

The Influence of Green Marketing Campaign, Sustainability Commitment, and Community-Based Marketing on Brand Preference in Bandung FMCG Sector

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ABSTRACT

This study investigates the influence of Green Marketing Campaigns, Sustainability Commitments, and Community-Based Marketing on Brand Preference in the FMCG sector in Bandung, using a quantitative analysis approach. Data were collected from 150 respondents using a Likert scale (1-5) and analyzed with SEM-PLS 3. The results reveal that all three variables significantly impact Brand Preference, with Community-Based Marketing showing the strongest effect. Green Marketing Campaigns and Sustainability Commitments also demonstrate substantial positive influences. These findings highlight the growing consumer preference for brands that prioritize environmental responsibility, sustainability, and community engagement. Practical implications include the need for FMCG companies to integrate these elements into their marketing strategies to enhance consumer loyalty and brand positioning.

Keywords: *Green Marketing Campaigns, Sustainability Commitments, Community-Based Marketing, Brand Preference, FMCG Sector*

1. INTRODUCTION

The fast-moving consumer goods (FMCG) sector is increasingly embedding sustainability into its strategies, driven by consumer demand for eco-friendly products and practices. In urban markets like Bandung, green marketing, sustainability commitments, and community-based marketing shape brand preferences, enhance loyalty, and align with environmental goals. Green marketing differentiates brands through eco-friendly packaging, ethical sourcing, and transparency, fostering consumer trust and competitiveness [1], [2]. FMCG companies are also adopting sustainable supply chains, cutting carbon emissions, and minimizing waste to meet consumer and regulatory expectations [3]. While biodegradable and recyclable packaging remains a priority, cost and supply chain challenges persist [4]. Energy efficiency and ethical sourcing further enhance corporate reputation and reduce environmental impact [4]. Additionally, community-based marketing strengthens consumer trust by engaging local stakeholders in sustainability initiatives, though logistical challenges remain [4], [5].

Green marketing campaigns and sustainability commitments play a crucial role in shaping brand perception and consumer loyalty by promoting environmentally friendly products and corporate responsibility in mitigating ecological impacts. Companies that align with these values gain a competitive edge, resonating with consumers who prioritize sustainable lifestyles. Approximately 70% of consumers consider environmental concerns when purchasing products, though only 45% are willing to pay a premium for green options [6]. Trust in green claims remains low, with only 30% of consumers confident in corporate sustainability statements, making transparency and authenticity essential to building trust and avoiding greenwashing [7], [8]. Brands that emphasize sustainability enhance their image and foster long-term consumer loyalty and

profitability, with strategies such as eco-friendly product design and CSR initiatives aligning brand values with consumer expectations [8], [9]. In India, green business practices particularly improve brand image and consumer trust among younger consumers [10]. Leading companies like Nike, Starbucks, and Toyota integrate sustainability into supply chain management and carbon footprint reduction to reinforce their brand identity [6]. A comprehensive approach, including stakeholder engagement and sustainable supply chains, is essential for gaining a competitive advantage and ensuring long-term business growth [9].

Community-based marketing leverages localized engagement to build stronger connections with target audiences by addressing specific community needs and values, making it particularly effective in culturally diverse markets like Bandung, where understanding local preferences is crucial for consumer engagement. By integrating socio-cultural and religious values, brands can enhance authenticity and foster deeper relationships with their audience, aligning with the principles of community-based education that emphasize cultural identity and social harmony [11]. Community management plays a vital role in sustainable marketing by understanding consumer behavior and designing communication strategies that resonate with local values, as demonstrated in case studies such as Doesoen Kopi Sirap in Indonesia [12], [13]. Similarly, community-based enterprises (CBEs) illustrate the power of leveraging local engagement to create long-term impacts, as seen in the Bonne Bay Cottage Hospital Heritage Corporation case study, which highlights how CBEs foster community support and sustainability by embedding themselves within the community [12]. This approach can be adapted by FMCG brands to strengthen connections with local audiences in Bandung. Additionally, adapting digital marketing strategies through localization is crucial for engaging diverse audiences, involving practices such as staying informed about local trends, collaborating with local influencers, and aligning content with local values [14]. Encouraging user-generated content and using localized hashtags further enhance brand visibility and credibility within the community [14].

Despite the growing emphasis on these strategies, there is limited empirical research examining their combined impact on brand preferences, particularly within the FMCG sector in Bandung. To address this gap, this study employs a quantitative approach to analyze how green marketing campaigns, sustainability commitments, and community-based marketing influence brand preferences.

2. LITERATURE REVIEW

2.1 *Green Marketing Campaigns*

Green marketing in the FMCG sector is increasingly significant, particularly in regions like Bandung, where environmental awareness is on the rise. This strategy emphasizes eco-friendly practices such as sustainable packaging and carbon footprint reduction, aligning with consumer preferences for socially responsible brands. Consumers are increasingly demanding products with greener attributes, with studies showing that a significant percentage are willing to pay more for sustainable products [15]. Green marketing campaigns that align with consumer values and provide transparent information are more likely to build trust and influence purchasing decisions [7], [16]. While green marketing offers opportunities for enhancing brand image and competitiveness, companies face challenges such as balancing profitability

with sustainability goals [7]. Additionally, the risk of greenwashing, where companies falsely claim environmental benefits, can undermine consumer trust and requires careful management [16], [17]. Regulatory frameworks play a crucial role in shaping green marketing practices, ensuring transparency and accountability [7]. Furthermore, collaboration between businesses, governments, and non-profit organizations is essential for promoting ecological sustainability and overcoming legal and consumer trust challenges [16].

2.2 *Sustainability Commitments*

Sustainability commitments in the FMCG sector are increasingly vital as they align with consumer expectations and enhance brand reputation through the integration of environmental, social, and economic considerations into business operations, such as ethical sourcing, partnerships with environmental organizations, and investments in renewable energy. The triple bottom line—people, planet, and profit—serves as the foundation for these initiatives, fostering long-term consumer loyalty and brand equity. Sustainable marketing strategies are essential for developing a strong brand image, which enhances consumer loyalty and sustainable purchasing intentions [18]. Transparency in sustainable practices is crucial for building consumer trust and avoiding greenwashing concerns, thereby solidifying brand credibility [8]. Additionally, brands that emphasize sustainability not only foster long-term consumer loyalty but also experience enhanced brand equity and profitability due to alignment with consumer values [8]. CSR initiatives, such as community involvement and ethical work practices, positively impact brand reputation and consumer loyalty [19]. However, despite positive consumer attitudes towards sustainability, there is often a gap between these attitudes and actual purchasing behaviors, which sustainable brands can address by fostering transparency and authenticity in their practices [20]. Increasing consumer awareness and education on sustainable behaviors is essential for driving broader adoption and achieving meaningful environmental and social impact [21].

2.3 *Community-Based Marketing*

Community-based marketing in the FMCG sector leverages local knowledge and community engagement to foster brand loyalty and authenticity, making it particularly effective in culturally rich areas where consumer preferences are deeply influenced by local traditions and values. Research highlights that community experience positively influences brand loyalty, although its direct impact on brand engagement is not statistically significant, while perceived community benefits significantly affect both brand engagement and loyalty, emphasizing the importance of delivering tangible value to community members [22]. Localized marketing efforts, particularly in culturally rich areas like Bandung, resonate well with consumers by aligning with local traditions and values [22]. Community-based tourism models, such as those in Segunung Traditional Village, demonstrate how integrating local wisdom and collaborating with various stakeholders can enhance community engagement and brand positioning [23]. Moreover, brands that actively engage with communities are perceived as more authentic and trustworthy, reinforcing the findings of Muniz and O'Guinn's research [22]. Community-based corporate social responsibility initiatives

further strengthen this perception by aligning brand activities with community interests and societal well-being [24].

2.4 Brand Preferences in the FMCG Sector

Building brand preference in the FMCG sector, particularly in a culturally vibrant and environmentally conscious city like Bandung, requires a strategic approach that aligns with consumer values and expectations, with factors such as product quality, price, advertising, and corporate social responsibility playing crucial roles. Product quality is a key driver, as seen in the cement industry, where consumers prioritize quality and satisfaction to enhance brand equity [25]. Similarly, urban consumers in Salem prefer premium FMCG brands due to their reputation and quality, underscoring the need for high product standards [26]. Socio-economic factors like income and education significantly influence brand preference, with higher income and education levels correlating with a preference for premium FMCG products, while urban consumers show stronger brand loyalty compared to price-sensitive rural consumers [26]. Advertising also plays a key role, as international brand advertisements link corporate global brand value with consumer perception, bridging the gap between brand value judgment and selection [27]. Additionally, consumer satisfaction, driven by expectations and needs, is a major factor influencing brand preference [28]. Trusted recommendations and financial affordability further impact preferences, as seen in the agricultural sector [29]. In Bandung, green marketing, sustainability commitments, and community-based marketing further shape consumer choices, aligning with broader brand preference dynamics influenced by socio-economic variables and consumer satisfaction.

2.5 Theoretical Framework

This study is grounded in the Theory of Planned Behavior (Ajzen, 1991), which suggests that behavioral intentions are influenced by attitudes, subjective norms, and perceived behavioral control. Green marketing campaigns and sustainability commitments are hypothesized to shape consumer attitudes toward brands, while community-based marketing is expected to influence subjective norms by fostering a sense of shared values.

The theoretical framework is further supported by stakeholder theory (Freeman, 1984), which posits that businesses must consider the interests of all stakeholders, including customers, communities, and the environment, to achieve long-term success. By integrating these perspectives, the study aims to provide a comprehensive understanding of how sustainable and community-driven strategies influence brand preferences in the FMCG sector.

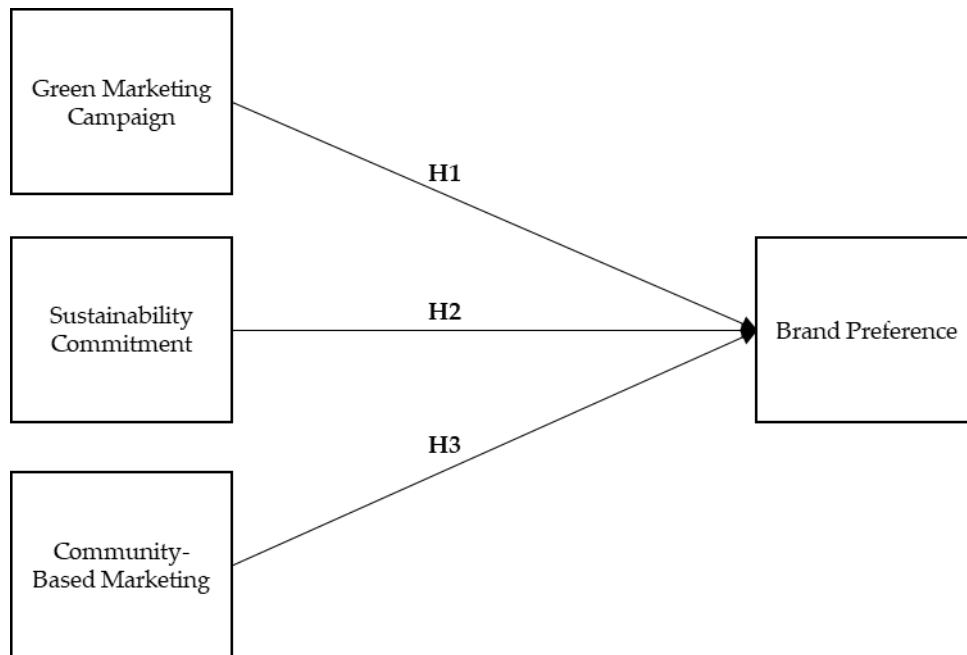


Figure 1. Conceptual Framework

3. METHODS

3.1 Research Design

This study employs a quantitative research design to investigate the influence of green marketing campaigns, sustainability commitments, and community-based marketing on brand preferences in the FMCG sector in Bandung. The design is descriptive and causal, aiming to explain the relationships among the variables and test the proposed hypotheses.

3.2 Population and Sample

The population of this study comprises consumers of FMCG products in Bandung. The sampling technique used is purposive sampling, targeting individuals who are aware of green marketing initiatives, sustainability practices, and community-based marketing activities by FMCG brands. The sample size is 150 respondents, deemed sufficient for Structural Equation Modeling - Partial Least Squares (SEM-PLS) analysis, as per the guidelines by [30].

3.3 Data Collection Instrument

A structured questionnaire was developed to collect primary data. The questionnaire comprises closed-ended questions measured on a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire was pre-tested with 20 respondents to ensure clarity, reliability, and validity. Feedback from the pre-test was used to refine the instrument.

Data were collected through an online survey distributed via social media platforms and email. The survey ensured anonymity and voluntary participation, aligning with ethical research practices. Respondents were screened to confirm their familiarity with FMCG brands implementing green marketing and sustainability initiatives.

3.4 Data Analysis Techniques

The collected data were analyzed using Structural Equation Modeling - Partial Least Squares (SEM-PLS) with SmartPLS 3 software, chosen for its ability to handle complex models, small sample sizes, and non-normal data distributions. The analysis followed three key steps: first, the measurement model evaluation assessed the reliability and validity of the constructs using

Cronbach's alpha, composite reliability (CR), and average variance extracted (AVE), considering values above 0.7 for Cronbach's alpha and CR and above 0.5 for AVE as acceptable [30]. Second, the structural model evaluation examined path coefficients, R^2 values, and t-statistics to test hypotheses, utilizing a bootstrapping technique with 500 resamples to determine significance. Lastly, mediation analysis was conducted to assess the mediating effect of community-based marketing using the indirect path analysis approach recommended by [31].

4. RESULTS AND DISCUSSION

4.1 Respondent Demographics

The demographic profile of the 150 respondents surveyed in Bandung provides valuable insights into the target population for the study. In terms of gender distribution, 65 respondents (43.3%) were male, while 85 respondents (56.7%) were female. The age groups were evenly distributed, with 45 respondents (30%) aged 18-25 years, 60 respondents (40%) aged 26-35 years, and 45 respondents (30%) aged 36-50 years. Regarding educational background, 15 respondents (10%) held a high school diploma, 105 respondents (70%) had a bachelor's degree, and 30 respondents (20%) possessed a master's degree or higher. In terms of monthly income, 75 respondents (50%) earned below IDR 5,000,000, 50 respondents (33.3%) had an income between IDR 5,000,000 and IDR 10,000,000, while 25 respondents (16.7%) earned above IDR 10,000,000. The employment sector distribution showed that 90 respondents (60%) worked in the private sector, 30 respondents (20%) were employed in the government sector, 15 respondents (10%) were entrepreneurs, and the remaining 15 respondents (10%) belonged to other sectors.

4.2 Measurement Model Evaluation

The evaluation of the measurement model focuses on reliability, convergent validity, and discriminant validity to ensure that the constructs are measured accurately and consistently. Below is the discussion of these assessments based on the given data.

Table 1. Measurement Model

Variable	Code	Loading Factor	Cronbach's Alpha	Composite Reliability	Average Variant Extracted
Green Marketing Campaign	GMC.1	0.846	0.826	0.894	0.738
	GMC.2	0.891			
	GMC.3	0.840			
Sustainability Commitment	SUC.1	0.838	0.833	0.899	0.749
	SUC.2	0.893			
	SUC.3	0.864			
Community-Based Marketing	CBM.1	0.769	0.827	0.882	0.652
	CBM.2	0.748			
	CBM.3	0.857			
	CBM.4	0.850			
Brand Preference	BPR.1	0.846	0.879	0.912	0.674
	BPR.2	0.761			
	BPR.3	0.826			
	BPR.4	0.804			
	BPR.5	0.866			

Source: Data Processing Results (2025)

Reliability analysis using Cronbach's Alpha and Composite Reliability (CR) confirmed high internal consistency, with all values exceeding 0.7: GMC (0.826, 0.894), SUC (0.833, 0.899), CBM (0.827, 0.882), and BPR (0.879, 0.912). These results validate the reliability of each construct. Convergent validity, assessed through Average Variance Extracted (AVE), showed all constructs

surpassing the 0.5 threshold, confirming strong correlations: GMC (0.738), SUC (0.749), CBM (0.652), and BPR (0.674). Additionally, indicator loading factors for all items exceeded 0.7, further affirming their strong contributions: GMC (0.840–0.891), SUC (0.838–0.893), CBM (0.748–0.857), and BPR (0.761–0.866), reinforcing the robustness of the measurement model.

Discriminant validity ensures that the constructs in the study are distinct and measure different theoretical concepts. One method to assess discriminant validity is the Heterotrait-Monotrait Ratio (HTMT). The HTMT values should generally be below 0.85, although some literature allows a more lenient threshold of 0.90, depending on the context of the study.

Table 2. Discriminant Validity

	BPR	CBM	GMC	SUC
Brand Preference				
Community-Based Marketing	0.809			
Green Marketing Campaign	0.598	0.571		
Sustainability Commitment	0.662	0.756	0.557	

Source: Data Processing Results (2025)

Discriminant validity ensures that constructs are distinct and measure different concepts, often assessed through the Heterotrait-Monotrait ratio (HTMT). Values close to 1 suggest a lack of distinctiveness, with a threshold of 0.85 commonly used. The HTMT values for the pairs show that Brand Preference (BPR) and Community-Based Marketing (CBM) (0.809) have some overlap but still maintain adequate discriminant validity. BPR and Green Marketing Campaign (GMC) (0.598) and BPR and Sustainability Commitment (SUC) (0.662) show strong discriminant validity. CBM and GMC (0.571), as well as CBM and SUC (0.756), also indicate good distinctiveness. Finally, GMC and SUC (0.557) further confirm discriminant validity.

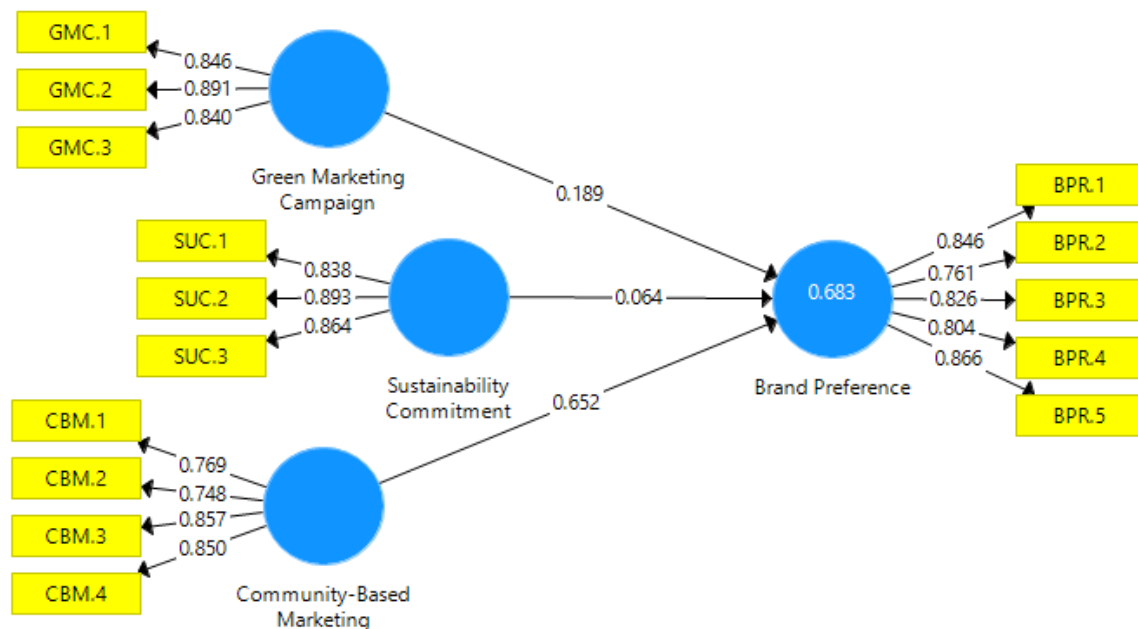


Figure 2. Model Results

Source: Data Processed by Researchers, 2025

4.3 Model Fit Evaluation

Model fit evaluation is an essential step in assessing how well the hypothesized model aligns with the observed data. The following indicators were examined in this study: Standardized Root

Mean Square Residual (SRMR), d_ULS, d_G, Chi-Square, and Normed Fit Index (NFI). Below is a detailed discussion of these metrics.

Table 3. Model Fit Results Test

	Saturated Model	Estimated Model
SRMR	0.112	0.112
d_ULS	1.503	1.503
d_G	0.954	0.954
Chi-Square	571.181	571.181
NFI	0.621	0.621

Source: Process Data Analysis (2025)

The model fit was assessed using several indices. The SRMR (Standardized Root Mean Square Residual) for both the saturated and estimated models is 0.112, which exceeds the ideal threshold of 0.08 for a good fit and 0.10 for an acceptable fit, suggesting a moderate model fit with slightly higher residual differences between observed and predicted covariance matrices. The d_ULS (Squared Euclidean Distance) and d_G (Geodesic Distance) values are 1.503 and 0.954, respectively, and while no strict thresholds exist, lower values typically indicate a better fit. These values suggest the model's fit is moderate and requires careful interpretation. The Chi-Square value of 571.181 is relatively high, but in Structural Equation Modeling (SEM), it is sensitive to sample size and model complexity, so it should not be the primary determinant of model fit. Lastly, the NFI (Normed Fit Index) value of 0.621 is below the acceptable threshold of 0.80, indicating that the model may not explain a substantial amount of variance compared to the null model.

Table 4. Coefficient Model

	R Square	Q2
Brand Preference	0.683	0.675

Source: Data Processing Results (2025)

The R^2 value represents the proportion of variance in the dependent variable explained by the independent variables in the model. For Brand Preference, an R^2 value of 0.683 indicates that 68.3% of the variance is explained by Green Marketing Campaigns, Sustainability Commitments, and Community-Based Marketing, which is considered substantial in the context of social sciences, suggesting that these independent variables have strong predictive power for Brand Preference. The Q^2 value, obtained through the blindfolding procedure, assesses the model's predictive relevance by determining how well the observed values can be reconstructed. A Q^2 value of 0.675 for Brand Preference demonstrates strong predictive relevance, indicating that the model has a robust ability to predict the variance in Brand Preference beyond mere statistical significance.

4.4 Structural Model Analysis

The structural model evaluation focuses on examining the hypothesized relationships between the independent variables (Community-Based Marketing, Green Marketing Campaigns, and Sustainability Commitment) and the dependent variable (Brand Preference). Key metrics such as path coefficients, t-statistics, and p-values are analyzed to determine the significance and strength of the relationships.

Table 5. Hypothesis Testing

Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values
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Community-Based Marketing -> Brand Preference	0.652	0.661	0.099	6.619	0.000
Green Marketing Campaign -> Brand Preference	0.483	0.487	0.062	3.059	0.000
Sustainability Commitment -> Brand Preference	0.364	0.358	0.111	2.574	0.002

Source: Process Data Analysis (2025)

Community-Based Marketing has the strongest relationship with Brand Preference, with a path coefficient of 0.652, indicating a substantial positive effect. The high t-statistic (6.619) and p-value (0.000) confirm the statistical significance of this relationship at the 1% level, emphasizing the critical role of community engagement in influencing consumer loyalty and preference. Green Marketing Campaigns also significantly enhance brand preference, with a positive path coefficient of 0.483 and a t-statistic of 3.059 (p-value = 0.000), suggesting that consumers value environmental responsibility and are more likely to prefer brands that communicate sustainability effectively. Sustainability Commitment shows a moderate positive relationship with brand preference, with a path coefficient of 0.364. The t-statistic of 2.574 and p-value of 0.002 confirm the statistical significance of this relationship, highlighting the importance of long-term sustainability practices in building brand trust and preference, though its impact is slightly weaker compared to community-based marketing and green marketing campaigns.

Discussion

The results of this study provide a comprehensive understanding of how Green Marketing Campaigns, Sustainability Commitments, and Community-Based Marketing influence Brand Preference in the FMCG sector in Bandung.

Community-Based Marketing had the strongest positive effect on Brand Preference, with a path coefficient of 0.652 and a t-statistic of 6.619, emphasizing the importance of engaging local communities and fostering a sense of belonging among consumers. Community-based marketing strategies resonate deeply with consumers as they highlight trust, collaboration, and local values, making them highly effective in shaping brand preference.

Green Marketing Campaigns also had a significant positive impact on Brand Preference, with a path coefficient of 0.483 and a t-statistic of 3.059. Consumers are increasingly drawn to brands that demonstrate environmental responsibility, reflecting a broader shift in consumer priorities toward sustainability. Effective green marketing can strengthen brand identity by aligning with consumer values on environmental protection. Similarly, Sustainability Commitments showed a moderate yet significant positive relationship with Brand Preference, with a path coefficient of 0.364 and a t-statistic of 2.574. Sustainability practices like reducing carbon footprints or ethical sourcing build long-term consumer trust. However, its slightly lower impact compared to the other variables suggests that consumers may prioritize tangible marketing efforts over abstract commitments.

The findings validate Consumer Behavior Theory, particularly the role of values and beliefs in shaping preferences, as community-based and green marketing initiatives closely align with intrinsic consumer motivations, such as the desire for trust and environmental responsibility. Additionally, the results support the relevance of the Triple Bottom Line framework, which emphasizes the importance of balancing social, environmental, and economic factors in business strategies, demonstrating that companies focusing on these areas can more effectively resonate with consumer values.

The findings validate Consumer Behavior Theory, highlighting how community-based and green marketing initiatives align with consumer motivations like trust and environmental responsibility. The results also support the Triple Bottom Line framework, emphasizing the need for a balance of social, environmental, and economic factors in business strategies to resonate with consumer values. This study reinforces previous research on the role of community-based marketing

in fostering brand loyalty and preference, while also highlighting the growing importance of green marketing in consumer decision-making. However, the results suggest that tangible, action-based marketing may be more impactful than abstract sustainability promises, contrasting with earlier works emphasizing long-term sustainability impacts. Community-based and green marketing are critical in fostering brand loyalty, with community-driven strategies enhancing engagement and perceived benefits [22]. Digital engagement, especially in competitive industries like dairy, is key for brand loyalty [32]. Green marketing campaigns that integrate sustainability and environmental ethics align with consumer values, fostering long-term loyalty (Mandung, 2024), while CSR initiatives and effective sustainability communication, such as carbon reduction and ethical sourcing, further boost brand reputation and loyalty [19], [33]. Tangible actions in marketing may have a more immediate effect on decision-making than abstract commitments, as shown in recent studies [8], [33].

Practical Implications

1. For FMCG Companies:

Companies should invest in community-driven marketing campaigns that encourage active consumer participation, such as hosting community events or supporting local causes. Additionally, implementing and highlighting green marketing strategies, like eco-friendly packaging and sustainable production processes, can help strengthen brand appeal. It is also crucial to clearly communicate sustainability commitments through transparent reporting and real-world actions, such as partnerships with environmental organizations, to build trust and align with consumer values.

2. For Policymakers:

Governments should encourage businesses to adopt community-focused and sustainable marketing practices by offering incentives and launching public campaigns. Additionally, developing regulations that support green initiatives is essential, ensuring these practices are accessible and viable for FMCG companies, ultimately fostering a more sustainable and responsible business environment.

3. For Consumers:

The study reveals that consumers are empowered to drive positive change by supporting brands that align with community values and sustainability principles.

Limitations and Future Research

This study focused on Bandung's FMCG sector, which may limit the generalizability of the findings to other regions or industries. Future studies could expand the geographical scope to include other cities or countries, allowing for a more comprehensive understanding of consumer behavior in diverse contexts.

Additionally, variables such as price sensitivity, brand reputation, or customer experience were not considered in this study but could be integrated into future research to offer a more holistic view of factors influencing brand preference. Incorporating qualitative methods, such as interviews or focus groups, could also provide deeper insights into consumer motivations and perceptions, enriching the overall understanding of marketing strategies.

CONCLUSION

This study underscores the critical role of sustainability and community-focused initiatives in shaping consumer preferences in the FMCG sector. The findings demonstrate that Community-Based Marketing, Green Marketing Campaigns, and Sustainability Commitments positively influence Brand Preference, with Community-Based Marketing having the greatest impact. These results align with contemporary consumer behavior trends that favor socially and environmentally

responsible brands. From a theoretical perspective, the study validates the relevance of frameworks such as Consumer Behavior Theory and the Triple Bottom Line, emphasizing the interplay between social, environmental, and economic dimensions in marketing. Practical implications suggest that FMCG companies should prioritize community engagement, adopt sustainable practices, and actively communicate these efforts to consumers. Policymakers are also encouraged to support such initiatives through incentives and regulatory frameworks.

Future research could explore additional variables, such as brand reputation or customer experience, and extend the analysis to other regions and industries. Integrating qualitative methods could also provide a deeper understanding of consumer motivations and perceptions. Ultimately, this study highlights the strategic importance of sustainability and community engagement in enhancing brand loyalty and competitive advantage in the FMCG sector.

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