

DIGITALES ARCHIV

ZBW – Leibniz-Informationszentrum Wirtschaft
ZBW – Leibniz Information Centre for Economics

Santoso, Singgih

Article

Consumer behaviour : impact of social and environmental sustainability

Marketing i menedžment inovacij

Provided in Cooperation with:

ZBW Open Access

Reference: Santoso, Singgih (2024). Consumer behaviour : impact of social and environmental sustainability. In: Marketing i menedžment inovacij 15 (1), S. 229 - 240.
https://mmi.sumdu.edu.ua/wp-content/uploads/2024/03/17-A772-2024_Santoso.pdf.
doi:10.21272/mmi.2024.1-17.

This Version is available at:

<http://hdl.handle.net/11159/654488>

Kontakt/Contact

ZBW – Leibniz-Informationszentrum Wirtschaft/Leibniz Information Centre for Economics
Düsternbrooker Weg 120
24105 Kiel (Germany)
E-Mail: [rights\[at\]zbw.eu](mailto:rights[at]zbw.eu)
<https://www.zbw.eu/econis-archiv/>

Standard-Nutzungsbedingungen:

Dieses Dokument darf zu eigenen wissenschaftlichen Zwecken und zum Privatgebrauch gespeichert und kopiert werden. Sie dürfen dieses Dokument nicht für öffentliche oder kommerzielle Zwecke vervielfältigen, öffentlich ausstellen, aufführen, vertreiben oder anderweitig nutzen. Sofern für das Dokument eine Open-Content-Lizenz verwendet wurde, so gelten abweichend von diesen Nutzungsbedingungen die in der Lizenz gewährten Nutzungsrechte.



<https://zbw.eu/econis-archiv/termsfuse>

Terms of use:

This document may be saved and copied for your personal and scholarly purposes. You are not to copy it for public or commercial purposes, to exhibit the document in public, to perform, distribute or otherwise use the document in public. If the document is made available under a Creative Commons Licence you may exercise further usage rights as specified in the licence.

Consumer Behaviour: Impact of Social and Environmental Sustainability

Singgih Santoso^{1*} 

¹ Faculty of Business, Duta Wacana Christian University, Indonesia

* Corresponding author: singgih.santoso@gmail.com

Type of manuscript: Research paper

Cite as: Santoso, S. (2024). Consumer Behaviour: Impact of Social and Environmental Sustainability. *Marketing and Management of Innovations*, 15(1), 229–240. <https://doi.org/10.21272/mmi.2024.1-17>

Received: 11 January 2024

Revised: 13 March 2024

Accepted: 16 March 2024

Publisher & Founder: Sumy State University



Copyright: © 2024 by the author. For open-access publication within the terms and conditions of the Creative Commons Attribution (CC BY) licence (<https://creativecommons.org/licenses/by/4.0/>).

Abstract: Sustainability, along with the increasing importance of the Sustainable Development Goals (SDGs), is collectively a booming phenomenon in good economic development. SDGs describe a universal agenda that applies and must be implemented by all countries, and Indonesia is adopting and implementing the SDG concept to achieve it by 2030. To implement SDGs in Indonesia, there are three challenges that must be faced, namely, communication strategies to the community, financing for implementing SDG programs, and strategies for preparing regions to adopt SDGs in each city. One of the efforts currently being intensified by consumers in Indonesia is consumer concern for the sustainability of the environment where they live. To date, there is still little empirical research in Indonesia about how far consumers care about the environment and their perceptions of green products. By knowing their perceptions and behaviours related to green products, companies and governments will be able to formulate appropriate strategies. The purpose of this research is to determine the impact of social sustainability and environmental sustainability on brand reputation, brand trust, and ultimately purchase intention. Using survey methods and purposive random sampling techniques to collect respondents, 196 respondents in the Special Region of Yogyakarta Province, Indonesia, were given a questionnaire on the respondents' opinions of the five construct variables above. After applying the structural equation modelling technique, goodness of fit tests and structural relationship hypothesis tests were carried out. The results show that social sustainability affects brand reputation, but environmental sustainability does not significantly influence brand reputation. Brand Reputation positively and significantly affects Brand Trust, and ultimately, Brand Trust significantly influences Purchase Intention. The implication of this research is the need for companies to be aware of social problems in developing countries and develop strategies that pay more attention to workers, social conditions in society, and decent wages so that consumer attitudes can become more positive towards green products and their support for the SDGs becomes more real.

Keywords: brand reputation; brand trust; environmental, social, and governance (ESG); environmental sustainability; social sustainability; purchase intention.

Funding: There was no funding for this research.

1. Introduction. Indonesia is one of the countries that is committed to attaining the SDGs. The 2021 Sustainable Development Report shows that Indonesia was ranked 82nd out of 163, with 69.16 points. This is increasing because Indonesia is a country that has a fairly good economy, but in achieving the SDGs, Indonesia is still recorded as low. Indonesia appears to be experiencing major challenges in several indicators marked in red, namely, freedom from hunger, good conditions and welfare, sustainable societies and

communities, life on earth, fairness, peacefulness, strong organizations, and partnerships in harmony (Oktaviani, 2022). Indonesia's current economic activities appear to be pursuing profits and forgetting their impact on social life and the environment. This then makes it difficult to achieve the SDGs. The Indonesia Sustainability Forum, which will be held in September 2023 in Jakarta to encourage collaboration in sustainable economic growth, is an effort to pay more attention to achieving the SDGs, with discussion topics such as decarbonization, greening the power sector as the backbone for energy transition, and fuels of the future for low carbon industry solutions (Widya, 2023). Currently, sustainability is an undisputable phenomenon, along with the increasing importance of the SDG concept in good economic development; the most accepted definition of 'sustainability' is growth, which satisfies the needs of the present without sacrificing future generations to meet their needs (Guandalini, 2022; Ruggerio, 2021). Harmonizing the three pillars of sustainable growth, namely, economic progress, environmental preservation and social welfare, has been the focus of much discussion for several years (Ling et al., 2023). The concept of sustainability is important for humanity because this idea can explain the basic principles that can guide our collective actions in shaping the future (Estoque, 2020). The idea of sustainability has also been studied in the field of marketing, especially in terms of emphasizing the need to understand social actions that can encourage habits of preserving the environment and the role of one's values in carrying out sustainable consumption. (Kautish et al., 2020). In Indonesia, people's awareness of the need to buy environmentally friendly products has begun to grow, and their attitude is dependent on self-improvement needs, such as buying organic foods to fulfil their value expression needs. In the future, humans will depend greatly on sustainability, making sustainable consumption an important topic of research. Sustainability addresses how someone obtains, uses and disposes of products, choices made by individuals to select and sort products that can protect the environment, and other activities related to environmental preservation. The logical consequence of these things is that many consumers are becoming increasingly sensitive and concerned about the processing of the products they want to buy. Recently, sustainability attributes and environmentally friendly claims on products have started to appeal to Indonesian consumers who care about environmental values; they prefer brands that are considered to make environmentally friendly products and have a good reputation.

Many studies have been conducted on the effect of sustainability on purchase intentions. However, there has not been much research related to the mediating variables that exist between these two variables, such as brand reputation and brand trust variables; this research also explores how customer behaviour is influenced by brand reputation attained exclusively through sustainability initiatives (Ponte et al., 2015). Many studies have been carried out to determine the impact of company products that have taken into account sustainability aspects in the manufacture of their products on consumer attitudes; however, there is still little research that elaborates on positive consumer purchase intentions, an activity that companies want to know in the long term. Thus, one of the important contributions of this research is to look at the comprehensive relationship between the performance of companies that prioritize sustainability issues and the acceptance of their brands among consumers. Therefore, the research objectives were to examine the impact of the social sustainability variable and environmental sustainability variable on brand reputation and the effect of brand reputation on brand trust and to test whether brand trust has a positive impact on purchase intention. Researchers suspect that a significant relationship exists between a company's environmentally oriented reputation and consumers' trust in a brand; this brand trust influences brand purchase intention.

2. Literature Review. The concept of sustainability in this research is a further development of the concept of corporate sustainability, which seeks to mitigate the risk of environmental damage when companies operate. The link between sustainability and consumer behaviour has been investigated in past research; however, the influence of green products on consumer purchase intentions has not been examined in much consumer behaviour research. This research will examine the influence of sustainability, which includes social and environmental elements, on reputation and trust in a company brand and, ultimately, on consumer purchasing intentions. A brief overview of each variable will be presented for developing hypotheses in the research model.

2.1. Social sustainability and environmental sustainability

Consumers who are concerned about environmental sustainability are perhaps customers who express their tendencies and opinions toward sustainability, such as showing concern for environmental and economic issues, which has an impact on their purchasing intentions (Drennan et al., 2023; Sung & Park, 2018). Another scholar defines sustainability as something that encourages consumers to consume products and services that can improve aspects of people's social and economic life; sustainability is understood as a multidimensional construct such as health issues, public access to information, or labelling (Kautish et al., 2020). From a

business perspective, sustainability can be explained as an effort to meet current needs while taking into account the ability of the next generations to continue to fulfil their needs (Unal & Tascioglu, 2022). In business practice, sustainability universally has three dimensions, i.e., social, environmental, and economic dimensions, with the social aspect also being widely forwarded within corporate social responsibility articles. On the other hand, consumer concern for environmental sustainability is a concept that explains consumers' environmentally friendly consumption behaviour (Viet et al., 2023). Research on organic food shows that products that are considered and believed to be sustainable and environmentally friendly can strengthen consumer buying intentions for organic products. Concern for a sustainable environment represents consumers' opinions regarding environmental preservation, and this concern is very important for consumers who care about environmental issues (De Canio et al., 2020). During a pandemic, environmental and economic sustainability become important to many companies; this type of investment, such as economic environmental issues, can influence the business expansion of firms; economic, social and environmental sustainability can also be considered a development tool for companies with high financial leverage, which defends companies against bankruptcy (Arianpoor & Tajdar, 2022).

2.2. Brand Reputation

A good brand reputation can be described as a company's past actions to serve consumers through its products. A company's competence in providing good quality service to all stakeholders will ultimately result in good stakeholder perceptions about how well the company can conform to its hope (Goldring, 2015). A reputable brand provides indicators to consumers; a better reputation means that the company has competent service and high product quality. Research has shown that the social, economic and environmental dimensions of sustainability positively affect a company's competitive advantage in competition, mediated by brand reputation, satisfaction, and organizational commitment (Cantele & Zardini, 2018). Another scholar describes brand reputation as a cumulative assessment of a company's ability to provide satisfactory outcomes to stakeholders, and a firm's strategies and values determine its good reputation (Gli et al., 2023). Many studies show that a firm's reputation is an important signal to consumers that reduces customer risk, inspires product adoption, and reflects product quality and ethical conduct in the market (Cowan & Guzman, 2020; Maden et al., 2012). From an economic perspective, many researchers define brand reputation as insiders' and outsiders' beliefs and evaluations of a company; from an institutional theory view, brand reputation can be described as the perceived opinion of a company in the stakeholders' minds (Jung & Hur, 2023). Brand reputation is influenced by aspects such as product quality, service quality, and affiliation with high-status organizations; building a good brand reputation in business practices requires considerable time, money and effort, so a strong reputation from a credible company is difficult to imitate (Su et al., 2016). The cause of a good brand reputation does not only come from the company; several external causes have impact on the formation of brand reputation, such as the perceptions of different stakeholders and the impact of the long-term achievements of the company (Akilli, 2023). A good and strong reputation allows a brand to better satisfy consumer needs; as a result, the brand will have an advantage over its competitors in the market and ultimately give the company a competitive advantage in the market (You & Hon, 2021). Another study showed that the association between CSR and an organization's contribution quality varies according to its brand reputation, and the research results revealed that corporate reputation can moderate the significant relationship between CSR activities and financing efficiency (Afrin & Rahman, 2023). In many studies on sustainability, especially consumer behaviour toward green products, it was found that companies' environmentally friendly practices positively affect brand reputation (Gonzalez-Rodriguez et al., 2020). Additionally, several studies examining the influence of each dimension of sustainability, namely, the social, economic, and environmental dimensions, have shown that a positive attitude towards a company's active involvement in each dimension will positively impact the company's reputation (Martínez & Rodríguez-del-Bosque, 2014). Following these studies, we propose the following hypotheses:

- H₁: Social sustainability variable affects the reputation variable.
- H₂: The environmental sustainability variable affects the reputation variable.

2.3. Brand trust

An important brand asset component is brand trust, showing perceptions of the competency and integrity of the product (Tong et al., 2023). Brand trust is described as the eagerness of the consumer to confide in the capability of the brand and is built through various means, such as advertising, word-of-mouth activities, and brand image. In many studies, brand trust is one of the most fascinating characteristics of an interrelationship between a brand and a consumer and can reduce the uncertainty and risk of purchase (Han et al., 2023). If a brand is perceived as more reliable and trustworthy, then the perceived risk of purchasing that brand will be

reduced (Bae & Kim, 2023). Many marketing studies recognize the very close relationship between good brand reputation and consumer trust (Kim et al., 2008; Walsh et al., 2017). Brand trust is an important variable that affects buyer decision outcomes; its role is more important in buying situations involving information asymmetry or uncertainty (Samarah et al., 2022). This shows that a good company reputation is a signal of the brand's competence, and consumers believe that products and services from reputable companies ensure good quality. In addition, (Bae & Kim, 2023) shows that a good brand reputation reflects the responsibility and credibility of the company. Consumers assume that a reputable company fulfils the agreements it has made and will respond quickly and well if a problem occurs. In the context of sustainability, it is hoped that a relationship between reputation and trust will also be found. Moreover, several pieces of evidence suggest that brand trust affects customers' eagerness to pay at expensive prices (Koschate-Fischer & Gartner, 2015). In many research findings on branding, a good brand reputation will be considered by consumers as a sign that the product has high quality and competence, thereby reducing the risk that consumers will not receive a product that meets expectations (Walsh et al., 2017). In addition, consumers assume that a good brand reputation will mean that the company will be responsible if the product fails to meet their expectations; there is a positive influence between the reputation of a brand and consumer trust in that brand (Keh & Xie, 2009). We hypothesize the following:

- H₃: The brand reputation variable affects the brand trust variable.

2.4. Purchase Intention

Purchase intention can be defined as the possibility that consumers will buy a brand (Huang et al., 2023); another scholar states that purchase intention is related to the eagerness of one's to buy something that adds value to the consumer, and they have the intention to purchase products and services for many logical reasons (Khan et al., 2021). Purchase intention can also be defined as the eagerness of an individual to plan or purchase a product and services next to it and can predict purchase behaviour (Njo & Sugeng, 2022). In the consumer behaviour context, purchase intentions form a comprehensive part of consumer decision-making for a specific brand choice and express consumer perceptions and attitudes (Bhattacharya et al., 2022). Purchase intention also determines the degree to which consumers tend to purchase a brand, and the stronger the purchase intention is, the greater the consumer's tendency to realize his or her intentions (Macheka et al., 2023). Purchase intention shows the probability that a consumer intends to buy a certain brand in the next, and in the context of the theory of planned behaviour, an increase in buying intention indicates an increase in realizing these intentions to real behaviour; therefore, purchase intention is broadly considered by companies to be a key determinant of purchase decisions (Chetoui et al., 2020). In many studies in consumer behaviour research, brand trust tends to increase a consumer's purchase intention, even at premium prices, especially if a trusted brand has a high concern for sustainability issues (Ba & Pavlou, 2002). In another research finding, (Kang & Park, 2018) also stated that purchase intentions will be greater when consumers have strong corporate trust. Thus, we propose the following:

- H₄: The brand trust variable affects purchase intentions.

Based on the literature review above, the following is the research model framework:

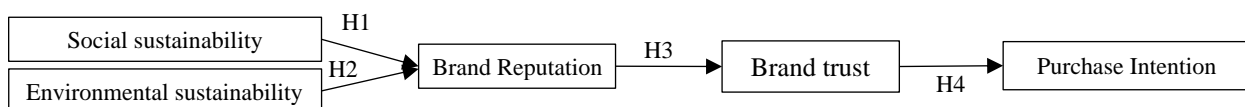


Figure 1. Research Model

Source: Developed by the author.

3. Methodology and research methods. This research used a survey method to collect respondent data. The sampling methods used a purposive random sampling technique, with 196 people collected. The respondents were customers of environmentally friendly products from companies that are popular and well known in Indonesia, such as Unilever, The Body Shop and Adidas. Researchers collected data from questionnaires filled out by respondents and created with the Google Form application. The initial part of the questionnaire contains data about the consumer profile, namely, gender, age range, respondent's occupation, respondent's level of education, and environmental problems that are urgently needed in Indonesia today. The next part of the questionnaire contains key questions to explain consumers' perceptions of variables such as social sustainability, environmental sustainability, brand reputation, brand trust, and purchase intention.

The research took place from May 2023 to August 2023, and the sampling location was the Special Region of Yogyakarta, Indonesia. After all respondents completed the questionnaire, the data entry process was carried out; in this activity, data filtering and data checking were also performed to ensure that no data were missing. In this research, the data will be processed using structural equation modelling (SEM); SEM is a traditional method to explore the effect of consumer behaviour variables on purchase intentions, and in many research models, SEM can explain the role of mediating variables in a fairly complex model (Yang, 2021). Many research results have proven that the SEM can test the accuracy of models and predict behaviour (Ebrahimi et al., 2022). The respondent data were processed and analysed using AMOS software to test the goodness-of-fit of the model. The criteria for testing goodness-of-fit are based on several measures, namely, CMIN/df, TLI (Tucker–Lewis index), NFI (normed fit index), CFI (comparative fit index) and RMSEA (root mean square error of approximation).

Table 1. Goodness-of-fit criteria

Fit Indices	Criteria
CMIN/df	< 2
IFI	hoop > 0.9
TLI	> 0.9
CFI	> 0.9
RMSEA	<0.08

Sources: developed by the author based on (Hair et al., 2010).

To test the extent to which the hypothesized model answers the relationship between variables, the first step is to assess whether there is a fit between the research model and the data collected (Peugh & Feldon, 2020). Assessing model fit is an important stage for the next stage in SEM, namely, hypothesis testing. Goodness-of-fit indices are usually classified into three categories: overall fit indices, incremental fit indices, and parsimonious fit indices. A combination of various fit indices is used to avoid the bias of a single set (Hu & Bentler, 1999; Koubaa et al., 2014). In many SEM-based marketing studies, (Hooper et al., 2007) state that the most widely respected and reported fit indices are the chi-square value or CMIN/df, the most popular fit index and traditional measure for evaluating overall model fit, especially for moderate sample sizes, with approximately 200 samples. In their research, Zheng (Zheng & Bentler, 2023) stated that the chi-square test serves as a fundamental indicator and robust evaluation of the SEM's overall fit. In addition to the CMIN/df (the ratio chi-square test statistic to degree of freedom), the RMSEA, which is currently one of the most informative indices, was also chosen (Diamantopoulos & Siguaw, 2000). For the incremental fit indices, the TLI, NFI and CFI indices were chosen because they are included in a different index from the absolute fit indices such as the CMIN/df and RMSEA. Cangur (2015), in their research conclusion, stated that it would be appropriate to prefer the CMIN/df, RMSEA and CFI in the event of studying large samples and multivariate normal distributions. The table 2 contains the respondent profile.

Table 2. Repondent Profiles

No	Description	Classification	%
1	Gender	Male	41.8
		Female	58.2
2	Age Range	> 20 Years Old to 30 Years Old	64.6
		> 30 Years Old to 40 Years Old	20.0
		> 40 Years Old to 50 Years Old	7.7
		Over 50 Years Old	7.7
3	Occupation	Private sector employee	36.4
		Government employees	2.1
		Entrepreneur	11.8
		Housewife	8.7
		Other	41.0
4	Education	High School	22.8
		Diploma	60.1
		Under Graduate	6.7
		Post Graduate	10.4
5	Environmental problems in Indonesia (multiple response)	Air pollution,	51.8
		Garbage	86.7
		Factory waste	28.7
		Flood	7.2

Source: Developed by the author.

The profiling results show that there are more female respondents than male respondents, most of the respondents are > 20–30 years old, and the majority of respondents work as private employees. The highest level of education of respondents is that of Diploma, and respondents considered the major environmental problems in Indonesia to be garbage and air pollution in many large cities. This shows that the majority of respondents are millennial generation, highly educated, and care about environmental problems around them.

4. Results. The data were analysed with the assistance of AMOS software. Researchers have utilized covariance-based structural equation modelling (CB-SEM) to investigate causal links between several complex variables. Using AMOS software, the research model is explained in the following form (Figure 2).

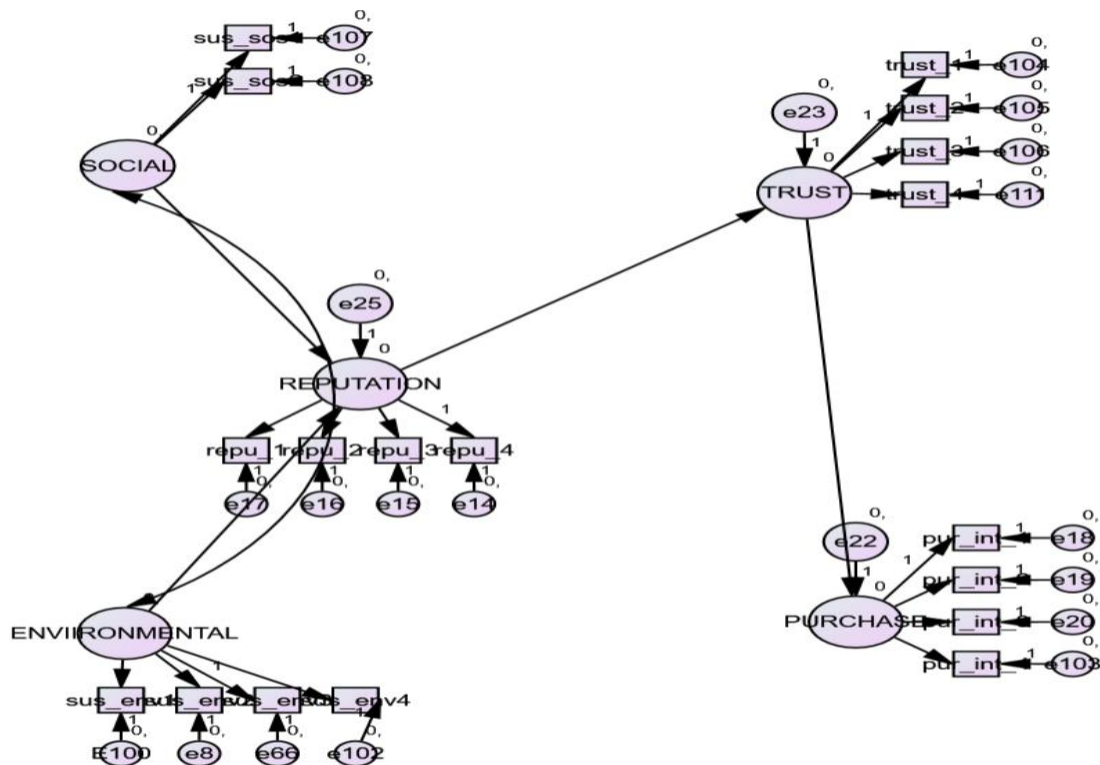


Figure 2. AMOS Graphic Research Model

Source: Developed by the author.

The collected data were entered into a research model to be tested with AMOS software. There are two stages of the process of structural equation modelling. First, a goodness of fit test was carried out to test whether a number of criteria obtained from the data were not significantly different from the standard criteria that had been determined, namely, the CMIN/df, RMSEA, IFI, TLI, and CFI. After passing the goodness of fit test, the second stage involved testing the research hypotheses. The following are the results of the goodness-of-fit test of the research model above (Table 3).

Table 3. Goodness-of-fit test results

Criteria	Output
CMIN/df	2.627
IFI	0.924
TLI	0.910
CFI	0.923
RMSEA	0.091

Source: Developed by the author.

The CMIN/df values are between 2 and 5, the RMSEA is less than 0.1, which is 0.091, and all the TLI, IFI, and CFI values are greater than 0.9. Thus, based on all the SEM goodness-of-fit criteria, the model meets the goodness-of-fit test criteria and can be considered to fit the theoretical model. Therefore,

the next process, namely, conducting hypothesis testing, can continue. Table 4 presents the hypothesis test conclusions of the variable relationships in the model.

Table 4. Variable relationships in the research model

Variable relationship	Significance level
Reputation → Social Sustainability	0.000*
Reputation → Environmental Sustainability	0.974
Trust → Reputation	0.000*
Purchase Intention → Trust	0.000*

Note: * indicates $p < 0.05$.

Source: Developed by the author.

Table 4 shows that there are interesting findings here. The environmental sustainability variable does not have a significant effect on the reputation variable, but social sustainability affects the reputation variable significantly and positively. Furthermore, the reputation variable influences consumers' brand trust, and ultimately, brand trust that has formed will encourage consumers' interest in buying products. In many developing Asian countries, such as Indonesia, concern for environmental preservation is becoming popular, but it still takes time for this to become a lifestyle for the people. Air, soil and river pollution caused by transportation, chemicals, and industrial and household waste often occurs in various provinces (Andriansyah et al., 2021). However, environmental issues are very closely related to social issues in Indonesia, such as the arrangement of slum settlements, which will have an impact on the welfare of the community and ultimately increase environmental quality (Surya et al., 2020). Companies that consistently make environmentally friendly and socially responsible products will be considered reputable by consumers; the brand will be associated with a reputable brand (Carter et al., 2021). In addition, in online business, online reputation becomes a strategic resource for sustainable business (Oncioiu et al., 2020). In the end, a good brand reputation that has been established for a long time in the minds of consumers will be able to form brand trust. Consumers not only believe that product quality and brand names have a good reputation but also begin to form brand trust. Research in Indonesia shows that brand reputation will encourage brand trust and consumer buying interest; if one day, consumers need the brand, the brand reputation is good, and brand trust has formed, then purchase intentions will increase (Shafiq ey al., 2023; Alhamdina & Hartono, 2023).

5. Discussion. Several studies show the significant and positive effect of sustainability variables on brand reputation (Gomez-Trujillo et al., 2019; Aramburu & Pescador, 2019; Rodrigues et al., 2019). Several research results show that a company's sustainability report can have a positive impact on the company's brand reputation, and researchers believe that in the long term, well-managed sustainability will even have an impact on the company's brand equity. Consumers in Indonesia tend to have a positive attitude toward large companies in Indonesia, which are considered to carry out various programs to meet the social needs of society, including various social facilities and infrastructure for social and cultural activities; various brands of their products will gain a good image and favourable reputation in consumers' minds. Consistent with this research, the results suggest that consumers associate social sustainability with a good brand reputation. Several research results also state that environmental sustainability has a significant effect on the brand reputation of companies whose activities involve implementing various environmentally friendly programs or producing green products (Irfan et al., 2018; Martínez & Rodríguez-del-Bosque, 2014). However, the results of this research show that the environmental sustainability variables actually have an insignificant influence on brand reputation. This could be because Indonesian consumers always consider product price and product promotion factors when buying goods. Green products are generally made in relatively small quantities and have better product quality, so product prices tend to be more expensive than nongreen product prices. Because they are more expensive, consumers in Indonesia tend to choose nongreen products for consumption, even though they know that green products aim to help preserve the environment and consumer welfare. There is also research that states that green product purchasing behaviour is influenced by the social environment in which consumers live. Subjective norms relate to considering the opinions of groups of people who are role models for consumers when consuming products; their power in predicting consumer buying intention is determined by the norms and willingness to conform from consumers (Kamalanon et al., 2022).

Our next result shows that the reputation variable influences brand trust both positively and significantly; this finding is in line with the findings of several studies (Ali & Ali, 2022; Fatmawati & Fauzan, 2021). In home appliance consumer behaviour research, researchers have found that companies that are credible in

consumer perception by offering innovative, environmentally friendly and high-quality products will gain more trust from consumers; they tend to consider these things when buying and consuming products. Brand trust ultimately influences consumer loyalty and the desire to carry out word-of-mouth activities to promote brands. Similarly, research from (Shafiq et al., 2023) on electronics, apparel, and cosmetic industry brands shows that having a good brand reputation will develop brand trust, which will ultimately influence purchasing intentions. Brands that are considered to care about sustainability issues usually gain a good opinion in consumers' minds, which then creates a good brand reputation that will create brand trust. The brands sampled in this research are mostly foreign brands that have been operating in Indonesia for many years. Experiencing reputable brands makes consumer brand trust in Indonesia easy to achieve. Research results also show that brand trust affects purchase intention positively and significantly; consumers who already have trust in a brand will tend to have a positive attitude, and when making purchasing decisions, they will buy the product if needed. This finding is in line with research results from (Husain et al., 2022), who conducted research on luxury brands in India; brand trust has become an important construct in branding strategy, mainly in luxury products. When purchasing a product, brand trust that already exists among consumers usually becomes an actual purchasing experience. The findings above are also in line with research results on customers engaged in online shopping for fashion apparel (Kautish et al., 2020).

Overall, brands that care about and have programs for sustainability and social responsibility are considered to have good opinions by consumers. A brand with a good reputation influences brand trust, which in turn has a positive and significant effect on product purchase intentions. In this research, the brand is classified as a low-involvement product, is relatively cheap, and is purchased repeatedly, so the consumption pattern is habitual. Consumers who already have brand trust and think that the company cares about sustainability will tend to buy the brand. It can be concluded that the research model can be tested successfully for the Indonesian market.

6. Conclusions. From the consumer profile analysis, it can be seen that the percentage of male respondents is almost the same as the percentage of female respondents; most respondents are > 20-30 years old, and most respondents are private sector employees. The highest level of education of respondents is that of a diploma degree, and respondents consider large environmental problems in Indonesia to be garbage and air pollution in many large cities. This shows that the majority of respondents are millennial generation respondents who are highly educated and care about environmental problems. Hypothesis testing on research models shows that the social sustainability variable has a significant positive effect on the reputation variable, but the environmental sustainability variable does not have a significant effect on the reputation variable. The reputation variables influence the brand trust variable positively and significantly, and ultimately, brand trust affects purchase intention positively and significantly.

From the results above, there are some recommendations: in the research model, it is proven that the reputation variable is influenced by the social sustainability variable, while the environmental sustainability variable does not influence it. This indicates that Indonesian consumers still choose brands because of price, product design, and product quality and not because they are environmentally friendly. An appropriate marketing strategy is needed that takes into account the trade-off between the desire to care for the environment and product sales and consumer acceptance. The intrinsic value of a brand is more determining in consumer purchasing decisions than in considerations of environmental concern. The company continues to campaign for environmentally friendly products but still prioritizes competitive product prices because green products tend to be more expensive than nongreen products.

This research has several limitations; the limited sample size can make the results somewhat biased. Additionally, the product types chosen for this research are low-involvement products and convenience goods. In the future, increasing the number of samples, increasing variations in the age and occupation of respondents, and choosing high-involvement or luxury products will enrich findings about the influence of sustainability on consumer behaviour.

Conflicts of interest: The authors declare no conflicts of interest.

Data availability statement: Not applicable

Informed Consent Statement: Informed consent was obtained from all the subjects involved in the study.

References

1. Afrin, S., & Rahman, M. M. (2023). Does CSR affect investment efficiency? The moderating role of company reputation. *PSU Research Review*. [\[Google Scholar\]](#) [\[CrossRef\]](#)

2. Akilli, C. (2023). Scale development for school administrators' corporate reputation building studies. *International Journal of Educational Management*, 37(1), 147–163. [\[Google Scholar\]](#) [\[CrossRef\]](#)
3. Alhamdina, T. T., & Hartono, A. (2023). The Impact of Brand Awareness, Brand Reputation, And Perceived Economic Benefits On Brand Trust And Online Purchase Intentions For Skintific Products On The Tiktok Shop Platform. *International Journal of Science, Technology & Management*, 4(3), 653–665. [\[Google Scholar\]](#)
4. Ali, M., & Ali, B. (2022). The Effect of Firm's Brand Reputation on Customer Loyalty and Customer Word of Mouth: The Mediating Role of Customer Satisfaction and Customer Trust. 15(7), 30–49. [\[Google Scholar\]](#) [\[CrossRef\]](#)
5. Andriansyah, A., Sulastri, E., & Satispi, E. (2021). The role of government policies in environmental management. *Research Horizon*, 1(3), 86–93. [\[Google Scholar\]](#) [\[CrossRef\]](#)
6. Aramburu, I. A., & Pescador, I. G. (2019). The effects of corporate social responsibility on customer loyalty: The mediating effect of reputation in cooperative banks versus commercial banks in the Basque country. *Journal of business ethics*, 154, 701–719. [\[Google Scholar\]](#) [\[CrossRef\]](#)
7. Arianpoor, A., & Tajdar, S. S. N. (2022). The relationship between firm risk, capital structure, cost of equity capital, and social and environmental sustainability during the COVID-19 pandemic. *Journal of Facilities Management*, (ahead-of-print). [\[Google Scholar\]](#) [\[CrossRef\]](#)
8. Ba, S., & Pavlou, P. A. (2002). Evidence of the effect of trust building technology in electronic markets: Price premiums and buyer behaviour. *MIS quarterly*, 26(3), 243–268. [\[Google Scholar\]](#) [\[CrossRef\]](#)
9. Bae, B. R., & Kim, S. E. (2023). Effect of brand experiences on brand loyalty mediated by brand love: the moderated mediation role of brand trust. *Asia Pacific Journal of Marketing and Logistics*, 35(10), 2412–2430. [\[Google Scholar\]](#) [\[CrossRef\]](#)
10. Bhattacharya, S., Sharma, R. P., & Gupta, A. (2023). Does e-retailer's country of origin influence consumer privacy, trust and purchase intention?. *Journal of Consumer Marketing*, 40(2), 248–259. [\[Google Scholar\]](#) [\[CrossRef\]](#)
11. Cangur, S., & Ercan, I. (2015). Comparison of model fit indices used in structural equation modelling under multivariate normality. *Journal of Modern Applied Statistical Methods*, 14, 152–167. [\[Google Scholar\]](#) [\[CrossRef\]](#)
12. Cantele, S., & Zardini, A. (2018). Is sustainability a competitive advantage for small businesses? An empirical analysis of possible mediators in the sustainability–financial performance relationship. *Journal of cleaner production*, 182, –176. [\[Google Scholar\]](#) [\[CrossRef\]](#)
13. Carter, K., Jayachandran, S., & Murdock, M. R. (2021). Building a sustainable shelf: The role of firm sustainability reputation. *Journal of Retailing*, 97(4), 507–522. [\[Google Scholar\]](#) [\[CrossRef\]](#)
14. Chetioui, Y., Benlafqih, H., & Lebdaoui, H. (2020). How fashion influencers contribute to consumers' purchase intention. *Journal of Fashion Marketing and Management: An International Journal*, 24(3), 361–380. [\[Google Scholar\]](#) [\[CrossRef\]](#)
15. Cowan, K., & Guzman, F. (2020). How CSR reputation, sustainability signals, and country-of-origin sustainability reputation contribute to corporate brand performance: An exploratory study. *Journal of business research*, 117, 683–693. [\[Google Scholar\]](#) [\[CrossRef\]](#)
16. De Canio, F., Martinelli, E., & Endrighi, E. (2021). Enhancing consumers' pro-environmental purchase intentions: the moderating role of environmental concern. *International Journal of Retail & Distribution Management*, 49(9), 1312–1329. [\[Google Scholar\]](#) [\[CrossRef\]](#)
17. Diamantopoulos, A., Siguaw, J. A., & Siguaw, J. A. (2000). *Introducing LISREL: A guide for the uninitiated*. Sage. [\[Google Scholar\]](#)
18. Drennan, T., Nordman, E. R., & Safari, A. (2023). Does a Sustainable Orientation Affect Global Consumers' Relationships with International Online Brands?. In *Creating a Sustainable Competitive Position: Ethical Challenges for International Firms* (pp. 219-236). Emerald Publishing Limited. [\[Google Scholar\]](#) [\[CrossRef\]](#)
19. Ebrahimi, P., Basirat, M., Yousefi, A., Nekmahmud, M., Gholampour, A., & Fekete-Farkas, M. (2022). Social networks marketing and consumer purchase behaviour: the combination of SEM and unsupervised machine learning approaches. *Big Data and Cognitive Computing*, 6(2), 35. [\[Google Scholar\]](#) [\[CrossRef\]](#)
20. Estoque, R. C. (2020). A review of the sustainability concept and the state of SDG monitoring using remote sensing. *Remote Sensing*, 12(11), 1770. [\[Google Scholar\]](#) [\[CrossRef\]](#)
21. Fatmawati, I., & Fauzan, N. (2021). Building customer trust through corporate social responsibility: The Effects of corporate reputation and word of mouth. *The Journal of Asian Finance, Economics and Business*, 8(3), 793–805. [\[Google Scholar\]](#) [\[CrossRef\]](#)
22. Gli, D. D., Tweneboah-Koduah, E. Y., Odoom, R., & Kodua, P. (2023). The effect of corporate reputation on customer loyalty in the Ghanaian banking industry: the role of country-of-origin. *African Journal of Economic and Management Studies*, 15(1), 73–87. [\[Google Scholar\]](#) [\[CrossRef\]](#)
23. Goldring, D. (2015). Reputation orientation: Improving marketing performance through corporate reputation building. *Marketing intelligence & planning*, 33(5), 784–803. [\[Google Scholar\]](#) [\[CrossRef\]](#)
24. Gomez-Trujillo, A. M., Velez-Ocampo, J., & Gonzalez-Perez, M. A. (2020). A literature review on the causality between sustainability and corporate reputation: what goes first?. *Management of Environmental Quality: An International Journal*, 31(2), 406-430. [\[Google Scholar\]](#) [\[CrossRef\]](#)

25. González-Rodríguez, M. R., Díaz-Fernández, M. C., & Font, X. (2020). Factors influencing willingness of customers of environmentally friendly hotels to pay a price premium. *International Journal of Contemporary Hospitality Management*, 32(1), 60–80. [\[Google Scholar\]](#) [\[CrossRef\]](#)
26. Guandalini, I. (2022). Sustainability through digital transformation: A systematic literature review for research guidance. *Journal of Business Research*, 148, 456–471. [\[Google Scholar\]](#) [\[CrossRef\]](#)
27. Hair Jr, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). Multivariate data analysis. In *Multivariate data analysis* (pp. 785-785). [\[Google Scholar\]](#)
28. Han, C. M., Nam, H., & Swanepoel, D. (2023). Perceived brand localness of foreign brands and its impacts on brand trust and purchase intentions in developing countries in Asia: a social identity theory perspective. *International Marketing Review*, 40(6), –1324. [\[Google Scholar\]](#) [\[CrossRef\]](#)
29. Hooper, D., Coughlan, J., & Mullen, M. (2007). Structural Equation Modelling: Guidelines for Determining Model Fit. *The Electronic Journal of Business Research Methods*, 6(1), 53–60.
30. Hu, L. T., & Bentler, P. M. (1999). Cut-off criteria for fit indices in covariance structure analysis: Conventional criteria versus new alternatives. *Structural equation modelling: a multidisciplinary journal*, 6(1), 1–55. [\[Google Scholar\]](#) [\[CrossRef\]](#)
31. Huang, Z., Zhu, Y., Hao, A., & Deng, J. (2022). How social presence influences consumer purchase intention in live video commerce: the mediating role of immersive experience and the moderating role of positive emotions. *Journal of Research in Interactive Marketing*, (ahead-of-print), 1–17. [\[Google Scholar\]](#) [\[CrossRef\]](#)
32. Husain, R., Ahmad, A., & Khan, B. M. (2022). The impact of brand equity, status consumption, and brand trust on purchase intention of luxury brands. *Cogent Business & Management*, 9(1), 2034234. [\[Google Scholar\]](#) [\[CrossRef\]](#)
33. Irfan, M., Hassan, M., & Hassan, N. (2018). Unravelling the fuzzy effect of economic, social and environmental sustainability on the corporate reputation of public-sector organizations: A case study of Pakistan. *Sustainability*, 10(3), 769. [\[Google Scholar\]](#) [\[CrossRef\]](#)
34. Jung, C. M., & Hur, W. M. (2023). How does corporate hypocrisy reduce customer cocreation behaviours? Moderated mediation analysis of corporate reputation and self-brand connection. *International Journal of Bank Marketing*, 42(2), 205–225. [\[Google Scholar\]](#) [\[CrossRef\]](#)
35. Kamalanon, P., Chen, J. S., & Le, T. T. Y. (2022). "Why do we buy green products?" An extended theory of the planned behaviour model for green product purchase behaviour. *Sustainability*, 14(2), 689. [\[Google Scholar\]](#) [\[CrossRef\]](#)
36. Kang, M. Y., & Park, B. (2018). Sustainable corporate social media marketing based on message structural features: Firm size plays a significant role as a moderator. *Sustainability*, 10(4), 1167. [\[Google Scholar\]](#) [\[CrossRef\]](#)
37. Kautish, P., Khare, A., & Sharma, R. (2020). Values, sustainability consciousness and intentions for SDG endorsement. *Marketing Intelligence & Planning*, 38(7), 921–939. [\[Google Scholar\]](#) [\[CrossRef\]](#)
38. Keh, H. T., & Xie, Y. (2009). Corporate reputation and customer behavioural intentions: The roles of trust, identification and commitment. *Industrial marketing management*, 38(7), 732–742. [\[Google Scholar\]](#) [\[CrossRef\]](#)
39. Khan, N., Sarwar, A., & Tan, B. C. (2021). Determinants of purchase intention of halal cosmetic products among Generation Y consumers. *Journal of Islamic Marketing*, 12(8), 1461–1476. [\[Google Scholar\]](#) [\[CrossRef\]](#)
40. Kim, D. J., Ferrin, D. L., & Rao, H. R. (2008). A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents. *Decision support systems*, 44(2), 544–564. [\[Google Scholar\]](#) [\[CrossRef\]](#)
41. Koschate-Fischer, N., & Gartner, S. (2015). Brand trust: Scale development and validation. *Schmalenbach Business Review*, 67, 171–195. [\[Google Scholar\]](#) [\[CrossRef\]](#)
42. Koubaa, Y., Srarfi Tabbane, R., & Chaabouni Jallouli, R. (2014). On the use of structural equation modelling in marketing image research. *Asia Pacific Journal of Marketing and Logistics*, 26(2), 315–338. [\[Google Scholar\]](#) [\[CrossRef\]](#)
43. Ling, P. S., Chin, C. H., Yi, J., & Wong, W. P. M. (2023). Green consumption behaviour among generation Z college students in China: the moderating role of government support. *Young Consumers*. [\[Google Scholar\]](#) [\[CrossRef\]](#)
44. Macheke, T., Quaye, E. S., & Ligaraba, N. (2023). The effect of online customer reviews and celebrity endorsement on young female consumers' purchase intentions. *Young Consumers*. [\[Google Scholar\]](#) [\[CrossRef\]](#)
45. Maden, C., Arikan, E., Telci, E. E., & Kantur, D. (2012). Linking corporate social responsibility to corporate reputation: a study on understanding behavioural consequences. *Procedia-Social and Behavioural Sciences*, 58, 655–664. [\[Google Scholar\]](#) [\[CrossRef\]](#)
46. Martínez, P., & Rodríguez del Bosque, I. (2014). Sustainability dimensions: A source to enhance corporate reputation. *Corporate Reputation Review*, 17, 239–253. [\[Google Scholar\]](#) [\[CrossRef\]](#)
47. Njo, A., & Sugeng, K. (2023). House purchase intention during pandemic COVID-19 in Surabaya, Indonesia. *Property Management*, 41(2), 191–211. [\[Google Scholar\]](#) [\[CrossRef\]](#)
48. Oktaviani, A. Y. (2022). Bagaimana Pencapaian Sustainable Development Goals di Indonesia? Kumparan. [\[Link\]](#)
49. Oncioiu, I., Popescu, D. M., Anghel, E., Petrescu, A. G., Bîlcă, F. R., & Petrescu, M. (2020). Online Company Reputation—A Thorny Problem for Optimizing Corporate Sustainability. *Sustainability*, 12(14), 5547. [\[Google Scholar\]](#) [\[CrossRef\]](#)

50. Peugh, J., & Feldon, D. F. (2020). "How well does your structural equation model fit your data?": Is Marcoulides and Yuan's equivalence test the answer?. *CBE—Life Sciences Education*, 19(3), es5. [\[Google Scholar\]](#) [\[CrossRef\]](#)
51. Ponte, E. B., Carvajal-Trujillo, E., & Escobar-Rodríguez, T. (2015). Influence of trust and perceived value on the intention to purchase travel online: Integrating the effects of assurance on trust antecedents. *Tourism management*, 47, 286–302. [\[Google Scholar\]](#) [\[CrossRef\]](#)
52. Rodrigues, H., Almeida, F., Figueiredo, V., & Lopes, S. L. (2019). Tracking e-learning through published papers: A systematic review. *Computers & education*, 136, 87–98. [\[Google Scholar\]](#) [\[CrossRef\]](#)
53. Ruggerio, C. A. (2021). Sustainability and sustainable development: A review of principles and definitions. *Science of the Total Environment*, 786, 147481. [\[Google Scholar\]](#) [\[CrossRef\]](#)
54. Samarah, T., Bayram, P., Aljuhmani, H. Y., & Elrehail, H. (2022). The role of brand interactivity and involvement in driving social media consumer brand engagement and brand loyalty: the mediating effect of brand trust. *Journal of Research in Interactive Marketing*, 16(4), 648–664. [\[Google Scholar\]](#) [\[CrossRef\]](#)
55. Shafiq, M. A., Ziaullah, M., Siddique, M., Bilal, A., & Ramzan, M. (2023). Unveiling the Sustainable Path: Exploring the Nexus of Green Marketing, Service Quality, Brand Reputation, and Their Impact on Brand Trust and Purchase Decisions. *International Journal of Social Science & Entrepreneurship*, 3(2), 654–676. [\[Google Scholar\]](#)
56. Su, L., Swanson, S. R., Chinchanchokchai, S., Hsu, M. K., & Chen, X. (2016). Reputation and intentions: The role of satisfaction, identification, and commitment. *Journal of Business Research*, 69(9), 3261–3269. [\[Google Scholar\]](#) [\[CrossRef\]](#)
57. Sung, C. S., & Park, J. Y. (2018). Sustainability orientation and entrepreneurship orientation: is there a tradeoff relationship between them?. *Sustainability*, 10(2), 379. [\[Google Scholar\]](#) [\[CrossRef\]](#)
58. Surya, B., Saleh, H., Suriani, S., Sakti, H. H., Hadijah, H., & Idris, M. (2020). Environmental pollution control and sustainability management of slum settlements in Makassar City, South Sulawesi, Indonesia. *Land*, 9(9), 279. [\[Google Scholar\]](#) [\[CrossRef\]](#)
59. Tong, Z., Feng, J., & Liu, F. (2022). Understanding damage to and reparation of brand trust: a closer look at image congruity in the context of negative publicity. *Journal of Product & Brand Management*, 32(1), 157–170. [\[Google Scholar\]](#) [\[CrossRef\]](#)
60. Unal, U., & Tascioglu, M. (2022). Sustainable, therefore reputable: linking sustainability, reputation, and consumer behaviour. *Marketing Intelligence & Planning*, 40(4), 497–512. [\[Google Scholar\]](#) [\[CrossRef\]](#)
61. Viet, N. Q., de Leeuw, S., & van Herpen, E. (2023). The impact of social vs environmental sustainability information disclosure on consumer choice of delivery time with varying sustainability concerns. *International Journal of Physical Distribution & Logistics Management*, 53(11), 26–52. [\[Google Scholar\]](#) [\[CrossRef\]](#)
62. Walsh, G., Schaarschmidt, M., & Ivens, S. (2017). Effects of customer-based corporate reputation on perceived risk and relational outcomes: empirical evidence from gender moderation in fashion retailing. *Journal of Product & Brand Management*, 26(3), 227–238. [\[Google Scholar\]](#) [\[CrossRef\]](#)
63. Widya, A. (2023). Indonesia Sustainability Forum to Discuss Green Economy Tansition. Viva.Co.Id. [\[Link\]](#)
64. Yang, X. (2021). Understanding consumers' purchase intentions in social commerce through social capital: evidence from SEM and fsQCA. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(5), 1557–1570. [\[Google Scholar\]](#) [\[CrossRef\]](#)
65. You, L., & Hon, L. C. (2021). Testing the effects of reputation, value congruence and brand identity on word-of-mouth intentions. *Journal of Communication Management*, 25(2), 160–181. [\[Google Scholar\]](#) [\[CrossRef\]](#)
66. Zheng, B. Q., & Bentler, P. M. (2023). Enhancing Model Fit Evaluation in SEM: Practical Tips for Optimizing Chi-Square Tests. *arXiv preprint arXiv:2308.13939*. [\[Google Scholar\]](#) [\[CrossRef\]](#)

Поведінка споживачів: вплив соціальної та екологічної стійкості

Сінггіх Сантосо, факультет бізнесу, Християнський університет Дута Вакана, Індонезія

Зростаюча значимість Цілей сталого розвитку (SDGs) відіграє ключову роль у якісному економічному зростанні. Ці цілі окреслюють універсальну програму, що вимагає застосування та втілення її усіма країнами, при цьому Індонезія зобов'язується адаптувати та реалізувати концепцію SDGs з метою досягнення встановлених цілей до 2030 року. У процесі впровадження Цілей сталого розвитку Індонезія стикається з трьома основними викликами: розробленням стратегій комунікації з громадськістю, забезпеченням фінансування програм SDG та виробленням стратегій, що дозволяють регіонам адаптувати SDGs у кожному місті. Серед активних зусиль споживачів в Індонезії особлива увага приділяється проблематиці екологічної стійкості довкілля. Попри це, кількість емпіричних досліджень в Індонезії, що вивчають ступінь зацікавленості споживачів у питаннях довкілля та їхнє ставлення до зелених продуктів, залишається недостатньою. Глибше розуміння перцепцій та поведінки споживачів, пов'язаної з зеленими продуктами, дозволить компаніям та урядам розробити ефективні стратегії. Це дослідження має на меті оцінити вплив соціальної та екологічної стійкості на репутацію бренду, довіру до бренду та, в остаточному підсумку, наміри щодо покупок. Дані для дослідження сформовано на основі опитування 196 респондентів Спеціального регіону провінції Йог'якарта, Індонезія. Застосування методу структурного моделювання

дало змогу провести тести на адекватність моделі та перевірку гіпотез щодо структурних взаємозв'язків. Результати демонструють, що соціальна стійкість має вплив на репутацію бренду, в той час, як екологічна стійкість не виявляє значного впливу. Репутація бренду має позитивний статистично значущий вплив на довіру до бренду, яка, своєю чергою, суттєво впливає на наміри щодо покупок. Висновки дослідження підкреслюють важливість усвідомлення компаніями соціальних проблем у країнах, що розвиваються, та розробки стратегій, орієнтованих на покращення умов праці, соціальних умов у суспільстві та забезпечення гідної заробітної плати. Такий підхід може сприяти позитивному ставленню споживачів до зелених продуктів відповідно до Цілей сталого розвитку.

Ключові слова: репутація бренду; довіра до бренду; екологічні, соціальні та корпоративні ефекти (ESG); екологічна стійкість; соціальна стійкість; наміри щодо покупки.