

## The role of social media marketing and marketing management promoting and developing brand sustainability strategy

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### ABSTRACT

Given the widespread adoption of social media as a primary information source, organizations can no longer do without it. The importance of social media in creating sustainable company strategies has increased in tandem with the public's growing knowledge of sustainability issues. This study examines how marketing and social media can create brand sustainability plans. To create a practical framework for creating sustainability strategies, the relevant literature was evaluated. Market managers and digital marketers were surveyed using an online questionnaire. To extract conclusions from the data and model variables, a structural equation model was used. Findings from the survey indicate that businesses are increasingly turning to social media to share information with stakeholders, solicit opinions, and collect information for use in developing sustainability plans. Market managers play a vital role in ensuring the sustainability of their businesses. The research has theoretical and managerial implications.

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## 1. Introduction

The importance of long-term planning is more significant than ever before, making sustainable practices paramount. Like the rest of society, companies need limits to grow forever (Aksoy et al., 2022). Management in the marketing field understands the need to address their customers' social and moral issues and hence organize efforts such as disaster relief, cultural promotion, and environmental protection. The dilemma arises of how to best carry out a company's economic, social, and environmental responsibilities that makeup sustainability (Jung et al., 2020). As an early approach to ecologically sound methods, green marketing paved the path for subsequent innovations. Studies and surveys conducted by academics and corporations have shown that individual efforts and a lack of strategy have little to no impact on sustainability and provide a modest advantage to the firm. The primary goal of this research was to establish a framework for identifying the function of market managers in sustainable marketing and to assess the efficacy of social media in formulating sustainable strategies. The study is designed to answer the following inquiries:

Question 1: How can social media create a sustainability plan?

Question 2: What should market managers be doing if a firm is serious about sustainability?

Question 3: How do creating sustainable strategies affect the sustainability of brands?

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This research examines the existing literature on the subject to construct a practical model for identifying the function of sustainable marketing on the part of market managers and the function of social media in creating such strategies. Marketing directors and digital marketers were asked to fill out a survey. To demonstrate the influence of sustainable strategies on brand sustainability, 497 relevant responses were included in the research using a statistically developed research method (structural equation modelling). According to the study's findings, companies are increasingly using social media to communicate with stakeholders, request feedback, and gather data for formulating sustainability strategies. To ensure their brands' sustainability, market managers play a crucial role. This study examines how brand experience and perceived benefits mediate sustainable strategy. Social media improves brand value and consumer experience. It emphasizes providing consumers with current and relevant brand and product information to ensure brand sustainability. Finally, it provides valuable lessons for actual use.

## 2. Literature review

### 2.1 *The role of social media in developing sustainability strategy*

Consumers are indirectly influenced by the volume of brand posts (Dhaoui & Webster, 2021). Another research (Jung et al., 2020) shows that eco-friendly initiatives in the classic clothing industry boost consumer perception of brands, loyalty, and happiness. As a bonus, they help strengthen customer attachment to a company's brand. The findings are essential for C-suite executives and marketers to develop more efficient sustainable management methods. Most studies reviewed relate to specific businesses and social media platforms. It raises a need for research that can guide social media's role in business aspects that influence the business's sustainability strategy. Examining the essence of a product or company's marketing effort—its brand image—is always fascinating. Assumptions about the power of a company's brand to fuel its sustainability marketing efforts are approved by this example. The research demonstrates that consumer perception of a brand significantly impacts eco-friendly advertising (Farida, 2020). Consumers are increasingly interested in purchasing local food due to its positive brand image in the sustainable consumption space on social media (Kumar et al., 2021a). Researchers found that consumers' mental state was greatly affected by messages about health and the environment (Kumar et al., 2021b). Moreover, the study discovered that regional products, image barriers, and usage barriers influence natural product brand loyalty. According to a study by Kim et al. (2020) value equity and brand equity were much higher in the conventional retail sector. The relevance of environmentally responsible company practices is growing as the public becomes more aware of their value. Brand equity might be negatively impacted since brands must adapt to an unstable environment (Rego et al., 2022; Adwan et al., 2023).

If a business is serious about building a good reputation for its brand, it should put resources into providing high-quality content for its social media channels (Dabbous & Barakat, 2020). The use of social media for advertising, improving a company's reputation, and raising public awareness during a crisis have all been shown to increase consumer intent to buy (Sun et al., 2022). In a good way, consumers are influenced to make purchases from companies whose brands are seen to be environmentally responsible (Tsai et al., 2020). An individual's propensity to make a purchase is influenced by both trust and privacy worries (Alzaidi & Agag, 2022). People's trust considerably mediates the connections between online behavior, a desire to be environmentally responsible in social media, and their perception of the environment's effectiveness. The use of social media has been shown to promote environmentally responsible behaviors (Zafar et al., 2021). Expert Rajan Varadarajan demonstrates the significance of digital product creation. For the greater good, digital product innovations that benefit both the innovating firm and society by creating economic value and environmental and social value (Varadarajan et al., 2022) lead to the development of a sustainable strategy in which social media plays a central role in marketing and building the brand image of the designed product. New studies highlight the potential for the brand image to play a formative role by restocking micro-level social, emotional, and operant resources by connecting vulnerable customers with brands via corporate social media (Fletcher-Brown et al., 2021). In order to build a sentiment analysis model for the product review dataset, Zhao investigated various machine learning classification algorithms using various feature selection schemes (Zhao et al., 2021). In sentiment analysis, feedback from customers or product attributes is crucial (Birjali et al., 2021; Adwan & Aladwan, 2022). As Praveen explains, HMI is essential for AI-enabled, one-on-one brand engagement. He also emphasizes the importance of partnerships between businesses and local institutions like universities and government agencies in guiding HMI efforts toward collective goods like sustainability, healthcare, and education and in assisting businesses in developing novel approaches to resolving issues in developing and emerging markets (Kopalle et al., 2022). With the help of user-generated content and increasing demands for eco-friendliness, social media has also driven businesses to construct a sustainable brand image (Wichmann et al., 2022).

Communication strategies that focus on educating consumers about green products are effective (Sari et al., 2020). Educating customers is an ongoing and sustainable strategy that yields long-term rewards (Sun et al., 2021). International businesses are increasing their social media spending to compete for clients in emerging areas (Petersen et al., 2022). Social media is a driving force behind new ideas in the corporate world (Torres de Oliveira et al., 2020). To remain competitive, businesses must constantly innovate their strategies and services; social media data can help them do just that (Li et al., 2023). Scammers took advantage of the COVID-19 fear by setting up elaborate hoaxes to separate panicked victims from their money (Naem & Ozuem, 2021). People who had fallen victim to fraud used social media to speak out about it and alert authorities. Because of this, those businesses began implementing eco-friendlier procedures and using social media to inform their clientele. One of the main goals of these platforms is to involve their customers actively. According to the results of a study, consumer participation, consumer involvement, and brand expression all significantly impact predicting various characteristics of

customer brand engagement (Algharabat et al., 2020). In addition, the mediating roles of demographics and self-perception in explaining social media WOM participation are investigated (Park et al., 2021). Maria discovered that user education could increase efficiency and sustainability by reducing the importance of adopting a user-centric approach and leading instead to creating sustainability plan (Santos-Vijande et al., 2022). Sustainability (Adivar et al., 2019), efficiency and effectiveness (Kamble & Gunasekaran, 2019), reactivity, and adaptability are only some of the strategic priorities that should inform all the performance measures (Verhaelen et al., 2021).

In recent years, an increasing amount of focus has been placed on how consumers interact with brands using new media and technologies like social media and AI (Hollebeek & Belk, 2021). According to the available evidence, social media has profound effects on its users (Anshu et al., 2022). When used effectively, social media marketing can be a powerful strategy for increasing customer involvement in a brand (Wongsansukcharoen, 2022). In this model, the consumer participates actively and actively in the creation of value (Nangpiire et al., 2021). Understanding how potential marketing outcomes are and can be achieved has grown in popularity and significance considering recent developments in digital channels, the accompanying explosion of data, the emergence of marketing automation, the globalization of markets, and the rise of customer experience as a critical firm priority (Morgan et al., 2022). Consumers' participation in brand posts positively affected all dimensions of the customer-brand relationship (Hamzah et al., 2021). A customer's trust, co-creation, and willingness to participate are all affected by the level of engagement they experience on social media (Casper Ferm & Thaichon, 2021). There is a statistically significant positive correlation between the amount of advertising/promotion, the amount of material shared on social network services, and the level of trust consumers have in such brands (Kwon et al., 2020). According to the findings, consumers' confidence in a company's brand is a prerequisite for their commitment to doing business with it over the long run (Huang et al., 2022). The importance of customer engagement behaviors to a company's bottom line and sustainability success is growing (Gibson et al., 2022).

The use of digital and electronic media for marketing purposes, including communication between companies and customers, is on the rise (Shankar et al., 2022). According to the data, social media is crucial for companies' digital transformations (Dwivedi et al., 2019). Crowdfunding's rise to prominence as a social cohesion and distributive justice tool has prompted the development of numerous online crowdfunding platforms (Robiady et al., 2021). According to research by Dong in 2019, NGOs strategically prioritize interaction with certain commercial allies (Dong & Rim, 2019). Social media is believed to be a catalyst for new ideas (Bhimani et al., 2019). However, these papers must focus on the best methods for utilizing social media in commercial collaborations and partnerships. The creation, management, and exchange of value between businesses rely heavily on the quality of the relationships between those businesses (Borah et al., 2022). According to Huang et al. (2022), customer-firm co-creation enabled by social media was crucial to enhancing businesses' efficiency. They say social media can be leveraged to form productive commercial relationships. Nevertheless, the papers should discuss which types of firms benefit most from social media partnerships and collaborations. According to Olanrewaju et al. (2020), company owners are increasingly turning to social media for purposes other than advertising, such as forming professional relationships, conducting market research, and raising capital (Olanrewaju et al., 2020). By combining social media platforms and what we term the audience economy, partners contribute to the "platform station" concept through the joint creation of business-to-business platform infrastructures. Data audience generation, commodification, analysis, and circulation for uses such as but not limited to digital advertising and marketing takes place in a worldwide, highly networked marketplace (van der Vlist & Helmond, 2021). Companies use internal and external networks to raise awareness, enhance customer loyalty, and attract new customers to their products or services. By bringing together and galvanizing people with similar values, social media helps advance the cause of sustainable development (Bahri, 2020). In the business world, many people share content and promote each other on social media at varying intervals and for different reasons (Gesmundo et al., 2022). Through its role as a repository for appropriate technologies, systems, and policies, as well as a clearinghouse for international and local collaborations, a sustainability network helps inform entrepreneurs and grow businesses about the challenges and opportunities presented by social entrepreneurship (Pearce & Grafman, 2019). Five unique types of promotional overlap are identified in the study. One of the five helped strengthen the community (Dowin Kennedy et al., 2022). Through community engagement, organizations can gain insight into the public's thoughts and feelings about their existing and future activities and projects (Baba et al., 2021).

## *2.2 The marketing department role in ensuring company's sustainability plan*

In the past half-century, sustainability has become an essential macro marketing perspective (Sheth & Parvatiyar, 2020). According to Sheth 2020, the focus of marketing needs to shift from catering to customers' wants and requirements to actively promoting the sale of environmentally friendly goods and services. This indicates that marketing managers must be involved in formulating a sustainability plan that fits the company's larger goals. Frequently, B2B manufacturers are held responsible for environmental damage because of the large amounts of natural resources they consume and waste (Pfajfar et al., 2022). In summary, manufacturers are paying more attention to environmental sustainability due to resource depletion and pollution worries (Masjud, 2020). Studies are needed to demonstrate how B2B manufacturers get a positive brand image and higher market performance through environmental sustainability despite investing in environmental sustainability strategies (Casidy & Yan, 2022). Market performance for business-to-business (B2B) companies can be affected by a company's commitment to environmental sustainability, as shown by the Vesal et al. (2021). This implies that green marketing is a factor in the decision-making process of marketing managers. Research abounds on how to move the marketing field forward and aid in the UN's SDGs (Bebbington & Unerman, 2020). Marketers can conduct high-impact studies that contribute to the SDGs.

Bolton examines the current state of sustainability, the history of marketing, and the information gap between Sustainable Development Goals and the expertise of marketers in achieving those goals (Field et al., 2021). In this short article, Bolton sums up the focus of marketing researchers on sustainability research and their recent accomplishments in this area. He explains how academics in the field of marketing may conduct research that benefits society and can be trusted, which will help advance the SDGs and improve people's lives, businesses, and the planet (Bolton, 2021). Bolton (2021), on the other hand, needs to provide insights into the part-marketing manager's play in creating a sustainable strategy.

Taking a more proactive role in promoting sustainability is one strategy proposed in the literature as a means by which marketing managers might alter the culture of their organizations to make them more sustainable (Sheth, 2020). To do this, it is necessary to consider the social significance of marketing and emphasize leadership and company culture (Obal, 2020; Chandy, 2021). According to Rust 2020, the marketing industry is being drastically altered by technological progress. When working to create a more sustainable business culture, marketing managers must consider how new technologies are influencing their field. In Sheth 2020, the author explores the role of marketing in spreading eco-friendly policies and procedures. Retailers need to prioritize sustainability as more and more customers demand eco-friendly and socially responsible goods and services and as more people become aware of the effects their purchasing decisions have on the world. The book "Morales 2020" is an excellent introduction to sustainable marketing. He discovered that one of the best ways for businesses to tackle sustainability is through their customers' eyes. Rather than focusing on sustainable practices, Kotabe (2020) presents a broad review of international marketing strategy. Given that companies and customers can now evaluate each other from anywhere worldwide, knowledge of global marketing management is crucial.

### 2.3 Hypothesis development

#### 2.3.1 Social media's role in branding for sustainability

Using social media to promote a brand can have a direct effect on consumer loyalty and an indirect effect on brand equity through the medium of brand trust (Ebrahim, 2019). Consumer brand engagement and knowledge are significantly influenced by interaction, electronic word-of-mouth, and novelty (Cheung et al., 2020). Brand loyalty, awareness, and perceived quality are strongly correlated with consumers' emotional and logical reactions to a brand (Zollo et al., 2020). Dwivedi 2021 provides an in-depth narrative on the essential facets of social media marketing, as well as perspectives on more niche issues like AI, AR marketing, digital content management, mobile marketing, and advertising, B2B marketing, electronic word of mouth, and ethical concerns in the field (Dwivedi et al., 2021). Research by Flores-Hernández shows that CSR can affect a company's reputation, brand image, and bottom line in a developing economy. A company's standing in the market is based on its commitment to environmental responsibility (Gomez-Trujillo et al., 2020). Businesses can improve their public perception and bottom line with the help of green marketing methods (Mukonza & Swarts, 2019). According to Berné-Manro (2020), influencer marketing can aid in maintaining company sustainability (Berne-Manero & Marzo-Navarro, 2020).

**H<sub>1</sub>:** *Sustainable branding is more than just a one-and-done kind of job. The objective is to increase consumer trust in the product or service gradually. So, a positive brand reputation may be essential for developing sustainable strategies for brand sustainability.*

#### 2.3.2 Social media customer education for company sustainability

People's sustainable living-related information, abilities, and behaviors can all be improved by a social media campaign (Al-Mulla et al., 2022). Those who value environmental sustainability, social welfare, and fair trade as high as their social media-reading habits also indicate value reading content about these issues more frequently. This research proves that sustainable business practices can be taught via social media. However, more research is needed because these studies focus on the best ways to use social media for sustainability business training (Barrera Verdugo & Villarroel Villarroel, 2021). Adopting internet/e-business technology and social media marketing can explain the mediating effect between factors (Olanrewaju et al., 2020; Patma et al., 2021). These researchers concluded that social media considerably impacts firm performance and innovation enhancement (Patma et al., 2021). Educating consumers on the value and affordability of green products and environmental issues is one way to raise demand for these goods and services (Sari et al., 2020). According to research by Peng and Li (2021), client participation in service innovations is heavily influenced by the level of customer education they receive. Quality of relationships and long-term loyalty are influenced by customers' perceptions of value and their experiences as customers (Rahardja et al., 2021). A service's focus on the client profoundly affects organizational, employee, and customer outcomes in developing sustainability strategies (Lee et al., 2021).

**H<sub>2</sub>:** *Customer education is an integral part of developing a sustainable business strategy.*

#### 2.3.3 Social media customer engagement for sustainable business strategy

Satisfaction, pleasant feelings, and trust are the engines that propel customer involvement (de Oliveira Santini et al., 2020). Positive social media interactions can strengthen loyalty established through online interactions with customers (Ho & Wang, 2020). Dwivedi 2020 and Molinillo et al. 2020 concluded that social media use offers considerable opportunities to

organizations through reduced expenses, enhanced brand awareness, and higher revenues. Both studies emphasized the importance of customer participation in predicting these outcomes (Dwivedi et al., 2021). Saura 2020 discovered that there are new digital advertising campaigns emphasizing sustainability and business models on the Internet that support social causes (Saura et al., 2020). According to another study, social media marketing techniques significantly and positively enhance the sustainable expansion of firms in a developing economy. The marketing leadership team significantly impacts how effectively small and medium-sized enterprises use social media marketing techniques to boost their sustainable business growth (Chatterjee et al., 2021). Hence, a sustainable plan for success can be derived from the interaction with customers on social media. Research by Rosado-Pinto and colleagues in 2020 revealed that customer engagement is a multifaceted concept with associated definitions and sub-forms (Rosado-Pinto & Loureiro, 2020), whereas research by Chandni and colleagues in 2020 revealed that customer engagement and employee engagement have much in common and provide a set of favourable outcomes of customer engagement (Chandni & Rahman, 2020). The research by Rasool 2020 demonstrated the importance of customer engagement in the digital age (Rasool et al., 2020). Ng 2020, however, used the same insight from Rosado-Pinto 2020 to guide his investigation, and he concluded that customer engagement is a disjointed term that can be understood in many ways (Ng et al., 2020). The other papers highlight the need for client participation in creating a sustainable company plan. This is why further research on customer involvement is needed to define the term and appreciate its value to company tactics.

**H<sub>3</sub>:** *Incorporating customer feedback from social media into long-term planning will help the company develop sustainable strategies for brand sustainability.*

#### 2.3.4 Social media customer engagement can create a sustainable business plan

The essential CSFs for achieving social sustainability in the supply chain through social media are customer satisfaction, adequate safety and confidentiality, economy, and competitive intensity (Orji et al., 2019). Converting to the novel, possibly sustainability-driven business models often require cooperation beyond traditional industry boundaries (Pedersen et al., 2020). Alisea, a business like the ones discussed, provides further evidence in favor of collaboration and partnerships. By developing its sustainable business model and strategic alliances, it disseminated the culture of sustainability beyond its original sphere of influence (Cantele et al., 2020). Research from the Ordonez-Ponce et al. (2020) report indicated that businesses working together in extensive sustainability-focused partnerships were inspired by and were able to capture value from sustainability-, organizational-, and human-focused resources (Ordonez-Ponce et al., 2020).

**H<sub>4</sub>:** *Partnerships and collaborations allow businesses to create sustainable strategies for success.*

#### 2.3.5 Sustainability and marketing managers

Marketers should integrate sustainability into their overarching business plan to stimulate demand for environmentally friendly goods and services (Sheth & Parvatiyar, 2020). Using a market-driving rather than a market-driven approach is essential for sustainable marketing. So, sustainable marketing strategies need to be preemptive rather than reactive. The chapter on sustainable marketing in Kotabe (2020) explains why and how it is essential for companies to implement eco-friendly marketing strategies. Creating a sustainable strategy was defined, as was the role of market managers in ensuring that the entire business plan aligns with the need for sustainability. Green marketing has been discovered by Chung (2020) to be an indirect means by which stakeholders and executive corporate social responsibility hotels can promote consumer loyalty to the hotel's image. Based on these results, sustainable marketing strategies are something that managers need to consider when deciding how to align their company business strategies (Chung, 2019). The papers, however, must focus on how marketing managers may integrate sustainability into the company's overarching strategy. So, more excellent study of this issue is required. When examining the correlation between sustainable business practices and company profits, Muhmad 2020 discovered that most research finds a favorable correlation (Muhmad & Muhamad, 2020). Growth at the firm's level should be rethought as a developmental activity whose primary focus is the flourishing of society and the environment (Edwards, 2021).

**H<sub>5</sub>:** *Developing a sustainable strategy favors the success of an organization's overarching business plan. So, it is the marketing manager's responsibility to ensure that the company's overall business strategy is consistent with the sustainability methods for growth.*

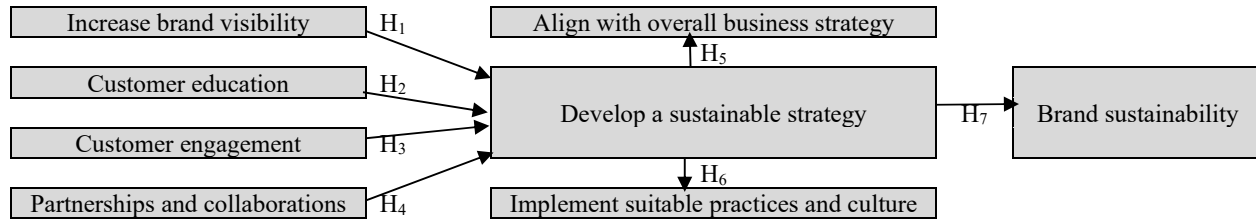
If strategically implemented, green supply chain management strategies can boost a company's sustainability performance (Habib et al., 2021). Sustainable management of materials, products, and services is made possible by implementing sustainable strategies as found by Broman 2021. Imagine a world where management is in line with the fundamental principles of social and ecological sustainability and then plan and implement the necessary strategic actions and investments to get there with the help of the offered framework. Such plans ought to be constructed in stages, with each stage laying the foundation for the next and bringing the necessary financial resources to see it through (Broman & MacDonald, 2021). According to the Sustainable Strategic Management model created by Barbosa in 2020, market managers can more easily adopt eco-friendly procedures (Barbosa et al., 2020).

**H<sub>6</sub>:** *Principles of social and ecological sustainability, such as dematerialization and substitution/change of materials, products, services, and societal attitude, provide step-by-step direction to attain sustainability goals, which market managers must adhere to. Market managers can ease into sustainable practices and culture by implementing a sustainable strategy.*

### 2.3.6 A sustainable strategy aids brand sustainability

Green management and environmental issues for SMEs, corporate social responsibility and the role of entrepreneurship and creative thinking in determining a company's ability to endure and thrive are some of the most frequently studied topics in the field of research on businesses' financial and environmental sustainability (Bartolacci et al., 2019). One example of sustainability strategy development is the company's efforts to improve its environmental and social impacts (Gomez-Trujillo et al., 2020). Research shows that to create a sustainable brand, it is required to go beyond the sustainable business practices currently in place (Karaosman et al., 2020). According to the findings, companies are driven more by a desire to cut costs regarding resource management than by any concern for sustainability. Thus, we must innovate our products and fall short of the radical strategies required to tackle core causes and fully embrace sustainability (Karaosman et al., 2020). Cooperating, comprehending, deeming, enhancing, and altering the reasoning are only some of the many actions contributing to sustainability (Silva & Figueiredo, 2020).

**H7:** A company's sustainability of its brand is directly related to its commitment to sustainability.



**Fig. 1.** Proposed model

## 3. Methodology

### 3.1 Sampling

Given that this research is focused on how social media and market managers may help create sustainable strategies for brands, a survey was the method of choice. This type of data collection is more precise, and the information it yields can be studied and analyzed with statistical methods.

**Table 1**

Demographic data of respondents

	Description	Quantity	Percentage
Gender	Male	271	54.6%
	Female	226	45.4%
	Total	497	100.0%
Field/Designation	Digital marketer	206	41.5%
	Market manager	240	48.2%
	Entrepreneur	51	10.300%
	Total	497	100.0%
Years of job experience	2-5 Y	48	9.6%
	6-11 Y	106	21.3%
	12-17 Y	127	25.5%
	≥ 18	216	43.600%
	Total	497	100.0%
Years of job experience	≤21-26 y	72	14.4%
	27-32 y	43	8.6%
	33-38 y	95	19.2%
	39-43 y	109	21.9%
	≥ 44 y	178	35.9%
Total	497	100.0%	

Descriptive survey questionnaires were used for this study (See Table 1), which aimed to investigate the current state of a specified population through the analysis of a predetermined sample. Online surveys were utilized since the researcher was too far away to interview each participant. The primary motivation for making this change was to cut down on time and money spent travelling, printing, and gathering data. To parse out the relevant information from the questionnaire. Managers and executives in the field of digital marketing were the primary focus of this analysis. Beginning with basic demographic information such as age, gender, residence, and profession, the next section will focus on the individual's unique situation. There were two main sections of the questionnaire that was used. The first section analyzed the impact of social media on the dissemination and creation of eco-friendly business practices. In the second section, looked at how market managers can best link the company's overall strategy with its sustainable plan and how they may incorporate sustainable practices and culture into its daily operations. To better comprehend the respondents' responses and analyze the data's qualitative character, qualitative data analysis (QDA) was employed. The data were analyzed using logical or matrix analysis, discourse analysis, and

thematic analysis to aid with QDA, identifying how social media and market managers may best promote and establish a sustainable plan. Five hundred twenty-nine managers answered the online survey out of the managers contacted. As screened the surveys, found that 32 of them needed to be completed or accurately reflect the respondents' choices, leaving 497 usable responses shown in Table 1. Any questionnaires returned weeks ahead of schedule were subjected to a critical evaluation.

### 3.2 Inquiry include questionnaires

The questionnaire was developed for the research topic after a thorough literature assessment was conducted to ensure that valid and trustworthy questions were posed to meet the research objectives. Everything about the test layout and administration were suitable (self-administered). It was determined who should be included in the survey, and proper data cleaning, processing, and interpretation methods were employed. Respondents were informed of the study's purpose and allowed to opt out of participating before the survey took place. The survey had questions with Likert scales. The questionnaire's relevance, fluency, usability, and correctness were checked before distribution.

### 3.3 Validity and Reliability test

This study used indicators like applicability, efficiency, effect, innovation, dependability, and ethics to assess the increased brand visibility. For the sake of testing convenience on the SmartPLS platform, designated the phenomenon of increased brand visibility in the research as IBV. The IBV acquired outer loading values for all indicators. They were more than 0.7 (Table 2), indicating that all indicators are robust and that the IBV retains its original elements. As the outer loading value is more than 0.7 (Table 2), all indicator items, including customer faith, customer happiness, brand adoption, and others, can be deemed genuine without discarding the indicators included in Customer education (CEd). Among these indicators are a consumer's profound understanding of the brand's significance, satisfaction with the company's achievements, respect for its products, and devotion to the brand for Customer engagement (CE). All CE and perceived utility indicator items have loading values greater than 0.7 (Table 2), indicating their validity. All elements of partnership and collaboration (PC) are acceptable since their outer loading values are more significant than 0.5 (Table 2), including mission, impact, strategic and operational efficiency and effectiveness. This study's measurement was modified from work done by Sun (Sun et al., 2020). The indicator item statements were taken from that work. All indicator items can be considered legitimate based on the test results of the SmartPLS system, which show an outer loading value of 0.7 (Table 2).

**Table 2**

Outer loading test

Indicator	Loading	Average variance extracted	Reliability	Cronbach_alpha	Composite reliability
<b>Increased brand visibility</b>		0.678	0.741	0.954	0.963
IBV1	0.866				
IBV2	0.869				
IBV3	0.782				
IBV4	0.788				
IBV5	0.833				
IBV6	0.762				
IBV7	0.877				
IBV8	0.853				
IBV9	0.806				
IBV10	0.818				
<b>Customer education</b>		0.605	0.766	0.944	0.954
CEd1	0.799				
CEd2	0.581				
CEd3	0.85				
CEd4	0.581				
CEd5	0.669				
<b>Customer engagement</b>		0.771	0.813	0.937	0.963
CE1	0.869				
CE2	0.829				
CE3	0.875				
CE4	0.919				
CE5	0.904				
CE6	0.849				
<b>Partnership and collaboration</b>		0.737	0.69	0.962	0.964
PC1	0.852				
PC2	0.838				
PC3	0.903				
PC4	0.769				
<b>Sustainability strategy</b>		0.751	0.862	0.945	0.969

4. Data analysis and discussion

4.1 Analysis

Algorithm testing demonstrates the extent to which each indicator item is legitimate and the degree to which each variable is reliable. Four independent and two dependent variables are examined here, with the sustainable strategy (SS) variable as a moderator. Increased Brand Visibility (IBV), Customer Education (CEd), Customer Engagement (CE), and Partnership & Collaboration are the Four Key Factors (PC). The sustainability strategy (SS) is a dependent variable correlated with the business's overall strategic alliance and implementation of sustainable practices. Composite reliability (CR), Cronbach alpha (CA), and average variance extracted (AVE) are all measures used to establish trustworthiness; values with CA, CR, or AVE values more than 0.5 are considered trustworthy. The value of the IBV variable's CA, CR, and AVE indicators is more significant than 0.5 (Table 2), so it is classified as a reliable variable. PC variable with CA 0.962, CR 0.964, and AVE 0.737 are also considered credible. The CEd variable is reliable because its CA and CR indicators average 0.9 and 0.605, respectively. The average CA and CR indicators for the SS and CE variables are 0.9 and 0.7, respectively. Therefore, these variables can also be considered trustworthy. Corrected item-total correlation, with a sample size of 497, yielded a result that exceeded the Composite reliability values of 0.904 and 0.809. Consequently, the validity and reliability of this study's indicator items and variables may be established, allowing them to be used in correlation studies. Table 3 and Fig. 2 summarize the results.

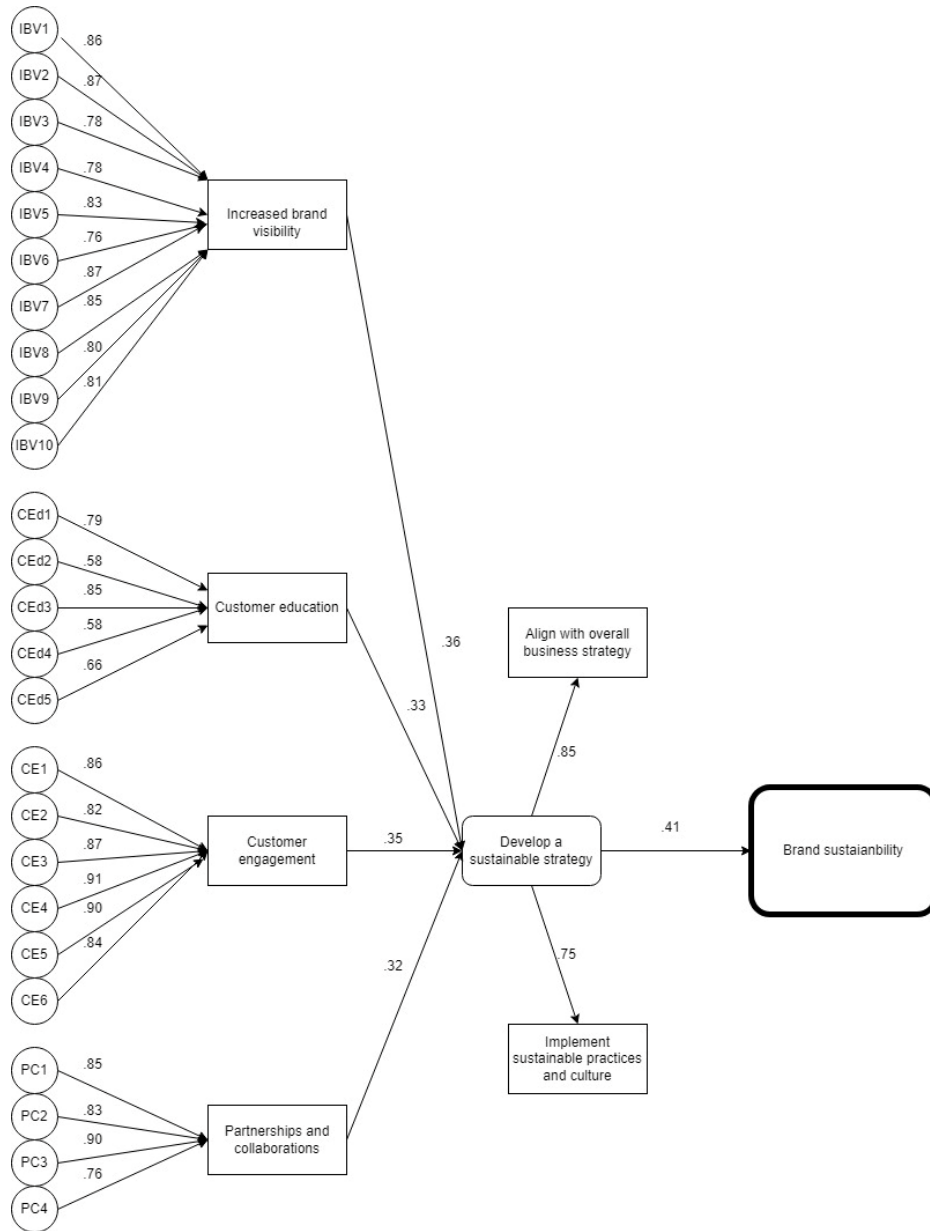


Fig. 3. The results of testing the hypothesis



**Table 3**  
Finding synopsis

Path/Variables correlation	Original sample	T-Statistics	Sample mean	Standard deviation	P values
IBV	0.361	11.403	0.757	0.005	0.000
CEd	0.337	8.320	0.848	0.073	0.000
CE	0.354	4.580	0.315	0.119	0.001
PC	0.322	5.370	0.363	0.112	0.000
SS → Business strategy	0.856	3.408	0.838	0.076	0.000
SS → Sustainable practices	0.756	4.420	0.727	0.086	0.000
SS → Brand sustainability	0.415	3.270	0.362	0.129	0.000

#### 4.2 Discussion and results

As Flores-study demonstrates, CSR can affect a company's reputation, brand image, and bottom line. Commitment to environmental stewardship is crucial to a business's market reputation and sustainability (Gomez-Trujillo et al., 2020). This study's results (T value=11.403,  $\beta$ =0.361,  $p$ =0.000) corroborate those of the other studies, lending credence to the first hypothesis. These results provide credence to the correlation between IBV, and SS observed in prior research on brand durability. T value=8.320,  $\beta$ =0.337,  $p$ =0.000 supports the second hypothesis, which holds that educating consumers about the value of sustainable products has a beneficial impact on the long-term sustainability of brands. According to studies, a company's brand sustainability is influenced by how well it meets its customers' demands, which affects its capacity to create a sustainability strategy (Peng & Li, 2021). The research findings of Peng and Li (2021) supports this result. T value=4.580,  $\beta$ =0.354,  $p$ 0.001 proves the third hypothesis that consumer participation is essential in building sustainable strategies (Rasool et al., 2020; Saurá et al., 2020). According to Saura's prior research, these results show that social media interaction on the part of customers improves a company's ability to create a sustainability strategy. Chatterjee is backed not only because of his studies on the impact of social media on customer involvement but also because of his work on formulating sustainability strategies. While shifting to the novel, potentially sustainability-driven business models, researchers find stakeholders from across traditional industry lines often need to work together (Pedersen et al., 2020). The results of this investigation back up this hypothesis 4 (T value=5.370,  $\beta$ =0.322,  $p$ =0.000). These results are consistent with the recommendations made by Pedersen and Ordonez-Ponce, who advocate for broad collaborations focusing on sustainability. The correlation test results for SS on business strategy (SS → Business strategy) support hypothesis 5 of the current study (T = 3.408, P = 0.000). The current study's correlation test results corroborate the premise that sustainable strategies have a significant impact on the part played by market managers in ensuring that the entire business strategy is aligned. These findings are consistent with what Chung (2019) says about the relevance of sustainable marketing strategies for firms and what Kotabe (2020) finds in aligning business strategy. According to Table 3, the sixth hypothesis yields a significant result. An association between the sustainability strategies and the part marketing managers play in promoting sustainable culture and practices are tested in the sixth hypothesis (SS → Sustainable practices). The choreality test result for this variable yielded a 0.000 P value. The T statistic value equals 4.420, indicating that developing sustainability strategies highly impacts market managers' ability to adopt sustainable practices and cultures. This demonstrates agreement with the framework provided by Broman & MacDonald, 2021, which offers essential steps in planning and implementing the crucial strategic activities and investments required to achieve essential sustainable practices and principles. According to research by Broman, a strong correlation exists between the development of sustainability strategies and adopting sustainable practices and cultures within in the context of a business organization. The seventh hypothesis tested in this research ventures into the link between sustainability strategy and brand longevity (SS = Brand longevity). Accept H7 since the  $p$ -value for the correlation test between the two variables is 0.000, and the T-statistic is 3.270. This demonstrates that a sustainable strategy shaped by several factors substantially impacts a brand's sustainability. Consistent with earlier studies, results highlight the significance of product gradation in realizing the aims of sustainability policies (Karaosman et al., 2020).

#### 5. Implications

There are numerous theoretical ramifications of this research. To begin, contribute to the literature by illuminating the mediating role of customers' brand experience and perceived advantages in sustainable strategies, which in turn shows how consumers' perceptions of SMM activities relate to consumers' perceptions of the substantiality of brands. Second, the statistical analysis lends credence to the idea that engaging in social media activities leads to an improved impression of the value of the brand and an enhanced customer experience. Thus, contribute to the research on the outcomes of sustainability initiatives by emphasizing their function in bolstering brand sustainability and encouraging brand awareness/associations and perceived quality. Finally, results provide valuable lessons for actual use. The first and most crucial marketing strategy is to use social media to spread the news and promote education concerning the brand's progress in creating a sustainable business model. The research highlights the significance of supplying consumers with up-to-date and appropriate information about the brand and its products through SMM activities to guarantee brand sustainability. To elevate one's social standing, reputation, and presentation of oneself to others, social media communities must be thoughtfully crafted to facilitate cognitive and learning experiences, social connections, and personal integration benefits.

## 6. Conclusion

Researchers evaluated the potential of social media as a vehicle for engaging stakeholders in defining the scope of developing sustainable solutions. Research shows that businesses increasingly use social media to reach out to and interact with their most important audiences, including consumers and organizations. At least two significant findings emerged from the investigation. The data reveals that many businesses utilize social media to consult with interested parties to determine what should be included in their sustainability strategy. Based on findings, it is becoming increasingly popular for businesses to use social media to communicate with stakeholders, gather feedback, and gather information to create sustainability strategies. There is a solid and established trend toward using social media as a one-way communication channel with users, especially consumers, and collaborators, legitimizing the organization's position in society. Second, the study indicated that brand sustainability was directly related to the level of online engagement with the community and stakeholders regarding CSR subjects that were more generally understood and explicitly connected with sustainability policies and practices, ultimately leading to brand sustainability. Moreover, the study reveals the importance of the correlation of role market managers in aligning the overall business strategy with the sustainability strategy of the business and implementation of sustainable practices and culture. Insights from this study reveal how a methodical, sequential strategy can be used to incorporate the intricacies of sustainable development into marketing decisions. The research shows that exceptional sustainability commitment requires more than market orientation alone.

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