

## **Sustainable Marketing Practices: Examining The Nexus Between Consumer Behavior, Corporate Responsibility, And Balanced Economic Growth**

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### **Abstract**

*In the context of rising environmental degradation and socioeconomic inequities, the concept of sustainability has acquired substantial popularity in a variety of fields, but has failed to integrate with economic growth, specifically marketing. To overcome this, the study is conducted with a scope to investigate sustainable marketing practices and their critical role in reconciling economic growth with environmental and societal responsibility, resulting in sustainable consumer behavior. The study uses a descriptive research design to understand consumer perceptions, attitudes, and behaviors, and the received data were analyzed, and SEM modelling was carried out with the help of SPSS and SmartPLS software. This paper aims to contribute to the process of understanding sustainable marketing and its role in accelerating the relationship between economic development, environmental preservation, and sustainable consumer behavior. Therefore, this research discusses some of the study's theoretical and managerial implications. The present study concluded that various marketing practices contribute significantly to building sustainable marketing practices that affect achieving balanced economic growth, environmental and social responsibility, and result in sustainable consumption behavior.*

**Keywords:** Balanced Economic Growth; Corporate Social Responsibility; Sustainable Communication; Sustainable Consumer Behavior; Sustainable Marketing



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## 1. Introduction

The modern business environment is undergoing a paradigm change toward sustainability, fueled by rising environmental awareness, social inequalities, and the critical need for responsible corporate operations. Within this framework, marketing, as a core company function, is critical in changing customer behavior, influencing cultural norms, and driving economic growth. Sustainability has emerged as a major consideration for corporations in the modern era, spurred by growing concerns about environmental degradation, resource depletion, and social inequity.

Contemporary global markets necessitate sustainable marketing, emphasizing environmental and social stewardship. Sustainable development involves balancing economic, environmental, and social aspects, reflecting consumer apprehensions about corporate impacts. According to IBM (2020), recent findings indicate that approximately 90% of respondents believe that corporations should be held accountable for their carbon emissions and advocate for stronger mitigation initiatives. Furthermore, over 80% expect companies to actively engage in addressing pressing societal issues (IBM, 2020). The same study reveals that 57% of consumers are willing to modify their purchasing behaviors to reduce environmental impact, indicating a growing preference for sustainable and eco-conscious practices. This shift in consumer expectations underscores the strategic relevance of sustainable marketing, which prioritizes ethical and environmentally responsible products and processes. Sustainable marketing is built upon five foundational principles: consumer-centricity, alignment with organizational purpose, delivery of customer value, positive societal impact, and continuous innovation (Smith et al., 2020). This approach not only meets evolving customer expectations but also enhances brand equity and contributes to broader societal well-being. Key components include viewing value creation from the consumer's perspective rather than solely focusing on profit, fostering brand authenticity, and promoting consumer education and awareness (Jones & Johnson, 2020). Driven by people, planet, and profit, sustainable marketing engages stakeholders, makes ethical procurement, and drives lifecycle analysis to enhance societal welfare and reduce environmental harm in line with rising consumers' preference for sustainability (Brown & Green, 2019).

Concluding this discussion, the present research seeks to explore the intricate relationship between marketing strategies, evolving consumer behavior, and the pursuit of societal and environmental welfare. Grounded in the growing global demand for sustainability—evidenced by Nielsen's (2018) finding that 81% of consumers prefer firms with sustainable initiatives- this study emphasizes the need to transition from traditional, short-term marketing approaches (Taylor & White, 2016) to strategies that foster long-term ecological and social responsibility. In alignment with the values of millennials and Generation Z, which show a strong preference for brands committed to environmental and social causes. According to the report titled 'Cone Communications' (2017), it

contributes to the understanding of how sustainable marketing can reshape consumption patterns and promote eco-conscious lifestyles. By investigating the nexus between sustainable marketing and consumer values, this study adds value to academic discourse and offers strategic insights for businesses aiming to align profitability with planetary well-being.

### **1.1. Problem Statement**

Despite growing recognition of the importance of aligning business practices with environmental and social responsibilities, organizations continue to struggle with implementing sustainable marketing strategies that balance profitability with planetary and societal well-being (Leonidou & Leonidou, 2011; Setyowati, 2024). Many sustainability efforts remain fragmented and poorly integrated, thereby limiting their long-term impact on corporate performance and environmental preservation (Gordon et al., 2011; Mudzanani et al., 2025). As environmental crises intensify, such as fast fashion's contribution to water pollution and carbon emissions, or greenwashing allegations faced by global brands like H&M and Nestlé, the urgency to explore well-structured, ethically sound marketing approaches becomes more critical (Hota, 2024; Jia et al., 2023). Contemporary studies stress the role of corporate social responsibility (CSR) and brand image in influencing sustainable consumer behavior, underscoring a growing demand for evidence-based strategies (Jia et al., 2023). Therefore, this research addresses the pressing need for updated models and examples of sustainability marketing in today's complex, consumer-driven marketplace.

#### **1.1.1. The major research questions of the study are:**

1. What is the relationship between sustainable marketing practices, consumer behavior, and societal welfare?
2. What will be the interconnections among sustainable marketing practices, perceived balanced economic growth, and environmental and social responsibility?
3. How perceived balanced economic growth and environmental & social responsibility influence sustainable consumption behavior.

## **2. Review of Relevant Literature**

The concepts encompassed by sustainable marketing comprise the setup of systems that seek to promote customer satisfaction as well as minimize the adverse impact on the environment and social concerns. Its central aspects include promoting the welfare of society, improving ethical and green businesses, and embedding societal issues within the business operations, such as issues about communication and sustainability, issues about the sourcing of production and consumption, and issues concerning the development and promotion of eco-friendly brands. These factors put together result in a more responsible way by practising sustainable marketing, which is not only beneficial

for society but also for the environment. The studies on the predictors of sustainable marketing practices are discussed in the subsequent studies, as listed below.

### ***2.1 Social Marketing (SM)***

Social marketing makes it reasonable to address the existing demand in the “needs” for sustainable products and services and connects to the demand as described in the psychology literature presented in the research work of Rivera, R. G. (2023). Marketing for sustainable development is done through a societal marketing approach where there are defined purposes, abilities, and opportunities. Societal marketing seeks to promote behaviour such as the protection of the environment and health improvement by altering the consumers’ behaviour. In addition, brand relationships can be developed and established using social media, which allows interaction, storytelling, and connection with socially conscious audiences. This clearly states how social media is essential for the development of sustainable marketing practices and ultimately helps in building powerful brands. These arguments lead to the following hypothesis:

H1: Social Marketing contributes significantly towards sustainable marketing practices

### ***2.2 Ethical and Green Marketing (EM)***

It ensures an easy path of customer loyalty, by doing business, keeping the sustainability aspect in mind, and how well one can offer to the customers with true integrity, for instance, the marketing of eco-friendly products and services. It encourages branding products and services that are in line with ethical standards and consumer justice, which can be seen from a sense of fairness, honesty, and transparency (Permana, D., & Ekowati, D., 2024). On the other hand, green marketing promotes eco-friendly products and practices with minimal harmful effects on the environment (Amoako, G.K., Doe, J. K., & Dzogbenuku, R.K., 2021). On one hand, it is satisfying the consumer's urges for sustainable products while on the other hand, it is providing value to society and environmental concerns, so in both ways, whether it's green marketing or ethical strategies, are required for making a business successful. These arguments lead to the following hypothesis:

H2: Ethical and Green Marketing contribute significantly towards sustainable marketing practices

### ***2.3 Corporate Social Responsibility (CSR)***

The Management approach to corporate social responsibility traces its importance in the development of sustainable marketing for the products. Gong et al. (2023) and Abbas et al. (2019) emphasize the importance of CSR in sustainable business. Gong et al. (2023) posit that sustainable marketing, if integrated with CSR, contributes to higher customer engagement and purchasing of sustainable products. Similarly, the integration of CSR with social media marketing has been shown to influence the sustainability and

performance of the business (Abbas et al. 2019). Importantly, this research highlights how CSR can bolster engagement by customers and emphasizes the importance of combining it with marketing to deliver optimal results. These arguments lead to the following hypothesis:

H3: Corporate Social Responsibility contributes significantly to sustainable marketing practices

#### ***2.4 Sustainable Communication (SC)***

Moreover, sustainability communication is assumed as a fundamental instrument for the integration of sustainability in all forms of corporate and stakeholder-related discourse to influence stakeholders' perception of the company's Sustainable goals, to improve the common understanding of environmental issues and trust building (Maon et al. 2009). Firms educate stakeholders on sustainability through dialogue, fostering trust, reputation, and responsible consumption. Golob, U., Podnar, K., & Zabkar, V. (2023). Explore Sustainable communication (SC) through a meta-narrative systematic literature review, analyzing 116 articles on Sustainable advertising, reporting, and greenwashing. It highlights environmental emphasis and the prevalence of applied communication strategies while outlining pathways for advancement. These arguments lead to the following hypothesis:

H4: Sustainable Communication contributes significantly to sustainable marketing practices

#### ***2.5 Production and Consumption (PC)***

Environmental sustainability and social equity are critically affected by the production and consumption practices of the firm. Sustainable production involves resource optimization, waste reduction, and following eco-friendly technologies and practices (Li, C. et al. 2023). Encouraging eco-friendly products and behaviors transparently is key to sustainable communication. Businesses engage stakeholders by sharing Sustainable information and objectives and educating through one-way communication. Trust, brand reputation, and ethical consumption rely on effective communication. Aligning sustainable practices reduces environmental impact and fosters responsible consumption. These arguments lead to the following hypothesis:

H5: Production and Consumption contribute significantly towards sustainable marketing practices

#### ***2.6 Branding and Promotion (BP)***

The perception of the consumer branding and promotion strategies supports branding and promotion and visually enhances their commitment to the sustainable element of culturally relevant aspects (Chernev & Blair, 2015; Luchs et al., 2012). Sustainable branding involves the integration of brand identity into green and social principles,

emphasizing an organization's conformity to ethical procedures (Papadopoulos et al., 2010). Marketing strategies involve engaging with stakeholders to pass on the Sustainable message using social media platforms, public relations, and advertising (Alrubah et al., 2020; Elisa et al., 2020), which emphasize the social and environmental benefits of products, attracting conscientious consumers. These arguments lead to the following hypothesis:

H6: Branding and Promotion contribute significantly towards sustainable marketing practices

### ***2.7 Sustainable Marketing Practices (SMP) and Perceived Balanced Economic Growth (BEG)***

Sustainable marketing practices constitute a wide range of strategies and initiatives aimed at supporting products and services that are environmentally friendly, socially responsible, and financially viable. Wymer and Polonsky (2015) define several strategies, such as cause-related marketing, green marketing, sustainable sourcing, and product creation with Sustainable characteristics, to help a firm enhance its market reputation and competitiveness by aligning marketing activities with societal and environmental objectives. The concept of “perceived balanced economic growth” (BEG) refers to the degree to which consumers see economic growth as being compatible with social and environmental concerns (Sheth et al., 2011). Sustainable marketing strategies that espouse social justice, economic well-being, and environmental conservation have a favorable effect on consumers’ attitudes towards BEG. Social marketing campaigns play a role in increasing awareness of sustainable consumption, while ethical and green marketing purposes are to endorse socially and environmentally responsible products (O’Brien et al., 2019). CSR boosts perceived sustainability commitment, enhancing brand equity. Sustainable marketing fosters responsible production and consumption, mitigating the adverse effects of unchecked economic growth. These arguments lead to the following hypothesis:

H7: Sustainable Marketing Practices contribute significantly to achieving Perceived Balanced Economic Growth

### ***2.8 Sustainable Marketing Practices (SMP) and Environmental and Social Responsibility (ESR)***

According to Elkington et. al. (2018), environmental and social responsibility (ESR) delineates the corporate attempts to minimize environmental impacts, promote social development, and promote social justice. On the other hand, sustainable marketing strategies support companies in achieving environmental, social, and governance (ESG) goals by recognizing products and services that are produced in a social, ethical, and organic manner. The amalgamation of sustainability into marketing sets a company apart by communicating its responsibility to ESG. Environmental and social responsibility

incorporates three objectives: protect human rights, promote community well-being, and minimize negative environmental impacts. Companies can effectively communicate their ESR initiatives with customers by using sustainable marketing strategies, which result in customers' loyalty and trust (Tuncer, 2021). Companies can also reduce their reputational threats and easily contribute to achieving extensive social and environmental goals by focusing on environmental and social issues. These arguments lead to the following hypothesis:

H8: Sustainable Marketing Practices contribute significantly to enhancing Environmental and Social Responsibility

### ***2.9 Sustainable Marketing Practices (SMP) and Sustainable Consumption Behavior (SCB)***

Sustainable consumption behavior entails adopting ecologically beneficial, socially responsible, and commercially feasible consumption habits (Schulz & Schaltegger, 2021; Kotler et al., 2020; Vermeir & Verbeke, 2006). It includes consumers' choices that are environmentally friendly and socially responsible (Kotler et al., 2020). Sustainable marketing comprising green labelling, eco-friendly packaging, and transparent supply chains provides a significant influence on consumer behavior by shaping perceptions and decisions; thus, the businesses should align economic incentives with the societal and environmental goals (Kotler et al., 2020). Following Wang and Udall's work (2020), sustainable marketing is the marketing of products in societally responsible yet ecologically restorative and ethical manners, thus triggering consumers' thirst for green goods. These strategies, along with Sustainable Development Goals (SDGs), combat global problems such as global warming, pollution, inequality, and biodiversity loss through corporate social responsibility, ethical marketing, and eco-labelling, played an important role in promoting and influencing sustainable consumer behavior. These arguments lead to the following hypothesis:

H9: Perceived Balanced Economic Growth and Environmental and Social Responsibility have a significant influence on Sustainable Consumption Behavior

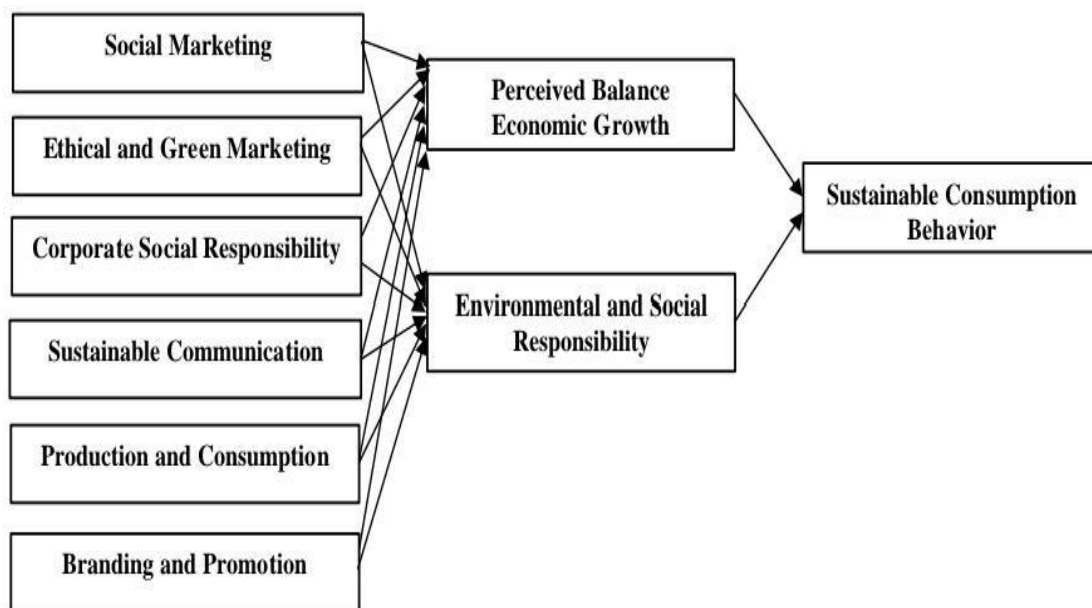
### **3. Research Gap and Objectives of the Study**

Extensive research has previously underscored the importance of sustainable marketing in addressing global environmental and social challenges. However, a significant gap persists in understanding how businesses can reconcile the pursuit of economic growth with their responsibilities toward environmental sustainability and social welfare (Polonsky, 2011). While much of the existing literature highlights the need for sustainability, limited scholarly work offers integrated frameworks that address both economic and environmental dimensions simultaneously (Kumar et al., 2012). Moreover, there remains a dearth of empirical evidence on the role of consumer orientation and institutional regulations in facilitating the effective implementation of

sustainability in marketing strategies. The present study aims to bridge this gap by exploring holistic and actionable marketing strategies that ensure profitability while upholding environmental stewardship and societal responsibility.

#### 4. Theoretical Foundation of Sustainable Marketing

A theoretical framework of a study carried out on the Theoretical Foundations of Sustainable Marketing is based on the cross-disciplinary integration of environmental economics, social psychology, and marketing theory. In this context, the paper on the Triple Bottom Line (TBL) approach (Elkington et al., 2018) focuses on the two main aspects of another set of sustainable development goals while marketing, i.e., behaviors of consumers and CSR initiatives (Fernandes & Saraiva, 2022). This framework adopts Stakeholder Theory (Freeman et al., 2010) and studies the stakeholders in sustainable marketing, stressing value co-creation (Porter & Kramer, 2011). It also utilizes the Theory of Planned Behavior (Ajzen, 2015) to understand the predictor factors of the purchase intentions and behaviors of sustainable products and brands. The consideration of these theoretical aspects aims to enhance the existing body of knowledge on sustainable marketing and offers benefits to the enterprises in question concerning implementing policies for becoming more responsible.



**Figure 1:** Proposed theoretical model

#### 5. Research Methodology

The goal of this research is to assess the situation of sustainable marketing practices and their effectiveness in sustainable consumption and economic growth with ESR, in the Indian context. The descriptive research design used in the present study includes a

structured questionnaire to assess the practices of sustainable marketing, balanced economic growth with ESR, as well as sustainable consumption behavior. The construct and related measurement variables were developed based on the previous research work of Lazaroiu, G. C., & Roscia, M. (2012), Schubert, I., de Groot, J. I., & Newton, A. C. (2021). Kala, D., & Chaubey, D. S. (2023). and Geiger, S. M., Fischer, D., & Schrader, U. (2018). The statement was further modified as per the study's context. To ensure the survey instrument's content validity, an initial questionnaire was reviewed and validated by academic professionals and industry experts. A pilot test of 30 randomly selected consumers was done to ensure reliability. The Cronbach's alpha index for the complete scale was 0.768, indicating that the instrument had an adequate level of reliability.

The subject research paper used a meticulous data collection method by utilizing snowball sampling techniques and targeted a cohort of 500 individuals via email lists and social media platforms. Snowball sampling is applied in this study as it enables access to specific populations through participant referrals. It is particularly useful when the target group shares common traits or behaviors, ensuring richer data collection. This method enhances trust, participation, and cost-effectiveness in exploratory or qualitative research settings. Participants were encouraged to extend the survey's reach, boosting participation rates. Confidentiality and anonymity assurances were provided to engender confidence among participants, emphasizing the scholarly rigor of the study. The data collection phase extended over a precisely delineated period. The researcher has received 410 responses. After editing, 389 responses were found fit, leaving 21 responses that were incomplete or insincere. Harman's single-factor test was conducted to assess common method bias. The results revealed that a single factor accounted for 32.085% of the total variance, which is below the critical threshold of 50%, indicating that common method bias is not a major concern in this study, and the data is suitable for further analysis. Data was analyzed, and SEM modeling was carried out with the help of SPSS software and SmartPLS. The demographic profile of respondents is detailed in Table 1.

## **6. Results**

The demographic profile of the respondents, as delineated in Table 1, presents a comprehensive portrayal of the surveyed populace. The distribution across age cohorts reveals that the majority fall within the bracket of 21 to 30 years, comprising 41.1% of the sample, while individuals aged 31 to 40 years and 41 to 50 years constitute 31.9% and 11.6%, respectively. Notably, those above 50 years comprise a smaller contingent at 5.1%. Gender distribution manifests a predominantly male presence, constituting 69.7% of the sample, with females representing 30.3%. Regarding marital status, a substantial proportion of respondents are married (71.2%), followed by unmarried individuals (26.2%), while a minority indicates separation/divorce (2.6%). Educationally, the data underscores a diverse spectrum, with the preponderance holding graduate-level qualifications (32.1%), closely trailed by those with undergraduate degrees (31.9%).

Income distribution reveals a significant percentage earning between Rs 20,000 to Rs 40,000 per month (33.2%), followed by those earning up to Rs 20,000 per month (27.5%). Occupation-wise, part-time employment surges as the most widespread status (35.5%), followed by full-time employment (13.4%), self-employment (21.6%), and student status (15.9%). The percentage of unemployed individuals and retirees stands at 11.6% and 2.1%, respectively. This cautious analysis underscores the heterogeneous demographic composition of the inspected community, furnishing valuable acumen for prospective scholarly inquiry or decreeing formulation.

**Table 1:** Demographic Characteristics of Respondents

Category	Description	Frequency	%age
Age	Up to 20 years	40	10.3
	From 21-30 years	160	41.1
	From 31-40 years	124	31.9
	From 41-50 years	45	11.6
	More than 50 years	20	5.1
Gender	Male	271	69.7
	Female	118	30.3
Marital Status	Unmarried	102	26.2
	Married	277	71.2
	Separated/ Divorce	10	2.6
Education Level	Undergraduate courses	124	31.9
	Graduation	125	32.1
	Post Graduation	49	12.6
	Research	39	10.0
	Professional Qualification	52	13.4
Income Level	Up to Rs 20,000 Per Month	107	27.5
	From Rs 20,001 - 4,0000 Per Month	129	33.2
	From 4,0001 - 60,000 Per Month	122	31.4
	From Rs. 60,001 - Rs 100,000 Per Month	20	5.1
	More than Rs 100, 000 Per Month	11	2.8
Occupational Status	Employed full-time	52	13.4
	Employed part-time	138	35.5
	Self-employed	84	21.6
	Student	62	15.9
	Unemployed	45	11.6
	Retired	8	2.1

(Source: Author's own calculation)

Table 2 provides a comprehensive overview of the descriptive statistics about various predictors associated with sustainable marketing practices. Each construct's significance and relative importance were assessed based on mean and standard deviation (SD) values. For instance, respondents demonstrated a general agreement with statements related to social marketing, scoring an average of 3.92 and an SD of 0.69. Similarly, Ethical and Green Marketing initiatives garnered substantial support, with a mean rating of 4.06 and SD 0.71, indicating a favorable disposition towards programs emphasizing open communication and sustainable material consumption. Corporate Social Responsibility received moderate affirmation, with a mean score of 3.86 and SD 0.65, suggesting its role in bolstering a company's reputation and fostering consumer trust. Additionally, Sustainable Consumption Behavior recorded a mean score of 3.87 and SD 0.59, reflecting a strong inclination towards eco-friendly shopping practices. These findings underscore the pivotal role of diverse facets within sustainable marketing strategies in promoting socially responsible consumer behavior and facilitating equitable economic progress.

**Table 2:** A Descriptive Statistics of Predictor Variables

Predictor Variables	Mean	SD
<b>Social Marketing (SM)</b>	<b>3.9216</b>	<b>.69374</b>
SM 1	3.7378	.88115
SM 2	3.9075	.81334
SM 3	4.0051	.81858
SM 4	4.0360	.78566
<b>Ethical and Green Marketing (EM)</b>	<b>4.0630</b>	<b>.70566</b>
EM 1	3.9023	.98217
EM 2	4.0797	.78078
EM 3	4.0026	.90103
EM 4	4.2674	.74991
<b>Corporate Social Responsibility (CSR)</b>	<b>3.8586</b>	<b>.64686</b>
CSR 1	3.8535	.87733
CSR 2	3.9717	.85658
CSR 3	3.8689	.84694
CSR 4	3.7404	.88338
<b>Sustainable Communication (SC)</b>	<b>3.7243</b>	<b>.67754</b>
SC 1	3.6632	.86882
SC 2	3.6915	.90386
SC 3	3.7995	.91432
SC 4	3.7429	.87974
<b>Production and Consumption (PC)</b>	<b>3.6388</b>	<b>.71098</b>

PC 1	3.5116	.98859
PC 2	3.5990	.92424
PC 3	3.6992	.95492
PC 4	3.7455	1.04512
<b>Branding and Promotion (BP)</b>	<b>3.7429</b>	<b>.80269</b>
BP 1	3.8026	.95060
BP 2	3.7610	.96557
BP 3	3.7117	1.04458
BP 4	3.6961	1.02246
<b>Perceived Balanced Economic Growth (BEG)</b>	<b>3.8031</b>	<b>.38901</b>
BEG 1	3.7301	.51936
BEG 2	3.8509	.51109
BEG 3	3.8663	.46265
BEG 4	3.8509	.50603
BEG 5	3.7172	.63994
<b>Environmental and Social Responsibility (ESR)</b>	<b>3.9069</b>	<b>.53715</b>
ESR 1	4.0437	.64667
ESR 2	3.8149	.72274
ESR 3	3.9614	.79044
ESR 4	3.8098	.64201
ESR 5	3.9049	.73478
<b>Sustainable Consumption Behavior (SCB)</b>	<b>3.8725</b>	<b>.59477</b>
SCB 1	3.7763	.64923
SCB 2	3.7969	.61543
SCB 3	3.8380	.61510
SCB 4	3.7738	.59658
SCB 5	4.0566	.75087
SCB 6	3.9075	.75072
SCB 7	3.9563	.73263
SCB 8	3.8817	.71176
SCB 9	3.9280	.75639
SCB 10	3.8098	.71422

(Source: Authors own calculation)

## 6.1 PLS - SEM Modeling of Predictors (SMP, BEG, ESR and SCB)

### 6.1.1 Measurement model

Table 3 displays the results of reliability and validity evaluations for diverse constructs utilizing SmartPLS. Cronbach's alpha coefficients, indicating internal consistency, range from 0.707 to 0.960, denoting generally acceptable reliability. Composite reliability

(rho\_a and rho\_c) values exceed 0.7 for all constructs, indicating satisfactory reliability. Average variance extracted (AVE) values, evaluating convergent validity, range from 0.536 to 0.741, surpassing the recommended threshold of 0.5. These findings support the constructs' adequate reliability and validity, endorsing their suitability for further analysis in research domains such as branding, corporate social responsibility, environmental and social responsibility, ethical and green marketing, perceived balanced economic growth, production and consumption, social marketing, sustainable consumption behavior, and sustainable communication.

**Table 3:** Construct Reliability and Validity

	<b>Cronbach's alpha</b>	<b>Composite reliability (rho a)</b>	<b>Composite reliability (rho c)</b>	<b>Average variance extracted (AVE)</b>
<b>BP</b>	0.822	0.960	0.878	0.644
<b>CSR</b>	0.737	0.752	0.836	0.564
<b>ESR</b>	0.818	0.856	0.873	0.584
<b>EM</b>	0.851	0.856	0.901	0.696
<b>BEG</b>	0.792	0.794	0.858	0.548
<b>PC</b>	0.707	0.735	0.819	0.536
<b>SM</b>	0.864	0.866	0.910	0.718
<b>SCB</b>	0.960	0.974	0.966	0.741
<b>SC</b>	0.755	0.786	0.842	0.575

(Source: Authors own calculation)

The discriminant validity analysis using the Heterotrait-Monotrait Ratio (HTMT) Matrix and Fornell-Larcker criterion suggests that the constructs in the study exhibit acceptable discriminant validity. The HTMT values are all below the threshold of 0.9, indicating that the constructs are sufficiently distinct from each other (Table 4).

**Table 4:** Discriminant Validity: HTMT Matrix

	<b>BP</b>	<b>CSR</b>	<b>ESR</b>	<b>EM</b>	<b>BEG</b>	<b>PC</b>	<b>SM</b>	<b>SCB</b>	<b>SC</b>
<b>BP</b>	0.802								
<b>CSR</b>	0.136	0.750							
<b>ESR</b>	0.094	0.903	0.764						
<b>EM</b>	0.068	0.412	0.538	0.834					
<b>BEG</b>	0.227	0.797	0.785	0.721	0.740				
<b>PC</b>	0.176	0.127	0.101	0.087	0.487	0.732			
<b>SM</b>	0.122	0.252	0.397	0.196	0.519	0.120	0.847		
<b>SCB</b>	0.210	0.612	0.734	0.339	0.716	0.150	0.272	0.860	
<b>SC</b>	0.074	0.528	0.544	0.307	0.736	0.072	0.137	0.468	0.758

(Source: Author's own calculation)

### 6.1.2 Structural model

The SmartPLS analysis revealed substantial explanatory power, as evidenced by high R-square values across constructs, ranging from 0.521 to 0.846. These values signify the variance in endogenous constructs explained by exogenous constructs. Perceived Balanced Economic Growth had the highest R-square at 0.846, indicating a strong relationship with its antecedents. The f-square values highlight the predictive relevance of exogenous constructs, with Corporate Social Responsibility (f-square = 1.399) and Ethical and Green Marketing (f-square = 0.575) significantly explaining variations in Environmental and Social Responsibility and Sustainable Consumption Behavior. Conversely, Sustainable Consumption Behavior and Sustainable Communication exhibited lower F-squared values, indicating weaker predictive power.

The structural model analysis conducted using SmartPLS unveiled the regression coefficients ( $\beta$ ), t-values, and associated p-values for the hypothesized paths within the research framework. The analysis in Table 5 indicated that the relationship between Branding and Promotion and Environmental and Social Responsibility was non-significant ( $\beta = -0.004$ ,  $t = 0.023$ ,  $p = 0.860$ ). Conversely, Branding and Promotion significantly and positively impacted Perceived Balanced Economic Growth ( $\beta = 0.085$ ,  $t = 4.309$ ,  $p < 0.001$ ), as did Corporate Social Responsibility ( $\beta = 0.340$ ,  $t = 13.657$ ,  $p < 0.001$ ). Environmental and Social Responsibility was found to positively influence Sustainable Consumption Behavior ( $\beta = 0.485$ ,  $t = 3.808$ ,  $p < 0.001$ ). Ethical and Green Marketing showed significant positive effects on both Environmental and Social Responsibility ( $\beta = 0.157$ ,  $t = 4.576$ ,  $p < 0.001$ ) and Perceived Balanced Economic Growth ( $\beta = 0.322$ ,  $t = 13.469$ ,  $p < 0.001$ ). Additionally, Social Marketing ( $\beta = 0.144$ ,  $t = 4.345$ ,  $p < 0.001$ ) and Sustainable Communication ( $\beta = 0.140$ ,  $t = 5.319$ ,  $p < 0.001$ ) significantly influenced Environmental and Social Responsibility. The relationship between Production and Consumption and Environmental and Social Responsibility was non-significant ( $\beta = -0.026$ ,  $t = 1.025$ ,  $p = 0.305$ ); however, Production and Consumption had a significant positive impact on Perceived Balanced Economic Growth ( $\beta = 0.357$ ,  $t = 11.766$ ,  $p < 0.001$ ). These findings underscore the critical roles of Corporate Social Responsibility, Ethical and Green Marketing, Social Marketing, and Sustainable Communication in enhancing environmental and social responsibility, alongside perceptions of balanced economic growth (Table 5).

**Table 5:** Structural Model and Hypothesis Testing

	Original Sample	Sample Mean	SD	T Statistic	P Values	Hypothesis Status
BP->ESR	-0.004	-0.002	0.023	0.176	0.860	Insignificant
BP-> BEG	0.085	0.086	0.020	4.309	0.000	Significant
CSR-> ESR	0.685	0.684	0.028	24.249	0.000	Significant

<b>CSR-&gt; BEG</b>	0.340	0.338	0.025	13.657	0.000	Significant
<b>ESR-&gt; SCB</b>	0.485	0.502	0.127	3.808	0.000	Significant
<b>EM-&gt; ESR</b>	0.157	0.157	0.034	4.576	0.000	Significant
<b>EM-&gt; BEG</b>	0.322	0.321	0.024	13.469	0.000	Significant
<b>BEG-&gt; SCB</b>	0.307	0.299	0.068	4.516	0.000	Significant
<b>PC-&gt; ESR</b>	-0.026	-0.027	0.025	1.025	0.305	Insignificant
<b>PC-&gt; BEG</b>	0.357	0.356	0.030	11.766	0.000	Significant
<b>SM-&gt; ESR</b>	0.144	0.143	0.033	4.345	0.000	Significant
<b>SM-&gt; BEG</b>	0.224	0.233	0.026	8.738	0.000	Significant
<b>SC-&gt; ESR</b>	0.140	0.140	0.026	5.319	0.000	Significant
<b>SC-&gt; BEG</b>	0.348	0.347	0.023	15.095	0.000	Significant

(Source: Author's own calculation)

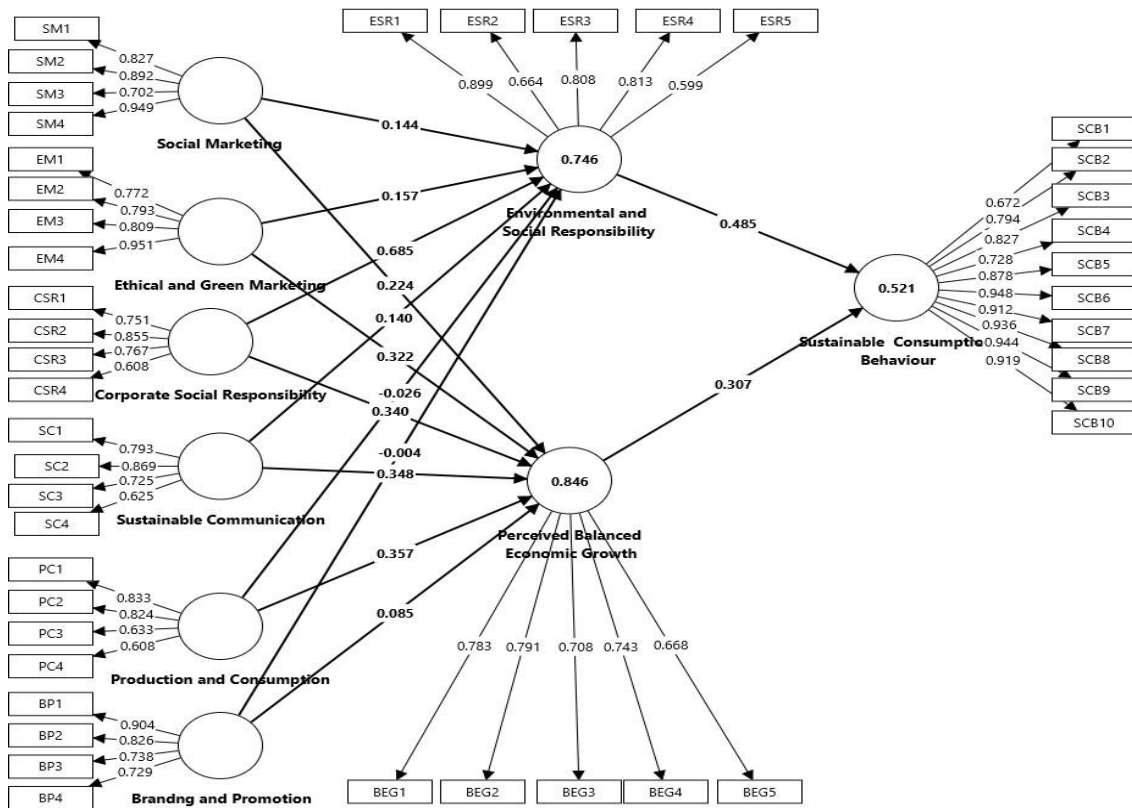


Figure 2: Structural model and statistical outcome

### 7. Findings

The study demonstrates that sustainable marketing practices, despite the initial costs and operational adjustments required, positively influence long-term economic growth. Companies adopting sustainable strategies experience benefits such as enhanced brand reputation, increased customer loyalty, and improved resilience to environmental risks.

The results agree with those of Jones et al. (2020), who emphasized that branding has a positive effect on a sustainable economy, which indicates that it is possible to drive sustainable development, specifically, balanced economic growth by sustainable marketing and by shaping public perception towards it. Proper alignment of CSR with economic growth will also undoubtedly emerge as a prominent strategy in promoting environmental and social responsibility. The study concurs with the claims of Porter and Kramer (2011), who also emphasized the importance of CSR in the context of sustainable development.

Effective social marketing strategies, paired with solid communication techniques, dramatically boost environmental and social accountability as confirmed by Gong et al. (2023) and Polonsky (2016). Their study emphasizes the role of communication in promoting sustainable consumption and promotion. In addition, they also focused on corporate eco-friendly initiatives, which tend to spark consumer participation in socially conscious actions, fostering a healthier planet and society.

The study surprisingly indicates that production and consumption patterns bear little relation to environmental and social accountability. These factors sway perceived economic growth but have barely any influence on environmental and social outcomes, which contradicts Smith's (2018) assumption that marketing and consumption behaviours would have a significant influence over Sustainable outcomes. Deeper analysis is required in this context, beyond merely grasping how output and usage intersect with societal objectives and ecological targets.

Findings show branding's profound impact on economic growth perceptions, especially when sustainable development is somehow factored in. Eco-conscious branding strategies foster trust and loyalty among consumers, thereby yielding substantial economic advantages over time, as supported by Jones et al. (2020), who emphasized the importance of branding in promoting a sustainable economy.

## **8. Discussion**

The study aims to explore the determinants of sustainable marketing practices and their role in balancing economic growth, ESR, and consumer behaviour towards sustainable consumption. Aligning marketing and sustainability empowers companies to grow their businesses in ways that benefit people, society, and the environment. The structural model further examines the relationships among constructs within this research framework and thus reveals the significant and non-significant pathways that can help researchers better understand those affecting perceptions of sustainable economic growth. The results support the findings of Cho, H., Lee, P., & Shin, C. H (2019), which suggest that consumers will trust and continue to be loyal if a company has ethical marketing, including environmentally friendly practices as an indication of social responsibility. Gong et al. (2023) focus on the incorporation of efficient communicative

strategies to enhance consumer sustainable behaviour and illustrate how social marketing entrenches positivism towards environmental and social responsibility. Contrary to the hypothesis of Smith (2018), this study suggests that marketing cannot directly contribute to social and environmental outcomes. However, Jones et al. (2020) have explained the overall positive effect of branding on perceived economic development and underlined how marketing can influence consumer perception regarding sustainable growth.

Corporate Social Responsibility positively affecting environmental and socioeconomic responsibilities for perceived balanced economic growth could be derived from recent literature on the role of CSR in the sustainability and reputation management of corporations (Porter & Kramer, 2011). This includes social marketing and sustainable communication to enhance environmental and social responsibility within the community (Polonsky, 2016; Kotler et al., 2020). On the contrary, production and consumption, despite affecting the perceived balance of economic growth, have no significant relationship with environmental and social responsibility, which certainly requires further investigation.

### **9. Theoretical Implications**

This study developed and advanced the theoretical models to gain insights into the role of various marketing strategies in environmental responsibility, social responsibility, and perception of balanced economic growth. Firstly, it is noteworthy that CSR plays a pivotal role in achieving environmental and social responsibility and contributes to corporate reputation and sustainable development (Sheth, J. N., & Parvatiyar, A., 2021). Secondly, Ethical Marketing and Green Marketing have a significant impact on environmental responsibility and social responsibility. The integration of ethical norms (Polonsky, 2016) and Sustainable considerations (Sheth, J. N., & Parvatiyar, A., 2021) in marketing facilitates an understanding of the links between ethical and green marketing with consumer behavior and sustainable consumption. Furthermore, Social Marketing and Sustainable Communication contributed remarkably to environmentally and socially responsible behaviors and demonstrated the potentialities of using Social Marketing or Sustainable Communications for behavior change as well as for awareness building among stakeholders in addressing environmental problems, as well as fostering public involvement in resolving social issues (Verissimo & McKinley, 2016).

### **10. Managerial Implications**

For practitioners, the findings imply several strategic implications to achieve environmental and social responsibility outcomes and balanced economic growth perceptions. Organizations need to use social marketing strategies and employ sustainable communications, with more emphasis on corporate social responsibility, ethical and green marketing, and Social Marketing, in enhancing environmental and social responsibility, alongside perceptions of balanced economic growth to obtain

environmental and social responsibility outcomes for balanced economic growth. They should take the initiative to practice CSR and embed sustainable business strategies because it strengthens corporate reputation, encourages customer loyalty, and generates overall value in the long run. Publicizing that a company's products are eco-friendly, that its inputs are procured ethically, or even that it supports a given social cause through advertising can increase brand differentiation for conscious consumers. Social marketing campaigns integrated with sustainable communications help engage stakeholders in activities for positive behavioral change concerning pro-environmental issues. Companies effectively develop trustworthiness through communicating their products for environmental benefits, advocating their good lifestyles for employees as well as societal welfare. Marketing strategy aligned with the environment and a company's strategy leads companies to balance profit generation with public welfare achievement.

## **11. Conclusion**

In conclusion, this research highlights that sustainable marketing practices can help to meet the contemporary challenges of environmental degradation and social inequities and, at the same time, enhance economic growth. Specifically, this research provides a clearer understanding of how sustainable marketing practices can stimulate sustainable consumer behaviors by examining a variety of marketing domains, including social marketing, ethical and green marketing, corporate social responsibility, sustainable communication, production and consumption, branding, and promotion. Using conceptual models, empirical evidence, as well as numerous case studies, this research demonstrates the benefits of incorporating Sustainable principles in designing the delivery and promotion of goods and services. This research also sheds light on several successful business initiatives and programs aimed at integrating sustainability into an organization's marketing strategy, but stresses that their implementation must be supported by an ongoing commitment to innovation along with collaboration across the various stakeholders in the supply chain. Further opportunities for future research include evaluating the effectiveness of different approaches to implementing sustainable marketing practices, as well as focusing on how best to achieve greater impact from each approach.

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