence on the brand image - consumer relationship. For example, Sen et al. (2006) mentioned that CSR activities not only offer differential advantage to a brand but also increase consumers' trust in a brand and create loyalty among them. The present research further extends this argument and demonstrates that CSR activities act as a catalyst in increasing the effect of brand image on sustainable purchase intentions.

Implications

This paper makes various contributions to the literature of sustainability marketing, brand image, CSR, and consumer behavior. This study, through analysis on the relationships of PSM, BI, CSR, and SPI, provides empirical proof for the S-O-R model in relation to the sustainable consumer's behavior. This demonstrates that external stimuli of sustainable marketing and CSR initiatives influence internal perception of consumers, that is, brand image—and this in turn affects behavioral responses, that is, sustainable purchase intentions. The current study extends previous theories by showing meditating and moderating effects of brand image and CSR in these relationships. To be more specific, the sought-after study clarifies the new understandings of the role of brand image as a transitory antecedent in which sustainable marketing has its impacts on purchase intentions, and the enhancement of the latter by the corporate social responsibility. The results promote the further development of a more detailed conceptualization of how the current sustainable

Online ISSN 3007-3197
Print ISSN 3007-3189

marketing activities can be harnessed and used to influence consumers to shape them towards responsible behavior in regards to the environment. Secondly, the study highlights the growing importance of the sustainability as a powerful driver of consumer behaviour, especially with the younger generations that are increasingly becoming more environmentally and socially sensitive. These observations are not incongruent with the general theoretical re-alignment toward the conceptualization of consumer behaviour in the market place whose rationales and structures are increasingly driven by sustainability requirements.

These findings have several important implications for marketers and brand managers. First, this study further emphasizes the need to incorporate a sustainability focus in the marketing agenda. Brands that are focused on sustainability are not only improving their image but also are more likely to gain customers who are interested in environmental and social matters. Sustainable-focused marketing strategies can be a way to stand out in a crowded marketplace, especially as consumer demand for sustainable products continues to increase. Second, the research shows the importance of building a positive brand image that is related to sustainability and ethical, which significantly affects the purchase intention of consumers. Managers should ensure that the effective communication of their sustainability efforts is a priority so that brand image is consistent with their sustainability commitments. Third, it is notable that CSR strengthens the image of a brand as well as enhances the intentions of sustainable purchase. Firms should undertake CSR programs that meet their CSR vision and benefit society at large and endorse their brand image. Engaging in CSR is therefore a viable means for firms that are looking to build a stronger brand image and increase customer loyalty.

Lastly the managers should take responsibility of recognizing the moderating effect of Corporate Social Responsibility (CSR) on the ability of brand image to influence sustainable purchase intentions. The implication of such implication is that the CSR programs should not be undertaken but rather encompassed in the overall branding and marketing system, which increases the power of brand image on consumer behaviour. To sum up, the current study provides new applicable knowledge of the mutual relationships between sustainable marketing, brand image, and CSR to form sustainable purchase intentions. Theoretical and managerial implications are thus obtained in terms of primacy of sustainability in marketing, the critical role of brand image and CSR in consumer behaviour.

Limitations and Future Directions

Like other studies, this research has several limitations. First, the geographical scope is quite limited as the target population consists of young consumers from Pakistan. The generalizability of these findings may be investigated through cross cultural research on sustainable consumer behaviour across regions. Second, the sample is limited to persons between the ages of 18 and 30, which may not be representative of the population. Future research should expand the age range to learn more about the different demographic groups' perceptions of sustainability. Lastly, this study uses a cross - sectional design that will gather data once. Longitudinal study could have provided better insights into the long-term impact of sustainable marketing practices

Online ISSN 3007-3197
Print ISSN 3007-3189

and CSR initiatives on consumers' sustainable purchase intentions.

Conclusion

This paper contributes to the field of sustainable marketing in several important ways: This paper provides empirical evidence on the mechanisms of sustainable purchase intention. It also helps marketers to understand how to capitalize on the opportunities of sustainable marketing practices as well as CSR to improve the image of the brand, and in turn to affect consumer purchase behaviour. In addition, this paper contributes tremendously to the consumer-behaviour literature on the sustainability picture, proposing more insight into how marketing can apply to create sustainable consumption. These are the theoretical and practical implications of the study. To practitioners, the findings reiterate the need to consider the marketing practices in such a way that they incorporate sustainability practices in tandem with corporate social responsibility practices, as a way of boosting the brand image, and increasing consumer interest in sustainable products. As a result, the work contributes to the Stimulus Organism Response (SOR) model by expanding its application to the marketing and consumer behaviour that takes sustainability as its focus thus providing new information on sustainability determinants of sustainable purchase intentions.

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