

Assessing the Impact of Sustainability-Driven Product Quality and Brand Awareness on Consumer Purchase Decision

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ABSTRACT

Purpose – This article explores and analyzes the impact of product quality influenced by sustainability and brand understanding on consumer purchasing decisions.

Methodology/approach–The research methodology involved designing and testing a questionnaire measuring three main variables: sustainability-influenced product quality, brand understanding, and purchase decision. Data was collected through an online survey processed using descriptive analysis, correlation coefficient, F-test, and t-test hypothesis testing. The population in this study is the population of Bandung City in 2023 as many as 2,506,600 (BPS Bandung City 2024 data), using the Slovin formula sampling technique, a margin of error of 10% was obtained from a sample of 97 respondents

Findings – The results showed that sustainability-driven product quality had a strong relationship with consumer purchasing decisions, while brand understanding had a stronger relationship. Simultaneous analysis indicated that both variables significantly influenced purchase decisions, with brand understanding having a greater impact than product quality

Novelty/value – Previous research has extensively explored the individual impacts of product quality and brand awareness on consumer behavior, yet the combined effect of these factors within the context of sustainability remains underexamined.

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INTRODUCTION

Over the last decade, sustainability has become a key pillar of global marketing strategy, along with a growing understanding of environmental and social issues among consumers. This transformation marks a significant shift away from conventional marketing approaches toward integrating sustainability principles in every aspect of the product lifecycle (Greenland et al. 2023). Sustainability not only influences the way industries improve and produce objects but also how they talk about and build brand understanding in a market that continues to become area-conscious. Product quality driven by sustainability principles, such as the use of area-friendly materials and ethical manufacturing practices, is now a decisive aspect in shaping consumer perceptions and influencing purchasing decisions (Muenchinger, 2023). Not only that, brand recognition plays a crucial role in this context, with industries that successfully build a strong brand image and commitment to sustainability often gaining a

competitive advantage (Jia et al. 2023). Consumers who continue to become conscious of the social and environmental consequences of their purchasing choices are more likely to source products from brands that they perceive to be responsible and transparent (Greenland,2023). With this increased understanding, industries are faced with the challenge of not only meeting consumers' sustainability expectations but also communicating their commitment efficiently through appropriate marketing strategies (Merino et al,2023).

Table 1. Top 10 Famous Distros in Bandung City in 2023

No	Distro Name	Address
1.	UNKL347	Jl. Trunojoyo No. 4, Citarum
2.	RSCH/SCH	Jl. Sultan Agung No.3, Citarum
3.	Screamous	Jl. Geusan Ulun No.01, Citarum
4.	Flashy	Jl. Dipatiukur No.1, Lebakgede
5.	Bloods	Jl. Sultan Agung No.7, Citarum
6.	Maternal Disaster	Jl. Wira Angun Angun No.4B, Citarum
7.	Visval	Jl. Banda No. 25, Citarum
8.	Mischief Denim	Jl. L. L. R.E. Martadinata No. 70, Citarum
9.	Pots Meet Pop Denim	l. Bahureksa No.20, Citarum
10.	United Hart!	Jl. Sultan Tirtayasa No.30, Citarum

Source: Bandung Insider (2024)

Table 1 shows that UNKL347 occupies the initial position as a popular distro in Bandung with unique designs and quality products. RSCH/ SCH and Screamous attract attention with their contemporary designs and affordable prices, while Flashy, Bloods, Maternal Disaster, and Visval also stand out with their unique concepts and product quality. Mischief Denim, Pots Meet Pop Denim, and United Hart! have successfully expanded internationally with various partnerships and quality products. However, the names of other distros in Bandung City are not listed in the list due to the lack of popularity and brand awareness of consumers, especially among young people, compared to other brands. This could be due to the lack of marketing strategy and lack of innovation in product design. The fashion industry is a dynamic sector that is shaped by several elements that are important in directing the industry's development (Surjono,2024)

This shift in consumer preferences requires an in-depth exploration of how prolonged product quality and brand understanding relate to influence purchase decisions (Singla,2024). While many studies have explored the ties between sustainability and consumer attitudes separately, the lack of research integrating these two aspects coincidentally highlights the need for more comprehensive research. In this context, this research aims to fill this gap in the literature by evaluating the effects of sustainability on product quality and brand understanding on consumer purchase decisions (Sarmah & Singh,2024). By mastering the dynamics of these ties, this research not only aims to share valuable academic knowledge but also to provide instant guidance for marketers in designing more efficient strategies in times of sustainability (Zulfaqar & Baiq,2024).

While sustainability has become a key focus in modern marketing strategies, challenges remain in mastering the specific effects of sustainability-driven product quality and brand understanding on consumer purchasing decisions (Zhao & An, 2023). While many industries claim a commitment to sustainability, there is no clear consensus on how sustainability aspects of product quality contribute to purchase decisions, especially when combined with varying levels of brand understanding in the market. Past research has often separated analyses between product quality and brand understanding, without considering how the interaction between these two aspects influences consumer attitudes in a coincident manner (Moslehpour et al,2023). Not only that, comparisons in research methodologies, geographical contexts, and types of products studied increase the complexity of accounting for the combined influence of the sustainability of product quality and brand understanding (Vázquez et al,2023). Most existing research focuses on a single measure of either sustainability or brand, leaving significant gaps in the description of how a mix of the two influences consumer purchase decisions. This research aims to address that gap by sharing an even-handed analysis of how sustained product quality and brand understanding are interconnected to influence purchase decisions (Merino et al,2023). By addressing the key issue of overriding the combined influence of these two aspects, this research is expected to share deeper and more applicable knowledge for academics and practitioners in the field of marketing.

This research aims to investigate and analyze the effects of sustainability-driven product quality and brand understanding on consumer purchasing decisions (Rani et al,2024). The main objective of this research is to recognize and measure how sustainability elements in product quality relate to the level of brand understanding

in influencing consumer purchasing attitudes (Maulidah et al,2024). This research seeks to explore in depth how consumers consider sustainably sourced products and how understanding brands that adopt sustainable applications can influence their decisions. Specifically, the research aims to achieve several key outcomes: first, to identify the direct and indirect effects of prolonged product quality on consumer purchase decisions; second, to evaluate how greater brand understanding of sustainability can reinforce or replace the effects of product quality on purchase decisions; and third, to improve the model that integrates these two aspects to provide a more comprehensive description of the consumer decision-making process in the context of a market that continues to be concerned with sustainability. By setting these objectives, this research is expected to contribute significantly to the theoretical and instantaneous override of how sustainability factors and brand understanding influence purchase decisions and provide strategic guidance to the industry in designing marketing policies that are more efficient and responsive to consumer needs.

Despite the various research attempts to overlap product quality and brand understanding, the existing literature displays significant shortcomings in the integration of these two aspects in the context of consumer purchase decisions, most notably in the framework of sustainability (Greenland et al,2023). Most prior research tends to focus separately on the effects of prolonged product quality or brand understanding, without exploring how these two aspects interrelate and influence consumer attitudes simultaneously (Moslehpour et al,2023). For example, research on product quality often takes into account its impact on customer satisfaction and loyalty without thinking deeply about the sustainability element (Geissmar at al,2023). On the other hand, research into brand understanding usually focuses on marketing strategies and brand image, with little attention to how brand understanding linked to sustainability can influence purchasing decisions. Not only that, there is a lack of research that considers local or industry-specific contexts, which hinders the instant application of such findings in a more contextualized setting (Merino et al,2023). Hence, there is a pressing need for research that integrates these two aspects coincidentally, evaluates their synergistic effect in influencing consumer purchase decisions, and shares more holistic and applicable knowledge (Ulewicz et al, 2023).

This research offers a significant contribution to the existing literature by proposing an innovative approach to evaluate the synergistic influence of sustainability-driven product quality and brand understanding on consumer purchase decisions. While most of the existing research is separated in analyzing the effects of sustainability-driven product quality and brand understanding individually, this research integrates the two aspects to share a more comprehensive description of how they relate to influencing consumer decisions. By adopting a methodology that considers both sustainability and brand measures coincidentally, this research not only expands academic knowledge but also offers immediate implications for marketers and policymakers seeking to improve more efficient strategies in sustainability. Moreover, it introduces a contextualized approach relevant to local market conditions and specific industry zones, which has been under-explored in existing studies. As such, this research not only fills a gap in the literature but also provides a solid foundation for the development of more sustainable marketing and product strategies that are responsive to contemporary consumer needs.

LITERATURE REVIEW

Sustainability-Driven Product Quality

Rahmawati (2022: 31) states that product quality is the ability of a product to perform its functions including durability, reliability, ease of use and repair, and other valuable attributes of the product as a whole. Dewi et al. (2023: 21) state that product quality is the ability of a product to carry out its functions, such as durability, suitability, features, aesthetics, and the overall impression of quality obtained by the product. Nasution et al. (2020:44) product quality is a statement regarding the extent to which a particular product can fulfill and carry out the expected functions.

Salsabila (2023) states that sustainable products are environmentally friendly goods in the production process and business concept by not ignoring environmental issues that occur. That said, sustainable products are an alternative to existing products that are not environmentally friendly. Sustainable products campaign for environmentally friendly products. Commonly known as eco-friendly. Starting from the selection of raw materials to the packaging process, even when the product is no longer suitable for use, it does not harm the surrounding environment.

The dimensions and indicators of sustainability-based product quality are (Carvill & Edward, 2021)(Mooij, 2021)

1. Environmental Impact:

- a. Resource Use: Efficiency in the use of raw materials and energy, and the sustainability of the resources used.
- b. Emissions and Waste: The amount and type of emissions generated during the production process as well as waste management and its impact on the environment.
- c. Recycling and Reprocessing: The ability of the product to be recycled or the reprocessing processes available once the product reaches the end of its useful life.

2. Quality and Performance:
 - a. Durability and Service Life: The quality of the product in terms of durability and service life, which affects replacement frequency and overall environmental impact.
 - b. Functionality: The ability of the product to fulfill its function properly and efficiently.
3. Social Aspects:
 - a. Working Conditions: Sustainability in labor practices, including fair working conditions, workers' rights, and welfare.
 - b. Community Impact: The impact of products on local communities, including contributions to local economic development and corporate social responsibility.
4. Innovation and Technology:
 - a. Sustainable Technology: The use of environmentally friendly technologies and innovations that support sustainability in the production process and product design.
 - b. Research and Development: Investment in research and development to improve product quality and sustainability.
5. Compliance with Standards:
 - a. Certification and Labelling: Compliance with relevant sustainability standards and certifications, such as organic certification, Fair Trade, or international environmental standards.
 - b. Transparency: Disclosure of information regarding raw materials, production processes, and environmental impacts of products.
6. Economic Value:
 - a. Cost Over Life: Analyse the total cost of ownership, including the cost of maintaining and operating the product over the long term.
 - b. Economic Efficiency: Evaluation of economic efficiency in the context of sustainability, such as cost benefits vs. environmental impacts

Brand Awareness

Brand awareness is the ability of consumers or prospective buyers to recall or recognize that a brand is part of a particular product category (Firmansyah, 2023: 85). Brand awareness is a person's ability to recognize and remember a brand in terms of logos, symbols, and colors (Sudrajat, 2023: 2). Brand awareness is consumers' understanding of products or services that compete in the market. The success of building brand awareness depends largely on how far consumers realize that the brand is designed to meet their needs (Soehadi in Ontarina, 2022: 399).

According to Firmansyah, (2023: 40), four dimensions can be used to determine how far consumers are aware of a brand, including:

1. Recall, namely how far consumers can remember what they remember when asked about a brand.
2. Recognition is how far consumers can recognize a brand belonging to a certain category.
3. Purchase is how far consumers will include the brand in alternatives when buying products or services.
4. Consumption is how far consumers still remember the brand when using a competitor's product or service.

Purchasing Decision

Purchasing decision is a decision-making process for a purchase that includes determining what to buy or not to make a purchase (Ferine & Yuda, 2022: 5). Consumer purchasing decisions are the process by which a consumer selects and evaluates a product or service, often consumers consider various things that meet their needs in the purchasing decision process (Surjono & Saepudin, 2024:49). Purchasing decisions are the actions of consumers to want to buy or not a product with various factors that influence consumers in purchasing a product or service, usually, consumers always consider quality, price, and products that are well known to the public (Kotler in Irwansyah, 2021: 14).

According to Ferine & Yuda (2022: 11), consumer decisions to make purchases consist of several indicators, namely as follows:

1. Product choice, companies must focus on people who are interested in buying products and consider the alternatives they consider, such as product variety, and product quality.
2. Brand choice, companies must understand how consumers choose brands, including brand trust and popularity factors.
3. Choice of suppliers, companies must pay attention to the ease with which consumers can obtain products and ensure product availability.
4. Purchase time, consumer decisions regarding the time of purchase may vary, for example once a month, once

- every three months, once every six months, or once a year.
5. The number of purchases, consumers can decide how many products to buy at a time. The company must be prepared to provide products in quantities that meet the needs of various buyers.
 6. Payment Method, consumers must make payments when buying products, either in cash or using a credit card, depending on the consumer's ability to make payments.

METHOD

This study uses a quantitative research design with an explanatory approach to evaluate the impact of sustainability-driven product quality and brand awareness on consumer purchasing decisions. This design allows in-depth analysis of the relationship between the variables under study and their influence on purchasing decisions. The population in this study is the population of Bandung City in 2023 as many as 2,506,600 (BPS Bandung City 2024 data), using the Slovin formula sampling technique, a margin of error of 10% was obtained from a sample of 97 respondents.

The research procedure began with the design and testing of a questionnaire designed to collect data on sustainable product quality, brand awareness, and consumer purchase decisions. The questionnaire was pretested to ensure its reliability and validity before being used in data collection. Once the final questionnaire was ready, data was collected through an online survey distributed to the selected sample. The data collection process was conducted over a week to ensure sufficient participation and representative data. The main data collection technique in this study was a structured questionnaire distributed online. The questionnaire was designed to measure three main variables: sustainable product quality, brand awareness, and purchase decision. The questionnaire included questions that used a Likert scale to measure respondents' perceptions of these attributes. The researcher used descriptive analysis of the independent and dependent variables which then classified the number of respondents' scores. While verification analysis uses the following analysis:

1. Correlation Coefficient

Where the value of r ranges between -1 and 1 or in other words $-1 \leq r \leq 1$. The positive and negative signs of the correlation coefficient have the following meanings:

- a. If $r = -1$ or close to -1 means that there is a perfect negative correlation or the relationship between the two variables X and Y is quite strong and has an inverse relationship (if X goes up, then Y goes down)
- b. If $r = 0$ means there is no correlation or the relationship between the two variables X and Y is very weak or there is no relationship at all
- c. If $r = 1$ or close to 1 , it means that there is a perfect positive correlation or the relationship between the two variables X and Y is quite strong and has a unidirectional relationship (if X goes up, then Y goes up).

2. Coefficient of determination

The coefficient of determination is used to see what percentage of the influence of the sustainability-driven product quality variable (X_1) and the brand awareness variable (X_2) on the purchasing decision variable (Y).

3. Hypothesis testing both F-test and t-test.

Hypotheses are temporary answers to problem formulations, where the formulation of research problems has been stated in the form of a question sentence. In addition, a hypothesis is a presumption of the most probable answer even though it still has to be proven by research. To test the hypothesis simultaneously using the F test, which is a test to see the effect of all independent variables together on the dependent variable, or to test whether this regression model is good/significant or not good/non-significant.

H₀ : $\beta_1, \beta_2 = 0$: There is no joint impact between sustainability-driven product quality and brand awareness on purchasing decisions for industrial fashion products in Bandung City.

H₁ : $\beta_1, \beta_2 \neq 0$: Have a joint impact between sustainability-driven product quality and brand awareness on purchasing decisions for fashion industry products in Bandung City

Test Criteria:

Accept H_0 if $-F_{table} < F_{count} < F_{table}$ with $\alpha = 0.05$, where F_{table} has $n-k-2$ independent degrees.

H₀ : $\rho_1, \rho_2 = 0$: There is no partial impact between sustainability-driven product quality and brand awareness on purchasing decisions for industrial fashion products in Bandung City.

H₁ : $\rho_1, \rho_2 \neq 0$: Has a partial impact between sustainability-driven product quality and brand awareness on purchasing decisions for fashion industry products in Bandung City.

Test Criteria:

Accept H_0 if $-t_{table} < t_{count} < t_{table}$ with $\alpha = 0.05$, where t_{table} has $n-k-2$ independent degrees

RESULT AND DISCUSSION

Based on the survey results, the characteristics of respondents who became the sample of this study were divided into several groups, namely based on gender, age, and type of work.

Table 2 Characteristics of Respondents

Gender	Frequency	Percentage
Male	34	35,05
Female	63	64,95
Age		
< 20 Year	22	22,68
21-30 Year	56	57,73
31-40 Year	11	11,34
Above 40 Years	8	8,25
Type of Work		
Students	51	52,58
Public Servant	7	7,22
Entrepreneur	10	10,31
Private Employees	18	18,56
Housewife	6	6,19
Other	5	5,15

Source: Primary data processed,2024

Table 2 above shows that the dominating respondent is female because females make many purchases of fashion products. Respondents aged 21 years to 30 years are young people because respondents of that age make fashion-purchasing decisions. Respondents based on the type of work most in this study are students and students because they are the market share of the clothing industry.

Based on the data obtained, it can be analyzed descriptively as follows:

Table 3 Descriptive Analysis Results

Variable	Mean	Range	Category
Sustainability-Driven Product Quality	3,37	2,61-3,40	Good Enough
Brand Awareness	3,34	2,61-3,40	Good Enough
Purchasing Decision	3,35	2,61-3,40	Good Enough

Source: Primary data processed,2024

Table 3 above shows the average count (mean) of 3.37, it can be seen that respondents stated that they quite liked sustainability-driven product quality so that the products offered could have very good quality characteristics, and the mean brand awareness of 3.34, it is known that respondents stated that they were quite good at recognizing brands that had quality fashion products, and the mean purchase decision of 3.35, it is known that respondents stated that they were quite good at making purchasing decisions by paying attention to the quality of sustainability-based products and having brands.

Table 4 Correlation Test Analysis Results

		Purchasing Decision	Sustainability-Driven Product Quality	Brand Awareness
Pearson Correlation	Purchasing Decision	1.000	.665	.753
	Sustainability-Driven Product Quality	.665	1.000	.673
	Brand Awareness	.753	.673	1.000
Sig. (1-tailed)	Purchasing Decision	.	.000	.000
	Sustainability-Driven Product Quality	.000	.	.000
	Brand Awareness	.000	.000	.
N	Purchasing Decision	97	97	97
	Sustainability-Driven Product Quality	97	97	97
	Brand Awareness	97	97	97
		97	97	97

Source: Primary data processed,2024

Based on Table 4 above, it is known that the Pearson correlation coefficient value for the sustainability-driven product quality variable of 0.665 is between 0.600 - 0.799, meaning that the sustainability-driven product quality variable shows a strong relationship to the purchasing decision variable. Meanwhile, the Pearson correlation coefficient value for the brand awareness variable of 0.753 is between 0.600 - 0.799, meaning that the brand awareness variable shows a strong relationship to the purchasing decision variable.

Simultaneous hypothesis testing (F statistical test) is used to determine whether there is a simultaneous influence between the independent variables on the dependent variable. This test is carried out using a significance probability number, if the significance probability > 0.05 then Ho is accepted and Ha is rejected, and if the significance probability < 0.05 then Ho is rejected and Ha is accepted.

Table 5 Simultaneous Significance Test Results (F Statistical Test)
ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	2674289074.336	2	1337144537.168	74.271	.000 ^b
Residual	1692332352.654	94	18003535.667		
Total	4366621426.990	96			

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), Brand Awareness, sustainability-driven product quality

Source: Primary data processed, 2024

Based on Table 5 above, it can be seen the results of the comparison between F count and F table show the value of F count = 74.271 > F table = 3.09, meaning that Ho is rejected and Ha is accepted, meaning that together or simultaneously the variables of sustainability-driven product quality and brand awareness affect the purchasing decision variable.

Table 6 Partial Hypothesis Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	11612.249	2567.392		4.523	.000
Sustainability-Driven Product Quality	.193	.058	.290	3.342	.000
Brand Awareness	.819	.128	.557	6.415	.000

a. Dependent Variable: Purchasing Decision

A. The Effect of Sustainability-Driven Product Quality on Purchasing Decisions

Based on the results of the t-test (partial), the significance value of the sustainability-driven product quality variable is 0.000 < 0.05 (the real level of research significance). In addition, it can also be seen from the results of the comparison between the t count and t table which shows the value of t count of 3.342 > t table 1.661, it can be concluded that partially the sustainability-driven product quality variable affects purchasing decisions.

B. The Effect of Brand Awareness on Purchasing Decisions

Based on the results of the t-test (partial) on the regression model, it can be seen the results of the comparison between the t count and t table show the t value of 6.415, while the t table is 1.661, it can be concluded that partially the brand awareness variable affects on purchasing decisions.

Table 7 Partial Determination Coefficient Results (Kd)

No.	Variable	Beta	Zero Order	Beta x Zero Order	%
1	Sustainability-Driven Product Quality	0,290	0,665	0,193	19,3
2	Brand Awareness	0,557	0,753	0,419	41,9
Amount				0,612	61,2

Source: Primary data processed, 2024

In Table 7, the simultaneous coefficient of determination of 0.612 confirms that this research model explains 61.2% of the variance in purchasing decisions, indicating the strength of the model in capturing the influence of the two variables. The partial coefficient of determination shows that while sustainability-based product quality has a significant contribution (0.193), brand awareness has a greater impact (0.419). This finding is in line with brand valuation theory which emphasizes that high brand awareness can increase positive perceptions and consumer purchase intention more significantly than single product attributes (Keller, 1993).

DISCUSSION

This study contributes significantly to shopping theory and consumer behavior by showing the importance of product quality and brand awareness as key determinants of purchase decisions. The results confirm that consumer behavior, product evaluation, and brand perception are important in influencing purchase decisions (Kotler & Keller, 2016). The partial coefficient of decision-making shows that brand awareness plays a more important role than sustainability-driven product quality (0.419 versus 0.193) demonstrating its importance from the brand value point of view and the fact that brand awareness still can significantly increase product interest and purchase attention (Keller, 1993). These findings suggest from the beginning that the company should focus on marketing strategies that not only improve product quality but also strengthen brand awareness through integrated consistent advertising. With the growing influence of social media and digital platforms, strategies that increase brand

visibility and build a positive image are more important than ever. This study also provides direct guidance for marketers to design strategies that balance investment in product development to build equity. In addition, brand managers can use these findings to develop programs that promote brand values and increase brand visibility, which in turn can positively influence consumer purchasing decisions. Therefore, the results of this research not only raise a new level in marketing theory but also share strategic plans that can be applied directly to products to increase efficiency and competitiveness in the market.

Although this research provides valuable insights into how product quality and brand perception affect consumers' purchase decisions, the generalizability of the results is limited. The sample used may not be fully representative of the general population, limiting the generalizability of the results. Future research should use larger and more diverse samples to obtain more accurate results. In addition, the transitive approach only takes into account changes at one time and does not take into account changes in consumer behavior or the long-term effects of marketing strategies. Longitudinal studies can provide more in-depth information by identifying changes over time. In addition, this research does not mean that it will consider external factors such as economic conditions or social influence that may affect the purchase decision. Acknowledgment of these limitations indicates the need for future studies to improve accuracy and relevance. Future research should focus on using larger and more diverse samples, following long-term patterns, examining other influencing variables, and conducting experiments to better understand and address the effect of product quality and brand awareness on consumer decision-making.

The results of this study have social and ethical implications regarding product quality and brand awareness in the digital age. Consumers are now in favor of quality, environmentally friendly, and social products. Studies show that brand awareness affects purchase decisions more than product quality, highlighting the importance of awareness in brand endorsements. Brand awareness can have a huge impact on purchasing decisions if companies honor their corporate promises and don't engage in trash-talking. In addition, the use of digital technologies to promote brand awareness raises ethical questions regarding privacy and data collection. Businesses must ensure that their digital marketing does not compromise customer privacy. Social impact also includes the company's responsibility for ethical and sustainable business practices, which promote reputation and community well-being. Companies must balance brand awareness with good public service to build long-term relationships with consumers in the digital age.

CONCLUSION

This study confirms that product quality and brand awareness affect consumers' purchasing decisions, and brand awareness has a greater impact than product quality alone. High correlation coefficients for these two variables indicate a strong positive relationship with purchase decisions, while partial decision coefficients reflect the importance of brand awareness in influencing consumer decisions. These findings reinforce the idea that consumer behavior and brand awareness play a critical role in consumer understanding and preferences and suggest that companies should place greater emphasis on building marketing strategies. value. However, the limitations of the study, such as sample size and cross-sectional design, indicate the need for further research with more comprehensive methods and other variables to obtain a more complete explanation. Future research should consider external variables and use a longitudinal approach to understand the long-term impact of product quality on brand awareness. Moreover, the social and ethical implications of these findings show the importance of transparency in marketing practice, especially in the context of digital technology and sustainability. Businesses must take an honest and ethical approach to building their brand and communicating with consumers, to build trust and achieve lasting success in an increasingly competitive market. Finally, this research provides valuable insight into the concept of marketing and business practices and provides useful guidance for creating effective and accurate marketing strategies.

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