

Abstract

This research investigates the impact of sustainability marketing on consumer decision-making, focusing on how brands' environmental and social initiatives influence purchasing behavior. As sustainability becomes a core value for consumers, understanding its effect on decision-making processes is crucial for marketers aiming to align their strategies with eco-conscious trends. This mixed-methods case study integrates both quantitative and qualitative approaches to explore how sustainability marketing shapes consumer attitudes, preferences, and purchase intentions.

The first phase of the study uses surveys to collect data from consumers who are exposed to sustainability marketing campaigns. The survey evaluates how factors such as eco-friendly product attributes, transparent supply chains, and corporate sustainability efforts affect consumers' perceptions of brands and their likelihood to purchase sustainable products. The study also analyzes how demographic variables influence consumers' responsiveness to sustainability messaging, identifying patterns in consumer behavior related to sustainability-driven decisions.

In the second phase, qualitative interviews with consumers and sustainability marketing experts provide deeper insights into the motivations behind consumer choices. These interviews explore how consumers interpret sustainability marketing messages, the role of trust in brand communications, and whether sustainability claims influence long-term loyalty. The findings offer practical recommendations for brands looking to incorporate sustainability into their marketing strategies, ensuring they effectively resonate with consumers and influence their decision-making in a meaningful way.