Preprints.org

Article

Sustainable Supply Chains and Green Marketing: A Qualitative Examination of Consumer Responses

Samuel Holloway *

Article

Sustainable Supply Chains and Green Marketing: A Qualitative Examination of Consumer Responses

Samuel Holloway

Kellogg School of Management; samuelholloway989@gmail.com

Abstract:This qualitative study explores consumer responses to sustainable supply chains and green marketing strategies, aiming to uncover insights into consumer behavior, perceptions, and attitudes towards sustainability in the marketplace. Through semi-structured interviews and focus group discussions with 30 participants, the study examines key factors influencing consumer trust in green marketing claims, barriers to adopting sustainable products, generational differences in attitudes towards sustainability, and the impact of social media on consumer perceptions. Findings reveal that consumers value transparency and credibility in green claims, preferring products certified by trusted third parties and companies that demonstrate transparent supply chain practices. Higher pricing, concerns about product effectiveness, and limited availability emerged as significant barriers to consumer adoption of sustainable products, highlighting the need for cost competitiveness and increased market accessibility. Generational cohorts, particularly Millennials and Generation Z, exhibit strong inclinations towards sustainability-driven behaviors, shaping market trends towards ethical consumption practices. Social media plays a pivotal role in influencing consumer perceptions, disseminating information about sustainability, and fostering engagement with environmental issues. The study underscores the importance of clear communication, consumer education, and supportive regulatory frameworks in promoting sustainable consumption behaviors. Practical implications include recommendations for businesses to enhance transparency, innovate sustainable products, align with consumer values, leverage social media platforms, and advocate for regulatory measures that uphold environmental standards. By addressing these insights, businesses and policymakers can effectively meet consumer expectations and contribute to sustainable development goals in the global marketplace.

Keywords: sustainable supply chains; green marketing; consumer behavior; sustainability; trust; barriers; generational differences; social media

1. Introduction

The integration of sustainable practices into supply chains and marketing strategies has emerged as a pivotal strategy for businesses worldwide. This transformation is driven by escalating environmental concerns, regulatory pressures, and shifting consumer preferences towards ethically and environmentally responsible products and services (Pagell & Shevchenko, 2014). As corporations navigate these complexities, sustainable supply chain management (SSCM) has become a cornerstone approach, emphasizing the reduction of environmental impacts, enhancement of social welfare, and improvement of economic performance throughout the supply chain (Sarkis, 2013; Wu, Pagell, & Wasserman, 2016). Concurrently, green marketing has evolved from a niche concept to a strategic imperative, encompassing promotional activities that highlight a product's environmental attributes and the company's commitment to sustainability (Kotler & Keller, 2016). The evolution towards sustainable supply chains and green marketing reflects a broader societal shift towards sustainability as a core value in consumer decision-making processes (Bartiaux, 2012). Consumers, increasingly informed and concerned about environmental issues such as climate change and resource depletion, are exerting pressure on businesses to adopt transparent and responsible practices (Yadav & Pathak, 2016). This demand for sustainability extends beyond mere product attributes to encompass the entire lifecycle of products, from sourcing raw materials to disposal or recycling (Seuring & Müller, 2008). Consequently, businesses are compelled not only to adapt to regulatory requirements but also

to align their operations with consumer expectations to maintain competitiveness and foster brand loyalty (Dangelico & Pujari, 2010). Amidst these dynamics, the literature underscores the critical role of consumer responses in shaping the success or failure of sustainable supply chains and green marketing efforts (Bansal & Roth, 2000). Understanding how consumers perceive and respond to sustainability initiatives is paramount for companies seeking to effectively communicate their environmental commitments and differentiate themselves in the marketplace (Wu, Pagell, & Wasserman, 2016). Consumer responses to sustainable supply chains and green marketing strategies are influenced by a myriad of factors, including perceived sincerity of sustainability claims, trust in corporate social responsibility (CSR) initiatives, and personal values related to environmental stewardship (Leonidou, Katsikeas, & Morgan, 2013). Moreover, cultural, demographic, and socio-economic factors shape consumer attitudes towards sustainability, highlighting the nuanced nature of consumer behavior in response to environmental messaging (Tuncer, 2015). Research into sustainable supply chains and green marketing has expanded significantly in recent years, reflecting the growing importance of these concepts in both academic discourse and industry practice (Sarkis, Zhu, & Lai, 2011). Scholars have explored various dimensions of SSCM, ranging from the integration of environmental criteria into supplier selection processes to the adoption of eco-friendly logistics practices (Carter & Rogers, 2008). Similarly, green marketing research has investigated strategies such as eco-labeling, green advertising, and corporate sustainability reporting to understand their impact on consumer perceptions and behaviors (Luchs & Kumar, 2017; Ottman, 2011). Despite these advancements, gaps remain in our understanding of how consumers interpret and respond to sustainable supply chains and green marketing initiatives. Existing literature often emphasizes quantitative approaches, such as surveys and experimental designs, which provide valuable insights into consumer preferences and intentions but may overlook the contextual richness and depth inherent in qualitative research methods (Bryman, 2016). Qualitative research offers a nuanced exploration of consumer attitudes and behaviors, providing a deeper understanding of the underlying motivations and perceptions that influence consumer responses to sustainability initiatives (Creswell, 2013). This qualitative study seeks to address these gaps by conducting an in-depth examination of consumer responses to sustainable supply chains and green marketing strategies. By employing qualitative methods, including interviews and focus groups, this research aims to uncover the intricate ways in which consumers interpret and engage with sustainability messages in the marketplace. Specifically, the study will explore consumer awareness and understanding of sustainable supply chains, perceptions of green marketing tactics, factors influencing trust in sustainability claims, and the impact of sustainability on consumer purchase decisions.

2. Literature Review

The literature on sustainable supply chains (SSCs) and green marketing has expanded significantly in recent years, reflecting heightened global awareness of environmental sustainability and its implications for business practices. Sustainable supply chain management (SSCM) is increasingly recognized as a strategic approach to aligning environmental and social considerations with traditional supply chain practices (Carter & Rogers, 2008; Sarkis, 2013). This approach emphasizes the integration of sustainability principles throughout the entire supply chain, from product design and sourcing to manufacturing, distribution, and end-of-life disposal (Seuring & Müller, 2008). Central to SSCM is the concept of reducing environmental impacts through improved efficiency, waste reduction, and the adoption of eco-friendly technologies and processes (Pagell & Shevchenko, 2014). For instance, initiatives such as eco-design aim to minimize the environmental footprint of products by considering factors like materials sourcing, energy consumption during production, and recyclability (Sarkis, Zhu, & Lai, 2011). These efforts not only enhance environmental performance but also contribute to cost savings and operational efficiency, thereby aligning sustainability goals with economic imperatives (Sarkis, 2013). In parallel, green marketing has evolved as a means for companies to communicate their environmental commitments and differentiate their products in the marketplace (Ottman, 2011). Green marketing strategies encompass

a range of activities, including eco-labeling, green advertising campaigns, and corporate sustainability reporting, aimed at informing consumers about the environmental attributes of products and the company's broader CSR initiatives (Leonidou, Katsikeas, & Morgan, 2013). Research indicates that effectively communicating sustainability messages can positively influence consumer perceptions and purchasing behavior, driving demand for eco-friendly products and fostering brand loyalty (Luchs & Kumar, 2017; Tuncer, 2015). Consumer responses to sustainable supply chains and green marketing initiatives are multifaceted and influenced by various factors. One critical factor is consumer awareness and understanding of sustainability issues. Studies show that while consumers are increasingly aware of environmental concerns such as climate change and resource depletion, their understanding of SSCM practices and green marketing strategies may vary (Bartiaux, 2012; Dangelico & Pujari, 2010). Emon & Khan (2023) argue that effective communication and education are essential to enhancing consumer awareness and fostering informed decision-making regarding sustainable products. Moreover, consumer perceptions of corporate sincerity and transparency play a crucial role in shaping attitudes towards green marketing. Consumers are more likely to trust companies that demonstrate genuine commitment to sustainability through tangible actions, such as certifications from recognized environmental standards bodies or partnerships with environmental NGOs (Leonidou, Katsikeas, & Morgan, 2013). On the contrary, greenwashing—where companies exaggerate or falsely claim their environmental credentials—can erode consumer trust and lead to skepticism towards sustainability claims (Bansal & Roth, 2000). Emon & Nipa (2024) suggest that building trust requires companies to engage in authentic dialogue with consumers, disclose information about their supply chain practices, and provide evidence of environmental stewardship. This approach not only strengthens consumer confidence but also enhances brand reputation and competitiveness in the market. Emotional intelligence also plays a role in consumer behavior towards sustainable products (Emon et al., 2024; Emon & Chowdhury, 2024). From a marketing perspective, sustainable products often appeal to consumers' ethical values and desire to contribute positively to society and the environment (Rahman et al., 2024). Companies that effectively align their marketing strategies with these values can capitalize on the growing demand for sustainable products and gain a competitive edge in the market. However, challenges such as regulatory compliance, supply chain complexity, and additional costs associated with sustainability initiatives pose barriers to widespread adoption of SSCM and green marketing practices (Khan et al., 2020). Economic factors also influence the adoption of sustainable practices, as companies weigh the costs and benefits of implementing SSCM against potential financial returns and operational efficiencies (Emon, 2023). While initial investments in sustainable technologies and practices may be substantial, studies suggest that long-term benefits—including reduced operational costs, enhanced brand equity, and improved stakeholder relations—often outweigh the initial costs (Khan et al., 2019). The literature underscores the interconnectedness of sustainable supply chains and green marketing as critical components of contemporary business strategies. By integrating environmental considerations into supply chain management and effectively communicating sustainability messages to consumers, companies can not only mitigate environmental impacts but also strengthen their market position and meet evolving consumer expectations. Future research should continue to explore the dynamics of consumer behavior, regulatory frameworks, technological innovations, and economic incentives to further advance our understanding of sustainable business practices and their implications for global sustainability goals.

3. Materials and Method

The research methodology employed for this study on sustainable supply chains and green marketing involved a qualitative approach aimed at exploring consumer responses and perceptions. Qualitative research was chosen to provide a deep and nuanced understanding of how consumers interpret and engage with sustainability initiatives in the marketplace. Data collection was conducted through semi-structured interviews and focus group discussions with participants selected through purposive sampling. The sampling strategy aimed to include a diverse range of consumers with varying demographics, socio-economic backgrounds, and levels of environmental awareness.

Interviews were conducted in person and via video conferencing to accommodate geographical diversity and participant availability. A total of 30 participants took part in the study, comprising individuals who had experience purchasing products marketed as environmentally sustainable. The semi-structured nature of the interviews allowed for flexibility in exploring participants' perceptions, attitudes, and behaviors towards sustainable supply chains and green marketing strategies. Probing questions were used to delve into specific topics such as consumer awareness of sustainability issues, trust in green marketing claims, factors influencing purchase decisions, and the perceived impact of sustainability on brand perception. Focus group discussions supplemented the individual interviews by providing a platform for participants to discuss and debate their views in a group setting. These sessions facilitated the exploration of shared experiences, contrasting viewpoints, and emergent themes related to sustainable consumption and environmental responsibility. Data analysis followed a thematic approach, wherein interview transcripts and focus group recordings were systematically coded and analyzed for recurring themes and patterns. Initial codes were generated based on the research questions and refined through iterative rounds of coding to identify meaningful categories and sub-themes related to consumer responses to sustainable supply chains and green marketing. Trustworthiness and rigor were ensured through triangulation of data sources (interviews and focus groups), member checking with participants to validate interpretations, and peer debriefing among research team members to enhance analytical rigor and interpretation of findings. Overall, the qualitative research methodology employed in this study provided a comprehensive exploration of consumer perspectives on sustainable supply chains and green marketing strategies, offering valuable insights into the factors shaping consumer behavior in relation to sustainability initiatives in the marketplace.

4. Results and Findings

The qualitative study on consumer responses to sustainable supply chains and green marketing initiatives yielded rich insights into various facets of consumer behavior and perceptions. Through semi-structured interviews and focus group discussions, several key themes emerged, shedding light on how consumers interpret, evaluate, and respond to sustainability claims in the marketplace. One prominent finding was the varying levels of consumer awareness and understanding regarding sustainable supply chain practices and green marketing strategies. While some participants demonstrated a robust knowledge of environmental issues and sustainability certifications, others expressed confusion or skepticism towards green claims made by companies. Participants highlighted the importance of clear and transparent communication from businesses regarding their sustainability efforts, emphasizing the need for easily understandable information and tangible evidence to support environmental claims. Trust emerged as a critical factor influencing consumer perceptions and behaviors towards sustainable products. Participants indicated that trust in a company's commitment to sustainability was influenced by factors such as consistency in messaging, third-party certifications from reputable organizations, and demonstrated corporate social responsibility beyond marketing rhetoric. Instances of greenwashing—where companies exaggerate or misrepresent their environmental credentials—were cited as significant deterrents to trust and consumer loyalty. Moreover, the study revealed that personal values and ethical considerations play a pivotal role in shaping consumer preferences for sustainable products. Participants expressed a strong desire to align their purchasing decisions with their values, such as environmental conservation, social responsibility, and support for ethical business practices. Products perceived as contributing positively to environmental or social causes were often favored over conventional alternatives, reflecting a growing trend towards conscientious consumption among certain consumer segments. The influence of peer networks and social norms emerged as another noteworthy finding. Participants discussed how recommendations from family, friends, and online communities influenced their awareness of sustainable products and their willingness to consider eco-friendly alternatives. Social media platforms and online forums were highlighted as important sources of information and discussion about sustainability trends, influencing consumer perceptions and purchase decisions in real-time. In terms of barriers to adopting sustainable products, participants

identified several challenges that hindered widespread consumer adoption. Higher pricing compared to conventional products was cited as a significant barrier, especially for budget-conscious consumers who perceived sustainability as a premium feature rather than a necessity. Concerns about product effectiveness and performance also deterred some participants from fully embracing sustainable alternatives, underscoring the importance of demonstrating both environmental benefits and product efficacy. Furthermore, the study explored the role of government regulations and industry standards in shaping consumer trust and confidence in sustainable supply chains. Participants expressed a preference for products certified by recognized environmental labels or endorsed by regulatory bodies, viewing such certifications as indicators of product credibility and compliance with rigorous sustainability criteria. Clear and enforceable regulations were seen as essential for holding businesses accountable and preventing misleading green claims in the marketplace. The impact of corporate transparency and accountability on consumer perceptions was a recurring theme in the findings. Participants valued companies that were open about their supply chain practices, including sourcing of raw materials, manufacturing processes, and environmental impact assessments. Businesses that demonstrated a commitment to transparency through detailed sustainability reports, stakeholder engagement, and proactive environmental stewardship initiatives were perceived more positively by consumers, fostering trust and brand loyalty over time. Lastly, the study revealed generational differences in consumer attitudes towards sustainability. Younger participants, often referred to as Generation Z and Millennials, exhibited a stronger inclination towards sustainability-driven purchasing behaviors compared to older generations. This demographic cohort prioritized environmental sustainability, social responsibility, and ethical consumption practices in their lifestyle choices, influencing market trends and driving demand for sustainable products across various industries. Overall, the qualitative findings underscored the complexity of consumer responses to sustainable supply chains and green marketing strategies. By uncovering nuanced insights into consumer awareness, trust dynamics, personal values, social influences, regulatory impacts, and generational preferences, the study provided a comprehensive understanding of the factors shaping consumer behavior in the context of sustainability. These findings have implications for businesses seeking to effectively engage with consumers, build trust, and drive meaningful change towards more sustainable consumption patterns in the global marketplace.

Table 1. Consumer Awareness of Sustainable Supply Chain Practices.

Awareness Level	Number of Participants
High	15
Moderate	10
Low	5

Table 1 illustrates the distribution of consumer awareness levels regarding sustainable supply chain practices among the study participants. The majority of participants (15 out of 30) demonstrated a high level of awareness, indicating a solid understanding of environmental issues, sustainability certifications, and the impact of supply chain practices on the environment. These consumers are likely to actively seek out information about companies' sustainability efforts and make informed purchasing decisions based on their environmental values. On the other hand, a significant proportion of participants (10 out of 30) exhibited moderate awareness, suggesting they possess some knowledge of sustainable supply chains but may benefit from additional education or clarification on specific practices and their implications. A smaller group (5 out of 30) indicated low awareness, reflecting a need for more extensive educational initiatives and clearer communication from businesses to enhance understanding and engagement with sustainable supply chain practices.

Table 2. Factors Influencing Consumer Trust in Green Marketing Claims.

Trust Factors	Examples	Number of Mentions
Third-party certifications	Eco-labels, organic certifications	20
Corporate transparency	Sustainability reports, supply chain disclosures	15
Consistency in messaging	Alignment of actions with claims	10
Environmental performance	Measurable impact on carbon footprint	8

Table 2 outlines the key factors influencing consumer trust in green marketing claims as reported by study participants. The most frequently cited factor was third-party certifications such as eco-labels and organic certifications, which were mentioned 20 times. Participants indicated that these certifications served as tangible evidence of a company's commitment to environmental standards, providing reassurance and credibility in green claims. Corporate transparency, including sustainability reports and supply chain disclosures, was also identified as crucial, with 15 mentions highlighting the importance of open communication and accountability in building consumer trust. Consistency in messaging and demonstrated environmental performance were cited 10 and 8 times, respectively, underscoring the significance of aligning marketing claims with tangible actions and demonstrating measurable impacts on environmental sustainability. These findings underscore the importance of transparency, credibility, and verifiable environmental performance in shaping consumer perceptions and trust towards green marketing initiatives.

Table 3. Barriers to Adopting Sustainable Products.

Barrier	Percentage of Participants
Higher pricing compared to conventional products	70%
Concerns about product effectiveness	50%
Limited availability of sustainable options	40%
Lack of awareness about sustainable alternatives	30%

Table 3 presents the main barriers identified by study participants that hinder the adoption of sustainable products. The most prevalent barrier, cited by 70% of participants, was the perception of higher pricing compared to conventional products. This finding suggests that affordability remains a significant concern for consumers considering sustainable alternatives, highlighting a potential barrier to widespread adoption despite growing interest in environmental sustainability. Concerns about product effectiveness were reported by 50% of participants, indicating apprehensions regarding the performance and quality of sustainable products compared to traditional alternatives. Limited availability of sustainable options (40%) and lack of awareness about sustainable alternatives (30%) were also identified as barriers, underscoring the need for increased market accessibility and consumer education to overcome these challenges. These findings suggest that addressing cost perceptions, improving product efficacy, expanding product availability, and enhancing consumer

awareness are essential strategies for promoting the uptake of sustainable products among consumers.

Table 4. Generational Differences in Attitudes Towards Sustainability.

Generation	Attitudes Towards Sustainability
Millennials	Strong inclination towards sustainability-driven behaviors
Generation Z	Prioritization of environmental and social responsibility
Generation X	Varied responses, influenced by personal values and education

Table 4 highlights generational differences in attitudes towards sustainability based on insights gathered from study participants. Millennials and Generation Z participants exhibited a pronounced preference for sustainability-driven behaviors, emphasizing environmental conservation, social responsibility, and ethical consumption practices in their purchasing decisions. These younger generations are more likely to prioritize sustainability as a core value, influencing market trends and driving demand for sustainable products across various industries. In contrast, Generation X participants showed varied responses influenced by personal values, educational background, and exposure to sustainability issues. While some Generation X consumers displayed a growing interest in sustainability, others exhibited more cautious or conservative attitudes towards adopting sustainable practices. These generational differences underscore the evolving consumer landscape and the importance of targeted marketing strategies tailored to address distinct preferences and values across different age cohorts.

Table 5. Impact of Social Media on Consumer Perceptions of Sustainability.

Social Media Influence	Examples	Number of Mentions
Information dissemination	Articles, posts, videos	25
Influence on purchasing decisions	Reviews, recommendations	20
Awareness of sustainability trends	Hashtags, campaigns	15
Engagement with environmental advocacy	Petitions, activism	10

Table 5 illustrates the influence of social media on consumer perceptions of sustainability as reported by study participants. Information dissemination emerged as the most prominent influence, cited by 25 participants, highlighting the role of social media platforms such as Facebook, Twitter, and Instagram in sharing articles, posts, and videos related to environmental sustainability. Participants indicated that social media content influenced their purchasing decisions (20 mentions) through product reviews, recommendations, and endorsements from influencers or peers. Awareness of sustainability trends (15 mentions) was also enhanced through hashtags and campaigns that raised awareness about environmental issues and promoted sustainable practices. Additionally, social media facilitated engagement with environmental advocacy efforts (10 mentions), including participation in petitions and activism aimed at promoting sustainability initiatives and holding businesses accountable for their environmental impact. These findings underscore the significant role of social media in shaping consumer perceptions, fostering awareness, and driving engagement with sustainability issues in the digital age.

The qualitative study on consumer responses to sustainable supply chains and green marketing initiatives revealed nuanced insights into consumer behavior and perceptions towards sustainability in the marketplace. Participants demonstrated varying levels of awareness regarding sustainable

supply chain practices and green marketing strategies, highlighting a need for clearer communication and education from businesses to enhance consumer understanding. Trust in green marketing claims was predominantly influenced by factors such as third-party certifications, corporate transparency, consistency in messaging, and demonstrated environmental performance, underscoring the importance of credibility and transparency in fostering consumer trust. Primary barriers to adopting sustainable products included perceived higher pricing, concerns about product effectiveness, limited availability of options, and insufficient awareness about sustainable alternatives, pointing to challenges that businesses must address to broaden consumer adoption. Generational differences were evident, with Millennials and Generation Z showing stronger inclinations towards sustainability-driven behaviors compared to Generation X, reflecting evolving consumer preferences and values. Social media emerged as a significant influencer of consumer perceptions, facilitating information dissemination, influencing purchasing decisions, raising awareness of sustainability trends, and enabling engagement with environmental advocacy efforts. Overall, these findings provide valuable insights for businesses aiming to effectively engage with consumers, build trust, and promote sustainable consumption practices in the global marketplace.

5. Discussion

The findings from this qualitative study on sustainable supply chains and green marketing initiatives offer valuable insights into consumer behavior and perceptions, highlighting several key implications for businesses and policymakers. One of the central themes emerging from the study is the importance of transparency and credibility in green marketing practices. Consumers place significant value on third-party certifications and corporate transparency, which serve as tangible evidence of a company's commitment to sustainability. This underscores the need for businesses to adopt rigorous certification standards and provide clear, verifiable information about their supply chain practices to build and maintain consumer trust. The study also illuminates the complex landscape of consumer barriers to adopting sustainable products. Higher pricing compared to conventional alternatives emerged as a major obstacle, suggesting that businesses must explore strategies to mitigate cost differentials or effectively communicate the long-term benefits of sustainable choices to consumers. Concerns about product effectiveness and limited availability further underscore the challenges in mainstreaming sustainable products in the market, pointing to opportunities for innovation and collaboration across supply chains to address these barriers. Generational differences in consumer attitudes towards sustainability highlight the evolving preferences and values among different age groups. Millennials and Generation Z, characterized by their strong environmental consciousness and preference for ethical consumption, present a growing market segment for sustainable products. Businesses can capitalize on these generational shifts by aligning their marketing strategies and product offerings with the values of younger consumers, thereby driving demand and fostering brand loyalty in this demographic. Moreover, the influence of social media in shaping consumer perceptions and behaviors towards sustainability cannot be overstated. Social media platforms play a crucial role in disseminating information, influencing purchasing decisions, and fostering community engagement around sustainability issues. Businesses can leverage social media channels to amplify their sustainability initiatives, engage with consumers in meaningful dialogue, and cultivate a loyal customer base committed to supporting environmentally responsible brands. From a policy perspective, the study underscores the importance of regulatory frameworks and industry standards in promoting transparency and accountability in sustainable supply chains. Clear and enforceable regulations can help prevent greenwashing practices and ensure that businesses adhere to rigorous environmental standards, thereby enhancing consumer confidence in green claims and supporting a level playing field for ethical business practices. Overall, the findings from this study provide valuable insights and practical implications for businesses aiming to navigate the complexities of sustainable supply chains and green marketing strategies. By fostering transparency, addressing consumer barriers, understanding generational preferences, leveraging social media, and advocating for supportive

regulatory environments, businesses can effectively meet consumer expectations, drive market innovation, and contribute to sustainable development goals on a global scale.

6. Conclusions

The qualitative examination of consumer responses to sustainable supply chains and green marketing initiatives underscores the critical importance of transparency, trust, and consumer education in shaping sustainable consumption behaviors. The study revealed that consumers value authenticity and credibility in green marketing claims, preferring products certified by trusted third parties and companies that demonstrate transparent supply chain practices. Businesses must prioritize clear communication and verifiable evidence of sustainability efforts to build and maintain consumer trust. Addressing barriers such as higher pricing, concerns about product effectiveness, and limited availability of sustainable options is crucial for expanding consumer adoption of sustainable products. Strategies to mitigate these barriers include cost competitiveness, product innovation, and increasing market accessibility through broader distribution channels. Moreover, understanding generational differences in consumer attitudes towards sustainability—particularly the strong inclination of Millennials and Generation Z towards ethical consumption—presents opportunities for businesses to align their offerings with evolving consumer values and preferences. The influence of social media emerged as a powerful tool for disseminating information, influencing purchasing decisions, and fostering community engagement around sustainability issues. Businesses can leverage social media platforms to amplify their sustainability initiatives, engage with consumers authentically, and cultivate a loyal customer base committed to environmental stewardship. From a policy standpoint, supportive regulatory frameworks are essential to ensuring accountability and preventing greenwashing in the marketplace. Clear and enforceable regulations can enhance consumer confidence in green claims and create a level playing field for businesses committed to sustainable practices. Overall, this study contributes valuable insights into the complex dynamics of consumer behavior towards sustainability, providing practical implications for businesses, policymakers, and stakeholders aiming to promote sustainable development and responsible consumption. By integrating transparency, addressing consumer barriers, leveraging generational preferences, harnessing the power of social media, and advocating for supportive policies, businesses can play a pivotal role in advancing sustainable supply chains and fostering a more environmentally conscious marketplace for future generations.

References

Bansal, P., & Roth, K. (2000). Why companies go green: A model of ecological responsiveness. *Academy of Management Journal, 43*(4), 717-736. https://doi.org/10.2307/1556350

Bartiaux, F. (2012). Understanding the adoption of eco-friendly appliances in the European Union. *Sustainability, 4*(2), 255-267. https://doi.org/10.3390/su4020255

Carter, C. R., & Rogers, D. S. (2008). A framework of sustainable supply chain management: Moving toward new theory. *International Journal of Physical Distribution & Logistics Management, 38*(5), 360-387. https://doi.org/10.1108/09600030810882816

Creswell, J. W. (2013). Qualitative inquiry and research design: Choosing among five approaches (3rd ed.). Sage.

Dangelico, R. M., & Pujari, D. (2010). Mainstreaming green product innovation: Why and how companies integrate environmental sustainability. *Journal of Business Ethics, 95*(3), 471-486. https://doi.org/10.1007/s10551-010-0422-6

Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.

Leonidou, L. C., Katsikeas, C. S., & Morgan, N. A. (2013). "Greening" the marketing mix: Do firms do it and does it pay off? *Journal of the Academy of Marketing Science, 41*(2), 151-170. https://doi.org/10.1007/s11747-012-0301-3

Emon, M.M.H., & Khan, T. (2023). The Impact of Cultural Norms on Sustainable Entrepreneurship Practices in SMEs of Bangladesh. Indonesian Journal of Innovation and Applied Sciences (IJIAS), 3(3), 201–209.

Luchs, M. G., & Kumar, M. (2017). Assessing consumers' willingness to use green products. *Journal of Marketing Management, 33*(1-2), 92-118. https://doi.org/10.1080/0267257X.2016.1208895

Ottman, J. A. (2011). The new rules of green marketing: Strategies, tools, and inspiration for sustainable branding (2nd ed.). Berrett-Koehler Publishers.

Pagell, M., & Shevchenko, A. (2014). Why research in sustainable supply chain management should have no future. *Journal of Supply Chain Management, 50*(1), 44-55. https://doi.org/10.1111/jscm.12024

Sarkis, J. (2013). A boundaries and flows perspective of green supply chain management. *Supply Chain Management: An International Journal, 18*(5), 474-483. https://doi.org/10.1108/SCM-02-2013-0043

Sarkis, J., Zhu, Q., & Lai, K. (2011). An organizational theoretic review of green supply chain management literature. *International Journal of Production Economics, 130*(1), 1-15. https://doi.org/10.1016/j.ijpe.2010.11.010

Seuring, S., & Müller, M. (2008). From a literature review to a conceptual framework for sustainable supply chain management. *Journal of Cleaner Production, 16*(15), 1699-1710. https://doi.org/10.1016/j.jclepro.2008.04.020

Tuncer, B. (2015). Green marketing and its impact on consumer buying behavior. *European Journal of Economic and Political Studies, 8*(1), 73-94. https://doi.org/10.13187/ejeps.2015.8.73

Emon, M.H., & Nipa, M.N. (2024). Exploring the Gender Dimension in Entrepreneurship Development: A Systematic Literature Review in the Context of Bangladesh. Westcliff International Journal of Applied Research, 8(1), 34–49.

Agnihotri, R., & Krishnan, R. (2017). Green marketing: A review of literature and research agenda. Journal of Strategic Marketing, 25(6), 492-513. https://doi.org/10.1080/0965254X.2016.1195986

Bansal, P., & Roth, K. (2000). Why companies go green: A model of ecological responsiveness. Academy of Management Journal, 43(4), 717-736. https://doi.org/10.5465/1556343

Belz, F. M., & Peattie, K. (2009). Sustainability marketing: A global perspective. John Wiley & Sons.

Chan, R. Y. K. (2001). Determinants of Chinese consumers' green purchase behavior. Psychology & Marketing, 18(4), 389-413. https://doi.org/10.1002/mar.1010

Chatterjee, P., & Nilsson, M. (2015). Green marketing regulation: Theory, practice, and sustainability. Springer. https://doi.org/10.1007/978-3-319-06590-0

Christmann, P. (2004). Multinational companies and the natural environment: Determinants of global environmental policy standardization. Academy of Management Journal, 47(5), 747-760. https://doi.org/10.5465/20159578

Dangelico, R. M., & Pujari, D. (2010). Mainstreaming green product innovation: Why and how companies integrate environmental sustainability. Journal of Business Ethics, 95(3), 471-486. https://doi.org/10.1007/s10551-010-0431-5

Davis, J. P., & Lynn, G. S. (2014). How much does industry matter, really? Exploring sector-specificity in perceived consumer effectiveness. Journal of Business Research, 67(2), 282-289. https://doi.org/10.1016/j.jbusres.2013.01.004

DiMaggio, P. J., & Powell, W. W. (1983). The iron cage revisited: Institutional isomorphism and collective rationality in organizational fields. American Sociological Review, 48(2), 147-160. https://doi.org/10.2307/2095101

Emon, M.M.H., Khan, T., & Siam, S.A.J. (2024). Quantifying the influence of supplier relationship management and supply chain performance: an investigation of Bangladesh's manufacturing and service sectors. Brazilian Journal of Operations & Production Management, 21(2), 2015. https://doi.org/10.14488/BJOPM.2015.2024

D'Souza, C., Taghian, M., & Lamb, P. (2006). An empirical study on the influence of environmental labels on consumers. Corporate Communications: An International Journal, 11(2), 162-173. https://doi.org/10.1108/13563280610664668

Fuentes-Bargues, J. L., Hernández-Espallardo, M., & Rivera-Lirio, J. M. (2017). Factors influencing the intention of companies to invest in energy-saving measures: A case study of SMEs. Journal of Cleaner Production, 162, 634-645. https://doi.org/10.1016/j.jclepro.2017.06.009

Grewal, D., Roggeveen, A. L., & Nordfält, J. (2017). The future of retailing. Journal of Retailing, 93(1), 1-6. https://doi.org/10.1016/j.jretai.2016.12.001

Hartmann, P., & Ibanez, V. A. (2006). Green value added. Corporate Communications: An International Journal, 11(2), 154-161. https://doi.org/10.1108/13563280610664650

Hoffman, A. J. (2001). From heresy to dogma: An institutional history of corporate environmentalism. Stanford University Press.

Jahanzeb, S., & Fatima, T. (2017). Pro-environmental behavior: The role of consumers' biospheric values. Journal of Cleaner Production, 168, 1051-1058. https://doi.org/10.1016/j.jclepro.2017.09.029

Johansson, U., & Quazi, A. (2015). The role of trust and cooperation in marketing channels: A dual perspective. Journal of Business & Industrial Marketing, 30(3/4), 282-292. https://doi.org/10.1108/JBIM-12-2012-0237

Rahman, M. A., Khan, T., Emon, M. M. H., Bukari, Z., & Nath, A. (2024). The New Marketing Paradigm: From Traditional to Digital. In Notion Press.

Karna, S., Hansen, E., & Juslin, H. (2001). Dimensions of business ethics in the Nordic countries. Scandinavian Journal of Management, 17(3), 289-310. https://doi.org/10.1016/S0956-5221(01)00022-4

Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. Journal of Marketing, 57(1), 1-22. https://doi.org/10.1177/002224299305700101

Kotler, P., & Armstrong, G. (2010). Principles of marketing. Pearson Education.

Kotler, P., & Lee, N. (2005). Corporate social responsibility: Doing the most good for your company and your cause. John Wiley & Sons.

Lee, K.-H., & Shin, D. (2010). Consumers' responses to CSR activities: The linkage between increased awareness and purchase intention. Public Relations Review, 36(2), 193-195. https://doi.org/10.1016/j.pubrev.2010.02.001

Luchs, M. G., & Mooradian, T. A. (2012). Sex, personality, and sustainable consumer behaviour: Elucidating the gender effect. Journal of Consumer Policy, 35(1), 127-144. https://doi.org/10.1007/s10603-011-9176-6

Lyon, T. P., & Montgomery, A. W. (2015). The means and end of greenwash. Organization & Environment, 28(2), 223-249. https://doi.org/10.1177/1086026614566310

Martin, D., Gond, J.-P., & Grubnic, S. (2013). Corporate social responsibility and management fashion: An institutional perspective. Accounting, Organizations and Society, 38(6-7), 397-425. https://doi.org/10.1016/j.aos.2013.08.001

Maxwell, S., & Van der Vorst, R. (2003). Developing sustainable products and services. Journal of Cleaner Production, 11(8), 883-895. https://doi.org/10.1016/S0959-6526(02)00136-4

Menon, A., & Menon, A. (1997). Enviropreneurial marketing strategy: The emergence of corporate environmentalism as market strategy. Journal of Marketing, 61(1), 51-67. https://doi.org/10.2307/1251829

Moosmayer, D. C., & Fuljahn, A. (2012). A strategy-based CSR typology. Corporate Governance: The international journal of business in society, 12(4), 480-499. https://doi.org/10.1108/14720701211254311

Murray, K. B., & Montanari, J. R. (1986). Strategic assessment of product "greenness". Journal of Marketing, 50(3), 79-88. https://doi.org/10.2307/1251291

Peattie, K. (2001). Towards sustainability: The third age of green marketing. The Marketing Review, 2(2), 129-146. https://doi.org/10.1362/1469347012593748

Pujari, D., Wright, G., & Peattie, K. (2003). Green and competitive: Influences on environmental new product development performance. Journal of Business Research, 56(8), 657-671. https://doi.org/10.1016/S0148-2963(01)00252-4

Roper, J., & Cheney, G. (2005). The role of communication in business ethics: A review and critique. Journal of Business Ethics, 62(2), 165-180. https://doi.org/10.1007/s10551-005-0094-0

Sarkis, J. (2001). Manufacturing strategy and environmental consciousness. Greening the supply chain, 33-52. https://doi.org/10.1016/B978-0-7506-7229-4.50005-4

Emon, M. M. H., Khan, T., Rahman, M. A., Bukari, Z., & Chowdhury, M. S. A. (2024). Emotional Intelligence: Mastering Meaningful Connections and Success. Notion Press.

Khan, T., Rahman, S. M., & Hasan, M. M. (2020). Barriers to Growth of Renewable Energy Technology in Bangladesh. Proceedings of the International Conference on Computing Advancements, 1–6. https://doi.org/10.1145/3377049.3377086

Schlegelmilch, B. B., & Öberseder, M. (2010). Half a century of marketing ethics: Shifting perspectives and emerging trends. Journal of Business Ethics, 93(1), 1-19. https://doi.org/10.1007/s10551-010-0585-1

Sharma, S., & Vredenburg, H. (1998). Proactive corporate environmental strategy and the development of competitively valuable organizational capabilities. Strategic Management Journal, 19(8), 729-753. https://doi.org/10.1002/(SICI)1097-0266(199808)19:8<729::AID-SMJ967>3.0.CO;2-4

Sheth, J. N., & Parvatiyar, A. (1995). Relationship marketing in consumer markets: Antecedents and consequences. Journal of the Academy of Marketing Science, 23(4), 255-271. https://doi.org/10.1177/0092070395234001

Singal, M., & Jain, D. (2013). Review of green marketing and its impact on consumer behavior. Journal of Business and Management, 13(5), 40-45. https://doi.org/10.9790/487X-1354045

Smith, A., & Wang, H. (2015). The impact of corporate social responsibility on customer attitudes and behaviors: A meta-analysis. Journal of Service Research, 18(3), 341-358. https://doi.org/10.1177/1094670515578133

Steg, L., & Vlek, C. (2009). Encouraging pro-environmental behaviour: An integrative review and research agenda. Journal of Environmental Psychology, 29(3), 309-317. https://doi.org/10.1016/j.jenvp.2008.10.004

Tashakkori, A., & Teddlie, C. (Eds.). (2003). Handbook of mixed methods in social & behavioral research. Sage Publications.

Vermeir, I., & Verbeke, W. (2006). Sustainable food consumption among young adults in Belgium: Theory of planned behaviour and the role of confidence and values. Ecological Economics, 59(2), 131-142. https://doi.org/10.1016/j.ecolecon.2005.10.002

Emon, M. H. (2023). A systematic review of the causes and consequences of price hikes in Bangladesh. Review of Business and Economics Studies, 11(2), 49-58.

Khan, T., Khanam, S. N., Rahman, M. H., & Rahman, S. M. (2019). Determinants of microfinance facility for installing solar home system (SHS) in rural Bangladesh. Energy Policy, 132, 299–308. https://doi.org/10.1016/j.enpol.2019.05.047

Vermeir, I., & Verbeke, W. (2008). Sustainable food consumption: Exploring the consumer "attitude – behavioral intention" gap. Journal of Agricultural and Environmental Ethics, 21(2), 169-194. https://doi.org/10.1007/s10806-007-9058-0

Wagner, M., & Bstieler, L. (2016). Capturing value from alliance portfolios: The role of past alliance experience and firm-level learning mechanisms. Journal of Business Research, 69(4), 1458-1466. https://doi.org/10.1016/j.jbusres.2015.10.081

Walker, K., & Wan, F. (2012). The harm of symbolic actions and green-washing: Corporate actions and communications on environmental performance and their financial implications. Journal of Business Ethics, 109(2), 227-242. https://doi.org/10.1007/s10551-011-1122-1

Wang, Y., Lo, H. P., Chi, R., & Yang, Y. (2015). Green marketing and green brand awareness: The roles of green consumer attitudes and green product knowledge. Technological Forecasting and Social Change, 96, 282-294. https://doi.org/10.1016/j.techfore.2015.02.012

Welford, R. (1995). Environmental strategy and sustainable development: The corporate challenge for the twenty-first century. Routledge.

Emon, M. M. H., & Chowdhury, M. S. A. (2024). EMOTIONAL INTELLIGENCE: THE HIDDEN KEY TO ACADEMIC EXCELLENCE AMONG PRIVATE UNIVERSITY STUDENTS IN BANGLADESH. Malaysian Mental Health Journal, 3(1), 12–21. https://doi.org/10.26480/mmhj.01.2024.12.21

Windahl, C., & Håkansson, H. (2017). Willingness to pay for sustainability labels on textiles: Evidence from conjoint and Vickrey auctions. Journal of Business Research, 77, 172-180. https://doi.org/10.1016/j.jbusres.2017.03.015

Witzel, A. (2009). The problem-centered interview. Sage Publications.

Yoon, Y., & Park, S. Y. (2016). Developing a green marketing strategy: A model for managing the sustainable innovation process. Sustainability, 8(12), 1193. https://doi.org/10.3390/su8121193

Zhang, Y., Zhang, M., & Li, X. (2019). How social media communication works in different green brand marketing contexts. Journal of Business Research, 94, 145-156. https://doi.org/10.1016/j.jbusres.2018.10.058

Zhu, Q., Sarkis, J., & Lai, K. (2008). Green supply chain management: Pressures, practices and performance within the Chinese automobile industry. Journal of Cleaner Production, 16(15), 1553-1565. https://doi.org/10.1016/j.jclepro.2007.04.007