Research Paper

Exploring the Influence of Corporate Sustainability on Consumer Perceptions of Brand Sustainability within the Fast-Moving Consumer Goods (FMCG) Sector

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ABSTRACT

This research investigates the influence of corporate sustainability initiatives on consumer perceptions of corporate brands, focusing on generating positive brand symbolism, green brand trust, and green brand image, with brand evangelism as a mediating factor. Drawing from social psychology's literature on impression formation, it explores how these initiatives shape consumer attitudes. The theoretical model extends theories of information relevance and observational learning, providing a framework for ethical decision-making. An online survey of 219 respondents, conducted with a market research firm, evaluated various corporate brands across different industries. Findings reveal that brand sustainability significantly impacts purchasing intentions through brand evangelism. Key components influencing consumer perceptions include brand symbolism, green brand trust, and green brand image. These insights are particularly relevant for executives and marketers in the FMCG food sector, suggesting that leveraging symbolic elements of sustainability can enhance brand engagement, memorability, and profitability. The study identifies potential avenues for future research on corporate brand perceptions and sustainability.

Keywords: Brand sustainability, Consumer perception, Green brand trust, Green brand image, Brand evangelism, Corporate brands, Green advertising.

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1. INTRODUCTION

Customers are increasingly aware of the environmental and societal impacts of their purchases (Ramtiyal, 2023). Businesses and marketers are responding by adopting green marketing strategies, such as incorporating comprehensive environmental information through eco-labels and green advertising, to address the challenges of climate change (Chagwesha, 2023). Individual change agents play a crucial role in promoting corporate sustainability (Eneizan, 2016). Sustainable development aims to balance environmental, societal, and economic goals while acknowledging human impacts on the planet (Dam, 2022). Meeting current needs without compromising future generations' ability to meet their own is central to sustainable development (Ramadani, 2022). The emergence of sustainable development in the 1970s prompted businesses to gradually integrate it into their operations (Akintoye, 2014).

Corporate Social Responsibility (CSR) initiatives have evolved over the past three decades to meet stakeholder demands for broader corporate responsibilities beyond profit (Doane, 2005). Sustainability activities are increasingly important for meeting regulatory and consumer expectations, with companies using sustainable marketing to enhance brand image and offer sustainable products (Szabo, 2021). The UN's introduction of the Sustainable Development Goals (SDGs) in 2015 highlights the role of forward-thinking companies in achieving global sustainability (Ndubuka, 2019). Companies that prioritize environmental responsibility can benefit from meeting consumer demands, discovering new markets, improving efficiency, cutting costs, and enhancing brand reputation and organizational performance (Parkes, 2017).

Amidst changing consumer behaviors due to the pandemic, particularly in food product purchases (Mishra, 2023), the packaging industry faces immediate transformation challenges, underscoring the ongoing importance of sustainability (Amicarelli, 2022).

This study fills a gap in the literature by integrating observational learning theory with brand symbolism, green brand image, green brand trust, brand evangelism, and brand sustainability in the FMCG sector. Consumers increasingly expect companies to demonstrate broader sustainability and accountability (Keränen, 2023), valuing brand sustainability as a reflection of environmental and social responsibility beyond legal requirements and profit goals (Olazo, 2023). In today's

competitive environment, a company's brand is crucial for long-term survival, influencing customer attitudes and behaviors and ultimately impacting financial success (Winit, 2023; Rao, Agarwal, & Dahlhoff, 2004). The study hypothesizes that brand sustainability, mediated by brand evangelism encompassing purchase intention and brand referrals, reinforces brand symbolism, green brand image, green brand trust, and overall brand sustainability (Vuong, 2023).

This research is the first, to our knowledge, to comprehensively conceptualize and analyze the interactions between brand symbolism, green brand trust, green brand image, and brand sustainability, mediated by brand evangelism. It introduces the concept of brand sustainability, contributing to the underexplored field of marketing literature (Acampora, 2022), particularly benefiting the FMCG food sector anticipated to maintain its emphasis on sustainability in 2023 (Susilo, 2023). As customer expectations for environmentally friendly products and practices grow, brands that integrate sustainability into their strategies will likely see increased consumer demand (Shimul, 2023). This study enhances the generalizability of its findings by demonstrating novel relationships among these variables, contributing valuable insights to existing knowledge.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

The world is increasingly recognizing the imperative of safeguarding the future. Businesses face heightened competition due to their inadequate response to these demands (Budhwar, 2023). Over the past two decades, global consumers have shown a more positive inclination toward green products driven by environmental and health concerns. Many scholars have explored the gap between consumers' green beliefs and behaviors in developed nations (Fatima & Ahmed, 2023), leading to the emergence of sustainability as a crucial concept. Businesses now rely on sustainability practices to uphold their reputations, achieve long-term goals, and foster conditions for sustained growth (Ortiz-de-Mandojana, 2016). Sustainability, considered a novel approach for gaining competitive advantage (Hajar, 2023), is typically defined across economic, environmental, and social dimensions (Gilg, 2005).

Since the 1970s, information relevance has been crucial in determining if information meets users' needs. Decision-making information searches can be objectively evaluated based on their utility in fulfilling user goals (Rungruangjit, 2022). The reliability, understandability, timeliness, and novelty of information significantly influence multidimensional cognitive concepts (Xu & Chen, 2006). Consumers' endorsed brand learning through content creation, participation, and

consumption fosters strong connections with companies (Rungruangjit, 2022). Thus, exploring the correlation between observational learning theory and information relevance theory offers insights into consumer engagement behaviors and can catalyze brand evangelism, nurturing enduring consumer-brand relationships.

The research community has extensively examined corporate sustainability and responsibility within individual firms. Studies by Carroll (2010) indicate that despite diverse perspectives and responses to business concerns, corporate sustainability and responsibility converge and overlap, shaping societal-business interactions. Corporate sustainability encompasses ecological sustainability, focusing on a company's environmental impact, and a multidimensional framework that integrates environmental, economic, and social dimensions (Stahl, 2020), marking recent relevance in sustainability debates. To influence corporate culture, strategy, and operations, sustainability integrates profitability, societal benefit, and environmental protection (Hussain, 2023). Joshi (2023) distinguishes between social responsibility, economic accountability, and environmental sustainability as pivotal aspects of sustainability.

The significance of brand symbolism has prompted research into its origins and effects. Researchers define brand symbolism diversely, positing that "we are what we possess," highlighting symbolic consumption's impact on self-concept and beyond traditional product-focused research (Siahtiri, 2022). Brand symbolism shapes culture, values, personal identity, and social connections (Elliott, 1998), encompassing societal and self-symbolism dimensions. Leveraging consumers' innate inclination to evangelize and share preferences (Lee, 2023), brand evangelism has gained prominence, defining passionate customer advocacy and fostering extensive word-of-mouth promotion (Becerra, 2013). Modern marketing increasingly explores brand evangelism attributes, emphasizing brand loyalty, emotional attachment, and advocacy (Sarkar, 2022; Nyadzayo, 2020). Consumer brand choices are influenced not just by functional performance but also by symbolic and social considerations (Batra, 2014), shaping extra-role behaviors like citizenship behaviors (Dalal, 2021). Yet, the correlation between brand symbolism and customer-brand relationships, particularly through brand evangelism dimensions of purchase intention, positive brand referrals, and oppositional brand referrals, warrants further investigation. Thus, this study aims to explore if brand symbolism facilitates brand evangelism in the FMCG Food sector, hypothesizing:

H1: *Brand symbolism significantly influences brand sustainability.*

H2: *Brand symbolism positively impacts brand sustainability mediated by brand evangelism.*

Amidst the realities of climate change, revising production and consumption practices is essential. Urban pollution levels underscore the need for environmental protection for future generations (Dincer, 2000). Encouraging and utilizing eco-friendly products play a crucial role in environmental stewardship (Crona, 2023), with consumers increasingly willing to pay premiums for sustainability. "Green brand image" encapsulates consumer sentiments and opinions on a brand or product's environmental impact (Nagar, 2015), strongly influencing consumer behavior (Zeb, 2011). Passionate consumers share positive experiences and defend brands, enhancing brand loyalty and market position (Hudson, 2015). Businesses invest heavily in projecting an environmentally responsible image (Majeed, 2022) through sustainable branding, vital for stakeholder perceptions of green practices and offerings (Chuah, 2020). While green corporate image relates to stakeholder perceptions, green brands encompass green practices and product offerings (Zameer, 2020). This study provides empirical evidence linking green brand image to green evangelism in the FMCG Food sector, hypothesizing:

H3: *Green brand image significantly influences brand sustainability.*

H4: *Green brand image positively impacts brand sustainability mediated by brand evangelism.*

Consumer engagement in online communities strengthens brand relationships and enhances loyalty (Sun, 2022). Brand trust is pivotal in fostering positive customer interactions and loyalty (Cha, 2016). Green brand trust reflects consumers' expectations of ethical conduct from trusted brands (Rathee, 2023), crucial for building customer loyalty and market reputation (Wang, 2021). Consumers' lifelong relationships with brands hinge on perceived environmental credibility, with trust deficits undermining brand-consumer bonds (Ramtiyal, 2023). Based on these insights, this study posits:

H5: *Green brand trust significantly influences brand sustainability.*

H6: *Green brand trust positively impacts brand sustainability mediated by brand evangelism.*

Rising consumer interest in sustainable products compels businesses to adopt comprehensive sustainability measures (Jinliang, 2023). Motivations for sustainable product adoption predict future demand trends, influencing long-term profitability (Kumar, 2023). Marketers prioritize building strong brand-consumer relationships, driving consumer advocacy and evangelism (Rungruangjit, 2022). Brand evangelism, encompassing purchase intention, positive brand

referrals, and oppositional brand referrals (Becerra, 2013), emerges as a critical predictor of brand sustainability:

H7: Brand evangelism significantly influences brand sustainability.
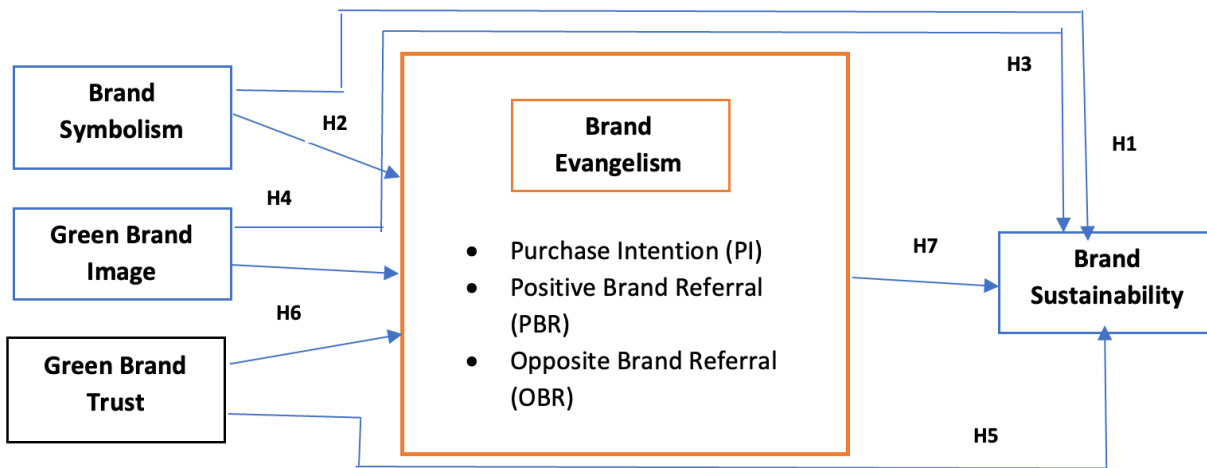
Figure 1. Conceptual Framework

The proposed model (Figure 1) illustrates the hypothesized relationships among BS (Brand Sustainability), GBI (Green Brand Image), GBT (Green Brand Trust), BE (Brand Evangelism), and BSB (Brand Symbolism). Brand Sustainability (BSB) is influenced by three independent variables—brand symbolism, green brand image, and green brand trust. Additionally, brand evangelism serves as a mediator, comprising three components: purchase intention, positive brand referral, and opposing brand referral.

In recent years, there has been significant research into consumption patterns, particularly within Pakistan's FMCG (Fast-Moving Consumer Goods) Food sector. However, empirical studies in the food industry in Pakistan remain relatively limited (Sharif, 2023). Growing concerns about food security and safety in emerging nations have highlighted the need for robust and efficient food distribution networks. This necessitates a deep understanding of consumer preferences, demands, and socioeconomic characteristics to improve practices, meet consumer expectations, and adhere to environmental and ethical standards (Badar, 2023).

3. METHODOLOGY

Positivism guided this study philosophically, employing quantitative methods and a logical approach. Structural equation modeling was used for analysis. Primary research was conducted to explore brand sustainability.

Before the main survey, a pilot study with 50 respondents tested the questionnaire's appropriateness, ensuring reliable results. Adjustments were made based on the pilot study's analysis. The full survey collected data from 201 respondents (Krejcie, 1970).

Given increased stakeholder demand and competitive pressures, FMCG firms are increasingly acknowledging the importance of corporate environmental sustainability. Despite employing diverse recycling techniques, FMCG companies in developing nations face challenges like significant water pollution, emissions, and a growing carbon footprint. Addressing these ecological issues necessitates sustainable policies and practices encompassing macro- and micro-level factors.

Smart PLS-3 software facilitated several experiments, employing second-generation approaches for analyzing structural and measurement models. Hayes' method was applied for basic mediation analysis.

Measurement scales included a 6-item scale for symbolism adapted from Bhat and Reddy (1998) and Steg (2005). Brand evangelism used a 9-item scale from Becerra and Badrinarayanan (2013). Green brand image (4 items) and green brand trust (4 items) scales were adapted from Padgett (1997), Cretu (2007), Blau (1964), Ganesan (1994), and Schurr (1985). Brand sustainability (3 items) scales were adapted from Fombrun (2000). The questionnaire encompassed five categories, each representing a study-related variable, with responses coded from 1 ('strongly disagree') to 5 ('strongly agree'). Data were collected via online surveys (Google Forms), targeting millennials as food product consumers.

Company age and geographical location served as control variables, considering their potential influence on consumer behavioral intentions due to varying sustainability perspectives across age groups and locations (Sweeney, 2015).

4. RESULTS

Out of the total number of respondents, 65% were males, while 34% were females. The majority of respondents, comprising 90%, were between the ages of 26-30 years old. The age group between 31-35 years old constituted 5% of the respondents, while the smallest percentage, accounting for

1.8%, belonged to the age group between 51-55 years old (See Table 1: Gender and Age-Wise Distribution).

Table 1. Gender and Age-Wise Distribution

Demographic Variable	Frequency	%
Gender		
Male	144	65%
Female	75	34%
Age		
26-30years old	197	90%
31-35years old	11	5%
36- 40years old	4	1.8%
41-45years old	2	.9%
46-50years old	1	.5%
51-55years old	4	1.8%
Total	219	

Internal consistency and reliability of each variable's components can be determined through Cronbach's alpha values. A value of 0.7 or higher is considered acceptable and indicates a dependable measure. Brand symbolism (BS) consisted of six items ($\alpha = 0.731$), Green Brand Trust (GBT) consisted of four items ($\alpha = 0.714$), Green brand image consisted of four items ($\alpha = 0.846$), brand evangelism (BE) consisted of nine items ($\alpha = 0.864$), and brand sustainability (BSB) consisted of three items ($\alpha = 0.721$). The Cronbach alphas of all variables were found to be reliable (all items $\alpha > 0.50$) (See Table 2: Convergent Validity).

Table 2 shows that the component loadings, Cronbach's alpha, and CR are all above the standard of 0.7, while the AVE is above the benchmark of 0.5. This indicates that the convergent validity is sufficient (Shiau, 2019).

Table 2. Convergent Validity

Construct	Cronbach's Alpha	Composite reliability	AVE
BS	.713	0.8	0.698
GBI	.846	0.689	0.717
GBT	.714	0.688	0.517
BE	.864	0.856	0.687
BSB	.721	0.784	0.546

Referring to the table above (see Table 3: Correlations), brand symbolism (BS = 0.501), green brand trust (GBT = 0.512), green brand image (GBI = 0.551), and brand evangelism (BE = 0.543) exhibit strong positive correlations.

Common method bias occurs when error variance is present in variables due to the specific measurement method used, rather than the constructs being measured (Podsakoff, 2012). Harman's single factor test (1976) was employed to determine if there was any common method bias among the variables. The study found no evidence of common method bias (CMB), as the result of Harman's single factor test was 29%, which is below the standard threshold of 50%.

Table 3. Correlations

Construct	BS	GBI	GPT	BE	BSB
BS	1	0.477	0.387	0.464	0.501
GBI	0.477	1	0.728	0.621	0.551
GBT	0.387	0.728	1	0.521	0.512
BE	0.464	0.621	0.521	1	0.543
BSB	0.501	0.551	0.512	0.543	1

Regarding discriminant validity, the square root of AVE values is higher than their inter-construct correlations (Fornell, 1981). Additionally, the study's dependent variable (BSB) has an adjusted R-squared value of 0.739, indicating strong predictability of the overall theoretical model. Furthermore, other variables such as BS, GBI, and GBT have adjusted R-squared values of 0.788, 0.752, and 0.811 respectively, which also demonstrate strong predictability (See Table 4: Discriminant Validity).

Table 4. Discriminant Validity

Latent Variables	BS	GBI	GPT	BE	BSB
BS	0.788				
GBI	0.643			0.763	0.752
GBT	0.715	1.009		0.816	0.811
BE					
BSB	0.739			0.892	

The F-test or F-value is used to assess the significance of regression analysis. A high F-statistic value indicates that the regression model is statistically significant. In this study, the F-statistic

value was 40.422, suggesting that the regression model is indeed significant. The findings indicate that 33.9% of the variation in brand symbolism is attributed to brand sustainability. Detailed results are provided in Table 5: Linear Regression - Coefficient is 0.282.

Brand symbolism (BS) shows a strong positive effect on brand sustainability (BSB) (b = 0.282, p = 0.000), supporting H1. Brand evangelism (BE) also demonstrates a strong positive effect on brand sustainability (b = 0.239, p = 0.001), supporting H4.

On the other hand, green brand image (GBI) exhibits a weak effect on brand sustainability (b = 0.146, p = 0.070), leading to the rejection of H2. Similarly, green brand trust (GBT) shows a weak effect on brand sustainability (b = 0.180, p = 0.19), resulting in the rejection of H3.
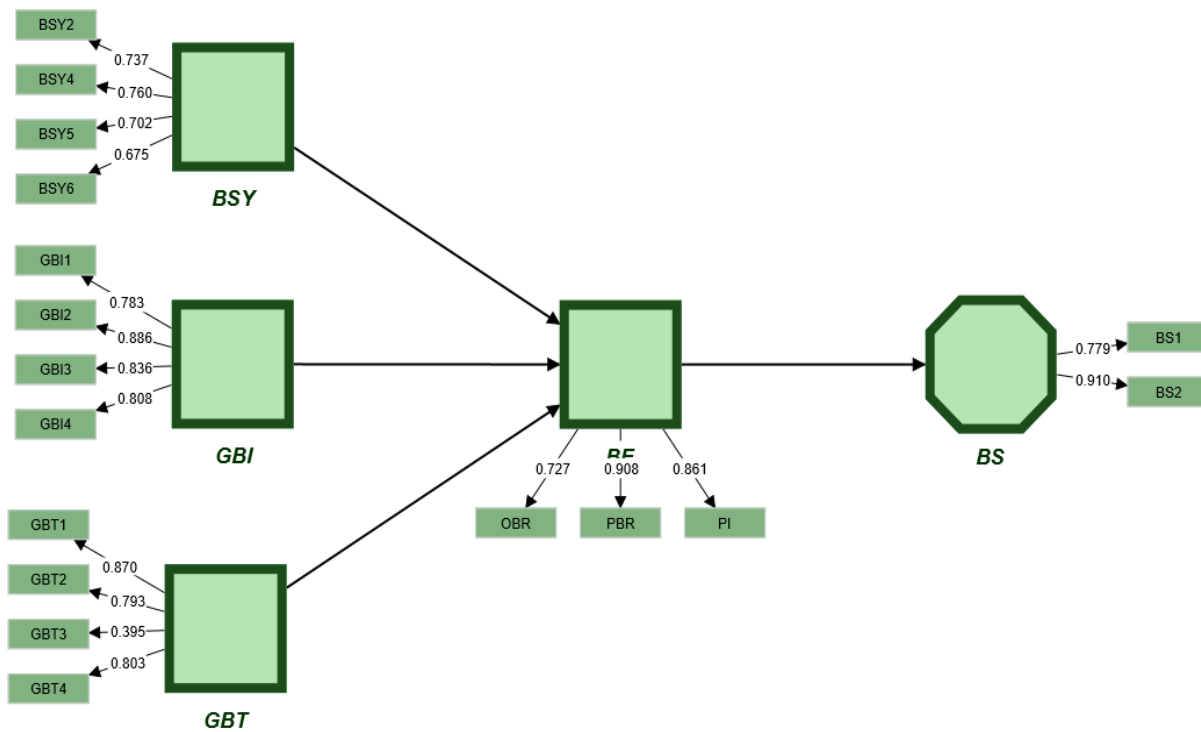
Structural Model
H1: Brand symbolism impacts brand sustainability.
H3: Green brand image impacts brand sustainability.
H5: Green brand trust impacts brand sustainability.
H7: Brand evangelism substantially influences brand sustainability.

Figure 1. Measurement Model

Table 5. Linear Regression - Coefficient

| Model		Unstandardized Coefficients		Standardized Coefficients				R^2	F
		B	Std. Error	Beta		t	Sig		
1	(Constant)	.339	.258			1.312	.191	.430	40.42
	BS	.282	.069	.247		4.074	.000		
	GBI	.146	.080	.154		1.820	.070		
	GBT	.195	.082	.180		2.372	.019		
	BE	.270	.077	.239		3.500	.001		

a. Dependent Variable: BSB

To examine the relationship between independent and dependent variables, the structural model was employed. The results indicated that brand symbolism, green brand trust, and green brand image significantly correlate with brand sustainability. The study also identified a positive relationship between brand evangelism and brand sustainability.

H2: Brand symbolism has a positive effect on brand sustainability mediated by brand evangelism.

Table 6. Total Effects

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
H1: BS -> BSB	0.4	0.402	0.057	6.988	0.000
H2: GBI -> BSB	0.146	0.145	0.081	1.812	0.035
H3: GBT-> BSB	0.31	0.311	0.085	3.651	0.000
H7: BE -> BSB	0.564	0.565	0.061	9.216	0.000
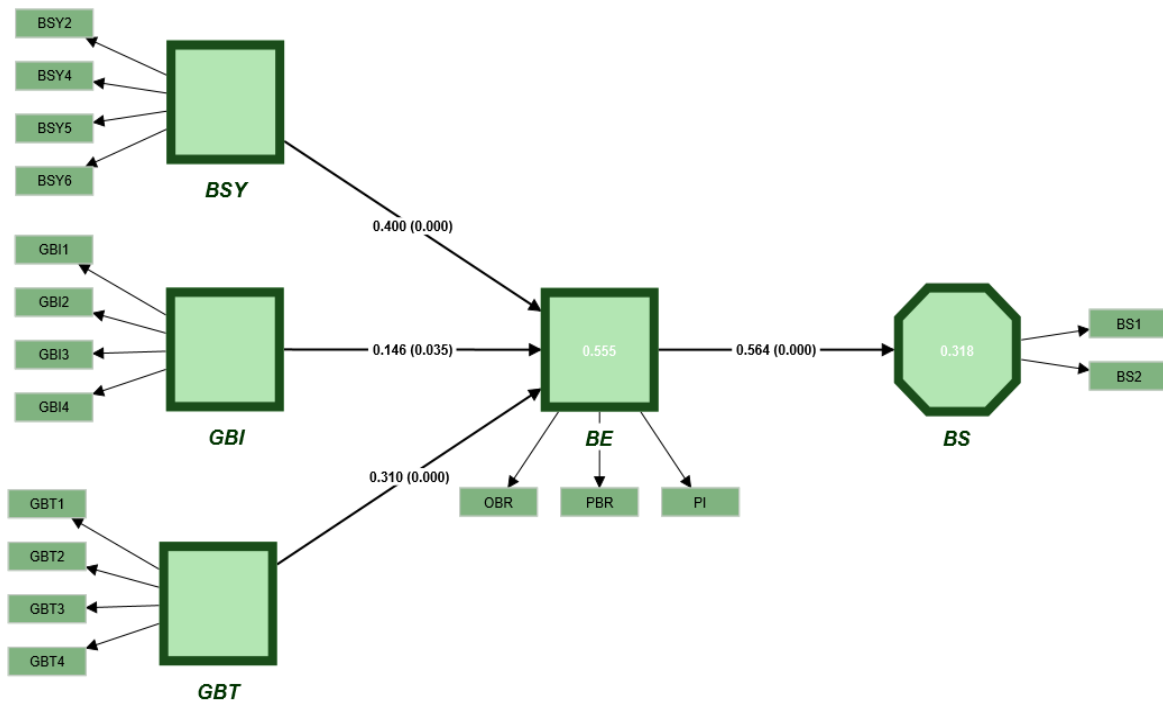
Figure 2. Structural Model

To examine the mediating role of MV between IV and DV, a mediation analysis was performed. The findings showed that while the direct influence of the independent variable on the dependent variable is significant, the indirect effect of the independent variable (BS) on the dependent variable (BSB) is also significant, with a p-value less than 0.005. These results indicate that the impact of BS on brand sustainability is partially mediated through BE, suggesting partial mediation. (See Table 7: Direct and indirect effects).

H4: Green brand image has a significant impact on brand sustainability mediated by brand evangelism.

Table 7. Direct and Indirect Effects

Direct and indirect effects	Path Coefficients	T-Stats	P-Values
The direct effect of BS on BSB	0.057	6.9	0.00
The indirect effect: BS->BE->BSB	0.225	5.222	0.000

The results showed that the indirect effect of the X-variable (green brand image) on the Y-variable (brand sustainability behavior) was not significant, as the p-value was greater than 0.05. However,

the direct effect of the X-variable on the Y-variable was found to be significant (T-Stats value is less than 1.96). This suggests that there is no complete mediation, indicating that the impact of green brand image on brand sustainability behavior is not entirely transmitted through brand evangelism (BE). (See Table 8: Direct and indirect effects).

H6: Green brand trust has a significant effect on brand sustainability mediated by brand evangelism.

Table 8. Direct and Indirect Effects

Direct and indirect effects	Path Coefficients	T-Stats	P-Values
The direct effect of GBI on BSB	0.081	1.812	0.035
The indirect effect: GBI->BE->BSB	0.082	1.797	0.036

According to the results, the indirect effect of the independent variable (green brand trust) on the dependent variable (brand sustainability) is significant, with a p-value less than 0.005. However, the direct effect of the independent variable on the dependent variable is also significant. This analysis indicates that there is partial mediation, meaning that the influence of green brand trust on brand sustainability is partially transmitted through brand evangelism (see Table 9: Direct and indirect effects).

Table 9. Direct and Indirect Effects

Direct and indirect effects	Path Coefficients	T-Stats	P-Values
The direct effect of GBT on BSB	0.085	3.651	0.000
The indirect effect: GBT->BE->BSB	0.175	3.229	0.001

5. DISCUSSION

FMCG companies are increasingly prioritizing corporate environmental sustainability in response to mounting pressure from stakeholders and intensified competition. Despite employing diverse recycling methods, FMCG firms in developing countries encounter persistent challenges such as water contamination, emissions, and an escalating carbon footprint. Addressing these ecological issues necessitates sustainable policies and practices that consider both macro- and micro-level factors.

The variables examined in this study have been validated and expanded upon by recent research from Salehzadeh (2023), Gidaković (2022), and Osmanova (2023). New insights have been

developed to explore how brand sustainability impacts corporate brands in the FMCG food sector. The findings from H1 and H7 highlight a significant relationship between brand symbolism and brand evangelism with brand sustainability, indicating that brand sustainability enables corporate brands to embed sustainability within their operations. This novel finding enriches the existing literature. However, results from H2 and H3 suggest that the hypothesized relationships between green brand image, green brand trust, and brand sustainability are not supported, challenging the consumer value theory's application in predicting sustainability outcomes.

Drawing from Osmanova's study (2023), which found a significant link between brand symbolism and all facets of brand evangelism, this study corroborates that brand symbolism strongly influences consumer advocacy for a brand. Additionally, green brand image and green brand trust, adapted from Salehzadeh's research (2023), were utilized here as independent variables and a mediator, respectively, revealing their positive impact on brand sustainability.

In a study by Gidaković (2022), brand sustainability demonstrated a noteworthy association with purchase intention, a component of brand evangelism. Consistent with this finding, our study explored the reciprocal influence of brand evangelism on brand sustainability, unveiling a positive relationship between these constructs.

Moreover, structural equation modeling (SEM) mediation analysis elucidates the substantial relationships between brand symbolism, green brand trust, and green brand image with brand sustainability, mediated by brand evangelism. This suggests that through the facets of brand evangelism, corporate brands in the FMCG food sector can effectively integrate sustainability principles into their products and operations.

6. CONCLUSIONS

In today's fiercely competitive market, consumers are bombarded with numerous brands and marketing strategies aimed at differentiation (Salehzadeh, 2016). As anticipated, brand symbolism had a positive impact on all aspects of brand evangelism, including purchase intention, positive brand recommendations, and negative brand recommendations. Particularly notable was its strong influence on positive brand recommendations, suggesting that consumers' advocacy for a brand may be more influenced by symbolism than their purchase intentions or negative referrals. These findings underscore the importance for companies to embrace sustainable practices and effectively communicate their brand's sustainability efforts. Brands that prioritize strong environmental and

ethical standards, in collaboration with all stakeholders, are likely to hold the most value and influence (Lu, 2020).

By exploring how perceptions of corporate sustainability initiatives influence brand symbolism, green brand trust, and green brand image through brand evangelism as a mediator, this study adds to existing literature on impression formation in social psychology. The study conducted an online survey with 219 respondents in collaboration with a market research firm, evaluating various corporate brands across industries. The theoretical framework integrates theories of information relevance and observational learning, offering insights into ethical judgment formation. Business executives and marketers, particularly in the FMCG food industry, should take note of these findings. Companies can leverage symbolic aspects to establish more memorable and appealing brand images, potentially enhancing customer retention, brand loyalty, and profitability.

Customers now demand more from corporate brands in terms of sustainability and ethical values. Understanding the symbolic link between brands and evangelical customer behavior in today's competitive market is crucial. This study expands existing knowledge by providing new perspectives and introducing the concept of brand sustainability, particularly beneficial for the FMCG food segment. It contributes to research on brand symbolism and evangelism, aligning with previous studies showing how brand symbolism enhances brand appeal, purchase intentions, and positive brand associations.

This study has significant implications for marketers and business leaders, especially in the FMCG food industry. Understanding the symbolic components of brands is crucial for developing effective marketing strategies and segmentation techniques. Symbolism plays a critical role in influencing consumer perceptions and behaviors, impacting purchase intentions and brand loyalty. Companies can capitalize on these symbolic elements to build compelling brand images that resonate with their target audience, potentially boosting brand loyalty, customer retention, and overall profitability. Managers should invest in understanding and integrating these symbolic components into their marketing strategies.

Green production is increasingly vital in industrial processes, with corporate brands transitioning towards sustainability and intensifying competition among globally recognized organizations. Managers must recognize the symbolic aspects of their offerings to develop effective marketing and segmentation strategies. Focusing on mitigating negative brand perceptions, enhancing customer trust, and fostering a positive green brand image are essential strategies.

Direct communication with customers, providing accurate information, and addressing negative perceptions can build trust and create a positive brand image, potentially increasing sales and customer loyalty. Customers expect transparency, honesty, and sustainability from companies, underscoring the importance of effectively marketing and communicating sustainability efforts.

Strong environmental and ethical standards, fostered in collaboration with stakeholders, significantly enhance a brand's value. Companies can collaborate with well-known endorsers or social media influencers who resonate positively with consumers during their sustainability transition. These findings can also guide policymakers in promoting environmentally friendly laws and policies. Emphasizing the benefits of brand sustainability on brand evangelism can help counter opposition from industry groups advocating for lax regulations.

This study employed a practical approach in surveying respondents, suggesting future research should explore novel methodologies to understand perceptions of brand sustainability and anticipate mediator effects. Additionally, the examination of findings (such as brand symbolism, trust, image, and evangelism) was limited by the study's focus on Pakistan. The reliance on internet channels for data collection, while promoting environmentally friendly behaviors, does not guarantee sample representativeness. Caution is therefore needed in generalizing implications and avoiding research redundancy, particularly across corporate brands. The results are specific to a particular time and context, focusing primarily on the FMCG food sector in Pakistan using a cross-sectional design.

Future research should further explore these concepts, especially as corporate brands increasingly prioritize green products. Researchers are encouraged to conduct studies across diverse industries and products (e.g., textiles, automobiles, online education) to better understand consumer purchase intentions. Future studies might explore additional mediators, such as social norms, and incorporate measures of past behavior to capture behavioral outcomes associated with perceptions of brand sustainability. Moreover, experimental designs could manipulate brand sustainability levels exogenously to measure their effects on subsequent variables of interest.

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How to cite this article:

Fatima, M.; Ahmed, Q.; & Muhammad Arsalan Nazir, M. A. (2025). Exploring the Influence of Corporate Sustainability on Consumer Perceptions of Brand Sustainability within the Fast-Moving Consumer Goods (FMCG) Sector. *International Journal of Marketing, Communication and New Media*, *Special Issue on International Marketing*, May 2025, pp. 6-25