

Assessing the impact of sustainable brand practices in shaping customer trust and long-term retention

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Abstract

In today's evolving business landscape, sustainability has become an integral part of business strategy, with significant implications for how consumers perceive brands and evaluate business success. This investigation is a systematic review of the existing literature on the relationship between sustainable practices implemented by brands and long-term trust and retention. The core objective is to understand the impact that ethical, social, and environmental brand initiatives have on generating trust and extended relationships with consumers. The study is framed by research questions centred on the role of sustainability, on trust and retention, as well as strength dimensions of a variety of sustainability models, and applies the PRISMA framework to transparently incorporate methodological credibility and authenticity. A total of 29 articles that meet relevance criteria are extracted from the Scopus database through the application of defined inclusion and exclusion criteria of articles published between the years of 2020 and 2025. The literature continuously acknowledges the relationship between sustainable-based branding of some sort, equal to trust development, and subsequent retention and loyalty. Lastly, the literature notes ethical obligations and transparency in the environmental aspects, in particular, are influential in trust positioning. This study looks at the strategic significance of how firms incorporate sustainability practices within their brand identities and communication to foster sustainable relationships with consumers.. Future research could more directly explore sustainability practices across various industries and construction models to create a more accurate measurement of these relationships.

Keywords: *Sustainable brand practices, Customer trust, Customer retention, Brand loyalty, Ethical branding, Sustainability, Consumer perception*

1. Introduction

In the 21st century, sustainable business practices have transitioned from the peripheral to the central focus of strategic business management. Initially viewed as a niche concern, sustainability now encompasses many practices to minimize environmental impact, promote social equity, and ensure economic viability (Majerova et al., 2020). Organizations in several sectors are progressively implementing sustainable practices, including minimizing carbon emissions, ethically sourcing resources, upholding fair labor standards, and participating in corporate social responsibility (CSR) activities. This shift is driven by a growing recognition that sustainable practices are ethically imperative and beneficial for long-term business success (Ishaq & Di Maria, 2020).

Sustainable strategy demands holistic transformation of business model and a synergetic approach; in other words, engagement of multiple stakeholders around a common goal, with the accent on the consumer, as the one who makes the final decision whether a specific business model will or will not be accepted (Abdelrazek & El-Bassiouny, 2023). Given that marketing discipline has consumers in the center of its philosophy and marketplace as the main playground, and that it has often been accused of uncontrolled consumption of planet resources, marketing managers' responsibility in this sense is the greatest (Odoom et al., 2025). Consequently, with the advancement of marketing, particularly green marketing, every element of the marketing mix has been enhanced. Green marketing encompasses all marketing activities with the aim of stimulating and sustaining environmentally-friendly attitudes and behavior of consumers (Tanveer et al., 2021). The growing importance of sustainability is evident in numerous ways. Customers are increasingly aware and concerned about the social and environmental impacts of their purchases and are demanding more transparency and ethical practices from companies. In virtually all countries, regulatory regimes are becoming stricter, environmental regulations are being tightened, and incentives to develop corporate sustainability are being offered and imposed by regulators (Khandai et al., 2023). In addition, investors are also giving preference to those companies that are embracing strong environmental, social, and governance (ESG) due to the realization that sustainable companies are better positioned and sustainability enables them to strategically respond to future challenges. It is an interesting field to conduct a study in this changing environment regarding the relationship between sustainability and consumer loyalty (Agu et al., 2024). In the modern digital world, e-commerce marketplace platforms have emerged as important middlemen that enable users to enable online transactions between the buyer and the seller. E-commerce marketplace platforms create opportunities for the enhancement of the transaction and experience of the user by providing opportunities for a variety of features, such as online stores, secure payment platforms, and customer service (Wereda & Moch 2020). E-commerce marketplace platforms have integrated successfully with actors in various industries and allowed for transaction opportunities that may be traditional e-commerce, professional services, or even used transactions. This flexibility is attractive to participants, creates economic momentum, and stimulates new environments for innovation in the platform ecosystem (Kim & Yum 2024). Customer retention is commonly understood as a ratio of the lasting rapport with customers, making it important for the organization because loyal and satisfactory customers tend to spend more, and for businesses like Big Dan's, it can also refer to potentially new customers. Customer retention is about building rapport for products and services. This development is advantageous to a company and its sales for many reasons, including increased sales and profits, reduced customer acquisition costs, and high referral business from word of mouth. All of this contributes to an organization's viability and ultimately its survival (Yang et al., 2022).

Customer retention has emerged as a complex challenge for companies, resulting in the need for marketers to dedicate a considerable amount of work to developing a sustainable business customer base. The business utilizes multiple methods to retain current customers while simultaneously searching for new ones, in an effort to develop and grow a wide client base. Nowadays, every corporation acknowledges the implications of gaining loyal customers for the sustainability of its business. Regarding sustainability concerns, there is still an absence of customer knowledge, comprehension, trustworthiness, and even disinterest (Worthington 2023).

Furthermore, most initiatives promoting sustainability have been implemented upstream, aimed at altering structural conditions that embed consumer behavior, and encompass incentives, legislation, environmental design, transparency activities, and standards; the greater the habits, the bigger the need for primary interventions (Wanni Arachchige 2021). As the acquisition of new clients becomes increasingly costly, marketers have begun to implement loyalty programs to maintain and reward existing clientele. Thus, being realistic in approach, the study takes the initiative to discover the impact of sustainability marketing activities on consumer retention (Gurung 2023).

The study investigates the effects of sustainable brand practices on customer trust and long-term loyalty. As consumers are becoming increasingly interested in ethical, environmental, and socially responsible behaviors, sustainability is increasingly becoming a factor for brand image and loyalty. Accordingly, the research study investigates how brands and organizations that have adopted and communicated sustainable practices measure customers' trust and how customers' trust in this case can develop into long-term loyalty bonds. By examining different dimensions of the sustainability discourse, environmental sustainability, social sustainability, and ethical governance, this research study seeks to investigate how sustainability practices impact long-term consumer loyalty and contribute knowledge to an organization in regard to integrating sustainability practices into customer loyalty and brand development initiatives. The study is focused on the following research questions:

- a) How do sustainable brand practices influence customer trust toward a company's products or services?
- b) What role does customer trust play as a mediating factor between sustainable brand practices and long-term customer retention?
- c) To what extent do different dimensions of sustainability (environmental, social, and ethical practices) contribute to enhancing long-term customer retention?

2. Review Structure and Methodology

The study is evidenced by the researchers concentrating on one of the most pertinent works in the canon of "Sustainable Brand Practices, Customer Trust, and Retention." The focus and choice were on the Scopus database to ensure its credibility as the source of citation metrics because it is vital to comprehend the association between sustainable brand practices, customer trust, and retention. The search resulted in 29 papers with 258 citations that were included in the research based on the publication range from 2020 through 2025. A larger data set provides a foundation to establish the relationship between sustainable brand practices, customer trust, and retention.

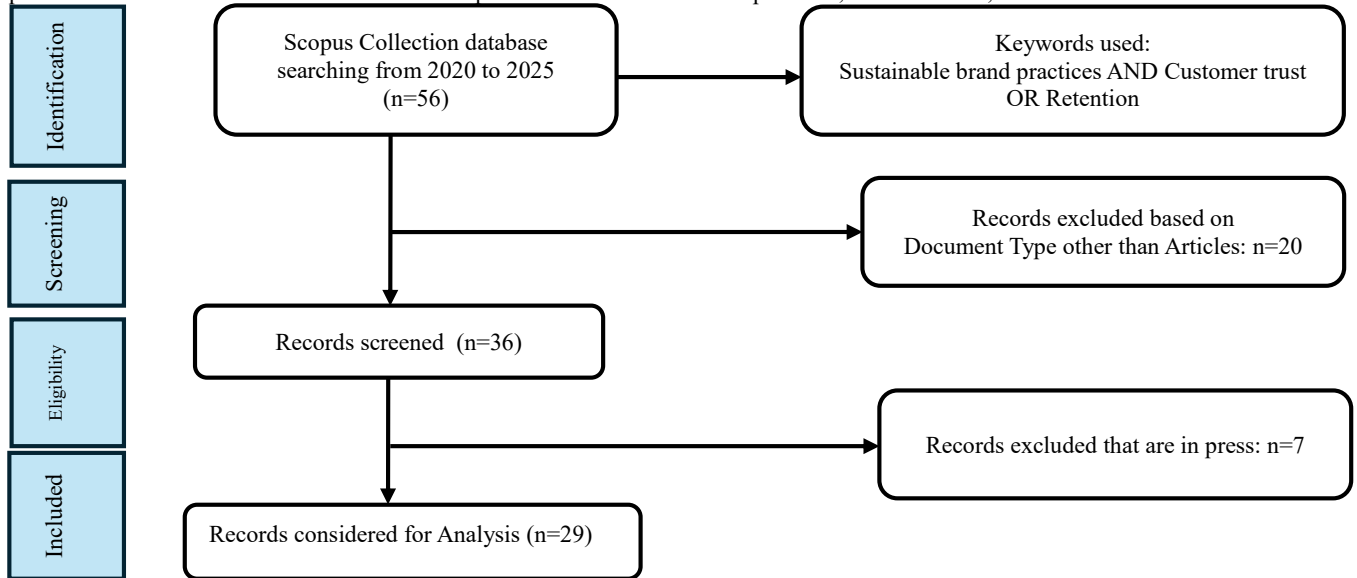


Figure 1: PRISMA Model
Source: Author's own elaboration

Figure 1 shows the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) flow diagram, which systematically outlines the multi-stage filtering process to select relevant scholarly articles for a systematic study comparing sustainable brand practices, customer trust, and retention. First, 56 records were identified using Scopus database search terms "sustainable brand practices AND customer trust OR retention" for the years 2020 to 2025. In the identification process, 20 records were removed as the document types were not research articles. This left a total of 36 records for the screening, and a further 7 records were removed as they were still in press and unfinished for publication. Subsequently, 29 articles matched the inclusion criteria and were included in the final analysis. The PRISMA model provides a rigorous, transparent selection procedure and bolsters the review's quality against any potential bias. The PRISMA model also demonstrates methodological rigor in narrowing down a large body of literature to a focused quality dataset to sufficiently respond to the aims of the study, which included the sustainability dimensions and farming practices in leading agricultural economies.

Table 1: Inclusion and Exclusion Criteria

Criterion	Inclusion	Exclusion
Keywords	Records conferring the relationship between sustainable brand practices, customer trust, and retention	Records were excluded in which the variables had no relation
Timeframe	Concerning 2020 – 2025	< 2020
Document Type	Articles	Book series, book, book chapter.
Publication Stage	Published	In press

Table 1 presents the inclusion and exclusion criteria selected to systematically filter the literature for the study examining the links between sustainable brand practice, customer trust, and customer retention. The inclusion criteria were promptly related to only articles published between 2020 and 2025 that specifically examined the intersectionality of these variables. The systematic literature review only considered journal articles published between 2020 and 2025.

➤ Articles by Time Frame

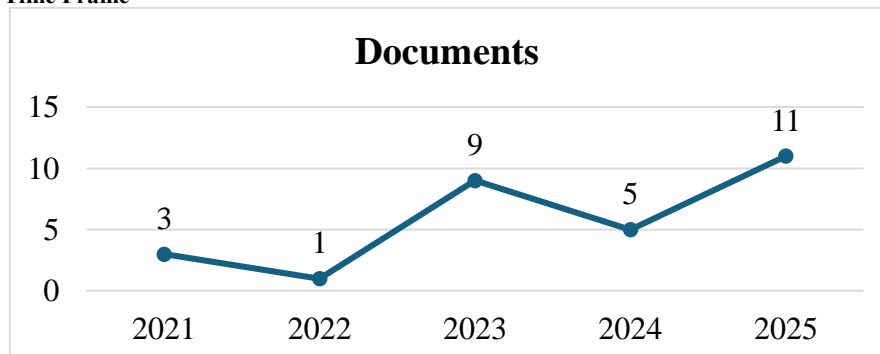


Figure 2: Distribution of published articles

Figure 2 presents the published articles from the five years of 2021 to 2025. Publication activity across time presented a considerable oscillation. There was a moderate number of publications; 3 published articles examined the research topic in 2021, and the following year, only 1 article. 2023 saw the largest number of articles published at 9, while 2024 produced an article output of 5 articles, and finally, the greatest number of published articles again in 2025 at 11 articles. The data overall shows there was an upward trend in published articles over time, indicating variability in publication activity, but overall an upward trend in published and empirical research, and an increase in activity and an increasing contribution to the area of research.

3. Literature Analysis

Theme 1: The Centrality of Transparency and Authentic Communication in Building Consumer Trust

The cornerstone for successful green marketing is transparency and authenticity, as a significant challenge facing marketers today is the skepticism of consumers regarding the accuracy of the environmental claims they make. Mansour et al. (2024) found that only 30% of consumers believed that corporations would provide accurate environmental claims, indicating not only skepticism, but even greater concern about "greenwashing" on the part of marketers. This supposition drives companies to abandon claims and to speak and act in an open manner. In particular, referring to hotels in Lima, Brañes et al. (2025) claim that the transparency in the joint accomplishment of sustainability will prevent green-washing (fraudulent behavior in the form of assertions) and create a customer base, especially among "Millennials and Generation Z". Similarly, Heintl et al. (2021) demonstrate how green NGOs offer a strong signal of authenticity using believable co-branding, which can better facilitate product trust as well as product-perception value. Chong and Patwa (2023) reinforce that for SMEs, using and abiding by the principles of ethical marketing communication is not only an ethical marker of practice, but more importantly, a more effective method to link with value creation for stakeholders and generate more trust. Ultimately, as Guo et al. (2023) note, trust (cognitive trust, affective trust, etc.) is the essence of sustainable customer relationships, whether humans have a conversation or through technology by way of avatars.

Transparent communication creates trust, which leads to good consumer behaviour like loyalty and advocacy. Ghaffar et al. (2023) find trust in sustainable producers to be an important factor leading to xenocentrism, which in turn leads to sustainable consumption behaviour. The relationship resolved here, between trust and action, is an important one. In the e-commerce realm, Cai et al. (2025) found evidence of a green marketing mix producing customer green brand trust, which predicts green buying behaviour, and stimulates positive electronic word-of-mouth (eWOM). Intuitively, this might suggest a virtuous cycle of advocacy. Kayakuş et al. (2024) affirmed that sustainable brand reputation is driven by ethical sustainability and social responsibility, and that analysing customer feedback is imperative to protect the brand. Furthermore, Wiastuti et al. (2022) present evidence in the context of green hotel attributes, such as environmental conservation contributing to trust, which in turn mediates intention to stay. However, it was reported by Barbosa et al. (2023) that while practices around packaging-free boost brand trust and brand image, the direct link of trust to loyalty was not confirmed, implying the trust-loyalty explanation pathway can be complex, whose relationship may be mediated by other factors, such as customer satisfaction.

Theme 2: The Multifaceted Impact of CSR and ESG on Brand Perception and Loyalty

Corporate Social Responsibility (CSR) activities create significant customer loyalty and do so primarily through the mediating variables of trust and satisfaction with the brand. In various emerging markets, this connection has been documented in multiple research studies, demonstrating that CSR has a strong tie with customer loyalty. Sahu and Tripathy (2024) conclude that CSR positively influences customer loyalty in the textile supply chain through brand trust, noting that CSR includes environmental, ethical, and philanthropic responsibilities. Tiep Le et al. (2023) support the trust-loyalty connection in their study of small and medium enterprises in the Vietnamese context, establishing that CSR is a witness, or attitude that facilitates otherwise independent causes to improve firm performance, indirectly through brand trust and brand loyalty. In the context of the smartphone market in Vietnam, Dai Khuc et al. (2025) examine the dimensions of CSR efforts and find that CSR has a strong direct effect and indirect effect on loyalty through brand satisfaction; they also note that brand trust did not have a direct effect in their model of loyalty. In the banking context, Pham et al. (2025) define CSR as a lever that can increase perceived value and brand equity, where trust is an important mediator. Additionally, uncovering complementary sociodemographic findings, Waghmare et al. (2025), find that transparent CSR-programs can deliver profitable economic outcomes like expansion and revenue.

Beyond traditional Corporate Social Responsibility (CSR), Environmental, Social, and Governance (ESG) commitments provide useful, all-encompassing guidance for established sustainable brand loyalty in service-based sectors. Minh et al. (2025) studied ESG in Vietnamese banking specifically and concluded that while the Environmental dimension impacts brand trust directly, the Social and Governance aspects together influence brand image and trust, which leads to increased overall brand loyalty. This shows consumers value different aspects of corporate social citizenship differently. Khan (2025) discusses CSR with supply chain practices and financial success and suggests that CSR integration strategically into business practices improves organizational reputation and financial success by improving brand loyalty. The role of service quality as a mediator in the relationship of CSR on advantage is discussed by Obeng et al. (2025), where they found in Ghanaian banking, CSR practice leads to sustainable competitive advantage only when service quality is first improved. Baah et al. (2025) provide new concepts of sustainable hospitality consumption value (SHCV) and conclude that if CSR and sustainability involve social, emotional, and epistemic value to the customer, it most effectively improves green brand trust and green brand innovativeness perceptions, which lead to loyal behavioral intentions.

Theme 3: Strategic Integration of Sustainability into Operations and Marketing for Competitive Advantage

The integration of sustainability into core operational and supply chain processes is no longer a peripheral activity but a central source of long-term competitive advantage. According to Liu (2025), in the Resource-Based View (RBV), green management principles like circular waste management and closed-loop systems generate unique, non-replicable resources that result in the largest level of cost savings (22% higher savings) and retain customers (27% higher). Chaudhari et al. (2024) focused on the barriers to a green supply chain (GSC) in agricultural equipment manufacturing; they identified those barriers and suggested a blockchain-IoT integrated architecture for addressing these barriers to improve transparency, traceability, and efficiency. The framework built by Singh et al. (2025) to encourage sustainable practices in the business of retailers is another repetition of the commitment that the Sustainable Development Goals (SDGs) of the UN are, which can offer a strong value proposition. Bellini et al. (2021) further demonstrated that retailers with sustainable public and private store brands may also generate a perceived sustainable image, as well as generate positive satisfaction and loyalty. This means that the concept of sustainability is being viewed by retailers as a possible competitive advantage in grocery retail. As the conversation progresses, Gajić et al. (2024) added to these theoretical ideas on supporting a technological model in the hospitality sector and confirmed that the perceived quality actions and the influence of the artificial intelligence (AI) can lead to a consumer trust and customer involvement; therefore, the possibility to create sustainable operations and consumer behaviors in secure habits in developing states.

Marketing-wise, effective sustainability is based on marketing strategies that follow the consumer perceptions and motivate the consumer to participate in the sustainability processes of the brands. As Khan and Fatma (2023) demonstrated, perceived sustainability has

a direct effect on customer loyalty and trust, with customer engagement being a mediator of this effect, especially for trust. This indicates that marketing needs to shift from the marketing messaging level to offer impactful, interactive, and engaging sustainability experiences in marketing. Miranti and Syah (2023) demonstrated that within the online marketplace, e-service quality and positive product brand perception influenced repurchase intentions via satisfaction and trust, indicating the need for digital marketing approaches to integrate and practically apply value proposition at the same time as being sustainable. Chen et al. (2023) demonstrated that in the international education sector, brand trust and brand communication are significant drivers for customers' willingness to pay a premium, with customer perception as a mediator. From a developing economy, Mahama Braimah et al. (2023) provide an important insight, as they indicate that direct experience with green products and trust in green labeling is an important basis for achieving green satisfaction, perceived value, and loyalty, whilst emphasising that sustainability marketing strategies present opportunities to allow consumers to experience green products directly.

Theme 4: Navigating the Consumer Attitude-Behavior Gap and Drivers of Sustainable Purchasing

An ongoing challenge in green marketing is the "attitude-behavior gap." Consumers express a general increase in attitudinal positivity levels toward environmentalism, but do not translate their feel-good actions into actual purchasing behavior. Mansour et al. (2024) identify this distinction and demonstrate that while approximately 70% of consumers consider the environment when making a purchase decision, only 45% of consumers would pay more money for green products. In addition to this attitude-behavior gap, the price remains high, skepticism persists regarding green claims, and trust is lacking, all of which appear to be leading barriers to adoption. Wiastuti et al. (2022) further contribute to the question, particularly in the area of green hotels, revealing that trust and positive attributes led to intention to stay, but not necessarily to willingness to pay premium pricing. In other words, consumers may possess the attitude and intention, but there is still a significant consideration of financial trade-off involved. It is suggested that the finding by Ghaffar et al. (2023) might be considered an example of consumer xenocentrism—a desire for foreign products—as the behavioral incentive by which environmental concern and trust become behaviorally predictive by introducing a different aspirational value to the sustainable consumption decision.

To address this gap and achieve sustainable consumer behaviors, initiatives need to focus on enhanced perceived value, as well as engagement and participation in digital advocacy. Chen et al. (2023) demonstrate that brand trust and communication in the educational context can directly improve a customer's willingness to pay extra for a premium brand, demonstrating that when their beliefs about value exceed their beliefs about financial cost, they are willing to pay for it. Mahama Braimah et al. (2023) emphasize the critical importance of direct experience with a green product and credible green labelling, because these elements directly connect to perceived value, satisfaction, and loyalty - tangible experiences of sustainability for the consumer. Khan and Fatma (2023) further help illustrate the importance of customer engagement as a key driver through which perceived product sustainability builds trust, convincing us that moving forward, customer marketing must shift from a one-way to more interactive participation to create consumer experiences. Lastly, Cai et al. (2025) illustrate the importance of electronic word-of-mouth (eWOM), as green trust in a brand leads to positive online advocacy, representing a powerful peer-driven marketing effect, and can validate green claims and normalize the behavior of sustainable purchasing. Brand trust leads a satisfied customer to share their experience credibly to others, which can serve to connect to others to overcome the attitude-behavior gap.

4. Discussion

The literature synthesis clearly indicates that sustainable brand behaviour is a significant antecedent of customer trust, which is the key to long-term retention. In addressing the heart of the research questions posed in this review, trust is more than just an outcome; trust is a critical mediating variable. Consumers are increasingly vigilant of the firms' claims, especially in contexts of distrust and fears regarding greenwashing. Unless a firm authentically acts, for example, in ethically sourcing, disclosing its supply chain, and demonstrating proof of its environmental efforts, a consumer may not build both cognitive and affective trust (Mansour et al., 2024; Brañes et al., 2025).

Achieving this hard-earned trust converts the customer-brand relationship from simply a transaction to one based on value. The trust-bridging role exists in various contexts, switching investment in Corporate Social Responsibility (CSR) for increased brand loyalty in the domestic textile and banking industries (Sahu & Tripathy, 2024; Pham et al., 2025), and switching a green marketing mix for not only direct purchases, but also electronic word of mouth value (Cai et al., 2025). Thus, when responding to the research questions, it is clear that sustainable practices affect trust by demonstrating corporate integrity and competence, and this trust forms the key mechanism through which sustainability efforts transform into durable customer relationships to prevent potential risks of customer churn.

Moreover, it is proposed that a good sustainability strategy must be incorporated and must have significant operational transformation, as well as that integrated marketing is required externally, all of which must be done to maximize the value of sustainability-based competitive advantage and sustainability-based retention. Transparency gives one an initial feeling of trust, which then leads to the creation of trust, which generates genuine involvement in sustainability via the very business strategy. The connection between operational and market performance is supported by Liu (2025), who also mentions that green management practices create unique and inimitable assets that result in cost benefits and the retention of customers. It is shown that embedding Environmental, Social, and Governance ESG builds brand equity and trust by good social and governance practices that lead to a stronger approach of loyalty (Minh et al, 2025).

In terms of marketing, the strategies need to evolve by merely converting sustainability into something much more invigorating to consumers in a bid to join the brand journey, including emotional attachments and perceived value (Khan and Fatma, 2023; Mahama Braimah et al., 2023). As a result, various sustainability dimensions do not directly lend their value to retention equally; a combined strategy—which engages ethical and environmental conscientiousness in operations, is authentically shared and practically reinforced through human experiences that drive the most sustainable long-term commitment and competitive advantage to/for a brand.

5. Conclusion

The study concludes that sustainable brand practice is not an issue of the periphery or niche area of business research, but also crucial as the strategic function that markets use to build lasting customer relationships. The study surfaces in the chain a strong and direct influence between authentic sustainable practice, particularly in the accountability of ethical action and demonstration of sustainability for environmental action, with consumer-stated strong lead to creation of trust. Provided trust, as discussed earlier, does not exist in isolation. Trust is deemed essential to the relationship and the string that ties together a brand's sustainability practice, from retention of long-term committed consumers to long-term customer retention outcomes.

The systematic review showcases that sustainable brand behaviors are now a key strategic resource for businesses attempting to nurture long-term relationships with customer segments. This primacy laid the way to an evaluation of the trust generated by ethical stakeholder engagement, social responsibility, and environmental transparency from 29 peer-reviewed studies published between 2020 and 2025. Trust is central to building long-term customer loyalty, and sustainability recognizes the motivations of trust as social-ecological sustainability that now re-conceptualizes project-based sustainability from a CSR (corporate social responsibility) consideration to a credible and genuine value-added and brand differentiation component.

Engaging brands that convey sustainable behaviors and principles in credible ways, e.g., reduction in the environmental footprint, ethical labor practices, and transparency of manufacturing, are quintessential ways that trust is generated to elicit emotional trust and cognitive trust. As a result of trust, the transactive nature of customers is augmented and the value-exchange expanded to a more long-term basis (partnerships). The direct and proactive ethical communication and involvement in the age of cynicism and in the increasing attentiveness to the so-called green washing is the highest type of trust and the strengthening of consumer loyalty repetition. Sustainable brand strategies not only create a sense of trust, but also strengthen word of mouth personal advocacy - cement the brand and brand equity - and make the brand less vulnerable to substitute competitors.

Besides this, the information confirms that sustainable brand behaviours are important potential levers in the crossway between corporate performance (e.g., profit) and consumer values (e.g., doing good) in an ever-changing, dynamic global market. The sustainable behaviours and practices that foster long-term customer retention are provided by the extent to which businesses are integrating sustainability in the practice and conveyance of highly quality sustainable behaviours to consumers credibly and materially. Trust is the mediating variable that makes sustainability bring customer loyalty. Moving towards a sustainable impact is a critical point of juncture in businesses that are shifting towards performative environmental behaviours.

One continuous face, where sustainability is the source of product development, sustainability is the source of New product development and design, sustainability is the source of waste management and disposal, sustainability is the source of employee onboarding, sustainability is the source of tract management of facilities, sustainability is the source of advertising and marketing and sustainability is the source of corporate culture, can be seen as one principle method of aligning internal ethics to external indications. It is here that sustainable brand behaviours turn into a future investment and not the cost in the service of social validation, generating operational efficiencies and customer brand loyalty. Ethical governance, environmental and social conscience are some of the areas of investment that can put business on a sustainable growth, participate consumers and build reputable authorities on social responsibility and ethical business.

5.1 Limitations

Despite its rigorous approach, this systematic review does have some limitations that should be acknowledged. The systematic review was fully reliant upon only the Scopus database (with goodwill) and may have inadvertently omitted relevant literature in other academic databases like Web of Science or Google Scholar, introducing a selection bias to source selection. In addition, the eligibility criteria restricted articles to only the English language, and twelve articles from a limited timeframe of 2020 through 2025. This excludes other impactful studies available in other languages, or foundational articles published at least outside this timeframe, limiting historical context and applicability globally. The study was limited to peer-reviewed journal articles, meaning that the review may have omitted practical information in other forms of grey literature, such as industry reports or doctoral dissertations. Finally, because this is a review of published literature, the findings are interpretative and correlational in nature; while they explore relationships, they do not intend nor achieve to establish causation between sustainable practice, trust, or retention, which should be left to future primary quantitative work.

5.2 Research Implications and Future Direction

This study has substantial repercussions for academic research and sustainable branding in business. This research has established customer trust as the prominent linking mechanism connecting sustainable brand strategies to intentions to remain loyal to a brand, based on established theoretical work in brand equity, corporate social responsibility (CSR), and topicalities in consumer psychology. Based on this research, scholars should consider the multidimensional aspects of trust (emotional, cognitive, and ethical) in sustainable frameworks of brand and consumption. These avenues for future research should seek to enhance knowledge in the sustainability branding area by adding to customer knowledge with frameworks that can measure the direct influence of sustainability initiatives, in addition to mediation and moderation variables, which may support trust and consumer loyalty. Lastly, opportunities also exist to study sustainability in digital spaces where consumers perceive brand authenticity is primarily developed, when looking at social media, online reviews, and influencer marketing. Lastly, this framework (sustainability) merits the study of trust, perceived transparency, and virtual brand engagement as a new and defining framework in sustainable branding and marketing, in addition to being an avenue for consumer retention in times of technological change. Besides this, the study also has managerial implications, which can offer practical advice to brands willing to develop trust and healthy loyalty in a sustainable way. In the case of brands, it should not be merely a plausible and shallow sustainability statement. The brands should possess observable, unconcealed, and ethical practices and operations, which are aligned with the expectations of the stakeholders. Practitioner perspective of the study means that sustainability must be integrated throughout the entire business, such as product development, supply chain, and engagement, and all the modes in which the consumer interacts with the brand, not just before but also during the post-sale experience. This gives the brand consistency by making it sustainable instead of contactful, and through this, it can demonstrate the true values of the brand behind brand behaviours. Longitudinal, longitudinal comparative, or cross-national empirical research would be possible to investigate variance in sustainability or ethics perceptions or consumer behaviours according to Geo-locational, spatial, industry, or generation methods of analysing sustainability, which would permit a further investigation of the complexity of sustainability as influence on consumer behaviours evolves and develops.

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