

## Sustainable Marketing's Impact on Purchase Intentions: The Roles of Brand Image, Trust, and Customer Engagement

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**Abstract.** This research investigates the impact of sustainability marketing actions on brand image, brand trust, customer engagement, and purchasing intentions. The study employed a quantitative approach, utilizing an online survey sent to consumers of telecommunication companies in Jordan. Data from 153 respondents were analyzed using PLS-SEM. The study finds that marketing strategies focusing on social, environmental, and economic sustainability significantly enhance brand image and build customer trust. These improved perceptions lead to increased customer engagement and influence purchase intentions positively. The findings underscore the importance of incorporating sustainability into marketing to improve brand perceptions. Integrating sustainability not only strengthens a brand's or product's image, but also fosters greater customer trust, which is essential for driving engagement and encouraging positive buying behaviors. Companies that prioritize social responsibility and environmental stewardship can attract and retain customers who value sustainability. This, in turn, enhances both brand equity and market position. These findings carry theoretical and practical significance, with limitations noted and directions for future research proposed.

**Keywords:** Sustainable marketing, Consumer behavior, Brand trust, Customer engagement, Purchase intention.

## 1. Introduction

Sustainable marketing is a promotional process aimed at improving quality of life, not only in the present but also for the future (Paudel & Thapa, 2025). It involves strategies for developing and marketing products designed to minimize their negative impact on the physical environment or to contribute positively to environmental well-being (Anwar et al., 2025). Sustainable marketing in the broadest sense is an emerging field and still full of opportunities and innovations (Trang et al., 2023). Selecting the sustainable marketing topic for this research thus fulfils what is interesting and should be relevant in terms of adding new knowledge within the marketing field. Sustainable marketing is something that many companies need to integrate into their missions and day-to-day activities (Auger & Devinney, 2007; Anwar et al., 2025). Its growing importance in today's business world, increasingly necessary for companies, takes into consideration the customer's needs and long-term business impacts on society.

And so, the way businesses perform affects sustainable purchasing practices as well as sustainable economic, social, environmental, and cultural endeavors (Taghian et al., 2016). This emphasizes how crucial it is to look at how brand strategy and sustainability function in creating long-term marketing campaigns and engaging consumers to make purchases (Neha & Kumar, 2024; Odoom, 2025) and how consumers view and interact with sustainable marketing initiatives implemented by telecommunications firms. In this context, the Jordanian telecommunications industry, while experiencing exceptional growth, faces challenges driven by rapid technological shifts, evolving customer preferences, and regulatory changes (Ismaeel, 2024). Sustainable competitive advantage in this sector rests on several pillars: continuous investment in advanced technology and infrastructure, strong customer experience management, and strategic partnerships. Equally important are brand and marketing strategies, as a clear brand identity and targeted promotion build trust and strengthen market position (Rua & Santos, 2022). Finally, corporate social responsibility (CSR) and sustainability initiatives enhance reputation and credibility, further consolidating the competitiveness of Jordanian telecom companies (Alkhawaldeh et al., 2024).

Moreover, the theoretical foundation for understanding the mechanisms through how sustainable marketing influences brand image and customer engagement by conceptualizing Social Identity Theory (SIT), the Theory of Planned Behavior (Crane & Ruebottom, 2011; Ajzen, 1991). For instance, (SIT) suggests that consumers' environmental or ethical identities shape their responses to sustainability initiatives; when companies engage in sustainable marketing aligned with these identities, consumers are more likely to perceive the brand positively, enhancing brand image and promoting engagement behaviors such as social media advocacy or repeat purchases (Cao et al., 2024). This approach offers a comprehensive explanation of how and why sustainable marketing initiatives influence consumer perceptions and actions, contributing both to theory and managerial practice.

While there is a lot of research on sustainable marketing, there is a gap in how sustainable marketing has an impact on customer behavior, particularly, this study aims to investigate how sustainable marketing initiatives affect the brand image, trust, customer engagement, and purchase intention in telecommunication industry in Jordan. This study addresses a key gap in literature, as the link between sustainable marketing and consumer behavior remains underexplored, particularly in emerging markets (Jung et al., 2020; Trang et al., 2023). Hence, to date this paper fills the gap by discovering how the impact between how sustainable practices in marketing can influence customer engagement. Also, it provides suggestions to marketing practitioners and offers a variety of marketing strategies for trends in young consumers in those markets. The next section discuss the conceptual framework and hypothesis development, then we discuss the methodology and research results and discussion.

## **2. Literature review and Hypothesis Development**

### **2.1. Sustainable marketing and brand image**

Sustainable marketing activities are a compilation of actions that attempt to market green products and services in a socially responsible and more ethically produced manner (Paudel & Thapa, 2025). According to Taghian et al. (2016) The impact of sustainable marketing actions on customer behavior with respect to consumer perceptions, attitudes, and purchase decisions has been recognized. It is reflected that with a rise in consumer consciousness towards environmental and social issues, consumers are more likely to go along with companies committed to sustainability (Luchs et al., 2010). Brand image states that the beliefs and relations that people hold about a brand (Dada, 2021). In the fierce business environment of today, making a robust brand image is a key to a company to differentiate itself from other companies and build up a loyal group of consumers. Brand's image could be devoted to being the symbolic meaning attached to brand attributes. According to Cretu & Brodie (2007) the combinative cognitive picture of the consumer is formulated through a set of his or her beliefs, thoughts, and impressions regarding a particular product. Developing a sturdy brand's image from customer's engagement is more prospective to form customer loyalty (Islam & Rahman, 2016; Anwar et al., 2025).

Sustainable marketing efforts not only help generate profit for a corporation but also aid in achieving other goals for the corporation (Kong & Ko, 2017). It would build a consumer opinion of the credibility, trustworthiness, and uniqueness of a product brand (Bhattacharya & Sen, 2004). Sustainable marketing activities involve several practices that seek to promote environmental or social responsibility. They include strategies such as green products, eco-packing, responsible advertising, and engaging with stakeholders. Additionally, Consumers find the brands involved in sustainable marketing activity more trustworthy, reliable, and socially responsible. This opinion has an optimistic influence on the image of the brand (Neha & Kumar, 2024; Duong, 2024). Study indicated that consumers are becoming more attracted to those companies which exhibit a high dedication towards sustainability and view such firms as more trustworthy and appealing (Berens et al., 2007). Moreover, it is also determined that, according to other empirical research, the exposure of customers to messages emphasizing sustainability improves evaluation of the brand reputation and enhances willingness to buy sustainable products, as reported by Luchs et al. (2010). Therefore, sustainable marketing is projected to play a crucial role in defining brand image for companies. Thus, we propose the hypothesis below:

*H1: Sustainable marketing activities positively influence brand image.*

### **2.2. Sustainable marketing and brand trust**

The hypothetical context for brand trust is grounded on social exchange philosophy, which suggests that customers form trust through perceptions of benevolence, honesty, and competence (Mayer et al., 1995). Basically, trust is a very complex concept that encompasses associations amongst personalities, clusters, and establishments (Fulmer & Dirks, 2018). A trust classified as "psychosomatic state encompassing the intent to agree to take susceptibility constructed upon optimistic potentials of the aims or conduct of another" (Rousseau et al., 1998, p. 395). Sustainable marketing efforts are associated with increased brand trust since they demonstrate the ethical and social responsibility of a company in the way it conducts its business, thereby heightening perceptions of brand integrity and compassion (Bhattacharya & Sen, 2003).

Evidence shows that consumers tend to trust brands that demonstrate a serious commitment to sustainability and perceive these companies as more trustworthy, reliable, and socially aware. Berens et al. (2007) state that appropriate communication of sustainability goals would enable firms to create a lasting connection with customers and improve brand trust and loyalty (Sen & Bhattacharya, 2001). Besides, Consumers are more likely to believe the first-moving sustainability-oriented brands and find them more reliable, credible, and socially responsible (Berens et al., 2007; Safeer & Liu, 2023).

Experimental research has shown that when consumers are exposed to messages on sustainability, their perception of brand trust is increased (Luo & Bhattacharya, 2006). Ultimately, those customers attribute more positive perceptions to companies that engage in marketing tactics related to sustainability—and thus, brand trust and brand loyalty. After all, with the growing importance of sustainability for consumers in their decisions, it is likely that sustainable marketing will continue to have a growing role in developing brand trust. The subsequent hypothesis stated that:

*H2: Sustainable marketing activities positively impact brand trust.*

### **2.3. Brand image and brand trust**

Brand image and brand trust are relevant variables that drive consumers' attitudes and behaviors toward brands. According to a study, Johnson & Eagly (1989) businesses with expressions and ideas in line with customers' expectations and beliefs easily attract consumers. Giving consumers a reason to trust results in positive brand image and impressions that concern, perceived quality, credibility, and reliability. In addition, the model indicates that strong brand associations, that is, the favorable impressions about the brand image, result in high levels of brand trust and loyalty (Keller, 1993). The research findings of Chaudhuri & Holbrook (2001) indicated that the opinions of brand's image in front of customers influence the level of trust they exercise in a brand (Chaudhuri & Holbrook, 2001). For instance, studies have established that companies with positive reputation and strong brand image win the trust of most consumers, as reported by Yoo et al. (2000). Longitudinal studies have also shown that brand image changes over time relate to the same changes in brand trust (Buil et al., 2013). A positive brand image therefore is very pivotal in building trust with consumers. Since the organizations are quite aware of this fact, they expend considerable resources on managing and improving their brand's image to cultivate trust and loyalty among consumers. Therefore, we suggest the hypothesis below:

*H3: Brand image positively influences brand trust.*

### **2.4. Brand's image and customer engagement**

Customer engagement (CE) is the prime concept of modern-day marketing strategies, referring to the degree of customers' activities and bonds with the respective brands (Aziz & Ahmed, 2021). Customer engagement is based on the connection marketing theory that underlines the necessity of establishing long-term mutually advantageous relations with clients (Gummesson, 1999; Seung-Wan, 2024). The concept of engagement has indeed piqued the interest of many scholars. Undoubtedly, it has been studied in several disciplines, including political science, educational psychology, organizational behavior, sociology, and marketing (Hinson et al., 2019). Research has demonstrated that consumers are further motivated to interact with firms that possess positive brand images, considering them as more trustworthy and appealing (Xiong et al., 2021). In this connection, recent studies show that customers offer more interactions with well-liked firms and companies that possess strong brand images and notably positive reputations engage consumers through multiple channels in activity like social media and brand communities (Hollebeek et al., 2014). Furthermore, Gallagher & Foster (2016) supported the conclusion that the change in brand image that occurs with time is directly related to the changes in customer interaction and loyalty. Therefore, a positive brand image helps build brand trust, satisfaction and customer empathy, thereby increasing customer engagement and brand customer loyalty. Consequently, we suggest that:

*H4: Brand's image positively impacts customer engagement.*

### **2.5. Brand trust and customer engagement**

On the understanding of the link amongst brand trust and customer engagement, theoretical approaches provide an ample source of valuable insights. Trust builds the base of most brand customer relationships (Hollebeek et al., 2014). It lays a very strong foundation for engagement, with the ability to influence

consumer's willingness to commit their time, effort, and resources in connecting with the brand (Palmatier et al., 2006). It has also been proven that customers are possible to participate with a company that they trust, perceiving the company to be much more reliable, credible, and attractive (Hollebeek et al., 2014). Even though evidence shows that highly rated brands in terms of their reliability and truthfulness tend to have a stronger degree of customer engagement at different levels, including social media, online reviews, and brand communities (Hennig-Thurau et al., 2010). Trust is another key modality in the relationship between consumers and marketers, in that it engenders expectations. Indeed, lack of trust has been identified among the foremost causes for customer disengagement from brands (Kosiba et al., 2018). Where customers have confidence and trust in a brand, they often will recommend such a brand, make repeat purchases, and use a wider range of the brand's products and wide services. Conversely, customer engagement is grounded on trust since each contact or transaction needs an element of trust. Agyei et al. (2020) assumed that trust can be measured as a prerequisite for consumer commitment as it promotes collaboration and communication, as the key to creating stable relationships with customers. Thus, the subsequent hypothesis stated as below:

*H5: Brand trust positively influences customer engagement.*

## **2.6. Customer engagement and purchase intention**

Purchase intention (PI) is a key indicator of consumer behavior, measuring the likelihood that a person will purchase or use a particular service or product (Morwitz, 2014; Khoa, 2021). The concept of purchase intention originates primarily from the Theory of Planned Behavior (Ajzen, 1991). PI measures the probability that a customer will purchase any given brand's product (Spears & Singh, 2004). Literature suggests that customers who interact with a brand are more probable to become customers and tend to be more loyal and brand advocates (Shafa et al., 2023; Van Doorn et al., 2010). Research also finds that customers who interact with a brand through multiple channels specialty, social media platforms, are more likely to express purchase intention (Hollebeek et al., 2014; Yen et al., 2022). Additionally, it has been identified that customer engagement plays a very substantial role in purchasing a product by consumers by changing their perception about the brand, increasing their involvement and loyalty towards the company, and finally influencing their purchase decisions (Shafa et al., 2023; Aziz & Ahmed, 2021). It is established that a customer who is engaged has a high brand association and a sound emotive brand attitude too (France et al., 2016) As such, in cases where consumers are exposed to a brand or any other interaction by it, these affective links directly influence the intentions of the consumer to behave regarding purchase intention (Algharabat et al., 2020). Consequently, we recommend the hypothesis below:

*H6: Customer engagement positively influences purchase intention.*

## **3. Methodology**

Methodology discusses the ways to collect data and reveals the logic that supports the study analysis and conclusions (Bryman, 2008). This research engaged a quantitative exploration approach to examine the interactions among sustainable marketing activities, brand image, brand trust, customer engagement and buying intentions. The study used a survey-based data collection method; a designed online questionnaire was distributed to selected consumers of the telecommunications companies in the Jordanian market. The target population for this study consisted of individuals who have had experience with a telecommunication company. Convenience sampling approach was used to reach participants from among the research population; Because there isn't a complete sampling frame for the population, this method is thought to be the most suitable (Bryman, 2008).

In this study the measurement scales used to build the research tool were validated in earlier studies. A 12-item scale adapted from Jung et al. (2020) was used to measure sustainable marketing activities; a 6-item scale used to measure brand image adapted from (Jung et al., 2020); a 5-item scale adapted from Martínez & Del Bosque (2013) was used to measure brand trust; a 5-item scale adapted from

Hollebeek et al. (2014) was used to measure customer engagement; a 3-item scale adapted from Bianchi et al. (2019) was used to measure purchase intention. A 5-point Likert scale was used to ask respondents to rate their agreement (1= being strongly disagree and 5= being strongly agree). A pre-test with 10 respondents was conducted, but since there were no major changes, the questions remained the same. The survey was administered to the participants in Arabic to ensure full understanding of the survey items and more accurate results of the survey. The questionnaire was translated to Arabic and then back translated into English. Arabic translation of the questionnaire was reviewed by bilingual experts to ensure accuracy. The survey was then presented to marketing academics to ensure the appropriateness of the survey to the Jordanian Arabic culture. The online survey questionnaire was sent to 201 individuals; 153 surveys completed the questionnaire and were valid for the analysis of the questionnaire. The sample characteristics and frequencies revealed that out of 153 respondents, 100 were females which represent around 65% of the study sample, while the age group between 18 and 25 represented most of the study population with 103 respondents (67.8% of the respondents) this can be explained because according to statista the average age in Jordan is 24.7 years. There are three telecommunications companies in Jordan; Zain, Orange, and Umniah, the study sample was distributed between these three companies with a percentage of 38.4%, 31.1%, and 30.5% respectively.

#### 4. Data Analysis and Results

To analyze and ultimately verify the proposed theoretical model, this study is based on the structural equation model (SEM) as the primary data analysis technique using SmartPLS software (Hair et al., 2019). Results were analyzed to test hypothesized relationships and assess the overall goodness of fit of the model. The internal consistency of the research model constructs was assessed. Table 1. lists Cronbach's alpha coefficients, composite reliability, and average variance extracted (AVE), indicators of internal consistency of the research constructs (Hair et al., 2019). Hence, all the constructs' Cronbach's alpha value were (between 0.827 and 0.933) which indicate high internal consistency reliability for the constructs (Cronbach, 1951). Composite Reliability (CR) is another measure to test the internal consistency of the constructs; our results indicated high consistency with the value between 0.88 and 0.947 as shown in table 1. Lastly, all the items' Average Variance Extracted (AVE) values were ranged from 0.575 and 0.856 and where AVE equals the percentage of an item's variance that is explained by the construct and the recommended minimum value of AVE is 0.5 to five (Hair et al., 2019).

Table 1. The Cronbach's alpha, Composite Reliability, and Average Variance

Construct	Number of items	Cronbach's Alpha $\alpha$	Composite Reliability (CR)	Average Variance Extracted (AVE)
Customer Engagement	5	0.827	0.880	0.596
Brand Image	6	0.876	0.907	0.618
Purchase Intention	3	0.916	0.947	0.856
Sustainable Marketing	12	0.933	0.942	0.575
Brand Trust	5	0.930	0.947	0.782

Discriminant validity was then assessed using the HTMT criterion (Henseler, Ringle, & Sarstedt, 2015), as shown in table 2. All the ATMT values were between (0.696 and 0.872) indicating that the constructs in the model are empirically distinct. Although the highest HTMT value was observed between Trust and Purchase Intention (0.872), discriminant validity was established as the maximum threshold is 0.9.

Table 2. The Heterotrait-monotrait ratio (HTMT) - Matrix

	Engagement	Image	Purchase Intention	Sustainability
Engagement				
Image	0.742			
Purchase Intention	0.744	0.749		
Sustainability	0.696	0.736	0.730	
Trust	0.830	0.861	0.872	0.788

We then evaluated the multicollinearity among the constructs, we assessed the VIF for the outer model and all items VIFs ranged between (1.29 and 2.66) indicating no collinearity issues as the threshold for the VIF is 5. Most of the paths showed VIF values close to 1, indicating no concerns in the structural model. This confirms the no collinearity bias can impact the predictive relationships interpretation. The model fit was then evaluated using the Standardized Root Mean Square Residual (SRMR), values were 0.0459 for the saturated model and 0.0854 for the estimated model, suggesting a good fit since the values were below the recommended threshold of 0.1 as suggested by (Henseler et al., 2014). Our VIFs values also indicate no serious common method bias as suggested by Kock (2015) as all the VIFs are below 3.3.

After the measurement model we examined the Structural model which shows the relationship between the latent variables and tests hypotheses. Table 3. displays the result of the structural equation modeling analysis which supports the hypothesized relationships. Consequently, Significant findings revealed that, regarding the paths of the research model, all of them (H1-H6) being significant at  $P < 0.05$ , in this study the impact of sustainable marketing activities on brand image has the highest value of  $\beta = 0.743$  and the impact of brand image on the customers' engagement is found to be the least with the regression coefficient of  $\beta = 0.220$ . According to (Cohen, 1988), the effect size is considered Small if it was around 0.10 and Medium if it was around 0.30, and large effect if it is 0.50 or more. Results from our research showed large effects of the following paths: Sustainability  $\rightarrow$  Image (0.743), Image  $\rightarrow$  Trust (0.502), Trust  $\rightarrow$  Engagement (0.594), and Engagement  $\rightarrow$  Purchase Intention (0.687). It also showed a medium effect of Sustainability  $\rightarrow$  Trust (0.418), and a small effect of Image  $\rightarrow$  Engagement (0.220).

Table 3. The results of structural equation modeling analysis

Hypothesis		Path coefficient ( $\beta$ )	Standard deviation (Stdev)	t value	p value	Decision
Sustainable marketing activities $\rightarrow$ Brand Image	H1	0.743	0.037	20.168	0	Supported
Sustainable marketing activities $\rightarrow$ Brand Trust	H2	0.418	0.086	4.89	0	Supported
Brand Image $\rightarrow$ Brand Trust	H3	0.502	0.083	6.019	0	Supported
Brand Image $\rightarrow$ Customer Engagement	H4	0.220	0.087	2.54	0.011	Supported
Brand Trust $\rightarrow$ Customer Engagement	H5	0.594	0.084	7.053	0	Supported

Customer Engagement -> Purchase Intention	H6	0.687	0.047	14.489	0	Supported
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Further, the variance was measured in each endogenous construct using the R-squared ( $R^2$ ) statistic, which represents the model's overall explanatory power. A higher  $R^2$  suggests that the model has greater predictive accuracy and can better explain the relationships between the constructs and can be an indicator to the strength of the study hypotheses to capture and explain the phenomenon. Table 4. Below shows that the  $R^2$  for brand trust was substantial at 0.739, while it was moderate for customer engagement, brand image, and purchase intentions at 0.613, 0.552, and 0.472 respectively.

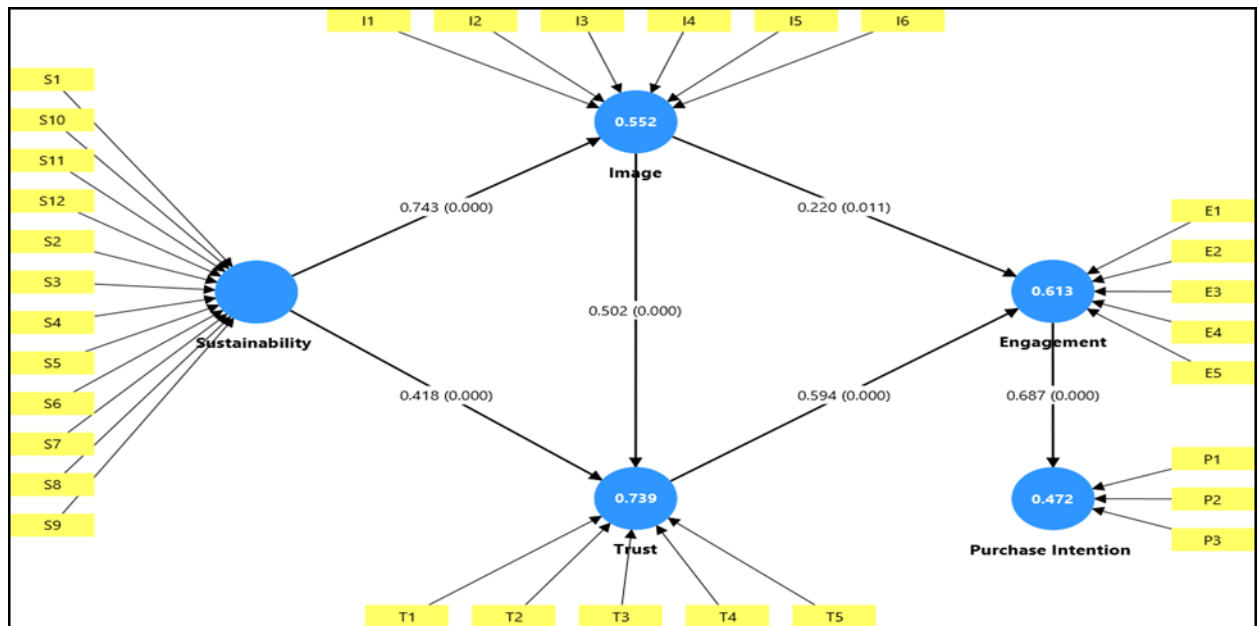


Fig. 1: SmartPLS result

Table 4. The R-squared ( $R^2$ ) values of the measured parameters

	$R^2$	$R^2$ Adjusted
Engagement	0.613	0.608
Image	0.552	0.549
Purchase Intention	0.472	0.468
Trust	0.739	0.735

A post-hoc power analysis was conducted for each endogenous construct using G\*Power (Kang, 2021). Effect sizes ( $f^2$ ) were very large, ranging from 0.894 to 2.831 as shown in the table below. These results confirm that the predictors strongly explain the variance in the endogenous constructs. While the computed achieved power values appear to be low, the estimated minimum required sample size to achieve the .80 power was around 30, which is far below our sample size of 153. This could mean that the low post-hoc power values reflect the limitation of testing in models with relatively few predictors.



Table 5. The F-squared ( $F^2$ ) values and power analysis results

Construct	R <sup>2</sup>	Predictors	Effect Size ( $F^2$ )	Achieved Power
Engagement	0.613	2	1.584	0.167
Image	0.552	1	1.232	0.080
Purchase Intention	0.472	1	0.894	0.067
Trust	0.739	1	2.831	0.150

## 5. Discussion and conclusion

The study's findings support the notion that brand image and trust are positively impacted by sustainable marketing initiatives and brand-building procedures that show a stronger commitment to sustainability (Jung et al., 2020; Neha & Kumar, 2024; Odoom, 2025). Additionally, the data confirmed that brand trust is positively correlated with brand image (Buil et al., 2013). It was also deemed that when consumers have a favorable image over a brand, their level of involvement with the brand is high, that is, they trust the brand. As a matter of fact, the study also established that brand trust determines customer engagement. This goes a long way to explain why trust is such an important factor. This goes with prior empirical evidence which highlighted that namely brand image and brand trust are critical for winning customer loyalty and for increasing purchase intention (Benhardy et al., 2020; Han, 2017).

This study established that customer engagement has a positive effect on purchase intentions which means that efforts aimed at enhancing customer-brand relationship through sustainable marketing are important (Anwar et al., 2025). Rationally, this study enriches the existing theories by explaining the role of sustainable marketing efforts on key branding outcomes such as brand image, brand trust, customer engagement and purchase intentions. For instance, the findings of this study extend customer-brand engagement literature and the Theory of Planned Behavior (TPB) by showing how sustainable marketing initiatives enhance brand image and trust, which subsequently foster stronger consumer engagement and loyalty (Duong, 2024). From a customer-brand engagement perspective, sustainability-oriented practices create symbolic and functional value that deepen cognitive and emotional bonds with brands, reinforcing authenticity and long-term engagement (Jung et al., 2020; Iglesias et al., 2019). In line with TPB, the positive effect of sustainability on trust and brand image reflects the attitudinal and normative dimensions that shape behavioral intentions, such as purchase likelihood and advocacy (Ajzen, 1991; Duong, 2024). This dynamic is particularly significant in emerging markets like Jordan, where consumers are increasingly environmentally and socially aware but often constrained by cultural and economic barriers to sustainable behavior (Alkhawaldeh et al., 2024).

On practice, the results provide useful evidence for marketing managers on the practical implications of branding and marketing strategies in which sustainability aspects integrated to establish effective trust-based relationships with customers and promote them to engage in purchase behavior (Aziz & Ahmed, 2021). For telecommunications companies operating in Jordan, identifying which sustainability initiatives most strongly influence customer engagement is critical. The findings suggest that initiatives with visible and tangible consumer impact such as electronic billing that reduce environmental footprint and community development projects that demonstrate social responsibility tend to elicit stronger customer responses, enhancing brand trust and image (Martínez & del Bosque, 2013). Furthermore, incorporating sustainability into marketing strategies can resonate with environmentally conscious consumers (Almestarihi, 2024).

## 6. Limitation and Future Research

Although this study provides important insights into how sustainable marketing initiatives influence brand image, trust, and customer engagement, several limitations should be acknowledged that open

avenues for future research. It should be noted that employing a convenience sample limits the generalizability of our findings, the use of convenience sampling was necessitated by the lack of a comprehensive sampling frame in the Jordanian telecom sector. The sample provides valuable insights into consumer perceptions in the Jordanian telecom sector, but our results may not completely represent the broader population. We recommend future researchers to adopt methods such as stratified or cross-national sampling and employing larger and more diverse samples would enhance statistical robustness and external validity (Bell & Bryman, 2022).

In addition, the study was situated in Jordan, an emerging market with distinctive cultural, social, and economic characteristics, which limits the applicability of results to other contexts. Since consumer responses to sustainability may vary across markets depending on levels of environmental awareness, and cultural values, cross-cultural comparative studies would provide deeper insights into contextual differences (Steenkamp, 2001). Moreover, Future research could explore the long-term impact of sustainable marketing on consumer loyalty and brand performance affects industries with varying consumer involvement, such as food, fashion, or service. Other factors such as consumer environmental identity, and social norm influences could be considered and potentially included as mediating variables in future model development. Therefore, addressing these limitations will allow future work to generate a more comprehensive understanding of how sustainable marketing shapes customer–brand relationships in diverse economic and cultural settings.

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