

The Impact of Perceived Sustainable Marketing on Brand Image and Sustainable Purchase Intention: The Moderating Role of Environmental Concern in Pakistan's FMCG Sector



By:

Muhammad Sami ul Haq

01-321251-020

MBA - Business

Supervisor:

Dr. Rao Muhammad Rashid

HR and Management Department

Bahria University Islamabad

Spring 2026

THESIS APPROVAL SHEET
Open Defense Examination

Open Defense Date 22/06/2026

Topic of Research: The Impact of Perceived Sustainable Marketing on Brand Image and Sustainable Purchase Intention: The Moderating Role of Environmental Concern in Pakistan's FMCG Sector

Names of Student(s): Enrol # 01-321251-020

- Muhammad Sami ul Haq

Class: MBA - Business

Approved by:

Dr. Rao Muhammad Rashid
Supervisor

Qurat Ul Ain Waqar
Research Coordinator

Dr. Aftab Haider
Head of Department

ABSTRACT

Purpose: The proposed study used empirical research to examine the psychological processes connecting Perceived Sustainable Marketing (PSM) to consumer behavioral outcomes. In particular, it focuses on the moderated mediation process where the Brand Image (BI) mediates the connection between PSM and Sustainable Purchase Intention (SPI), and this mediating effect depends on the extent of the Environmental Concern (EC) of a specific individual.

Design/Methodology/Approach: This research used quantitative research design that involves a cross-sectional survey that was conducted on a sample of consumers. Partial Least Squares Structural Equation Modeling (PLS-SEM) is used when analyzing data. PLS-SEM is the option of choice because it is suitable to test challenging models that include both latent variables and the capability to test both the measurement model (reliability and validity) and structural model (hypothesized relationships) and mediation and moderation effects.

Originality/Value: The study adds to the body on sustainable marketing by formulating and experimenting with a conditional integrated process model. It goes beyond the determination of direct effects to clarify how (with the help of BI), and who (tamed by EC) PSM is converted into purchase intentions. These complex interactions are well methodologically validated using the application of PLS-SEM. In practice, the results provide managers with practical knowledge on how to segment the market according to the environmental values and develop specific communication strategies that will positively shape the image of the brand to achieve sustainable consumption.

Results and Conclusion: This study is an empirical validation of the SOR model in the sustainable marketing domain, which demonstrated that the direct effect of PSM on BI, indicated by $p = 0.000$, was accepted, which showed a strong direct effect. Additionally, the direct effect of BI on SPI $p = 0.000$, indicating strong direct effect and was accepted. The indirect relationship of BI to PSM and SPI is supported by $p = 0.000$. The moderation effect test shows a p value of 0.810 which is rejected. In general, the effects of direct and indirect are supported, except for the moderation hypothesis. The findings emphasize the importance of developing BI instead of segmenting consumers on the basis of their EC for practitioners and managers. Effective sustainable marketing needs to create a positive BI and then lead to SPI.

Keywords: Perceived Sustainable Marketing, Brand Image, Environmental Concern, Sustainable Purchase Intention, PLS-SEM, Moderated Mediation.

Table of Contents

ABSTRACT.....	1
Purpose:.....	1
Design/Methodology/Approach:	1
Originality/Value:.....	1
Keywords:	1
CHAPTER 1	4
1 INTRODUCTION	4
1.1 Problem statement	5
1.2 Research gap	5
1.3 Research questions	6
1.4 Research objectives	6
1.5 Significance of research	6
1.6 Structure of Thesis	7
CHAPTER 2	9
2 LITERATURE REVIEW	9
2.1 Theoretical Framework	9
2.1.1 Stimulus–Organism–Response Framework.....	9
2.1.2 Perceived Sustainable Marketing (PSM)	11
2.1.3 Brand Image (BI)	12
2.1.4 Sustainable Purchase Intention (SPI).....	12
2.1.5 Environmental Concern (EC)	13
2.2 Hypothesis Development	14
2.2.1 Perceived Sustainable Marketing and Brand Image	14
2.2.2 Brand Image and Sustainable Purchase Intention.....	15
2.2.3 Brand Image mediates Perceived Sustainable Marketing and Sustainable Purchase Intention 15	
2.2.4 Environmental concern significantly moderates the relationship between perceived sustainable marketing and brand image.....	16
2.3 Developed Hypotheses	17
2.4 Conceptual Framework	17
CHAPTER 3	18
3 METHODOLOGY	18

3.1	Research Approach & Type	18
3.2	Research Design	18
3.3	Research Population	18
3.4	Sample Size and Sampling Method	19
3.5	Research Instrument	19
3.6	Data Collection	19
3.7	Respondents' Characteristics	20
3.8	Data Analysis Method	22
CHAPTER 4		23
4	RESULTS AND ANALYSIS	23
4.1	Measurement Model	23
4.1.1	Confirmatory Factor Analysis (CFA)	24
4.1.2	Discriminant Validity	25
4.1.3	Cross-loading for Correlation	26
4.2	Structural model	27
4.2.1	Predictability of the model	28
4.2.2	Hypothesis Results	29
CHAPTER 5		31
5	DISCUSSION, IMPLICATION AND CONCLUSION	31
5.1	Hypotheses Validation	31
5.2	Theoretical Implications	32
5.3	Practical Implications	33
5.4	Managerial Implications	33
5.5	Conclusion	34
5.6	Limitations and Future Research Directions	35
REFERENCES		37
APPENDIX		44