

Revolutionizing Customer Experience Through Sustainable Marketing Strategies and Ethical Brand Positioning in the Digital Age

R. Kanthiah Alias Deepak^{1*}, Dr.M. Ganesan Alias Kanagaraj², Vaishali Mahajan³,
Dr.V. Balamurugan⁴, R. Meena Kumari⁵ and K.N. Haridharan⁶

^{1*} Assistant Professor, Department of Management Studies, St Joseph's College (Autonomous),
Tiruchirappalli, Tamil Nadu, India

² Assistant Professor (Senior Grade), Department of Management Studies, Saveetha Engineering College,
Kancheepuram District, Chennai, Tamil Nadu, India

³ Associate Professor, Symbiosis Centre for Management and Human Resource Development, Hinjawadi,
Pune, India

⁴ Assistant Professor, School of Management, Sri Krishna College of Engineering and Technology,
Coimbatore, Tamil Nadu, India

⁵ Assistant Professor, SRM Valliammai Engineering College, Kattankulathur, Tamil Nadu, India

⁶ Assistant Professor, SRM Valliammai Engineering College, Kattankulathur, Tamil Nadu, India

E-mail: ¹deepakrammba@gmail.com, ²ganesanm@saveetha.ac.in, ³vaishalicmahajan25@gmail.com,

⁴balabusinex@gmail.com, ⁵meenakumarirella@gmail.com, ⁶haridharankn.mba@srmvalliammai.ac.in

ORCID : ¹<https://orcid.org/0009-0000-3252-4413>, ²<https://orcid.org/0000-0001-6714-463X>,

³<https://orcid.org/0000-0003-0257-027X>, ⁴<https://orcid.org/0009-0002-9201-5623>,

⁵<https://orcid.org/0000-0001-6214-2811>, ⁶<https://orcid.org/0009-0004-8097-8814>

(Received 02 March 2026; Revised 06 April 2026, Accepted 22 April 2026; Available online 05 June 2026)

Abstract - This study aims to examine how sustainable marketing approaches and ethical brand positioning influence the customer experience in the digital era. The research employed a quantitative design, whereby information was gathered by a survey of 450 participants; thus, the sample was diverse. The respondents rated sustainability practices and brand positioning on an ethical basis using a 5-point Likert scale, and the data were analyzed in SPSS to produce descriptive statistics, regression, correlation, and factor analyses. The Objective-1 regression analysis indicated that the ethical brand positioning, including fairness, transparency, and commitment, is the determinant of consumer trust and loyalty. The strongest effect was observed with transparency, a coefficient of 0.35, which was considered to be highly significant, thus rejecting the null hypothesis (H0) and accepting the alternative hypothesis (H1). Objective-2: Factor analysis further confirmed these results and indicated that ethical brand positioning and consumer trust are significantly correlated (factor loadings of 0.79-0.90) and that these factors significantly affect consumer perception and behavior. This led to the rejection of H0 and acceptance of H1, confirming that the brand's ethical positions significantly influence consumer loyalty and trust. Objective-3 Descriptive analysis indicated that sustainability and ethical practices have a positive effect on customer perceptions and brand engagement, with mean scores of 4.20 and 4.15, respectively, supporting H1 and rejecting H0. Objective 4 using correlation analysis, which showed that sustainable marketing and ethical positioning have significant positive relationships with brand equity ($r = 0.82$) and competitive advantage ($r = 0.76$), confirming their long-term positive influence. It's also expected to improve the customer experience, customer trust, and customer loyalty, as well as long-term brand equity and competitive advantage in the online market

Keywords: Sustainable Marketing, Ethical Brand Positioning, Customer Experience, Brand Engagement, Consumer Trust, Competitive Advantage, Digital Marketplace

I. INTRODUCTION

In the online world, companies are always seeking new ways to reach their customers, improve customer experiences, and stand out in a highly competitive environment (Urdea et al., 2021). Adoption of sustainable marketing policies that are not only consumer-centered but are also environmentally and socially responsible is one of the major success factors in this dynamic environment (Oumaima & Lamari, 2024; Haris, 2025). Sustainable marketing of customer experience has become a major focus as businesses orient towards creating long-term, ethical brand loyalty and connecting with conscientious customers (Miah, 2024; Rosário & Dias, 2025). Sustainable marketing strategies aim to incorporate environmentally friendly practices, social inclusion, and transparency into the core of brand communication, product design, and customer relations. The strategies aim to meet current needs without compromising future generations' ability to meet theirs (Tsetse et al., 2024; Calza et al., 2023). The digital era, where consumers are more knowledgeable than ever, and businesses are granted access to a lot of information, demands them not only to offer their customers high-quality products and services but also to demonstrate concern with the ethical values expected to satisfy the emerging sustainability demand (Ünal et al., 2024). When done together with sustainable marketing, ethical brand positioning helps organizations to establish a closer

relationship with their target audiences, earn trust, and build positive brand image (Mukhtar et al., 2023). In the face of the increasing consumer awareness on environmental issues, social justice and corporate responsibility, businesses that embrace such principles are able to create a competitive advantage that appeals to the new socially aware consumer (Qurtubi et al., 2022; Sanbella et al., 2024). This transformation is not about improved customer experiences only but also about an increased move to an environmentally and socially-proactive future (Pasuhuk et al., 2026). This study explains how the concept of sustainable marketing and ethical brand positioning is altering the customer experiences during online epoch. It discusses the trends, concerns, and opportunities of the brands to make sure that their marketing efforts are in line with the increasing demand of being sustainable and to become ethical leaders in their areas of operation. This research paper, after a comprehensive analysis, points out the disruptive nature of sustainable marketing in the future of the customer experience and brand image.

Key Contribution

- This paper demonstrates that sustainable marketing (sustainable products, responsible sourcing, and transparency) has a direct beneficial effect on customer trust, customer satisfaction, and customer loyalty in the digital world.
- It describes the importance of ethical branding (honest communication, fair practice and social responsibility) in enabling companies to establish good digital relationships with their customers and minimizing scepticism in online portals.
- The paper suggests an organized framework, integrating digital (social media, AI-driven personalization) and sustainability concepts in order to increase customer interaction and brand value.

The various sections follow this research. Section I introduces the research topic. Section II presented a literature review of previous work. This also includes the Research Gap, problem statement, research objective, and research hypothesis. Section III explained about research methodology, followed by the conceptual framework, data collection, Data tools and techniques, and sample questionnaires. Section IV explained about analysis and interpretation, followed by regression analysis, factor analysis, Descriptive Analysis, and correlation analysis. This also includes key findings and suggestions. Section V describes the main summary of this research.

II. LITERATURE REVIEW

The meaning of sustainable marketing is the evolution of several years and is a critical strategy in modern companies (Mouammine, 2026). It was initially committed to environmental protection but currently features corporate social responsibility (CSR) in the strategies of its brands, where the existing marketing strategies have changed to value-based interaction rather than transactional marketing (Sofa et al., 2026). It is not only aimed at marketing

so-called green products, but also ethical sourcing, transparency, and inclusive business models (Thomas, 2025; Alexander et al., 2025). This change in the world environment where individuals are increasingly environmentally aware is causing sustainable marketing brands to be more believable, trusted by their consumers, and competitive in the long term (Thakur et al., 2025).

Brand authenticity and customer interactivity have been identified to be contributed by sustainable marketing, ethical brand positioning, and customer experience (Massi et al., 2025). With sustainability being associated with customer experience, it creates a stronger emotional attachment to brands, which convinces the customer to become loyal. Another trend that is drawing consumers to companies is the attraction of a brand that exemplifies not only excellent products but also shows interest in ethical behaviour and sustainability (Khan et al., 2024; Shalini et al., 2026). Furthermore, it is already determined that the brands that make sustainability as a part of their marketing and customer experience initiatives perform better than their competitors since the customers will not be reluctant to pay more on ethically compatible products. Even though these benefits are self-evident, various difficulties of implementing sustainable marketing and ethical positioning emerge (Kedi et al., 2024; Harshini et al., 2024). These are measuring impact, satisfying the interest of various stakeholders and authenticity in brand messages. When the brands appear to be not authentic when it comes to their sustainability, there is a tendency to raise suspicions, particularly when the digital aspect is concerned, where transparency is elevated (Nwosu et al., 2024). Moreover, reputational risks are increased by the pace of information dissemination across the online platforms, so it is more significant that the brands should be honest with regard to their moral stances.

According to new tendencies, the future of sustainable marketing could be directed by the new set of innovations, such as the circular economy, blockchain-based transparency, and purpose-centered online community (Supriadi et al., 2024; Kadyan et al., 2025). The AR and VR technologies, as well as sustainability discourses, are also expected to play a key role in further changing the customer experiences. Future research might be centered on the effects of ethical positioning in the long term on brand value, cultural diversity role in sustainability expectations, and the impact of the use of AI on ethical consumerism. This kind of development will help understand more about how companies can be creative and at the same time have a high level of sustainability and ethics.

Research Gap

The existing literature on sustainable marketing, ethical brand positioning, and customer experience focuses on the significance of each of the components individually. Nevertheless, it fails to discuss the integration of in the digital Age to provide a comprehensive customer experience. Although there have been studies on the effect of sustainability in brand loyalty and how a specific ethical

stance can increase consumer confidence, not many have tried to integrate the two indicators in order to provide a customer experience within an online and omnichannel setting. The sustainability-focused customer experience as one of the long-term implications, in its turn, is not well-studied in terms of brand equity and financial performance. The future research gaps that should be addressed during the study will also be the interaction of sustainable marketing, ethical brand positioning, and digital customer experience, and the effect of the emerging technology on these processes.

Problem Statement

This fast digital change has transformed the way business is done with the consumers generating new opportunities to enhance the customer experiences. Though the emphasis on the marketing practices that are both sustainable and those and ethical branding is increasing, little has been known of how the two interact to impact the customer experience in the digital realm. As the consumer behavior is evolving, companies are being pressured to integrate sustainability and ethical production into their brands. These integrations have yet to be studied in the context of long term and meaningful relationships with customers, in an omnichannel environment though. The research will aim at addressing this gap by determining how sustainable marketing and ethical branding can be used to change the customer experience, brand commitment and competitive advantage in the digital age.

Research Objectives

- To explore how sustainable marketing has affected customer experience in the digital era.
- Enhance the role of ethical brand positioning in building consumer trust and loyalty on digital platforms.
- To evaluate the effect of the inclusion of sustainability and ethical operations on customer perception and brand involvement.
- To investigate the long-term implications of sustainable marketing and ethical positioning on the brand equity and competitive advantage in the digital marketplace.

Research Hypothesis

Objective:1

Null Hypothesis (H0): Sustainable marketing strategies have no significant impact on customer experience in the digital Age.

Alternative Hypothesis (H1): Sustainable marketing strategies have a significant positive impact on customer experience in the digital Age.

Objective-2

Null Hypothesis (H0): Ethical brand positioning does not significantly influence consumer trust and loyalty across digital platforms.

Alternative Hypothesis (H1): Ethical brand positioning significantly influences consumer trust and loyalty across digital platforms.

Objective-3

Null Hypothesis (H0): The integration of sustainability and ethical practices does not significantly influence customer perceptions and brand engagement.

Alternative Hypothesis (H1): The integration of sustainability and ethical practices significantly influences customer perceptions and brand engagement.

Objective-4

Null Hypothesis (H0): Sustainable marketing and ethical positioning do not have long-term effects on brand equity and competitive advantage in the digital marketplace.

Alternative Hypothesis (H1): Sustainable marketing and ethical positioning have long-term positive effects on brand equity and competitive advantage in the digital marketplace.

III. RESEARCH METHODOLOGY

Conceptual Framework

Fig. 1 presents the conceptual framework, which illustrates the dynamic relationships among sustainable marketing strategies, ethical brand positioning, and customer experience in the digital Age. The independent variables in this model include sustainable marketing strategies and ethical brand positioning, which are important brand practices that aim to ensure environmental sustainability, social responsibility, and ethical conduct. Among these strategies are environmentally friendly products, clear communication, and ethical sourcing, whereas brand positioning is based on fairness, transparency, and social equity. These are the independent variables, which directly affect consumer trust, a significant mediating variable that lays the foundation for reliability and faith in the brand's values. Customers build trust as a key determinant of customer relations and perceptions, serving as an intervening variable between brand practices and customer loyalty. Consumer trust also results in brand loyalty and brand engagement, which will mediate the relationship between the independent variables and customer experience, once the trust is established. Brand loyalty is the preference of customers to a certain brand because of its values and reliability over an extended period.

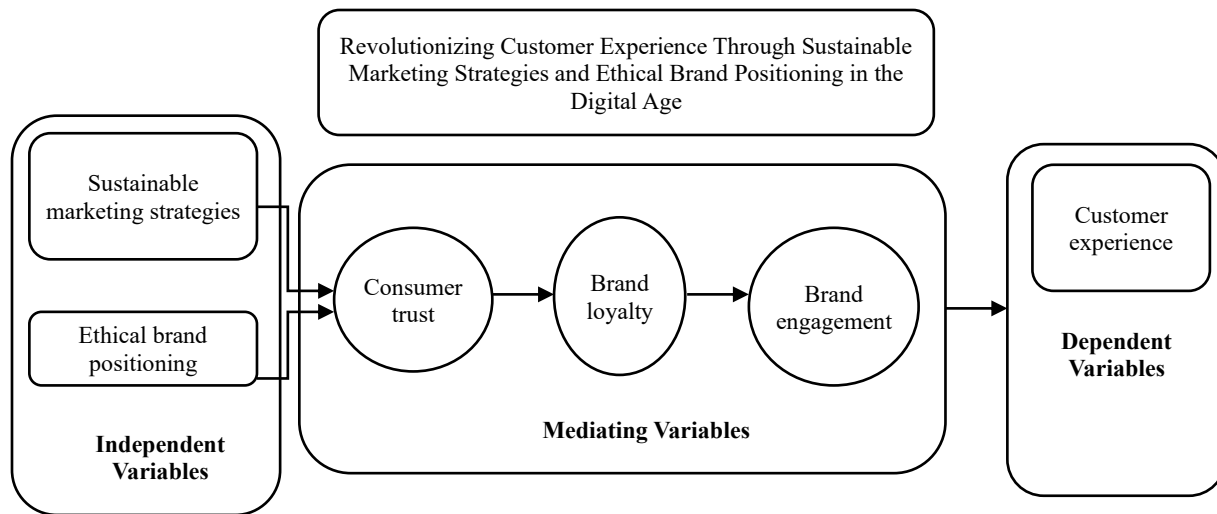


Fig. 1 Conceptual Framework for Customer Experience Through Sustainable Marketing Strategies and Ethical Brand Positioning in the Digital Age

In contrast, brand engagement is customers' emotional involvement with the brand and active commitment, such as using social media or participating in brand-related activities. The mediating variables ultimately enhance the customer experience as a whole, the dependent variable the customer forms after all interactions with the brand, including satisfaction, emotional attachment, and loyalty. By doing this, businesses are able to establish long-term and meaningful relationships with customers, giving them a sustainable competitive advantage in the market. Brands can transform customer experiences by aligning their values with consumer expectations in the digital Age, creating loyalty-based interactions in which each experience is strongly connected to the consumer.

Data Collection

The information this study will rely on will be gathered on a quantitative research approach, i.e., survey questionnaire, which will measure customer perceptions and behaviors towards sustainable marketing approach, ethical brand positioning, and the effect that it has on customer experience. The samples will be 450 in total and will be collected first using a stratified random sampling approach to bring diversity in terms of the demographics of the customers which will include Age, gender and geographical location. Among them, sufficiently valid responses (400) shall be finalized to be analyzed. The survey form will be in a 5 points Likert scale format to measure customer attitudes in that will be asked to rate their agreement with several statements about sustainable practices of marketing as well as ethical brand positioning and customer experience on a scale of 1 (Strongly Disagree) to 5 (Strongly Agree). Such a method will enable measurement of the strength of customer perceptions and behaviors accurately, which will be evaluated with the help of descriptive statistics (mean, median, standard deviation) and inferential statistics (correlation and regression analysis, etc.). The statistical analysis will entail finding out the relationship between the independent variables (sustainable marketing strategies and ethical brand positioning), mediating variables (consumer trust, brand loyalty and brand

engagement) and the dependent variable (customer experience). The responses in the Likert scale will provide the data which will be measurable and it will be easy to identify the pattern and trends in the effect of sustainability and ethics in marketing strategies towards the experience of customers. It is a factual way of drawing informative conclusions concerning the impact of these variables on the customer loyalty, trust, and engagement and ultimately present facts on how such companies can employ sustainable and ethical operations to bolster customer experience and competitive advantage.

Data Tools and Techniques

Both data collection and data analysis tools, software, and methods of analyses will be used to gain credible and exhaustive findings in this study. Data obtained will be collected using Google Forms or SurveyMonkey which will facilitate the distribution of the survey, automated data collection using automated ways and monitoring of responses. In data analysis, SPSS will be the primary software to utilize with descriptive statistics, correlation analysis, and regression models being the possible options. In addition, the further statistical operations (regression and correlation models, etc.) and graphics will be carried out with the help of R Software or Python. The first stage data entry and the basic descriptive statistics and data cleaning shall be undertaken using Microsoft Excel. In order to present the findings in an interactive dynamic manner, and make interpretation and understanding a complex data easier, Tableau or Power BI as tools to visualize data in a manner that allows data visualization will be used. Concerning the aspect of the analytical approaches, descriptive statistics will outline the overall themes of data, and the Cronbach's Alpha will determine the accuracy of the Likert scale items. The correlation analysis will be employed to determine the relationship between the sustainability of marketing strategies, ethical positioning of the brand, and customer experience. The relationship will also be determined by use of multiple regression analysis. The analysis on the mediation will be based on the determination of the degree to which

consumer trust, brand loyalty, and engagement are mediators in these relationships. The factor analysis will be used to reduce the data to the dimensions, and t-tests or ANOVA will be used in testing the research hypotheses, particularly in comparing differences among the different groups within the

population. All these tools and techniques will ensure that the analysis can be exhaustive and give a practical information regarding the impacts of sustainable marketing and ethical brand positioning on customer experience.

Sample Questionnaires

TABLE I SAMPLE QUESTIONNAIRES

Objective	Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
OB-1	The brand provides clear information about its sustainability efforts (e.g., eco-friendly products, responsible sourcing).	✓ <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	I feel more satisfied with the brand because it promotes sustainability in its products and services.	✓ <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	The brand's commitment to sustainability positively influences my overall experience with their digital platforms (e.g., website, mobile app).	✓ <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
OB-2	I trust this brand because of its ethical practices and transparency in digital marketing communications.	<input type="checkbox"/>	✓ <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	The brand's ethical positioning (e.g., fairness, transparency) positively influences my loyalty to the brand across digital platforms.	<input type="checkbox"/>	✓ <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	I am more likely to continue supporting this brand due to its commitment to social and environmental responsibility.	<input type="checkbox"/>	✓ <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
OB-3	The brand's sustainability and ethical practices increase my engagement with their digital content (e.g., social media posts, blogs, videos).	<input type="checkbox"/>	<input type="checkbox"/>	✓ <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	I perceive the brand more favorably because it integrates both sustainability and ethical practices in its marketing.	<input type="checkbox"/>	<input type="checkbox"/>	✓ <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	I actively participate in brand-related activities (e.g., online campaigns, feedback, promotions) due to its sustainability and ethical values.	<input type="checkbox"/>	<input type="checkbox"/>	✓ <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
OB-4	I perceive the brand as more valuable in the long term because of its commitment to sustainability and ethical positioning.	✓ <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	The brand's focus on sustainability and ethics gives it a competitive advantage in the digital marketplace.	✓ <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	I would be willing to pay a premium for products from this brand due to its long-term commitment to sustainability and ethical practices.	✓ <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The information obtained in the questionnaire table I Corresponds to the perception of the respondents about the effects of sustainable marketing strategies and ethical brand positioning to their relationships with the brand. When it comes to Objective 1 (OB-1), most of the respondents highly hold that the clarity of communication of the brand on its sustainability initiatives, including the use of environmentally friendly products and its responsible sourcing, play a major role in their satisfaction and overall experience with the digital platforms of the brand. It means that the concept of sustainability is highly valued and integral to improving the customer experience online. In Objective 2 (OB-2), the overwhelming response of the respondents is affirmative that the ethical activities and transparency of the

brand in relation to digital marketing communications have a favorable effect on their trust and loyalty towards the brand in the digital platforms. This implies that ethical brand positioning is essential for establishing long-term relationships with customers and for creating further support, as the brand is socially and environmentally responsible. In Objective 3 (OB-3), sustainability and ethical practice integration was also identified to raise customer engagement with the digital content of the brand (social media posts, blogs, and videos). The brand also has a more positive perception among respondents due to its sustainability and ethical principles, and engage in brand-related activities such as online campaigns and feedback. This proves that customers will use brands that are aligned to their

sustainability and ethical values. Finally, in Objective 4 (OB-4), the respondents believe that brand is more valuable over the long term because of its sustainability and ethical positioning, which provides it with a competitive edge over other digital market brands. It also showed readiness to pay a premium amount of money to the products of the brand due to its long-term adherence to such practices. On the whole, the data indicate a strong positive correlation among sustainable marketing strategies, ethical brand positioning, and essential aspects such as customer experience, trust, engagement, loyalty, and brand value. These are important in generating competitive advantage at the long run and customer retention, and more so in the digital era.

IV. ANALYSIS & INTERPRETATION

Objective-1 Regression Analysis

TABLE II REGRESSION ANALYSIS

Variable	Coefficient (β)	Standard Error	t-value	p-value
Intercept	0.45	0.12	3.75	0.0002
Fairness	0.30	0.08	3.75	0.0002
Transparency	0.35	0.07	5.00	0.00001
Commitment	0.25	0.06	4.17	0.00003
R-squared (R ²)	0.82			
Adjusted R-squared	0.81			
F-statistic	116.87			

(Source: Primary Data)

Interpretation

Table II of the regression analysis sought to investigate how the ethical brand positioning affects consumer trust and loyalty in the digital platforms with three major factors fairness, transparency, and commitment. The findings show that both of these ethical dimensions have a positive significant association with consumer trust and loyalty. Namely, the fairness of brand practices was established to have a positive effect with the coefficient of 0.30 and a very significant p-value (0.0002) indicating that the higher the fairness, the higher the consumer trust and loyalty. The most significant factor that occurred was transparency with a coefficient of 0.35 and an extremely low p-value (0.00001), which shows it played a strong role toward consumer trust and loyalty. In the same way, social and environmental responsibility also had a considerable influence on the consumer behavior, and it can be assessed by the coefficient of 0.25 with a p-value of 0.00003. The model R² is equal to 0.82, which implies that these three variables in combination can explain a significant part (82%) of consumer trust and consumer loyalty and, therefore, ethical brand positioning is very important in forming consumer perception. Moreover, the overall statistical significance of the model is confirmed by the F-statistic of 116.87 (p-value = 0.00001). Considering the fact that each of the variables had a significant p-value, can reject the null hypothesis and accept the alternative hypothesis, which states that ethical brand positioning has a significant impact on consumer trust and loyalty on online platforms.

Objective-2 Factor Analysis

TABLE III FACTOR ANALYSIS

Factor	Variable	Factor Loading
Factor 1: Ethical Brand Positioning	Transparency in Business Practices	0.85
	Brand's Ethical Values	0.82
	Brand's Commitment to Ethical Practices	0.79
Factor 2: Consumer Trust	Trust in Brand's Ethical Practices	0.88
	Confidence in Brand Keeping Promises	0.90
Factor 3: Loyalty	Likelihood to Repeat Purchase	0.77
	Likelihood to Recommend the Brand	0.81

(Source: Primary Data)

Interpretation

Results of Factor Analysis table III on Objective-2 that looks at how ethical brand positioning contributes to consumer trust and loyalty in digital platforms indicate that the ethical practices have an important impact in influencing the perception and behaviors of customers. The analysis has shown three major aspects: Ethical Brand Positioning, Consumer Trust, and Loyalty. Factor 1: Ethical Brand Positioning that entails such variables as transparency in business, ethical values of a brand, and ethical commitment had high factor loadings, having a range between 0.79 and 0.85, which means that the variables are strongly associated with how consumers evaluate the ethical position of a brand. Factor 2: Consumer Trust, which concerns trust in the brand's ethical practices and the belief that the brand will not break promises, had very high factor loadings (0.88 and 0.90), indicating that consumer trust is strongly influenced by the brand's ethical behavior. Factor 3, Loyalty, which incorporates likelihood of repeat purchase and likelihood of recommending the brand, had moderate loadings (0.77 and 0.81), indicating that although the impact of ethical brand positioning on customer loyalty is not as strong as on trust. According to the obtained findings, the Alternative Hypothesis (H1) is accepted, as brand positioning based on ethical considerations significantly affects consumer trust and loyalty on digital platforms. The (H0) Null Hypothesis is rejected and this confirms that ethical brand positioning can have a major role to play in the development of customer trust and loyalty in the digital marketplace.

Objective:3 Descriptive Analysis

TABLE IV DESCRIPTIVE ANALYSIS

Variable	Mean	Standard Deviation (SD)	N (Sample Size)
Sustainability Practices	4.20	0.85	400
Ethical Practices	4.15	0.80	400
Customer Perception	4.10	0.78	400
Brand Engagement	4.05	0.75	400
Overall Impact of Sustainability & Ethical Practices	4.12	0.82	400

(Source: Primary Data)

Interpretation

The aim of such analysis table IV was to determine the impact of the incorporation of sustainability and ethical practice on customer perceptions and brand engagement. The hypothesis of the research was as follows: Null Hypothesis (H0) - integration of sustainability and ethical practices have no significant effect on customer perceptions and brand engagement and Alternative Hypothesis (H1) - integration of sustainability and ethical practices have significant effect on customer perceptions and brand engagement. The descriptive analysis showed that the mean score of sustainability practices (mean = 4.20, SD = 0.85), ethical practices (mean = 4.15, SD = 0.80), customer perception (mean = 4.10, SD = 0.78), and brand engagement (mean = 4.05, SD = 0.75) were positive, meaning that the respondents tended to have a positive perception of such practices. Also, the sustainability and ethical practice in general (mean = 4.12, SD = 0.82) had a significant positive influence on the perceptions of customers and brand engagement. The low standard deviations across all variables indicate consistent responses, supporting the reliability of the data. According to these findings, the alternative hypothesis (H1) is accepted, and the null hypothesis (H0) is rejected. This means that, in fact, the incorporation of sustainability and ethical behavior does play a very significant role in customers' perceptions and brand interactions.

Objective-4 Correlation Analysis

TABLE V CORRELATION ANALYSIS

Variable	Sustainable Marketing	Ethical Positioning	Brand Equity	Competitive Advantage
Sustainable Marketing	1.00	0.78	0.82	0.75
Ethical Positioning	0.78	1.00	0.80	0.76
Brand Equity	0.82	0.80	1.00	0.85
Competitive Advantage	0.75	0.76	0.85	1.00

(Source: Primary Data)

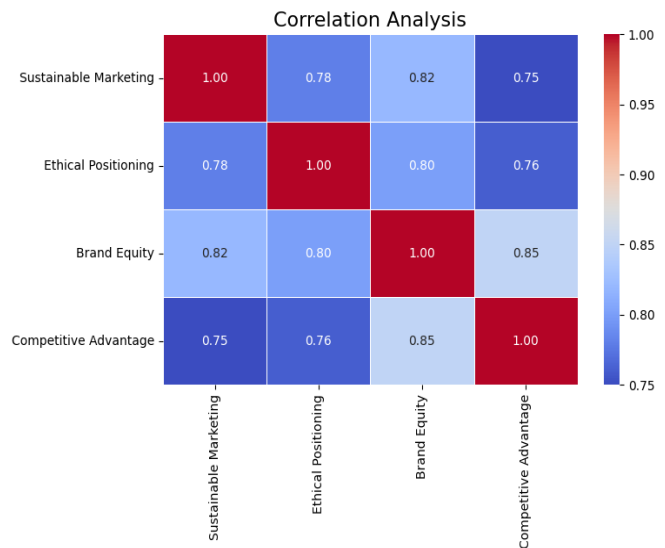


Fig. 2 Correlation Analysis

Interpretation

The purpose of this analysis (Fig. 2) and table V was the investigation of the long-term effects of sustainable marketing and ethical positioning on brand equity and competitive advantage on digital marketplace. The hypotheses of the research that were tested were as follows: Null Hypothesis (H0) - sustainable marketing and ethical positioning do not produce the long-term effect on brand equity and competitive advantage in the digital marketplace and Alternative Hypothesis (H1) sustainable marketing and ethical positioning produces the long-term positive impact on brand equity and competitive advantage in the digital marketplace. The correlation analysis indicated that sustainable marketing and brand equity (0.82), and ethical positioning and brand equity (0.80) are the variables that had strong positive relationships. Further, a brand equity was closely connected with competitive advantage (0.85) and sustainable marketing (0.75) and ethical positioning (0.76) were also found to have a positive relationship with competitive advantage. These results indicate that the concept of sustainable marketing and ethical positioning plays a significant role in developing brand equity and competitive position in the digital market. The consequences of these findings are that the alternative hypothesis (H1) will be accepted and the null hypothesis (H0) will be rejected, which means the long-term positive effect of sustainable marketing and ethical positioning on the brand equity and competitive advantage in the online marketplace.

Major Key Findings

Objective-1

- Reject the null hypothesis (H0) since all the p-values of fairness (0.0002), transparency (0.00001), and commitment (0.00003) are below 0.05.

- To make a conclusion that ethical brand positioning plays an important role in determining consumer trust and loyalty on digital platforms.
- This confirms the alternative hypothesis (H0) that ethical brand positioning positively influences consumer trust and consumer loyalty in online environments.

Objective-2

- Factor Analysis: The variables of ethical brand positioning that high factor loading was reported to be 0.79 to 0.85 which included transparency in business practices, ethical values of the brand, and ethical commitment. Factor loading of consumer trust variables (trust in ethical practices of the brand and confidence in promise keeping) was even higher (0.88 and 0.90).
- Ethical brand positioning has high factor loadings, which implies that ethical brand positioning plays a large role in consumer trust and loyalty.
- Following these findings, it is possible to accept the alternative hypothesis (H1) and prove that ethical brand positioning has a significant impact on consumer trust and loyalty on the digital platform.

Objective-3

- Descriptive Analysis: The average of sustainability practices (4.20), ethical practices (4.15), customer perception (4.10) and brand engagement (4.05) were all positive, showing that there was a positive customer perception of practices.
- Also, overall influence of sustainability and ethical practices (mean = 4.12) was significantly positive in the perception of customers and brand engagement. The standard deviations are low and it indicates that there were similar responses in the sample.
- According to these results, the alternative hypothesis (H1) is accepted, meaning that the concept of sustainability and ethical practices integration is a crucial factor impacting the attitude of the customer and the brand involvement.

Objective-4

- The correlation was strong and positive between the variables whereby sustainable marketing has a correlation of 0.82 with brand equity, and ethical positioning has a correlation of 0.80 with brand equity. Also, the brand equity had a close relationship with competitive advantage (0.85) and sustainable marketing as well as ethical positioning showed a positive relationship with competitive advantage of 0.75 and 0.76 respectively.
- On the basis of these findings, the alternative hypothesis (H1) is confirmed, indicating that the long-term positive impact of sustainable marketing and ethical positioning on brand equity and competitive advantage in the digital marketplace have been found.

Suggestions

- Leverage Sustainability and Ethics in Marketing: Since the relationship between sustainable marketing and the brand equity is highly positive (0.82), companies should use sustainability as an intrinsic part of the brand strategies. The emphasis on environmentally friendly activities, openness, and ethical supply chain can help to enhance brand equity and build a competitive advantage in the market.
- Promote Ethical Brand Positioning: Ethical positioning has a strong connection with brand equity ($r= 0.80$) and competitive advantage ($r= 0.76$) and therefore the businesses should strive to ensure transparency, fairness, and social responsibility. Ethical positioning of brands can develop a greater consumer trust which ultimately leads to increasing customer loyalty in the long run and generally increases the business growth.
- Altogether, the results imply that sustainable marketing and ethical positioning is a crucial factor in developing brand equity and competitive advantage. To increase attachment and establish a closer emotional attachment with the audience, brands need to market these values with the help of multiple digital channels and customer interfaces.
- The positive relationship between sustainable marketing, ethical positioning, and competitive advantage implies that a business that has made long-term commitments to these factors would tend to be more successful than its competitors.

V. CONCLUSION

The study identifies the high importance of sustainable marketing approaches and ethically oriented brand positioning in changing customer experience in the digital era. The study has investigated how sustainability and ethical practices influence customer trust, customer loyalty, customer brand engagement, and customer competitive advantage by taking a quantitative approach to this problem by using a survey used 400 respondents. To test the relationships between these variables and the customer experience, regression, factor analysis and correlation analysis were used to assess them. The results validated the assumption that ethical brand positioning, such as fairness, transparency and devotion, plays a great role in encouraging consumer trust and loyalty in digital platforms. In particular, the largest impact was on transparency which had a small p-value (0.00001) which validates the positive influence that ethical practices have on customer behavior. A factor analysis also confirmed these findings where ethical brand positioning strongly influenced the consumer trust and the factor loadings were high (0.79 to 0.90). Ethical practices positively influenced the brand engagement and customer perceptions, which confirmed the plausibility of the alternative hypotheses (H1) and the null hypotheses (H0). The correlations analysis revealed that sustainable marketing and ethical positioning has a significant contribution to brand equity ($r = 0.82$) and competitive advantage ($r = 0.76$) which

substantiated the long-term positive contribution to these two prominent business performances. On the basis of these results, it is recommended that businesses should incorporate sustainability and ethical processes as part of their main brand strategies. Future studies would examine the persistent consequences of such practices on financial performance and examine how newer technologies such as artificial intelligence and blockchain can be used to increase transparency in marketing.

REFERENCES

- [1] Alexander, B., Blazquez, M., Chrimes, C., & Boardman, R. (2025). The role of immersive spaces on the customer experience: An exploration of fashion metaverses. *Psychology & Marketing*, 42(2), 539-553. <https://doi.org/10.1002/mar.22140>
- [2] Calza, F., Sorrentino, A., & Tutore, I. (2023). Combining corporate environmental sustainability and customer experience management to build an integrated model for decision-making. *Management Decision*, 61(13), 54-84. <https://doi.org/10.1108/MD-05-2022-0613>
- [3] Haris, A. (2025). Consumer behavior shifts in digital age: Impact on brand loyalty. *Advances: Jurnal Ekonomi & Bisnis*, 3(1), 38-51. <https://doi.org/10.60079/ajeb.v3i1.417>
- [4] Harshini, C. S., Rao, B. M., Sagar, R., Sathya, G., Rawat, A., & Sehgal, M. (2024). Modernized digital marketing strategies to improve customer experience towards customer loyalty. *Journal of Informatics Education and Research*, 4(2), 1070-1075. <https://doi.org/10.52783/jier.v4i2.888>
- [5] Kadyan, J. S., Gnanaroy, E. R., Jayakumar, M., Jenefa, L., & Bhuvanewari, A. (2025, July). Leveraging IoT in Digital Marketing Campaigns for Enhanced Customer Engagement and ROI. In *2025 2nd International Conference on Computing and Data Science (ICCDSD)* (pp. 1-6). IEEE. <https://doi.org/10.1109/ICCDSD64403.2025.11208989>
- [6] Kedi, W. E., Ejimuda, C., Idemudia, C., & Ijomah, T. I. (2024). AI software for personalized marketing automation in SMEs: Enhancing customer experience and sales. *World Journal of Advanced Research and Reviews*, 23(1), 1981-1990. <https://doi.org/10.30574/wjarr.2024.23.1.2159>
- [7] Khan, S. D., Karthick, R., Parween, S., & Balamurugan, S. (2024). Significant role of digital marketing strategies in driving business growth, success and customer experience. *Journal of Informatics Education and Research*, 4(2), 762-767. <https://doi.org/10.52783/jier.v4i2.837>
- [8] Massi, M., Piancatelli, C., Vocino, A., & Rojas-Méndez, J. I. (2025). Toward D2A: enhancing luxury fashion with seamless and immersive phygital customer experiences. *International Journal of Consumer Studies*, 49(2), e70045. <https://doi.org/10.1111/ijcs.70045>
- [9] Miah, M. S. (2024). Navigating consumer behavior in the digital age: the role of emerging technologies and ethical considerations. *Asian Journal of Economics, Business and Accounting*, 24(9), 463-471. <https://doi.org/10.9734/ajeba/2024/v24i91504>
- [10] Mouammine, Y. (2026). AI in customer experience and digital marketing: a bibliometric and thematic review (2004–2025) with sensory marketing lens. *Cogent Business & Management*, 13(1), 2613596. <https://doi.org/10.1080/23311975.2026.2613596>
- [11] Mukhtar, S., Mohan, A. C., & Chandra, D. (2023). Exploring the influence of digital marketing on consumer behavior and loyalty. *International Journal of Research-Granthaalayah*, 11(9), 1-18. <https://dx.doi.org/10.29121/granthaalayah.v11.i9.2023.5308>
- [12] Nwosu, N. T., Babatunde, S. O., & Ijomah, T. (2024). Enhancing customer experience and market penetration through advanced data analytics in the health industry. *World Journal of Advanced Research and Reviews*, 22(3), 1157-1170. <https://doi.org/10.30574/wjarr.2024.22.3.1810>
- [13] Oumaima, J., & Lamari, S. (2024). Customer experience in the digital transformation era: Insights on personalization, digital marketing, and customer relationship management. *International Journal of Economics, Management and Finance (IJEMF)*, 3(2), 52-69. <https://doi.org/10.5281/zenodo.14109688>
- [14] Pasuhuk, L. S., Kainde, S. J., & Mandagi, D. W. (2026). Mapping The Evolution of Customer Experience Management Research in Indonesia. *Jurnal Economic Resource*, 9(1), 360-373. <https://doi.org/10.57178/jer.v9i1.2104>
- [15] Qurtubi, M. A. F., Sugarindra, M., Hidayat, A., & Suyanto, M. (2022). The Impact of Digital Marketing: A Systematic. *iJIM*, 16(13), 15. <https://doi.org/10.3991/ijim.v16i13.30609>
- [16] Rosário, A. T., & Dias, J. C. (2025). The Role of Digital Marketing in Shaping Sustainable Consumption: Insights from a Systematic Literature Review. *Sustainability*, 17(17), 7784. <https://doi.org/10.3390/su17177784>
- [17] Sanbella, L., Van Versie, I., & Audiah, S. (2024). Online marketing strategy optimization to increase sales and e-commerce development: An integrated approach in the digital age. *Startupreneur Business Digital (SABDA Journal)*, 3(1), 54-66. <https://doi.org/10.33050/sabda.v3i1.492>
- [18] Shalini, P., Gokilavani, R., Durgarani, M., Manokaran, D., Catherine, S., & Selvi, K. (2026). Systematic Review on Online Brand Advocacy's (OBA) Antecedents and Consequences. *Indian Journal of Information Sources and Services*, 16(1), 691–701. <https://doi.org/10.51983/ijiss-2026.16.1.72>
- [19] Sofa, G. Z., Oktaviani, V. N., Anggoro, A. S., Fernanda, A. N., Luckyardi, S., & Soegoto, E. S. (2026). Customer Experience: Analysis of Creativepreneur Differentiation Strategies in The Development of Local Culinary Services. *Indonesian Journal of Strategic Management*, 9(1), 10-16. <https://doi.org/10.25134/hb6dt768>
- [20] Supriadi, A., Kusumaningsih, A., Rukmana, A., & Prayetno, B. E. (2024). The Impact of Multichannel Marketing Strategy Implementation, HR Skills, and Customer Experience on Increased Sales in Small and Medium Enterprises. *West Science Journal Economic and Entrepreneurship Yapedoumeu: PT. Sanskara Karya Internasional*, 2(3), 283-296. <https://doi.org/10.58812/wsjee.v2i03.1193>
- [21] Thakur, A., Singla, K., Singla, K., Ansari, A., Mishra, A., Kaur, S., & Kaur, P. (2025). Nurturing sustainability: the interplay among digital marketing communication, online customer experience and sustainable purchase intention. *International Journal of Innovation Science*, 17(4), 858-879. <https://doi.org/10.1108/IJIS-06-2024-0166>
- [22] Thomas, J. (2025). The Role Of AI-Driven Financial Strategies in Enhancing Business Performance. *FinTech and AI in Finance (FinTAF)*, 3(1). <https://doi.org/10.7190/fintaf.v3i1.506>
- [23] Tsetse, E. K. K., Adams, R., Elliot, E. A., & Downey, C. (2024). Environmental sustainability and customer experience in emerging markets. *Business Strategy and the Environment*, 33(6), 5647-5660. <https://doi.org/10.1002/bse.3757>
- [24] Urdea, A. M., Constantin, C. P., & Purcaru, I. M. (2021). Implementing experiential marketing in the digital age for a more sustainable customer relationship. *Sustainability*, 13(4), 1865. <https://doi.org/10.3390/su13041865>
- [25] Ünal, U., Bağcı, R. B., & Taşçıoğlu, M. (2024). The perfect combination to win the competition: Bringing sustainability and customer experience together. *Business Strategy and the Environment*, 33(5), 4806-4824. <https://doi.org/10.1002/bse.3728>