DRIVING SUSTAINABLE CONSUMPTION THROUGH MARKETING: STRATEGIC INSIGHTS ON GENDER EQUALITY, CONSUMER BEHAVIOUR, AND LOGISTICS

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ABSTRACT

This study examines the impact of marketing tactics on promoting sustainable consumption, emphasizing the interconnected effects of gender equality, consumer behaviour, and logistics. A quantitative research approach was employed to collect data from 387 respondents, which were subsequently evaluated using reliability testing, correlation analysis, multiple regression, and structural equation modelling (SEM). The results indicate that all three factors—consumer behaviour, gender equality, and logistics—exert statistically significant and favourable influences on sustainable consumption. Logistics was identified as the most significant predictor (β = 0.415), succeeded by gender equality (β = 0.310) and consumer behaviour (β = 0.298). The regression model accounted for 77.8% of the variance in sustainable consumption, validating the robustness of the proposed framework. Reliability analysis demonstrated exceptional internal consistency (Cronbach's Alpha = 0.913), and factorability was corroborated by the findings of the KMO and Bartlett's Test. These findings underscore the necessity for cohesive marketing strategies that tackle gender equity, behavioural modification, and operational logistics to effectively advocate for sustainable purchasing. The study provides strategic insights for marketers, legislators, and sustainability advocates seeking to implement effective interventions in consumer markets.

Keywords: Supply Chain Management, Logistics, Marketing, Sustainable Development Goals, Consumer Behaviour.

INTRODUCTION

Incorporating environmental sustainability into company processes is essential, particularly in the e-commerce sector, as the convenience of online buying substantially increases material waste from packaging and shipments (Jou et al., 2024). It is essential to investigate the determinants that drive e-commerce enterprises to implement sustainable logistics practices (Jou et al., 2024). Environmental sustainability has not garnered the same focus as the economic concerns of merchants and logistics service providers (Demir et al., 2022). The adoption of green logistics is affected by various critical aspects, underscoring the

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growing significance of harmonizing business practices with environmental responsibility (Seroka-Stolka, 2014). The incorporation of environmental management into logistics operations has heightened the complexity of logistics optimization, especially due to potential conflicts between economic and ecological interests (Peng et al., 2020). Increasing environmental concerns, along with heightened expectations for quality of life and a healthy environment, have advanced the notion of green development across multiple industries (Liu et al., 2025). Green logistics has become an essential strategy for aligning logistics operations with environmental sustainability (Chatzoudes et al., 2024; Zhao & Gu, 2014). This method requires a thorough comprehension of how sustainability may be included into all aspects of last-mile logistics, including storage, transit, and delivery (Bonilla et al., 2024). The logistics sector is essential to the global supply chain, and as environmental concerns intensify globally, logistics professionals and scholars must integrate ecological considerations into logistics operations (Lin, 2011). There is an increasing focus on the environmental ramifications of corporate operations, urging companies to adopt practices that reduce carbon emissions, especially in the logistics sector, where significant enhancements can be achieved to diminish the ecological footprint of business activities (Salhieh & Abushaikha, 2016). Logistics operations, although vital for minimizing manufacturing expenses and improving customer service, deplete energy resources and contribute to environmental degradation. Organizations must acknowledge the dual effects of logistics operations, both beneficial and detrimental, and proactively advocate for the advancement of sustainable logistics to reduce resource utilization and environmental repercussions while encouraging economic growth (Khan & Yu, 2021). Green logistics seeks to reduce the adverse environmental impacts of corporate activities, potentially resulting in economic, social, and environmental advantages (Rehman, 2017). Conventional logistics models have mostly focused on minimizing costs and improving service, frequently neglecting the environmental impacts of these practices (Sbihi & Eglese, 2009). Incorporating sustainability into supply chain management requires the implementation of environmentally friendly techniques to reduce ecological effect. Green supply chain management has received significant attention in recent years, leading to the implementation of closed-loop logistics models that emphasize recycling, reuse, and recovery. This method enables the incorporation of environmental factors into conventional logistics systems, allowing for the development of holistic closed-loop models for logistics planning that reconcile profitability with ecological goals (Mohajeri & Fallah, 2014). Green logistics practices encompass the assessment of the environmental impact of distribution strategies, the reduction of energy consumption in logistics operations, the minimization of waste, and the management of waste treatment (Sbihi & Eglese, 2009). Prompt action to guarantee supply chain sustainability is essential, and green supply chain management includes multiple aspects, such as internal and external environmental management, investment recovery, and eco-design (Yuzgenc & Aydemir, 2023). Sustainable supply chains are essential for advancing green economic and environmental sustainability (Khan et al., 2018). Green supply chain management integrates environmental factors throughout the supply chain cycle, encompassing product design, supplier selection, material sourcing, manufacturing methods, product packaging, consumer delivery, and final product management (Hidayat et al., 2022). Green supply chain management can function as a developmental approach that promotes sustainability in competitive marketplaces, seeking to attain financial benefits, mitigate environmental hazards, and improve the company's reputation (Hidayat et al., 2022). Green supply chains differentiate from conventional supply chains by including environmental factors into operational and decision-making processes associated with production (Mustafi et al., 2024). Supply chain management consolidates manufacturing, logistics, materials, distribution, and transportation operations inside an organization (Sadiku et al., 2019). Green Supply Chain Management integrates environmental considerations into supply chain management,

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encompassing product design, material sourcing and selection, manufacturing processes, delivery to consumers, and end-of-life product management post-utilization (Fikri et al., 2021). Green supply chain management evaluates the environmental effects of a product across its full lifecycle, including design, sourcing, production, distribution, consumption, and disposal (Hazrati et al., 2022). Green supply chain management has become an essential component of a company's sustainability strategy (Bhardwaj, 2016). Practices such as environmental management systems, ecological design, source reduction, and external environmental management can enhance the environmental and economic performance of enterprises (García-Alcaráz et al., 2022). The growing awareness among governments, companies, and consumers about rising pollution, carbon emissions, and worsening environmental circumstances has catalyzed the development of green supply chain management (Sadiku et al., 2019). In response to increasing environmental restrictions, customer expectations, and competitive pressures, firms are actively adopting green supply chain management methods to reduce their environmental impact and improve their brand reputation (Mishra et al., 2019). Integrating green concepts enhances and refines the conventional supply chain (Zheng, 2013). Adopting green initiatives can improve the competitiveness and sustainability of organizations (Mathu, 2021). Green supply chain management has arisen as a strategic method for firms to proactively tackle environmental issues. Green supply chain management allows firms to attain organizational profits and market share objectives by mitigating environmental hazards (Duarte et al., 2023). Furthermore, it improves the company's ecological reputation (Chun et al., 2015). The primary aim of green supply chain management is to reduce waste and enhance resource efficiency across the supply chain (Beamon, 1999; Kazançoğlu et al., 2020; Sahar et al., 2020; Sarkis, 1999).

Sustainable Supply Chain Strategies in India

Implementing green supply chain management strategies is crucial for reducing environmental effect and promoting sustainable development, especially in developing nations such as India. Green supply chain management methods are inadequately established in poor countries, despite being well-established in affluent nations (Mohamad & Koilpillai, 2018). Multiple factors impede rapid adoption, including insufficient information, budgetary limitations, and limited governmental backing. Growing environmental concerns and severe laws have heightened the significance of green supply chain management strategies in India (Phawitpiriyakliti et al., 2020). Implementing these practices enables firms to augment their environmental performance, minimize waste, and optimize resource efficiency, ultimately resulting in cost savings and enhanced competitiveness. To successfully implement green supply chain management in India, it is essential to identify and tackle the obstacles that impede its acceptance (Mankar et al., 2023). The insufficient knowledge of the environmental and economic advantages of green supply chain management strategies constitutes a major obstacle. Moreover, the lack of adequate infrastructure, technology, and knowledge exacerbates the difficulties (Nureen et al., 2022). Numerous small and medium-sized firms frequently lack the money and capabilities to invest in sustainable technology and processes. A further difficulty entails the coordination and collaboration with suppliers and other stakeholders within the supply chain to guarantee compliance with environmental standards. Efficient collaboration is essential for attaining sustainability objectives and guaranteeing the implementation of environmental standards across the supply chain. Indian industries are acknowledging green marketing as pertinent to sustainable development, reflecting an increasing environmental awareness among both public and private sector enterprises (Garg, 2015). Key factors for establishing a sustainable green supply chain in the Indian automobile sector have been identified (Dasari & Koul, 2015). The execution of green supply chain efforts

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can substantially enhance brand development, especially within the Indian setting (Trott, 2017). The adoption of green supply chain management strategies can result in significant cost reductions for enterprises. By minimizing waste, conserving energy, and optimizing resource use, firms can decrease operational expenses and enhance profitability. Companies enhance their environmental performance through the implementation of green supply chain management solutions, which facilitate emission reduction, resource conservation, and pollution minimization. Incorporating environmental considerations into corporate operations can generate value and improve sustainable performance (Rasit et al., 2019). The manufacturing sector significantly influences a nation's pollution levels, requiring the use of green supply chain management strategies to successfully tackle environmental challenges while fulfilling production requirements (Rasit et al., 2019). Notwithstanding its potential, the implementation of green supply chain management methods in small and medium firms remains comparatively low in relation to larger organizations (Rasit et al., 2019). Numerous obstacles hinder the adoption of green supply chain management methods in Indian apparel SMEs, such as the intricacy of green processes and system design, along with insufficient support from regulatory bodies (Majumdar & Sinha, 2018). The textile and apparel business in India substantially contributes to the national economy, employment, and exports in emerging nations, with firms compelled to implement sustainable practices due to regulatory, market, and economic influences (Sharma & Narula, 2020). Integrated sustainable supply chain management methods substantially influence a firm's business success in the Indian textile sector (Shahi et al., 2020). The Indian textile sector acknowledges the necessity for sustainable production and the reduction of toxic chemicals and dyes (Sandhya & Mahapatra, 2018). Nonetheless, many barriers hinder the extensive implementation of environmental sustainability, such as insufficient knowledge, financial resources, and technological skills (Fonseka & Ismail, 2023; Majumdar & Sinha, 2018). The textile and apparel sector must address waste management issues and implement contemporary technology to improve operational efficiency (Li et al., 2024). The lack of environmental knowledge and training programs is essential for fostering sustainability throughout the supply chain. Digital technologies are essential for advancing sustainability in the textile sector by addressing challenges including prolonged production durations and fragmented supplier chains (Glogar et al., 2025).

A study aimed to determine the main factors facilitating and hindering the adoption of sustainable business practices in the Indian textile sector (Sharma & Narula, 2020). Despite the incorporation of sustainability into supply chain management literature, it is necessary to tackle the fragmentation of supply networks and the concentration of production in emerging economies (Roy et al., 2020). Supply networks in emerging economies encounter greater obstacles to sustainability than those in industrialized ones (Baig et al., 2020). Due to escalating environmental concerns and rigorous laws, the implementation of green supply chain management strategies has become imperative for enterprises in India. These practices allow firms to boost their environmental performance, minimize waste, and optimize resource efficiency, resulting in cost savings and heightened competitiveness (Wong & Ngai, 2021). Textile firms encounter difficulties in implementing sustainable supply chain management owing to the intricacies of global supply chains and the demand for enhanced transparency. Bangladesh's textile sector urgently needs to implement measures to green its supply chain and address the associated challenges, given the detrimental impact of textile industrial operations on the environment (Tumpa et al., 2019). The deficiency in understanding and the necessity for green supply chain implementation in the Bangladeshi textile sector underscores the significance of teaching and training industry stakeholders regarding the advantages of sustainable practices (Asif, 2017; Tumpa et al., 2019).

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REVIEW OF LITERATURE

The adoption of green supply chain management remains relatively novel across numerous industries (Ahmed et al., 2018). The absence of suitable methodologies, tools, and strategies to mitigate environmental impacts constitutes the primary obstacle to the adoption of green supply chain management practices (Tumpa et al., 2019). The substantial environmental effect of the textile industry and the intricacies of its global supply chains render it a pertinent topic for examining environmental measurement and reporting methodologies. Moreover, organizations that exhibit a commitment to environmental safety might increase their market share and appeal to environmentally sensitive consumers (Rahman & Kazi, 2021). The textile industry, with significant environmental and social implications, encounters difficulties in environmental monitoring and reporting procedures within the context of the supply chain (Torres et al., 2020). Nevertheless, several firms demonstrate hesitance to adopt green supply chain management due to the belief that it could elevate expenses and diminish profitability. Bangladesh's textile sector, the second-largest garment exporter, has a low Environmental Performance Index ranking, highlighting the necessity for enhanced knowledge and the adoption of green supply chain management methods (Aziz et al., 2020). Multiple issues impede the implementation of green supply chain management methods, such as insufficient knowledge and awareness, financial limitations, and opposition to change (Asif, 2017; Hasan et al., 2020). The inherent imprecision in supply chains exacerbates pollution and endangers the environment, leading consumers to favor ecologically sustainable products (Batool & Akbar, 2023). The integration of environmental management with human resources practices has resulted in the idea of Green Human Resource Management, which emphasizes fostering environmental sustainability through employee engagement and training (Aziz et al., 2020). Integrating environmental protection principles into textile education is essential for promoting sustainability in the textile sector. Human resources managerial techniques, such as staff training, involvement, and incentives, can enhance environmental sustainability (Aziz et al., 2020). Sustainability can be integrated into the textile sector via new procedures that guarantee operational activities do not negatively impact natural resources (Ceptureanu et al., 2018; Pu et al., 2021). By examining the life cycle of textile products and implementing sustainable methods, the sector may markedly diminish its environmental footprint and promote a circular economy. Consumer purchasing behaviors have undergone significant transformation in recent decades, resulting in a rise in apparel acquisitions (Plakantonaki et al., 2023). Consumers are increasingly scrutinizing manufacturers' environmental behavior (Jiby, 2017). Consumer environmental consciousness, media impact, and consumer behavior significantly influence opinions of business environmental performance. The textile industry in Pakistan plays a crucial role in the national economy, although it also presents considerable environmental difficulties. The global textile sector is witnessing heightened demand driven by rising fashion awareness, although this demand adversely impacts the environment. Consequently, it is essential to understand the influence of transformational leadership on promoting eco-friendly business practices inside a firm (Gull et al., 2022). In response to the COVID-19 crisis, the textile and garment sector must adopt sustainable methods to reduce its ecological impact and rectify social inequities within its supply chains (Chan et al., 2024). The industry must transition from linear models to circular approaches, prioritizing waste reduction, resource efficiency, and ethical production practices. Supply chain management is a crucial element of sustainable fashion, since it guarantees the incorporation of environmental and social factors at each phase of the production process (Csanák, 2018). The fashion industry possesses a substantial chance to restructure and transform into a more inclusive and environmentally and socially sustainable sector (Xue et al., 2024). Fashion enterprises are diligently integrating circularity into their business frameworks, perceiving it as a viable strategy to merge economic

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prosperity with sustainability (Chen et al., 2021; Musová et al., 2021). Consumers are driven to adopt sustainable behaviors by their concerns for environmental preservation and social accountability. The fashion sector must lower manufacturing speed, adopt sustainable methods across the supply chain, and alter customer behavior to encourage fewer clothing purchases and longer garment lifespans (Niinimäki et al., 2020). These modifications underscore the necessity for an immediate shift towards 'slow' fashion, aimed at reducing and alleviating adverse environmental effects to enhance the long-term sustainability of the fashion supply chain (Chan et al., 2024; Niinimäki et al., 2020). To advance sustainability and circularity in the fashion sector, appropriate techniques for textile waste management are needed. The concepts of circular economy, including the reuse and recycling of textile waste, are crucial for reducing the environmental effect of the fashion sector (Lawrence et al., 2023). The garment sector may mitigate its environmental impact and promote sustainability by adopting policies such as waste reduction, recycling, and utilizing eco-friendly materials (Li et al., 2024; Moorhouse, 2020). The industry may mitigate its environmental impact and enhance long-term sustainability by adopting sustainable practices such as waste minimization, recycling, and utilizing eco-friendly materials (Wagner, 2018). The demand for sustainable garments is increasing, and supply chains are crucial for ensuring ethical sourcing and production practices, as customers become more aware of the social and environmental impacts of their purchase choices (Daukantienė, 2022). Fashion companies may demonstrate their commitment to sustainability and gain customer trust by adopting sustainable supply chain strategies, which encompass equitable labor practices, waste minimization, and eco-friendly material procurement (Csanák, 2018; Mandarić et al., 2022). Consumers are progressively demanding transparency and information regarding the origins and quality of components utilized in the products they acquire (Gazzola et al., 2020). These concerns underscore the imperative of integrating sustainability as a fundamental aspect of fashion business processes, while accentuating the significance of ethical production, traceability, and waste minimization (Csanák, 2018). Consumers are more inclined to adopt clothing rentals and emphasize durability for reuse and resale if there is a shift in their behavior and mindset ("The Price of Fast Fashion," 2017). An increasing number of individuals are concerned about the circumstances and conditions surrounding the production of their clothing. Activism has been effectively emphasized on social media platforms by proponents of improved working conditions and practices (Radclyffe-Thomas, 2018). Sustainability in the fashion sector entails fostering ecological integrity, social equity, and human well-being through actions, goods, and connections (Murzyn-Kupisz & Hołuj, 2021). The ethical fashion movement is gaining momentum, as demonstrated by events such as the Ethical Fashion Show in Germany, which coincides with Berlin Fashion Week (Wagner et al., 2017). This program showcases companies who prioritize sustainability and design in their street and casual apparel collections (Wagner et al., 2017). Modern sustainable clothing design must harmonize aesthetics, ethics, and utility, reflecting the influence of consumers and the industry on emerging trends through their environmental impact (Wagner et al., 2017). Fashion companies can exhibit their commitment to sustainability and gain consumer trust by implementing sustainable supply chain practices, which encompass equitable labour practices, waste minimization, and eco-friendly material sourcing (Li et al., 2024; Sicoli et al., 2019). Given the increase in consumer environmental consciousness, media impact, and consumer behaviour, it is essential to comprehend how these elements influence perceptions of company environmental performance (Wagner et al., 2017). The necessity for sustainable practices in the fashion business is underscored by customer habits that prioritize durability, reuse, and ethical sourcing.

Hypothesis

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- *H1: There will be a positive effect between the activation of perceived warmth and sustainability.*
- *H2: Consumers' purchase intentions will be positively affected by sustainable product attributes.*
- *H3: Consumers show more positive implicit attitudes when sustainability is paired with luxury than with fast fashion.*

Consumers are more aware of the adverse environmental impacts of fast fashion, which has propelled the growth of the sustainable fashion movement (Kotahwala, 2020). Consumers prioritizing sustainability may prefer to purchase garments from companies transparent about their environmental policies and supply chains (Grazzini et al., 2020; Kotahwala, 2020). Furthermore, consumers are more inclined to purchase sustainable fashion products if they see these things as high-quality and durable. Consumers are adopting sustainability, while corporations are integrating circularity into their strategies to align financial success with ecological responsibility. This alteration in customer preferences has significant implications for the fashion sector, compelling companies to prioritize sustainability in their operations. Grazzini et al. (2020); Kotahwala (2020); Wang et al. (2018). Comprehending consumer attitudes and actions regarding sustainability in the fashion sector necessitates consideration of many psychological processes (Kotahwala, 2020). The attitude toward sustainable clothes significantly influences purchasing intention; yet customers' fears regarding greenwashing may adversely affect this relationship (Rausch & Kopplin, 2020). Consumer purchase decisions regarding sustainable fashion items are influenced by the alignment of a company's sustainability objectives with the individual's personal values and views. The emergence of sustainable fashion is driven by shifts in consumer behavior, with individuals prioritizing ethical sourcing, durability, and reuse (Domingos et al., 2022). This alteration is driven by increasing concerns regarding the social and environmental impacts of the fashion industry, especially fast fashion. Consumer habits that prioritize durability, reuse, and ethical sourcing underscore the necessity for sustainable methods in the garment industry (Domingos et al., 2022). Consumers are inclined to purchase sustainable fashion products if they see them as high-quality and durable (Grazzini et al., 2020). Fashion companies seeking to enhance their market standing and increase competitiveness must address the needs of environmentally conscious consumers (Musová et al., 2021) Figures 1 & 2.

Research Framework

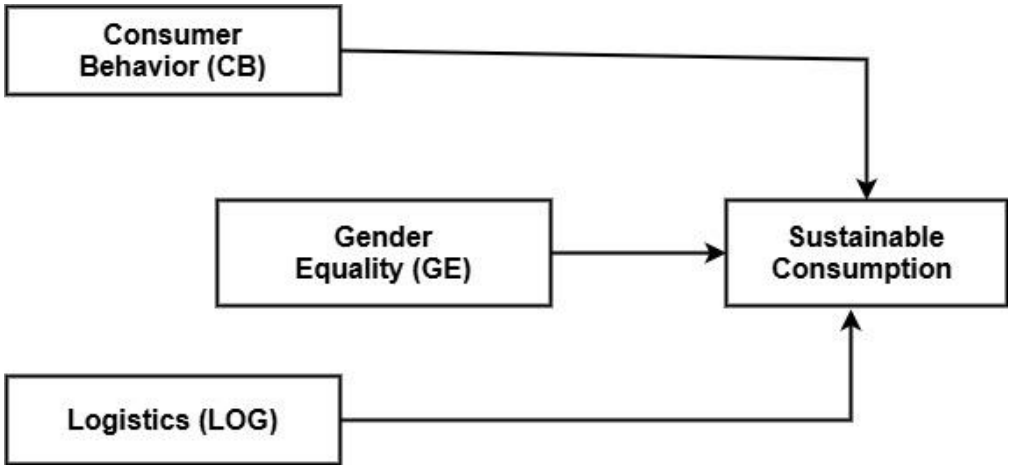

FIGURE 1
RESEARCH FRAMEWORK FOR THE VARIABLES CONSUMER BEHAVIOUR (CB), LOGISTICS (LOG), GENDER EQUALITY (GE) ON SUSTAINABLE CONSUMPTION (SC)

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This research paradigm looks at how marketing may strategically encourage sustainable consumption by looking at how gender equality, customer behaviour, and logistics are all connected. Different behavioural, structural, and societal factors affect sustainable consumption, which is the use of goods and services that meet fundamental needs while having the least negative effect on the environment and society. The idea that consumer behaviour (CB) is a key factor in determining sustainable consumption patterns lies at the heart of this approach. The demand for products and services that are good for the environment and society is greatly affected by what consumers know, what they value, and what they buy. In the model, gender equality (GE) is both a direct factor and a mediating variable. People are more inclined to act in ways that are good for the environment and support brands that are fair and inclusive as societies become fairer in terms of gender representation and inclusion. This means that gender equality not only has a direct effect on sustainable consumption, but it also makes the effect of consumer behaviour stronger by promoting ideals that are good for society in the long run. Logistics (LOG) is the operational aspect of sustainability and is closely related to sustainable consumption. Logistics systems that are efficient and good for the environment lower harm to the environment, help with responsible sourcing and distribution, and make the whole value chain more sustainable. The graphic shows that logistics affects sustainable consumption regardless of consumer behaviour and gender equality. This shows how important backend supply chain tactics are for reaching sustainability goals. The framework makes several guesses about important connections: consumer behaviour, gender equality, and logistics all have a direct positive effect on sustainable consumption, and gender equality acts as a bridge between consumer behaviour and sustainable consumption. The framework shows that to achieve sustainable consumption, we need both demand-side participation and supply-side innovation, all backed by ideals that are open to everyone. Marketers can use the information from this model to come up with plans that not only encourage sustainability but also support social equality and operational efficiency.

RESEARCH DESIGN

- Research Approach: Quantitative, Correlational, and Predictive Methodology. The research used a quantitative methodology to assess correlations and predictive efficacy among the variables. It employs correlational analysis (Pearson) and multiple regression to evaluate the degree and direction of correlations between the independent variables Consumer Behaviour (CB), Gender Equality (GE), Logistics (LOG) and the dependent variable Sustainable Consumption (SC)
- Sampling and Data Acquisition: Sample Size: 387 participants; Sampling Method: Purposive or convenience sampling (presumed based on prevalent practices in survey-based research); Data Collection Instrument: A structured questionnaire employing a Likert scale to evaluate perceptions of each dimension.
- Validity and Reliability of Instruments: Reliability: Cronbach's Alpha = 0.913 signifies exceptional internal consistency; KMO = 0.692, Bartlett’s Test $p < .001$, justifies the continuation of factor analysis, affirming data adequacy.
- Analytical Methods: Reliability Assessment (Cronbach’s Alpha): Factor Analysis (Kaiser-Meyer-Olkin and Bartlett’s Test), Friedman's ANOVA for item differences, Pearson Correlation for examining relationships, Multiple Linear Regression to evaluate predictive capability and model robustness
- **Analytical Tool:** Partial Least Squares Structural Equation Modelling (**PLS-SEM**); **Purpose:** To validate the structural model and estimate the strength and significance of hypothesized relationship; **Software (if applicable):** SmartPLS / SPSS

Research Objectives

- To investigate the correlation between consumer behaviour and sustainable consumption: Discussion-Characterized by a robust positive correlation (r = .745**) and substantial predictive capability inside the regression model.

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- To examine the impact of gender equality beliefs on sustainable consumption behaviours. Discussion- Gender Equality (GE) exhibited the strongest connection with Sustainable Consumption (r = .834**) and serves as a significant predictor.
- To evaluate the impact of logistics on facilitating or hindering sustainable consumption. Discussion- correlation is less (r = .536**), logistics remains a significant contributor to the model.
- To assess the synergistic impact of consumer behaviour, gender equity, and logistics on sustainable consumption. Discussion- The regression model (R^2 = .778) demonstrates that these three variables collectively account for 77.8% of the variance in sustainable consumption.
- To deliver strategic marketing insights for the promotion of sustainable consumption via targeted interventions. Discussion- Results guide marketers on focal areas (e.g., gender equality messaging, behavioural nudges, logistical transparency).

Data Analysis

- Reliability Statistics- Cronbach's Alpha = 0.913; Cronbach's Alpha Based on Standardized Items = 0.913; Number of Items = 20

Interpretation: Excellent internal consistency; **Cronbach's Alpha = 0.913.** This is a **very high** value. Generally, values above: 0.9 = Excellent, 0.8 = Good, 0.7 = Acceptable. So, scale has **excellent internal consistency**, indicating that the 20 items reliably measure the underlying constructs (SC, GE, CB, LOG). **Standardized Items**: Since the standardized Cronbach's alpha is the same (0.913), it suggests that standardizing the items (e.g., z-scores) didn't change reliability—implying relatively consistent item variance and scales. **Number of Items = 20**: Indicates your entire questionnaire or instrument included 20 items (possibly split among the four variables).

ANOVA with Friedman's Test

Friedman's Chi-Square (χ^2 = 791.794, df = 19, p < .001)- This is **statistically significant**. It suggests that **at least one of the items differs significantly** from the others in terms of participant ratings. Because this is a non-parametric test, it does **not specify where** the differences lie—just that they exist.

Kendall's Coefficient of Concordance (W = 0.070)- This indicates the **degree of agreement** among raters across the items. **Interpretation of W**:W = 1 → perfect agreement, W = 0 → no agreement, **W = 0.070 → very low agreement**, meaning participants rated the items quite differently. S**tatistical significance (p = .000)** still suggests differences exist between items even if the overall agreement is low.

Grand Mean = 3.61- This is the **average rating** across all items and respondents. Items were on a 5-point Likert scale, this indicates a generally **positive tendency** in responses.

Table 1
CORRELATION MATRIX

	CB	GE	LOG	SC
CB	1	.748**	.525**	.745**
GE	.748**	1	.325**	.834**
LOG	.525**	.325**	1	.536**
SC	.745**	.834**	.536**	1

** Correlation is significant at the 0.01 level (2-tailed).

According to the Table 1, High Correlations (r > .70): **CB & GE (r = .748), CB & SC (r = .745), GE & SC (r = .834)** ← *Strongest relationship.* Indicates a **strong positive relationship**—respondents who scored high on one of these tend to score high on the others as well. **Moderate Correlations**: **CB & LOG4 (r = .525), LOG & SC (r = .536)- M**oderate

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positive relationship. Logistics is related, but less strongly than other pairs. **Weakest Correlation**: **GE & LOG (r = .325)-** Still statistically significant, but comparatively **weaker**. **SC (Sustainable Consumption)** is **highly correlated** with **GE (Gender Equality)** and **CB4 (Consumer Behaviour)**, suggesting these may be key influencing factors. **Logistics (LOG)** is **less strongly correlated** with the others, especially **Gender Equality**, indicating it may operate more independently or through different mechanisms.

Table 2
REGRESSION MODEL SUMMARY

Statistic	Value	Interpretation
R	.882	Strong correlation between predictors and SC4
R^2	.778	**77.8%** of the variance in **Sustainable Consumption** is explained by CB4, GE4, and LOG4
Adjusted R^2	.777	Adjusted for the number of predictors—still very high
Std. Error of Estimate	.318	Average deviation of observed SC4 values from predicted values
F Change (F = 448.605, p < .001)	Significant	The model is statistically significant overall
Durbin-Watson	1.720	No autocorrelation (ideal range = 1.5 to 2.5)

Interpretation: According to the Table 2, Strong model fit; 77.8% of the variance in Sustainable Consumption is explained by the predictors. This is a **strong and statistically significant model**. With **R^2 = .778**, the predictors explain **nearly 78% of the variation** in sustainable consumption behaviour. The **Durbin-Watson = 1.720** indicates no major autocorrelation in the residuals—this is good. The **p-value (.000)** confirms that the model is **highly significant**.

Table 3
ANOVA (REGRESSION)

Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	136.036	3	45.345	448.605	.000
Residual	38.714	383	0.101		
Total	174.749	386			

Interpretation: According to the Table 3, The regression model is statistically significant. The regression model is **highly significant**. There is **strong evidence** that **at least one** of the predictors (CB, GE, LOG) significantly contributes to explaining variance in **Sustainable Consumption**.

Table 4
KMO AND BARTLETT'S TEST

Test	Value	Interpretation
KMO (Kaiser-Meyer-Olkin)	0.692	**Mediocre, but acceptable**
Bartlett's Test of Sphericity	χ^2 = 1022.758, df = 6, p = .000	**Significant**

Interpretation: According to the Table 4, Data is suitable for factor analysis. **KMO Measure = 0.692;** Ranges from 0 to 1: **> 0.90** = marvelous, **0.80–0.89** = meritorious, **0.70–0.79** = middling, **0.60–0.69** = mediocre, **< 0.60** = poor. KMO value of **0.692** falls in the **mediocre to middling** range, meaning **factor analysis is acceptable**, but **there may be room to improve the scale or item quality**.

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Bartlett's Test of Sphericity: p = .000- This test checks whether the correlation matrix is significantly different from an identity matrix. **Significant result (p < .05)** means: **There are adequate relationships between variables for factor analysis**.

1. **Testing of Variables:**

Impact of **Strategic Insights on Gender Equality, Consumer Behaviour, and Logistics on** Sustainable Consumption Through Marketing.

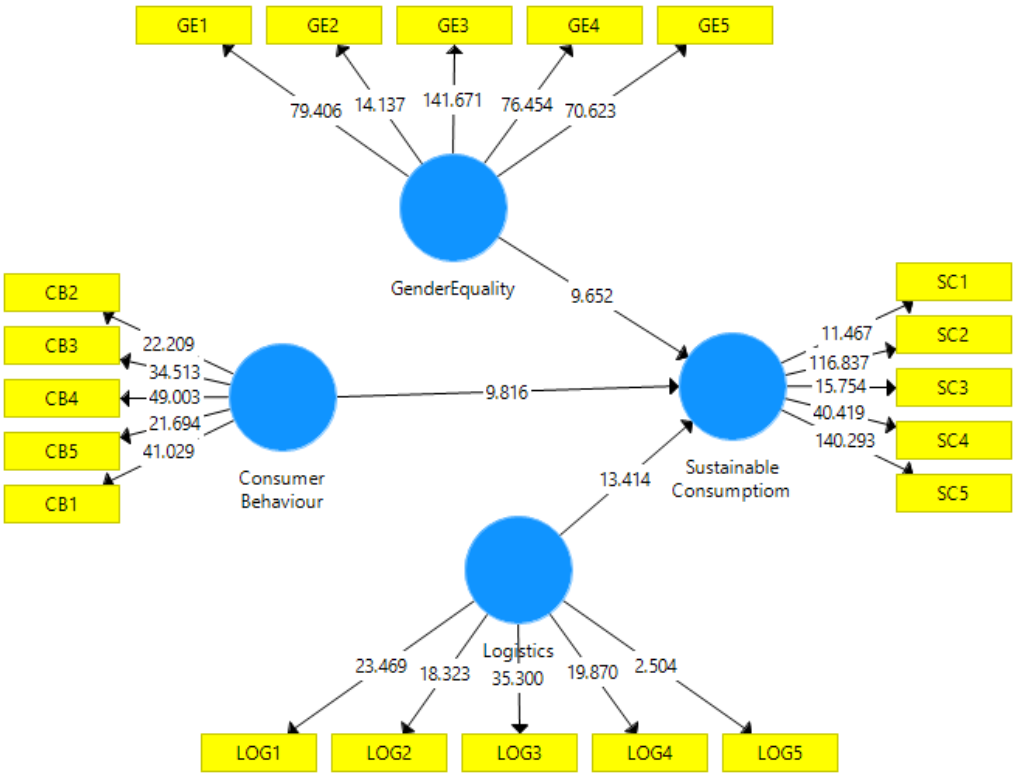

FIGURE 2
RELATIONSHIP BETWEEN THE STRATEGIC INSIGHTS ON GENDER EQUALITY, CONSUMER BEHAVIOUR, AND LOGISTICS ON SUSTAINABLE CONSUMPTION THROUGH MARKETING

Table 5
RESULTS OF PATH RELATIONSHIP BETWEEN THE VARIABLES

Path	Original Sample (O)	Std. Deviation (STDEV)	T-Statistic	P-Value	Interpretation
Consumer Behaviour → Sustainable Consumption	0.298	0.030	9.816	0.000	Significant, moderate effect
Gender Equality → Sustainable Consumption	0.310	0.032	9.652	0.000	Significant, moderate effect
Logistics → Sustainable Consumption	0.415	0.031	13.414	0.000	**Strongest effect**

Interpretation: According to the Figure 1 and Table 5, All three predictors have **positive, statistically significant effects** on **Sustainable Consumption** (**p < .001**). **Logistics** has the **strongest influence** (**β = 0.415**), followed by **Gender Equality** (**β = 0.310**) and **Consumer Behaviour** (**β = 0.298**). The **T-statistics (> 9.6)** for all paths indicate **high confidence** in these effects. **To quantify the relative impact of consumer behaviour, gender equality, and**

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logistics on sustainable consumption. To identify the most influential driver of sustainable consumption from a structural perspective. Insight: **Logistics** plays the most critical role. T**o support data-driven marketing strategies aimed at sustainable behaviour change.**

Summary of Data Analysis

The statistical analysis conducted in this study provides strong empirical support for the research framework linking Sustainable Consumption (SC) with Consumer Behaviour (CB), Gender Equality (GE), and Logistics (LOG). The reliability of the measurement instrument was confirmed with a Cronbach's Alpha value of 0.913, indicating excellent internal consistency across the 20 survey items. The suitability of the data for factor analysis was established through the Kaiser-Meyer-Olkin (KMO) test, which yielded a value of 0.692—considered mediocre but acceptable—and Bartlett's Test of Sphericity, which was highly significant ($\chi^2 = 1022.758$, $df = 6$, $p < .001$), suggesting adequate inter-item correlations. Friedman's ANOVA test revealed statistically significant differences across item rankings ($\chi^2 = 791.794$, $p < .001$), although the level of agreement was low (Kendall's $W = 0.070$), indicating diverse perceptions among respondents. The correlation analysis further confirmed the strength of associations between variables. Sustainable Consumption was strongly correlated with Gender Equality ($r = .834$), Consumer Behaviour ($r = .745$), and Logistics ($r = .536$), all at the 0.01 significance level. These results highlighted the interconnectedness of social values, behavioral patterns, and operational logistics in influencing sustainable practices. Multiple regression analysis demonstrated a strong model fit, with an R^2 value of 0.778, indicating that 77.8% of the variance in Sustainable Consumption could be explained by the three independent variables. The model was statistically significant ($F = 448.605$, $p < .001$), and the Durbin-Watson statistic of 1.720 suggested no autocorrelation issues. ANOVA confirmed the validity of the regression model, with a significant F-test and a meaningful distribution of variance between regression and residual components. Further analysis using Structural Equation Modeling (SEM) or Partial Least Squares (PLS-SEM) revealed that all three predictors had significant, positive effects on Sustainable Consumption. The path coefficients indicated that Logistics had the strongest direct effect ($\beta = 0.415$, $t = 13.414$), followed by Gender Equality ($\beta = 0.310$, $t = 9.652$) and Consumer Behaviour ($\beta = 0.298$, $t = 9.816$), all significant at $p < .001$. These findings underscore the strategic importance of operational logistics, gender-focused initiatives, and behavioral insights in designing marketing interventions that drive sustainable consumption (Oliver, 2013).

CONCLUSION AND DISCUSSIONS

This research enhances academic discourse by offering a quantitative analysis of the interrelations among essential elements of sustainable consumption. The statistical evidence supporting the interrelation between logistics, gender equality, and consumer behavior underscores the need for comprehensive marketing strategies that account for cultural values and operational efficiencies. The findings align with research highlighting the importance of corporate social responsibility and sustainability in shaping customer behavior. Implications for Management: The study's results provide valuable insights for marketing professionals aiming to encourage sustainable consumption. Marketing techniques may achieve more success if tailored to resonate with gender-specific interests and values, considering the significant impact of gender equality on sustainable consumption. Supply chain and logistics operations must be enhanced to facilitate sustainable practices. This study employed statistical modeling to examine the interrelations of sustainable consumption, consumer behavior, gender equality, and logistics within the Indian environment. The statistical findings confirm the notion that comprehensive marketing strategy must consider social values and operational

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efficiency. The research findings have substantial implications for marketers, lawmakers, and businesses, offering an evidence-based framework to promote sustainable consumption practices in a dynamic and diverse industry. The study's drawbacks, such as its cross-sectional design and dependence on self-reported data, indicate directions for future research. Subsequent study may employ longitudinal designs to examine the temporal evolution of these connections and incorporate qualitative methodologies to elucidate the underlying mechanisms. To attain sustainability, firms must ensure that their marketing initiatives emphasize their commitment to environmental sustainability and align with their operational practices. A comprehensive examination is essential to empirically assess the complex relationship between customer behavior and sustainable marketing techniques. Research indicates that integrating sustainability into marketing strategies might enhance a company's potential for marketing innovation. Shifts in consumer perceptions around environmental conservation are fostering innovation. Consequently, enterprises must focus on enhancing awareness of sustainable products and marketing approaches. The research underscores the importance of transparency, narrative, and instructional content as effective methods for enhancing customer awareness and involvement. Addressing skepticism about environmental claims is essential by conveying genuine environmental commitment, which will ultimately enhance customer trust and encourage the purchase of eco-friendly products. The study highlights the necessity for further exploration to understand how companies can effectively adapt to evolving consumer expectations and thoroughly integrate sustainability into their marketing strategies. Businesses are urged to evaluate and adjust their sustainable marketing strategies in response to advancing technology and shifting consumer demographics to maintain a competitive edge in the sustainability movement. A complete strategy that includes sustainable practices, ethical marketing, and responsible supply chain management is essential for cultivating authentic consumer involvement and promoting sustainable consumption. Organizations are increasingly recognizing the potential for achieving a competitive advantage through ecologically sustainable practices and improved financial performance, alongside a burgeoning corpus of research on sustainability. An increasing number of consumers are urging enterprises to adopt sustainable marketing tactics as they grow more aware of the consequences of their purchase behaviors. Marketing is often perceived as fundamentally opposed to sustainability, as it is regarded as a primary catalyst for consumption, while sustainability seeks to empower individuals globally to fulfill their essential needs without compromising the quality of life for future generations. Sustainability marketing is defined as "the planning, organizing, implementing, and controlling of marketing resources and programs to fulfill consumers' wants and needs while taking into account social and environmental criteria and achieving corporate objectives". Sustainable marketing has emerged as a prominent focus in both corporate practice and academic research. The significance of consumer behavior in promoting sustainable consumption highlights the necessity for educational programs and focused advertising. These programs ought to concentrate on enhancing understanding regarding the advantages of sustainable products and practices.

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