

Sustainable Marketing and Consumer Value: A Conceptual Perspective

Rinku Choudhary^{1*}, Abdul Hannan² and Abhishek Sharma³

¹⁻³MBA Student, Vivekananda Global University, Jaipur, India

*Corresponding Author

Rinku Choudhary
(23MGT3MB085@vgu.ac.in)

Article History

Received: 17.09.2024

Accepted: 21.10.2024

Published: 23.11.2024

DOI: 10.61336/cjmr.1404.09

Abstract: Sustainable marketing has become increasingly important as organizations respond to growing environmental, social, technological and consumer concerns. The concept extends beyond conventional marketing objectives by considering how organizations can create consumer value while addressing sustainability-related expectations and long-term societal interests. This paper reviews the existing literature on sustainable marketing and consumer value, with particular attention to changing consumer expectations, digital technologies, responsible consumption, sustainable products and services, consumer engagement, transparency, trust and value creation. The literature indicates that consumer value in sustainable marketing is multidimensional and includes functional, emotional, social, environmental and ethical dimensions. Consumers increasingly evaluate organizations not only according to product quality and price but also according to their environmental practices, social responsibility, transparency, authenticity and ability to provide meaningful sustainable solutions. Digital technologies further influence sustainable marketing by supporting communication, personalization, information sharing, consumer engagement and sustainable consumption decisions. However, organizations also face challenges associated with credibility, greenwashing, information transparency, consumer awareness, affordability and the gap between positive sustainability attitudes and actual purchasing behaviour. The review highlights the importance of integrating sustainability into the broader marketing strategy rather than treating it as a separate promotional activity. Overall, sustainable marketing can contribute to consumer value when organizations align sustainability initiatives with genuine consumer needs and communicate them transparently and responsibly.

Keywords: Sustainable Marketing, Consumer Value, Sustainable Consumption, Digital Marketing

Copyright @ 2026: This is an open-access article distributed under the terms of the Creative Commons Attribution license which permits unrestricted use, distribution and reproduction in any medium for non-commercial use (NonCommercial, or CC-BY-NC) provided the original author and source are credited.

INTRODUCTION

Sustainability has emerged as a significant consideration in contemporary marketing as organizations face increasing environmental pressures, changing social expectations, technological developments and more informed consumers. The role of marketing has consequently expanded beyond the conventional objective of stimulating demand and generating short-term exchanges. Organizations are increasingly expected to consider the environmental and social consequences of their products, services, communication practices and broader business activities. Sustainable marketing can therefore be viewed as an approach that integrates environmental and social responsibility with consumer needs and organizational objectives, with greater emphasis on long-term value creation and responsible consumption [1-3]. This development has also broadened the concept of consumer value.

Traditionally, consumer value has been primarily associated with product quality, functional performance, price, convenience and satisfaction. However, sustainability-oriented markets have introduced additional dimensions through which consumers assess products and brands. Consumers may consider the environmental consequences of products, the ethical standards of organizations, the treatment of employees and communities and the extent to which companies demonstrate responsible business behaviour. Sustainability can consequently become part of the value proposition offered to consumers. Recent studies indicate that sustainability considerations are increasingly connected with consumer preferences, consumption decisions and perceptions of brand and product value [4-6].

The changing nature of consumer value is particularly important because consumers do not evaluate products solely on the basis of immediate functional benefits. Sustainable offerings can provide environmental, ethical, emotional,

social and symbolic benefits in addition to conventional product attributes. Consumers may experience satisfaction from purchasing products that are perceived to reduce environmental harm or contribute to social well-being. Sustainability may also enable consumers to express personal values and social identity through their consumption choices. Consequently, sustainable marketing can influence consumer value by connecting products with broader personal and societal objectives [7-9] (Table 1).

Technological development has further transformed the relationship between sustainability and consumer value. Digital platforms have increased the amount of information available to consumers regarding products, brands, sourcing practices, environmental performance and organizational behaviour. Consumers can compare alternatives, access reviews, interact with brands and communicate their experiences through digital channels. These developments provide organizations with new opportunities to communicate sustainability initiatives and create interactive consumer relationships. At the same time, digital transformation has increased the visibility of organizational behaviour and enabled consumers to challenge sustainability claims more rapidly [10-13] (Figure 1).

Digital technologies can also contribute to sustainable marketing through personalization, data analysis, digital communication and improved customer experiences. Organizations can use digital channels to provide sustainability-related information that is more relevant to particular consumer groups and to encourage interaction with sustainability initiatives. However, technological capabilities alone do not guarantee the creation of sustainable consumer value.

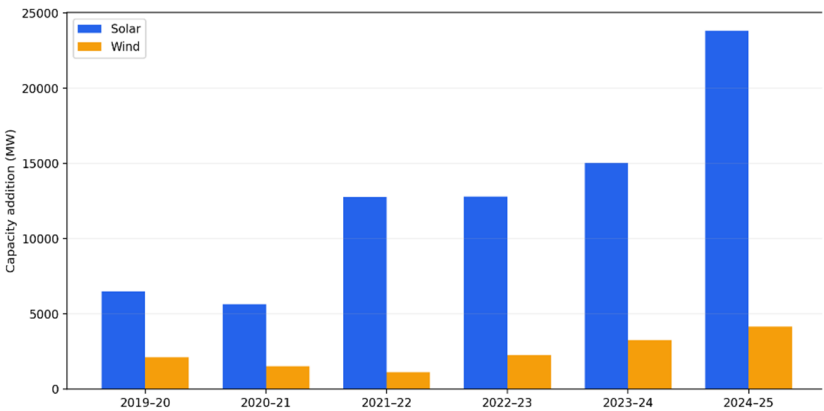


Figure 1: Solar and Wind Capacity Additions in India

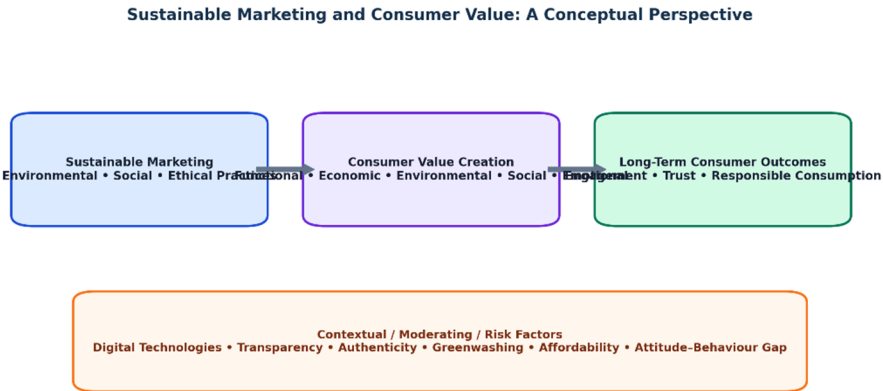


Figure 2: Conceptual Model for Sustainable Marketing and Consumer Value: A Conceptual Perspective

Table 1: Annual Renewable Energy Capacity Addition in India

Financial year	Solar addition (MW)	Wind addition (MW)
2019-20	6,510.06	2,117.79
2020-21	5,628.80	1,503.30
2021-22	12,760.50	1,110.53
2022-23	12,783.80	2,275.55
2023-24	15,033.24	3,253.38
2024-25	23,832.87	4,151.31

Source: Ministry of New and Renewable Energy (MNRE), Year-wise Achievements

Interpretation Note: Renewable-capacity expansion is contextual evidence of the sustainability environment relevant to sustainable marketing and consumer value; it is not a direct consumer-value measure.

The effectiveness of digital sustainability communication depends on the credibility, transparency and authenticity of the information provided. When consumers perceive sustainability messages as exaggerated or inconsistent with organizational practices, digital communication may instead generate scepticism and weaken trust [14-16] (Figure 2).

Transparency has therefore become an important component of sustainable marketing. Consumers increasingly require understandable information that enables them to evaluate environmental and social claims. Sustainability information can reduce uncertainty when it is specific, accessible and supported by observable organizational practices. Organizations that communicate sustainability without demonstrating corresponding action may face difficulties in establishing credibility. Authenticity is consequently important because consumers are more likely to respond positively when sustainability appears to be embedded within the organization's broader values and operations rather than being presented merely as a promotional message [17-19].

Another important issue concerns the relationship between sustainability attitudes and actual consumer behaviour. Consumers may demonstrate positive attitudes toward environmental protection and responsible consumption while continuing to prioritize price, convenience, availability, quality and performance during actual purchasing decisions. This creates an attitude-behaviour gap that presents an important challenge for sustainable marketing. Sustainable products therefore need to provide meaningful environmental and social benefits without requiring consumers to make excessive sacrifices in terms of affordability, convenience, or functionality [20-22].

Consumer value may also be influenced by social and identity-related considerations. Sustainable consumption can allow consumers to communicate their values, demonstrate social responsibility and associate themselves with communities that support environmentally or socially responsible behaviour. Digital communities can further strengthen these influences by allowing consumers to exchange information, share experiences, recommend products and collectively evaluate organizational sustainability practices. Sustainability therefore has the potential to create not only individual value but also social and symbolic value [7,8,23].

Consumer engagement is another important dimension of sustainable marketing. Consumers are increasingly able to participate in sustainability-related activities rather than remaining passive recipients of organizational communication. Organizations can encourage participation through digital communities, feedback mechanisms, interactive campaigns, product-related information and sustainability initiatives. Such engagement can strengthen consumer relationships and create a greater sense of participation in organizational sustainability objectives [24-26].

Trust is particularly relevant because many sustainability claims are difficult for consumers to independently verify. Consumers may therefore rely on organizational reputation, transparency, certifications, third-party information, reviews and observed business practices when evaluating sustainability claims. Consistency between communication and actual behaviour can strengthen trust, whereas misleading or exaggerated claims can weaken it. The credibility of sustainable marketing consequently depends not only on how sustainability is communicated but also on the extent to which organizations demonstrate genuine commitment through their activities [27-29].

The possibility of greenwashing makes credibility even more important. Organizations may attempt to create environmentally responsible images through communication while their actual environmental practices remain limited. Such inconsistencies can generate consumer scepticism and reduce confidence in sustainability-oriented marketing. Sustainable marketing must therefore be supported by substantive organizational practices rather than relying exclusively on promotional messages. Recent research reflects the growing breadth of sustainability research across consumer behaviour, digital marketing, sustainable consumption, organizational practices and responsible marketing [30-33].

Against this background, the purpose of this paper is to review existing literature on sustainable marketing and consumer value and examine how sustainability is transforming the ways in which consumer value is created, experienced and communicated. The review focuses on the relationship between sustainable marketing, consumer expectations, digital technologies, sustainable consumption, trust, transparency, consumer engagement, authenticity and the multiple dimensions of consumer value.

Literature Review

Sustainable marketing represents a shift from a predominantly transaction-oriented view of marketing toward a broader approach concerned with the long-term consequences of consumption and business activity. It requires organizations to consider consumer needs together with environmental responsibility, social welfare, ethical behaviour and long-term organizational objectives. In this context, marketing becomes part of a wider process of creating value for consumers and other stakeholders while reducing negative environmental and social consequences [1-3].

The literature indicates that sustainability is increasingly incorporated into consumer value. Consumers continue to consider conventional attributes such as quality, functionality, price, convenience and reliability, but sustainability can add further dimensions to their evaluations. Products may be perceived as more valuable when consumers believe that they are produced responsibly, reduce environmental damage, contribute to social welfare, or reflect ethical organizational practices. Sustainability can therefore complement rather than replace traditional sources of consumer value [4-6].

Dimensions of Consumer Value in Sustainable Marketing

Environmental value represents one of the most prominent dimensions of sustainable consumer value. Consumers may perceive greater value when products are associated with reduced resource consumption, lower environmental impacts, responsible sourcing, sustainable production, or environmental protection. However, environmental benefits alone may not determine purchasing decisions. Consumers generally continue to evaluate sustainable alternatives according to product performance, durability, quality, convenience and price. Sustainable marketing therefore needs to integrate environmental benefits with conventional product benefits [13,17,27].

Economic value is similarly important. Sustainable consumption may involve additional costs associated with responsible materials, production methods, certifications, or technological innovation. When sustainable alternatives are perceived as excessively expensive, consumers may be reluctant to adopt them despite positive environmental attitudes. The ability of sustainable products to provide an acceptable balance between price and benefits is therefore important for encouraging sustainable consumption [20-22].

Functional value remains fundamental within sustainable consumption. Consumers generally expect sustainable products to perform effectively and provide adequate quality and reliability. Sustainability cannot necessarily compensate for significant functional disadvantages. Organizations therefore need to communicate sustainability alongside durability, usefulness, performance and convenience. This suggests that sustainable marketing should not position environmental responsibility as a substitute for product quality but as an additional source of value [4,7].

Social value is another important dimension. Sustainable consumption can help consumers communicate their values and demonstrate concern for environmental and social issues. Consumers may derive symbolic value from products that reflect their identity or association with socially responsible communities. Sustainable products can consequently contribute to consumers' self-expression and social positioning. This dimension becomes particularly relevant in digital environments where consumers can publicly communicate their purchasing preferences and sustainability-related identities [8,9,23].

Emotional value may also emerge from sustainable consumption. Consumers may experience satisfaction, pride, personal fulfilment, or a sense of contribution when they believe their purchasing decisions support environmental or social objectives. Such emotional benefits can strengthen the perceived value of sustainable products. Sustainable marketing can therefore appeal not only to rational evaluations but also to the emotional meaning associated with responsible consumption [7,34].

Ethical value is closely related to consumers' perceptions of organizational responsibility. Consumers may evaluate how organizations treat employees, suppliers, communities and other stakeholders. Responsible organizational behaviour can increase the perceived ethical value of products and brands, whereas unethical practices can undermine positive sustainability perceptions. Sustainable marketing therefore requires alignment between consumer communication and broader organizational conduct [18,30,31].

Digital Transformation and Sustainable Marketing

The development of digital technologies has substantially changed how organizations communicate with consumers. Digital platforms allow sustainability information to be communicated quickly and provide consumers with opportunities to compare products, investigate organizational practices, read reviews and share their own experiences. Digital transformation has therefore reduced the extent to which organizations have complete control over brand-related information [10-12].

Digital technologies can also support consumer engagement. Social media, digital communities, interactive platforms and personalized communication can enable consumers to participate in sustainability discussions and organizational initiatives. Consumers can recommend sustainable products, criticize organizations, exchange information and influence the sustainability perceptions of other consumers. Marketing consequently becomes increasingly interactive and participatory [14,24,26].

Personalization represents another opportunity created by digital transformation. Organizations can use consumer data and digital technologies to tailor product information, recommendations and sustainability communication. Relevant information may increase the likelihood that consumers notice and understand sustainability attributes. However, personalization also raises concerns regarding data use, privacy, transparency and consumer autonomy. Sustainable digital marketing therefore requires responsible use of technology in addition to technological capability [10,12,13].

Technology can also improve the consumer experience of sustainability. Digital tools can make sustainable products easier to discover, compare, evaluate and purchase. Organizations can provide information about product origins, production processes, environmental characteristics and responsible practices through digital channels. Technology can consequently support consumers throughout different stages of the decision-making process [11,25].

Transparency, Authenticity and Trust

Transparency has become a central issue in sustainable marketing because consumers often cannot independently verify environmental and social claims. Organizations can reduce uncertainty by providing clear, specific and accessible

information about their sustainability practices. Transparency can therefore support informed decision-making and strengthen perceptions of organizational credibility [17,19].

Authenticity is closely associated with transparency. Consumers may be more receptive to sustainability communication when they perceive that sustainability is genuinely integrated into organizational values and operations. In contrast, sustainability messages that appear disconnected from actual organizational behaviour may be interpreted as promotional attempts rather than genuine commitments. Authenticity is therefore important for establishing sustainable brand relationships [15,18].

Table 2: Literature Review on Sustainable Marketing and Consumer Value

Author(s)	Main Focus	Contribution to Sustainable Marketing and Consumer Value
Agredano <i>et al.</i> [30]	Sustainable marketing	Highlights sustainability-oriented marketing and responsible organizational practices.
Aulia <i>et al.</i> [17]	Sustainability communication	Emphasizes transparency and credible sustainability communication.
Balatsas-Lekkas <i>et al.</i> [24]	Consumer engagement	Highlights consumer participation in sustainability-oriented activities.
Behera <i>et al.</i> [2,35]	Sustainable marketing and technology	Connects sustainability with contemporary marketing and technological developments.
Bubphapant & Brandão [8]	Consumer value	Highlights symbolic, social and value-related dimensions of sustainable consumption.
Chang [3]	Sustainable marketing	Examines contemporary developments in sustainability-oriented marketing.
Charters & Agnoli [36]	Sustainable consumption	Contributes to understanding responsible consumption and sustainability-related consumer perspectives.
Chen <i>et al.</i> [4]	Sustainable consumer behaviour	Examines sustainability-related consumer value and behavioural considerations.
Davies <i>et al.</i> [1]	Sustainable marketing	Provides a foundation for understanding sustainability within marketing and consumption.
Duarte <i>et al.</i> [18]	Authenticity and sustainability	Emphasizes credible and authentic sustainability practices.
Florence <i>et al.</i> [7]	Consumer value	Examines consumer responses and value associated with sustainable consumption.
Frensel <i>et al.</i> [25]	Consumer engagement	Highlights engagement and interaction in sustainability contexts.
Gutiérrez <i>et al.</i> [31]	Sustainable practices	Examines contemporary sustainability-oriented organizational practices.
Herbes <i>et al.</i> [27]	Sustainability and trust	Highlights credibility and consumer confidence in sustainability claims.
Jaiswal <i>et al.</i> [5]	Sustainable consumption	Examines sustainability-related consumer preferences and decisions.
Kara & Min [21]	Sustainable behaviour	Highlights factors influencing sustainable purchasing behaviour.
Khubchandani <i>et al.</i> [28]	Consumer trust	Contributes to understanding trust in sustainability-oriented communication.
Kumagai [9]	Consumer value	Examines consumer perceptions and sustainability-related value creation.
Kumari <i>et al.</i> [20]	Sustainable consumption	Highlights barriers and drivers associated with sustainable consumer behaviour.
Lim <i>et al.</i> [11]	Digital transformation	Examines technology-enabled changes in consumer and marketing environments.
Liu & Dong [37]	Consumer behaviour	Contributes to understanding consumer responses within changing consumption environments.
Maduku [12]	Digital marketing	Highlights the role of digital technologies in contemporary marketing.
Mejia <i>et al.</i> [10]	Digital marketing	Connects technology, digital marketing and changing consumer interactions.
Nickel & Böhm [15]	Sustainability communication	Emphasizes authenticity and credibility in sustainability-related communication.
Nieto-García <i>et al.</i> [29]	Consumer trust	Examines trust-related dimensions of consumer and brand relationships.
Papadopoulou <i>et al.</i> [14]	Digital consumer behaviour	Highlights digital interaction and consumer information environments.
Petr & Caudan [32]	Greenwashing	Highlights challenges associated with misleading sustainability communication.
Rastogi <i>et al.</i> [6]	Sustainable consumption	Examines contemporary consumer perspectives toward sustainability.
Sanchez-Chaparro <i>et al.</i> [19]	Transparency	Highlights transparency and responsible sustainability communication.
Schnack & Gan [16]	Greenwashing and communication	Contributes to understanding consumer responses to sustainability claims.
Sheykhan <i>et al.</i> [22]	Sustainable consumer behaviour	Examines determinants and challenges of sustainable consumption.
Tajeddini <i>et al.</i> [34]	Consumer behaviour	Contributes to understanding consumer decision-making and value creation.
Wang <i>et al.</i> [13]	Digital sustainability	Examines technology-enabled sustainability and consumer interaction.
Williams <i>et al.</i> [26]	Consumer engagement	Highlights engagement and participation in sustainability contexts.
Yaqub <i>et al.</i> [23]	Sustainable consumption	Examines sustainability-related consumer attitudes and behaviour.
Zulu <i>et al.</i> [33]	Sustainability	Highlights emerging issues and challenges in sustainable marketing and consumption.

Trust represents a further mechanism through which sustainability communication can influence consumer value. Consumers may rely on trust when assessing information that they cannot personally verify. Organizational reputation, consistency, credible evidence, certifications and transparent practices can support trust. Conversely, misleading claims can produce scepticism and weaken consumer confidence [27-29].

Greenwashing and Consumer Scepticism

The literature also identifies greenwashing as an important challenge for sustainable marketing. Greenwashing occurs when organizations communicate an environmentally responsible image that is not adequately supported by their actual practices. The expansion of digital communication makes such inconsistencies increasingly visible because consumers can quickly share criticism and access alternative information sources. Consequently, organizations face greater reputational risks when sustainability claims are perceived as misleading [16,32,33].

Sustainable Consumption and the Attitude-Behaviour Gap

A further theme in the literature concerns the difference between sustainability attitudes and actual purchasing behaviour. Consumers may express strong concern about environmental or social issues but still choose conventional products because of price, convenience, availability, habits, or perceived performance. Sustainable marketing therefore needs to reduce the practical barriers associated with sustainable consumption. Environmental communication is more likely to influence behaviour when sustainable alternatives are accessible, affordable, convenient and functionally competitive [20-22].

Consumer Engagement and Long-Term Relationships

Consumer engagement provides another pathway through which sustainable marketing can create value. Organizations can encourage consumers to participate in sustainability programmes, provide feedback, share experiences and interact with sustainability communities. Participation can strengthen consumers' psychological connection with brands and create a sense of shared responsibility. Sustainable marketing can consequently move beyond one-way communication toward more collaborative relationships [24-26].

Overall, the literature suggests that sustainable marketing creates consumer value when sustainability is incorporated into the product, service, organizational practices, customer experience and communication process. Sustainability becomes more meaningful when consumers can identify tangible benefits, understand sustainability claims and trust the organizations providing them. Sustainable marketing is therefore best understood as an integrated approach to long-term value creation rather than a narrow promotional activity (Table 2).

MATERIALS AND METHODS

The present study employs a conceptual literature review methodology to examine the relationship between sustainable marketing and consumer value. The approach is designed to synthesize existing academic perspectives concerning sustainability-oriented marketing, consumer behaviour, digital transformation, sustainable consumption, consumer engagement, trust, transparency, authenticity and value creation. Rather than collecting primary empirical data, the study develops a conceptual understanding of how sustainability is influencing the creation and perception of consumer value. The selected literature was examined thematically to identify recurring concepts and relationships across the studies. Particular attention was given to environmental responsibility, sustainable consumption, consumer value, digital marketing, technological transformation, consumer experience, transparency, authenticity, trust, greenwashing, consumer engagement and the relationship between sustainability attitudes and purchasing behaviour. The literature was subsequently organized around the major dimensions through which sustainable marketing can influence consumer value.

The review identifies several dimensions of consumer value, including functional, economic, environmental, social, ethical, emotional, experiential and relational value. Functional value concerns product quality, performance, usefulness and durability, whereas economic value concerns affordability and the perceived relationship between costs and benefits. Environmental and ethical value relate to perceptions of environmental responsibility and responsible organizational conduct. Social and emotional value reflect identity, social meaning, satisfaction and psychological benefits associated with sustainable consumption. Experiential and relational value concern the broader consumer experience and the development of long-term relationships between consumers and organizations.

The methodology also considers the role of digital technologies in sustainability-oriented marketing. Digital platforms can influence information availability, personalization, communication, consumer engagement and purchasing experiences. However, the review recognizes that technological development can also create challenges relating to privacy, information overload, credibility and consumer scepticism. Trust, authenticity, transparency and greenwashing are therefore incorporated into the conceptual analysis. The study is qualitative and conceptual in nature.

No primary data were collected and the research does not involve questionnaires, respondents, sampling procedures, Likert-scale measurement, statistical testing, regression analysis, structural equation modelling, or hypothesis testing. The objective is instead to synthesize the selected literature and develop a comprehensive understanding of the mechanisms through which sustainable marketing may influence consumer value and long-term consumer relationships.

DISCUSSION

The reviewed literature indicates that sustainable marketing is contributing to a broader understanding of consumer value. While traditional dimensions such as quality, price, functionality and convenience remain important, sustainability introduces additional environmental, social, ethical, emotional, experiential and relational considerations. Consumer value can therefore no longer be understood solely as the benefits obtained from product functionality relative to monetary cost. Increasingly, consumers may also consider the broader consequences of their consumption choices [4-6].

The first major theme emerging from the review is the multidimensional nature of sustainable consumer value. Sustainable offerings can provide several forms of value simultaneously. Functional value remains necessary because consumers continue to expect reliable performance and acceptable quality. Economic value also remains significant because consumers are unlikely to consistently adopt sustainable alternatives that involve excessive financial sacrifices. Sustainability therefore adds dimensions to the existing value proposition rather than eliminating conventional consumer expectations [20,21]. Environmental value represents a particularly important addition to traditional consumer value. Consumers may perceive products more favourably when they believe that those products reduce environmental damage, conserve resources, or support responsible production. However, environmental claims are unlikely to be sufficient if products perform poorly or are substantially less convenient. Sustainable marketing should therefore present sustainability as part of a broader value proposition that combines environmental benefits with functional and economic advantages [4,17].

Social and ethical value provide additional explanations for sustainable consumption. Consumers may value organizations that demonstrate responsible behaviour toward employees, communities, suppliers and other stakeholders. Sustainable consumption may also provide symbolic benefits by allowing consumers to communicate their values and social identity. This suggests that sustainability can influence both what consumers purchase and what their consumption communicates to others [8,9,23]. Emotional value is similarly relevant. Consumers may experience pride, satisfaction, personal fulfilment, or a sense of social contribution when purchasing products that they perceive as sustainable. These emotional responses can strengthen the overall value associated with sustainable consumption. Sustainable marketing can therefore appeal to both cognitive evaluations and emotional motivations [7,34].

A second major theme concerns the growing importance of digital technologies. Digital transformation has changed how sustainability information is created, distributed, evaluated and shared. Consumers can access information about organizations and products before purchasing, while digital platforms allow them to communicate their experiences with large audiences. As a result, consumers have become more active participants in the construction of sustainability-related brand perceptions [10-12]. Digital engagement can strengthen sustainable marketing when consumers are provided with meaningful opportunities to interact with organizations and sustainability initiatives. Feedback systems, online communities, interactive communication and social platforms can encourage consumers to participate in sustainability-related activities. This transforms sustainable marketing from a predominantly one-way communication process into a more participatory relationship between organizations and consumers [24-26].

At the same time, digital environments increase organizational exposure to criticism. Consumers can quickly challenge sustainability claims and distribute negative experiences across digital networks. This makes authenticity particularly important. Organizations cannot rely solely on attractive sustainability messages because consumers can increasingly compare marketing claims with information from other sources. Consistency between communication and actual organizational behaviour is therefore central to sustainable brand credibility [15,18]. Transparency is another major theme. Sustainability information is valuable when consumers can understand what an organization is actually doing and why the claims being communicated are credible. Clear information concerning sourcing, production, environmental effects, social practices and sustainability objectives can reduce uncertainty. However, organizations also need to avoid excessive complexity because consumers may struggle to interpret technical sustainability information. Effective communication therefore requires both transparency and accessibility [19,27].

Trust is closely related to transparency and authenticity. Consumers often cannot independently verify sustainability claims, which makes trust an important basis for evaluating organizational information. Consistent practices, credible evidence, transparency and responsible behaviour can strengthen trust. Conversely, discrepancies between claims and actual practices can undermine consumer confidence and negatively influence long-term relationships [28,29]. The issue of greenwashing reinforces the importance of credibility. When consumers perceive organizations as exaggerating their sustainability performance, scepticism may develop. Greenwashing can therefore reduce the effectiveness of sustainability communication and damage the broader credibility of sustainable marketing. Organizations need to ensure that communication accurately reflects actual environmental and social performance [16,32,33].

Table 3: Key Themes of Sustainable Marketing and Consumer Value

Key Theme	Meaning in Sustainable Marketing	Contribution to Consumer Value
Functional value	Quality, performance, durability, usefulness and reliability	Provides practical benefits and reduces perceived performance sacrifice
Economic value	Affordability and favourable cost–benefit perceptions	Makes sustainable choices financially feasible
Environmental value	Reduced environmental impact and responsible resource use	Addresses consumers' environmental concerns
Social value	Positive contribution to communities and society	Supports identity and social benefits
Ethical value	Responsible treatment of stakeholders and ethical business conduct	Strengthens perceptions of responsible consumption
Emotional value	Pride, satisfaction, fulfilment and positive feelings	Provides psychological benefits from sustainable choices
Experiential value	Sustainability incorporated into the overall customer journey	Creates meaningful and differentiated experiences
Transparency	Clear and accessible information about sustainability practices	Reduces uncertainty and supports informed decisions
Authenticity	Alignment between sustainability claims and actual practices	Strengthens credibility and consumer confidence
Consumer trust	Confidence in organizational claims and behaviour	Supports long-term consumer relationships
Digital engagement	Online interaction, participation, feedback and communication	Increases consumer involvement
Consumer awareness	Availability and understanding of sustainability information	Supports informed consumption
Personalization	Delivery of sustainability information relevant to individual consumers	Increases communication relevance
Sustainable innovation	New products, services, processes and technologies designed around sustainability	Creates additional sources of consumer value
Responsible consumption	Encouragement of choices that consider environmental and social consequences	Supports broader societal and environmental objectives
Long-term relationship value	Sustainable, credible and consistent consumer–organization relationships	Supports loyalty, engagement and continued value creation

Another important finding concerns the attitude–behaviour gap. Positive sustainability attitudes do not necessarily translate into sustainable purchases. Consumers continue to consider price, convenience, availability, quality, habits and product performance. Sustainable marketing therefore needs to reduce the perceived sacrifice associated with sustainable consumption. Sustainable products are more likely to create consumer value when they are accessible, affordable, convenient and functionally competitive [20-22]. Consumer experience also plays a significant role. Sustainability can become part of the overall customer journey through product design, packaging, service delivery, digital communication, purchasing processes and post-purchase engagement. Consumers may develop stronger perceptions of sustainable value when sustainability is consistently experienced across different stages of their interaction with an organization. Technology can facilitate this process by improving information access, personalization, interaction and convenience [11,13].

The literature further suggests that sustainable marketing should be viewed as an integrated organizational approach. Sustainability cannot be limited to advertising campaigns or isolated promotional initiatives. It needs to be reflected in products, services, operations, sourcing practices, customer experience, organizational behaviour and communication. Marketing plays an important role in communicating this value, but the credibility of sustainable marketing ultimately depends on the substance behind the communication [30,31,35]. Finally, sustainable marketing has implications for long-term consumer relationships. When consumers perceive consistency between their values and organizational behaviour, sustainability can strengthen relationships and encourage continued engagement. However, trust can be damaged rapidly when sustainability commitments are perceived as superficial or misleading. Long-term sustainable consumer value therefore depends on the integration of functional performance, affordability, environmental responsibility, ethical behaviour, transparency, authenticity and meaningful consumer experiences (Table 3).

CONCLUSION

Sustainable marketing is increasingly transforming the meaning and scope of consumer value. The literature reviewed in this study demonstrates that consumers evaluate products and organizations through a broader set of criteria than traditional functional and economic considerations. Quality, performance, price and convenience remain important, but they increasingly coexist with environmental responsibility, social contribution, ethical behaviour, transparency, authenticity, emotional benefits and meaningful consumer experiences [4-6]. A central conclusion of the review is that sustainable consumer value is multidimensional. Sustainable products can create value through functional and economic benefits while simultaneously providing environmental, social, ethical, emotional and experiential benefits. The value of sustainability is therefore strongest when environmental and social attributes complement rather than

replace the conventional benefits expected by consumers. Sustainable marketing needs to demonstrate that responsible consumption can also provide quality, convenience, affordability and satisfactory performance [20,21].

Digital technologies are also playing an increasingly important role in sustainable marketing. Digital platforms enable organizations to communicate sustainability information, interact with consumers, provide personalized information and facilitate consumer participation. At the same time, digital environments increase transparency and consumer scrutiny. Consumers can rapidly compare information, share experiences and challenge organizations whose sustainability claims appear inconsistent with their actual practices [10-12]. The review further emphasizes the importance of trust, transparency and authenticity. Sustainability claims are often difficult for consumers to verify independently, making organizational credibility essential. Consumers are more likely to perceive sustainability communication as valuable when claims are supported by clear information and observable organizational practices. Authenticity therefore requires organizations to align sustainability communication with actual behaviour rather than treating sustainability primarily as a promotional theme [17,18,27].

Greenwashing remains a significant challenge. When organizations communicate sustainability claims that exceed their actual performance, consumer scepticism can increase and trust can deteriorate. The increasing importance of digital communication further increases the potential reputational consequences of misleading sustainability claims. Sustainable marketing therefore needs to be supported by genuine organizational commitments and evidence-based communication [16,32]. Another important conclusion concerns the gap between sustainability attitudes and actual behaviour. Positive attitudes toward environmental and social responsibility do not automatically translate into sustainable purchasing. Consumers continue to consider price, convenience, availability, quality, performance and personal habits. Sustainable marketing must therefore make sustainable choices practically attractive as well as environmentally and socially responsible. Reducing the perceived cost and inconvenience of sustainable consumption is likely to be important for encouraging behavioural change [21,22].

Consumer engagement also represents an important opportunity. Digital communities and interactive communication enable consumers to participate in sustainability initiatives, provide feedback, share information and influence other consumers. This creates the potential for sustainable marketing to become more participatory and relationship-oriented. Organizations can strengthen consumer value by treating consumers as active participants in sustainability rather than simply as recipients of sustainability messages [24-26]. Overall, sustainable marketing should not be regarded simply as an additional promotional technique. It represents a broader approach to value creation in which organizations attempt to align consumer needs with environmental and social responsibilities. Marketing has an important role in communicating this value, but credible sustainable marketing ultimately depends on the underlying practices of the organization. Sustainability must therefore be integrated across products, services, operations, sourcing, customer experience, digital communication and organizational behaviour.

The literature ultimately suggests that sustainable marketing can strengthen consumer value and long-term consumer relationships when organizations combine strong functional performance and affordability with environmental responsibility, social contribution, ethical conduct, transparency, authenticity, consumer engagement and meaningful experiences. Future sustainable marketing will increasingly depend on organizations' ability to move from sustainability as a communication theme toward sustainability as an integrated component of business strategy and value creation.

REFERENCES

1. Davies, I. *et al.* "Seeking sustainable futures in marketing and consumer research." *European Journal of Marketing*, vol. 54, no. 11, 2019, pp. 2911–2939. <https://doi.org/10.1108/EJM-02-2019-0144>.
2. Behera, R.K. *et al.* "Creation of sustainable growth with explainable artificial intelligence: An empirical insight from consumer-packaged goods retailers." *Journal of Cleaner Production*, vol. 399, 2023, 136605. <https://doi.org/10.1016/j.jclepro.2023.136605>.
3. Chang, H.-H. "Development of food sharing online networks for sustainability: Consumer perspectives on food security and sharing." *Asia Pacific Journal of Marketing and Logistics*, vol. 36, no. 12, 2024, pp. 3446–3465. <https://doi.org/10.1108/APJML-02-2024-0151>.
4. Chen, L. *et al.* "Should 'green information' be interactive? The influence of green information presentation on consumers' green participation behavior for driving sustainable consumption of fashion brands." *Journal of Cleaner Production*, vol. 470, 2024, 143329. <https://doi.org/10.1016/j.jclepro.2024.143329>.
5. Jaiswal, D. *et al.* "Consumer adoption of battery electric cars: Analyzing techno-psychological perception-attitude-intention linkage perspective and gender effects." *International Journal of Energy Sector Management*, vol. 19, no. 4, 2024, pp. 820–840. <https://doi.org/10.1108/IJESM-04-2024-0009>.

6. Rastogi, T. *et al.* "Exploring the nexus between sustainable marketing and customer loyalty with the mediating role of brand image." *Journal of Cleaner Production*, vol. 440, 2024, 140808. <https://doi.org/10.1016/j.jclepro.2024.140808>.
7. Florence, E.S. *et al.* "Message framing effects on sustainable consumer behaviour: A systematic review and future research directions for social marketing." *Journal of Social Marketing*, vol. 12, no. 4, 2022, pp. 623–652. <https://doi.org/10.1108/JSOCM-09-2021-0221>.
8. Bubphapant, J. and A. Brandão. "Exploring ageing consumers' usage of content marketing, content typology and online brand advocacy." *EuroMed Journal of Business*, vol. 20, no. 5, 2024, pp. 27–53. <https://doi.org/10.1108/EMJB-10-2023-0283>.
9. Kumagai, K. "Assessing the predictive validity of brand-sustainability-self-congruence on consumer behavior and subjective well-being." *Asia Pacific Journal of Marketing and Logistics*, vol. 36, no. 11, 2024, pp. 2907–2930. <https://doi.org/10.1108/APJML-11-2023-1131>.
10. Mejia, C. *et al.* "Importance-performance analysis of socially sustainable practices in U.S. Restaurants: a consumer perspective in the quasi-post-pandemic context." *International Journal of Hospitality Management*, vol. 103, 2022, 103209. <https://doi.org/10.1016/j.ijhm.2022.103209>.
11. Lim, X.-J. *et al.* "How do crazy rich asians perceive sustainable luxury? investigating the determinants of consumers' willingness to pay a premium price." *Journal of Retailing and Consumer Services*, vol. 75, 2023, 103502. <https://doi.org/10.1016/j.jretconser.2023.103502>.
12. Maduku, D.K. "How environmental concerns influence consumers' anticipated emotions towards sustainable consumption: The moderating role of regulatory focus." *Journal of Retailing and Consumer Services*, vol. 76, 2024, 103593. <https://doi.org/10.1016/j.jretconser.2023.103593>.
13. Wang, Y. *et al.* "Anthropomorphism and transparency interplay on consumer behaviour in generative ai-driven marketing communication." *Journal of Consumer Marketing*, vol. 42, no. 4, 2024, pp. 512–536. <https://doi.org/10.1108/JCM-04-2024-6806>.
14. Papadopoulou, M. *et al.* "Exploring the level of sustainability awareness among consumers within the fast-fashion clothing industry: A dual business and consumer perspective." *Competitiveness Review*, vol. 32, no. 3, 2021, pp. 350–375. <https://doi.org/10.1108/CR-04-2021-0061>.
15. Nickel, K. and R.A. Böhm. "Power versus morality: Uncovering the underlying mechanisms of consumer response to perceived visual sustainability in package design." *Journal of Product & Brand Management*, vol. 34, no. 2, 2024, pp. 215–230. <https://doi.org/10.1108/IPBM-08-2023-4639>.
16. Schnack, A. and C. Gan. "Facilitators and inhibitors of different forms of sustainable consumption: Consumer surveys in Australia and New Zealand." *Cleaner and Responsible Consumption*, vol. 14, 2024, 100207. <https://doi.org/10.1016/j.clrc.2024.100207>.
17. Aulia, M. *et al.* "Consumers' sustainable investing: A systematic literature review and research agenda." *Cleaner and Responsible Consumption*, vol. 14, 2024, 100215. <https://doi.org/10.1016/j.clrc.2024.100215>.
18. Duarte, P. *et al.* "Enhancing consumer purchase intentions for sustainable packaging products: an in-depth analysis of key determinants and strategic insights." *Sustainable Futures*, vol. 7, 2024, 100193. <https://doi.org/10.1016/j.sft.2024.100193>.
19. Sanchez-Chaparro, T. *et al.* "Do business-wide sustainability labels boost consumer trust and enhance perceptions of sustainability information quality? An experiment among z-generation members." *Young Consumers: Insight and Ideas for Responsible Marketers*, vol. 25, no. 6, 2024, pp. 990–1014. <https://doi.org/10.1108/YC-03-2024-2035>.
20. Kumari, R. *et al.* "A Systematic literature review on the enablers of green marketing adoption: Consumer perspective." *Journal of Cleaner Production*, vol. 366, 2022, 132852. <https://doi.org/10.1016/j.jclepro.2022.132852>.
21. Sheykhani, S. *et al.* "Creating a Fuzzy DEMATEL-ISM-MICMAC-Fuzzy BWM model for the organization's sustainable competitive advantage, incorporating green marketing, social responsibility, brand equity and green brand image." *Sustainable Futures*, vol. 8, 2024, 100280. <https://doi.org/10.1016/j.sft.2024.100280>.
22. Yaqub, M.Z. *et al.* "How does the government's sustainable consumption policy enkindle sustainable consumption behaviors in the consumer public?" *Cleaner and Responsible Consumption*, vol. 13, 2024, 100196. <https://doi.org/10.1016/j.clrc.2024.100196>.
23. Balatsas-Lekkas, A. *et al.* "Factors associated with Finnish, German and UK consumers' intentions to test, buy and recommend reusable fast-moving consumer goods packaging." *Sustainable Production and Consumption*, vol. 52, 2024, pp. 210–227. <https://doi.org/10.1016/j.spc.2024.10.011>.
24. Frensel, A.M. *et al.* "Influence of shame on young consumers' purchase intentions: A social sustainability perspective." *Young Consumers: Insight and Ideas for Responsible Marketers*, vol. 26, no. 7, 2024, pp. 126–141. <https://doi.org/10.1108/YC-10-2024-2276>.

25. Williams, A. *et al.* "An index is worth a thousand words: Considering consumer perspectives in the development of a sustainability label." *Cleaner and Responsible Consumption*, vol. 11, 2023, 100148. <https://doi.org/10.1016/j.clrc.2023.100148>.
26. Herbes, C. *et al.* "Company views of consumers regarding sustainable packaging." *Sustainable Production and Consumption*, vol. 52, 2024, pp. 136–150. <https://doi.org/10.1016/j.spc.2024.10.018>.
27. Khubchandani, S. *et al.* "Accelerating sustainable consumption by putting 'simplicity' and consumer neuroscience to work: A conceptual framework." *Benchmarking: An International Journal*, vol. 32, no. 7, 2024, pp. 2425–2439. <https://doi.org/10.1108/BIJ-04-2024-0315>.
28. Nieto-García, M. *et al.* "Consumer hypocrisy and researcher myopia: A scrutiny of the intention-behaviour gap in sustainable tourism." *Annals of Tourism Research*, vol. 104, 2024, 103678. <https://doi.org/10.1016/j.annals.2023.103678>.
29. Agredano, C. *et al.* "Consumer responsibility and local brand preferences in an emerging market: Evidence from Mexico." *Management Decision*, vol. 64, no. 2, 2024, pp. 565–588. <https://doi.org/10.1108/MD-04-2024-0957>.
30. Gutiérrez, M.M. *et al.* "Development of a brand value measurement model with a corporate social responsibility perspective. A comparative analysis of consumer perception of energy providers in Spain and Colombia." *Environmental Challenges*, vol. 17, 2024, 101032. <https://doi.org/10.1016/j.envc.2024.101032>.
31. Petr, C. and P. Caudan. "Ethical marketing framework for metaverse simulated experiences of tourism (set): An exploration of consumers' aspirations and fears." *Journal of Retailing and Consumer Services*, vol. 79, 2024, 103785. <https://doi.org/10.1016/j.jretconser.2024.103785>.
32. Zulu, M. *et al.* "Juxtaposing generation Z consumers' consumption behaviour of local versus global sustainable fashion brands." *Young Consumers: Insight and Ideas for Responsible Marketers*, vol. 26, no. 7, 2024, pp. 229–253. <https://doi.org/10.1108/YC-12-2024-2357>.
33. Tajeddini, K. *et al.* "Achieving sustained competitive advantage in retail and consumer service firms: The role of entrepreneurial orientation and entrepreneurial bricolage." *Journal of Retailing and Consumer Services*, vol. 75, 2023, 103495. <https://doi.org/10.1016/j.jretconser.2023.103495>.
34. Behera, R.K. *et al.* "Intelligent machines as information and communication technology and their influence on sustainable marketing practices for beneficial impact on business performance: A conceptual framework." *Journal of Cleaner Production*, vol. 475, 2024, 143676. <https://doi.org/10.1016/j.jclepro.2024.143676>.
35. Charters, S. and L. Agnoli. "British consumer perspectives on terroir in cheese." *British Food Journal*, vol. 126, no. 10, 2024, pp. 3699–3717. <https://doi.org/10.1108/BFJ-05-2024-0446>.
36. Liu, C.-H.S. and T.-P. Dong. "Discovering the relationship among knowledge management, sustainability marketing and service improvement: The moderating role of consumer interest." *International Journal of Contemporary Hospitality Management*, vol. 33, no. 8, 2021, pp. 2799–2816. <https://doi.org/10.1108/IJCHM-12-2020-1468>.