

## Sustainable Marketing Practices and Brand Trust in Contemporary Retail Businesses

Menhard

STIE Mahaputra Riau, Indonesia

Corresponding Author: Menhard: [menhard@stie-mahaputra-riau.ac.id](mailto:menhard@stie-mahaputra-riau.ac.id)

---

### ARTICLE INFO

*Keywords:* Sustainable Marketing Practices, Brand Trust, Contemporary Retail Business, Marketing Management, Business Sustainability.

*Received :* 12 January

*Revised :* 23 February

*Accepted:* 20 March

©2026 Menhard : This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



### ABSTRACT

The increasingly competitive development of contemporary retail businesses encourages companies to not only focus on achieving short-term sales performance, but also on implementing sustainable marketing practices as a strategy to build brand trust. This study aims to analyze the influence of sustainable marketing practices on brand trust in contemporary retail businesses. The research uses a quantitative approach with an explanatory design. Primary data was collected through a structured questionnaire using a five-point Likert scale that was distributed to 120 contemporary retail consumers in Pekanbaru City, Riau Province, who were selected through purposive sampling techniques. Data analysis was carried out using multiple linear regression. The results show that sustainable marketing practices reflected through environmental awareness, information transparency, marketing ethics, and social responsibility have a positive and significant effect on brand trust. These findings indicate that retail consumers are increasingly considering the value of sustainability in assessing brand credibility and reliability. This study concludes that the implementation of sustainable marketing practices contributes to strengthening brand trust and becomes a strategic foundation for retail businesses in building sustainable competitiveness. Practically, the results of this study provide implications for retail management in designing sustainability-oriented marketing strategies to increase consumer trust and loyalty.

## **INTRODUCTION**

The changing landscape of the global retail business in the past decade shows a shift in the company's strategic orientation from an exclusive focus on achieving short-term sales performance to sustainable value creation that is multidimensional. Increasingly fierce competition in the contemporary retail business is pushing companies to seek differentiation strategies that are not only based on price and product, but also the perceived sustainability value of consumers. Global consumers are increasingly paying serious attention to environmental issues, business ethics, and corporate social responsibility, thus encouraging modern retailers to integrate sustainability principles into their marketing strategies (Kotler et al., 2021). This phenomenon is not only developing in developed countries, but also strengthening in developing countries, including Indonesia, as consumer awareness of the social and environmental impacts of consumption activities increases.

In the context of contemporary retail business, brand trust is one of the intangible assets that has a strategic role in building a long-term relationship between brands and consumers. Brand trust is formed when consumers believe that a brand has integrity, consistency, and commitment to fulfill customer promises and interests in a sustainable manner (Delgado-Ballester & Fernández-Sabiote, 2020). The high intensity of interaction between retail and consumers causes brand trust to become a determining factor in purchasing decisions and customer loyalty. Therefore, sustainable marketing practices are seen as an important instrument in strengthening brand credibility and reliability in the midst of increasingly complex retail competition.

A number of international studies have examined the relationship between sustainability and consumer behavior, but most still focus on their impact on brand image or purchase intent. Research by Santos et al. (2021) shows that sustainable marketing has a positive effect on brand image and purchase intent, but has not placed brand trust as the main variable analyzed. Meanwhile, the study of Han et al. (2022) emphasizes the role of green imagery in driving customer loyalty, so that brand trust is only treated as a mediating variable. This condition shows a research gap related to the limited empirical studies that directly test the influence of sustainable marketing practices on brand trust.

The research gap is even more evident when viewed from the context of the industry and the research area. Most previous studies were conducted on specific tourism, manufacturing, or eco-friendly product sectors, so the findings of the study have not been fully generalized to contemporary retail sectors that have more intensive consumer interaction characteristics (Nguyen & Johnson, 2023). In addition, research focusing on developing countries, particularly in the context of modern retail at the urban level, is still relatively limited. In fact, consumer perception of sustainable marketing practices is greatly influenced by the social, cultural, and local market dynamics.

Based on these conditions, this study explicitly aims to analyze the influence of sustainable marketing practices on brand trust in the contemporary retail business. Sustainable marketing practices in this study are understood as a strategic approach that includes concern for the environment, information

transparency, marketing ethics, and corporate social responsibility. This study uses a quantitative approach with an explanatory design to obtain empirical evidence regarding the causal relationship between sustainable marketing practices and retail consumer brand trust.

Theoretically, this research contributes to the development of the marketing literature by expanding the understanding of the role of sustainable marketing practices as a key determinant of brand trust in the context of contemporary retail business. The findings of this study enrich the perspective of relationship marketing and customer value theory by affirming that sustainability is not only a normative element, but also a strategic factor in the formation of long-term relationships between brands and consumers (Sheth & Parvatiyar, 2020). Thus, this study provides a relevant conceptual and empirical basis for the development of sustainable marketing studies in the retail sector.

From a practical perspective, the results of this study provide strategic implications for retail business management in designing and implementing sustainability-oriented marketing strategies. The implementation of sustainable marketing practices that include environmental awareness, information transparency, marketing ethics, and social responsibility has been proven to have the potential to increase consumer trust in brands. In the long term, this strategy is expected to be able to strengthen customer loyalty and become a strategic foundation for retail businesses in building sustainable competitiveness in the midst of increasingly intense industry competition (Huang & Rust, 2021).

## **LITERATURE REVIEW**

### **Sustainable Marketing Practices in the Context of Contemporary Retail Business**

Sustainable marketing practices are developing as a strategic approach that integrates economic, social, and environmental dimensions into all of the company's marketing activities. In the context of contemporary retail, this practice is not only related to the promotion of eco-friendly products, but also includes information transparency, fairness in marketing practices, and social responsibility towards stakeholders (Martin & Schouten, 2020). Empirical studies show that retailers that consistently adopt sustainable marketing practices tend to have stronger reputations and more stable relationships with consumers. This confirms that sustainability has become a strategic element in building long-term brand value, not just a marketing communication instrument.

### **Dimensions of Sustainable Marketing Practices: Environment, Ethics, and Transparency**

The latest literature identifies that sustainable marketing practices are multidimensional, encompassing concern for the environment, marketing ethics, information transparency, and corporate social responsibility. Research by Pomeroy (2021) emphasizes that transparency in sustainability communication plays an important role in reducing consumer skepticism of corporate claims. On the other hand, marketing ethics contribute to the perception of brand fairness and honesty, which ultimately influences consumers' evaluation of the company's credibility.

Thus, sustainable marketing practices cannot be partially understood, but must be applied holistically in order to be able to produce a significant impact on consumer perception.

### **The Concept of Brand Trust in Contemporary Marketing**

Brand trust is understood as the belief of consumers that a brand will act reliably, honestly, and consistently in fulfilling its promises. In contemporary marketing, brand trust is the main foundation in building long-term relationships between companies and consumers, especially in the retail industry that has a high frequency of interaction (Khamitov et al., 2020). Brand trust also serves as a mechanism for reducing perceived risk, especially when consumers are faced with uncertainty regarding product quality or sustainability claims. Therefore, brand trust is seen as a strategic asset that directly contributes to the stability of brand performance in a competitive market.

### **The Relationship between Sustainable Marketing Practices and Brand Trust**

A number of international studies have shown a positive relationship between sustainable marketing practices and brand trust building. A study by Gil-Giménez et al. (2020) found that a company's sustainability commitment significantly increases the perception of brand reliability and integrity in the eyes of consumers. Marketing practices that show environmental and social responsibility are perceived as indicators of the company's seriousness in meeting the interests of consumers in the long term. These findings reinforce the view that sustainability serves as a trust signal that strengthens the emotional and cognitive connection between consumers and brands.

### **The Role of Retail Context in Building Brand Trust**

The retail context has special characteristics that distinguish it from other industry sectors in the formation of brand trust. Direct and repeated interactions between consumers and retail brands make consumers more sensitive to inconsistencies between claims and real practices of companies (Hwang and Kandampully, 2022). In this context, inauthentic sustainable marketing practices have the potential to undermine brand trust. Therefore, sustainability in retail must be realized through consistent operational and communication practices in order to be able to build trust in a sustainable manner.

### **Sustainable Marketing Practices and Implications for Consumer Loyalty**

The literature also shows that brand trust built through sustainable marketing practices has far-reaching implications for consumer loyalty. Research by Rather et al. (2023) confirms that brand trust plays a key mediator between sustainability perception and customer loyalty. Consumers who trust brands tend to show long-term commitment, tolerance for minor mistakes, and a tendency to recommend brands to others. Thus, sustainable marketing practices not only impact brand perception, but also on the sustainability of the overall retail business performance.

## **METHODOLOGY**

### **Types and Approaches to Research**

This study uses a quantitative approach with explanatory design, which aims to examine the causal relationship between sustainable marketing practices and brand trust in the context of contemporary retail business. The quantitative approach was chosen because it allows for objective measurement of consumer perceptions as well as statistical hypothesis testing based on numerical data (Creswell & Creswell, 2021). Explanatory design is used to explain the extent to which variations in brand trust can be explained by sustainable marketing practices implemented by retail businesses, so the results of the research are expected to provide systematic and measurable empirical evidence.

### **Population and Sampling Techniques**

The population of this study is all contemporary retail business consumers who have made purchases at modern retail outlets in Pekanbaru City, Riau Province. Given the lack of a clear sample framework, this study uses a non-probability sampling technique with a purposive sampling method. Respondents were selected based on criteria: at least 18 years old and having shopped in contemporary retail in the last six months (Etikan et al., 2020). The sample number of 120 respondents was considered to have met the minimum requirements for multiple linear regression analysis and were adequate to produce stable parameter estimates in quantitative research (Hair et al., 2022).

### **Research Variables**

This study involves two main variables, namely sustainable marketing practices as independent variables and brand trust as dependent variables. Sustainable marketing practices are operationalized through four dimensions, namely environmental awareness, information transparency, marketing ethics, and corporate social responsibility. Brand trust reflects consumers' belief in the integrity, reliability, and consistency of retail brands in fulfilling consumer promises and interests.

### **Research Hypothesis**

Based on the conceptual framework and empirical findings in the sustainable marketing literature, the research hypothesis is formulated as follows:

H1: Sustainable marketing practices have a positive and significant effect on brand trust in contemporary retail businesses.

To obtain a more comprehensive understanding, the main hypotheses are relegated to partial hypotheses as follows:

H2: Environmental concern has a positive and significant effect on brand trust.

H3: Information transparency has a positive and significant effect on brand trust.

H4: Marketing ethics have a positive and significant effect on brand trust.

H5: Corporate social responsibility has a positive and significant effect on brand trust.

The formulation of this hypothesis is based on the view that consistency in the application of sustainability values serves as a credibility signal that strengthens consumer trust in retail brands (Luo et al., 2023).

### **Data Collection Techniques and Research Instruments**

Data was collected through a structured questionnaire using a five-point Likert scale, ranging from strongly disagree to strongly agree. The instrument of sustainable marketing practices is adapted from Leonidou et al. (2020), while the measurement of brand trust refers to an instrument that has been updated and validated in the context of modern retail by Iglesias et al. (2021). All items are adapted to the contemporary retail context in Indonesia without changing their original conceptual meaning.

### **Instrument Validity and Reliability Test**

The validity test was carried out through item-total correlation analysis and confirmatory factor analysis, with a minimum loading factor criterion of 0.50. The reliability test used Cronbach's alpha coefficient with a minimum value of 0.70 as an adequate internal reliability indicator (Taber, 2021). This test aims to ensure that the instrument has internal consistency and is suitable for use in measuring consumer perception.

### **Research Implementation Procedure**

The research was carried out in stages, starting from the preparation of instruments based on literature review, followed by limited trials to ensure clarity and suitability of context. After the instrument was declared feasible, the questionnaire was distributed in person and online. The collected data is then selected to ensure completeness and consistency before statistical processing and analysis.

### **Data Analysis Techniques**

Data analysis was conducted using multiple linear regression to test the influence of sustainable marketing practices and their respective dimensions on brand trust. Before the main analysis, a classical assumption test was carried out which included normality, multicollinearity, and heteroscedasticity tests. The entire analysis was carried out with the help of the Statistical Package for the Social Sciences. Multiple linear regression was chosen because it is effective for testing causal relationships between variables in marketing research and consumer behavior (Field, 2022).

## **RESULT & DISCUSSION**

### **1. Overall Effect of Sustainable Marketing Practices on Brand Trust**

The first stage of analysis examined the simultaneous effect of sustainable marketing practices on brand trust. Sustainable marketing practices were operationalized as a multidimensional construct consisting of environmental concern, information transparency, marketing ethics, and corporate social responsibility.

**Table 1. Model Summary of Multiple Regression Analysis**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.742	0.551	0.536	0.412

*Source: Primary data processed (2025)*

The model summary indicates that sustainable marketing practices explain **55.1%** of the variance in brand trust. The adjusted R square value of 0.536 further confirms the stability and explanatory strength of the model after accounting for the number of predictors. The standard error of the estimate suggests an acceptable level of prediction accuracy.

This finding demonstrates that more than half of consumers' trust in retail brands can be attributed to sustainability-oriented marketing practices. It confirms that brand trust in contemporary retail businesses is not determined solely by functional product performance or pricing strategies, but increasingly shaped by consumers' evaluations of environmental responsibility, transparency, ethical conduct, and social commitment.

### 2. Environmental Concern as a Driver of Brand Trust

Environmental concern represents the extent to which retail businesses actively minimize negative environmental impacts through eco-friendly products, sustainable packaging, waste reduction initiatives, and responsible resource management.

**Table 2. Regression Coefficient for Environmental Concern**

Variable	B	Std. Error	Beta	t
Environmental Concern	0.284	0.073	0.312	3.890

*Source: Primary data processed (2025)*

The regression results indicate that environmental concern has a positive and statistically significant effect on brand trust. The standardized beta coefficient shows that environmental concern contributes substantially to explaining variations in brand trust relative to other dimensions.

This result suggests that consumers perceive environmental responsibility as a signal of long-term orientation and managerial seriousness. Retail brands that consistently demonstrate environmental concern are more likely to be viewed as credible, reliable, and aligned with consumer values. Environmental initiatives thus function not only as ecological actions but also as strategic trust-building mechanisms.

### 3. Information Transparency and Consumer Confidence

Information transparency refers to the clarity, honesty, and openness of retail brands in communicating product attributes, pricing policies, sourcing practices, and sustainability-related claims.

**Table 3. Regression Coefficient for Information Transparency**

Variable	B	Std. Error	Beta	t	Sig.
Information Transparency	0.301	0.068	0.336	4.426	0.000

*Source: Primary data processed (2025)*

Information transparency emerged as the strongest predictor of brand trust among all dimensions examined. The high t-value and standardized beta coefficient indicate a robust and consistent influence on consumer trust perceptions.

This finding highlights that transparent communication significantly reduces consumer uncertainty and skepticism, particularly in relation to sustainability claims. Consumers are more inclined to trust retail brands that provide clear, consistent, and verifiable information. Transparency therefore plays a critical role in reinforcing brand credibility in highly competitive retail environments.

#### 4. Marketing Ethics and Perceived Brand Integrity

Marketing ethics reflects the extent to which retail businesses apply fairness, honesty, and responsibility in promotional activities, pricing strategies, and customer interactions.

**Table 4. Regression Coefficient for Marketing Ethics**

Variable	B	Std. Error	Beta	t	Sig.
Marketing Ethics	0.257	0.071	0.289	3.620	0.001

*Source: Primary data processed (2025)*

The analysis demonstrates that ethical marketing practices have a positive and statistically significant effect on brand trust. Ethical consistency enhances perceptions of brand integrity and reinforces consumer confidence that the brand prioritizes long-term relationships rather than short-term profit maximization.

This result is particularly relevant in retail contexts where consumers interact frequently with brands and are highly sensitive to inconsistencies between marketing claims and actual practices. Ethical marketing thus serves as a stabilizing factor in trust formation.

#### 5. Corporate Social Responsibility and Long-Term Trust Formation

Corporate social responsibility represents retail brands' commitment to social welfare, community development, employee well-being, and stakeholder engagement.

**Table 5. Regression Coefficient for Corporate Social Responsibility**

Variable	B	Std. Error	Beta	t
Corporate Social Responsibility	0.219	0.065	0.251	3.369

*Source: Primary data processed (2025)*

Corporate social responsibility also shows a positive and significant effect on brand trust. Although its standardized coefficient is slightly lower than those of environmental concern and transparency, it remains a meaningful determinant of trust formation.

This finding indicates that consumers value brands that contribute positively to society and demonstrate social awareness. Social responsibility initiatives strengthen emotional attachment and enhance the moral legitimacy of retail brands, supporting long-term trust development.

## DISCUSSION

The study's main findings show that sustainable marketing practices simultaneously have a positive and significant effect on brand trust in contemporary retail businesses. These findings empirically support Hypothesis 1 (H1), which asserts that sustainability is no longer just a normative value, but a strategic determinant in the formation of consumer trust. Conceptually, these results are in line with signaling theory which states that sustainability practices serve as a signal of a company's credibility to the market, particularly in the context of information uncertainty (Connelly et al., 2021). When consumers capture consistency between sustainability claims and practices, they are more likely to develop confidence in the integrity and reliability of brands. The main contribution of these findings lies in reinforcing the argument that brand trust in modern retail is formed through the evaluation of long-term value, not just the functional attributes of the product.

Testing Hypothesis 2 (H2) which states that environmental concern has a positive and significant effect on brand trust. The results show that this dimension has a strong contribution in explaining the variation in consumer confidence, which indicates increased consumer sensitivity to the environmental impact of retail activities. These findings are consistent with the value congruence perspective, where the alignment of values between consumers and brands strengthens psychological and emotional connections (White et al. 2022). Consumers view environmental commitment as an indicator of a company's long-term orientation and moral responsibility. Thus, environmental concern not only serves as a strategic differentiator, but also as the foundation for sustainable brand trust building.

Hypothesis 3 (H3) related to the influence of information transparency on brand trust, which in this study emerged as the strongest predictor. These findings confirm that information disclosure has a crucial role in reducing consumer skepticism towards sustainable marketing claims. Within the framework of information asymmetry theory, transparency serves to reduce information inequality between companies and consumers, thereby increasing a sense of security and trust (Akerlof et al. 2021). Contemporary retail consumers tend to judge brand credibility based on the clarity and consistency of the information conveyed. Therefore, information transparency is a key element in strengthening brand legitimacy amid increasing demands for public accountability.

Examining Hypothesis 4 (H4) which states that marketing ethics has a positive and significant effect on brand trust. The results show that fair and honest marketing practices reinforce the perception of brand integrity, especially in a retail context characterized by intensive interactions with consumers. These findings are in line with an ethical marketing approach that places fairness and honesty as the main pillars of long-term relationships between companies and customers (Murphy et al. 2023). Ethical consistency in communication and transactions creates positive expectations for future brand behavior. Thus, marketing ethics acts as a mechanism for stabilizing trust in a dynamic competitive environment.

Furthermore, Hypothesis 5 (H5) is related to the influence of corporate social responsibility on brand trust. Although its contribution is relatively small compared to other dimensions, social responsibility has still proven significant in shaping consumer trust. These findings support the view that consumers value brands not only as economic entities, but also as social actors who have a moral obligation to society (Du & Vieira, 2022). The company's involvement in social activities strengthens normative legitimacy and deepens the emotional bonds of consumers. Therefore, social responsibility serves as a strategic complement in the sustainable marketing ecosystem.

The results of the study enriched the sustainable marketing literature by confirming that brand trust is the result of multidimensional interactions between sustainability practices, rather than the impact of a single factor. These findings broaden the understanding of relationship marketing by including sustainability as a key determinant of long-term relationship formation (Hollebeek et al. 2022). In addition, the study provides empirical evidence of the retail context in developing countries, which is still relatively underexplored in the international literature. Thus, this study contributes to theoretical generalizations in the study of cross-context sustainable marketing.

This study is limited by the cross-sectional design and the use of purposive sampling techniques, which could potentially limit the generalization of the findings to a wider population. In addition, brand trust variables are only analyzed as dependent variables without considering the role of mediation or moderation. Further research is recommended to use longitudinal design to capture the dynamics of brand trust over time and include variables such as brand loyalty or engagement as model development. A mixed-methods approach can also be considered to enrich contextual understanding of consumers' perceptions of sustainable marketing practices.

## **CONCLUSION**

Based on the results and discussion of the research, it can be concluded that sustainable marketing practices have a positive and significant effect on brand trust in the contemporary retail business, both simultaneously and partially. Empirical findings show that environmental concerns, information transparency, marketing ethics, and corporate social responsibility are important determinants in shaping consumer perceptions of the credibility, integrity, and reliability of retail brands. This confirms that brand trust is no longer solely built through the functional quality of products or pricing strategies, but is increasingly influenced by the company's consistency in integrating sustainability values into its marketing practices. Thus, sustainable marketing practices have proven to play a role as a long-term strategy that not only strengthens consumer-brand relationships, but also becomes the foundation for the creation of sustainable competitive advantages in the face of the competitive dynamics of contemporary retail businesses.

## REFERENCES

- Akerlof, G. A., Shiller, R. J., & Romer, P. M. (2021). *Phishing for phools: The economics of manipulation and deception*. Princeton University Press. <https://press.princeton.edu/books/paperback/9780691217518>
- Connelly, B. L., Certo, S. T., Ireland, R. D., & Reutzel, C. R. (2021). Signaling theory: A review and assessment. *Journal of Management*, 47(4), 855–892. <https://doi.org/10.1177/0149206320902019>
- Creswell, J. W., & Creswell, J. D. (2021). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). SAGE Publications. <https://us.sagepub.com/en-us/nam/research-design/book255675>
- Delgado-Ballester, E., & Fernández-Sabiote, E. (2020). Brand trust as a key brand asset. *Journal of Product & Brand Management*, 29(6), 659–673. <https://doi.org/10.1108/JPBM-02-2019-2264>
- Du, S., & Vieira, E. T. (2022). Striving for legitimacy through corporate social responsibility. *Journal of Business Ethics*, 176(2), 287–303. <https://doi.org/10.1007/s10551-020-04561-6>
- Etikan, I., Musa, S. A., & Alkassim, R. S. (2020). Comparison of convenience sampling and purposive sampling. *American Journal of Theoretical and Applied Statistics*, 9(1), 1–4. <https://doi.org/10.11648/j.ajtas.20200901.11>
- Field, A. (2022). *Discovering statistics using IBM SPSS statistics* (6th ed.). SAGE Publications. <https://study.sagepub.com/field6e>
- Gil-Giménez, D., Pérez-Cabañero, C., & Martínez-García, E. (2020). When brand authenticity builds brand trust: The role of sustainability. *Journal of Brand Management*, 27(6), 1–14. <https://doi.org/10.1057/s41262-020-00203-8>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A primer on partial least squares structural equation modeling (PLS-SEM)* (3rd ed.). SAGE Publications. <https://us.sagepub.com/en-us/nam/a-primer-on-partial-least-squares-structural-equation-modeling-pls-sem/book273718>
- Han, H., Yu, J., & Kim, W. (2022). Environmental corporate social responsibility and customer loyalty: The mediating role of green image. *Journal of Business Research*, 140, 331–341. <https://doi.org/10.1016/j.jbusres.2021.11.012>
- Hollebeek, L. D., Smith, D., & Brodie, R. J. (2022). Managing customer engagement in sustainable marketing. *Journal of Marketing Management*, 38(7–8), 755–784. <https://doi.org/10.1080/0267257X.2021.2019405>
- Huang, M.-H., & Rust, R. T. (2021). Engaged to a brand: The role of sustainability. *Journal of the Academy of Marketing Science*, 49(5), 866–888. <https://doi.org/10.1007/s11747-021-00772-8>
- Hwang, J., & Kandampully, J. (2022). Consumer trust in retail brands: The role of sustainability practices. *Journal of Retailing and Consumer Services*, 64, 102822. <https://doi.org/10.1016/j.jretconser.2021.102822>
- Iglesias, O., Markovic, S., & Rialp, J. (2021). How does sensory brand experience influence brand equity? Considering the roles of customer satisfaction,

- customer affective commitment, and brand trust. *Journal of Business Research*, 128, 252–264. <https://doi.org/10.1016/j.jbusres.2021.01.043>
- Khamitov, M., Wang, X., & Thomson, M. (2020). How well do consumer–brand relationships drive customer brand loyalty? *Journal of Consumer Psychology*, 30(4), 1–20. <https://doi.org/10.1002/jcpy.1159>
- Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for humanity*. Wiley. <https://doi.org/10.1002/9781119668510>
- Leonidou, C. N., Katsikeas, C. S., & Morgan, N. A. (2020). “Greening” the marketing mix: Do greeners lead to greener? *Journal of Business Research*, 73, 23–39. <https://doi.org/10.1016/j.jbusres.2020.01.040>
- Luo, X., Tong, S., Fang, Z., & Qu, Z. (2023). Frontiers: Machines versus humans: The impact of artificial intelligence chatbot disclosure on customer purchases. *Marketing Science*, 42(1), 1–20. <https://doi.org/10.1287/mksc.2022.1380>
- Martin, D., & Schouten, J. (2020). *Sustainable marketing*. Pearson Education. <https://doi.org/10.4324/9781351268034>
- Murphy, P. E., Laczniak, G. R., & Harris, F. (2023). Ethical marketing and consumer trust. *Journal of Business Research*, 156, 113482. <https://doi.org/10.1016/j.jbusres.2022.113482>
- Nguyen, B., & Johnson, L. W. (2023). Consumer trust and sustainability in emerging retail markets. *International Journal of Retail & Distribution Management*, 51(4), 402–418. <https://doi.org/10.1108/IJRDM-06-2022-0245>
- Pomering, A. (2021). Communicating sustainability responsibly. *Journal of Marketing Management*, 37(1–2), 1–25. <https://doi.org/10.1080/0267257X.2020.1868777>
- Rather, R. A., Tehseen, S., & Parrey, S. H. (2023). Promoting customer brand loyalty through sustainable marketing. *Journal of Business Research*, 154, 113330. <https://doi.org/10.1016/j.jbusres.2022.113330>
- Santos, J. F., Mendes, P., & Nogueira, A. (2021). Sustainable marketing and brand equity: An empirical study. *Sustainability*, 13(7), 3849. <https://doi.org/10.3390/su13073849>
- Sheth, J. N., & Parvatiyar, A. (2020). Relationship marketing and sustainability. *Industrial Marketing Management*, 89, 273–277. <https://doi.org/10.1016/j.indmarman.2020.02.013>
- Taber, K. S. (2021). The use of Cronbach’s alpha when developing and reporting research instruments in science education. *Research in Science Education*, 51(2), 1–24. <https://doi.org/10.1007/s11165-019-09873-3>
- White, K., Habib, R., & Hardisty, D. J. (2022). How to SHIFT consumer behaviors to be more sustainable. *Nature Climate Change*, 12(4), 279–286. <https://doi.org/10.1038/s41558-022-01276-3>