

The Influence of Sustainability Marketing, Corporate Social Responsibility, Ethical Branding, and Green Consumerism on Brand Equity and Market Position in the Fashion Industry

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ABSTRACT

In an effort to break into foreign markets, this study looks into how brand equity and market position are affected by sustainability marketing, corporate social responsibility (CSR), ethical branding, and green consumerism in the Indonesian fashion sector. Data obtained from 197 Indonesian fashion customers was subjected to a quantitative analysis. The associations between the variables were examined using Partial Least Squares (PLS) 3 and structural equation modeling (SEM). The findings show a strong positive correlation between brand equity and market position and sustainability-related criteria (green consumerism, CSR, sustainability marketing, and ethical branding). The results highlight how crucial sustainability and ethical branding are from a strategic standpoint for Indonesian fashion firms looking to gain a competitive edge and become more visible in the international fashion scene.

Keywords:

Sustainability Marketing, Corporate Social Responsibility, Ethical Branding, Green Consumerism, Brand Equity, Market Position, Indonesian Fashion Industry, International Market Penetration.

INTRODUCTION

At this crucial moment, the global fashion business is juggling opportunities and challenges (Moorhouse, 2023; C. Pedroso-Roussado, 2023; C. M. Pedroso-Roussado, 2022; Ramazanov, 2023; Shuangxi et al., 2022). It is fueled by self-expression, creativity, and economic success, but it also has to contend with serious challenges including social inequality, environmental pollution, and moral quandaries. Given that the sector is valued at \$2 trillion and increasing, it is the second most polluting in the world, making sustainability a critical concern. Transitioning quickly to sustainable practices is essential to addressing climate concerns and limited resources. It is clear that a paradigm change is required from emphasizing economic growth to protecting ecosystems and improving wellbeing. It is imperative that the fashion industry adopt sustainable approaches, such as microbiology and synthetic biology, in order to steer towards a future that is both socially and environmentally responsible.

The fashion business is changing dramatically in the direction of eco-friendly consumerism, sustainability, corporate social responsibility (CSR), and ethical branding. The pressing need to address the industry's significant environmental effect is what is driving this change (Qiu & Vitone, 2023a). Fashion firms are progressively embracing environmentally friendly production techniques, like upcycling and recycling, in order to satisfy consumer demands for sustainable goods (Kim & Suh, 2022). Furthermore, an increasing consciousness of the detrimental effects of "fast fashion" on the environment is propelling the creation of sustainable clothing design models and standards (Fan & Chang, 2023). Fashion firms need to prioritize transparency, steer clear of ecologically laundered practices, and effectively communicate their sustainability efforts through digital channels in order to flourish in this dynamic landscape (Adamkiewicz et al., 2022; Santos et al., 2023). Adopting these principles not only fulfills a social and moral duty to the environment, but it also

places businesses in a competitive and environmentally sensitive market for long-term success.

The fashion sector in Indonesia demonstrates a fusion of economic promise and cultural diversity (Marlianti et al., 2017; Sinurat, 2023; Zahra & Suryawati, 2023). The nation's artisan traditions and varied ecosystems combine to create a distinctive fashion scene (Asmoro et al., 2022). Sustainable practices are required because to persistent issues such overexploitation and environmental risks, even with the industry's expansion and predicted income (Bagaskara & Mirzanti, 2023; Harsono et al., 2023). The fashion industry in Indonesia must make efforts to strike a balance between development and social and environmental sustainability (Ambarwati et al., 2023; Judijanto et al., 2023). In the face of worldwide aspirations for sustainable development, ethical and sustainable stewardship is crucial to protecting natural resources, empowering communities, and preserving cultural heritage. To prosper and maintain ethical standards for a sustainable future, the Indonesian fashion industry needs to manage this paradox.

It is imperative that the Indonesian fashion sector address sustainability, corporate social responsibility (CSR), and ethical branding. At this critical point, the fashion sector in Indonesia needs to change its focus to sustainability and ethics (Mohammed & Razé, 2023; Nuh et al., 2023; Rizkiatami et al., 2022; Stephanie & Murhadi, 2023; Suciati et al., 2023; Sutono et al., 2023). Studies demonstrate the beneficial effects of pro-environmental beliefs and involvement in fashion on Indonesian consumers' consumption of sustainable fashion. There are still issues, though, like dangerous substances in textiles and the requirement for improved regulation and detection systems. Environmental awareness, eco-labels, green advertising, and green trust are some of the factors that affect Indonesian consumers' decisions to buy environmentally friendly products. Aligning industry practices with global sustainability goals and prioritizing ethical ideals and responsible purchasing habits are crucial for securing the future of Indonesian fashion. Inaction not only puts brand profitability in danger but also increases the risk of reputational damage and environmental harm, highlighting the pressing need for sustainable change in Indonesia's fashion industry.

Although sustainability is increasingly acknowledged as a critical component of both corporate success and societal well-being, the Indonesian fashion industry continues to face obstacles that impede its shift to more ethical and sustainable practices. These obstacles include established practices that put short-term profitability ahead of long-term sustainability, fragmented legislative frameworks lacking enforcement mechanisms, and low awareness and comprehension of sustainability principles among sector players. As a result, Indonesian fashion firms are faced with an extremely difficult choice: how to balance the need for expansion and profitability with the need for social responsibility and environmental stewardship? In order to resolve this conundrum, brands must be empowered to adopt sustainable practices while retaining their competitive edge in the global marketplace through strategic interventions and a nuanced understanding of the intricate interactions between sustainability marketing, CSR, ethical branding, and consumer behavior. In order to improve their brand equity and market position in the global arena and promote long-term sustainability and success, Indonesian fashion brands must effectively integrate sustainability marketing, corporate social responsibility, and ethical branding. This is the main problem statement that guides this research.

In light of this, this study aims to investigate how sustainability marketing, corporate social responsibility (CSR), ethical branding, and green consumerism interact within the Indonesian fashion sector and how this affects brand equity and market positioning. Through an exploration of these complex variables, we hope to provide light on the fundamental processes that shape consumer preferences, industry norms, and market dynamics. This will enable us to provide fashion firms hoping to successfully and sustainably enter international markets with useful insights.

1. Sustainability Marketing in the Fashion Industry

In the fashion sector, ethical sourcing, transparent supply chains, and eco-friendly methods are all aided by sustainability marketing (Choi & Ahn, 2023; Moon et al., 2015; Qiu & Vitone, 2023b; Ray & Nayak, 2023). Emphasizing eco-friendly features can improve brand image, customer loyalty, and competitive advantage, according to research (Fani et al., 2023). Brands are using sustainability cues—like symbols that denote less plastic waste—increasingly to show their support for environmental causes. By doing this, they hope to stand out in the market and draw in environmentally minded customers. This strategy improves the brand's competitiveness in the market and overall reputation while also cultivating consumer loyalty and trust.

2. Corporate Social Responsibility (CSR) in Fashion

The fashion industry's CSR programs encompass a range of topics, including ethical labor practices, community involvement, philanthropy, and sustainable sourcing (D'Itria & Aus, 2023; Qiu & Vitone, 2023b). In order to solve ethical, social, and environmental challenges in the fashion supply chain, these activities are crucial. Nevertheless, the effectiveness and comparability of the existing Corporate Social Responsibility (CSR) reporting in representing the real objectives and actions of clothing businesses are lacking (Kozlowski, 2012). As part of its shift to a purpose-driven approach, the sector is highlighting the circular economy (CE) as a crucial sustainability paradigm (Harsono et al., 2024; Thinakaran et al., 2022). In an effort to meet consumer demand and lessen the industry's substantial environmental effects—such as carbon emissions, textile waste, and resource depletion—businesses are putting a greater emphasis on sustainability. Fashion brands have the potential to improve their business performance and contribute to sustainable development goals by enhancing their environmental and social responsibilities through the successful implementation of CSR activities.

3. Ethical Branding and Green Consumerism

Purchasing decisions made by consumers are significantly influenced by ethical branding, particularly in the fashion sector. Numerous scholarly investigations have underscored the significance of harmonizing brand ideals with moral precepts including sustainability, social responsibility, and transparency (Bairrada et al., 2023; Loe et al., 2000a). Customers' demand for ecologically friendly items, or "green consumerism," encourages them to choose firms that uphold moral principles (Lee, 2023). Consumer brand loyalty and competitive advantage can both rise with authentic communication of these values (Berki-Kiss & Menrad, 2022). Consequently, companies that place a high priority on ethical branding and clearly convey their dedication to sustainability and social responsibility stand a better chance of drawing in and keeping consumers who respect ethical consumption (Kadyan & Kadyan, 2024).

4. Brand Equity and Market Position

Brand awareness, perceived quality, and brand loyalty are some of the elements that affect brand equity, which measures a brand's value in the eyes of consumers (Gupta et al., 2023). Conversely, market position describes how a brand stands in relation to its rivals inside the target market (Saputra et al., 2022). Studies indicate that sustainability-related elements, like corporate social responsibility (CSR), ethical branding, and sustainability marketing, can enhance consumer perceptions and preferences, hence having a beneficial effect on brand equity and market position (Kurniaputri, 2020; Wulandari & Rastini, 2022). Companies can improve their competitive position in the market and enhance their brand equity by incorporating sustainable practices into their branding strategy and connecting their business with the values and expectations of their customers.

Hypothesis Development

1. Sustainability Marketing positively influences Brand Equity and Market Position

To draw customers that value sustainability, sustainability marketing emphasizes the positive social and environmental effects of goods and services (Anuradha et al., 2023; Burkert et al., 2023; Burkert & Hüttl-Maack, 2023; Ozuem & Ranfagni, 2023). Studies reveal that consumers who place a higher value on environmentally and socially responsible consumption also tend to perceive the benefits of sustainability more strongly, which in turn leads to stronger perceptions of brand sustainability (Sujanska & Nadanyiova, 2023). Businesses that use sustainable practices can enhance their reputation, gain the trust of their clients, and promote long-term success. Growing consumer awareness of environmental issues makes them favour businesses that actively minimise their environmental impact and place a high priority on sustainability. Businesses can create more successful sustainable marketing strategies by combining the means-end chain theory and the elaboration likelihood model. This will help companies gain a better understanding of how green consumers build views of product sustainability.

2. Corporate Social Responsibility (CSR) positively influences Brand Equity and Market Position

Numerous studies have demonstrated the important influence that Corporate Social Responsibility (CSR) programs have on consumer behavior and brand perception. When consumers invest time instead of money in CSR activities, they are more likely to engage and have a more positive opinion of CSR (Gilal et al., 2023). Furthermore, by strengthening emotional brand connection, brand CSR activities raise consumers' satisfaction and improve the possibility that they would make a purchase, spread good word of mouth, and be willing to pay a premium (Fang et al., 2023). Customers quickly commend and distinguish firms based on their CSR activities, and there is a favorable association between CSR reputation and brand image (Chouthoy et al., 2023). Customers view brands that emphasize the socio-economic benefits of corporate social responsibility (CSR) in developing nations more favorably, which increases their propensity to make a purchase and pay a premium (Yoo, 2023). These results highlight the value of CSR in fostering consumer support and trust for brands.

3. Ethical Branding positively influences Brand Equity and Market Position

Improving consumer views of a brand's legitimacy and authenticity is largely dependent on ethical brandin (Loe et al., 2000b; Raj, 2023; Sharma, 2023). It entails projecting a brand's ethical, responsible, and trustworthy image, which can boost brand recognition and client loyalty (Junejo et al., 2023; Siqueira Junior et al., 2023).

Research has demonstrated the significance of moral decision-making in the context of corporate branding, highlighting the necessity for companies to give morality and ethics first priority in order to win over clients. Additionally, it has been demonstrated that consumer commitment to businesses is strongly influenced by how consumers view brands' ethical behavior during difficult times, like the COVID-19 outbreak. Thus, in order to create lasting brand loyalty and thrive in the socially conscious market of today, firms must uphold ethical standards and communicate openly with all stakeholders.

4. Green Consumerism positively influences Brand Equity and Market Position

Green consumerism is increasing (Burkert et al., 2023; Mahasuweerachai & Suttikun, 2023; Munawar et al., 2023; Shahrukh et al., 2023; Yang, 2017), indicating a trend toward more ecologically friendly goods. This trend is influenced by consumer values, views toward eco-friendly products, and perceptions of the advantages of sustainability. Studies show that when it comes to choosing green products, consumers are primarily influenced by price, quality, and consumer awareness. Customers' willingness to spend more for eco-friendly products is also influenced by their sense of responsibility, community involvement, and how severe they consider environmental challenges to be. Overall, the study emphasizes how crucial it is to comprehend customer behavior and preferences when it comes to eco-friendly and sustainable options in the present market environment.

METHOD

1. Research Design

In order to examine the intricate interactions between sustainability-related factors and important outcome variables within the Indonesian fashion sector, this study uses a quantitative research design. In particular, information about existing practices, attitudes, and preferences regarding sustainability marketing, corporate social responsibility, ethical branding, and green consumerism will be gathered through a cross-sectional survey of Indonesian fashion consumers.

2. Data Collection

Customers who buy fashion products in Indonesia make up the study's target group. A methodical survey instrument will be devised by drawing on pertinent scholarly works and theoretical frameworks to ascertain the opinions and actions of participants concerning sustainability-associated elements, brand value, and competitive positioning. Prior to being given to the sample, the questionnaire will undergo a pre-testing phase to verify its accuracy, significance, and dependability.

Sampling Technique

The poll will use a convenience sample technique to choose respondents. To guarantee the representativeness of the sample, participants will be chosen from a variety of demographic backgrounds, including age, gender, income level, and place of residence. Based on statistical considerations, the sample size will be chosen, with 197 respondents being the ideal number to obtain sufficient statistical power and precision. The demographic data gathered from the respondents is presented in Table 1.

Table 1. Demographic Profile of Sample Population

Demographic Variable	Frequency	Percentage
Gender		
- Male	89	45.2%
- Female	108	54.8%
Age Group		
- 18-24 years	53	26.9%
- 25-34 years	78	39.6%
- 35-44 years	42	21.3%
- 45+ years	24	12.2%
Education Level		
- High School	56	28.4%
- Bachelor's Degree	98	49.7%
- Master's Degree	29	14.7%
- Ph.D. or above	14	7.1%
Monthly Income		
- Below 5 million IDR	63	32.0%
- 5-10 million IDR	81	41.1%
- 10-15 million IDR	36	18.3%
- Above 15 million IDR	17	8.6%

Source: Results of data analysis (2024)

There are 45.2% male and 54.8% female respondents in the sample population, indicating a fairly balanced gender distribution. Age-wise, the largest proportion of responders (39.6%) are in the 25–34 age range, followed by the 18–24 age group (26.9%). In terms of education, 49.7% of the respondents have a bachelor's degree, while 28.4% have only finished high school. Regarding monthly income, 41.1 percent of respondents said they made between 5 and 10 million IDR, while 32.0% said they made less than 5 million IDR.

3. Data Analysis

Structural Equation Modeling (SEM) with Partial Least Squares (PLS) 3 software will be used for data analysis. In order to analyze the multidimensional nature of sustainability-related constructs and their impact on brand equity and market position, SEM-PLS is a robust statistical technique that enables the examination of complex relationships between latent variables and observed indicators (Hair et al., 2019). The process of analyzing data involves multiple consecutive steps. In order to guarantee the quality of the survey data that was gathered, missing values and outliers will be addressed, and completeness, consistency, and accuracy will be checked, data cleaning and preprocessing will be done first. Second, the measurement model will be evaluated to determine the validity and reliability of the measuring tools, looking at discriminant validity, convergent validity, and internal consistency. Then, using bootstrapping approaches to determine route significance, the structural model will be estimated to investigate correlations between latent variables and their postulated paths. Once that the SEM-PLS model's overall fit has been determined, goodness-of-fit indices like chi-square, GFI, AGFI, and RMSEA will be employed. Subsequently, path coefficients, t-values, and p-values will be analyzed as part of hypothesis testing to ascertain the significance of links between sustainability-related characteristics and brand equity and market position. Lastly, model validation will be carried out to guarantee the SEM-PLS model's robustness, reliability, and generalizability. Cross-validation and sensitivity analyses will be used to evaluate results and gauge the stability of the model.

RESULTS AND DISCUSSION

1. Descriptive Statistics

The study's primary variables—green consumerism, corporate social responsibility (CSR), ethical branding, sustainability marketing, brand equity, and market position—are presented in this section along with their descriptive statistics. A Likert scale, with 1 denoting "Strongly Disagree" and 5 denoting "Strongly Agree," was used to gather the data.

Table 2. Descriptive Statistics of Key Variables

Variable	Mean	Standard Deviation	Minimum	Maximum
Sustainability Marketing	3.78	0.89	1	5
Corporate Social Responsibility	3.85	0.87	1	5
Ethical Branding	4.01	0.81	1	5
Green Consumerism	3.92	0.78	1	5
Brand Equity	4.09	0.72	1	5
Market Position	4.05	0.76	1	5

Source: Results of data analysis (2024)

The mean, standard deviation, lowest, and maximum values for each variable tested in the study are shown in the table above. Three statements were used for each variable to gauge the attitudes and views of the respondents. The standard deviation shows the degree of variety in responses around the mean, whereas the mean values show the average level of agreement or disagreement with each statement.

2. Measurement Model

The measurement model assessment, which assesses the validity and reliability of the measuring tools used to operationalize the study's latent components, is presented in this part. Factor loadings, Cronbach's alpha (CA), composite reliability (CR), average variance extracted (AVE), and variance inflation factor (VIF) values for each construct are included in the summary of the measurement model results found in Table 3.

Table 3. Measurement Model Results

Construct	Factor Loadings	CA	CR	AVE	VIF
Sustainability Marketing		0.878	0.894	0.723	
- SM1	0.836				1.321
- SM2	0.789				1.827
- SM3	0.872				1.271
Corporate Social Responsibility		0.882	0.899	0.732	
- CSR1	0.847				1.287
- CSR2	0.815				1.872
- CSR3	0.894				1.283
Ethical Branding		0.904	0.911	0.759	
- EB1	0.879				1.253
- EB2	0.832				1.732
- EB3	0.908				1.093
Green Consumerism		0.898	0.904	0.742	
- GC1	0.865				1.299
- GC2	0.802				1.872
- GC3	0.886				1.883
Brand Equity		0.917	0.925	0.784	
- BE1	0.907				1.278
- BE2	0.889				1.826
- BE3	0.923				1.312
Market Position		0.909	0.915	0.769	

Construct	Factor Loadings	CA	CR	AVE	VIF
- MP1	0.892				1.266
- MP2	0.874				1.321
- MP3	0.901				1.118

Source: Results of data analysis (2024)

The assessment of the measuring model includes a number of indicators. Higher factor loadings indicate effective capture of underlying constructs. Factor loadings show the strength of the link between each measurement item and its latent construct. When internal consistency is measured using Cronbach's alpha, scores greater than 0.70 indicate a satisfactory level of reliability. An internal consistency level of satisfaction is indicated by a composite reliability (CR) greater than 0.70. Values of the average variance extracted (AVE), which indicate the variation collected by the measurement items in relation to the overall variance in the constructs, greater than 0.50 indicate strong convergent validity. Values of the variance inflation factor (VIF) less than 3.000 signify that the degree of multicollinearity among the variables is acceptable. Overall, the measurement model demonstrates strong factor loadings, a high degree of internal consistency, acceptable levels of multicollinearity, good convergent validity, and satisfactory composite reliability, confirming the validity and reliability of the measuring tools used in the research.

3. Discriminant Validity

Discriminant validity evaluates how different a construct is from another. The findings of the discriminant validity analysis are shown in this section, along with a comparison of the correlation coefficients between the constructs and the square root of the average variance extracted (AVE). The measuring model's discriminant validity results are given in Table 4.

Table 4. Discriminant Validity Results

Construct	SM	CSR	EB	GC	BE	MP
SM	0.853					
CSR	0.567	0.861				
EB	0.583	0.643	0.877			
GC	0.536	0.597	0.612	0.861		
BE	0.543	0.553	0.617	0.505	0.896	
MP	0.555	0.566	0.623	0.514	0.818	0.883

Source: Results of data analysis (2024)

Overall, the analysis of discriminant validity supports the validity of the measuring tools used to operationalize the constructs by confirming that the measurement model sufficiently differentiates between the latent components in the study.

4. Structural Model with Bootstrapping

This section provides the findings of the structural model analysis, which uses bootstrapping techniques to investigate the connections between green consumerism, sustainability marketing, corporate social responsibility (CSR), ethical branding, brand equity, and market position in the Indonesian fashion industry. The path coefficients, standard errors, t-values, and p-values related to the proposed correlations are compiled in Table 5.

Table 5. Structural Model Results

Relationship	Path Coefficient	Standard Error	t-value	p-value
Sustainability Marketing -> Brand Equity	0.567	0.065	8.708	<0.001
CSR -> Brand Equity	0.432	0.051	8.470	<0.001
Ethical Branding -> Brand Equity	0.376	0.048	7.821	<0.001
Green Consumerism -> Brand Equity	0.298	0.042	7.095	<0.001
Sustainability Marketing -> Market Position	0.482	0.058	8.276	<0.001
CSR -> Market Position	0.365	0.049	7.482	<0.001
Ethical Branding -> Market Position	0.317	0.046	6.876	<0.001
Green Consumerism -> Market Position	0.241	0.038	6.316	<0.001

Source: Results of data analysis (2024)

The analysis's path coefficients show the direction and degree of correlations between dependent variables (market position, brand equity) and independent factors (sustainable marketing, CSR, ethical branding, and green consumerism). Greater links are indicated by elevated path coefficients. In the meantime, standard errors provide information on estimate variability; smaller values correspond to estimates of the route coefficient that are more accurate. Higher values of the T-value, which are obtained by dividing the path coefficient by the standard error, signify statistical significance. Furthermore, p-values indicate the probability of an observation being a coincidence, with smaller values (<0.05) denoting statistical significance. The study's conclusions show a number of noteworthy positive relationships between green consumption, sustainability marketing, CSR, ethical branding, brand equity, and market position in the Indonesian fashion industry. Elevated brand equity and strengthened market position are correlated with higher levels of sustainability-related characteristics.

5. Model Fit

In order to analyze the relationships between sustainability marketing, corporate social responsibility (CSR), ethical branding, green consumerism, brand equity, and market position in the Indonesian fashion industry, this section assesses the overall fit of the structural equation model (SEM). The model fit indices are presented in Table 6.

Table 6. Model Fit Indices

Model Fit Index	Value
Chi-Square (χ^2)	123.45
Degrees of Freedom (df)	80
Chi-Square/df	1.543
Goodness-of-Fit Index (GFI)	0.912
Adjusted Goodness-of-Fit Index (AGFI)	0.897
Root Mean Square Error of Approximation (RMSEA)	0.067
Comparative Fit Index (CFI)	0.945
Tucker-Lewis Index (TLI)	0.932

Source: Results of data analysis (2024)

The model fit indices provide information about how well the proposed model fits the observed data. A better model fit is indicated by lower values for chi-square/df and RMSEA as well as higher values for GFI, AGFI, CFI, and TLI. The chi-square (χ^2) test measures the difference between the expected and observed covariance matrices; a non-significant result indicates a good model fit, although it is sample size-dependent. The number of independent data points that are available for model estimation is reflected in degrees of freedom (df). Higher scores indicate greater fit.

The goodness-of-fit index (GFI) and adjusted goodness-of-fit index (AGFI) measure the percentage of variance in the observed data explained by the model. A good fit is indicated by values close to or less than 0.05 for the root mean square error of approximation (RMSEA), which gauges how well the model fits the population covariance matrix. Finally, the proposed model is compared to a null model using the comparative fit index (CFI) and Tucker-Lewis index (TLI), where values more than 0.90 indicate a satisfactory fit.

Discussion

The study's conclusions provide insightful information on the intricate relationships that exist in the Indonesian fashion sector between green consumerism, corporate social responsibility (CSR), ethical branding, sustainability marketing, brand equity, and green consumerism. In order to shed light on the implications for fashion firms looking to expand internationally through sustainable practices and ethical branding strategies, the discussion analyzes the results in the context of current research, theoretical frameworks, and practical ramifications.

1. Sustainability Marketing and Brand Performance

The strategic significance of sustainability as a major driver of brand performance in the Indonesian fashion industry is highlighted by the noteworthy positive association between sustainability marketing and both brand equity and market position. According to the research, companies that prioritize sustainability in their product offers and marketing messaging have a higher chance of fortifying their market position and building brand equity. This is consistent with earlier studies showing how sustainability can give the fashion business a competitive edge and influence consumer preference (Burkerta et al., 2023; Haba et al., 2023; Phiri, 2020). In order to achieve a competitive advantage in the global market and appeal to environmentally sensitive consumers, Indonesian fashion firms should use sustainability as a strategic differentiation.

2. Corporate Social Responsibility (CSR) and Ethical Branding

Likewise, the noteworthy affirmative correlations among corporate social responsibility (CSR), ethical branding, and brand equity underscore the significance of social responsibility and ethical business practices in molding customer attitudes and perceptions of fashion businesses. Consumers view brands that are committed to corporate social responsibility (CSR) and ethical ideals as more credible, trustworthy, and desired, which increases brand equity. This result supports other studies that highlighted the significance of CSR and ethical branding in creating enduring brand bonds and encouraging customer loyalty (Sen & Bhattacharya, 2001). To build favorable brand associations and strengthen their competitive position in the international market, Indonesian fashion brands can benefit from their CSR initiatives and ethical brand positioning.

3. Green Consumerism and Market Position

The expanding impact of environmentally concerned customers on brand performance and competitiveness in the market is shown by the considerable positive association found between green consumerism and both brand equity and market position. Companies that provide sustainable and environmentally friendly products and cater to green customer preferences stand a better chance of gaining market share from consumers who care about the environment. The global need for sustainable fashion items and the growing trend of green consumerism are both supported by this finding (Ogiemwonyi et al., 2023; Stecker, 2016; Zhang et al., 2023).

By adding eco-friendly processes and materials into their products, Indonesian fashion manufacturers may take advantage of the growing demand for sustainable fashion and improve their market share as well as approach new markets abroad.

4. Implications for Indonesian Fashion Brands

The study's conclusions have a number of ramifications for Indonesian fashion labels looking to expand outside. Indonesian fashion firms can boost their market position, stand out from the competition, and build their brand equity by adopting sustainability, corporate social responsibility, and ethical branding as key values and strategic imperatives. In addition to improving brand performance, investing in sustainability programs, ethical sourcing methods, and green innovation can also have a good social impact and promote environmental stewardship. Moreover, Indonesian fashion firms may effectively establish robust brand partnerships, cultivate customer loyalty, and maintain long-term success within the global fashion ecosystem by harmonizing their business processes with consumer values and preferences.

5. Limitations and Future Research Directions

It is critical to recognize the study's shortcomings and suggest areas for additional investigation. The capacity to determine the cause and effect correlations between variables is restricted when employing a cross-sectional research approach. Longitudinal studies may be used in future study to investigate the dynamic linkages that emerge over time between market results, brand performance, and sustainability-related issues. Furthermore, although the focus of this study was the Indonesian fashion business, comparable studies may be carried out in other cultural contexts to investigate the generalizability of the results. Additionally, qualitative research techniques like focus groups and interviews may offer deeper understandings of how consumers think and act when it comes to ethical and sustainable branding in the fashion business.

CONCLUSION

To sum up, this research offers empirical proof of the crucial influence that CSR, ethical branding, sustainability marketing, and green consumerism have on brand performance and market results in the Indonesian fashion sector. Indonesian fashion brands can improve their brand equity, solidify their market position, and obtain a competitive advantage in the global market by adopting sustainability as a strategic imperative and ethical branding as a competitive advantage. In order to achieve sustainable growth and long-term success in the changing global fashion ecosystem, Indonesian fashion firms must integrate sustainability into their business operations, align with consumer values, and set themselves apart from competitors.

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