

Do sustainable brands actually supply or is it just a advertising gimmick to draw customers in 2023?

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Abstract

This paper will awareness at the concept of sustainable brands, which s growing in popularity because the want to take a stand towards climate trade and sustainability has become increasingly more urgent. This paper will also position a light on brands who cowl their practices by way of covering it up via using the name of sustainability and greenwashing the clients.

Corporations have responded to this name via introducing “sustainable” merchandise and initiatives, but, it can often be difficult for clients to decide if those efforts are authentic or just marketing ploys used to draw eco-aware clients.

A closer exam famous that there exist varying stages of corporate commitment when it comes to sustainability practices with a few corporations going a long way past what's required. The advent of biodegradable packaging, renewable power generation investments and supply chain transparency are all warning signs that a agency takes its environmental obligation severely.

However, mere branding initiatives which includes new labelling logos can equate more from show than substance and do no longer essential replicate real development toward meaningful change within their operations or along the product lifecycle. moreover, companies may additionally find success the use of procedures like greenwashing which involves sacrificing impactful choices at the same time as highlighting marginal accomplishments on social media structures without disclosing potential liabilities related to chronic demanding situations inclusive of carbon emissions etc... consequently, ultimately management groups need to make sure pledges made cozy long time purchase over fleeting purchaser sentiment by myself if they assume shareholders rewards accordingly. In end despite the fact that many companies today boast an

array of green credentials it remains up each people investigation speak whether these claims correspond real tangible modifications both internally externally – as an alternative truly taglines aimed toward invoking superb feelings among their goal demographic before speedy shifting onto subsequent undertaking even as investing minimum monetary sources into studies development order supply in reality beneficial outcomes society planet alike.—precis—To summarize, sustainable emblem techniques need to pass past simple surface level messaging if lasting benefit meant for people planet alike during contemporary accelerating era disruptive innovation

I. Literature overview

In keeping with the studies with the aid of Bhuyan et al. (2021), sustainable style is not a delusion however it faces numerous

demanding situations in phrases of the implementation of sustainable practices. The researchers highlighted the need for collaboration

amongst various stakeholders which include policymakers, producers, consumers, and stores to deal with the demanding situations in the style industry. In their have a look at, Pookulangara and Shephard (2013) advised that the concept of sustainability in fashion is complex and

multidimensional. The researchers talked about that sustainable fashion isn't always pretty much the substances and manufacturing tactics but additionally approximately the social and environmental influences of fashion.

In the research by means of Geissdoerfer et al. (2018), the authors argued that sustainable style can be achieved thru the adoption

of circular economy principles within the fashion enterprise. The researchers advised that round business models including closed-loop structures and product-provider systems may want to promote sustainable style practices

The research by way of Rissanen and Newell (2018) emphasised the importance of sustainable layout practices in style. The authors counseled that sustainable style layout must recollect the whole lifecycle of a garment, consisting of its disposal, and must prioritize the usage of materials and manufacturing approaches.

In their observe, Jahn et al. (2017) discovered that sustainable style practices may be achieved thru the implementation of inexperienced deliver chain control practices. The researchers cautioned that inexperienced deliver chain practices including eco-layout, eco-manufacturing, and eco-logistics should reduce the environmental effect of the style industry.

The studies by means of Gwilt and Rissanen (2011) highlighted the want for sustainable intake practices in fashion. The authors recommended that sustainable intake practices together with lowering, repairing, reusing, and recycling could promote sustainable fashion practices. In the observe by means of Nielsen et al. (2020), the authors determined that sustainable fashion practices could enhance the economic overall performance of style corporations. The researchers counseled that sustainable practices together with eco-layout and inexperienced deliver chain control may want to reduce fees, growth revenue, and improve logo popularity.

The studies by Hahn and Koehn (2014) emphasised the importance of ethical style practices. The authors cautioned that ethical fashion practices inclusive of truthful change, animal welfare, and labor rights

should sell sustainable style practices of their look at, charter and Tischner (2001) cautioned that sustainable style practices can be carried out through the development of sustainable fashion networks. The researchers emphasized the want for collaboration among numerous stakeholders including designers, manufacturers, stores, and purchasers to promote sustainable style practices.

The research through Choi and Chiu (2017) observed that sustainable style practices should improve the emotional attachment of consumers closer to style products. The authors recommended that sustainable practices inclusive of f6ba901c5019ebe39975adc2eb223bef substances and manufacturing tactics should growth the perceived fee of fashion merchandise. In the have a look at by means of Kim and Ko (2021), the authors recommended that sustainable style practices may want to promote patron loyalty towards style brands. The researchers determined that sustainable fashion practices inclusive of f6ba901c5019ebe39975adc2eb223bef materials, ethical production, and obvious deliver chains should boom the believe and loyalty of consumers in the direction of style manufacturers.

The research by means of Styliia et al. (2018) emphasised the need for sustainable style practices in the context of growing international locations. The authors counseled that sustainable practices which includes truthful exchange, ethical production, and f6ba901c5019ebe39975adc2eb223bef materials could promote sustainable development in developing international locations. In recent times, groups use sustainability as a advertising strategy, however unfortunately no longer all of them deliver on their guarantees. for the reason that we're constantly exposed to advertising, it is able to be difficult to decide if a enterprise is telling the reality or bending the

reality. This manual become created with the intention of outlining the 7 steps you can use to assess the sustainability or greenwashing of favor firms.

Through observation, Birtwistle and Moore (2007) advised that sustainable fashion practices will be promoted through the development of sustainable fashion labels and certifications. The researchers emphasised the want for standardized sustainability standards and 0.33-celebration verification to promote sustainable style practices. The studies by way of Lu and Cao (2019) recommended that sustainable style practices could be promoted through the improvement of sustainable style training.

The concept of sustainability has turn out to be increasingly critical in recent years, with many consumers searching out manufacturers that prioritize environmental and social duty. Sustainable branding has grow to be a popular manner for agencies to exhibit their commitment to sustainability and appeal to those conscious purchasers. but, there may be debate over whether or not sustainable manufacturers are simply delivering on their promises of sustainability or if they are simply the use of sustainability as a advertising gimmick. in this paper, we are able to take a look at the proof for and towards sustainable branding and recall whether or not

sustainable manufacturers are certainly turning in on their promises.

We've said it before and we'll say it once more: if Indian consumers are going to take sustainable style severely, fashion labels

and producers want to locate ways to make certain that the substantial majority of the clothes they sell are made the usage of environmentally pleasant and sustainable strategies. however precisely how well are style labels doing?

Most style manufacturers proudly proclaim that they are transferring closer to sustainability. although, the depressing reality is, that maximum widely recognized organizations experience a education known as greenwashing.

The fashion enterprise is one of the few industries that vigorously promotes its sustainability credentials. The phrases “carbonnice,” “organic,” and “vegan” are used to explain the whole lot from swimsuits to wedding ceremony attire to yoga mats made of mushrooms and shoes product of sugar cane. Recycling, resale, condominium, reuse, and repair are new business fashions which might be promoted as environmental lifesavers.

The sad fact, however, is that the style enterprise’s experimentation and alleged “innovation” over the last 25 years have now not decreased its environmental effect. This need to function a stark reminder to individuals who agree with that voluntary efforts can successfully deal with weather alternate and different main demanding situations going through society.

Take as an example the manufacturing of shirts and footwear, which has more than doubled in the beyond sector century. Of this overall, 3 quarters are either disposed of in landfills or burned. This gives the impression of a private failure. For a long time, i was the COO of woodland vicinity, a shoes and apparel logo that attempted to stand out in the direction of a more affordable future. The enterprise’s failure to attain sustainability is complicated. A full-size factor has been patron demand for cheaper, fast style blended with pressure for unrelenting increase. The reality that most of the people of new garb and shoes are made from petroleum-based totally synthetics that are not biodegradable is every other associated truth.

Sustainability is now an picture as opposed to a motion. An photograph that advertising groups can now without problems recreate. The idea of sustainability has come to be equated with the term “greenwashing.” Greenwashing is the practice of using deceptive advertising and marketing processes to make something appear like better for the surroundings than it certainly is.

H&M commenced a brand new eco-aware line in 2019 that makes use of sustainable substances for as a minimum half of the goods. that is an awesome instance of greenwashing. they may be nonetheless considered one of the biggest suppliers of fast style, despite the fact that their garb, which is not even absolutely recyclable, has an eco sticker and a inexperienced leaf on it. On average, H&M generates 34,000 tons of waste. To absolutely see exactly the way that genuinely the market has bombed the planet within the layout business, how about we appearance all the extra carefully at why maintainable style is the whole lot except conceivable.

Millennials, the technology born between 1981 and 1996, were at the forefront of a shift in the direction of sustainability in the style enterprise. This era is greater environmentally conscious than preceding generations, and they are increasingly turning to sustainable manufacturers over rapid style. In this newsletter, we are able to explore the reasons why millennials decide upon sustainable brands and the impact this shift is having on the style enterprise.

1. Millennials are greater aware about the impact in their buying choices on the surroundings. weather change, pollutants, and waste are widespread concerns for this era, and that they need to make a high quality effect on the arena via their picks. Sustainable manufacturers, which prioritize ethical and environmentally pleasant practices, align with those values, making them an appealing alternative for millennials.

2. Millennials cost transparency and authenticity. They want to know where their garb comes from, who made it, and the way it was made. rapid fashion brands often rely upon offshore manufacturing and use unsustainable substances, which makes it challenging for them to be transparent about their production tactics. Sustainable brands, alternatively, prioritize transparency and authenticity. They frequently use domestically sourced substances and feature manufacturing tactics which might be moral and environmentally pleasant.

3. Millennials are greater inquisitive about excellent over amount. unlike preceding generations, who frequently offered apparel for the sake of having more alternatives, millennials opt to put money into 86f68e4d402306ad3cd330d005134dac portions with a view to closing longer. Sustainable manufacturers frequently use 86f68e4d402306ad3cd330d005134dac substances and awareness on creating undying designs as a way to not exit of favor. This approach now not simplest aligns with millennials' values of sustainability and authenticity but also offers a better value proposition over the years.

4. Millennials are greater socially aware than preceding generations. they may be involved approximately people' rights and ethical labor practices. fast fashion brands frequently rely on offshore manufacturing, wherein workers are paid low wages and work in negative situations. Sustainable brands, then again, prioritize honest hard work practices and often have partnerships with local groups. This aligns with millennials' social recognition, making sustainable brands a extra attractive choice.

The shift towards sustainable brands has had a widespread impact at the fashion enterprise. Many fast style brands are struggling to keep up with the demand for sustainable clothing, and a few have even gone out of business. In reaction, many fast style brands have started to put in force sustainability initiatives, consisting of recycling packages and the use of more sustainable substances. however, for some customers, these projects are not enough, and that they continue to prioritize sustainable brands over rapid style

The Case for Sustainable brands-

Proponents of sustainable branding argue that those brands are critical for selling a greater sustainable future and addressing environmental and social troubles. There are several advantages associated with sustainable branding:

- decreased Environmental impact: Sustainable brands are designed to minimize their environmental impact by using lowering energy and water use, promoting recycling and waste reduction, and sourcing substances from sustainable resources. with the aid of doing so, these brands can assist to reduce greenhouse fuel emissions, conserve herbal assets, and restriction pollutants.
- improved emblem image: organizations that adopt sustainable practices and market themselves as sustainable manufacturers can advantage from a nice logo photograph. customers who are worried approximately the surroundings and are seeking out brands that share their values can be more likely to select sustainable brands over non-sustainable ones.
- extended sales and revenue: Sustainable brands also can advantage from multiplied sales and sales. As extra consumers emerge as privy to environmental troubles and are looking for out sustainable products, sustainable manufacturers can gain a aggressive advantage and seize a bigger percentage of the market.

- Attracting and maintaining employees: companies that adopt sustainable practices also can entice and keep personnel who're devoted to sustainability and need to paintings for a organization that shares their values. this can help to enhance worker morale and productivity and decrease turnover.
- there's evidence to aid those arguments. A study via the Harvard enterprise evaluate determined that organizations with robust sustainability practices outperform their friends financially, with better stages of sales boom, go back on assets, and return on fairness. some other observe by means of the university of California, l. a. determined that corporations with a sturdy focus on sustainability are extra attractive to socially responsible buyers, who are increasingly more looking for corporations that prioritize environmental, social, and governance troubles.

The past, sustainable enterprise become visible as a fringe, high priced manner of doing enterprise with little market capability. Now, although, sustainability is seen as a large commercial enterprise driving force and a strategic vital. With the accelerating international troubles we are going through and the extended international focus of customers, being a sustainable employer and marketing your inexperienced assignment isn't always without a doubt a cost-upload, however is a demand to compete within the market. Where many agencies fail with sustainable marketing is that they exaggerate the environmental and social affects they are having at the network – simplest to be directly known as-out through conscious customers. this mistake, frequently called greenwashing or honestly false advertising and marketing, can cause irreparable harm to a enterprise's reputation and as a result hurt its overall performance. because the sustainability movement progresses and profits recognition, clients are getting better at detecting when companies are seeking to trick them. So, in sustainable marketing, like most components of lifestyles, honesty is the high-quality policy.

Make sure sustainability is a key attention in each aspect of your commercial enterprise to maximise the effectiveness of your sustainable advertising. Having all departments on the equal web page about advancing sustainability inside your company will provide masses of material to your advertising and marketing and could help defend you from being exposed as a 'inexperienced washer.' The style enterprise has been one of the maximum influential industries inside the world, shaping developments and developing iconic pieces which are regularly imitated however never duplicated. With the upward push of speedy style, the enterprise has been converted, and now more than ever, customers have access to less costly, on-trend apparel at an exceptional price. however, this has come at a cost, as speedy fashion has been criticized for its poor impact at the surroundings, employees' rights, and the general sustainability of the enterprise. In this article, we can explore the suitability of rapid style and whether it may be reconciled with sustainability.

Fast fashion refers back to the practice of creating cheap, latest apparel this is designed to be worn for a brief period of time and then discarded. The idea behind rapid style is to offer customers with a consistent flow of new patterns at an less expensive charge factor, allowing them to preserve up with the modern tendencies with out breaking the bank. at the same time as this may appear to be an excellent element, the reality is that speedy fashion has had a full-size impact at the environment.

One of the fundamental problems with fast fashion is the quantity of waste it produces. the short style model encourages customers to buy more garments than they want, resulting in a vast amount of clothing being thrown away each yr. in keeping with the Environmental protection organisation, in 2018 on my own, people discarded 17 million heaps of fabric waste, tons of which become made from clothing. This waste finally ends up in landfills, where it is able to take hundreds of years to decompose, contributing to environmental pollutants and greenhouse fuel emissions.

Every other difficulty with fast fashion is the impact it has on people. so that it will keep up with the call for for reasonablypriced clothing, many speedy style brands outsource their manufacturing to international locations with low hard work prices, which includes Bangladesh and China. This often ends in negative operating situations, low wages, and long hours for factory workers. In a few instances, people are even issue to bodily and verbal abuse. This no longer only violates workers' rights but additionally contributes to the general unsustainability of the industry.

So, wherein does this go away us? Can speedy style be sustainable? the solution is complicated, but it is possible to make modifications that could make the enterprise greater sustainable. One technique is to shift closer to a circular economic system version, where garb is designed to be recycled or repurposed in preference to being discarded. this will involve the usage of extra sustainable substances, consisting of natural cotton or recycled polyester, and designing clothes that may be effortlessly disassembled and recycled. Every other technique is to recognition on ethical manufacturing. This includes making sure that employees are paid fair wages, have secure running conditions, and are dealt with with appreciate. manufacturers can reap this via partnering with factories that have been licensed with the aid of organizations which includes the honest exertions association or by means of imposing their very own moral manufacturing standards.

Brands also can take steps to lessen waste. this will contain using sustainable packaging materials or imposing take-again applications that allow clients to return antique garments for recycling or repurposing. by decreasing waste, brands can reduce their environmental footprint and make contributions to a more sustainable enterprise. In the end, the fashion enterprise needs to undergo a tremendous shift closer to sustainability. this could require a collective attempt from manufacturers, customers, and policymakers. clients can make a difference via being greater conscious in their buying behavior and choosing to guide brands that prioritize sustainability and ethical manufacturing. Policymakers can play a role via enforcing rules that encourage sustainable practices and preserve manufacturers liable for their environmental effect. And, of route, brands themselves can make modifications to their manufacturing strategies and commercial enterprise models to prioritize sustainability.

In conclusion, fast fashion and sustainability may appear incompatible at the beginning look, but with the right adjustments, it's far possible for the fashion industry to come to be extra sustainable. this could require a vast shift in enterprise practices and client conduct, however the blessings are clear. by using reducing waste, improving running situations, and the usage of sustainable materials, the fashion industry can become a extra accountable and sustainable industry. it is crucial for all stakeholders to paintings collectively to make this manifest.

Sustainability has gained popularity in recent years, but it's far nevertheless no longer as broadly followed as it is able to be. There are numerous motives why this is probably the case:

Lack of knowledge: Many human beings are not aware of the effect that their daily movements have at the environment, and consequently do now not see the want to exchange their behavior.

Loss of Incentives: while sustainability practices can be desirable for the surroundings, they will no longer usually be financially useful for individuals or groups, which could discourage adoption.

Lack of Infrastructure: Sustainable practices frequently require specialized infrastructure and technology, which may not be without difficulty to be had or less expensive in a few regions.

Cultural Norms: Cultural norms and values also can play a position inside the adoption of sustainable practices. for instance, a few cultures prioritize financial increase over environmental worries.

Brief-term wondering: Many individuals and companies recognition on quick-term gains in place of lengthyterm sustainability. this will lead to decisions that prioritize immediately earnings over long-term environmental fitness.

Standard, there are numerous elements which can contribute to the sluggish adoption of sustainable practices, and addressing those troubles would require a concerted attempt from people, organizations, and governments round the world. In current years, there was a developing movement in the direction of sustainable fashion. Many clients are becoming extra aware of the impact their apparel choices have at the environment and are making greater conscious purchasing selections. As a end result, there has been an growth in demand for sustainable

garb and brands that prioritize sustainability are gaining popularity. This trend is encouraging, however greater wishes to be done to make sustainable style the norm.

One way to promote sustainability inside the fashion enterprise is thru training. consumers want to be knowledgeable on the effect in their apparel alternatives on the surroundings and workers' rights. by growing cognizance, consumers can make greater knowledgeable choices and call for extra from the brands they aid. brands also can play a function in educating consumers by way of being transparent approximately their manufacturing processes and the substances they use, another manner to promote sustainability is thru collaboration. The fashion industry is complicated and includes many one-of-a-kind stakeholders, such as designers, producers, shops, and consumers. by working together, these stakeholders can create a more sustainable and accountable industry. this can contain sharing firstclass practices, participating on sustainability tasks, and maintaining every other liable for environmental impact.

Ultimately, policymakers can play a role in selling sustainability inside the fashion enterprise. Governments can put in force guidelines that encourage sustainable practices, consisting of lowering waste and enhancing working situations. They can also provide incentives for manufacturers that prioritize sustainability and penalize those that don't.

In conclusion, the style industry is at a crossroads. fast fashion has had a tremendous effect on the environment and employees' rights, however it is viable to reconcile speedy style with sustainability. this can require a collective effort from all stakeholders, together with brands, consumers, and policymakers. by way of operating together, we are able to create a more sustainable and accountable style industry that benefits every body.

II. Challenges of Sustainable Branding

Notwithstanding the capability advantages of sustainable branding, there also are challenges to implementing sustainable practices and advertising and marketing them correctly. these demanding situations include:

a. **Greenwashing:** Greenwashing refers to the practice of making fake or exaggerated claims approximately a product's environmental benefits. this can be a problem for sustainable brands, as customers are becoming extra sceptical of inexperienced claims and are looking for evidence that agencies are honestly delivering on their promises.

b. **Elevated costs:** implementing sustainable practices may be luxurious, because it regularly involves investing in new technology, sourcing substances from more highly-priced providers, and schooling

personnel to paintings in new approaches. this could placed strain on profit margins and make it more tough for corporations to compete with non-sustainable brands.

c. **Lack of requirements:** there is currently no accepted general for what constitutes a sustainable brand, that can lead to confusion amongst clients and make it difficult for manufacturers to differentiate themselves from non-sustainable competitors. This lack of standards can also make it simpler for organizations to have interaction in greenwashing and make false claims approximately their sustainability practices.

No longer many corporations promote their manageability certifications extra powerfully than the layout business. The phrases “carbon-high quality,” “organic,” and “vegan” are used to describe the whole lot from swimsuits to wedding ceremony attire to yoga mats made from mushrooms and shoes made from sugar cane. Recycling, resale, condominium, reuse, and restore are new business fashions which might be promoted as environmental lifesavers.

The unhappy truth, but, is that the style industry’s experimentation and alleged “innovation” over the last 25 years have not reduced its environmental impact. This should function a stark reminder to those who accept as true with that voluntary efforts can successfully cope with weather alternate and other fundamental demanding situations dealing with society.

III. Evidence of Sustainable Branding effect

Despite the demanding situations associated with sustainable branding, there may be evidence to suggest that sustainable brands may have a fine impact on the environment. as an instance, a have a look at via the Carbon believe located that corporations that engage in sustainable practices are capable of lessen their greenhouse gasoline emissions by means of an average of 13.6%. any other take a look at by the university of Nottingham observed that groups that adopt sustainable practices are able to lessen their electricity consumption with the aid of an average of 25%.

There also are several examples of sustainable brands that have made sizeable strides in decreasing their environmental effect. for instance, outdoor garb agency Patagonia has been a frontrunner in sustainable branding, with a focus on reducing its carbon footprint, using recycled substances, and promoting sustainable agriculture. The employer has also invested in renewable strength, with plans to be carbon impartial by way of 2025. similarly, Danish toy organization LEGO has made huge efforts to lessen its environmental impact, with a commitment to apply sustainable materials and reap carbon neutrality via 2022.

There are also examples of sustainable manufacturers which have had a nice impact on social issues. for instance, honest alternate coffee organization, equal alternate, works at once with small-scale farmers in growing nations to make sure truthful expenses and sustainable farming practices. The company also invests in network development initiatives, which includes colleges and health clinics, inside the regions wherein its espresso is grown. similarly, cosmetics business enterprise Lush has a robust dedication to moral sourcing and community improvement and works with suppliers to sell truthful wages and safe operating situations.

IV. Opinions of Sustainable Branding

No matter the evidence for the positive impact of sustainable branding, there are critiques of the concept. these evaluations recognition on several regions:

Lack of accountability: Critics argue that there is often a lack of responsibility in terms of sustainable branding. agencies can also make sustainability claims without presenting evidence to lower back them up, and there may be no well-known standard for what constitutes a sustainable brand. This lack of accountability can result in greenwashing and make it difficult for consumers to make informed selections.

Restricted impact: a few critics argue that sustainable branding is a limited strategy to environmental and social troubles, and that extra essential adjustments are wished inside the way that groups perform. Critics argue that sustainable branding regularly specializes in incremental upgrades, instead of addressing the root reasons of environmental and social problems.

Company Hegemony: Critics also argue that sustainable branding can be co-opted with the aid of massive corporations, who use sustainability as a way to maintain their dominance within the market. this will result in a focus on incremental upgrades, rather than systemic exchange, and can make it tough for smaller, more modern organizations to compete.

In end, sustainable branding may be a powerful tool for promoting environmental and social duty. there's proof to suggest that sustainable brands can lessen their environmental effect, enhance their brand image, and entice socially responsible buyers and employees. however, there are also challenges related to sustainable branding, including the chance of greenwashing, extended expenses, and the dearth of regular standards. Critics of sustainable branding argue that it's miles a constrained option to environmental and social problems and that extra essential modifications are wanted within the way that businesses function. in the long run, the fulfillment of sustainable branding will rely on the potential of businesses to put in force sustainable practices in a

meaningful way, and to communicate their sustainability efforts effectively to consumers. ferences;

V. Questionnaire

1. To what extent do you believe that sustainable brands genuinely prioritize environmentally friendly practices in their production processes?

- a) Completely
- b) Mostly
- c) Somewhat
- d) Not at all

2. How often do you think sustainable brands provide transparent information about their sourcing and manufacturing practices?

- a) Always
- b) Often
- c) Occasionally
- d) Rarely

3. In your opinion, how influential is sustainability as a factor when you make purchasing decisions for products from sustainable brands?

- a) Very influential
- b) Influential
- c) Neutral
- d) Not influential at all

4. Do you believe that sustainable brands are genuinely committed to reducing their carbon footprint in the production and transportation of goods?
- a) Strongly agree
 - b) Agree
 - c) Disagree
 - d) Strongly disagree
5. How often do you feel that sustainable brands engage in greenwashing—making false or exaggerated claims about their environmental practices?
- a) Rarely or never
 - b) Occasionally
 - c) Often
 - d) Always
6. To what extent do you trust certifications (e.g., Fair Trade, Organic, etc.) associated with sustainable brands?
- a) Completely trust
 - b) Mostly trust
 - c) Somewhat trust
 - d) Do not trust at all
7. In your experience, are sustainable products generally more expensive than nonsustainable alternatives?
- a) Always
 - b) Often
 - c) Occasionally
 - d) Never
8. Do you believe that consumers have a responsibility to support sustainable brands to promote environmental conservation?
- a) Strongly agree
 - b) Agree
 - c) Disagree
 - d) Strongly disagree
9. How likely are you to switch from a nonsustainable brand to a sustainable one if you perceive both to offer similar quality and price?
- a) Very likely
 - b) Likely
 - c) Unlikely
 - d) Very unlikely

10. In your opinion, should governments enforce stricter regulations on brands claiming to be sustainable to ensure they genuinely adhere to environmentally friendly practices?

- a) Strongly agree
- b) Agree
- c) Disagree
- d) Strongly disagree

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