

Determinants of Sustainable Marketing Activities and their Impact on Customer Loyalty

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Abstract

In the modern world, issues of sustainability are of the utmost importance. Organizations will no longer be able to maintain their current levels of company growth if society does not cooperate with them. As a consequence of this, marketing managers focus their efforts on satisfying the socio-ethical requirements of customers, such as the promotion of cultural activities, the protection of the environment, and disaster aid. The concept of "sustainability" relates to the economic, social, and environmental duties that are placed on an organization; thus, it begs the issue of how these commitments should be carried out effectively. This study focuses on the long-term marketing efforts made in the fashion business as well as the effects of such efforts. The convenience sampling method was employed in this research. The study included 268 completely filled questionnaires out of a total of 300. For data analysis SPSS 22 and AMOS 22 were used. According to the results, sustainable initiatives in the fashion industry have a positive influence on trust, brand image, and satisfaction levels among consumers. Furthermore, they contribute to positive outcomes for customer loyalty to brands. The results are important for business leaders and marketers who want to make long-term management methods that work better.

Keywords: Sustainable Marketing Activities, Brand Image, Customer Satisfaction, Customer Trust, Customer Loyalty

Organizations prioritize sustainability in order to ensure consistent market development. The term "sustainability" refers to an organization's fiscal, social, and environmental commitments, and it raises the issue of how to put them into practice (Derqui, 2020). A company practices economic sustainability by recruiting workers for this work. Furthermore, CSR operations are typically carried out to ensure long-term sustainability (Kelleci, 2022). Green management is described as an organization's commitment to environmental sustainability, such as the use of green resources or demarketing practices. Organizations set the groundwork for long-term success by engaging in a series of programs that promote sustainability (Koskimaa, Rapeli, & Hiedanpää, 2021). Organizational marketing efforts are geared toward meeting customers' socio-ethical requirements, such as disaster relief, cultural promotion, and environmental conservation (Pedersen & Gwozdz, 2014). Sustainability marketing has a beneficial impact on brand image, corporate benefit development, and company survival (Matten & Crane, 2005). Anholon, Quelhas, Leal Filho, de Souza Pinto, and Feher (2016) demonstrated that CSR activities are beneficial to a company's long-term success since they do more than just contribute to the short-term benefits of the firm; rather, they develop client loyalty to the organization. As a result, an organization's sustainable-term marketing efforts foster favorable customer loyalty and mindset toward consumers, resulting in competitive implications based on brand equity (Camilleri, 2017)

Sustainable marketing activities need to take cultural variables into consideration in order to strengthen customer–organization cooperation and boost contact with society. This is necessary for the achievement of sustainable development (Evans & Peirson, 2018). In certain cultures, culture is strongly linked to beliefs and habits. People from various cultures give varying ratings to the same good or service (Foroudi, 2019). As a consequence of this, businesses need to be aware of the many cultural components that are important to the various stakeholders in society and build communications campaigns that are reliant on this understanding in order to enhance communications. Prior literature on sustainability, on the other hand, has focused on only social and environmental obligations, leaving cultural aspects unexplored (Shahzad, Qu, Zafar, & Appolloni, 2021). This investigation broadens the scope of the concept of sustainability to include fashion apparel, which is a combined venue of cultural attractions and commercial activities. The retail industry serves as the nerve center of the fashion network, supplying roughly 35% of the

items in the Pakistani apparel sector (Memon, 2015). The conventional clothing business in Pakistan, on the other hand, is becoming less appealing as a result of the dominance of large international fashion brands and other types of corporate competitors. Because of this, this research can be linked to the long-term sustainability of the fashion industry by looking at the relationship between sustainability marketing activities, customer satisfaction, customer loyalty, brand image, and consumer trust. The study attempts to propose the following research questions and objectives:

Research Question 1: Is there any impact of sustainable marketing activities on brand image?

Research Question 2: Do sustainable marketing activities affect customer loyalty in the fashion industry?

Research Objective 1: To investigate the impact of sustainable marketing activities on customer loyalty.

Research Objective 2: To investigate the relationships between brand image, customer loyalty, and customer satisfaction.

Literature Review and Hypothesis Development

Previous research has identified four different approaches to sustainable marketing strategies; The purpose of this investigation is to ascertain whether or not there is a connection between the perceived response of customers and the behavioral intent they have in mind. Furthermore, this paper investigates how, if at all, customer reaction and visit purpose vary depending on the form of the marketing campaign. The following sections detail each hypothesis.

Sustainable Marketing Activity

According to Dyllick and Hockerts (2002), sustainable marketing activities can include three components: environmental, social, and economic. The principles of sustainable marketing are applied to the economic activities and decision-making processes of both consumers and the local community, which include sales and production, as well as their social climate and environmentally conscious ethics. Cultural practices' purpose is to recognize the diversity of cultures (Kim & Schellhase, 2015). The definition of sustainability has sparked a lively debate in a variety of fields (Miller, Yan, Jankovska, & Hensely, 2017; Whang, Ko, Zhang, & Mattila, 2015). Companies utilize sustainability management practices to move closer to consumers as society's interest in sustainability expands. Beyond corporate CSR, recent sustainable marketing efforts have ushered in a new period of mutual benefit management (Cho & Taylor, 2020). According to Gladwin, Kennelly, and Krause (1995), marketing techniques that are sustainable work toward the goal of fostering reciprocal growth and harmony among a variety of components, including society, culture, economy, and the environment.

Economic marketing practices include exchanging economic gains within a region for economic support. Customers, staff, partners, and community stakeholders can also benefit financially from the activity, which can also encourage business success through revenue (Millette, Hull, & Williams, 2020). According to Amalric and Hauser (2005), profits should be generated by innovative products and services, and profits should be shared with local stakeholders through innovation, value creation, and effective operation. Revenue growth is often enhanced by economic accountability (Miles, 2017). As a result, via the implementation of an e-commerce platform, the intensification of the in-store experience, the transformation of service offerings, and economic marketing efforts, can increase profitability dependent on management performance.

Apart from company tasks targeted at maximizing sales, social marketing practices are community welfare activities that help an organization meet other goals (H. Wang, Liu, Kim, & Kim, 2019). Consumers' perceptions of an organization are often positively influenced by social activities. Customers' intentions about their actions, such as their responses and feelings against a company's goods, are linked to a company's social practices (Bhattacharya & Sen, 2003). Companies are mindful of their duties as members of society and fulfill their social obligations to the larger community. From a long-term view, businesses will then develop into social enterprises. Sharing meals with community citizens, giving cheap health assessments to locals, as well as other community volunteer programs are examples of social contribution activities (Ko & Liu, 2021).

Stone (2007) considers "all practices planned to stimulate and promote any transactions aimed towards the fulfillment of human needs or desires so that the fulfillment of these wants and needs happens with limited adverse effects on the environment, naturally." These are considered environmental marketing activities. The creation of environmentally conscious apparel items by recycling shopping bag share activities, banners made from recycled materials, and environmental protection for green growth are only a few examples. When customers become more involved in

consumption that is kind to the environment, then these practices become critical (Zhang, Wu, Wang, & Hao, 2021).

Sustainable marketing activities can provide social events in all fields of sustainability, not just one element of the three pillars of sustainability, also called triple bottom line (TBL) (Jeong & Ko, 2021). TBL's integration of culture can serve as a guiding factor, fostering customer and community welfare companies' solidarity as well as true sustainable-term development. As a result, cultural elements are included in this study as a component of sustainability. Cultural marketing practices are described in detail by Loach, Rowley, and Griffiths (2017). Culture is being stressed as the center of sustainable growth in this decade (Loach, Rowley, & Griffiths, 2017; Xie & Xie, 2019). In sectors that are always undergoing change, such as brands, design, and production, this pattern has grown to concentrate on consumer psychological factors such as history, narrative experience, and service (Sobreira, da Silva, & Romero, 2020). Cultural marketing focuses on a company's place in society and how it creates a culture. It also helps promote the different cultural aspects of a company that are important to its social structure (Featherstone, 2018).

Brand Image

"Brand image" refers to the symbolic sense associated with specific brand characteristics. In other words, a consumer's cognitive image is the sum of an individual's views, emotions, and perceptions about a specific thing (Cretu & Brodie, 2007). Corporations and other government departments may also be portrayed with an image in this aspect. For instance, brand image business is created, which is based on all of the facts that people remember about the organization or product (Martenson, 2007). Keller (1993) says that a brand's image is a collection of the attitudes that its customers show toward the brand.

A good brand image, according to Aaker (1996), helps in positioning the brand, improves brand consistency, and strengthens brands in competition. Furthermore, brand image is an intermediary that influences consumers' buying decisions by determining whether or not they can prefer a brand (Bian & Moutinho, 2011). Customer loyalty and purchasing intent may also be defined using images (Wang, 2010). Through customer participation, a strong brand image is expected to improve buyer loyalty (Islam & Rahman, 2016). Because of this, corporate CSR practices will have a strategic edge by improving brand image and fostering positive customer perceptions (Raza, Rather, Iqbal, & Bhutta, 2020).

Several studies have shown that companies' sustainability promotion practices improve corporate brand image. Economic sustainability marketing practices, according to Maignan (2001), have a beneficial effect on the processing of the brand image, corporate benefit development, and durability. The image of an organization that is well regarded for its social responsibilities is more positive than that of a company that is not. As a result, customers develop a positive brand mindset (Madrigal, 2000). Customers would benefit from these efforts, have a higher appreciation for the brand, and the company's visibility would increase if a company succeeds in strengthening its capacity and desire to meet its social obligations (Morales, 2005). Sustainability marketing methods encourage environmental preservation not only by enterprises but also by people who live in the surrounding communities in order to practice green management. Culturally sustainable marketing practices that embrace diversity will help to improve brand image and promote cultural harmony (Bravo, Montaner, & Pina, 2012). Hence,

H₁: The perceived sustainable of marketing activities (1a-environmental, 1b-social, 1c-cultural, and 1d-economic) positively and significantly predicts brand image.

Customer Satisfaction

Having a positive emotional reaction to the result of a past occurrence is what we mean when we say that we are satisfied. It is capable of evaluating both current and post-consumption levels of satisfaction (Paulssen & Birk, 2007). Satisfaction is defined by Westbrook and Oliver (1991) as "the degree to which the customer perceives branded goods or services and other results relative to present brands." One definition of customer satisfaction is "the attainment of the customer's purchasing objective," which indicates whether or not the product or service satisfies the requirements and expectations of the client (Orel & Kara, 2014). According to Algesheimer, Dholakia, and Herrmann (2005), consumer satisfaction indicates how happy a customer is with a company over time, and helps in understanding the customer's long-term partnership with it.

According to previous research (R. Martenson, 2007), there is a strong association between customer satisfaction and brand image. Consumer satisfaction, according to Bloemer and de Ruyter (1998), is a mediator of store image and customer loyalty. According to Ryu, Han, and Kim (2008), customers' satisfaction and behavioral intentions may be predicted by brand image. As a result, businesses engage in a variety of campaigns in order to boost their brand image. The good

image that is created in this manner would also improve customer satisfaction. As a consequence, brand image can improve total consumer satisfaction, as well as significantly increase demand expectations. Hence;

H₂: Brand image positively and significantly predicts customer satisfaction.

Customer Trust

The belief that parties will work together to fulfill their roles and obligations is known as "trust". In a secure and interchangeable partnership, it is the expectation that the other person's actions or commitments will fulfill his or her responsibilities (Morgan & Hunt, 1994). Trust is the desire to please others based on optimistic perceptions of others' behavior or goals. Consumers' perceptions of a business's advertising tactics and the products it sells are typically the foundations of their developing confidence in that brand (Ashley & Leonard, 2009). To put it another way, trust is the willingness to admit vulnerability based on optimistic views about others' actions or intentions.

Bart, Shankar, Sultan, and Urban (2005) stated that a brand is a symbol of assurance for a specific service and product, and it serves as a trust label that reflects intangible credibility. The importance of fostering trust has already been shown in the process of establishing a trustworthy relationship between buyers and vendors. Consumers evaluate a service or product on a broad scale, such as previous feedback or favorable or derogatory word of mouth. Consumers' repeated purchasing behavior may be reinforced by brand credibility, which reflects the benchmark of credibility (Amine, 1998). Good consumer-seller relationships are built on mutual trust, which in turn fosters client loyalty (Lau & Lee, 1999).

The consumer's image of a brand may have a direct impact on behavior. A brand image, for example, will improve the probability of purchase at the point of sale, lower the perceived risk of a brand or commodity, and hence increase brand credibility (Alhaddad, 2015). CSR promotes a good brand image, which results in a favorable assessment of the organization (Gustafsson, 2005). As a result, brand image will foster brand trust through confidence in and pleasant perceptions. Hence,

H₃: Brand image positively and significantly predicts customer trust.

Customer Loyalty

According to Oliver (2010), "a clear desire to purchase or visit a desired product, even though the buyer is in a position that may cause a transition decision to choose some other brand," When consumers overcome the pressure to turn to a certain brand, they are said to be loyal. As a consequence, loyalty is described as the purchase or reuse of a specific product or service regularly, or the use of the same brand on a regular basis (Oliver, 1999). Loyalty may assist businesses in establishing a consistent customer base, lowering acquisition and transaction costs, and reducing sales uncertainty. These benefits include lower marketing costs, a greater number of customers, a larger market share, and the ability to accept higher premiums (Aaker, 1996). As a result, consumer loyalty is a vital component of the competitive advantage that a brand has over its competitors over the long term and is an essential goal in the field of consumer marketing (Manyanga, Makanyeza, & Muranda, 2022).

For a brand, image is an intrinsic feature that expresses a consumer's social acceptability, self-esteem, or self-expression. Awwad (2012) demonstrated that the greater the perceived product loyalty, quality, and customer satisfaction, the better the image. As a result, image influences customer perceptions and behaviors toward the retailer. Customer loyalty is based on a strong brand image (Merrilees & Miller, 2001). According to Alhaddad (2015), in a business, the image of a brand influences positively both consumer trust and loyalty. Furthermore, according to Tu and Chih (2013), brand image has a significant positive impact on customer loyalty and perceived value; in fact, perceived value also has a positive relationship with customer loyalty. As a result, brand image will have a favorable impact on total brand loyalty (Cuesta-Valiño, Gutiérrez-Rodríguez, & Núñez-Barriopedro, 2021).

Satisfaction with products and services, according to Mittal, Kumar, and Tsiros (1999), influences customer behavior intentions. Customer satisfaction has an effect on customer loyalty, which in turn drives repurchase behavior. When the customer is satisfied, then brand loyalty is higher because the customer has positive associations with the brands (Brakus, Schmitt, & Zarantonello, 2009). In addition, satisfaction is a necessary basis for generating loyalty in consumer-firm communication. As a result, customers' desire to continue buying the service and the ability to suggest the brand to others is influenced by a favorable relation between satisfaction and loyalty (Srivastava, Shervani, & Fahey, 1999). As a result, brand satisfaction is a cause of loyalty, which can be beneficial. Trust is a critical factor between customers and brands (Morgan & Hunt, 1994). In a

dynamic environment, consumers who have a minimum trust in a particular brand would not be loyal, according to Singh and Sirdeshmukh (2000). In this report, brand loyalty is described as the ability of customers to stay faithful to a brand by offering long-term value (Chaudhuri & Holbrook, 2001). Customer trust in management practices has a positive impact on corporate loyalty (Singh & Sirdeshmukh, 2000). According to Morgan and Hunt (1994), customer loyalty is a high-value attribute that consumers put on brands. Loyalty is often essential in establishing a close partnership between brands and customers, which is built on trust, according to Chaudhuri and Holbrook (2001). As a result, for brand loyalty, customer trust will serve as a prerequisite and have a substantial impact. Hence,

H₄: Brand Image positively and significantly predicts brand loyalty.

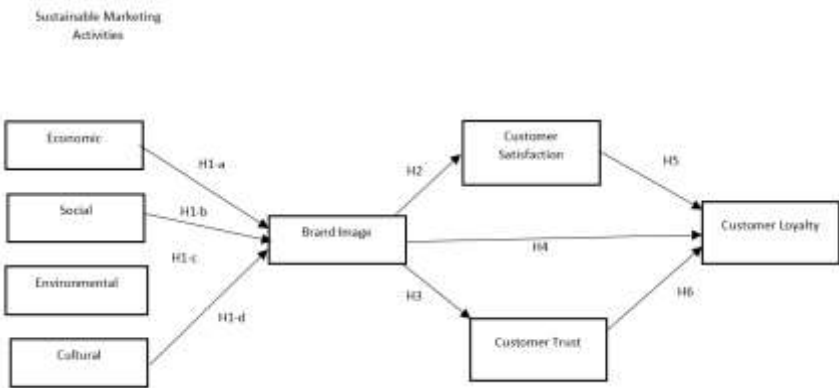
H₅: Customer satisfaction positively and significantly predicts brand loyalty.

H₆: Customer trust positively and significantly predicts brand loyalty.

Based on the above hypotheses, the following research model has been drawn (See. Fig 1).

Figure 1.

Conceptual Framework



Research Methodology

Measurement Scale

Through a review of the literature, variables were generated and changed in accordance with the study's objectives. A 5-point Likert scale was utilized for all four sustainable activities and additional questions. Five questions were asked for each on economic, social, environmental, and cultural activities in the survey. Beginning with Bansal (2005) and Maignan (2001) items on economic activity were based on these sources. Second, items on social activities are based on the research by Kim and Schellhase (2015) and Sen and Bhattacharya (2001). Third, items from environmental activities are based on Kim and Schellhase (2015) and Baughn, Bodie, and McIntosh (2007). Finally, questions on cultural activities is based on the research by Kim and Schellhase (2015) and Sen and Bhattacharya (2001). In addition, four items were used to measure brand image (Faullant, Matzler, & Füller, 2008), four items were used to measure customer satisfaction (Chen, 2010; Faullant et al., 2008), six items were used to measure customer trust (Ball, Coelho, & Machás, 2004) and lastly six items were used to measure customer loyalty (Nyadzayo & Khajehzadeh, 2016).

Data Collection

The research paradigm for this study is positivism. The deduction is the appropriate method for investigating these causal relationships in this research. This study uses a survey as a research method because of the aforementioned benefits of the survey, specifically the capacity to collect generalizable data from a wide range of people and a high degree of uniformity that makes conducting different statistical tests easier. This research uses a cross-sectional time horizon design. The target audience for the study was apparel consumers. The convenience sampling method was employed in this research. The study included 268 completely filled questionnaires out of a total of 300. The questionnaire was distributed among different fashion apparel brands in Lahore, for example, Limelight, Khaadi, Generation, and Sana Safinaz. Sustainability activities, customer loyalty, customer satisfaction, customer trust, and brand image

were among the topics covered in the survey. A 5-point Likert scale was used for all four sustainable activities as well as other questions (1 = Strongly Disagree to 5 = Strongly Agree).

Data Analysis and Results

Table 1.
Demographics Descriptive

		Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Male	171	63.8	63.8	63.8
	Female	97	36.2	36.2	100
	Total	268	100	100	
Age	18-25	64	23.8	23.8	23.8
	26-30	109	40.7	40.7	64.5
	31-35	40	14.9	14.9	79.4
	36-40	29	10.8	10.8	90.2
	40 and above	26	9.7	9.7	100
	Total	268	100	100	
Education	Bachelor's degree	130	48.5	48.5	48.5
	Master's degree	121	45.2	45.2	93.7
	Doctoral degree	17	6.3	6.3	100
	Total	268	100	100	
Marital Status	Single	189	70.5	70.5	70.5
	Married	79	29.5	29.5	100
	Total	268	100	100	

Reliability and Validity of Scale

A Cronbach's value is determined to validate the measurement objects' reliability, while confirmatory factor analysis is performed using AMOS to maintain validity. The CFA shows that the model is suitable for model fit: $\chi^2 = 698.168$, $df = 247$, $p < 0.05$, $CMIN/DF = 2.817$, $GFI = 0.892$, $CFI = 0.919$, $IFI = 0.911$, $TLI = 0.921$, $NFI = 0.918$, $RMSEA = 0.051$. Cronbach's analysis is also good for all variables. The results are seen in Table 2 and 3.

Table 2.
CFA and Cronbach's Result

Construct	AVE	CR	Cronbach α
Economic	0.599	0.815	0.815
Social	0.721	0.811	0.836
Environmental	0.599	0.799	0.819
Cultural	0.672	0.759	0.862
Brand Image	0.533	0.712	0.894
Customer Satisfaction	0.698	0.899	0.786
Customer Trust	0.599	0.717	0.719
Customer Loyalty	0.587	0.814	0.785

Model fit: $\chi^2 = 698.168$, $df = 247$, $p = .000$, $CMIN/DF = 2.817$, $GFI = 0.892$, $CFI = 0.919$, $IFI = 0.911$, $TLI = 0.921$, $NFI = 0.918$, $RMSEA = 0.051$.

Table 3.
Squared Correlations

	1	2	3	4	5	6	7	8
1. Economic Activities	0.701							
2. Environmental Activities	0.655	0.698						
3. Social Activities	0.666	0.685	0.819					
4. Culture Activities	0.589	0.612	0.635	0.826				
5. Brand Image	0.587	0.599	0.51	0.621	0.723			
6. Customer Satisfaction	0.415	0.563	0.458	0.522	0.689	0.799		
7. Customer Trust	0.598	0.618	0.687	0.703	0.655	0.625	0.728	
8. Customer Loyalty	0.674	0.623	0.542	0.621	0.544	0.685	0.741	0.823

Hypothesis Test

An SEM is used to test the hypotheses. This research examines the impact of four forms of sustainable marketing practices on brand image, satisfaction, trust, and loyalty. A model fit is found by analysis: CMIN / DF = 1.814, GFI = 0.851, CFI = 0.933, $\chi^2 = 417.552$, df = 358, $p < 0.05$. To test the hypotheses, a structural equation model study is used (Table 4). This research examines the impact of four forms of sustainable marketing practices on brand image, satisfaction, confidence, and loyalty. $\chi^2 = 417.212$, df = 358, $p < 0.05$, CMIN / DF = 1.838, GFI = 0.871, CFI = 0.949, IFI = 0.942, TLI = 0.921, NFI = 0.8250, and RMSEA = 0.053, respectively, show a model match.

According to research into the impacts of sustainable marketing activities, they have an effect on economic activity [0.415, $t = 2.231$, ($p < 0.05$)], environmental activity [0.425, $t = 3.021$, ($p < 0.05$)], and cultural activity [0.231, $t = 4.215$, ($p < 0.05$)], and as a result, they have a beneficial effect on brand image. As a result, hypothesis H1–a as well as hypotheses H1–c and H1–d are valid. When the direct gain is offered to a third party rather than the customer, social practices that do not harm brand image mean that there is little impact on the user. Following that, the impact of brand image on customer satisfaction, customer trust, and loyalty is investigated. They all have a positive impact on customer satisfaction [0.485, $t = 7586$, ($p < 0.05$)], customer trust [0.651, $t = 7.216$, ($p < 0.05$)], and customer loyalty [0.254, $t = 1.987$, ($p < 0.05$)]. Hypotheses 2, 3, and 4 are therefore accepted. Rousseau et al (1998)'s pre-empirical research is supported by these findings. Customer satisfaction [0.587, $t = 7.68$, ($p < 0.05$)] and customer trust [0.421, $t = 6.235$, ($p < 0.05$)] also have a beneficial impact on consumer loyalty. As a result, hypotheses 5 and 6 are accepted. These results reflect Verhoef's (2003) findings that consumer satisfaction and trust boost consumer loyalty.

Discussion and Conclusion

Discussion and Implications

The study's findings are as follows: For instance, such sustainable marketing activities contribute to the optimistic picture of fashion markets. This finding shows that economic practices like facility modernization and technological advancement through expenditure in order to provide a more competitive retail experience have a direct impact on customers' positive brand associations. In other words, the competitive needs of consumers and employers affect brand recognition. Furthermore, the retail market's attempts to exercise sustainability management suggest that it will communicate global environmental awareness with customers, influencing their view of a sustainable brand picture. These findings suggest that acknowledging the varied identities of fashion retail industry brands increases audience acceptance while also fulfilling corporate social responsibility. As a result, performing economically, environmentally, and culturally sustainable marketing campaigns has a direct impact on customers' favorable brand associations. Consumers' familiarity with conventional fashion marketplaces may be impacted by a multicultural citizens' culinary competition as well as a music competition. These findings suggest that acknowledging the varied identities of fashion retail industry brands increases audience acceptance while also fulfilling corporate social responsibility. As a result, performing economically, environmentally, and culturally sustainable marketing campaigns has a direct impact on customers' favorable brand associations.

Socially sustainable marketing practices, on the other hand, had little effect on brand image. It is tough to persuade customers to have a better mindset by including them in events that

benefit the underprivileged, such as food sharing or volunteering. Consumers will be more interested in a company that shows responsibility via social efforts, even if such acts have minimal effect on creating a favorable brand image (Sen & Bhattacharya, 2001). Second, creating a good brand image is linked to customer satisfaction and trust, according to the findings. Consumers' assumed image is created by sustainable marketing campaigns in the traditional fashion industry, and it reacts to customer preferences and demands. Consequently, brand image will contribute to customer satisfaction, which results in the consumer's optimistic emotional reaction to trust, which is the belief that traditional fashion industry practices and events can diligently meet social roles and obligations. Consumer loyalty as a result of CSR practices is gaining traction, according to research. Customers' approval of ads may be accurately calculated if customer preferences in the fashion industry can be identified by consumer trust and satisfaction. Growing this would, in turn, increase behavioral intent (Beerli, Martin, & Quintana, 2004).

The objective of this study is to get a better understanding of the importance of brand image, customer satisfaction, and consumer trust in the process of creating consumer loyalty, which may lead to a consistent attitude towards a certain brand. These three elements may also have an effect on brand loyalty. Finally, sustainable marketing practices in the traditional retail industry can aid in the development of long-term partnerships between customers and fashion market brands. Furthermore, these efforts have the potential to have a long-lasting competitive edge over other fashion industries and gain market share. Brand image, customer satisfaction, and trust could become the guiding factors, generating major synergies through sustainable marketing activities in order to create a stable partnership. The following are the academic contributions of this research. First, this research proposes four sustainable marketing activities for the fashion industry and finds that they boost brand image. This discovery could serve as a catalyst for more research into relevant theories. Second, this paper shows that there is a link between customer satisfaction, brand image, trust, and loyalty.

The following are the study's practical implications. Initially, environmental activity for sustainability will boost the fashion market's brand image. As a result, brand managers can engage in environmental practices in order to project a favorable image to consumers. Second, long-term marketing activities boost brand image and have a beneficial impact on consumer retention, confidence, and loyalty. As a result, organizations in the fashion industry can work to enhance their brand image by engaging in economically, socially, environmentally, and culturally sustainable practices. These efforts would help them survive in volatile market conditions. Finally, realistic recommendations for advertisers studying fashion market tactics are offered, taking into account the multifaceted demands of fashion market buyers. Consider, for instance, a conventional fashion market, which might host a festival for locals and promote monetary, environmental, and cultural activities in the same way as a general company might. These practices are likely to promote a good image of the business.

Limitation and Future Research

The following are the study's limitations and aspects that should be elaborated upon in potential studies. Potential research could compare and contrast the impact of environmentally responsible marketing practices on consumer markets in Pakistan with the influence of sustainable marketing activities on the companies that participate in sustainable marketing activities in other countries. These considerations can be taken into account in future research and have more in-depth marketing ramifications. Despite the fact that the conclusions of this report are similar to those of previous studies, it is the first to look at the fashion industry. Finally, extending the study paradigm to the traditional apparel industry, which is comparatively uncommon, is important. As a result, this research adds to the current academic literature on the fashion industry and can help with future research.

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