

From Green Choices to Green Voices: Exploring the Drivers of Sustainable Brand Evangelism in Pakistan

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Abstract

Purpose

This research explores the transition of Pakistani consumers from sustainable consumption to sustainable brand evangelism. Though there is much literature on the subject of green buying, there is a scarcity of information on how consumers in developing countries participate directly in the movement. This paper discusses the importance of perceived sustainability, brand innovativeness, green knowledge, willingness to pay, storytelling, and perceived value, all of which are on the basis of the Stimulus-Organism-Response (S-O-R) framework.

Methodology

The information on 353 Pakistani customers of sustainable products was collected through a systematic questionnaire. The structural equation modelling (SEM) with SmartPLS was used to test hypothesised correlations and mediation effects.

Findings

The value perceived was considered the strongest force that drives evangelism, and the most significant of them was brand loyalty. Although sustainability and innovativeness had only an indirect impact on evangelism, storytelling had a direct impact on it and had a significant impact on perceived value ($\beta = 0.41$). Also, a perceived value was supported with the help of green knowledge and willingness to pay, and this increased advocacy.

Research Implications

The study expands the S-O-R framework by showing that sustainability and innovation must go through perceived value and loyalty before it can be converted into advocacy. Real-world and Social Implications.

Besides consumer education and loyalty building, marketers must also sell sustainability as a story. Through consumer evangelism, SDG-12 can be supported and socially sustainable lifestyles normalised.

Originality

This research is one of the first empirical studies in Pakistan to investigate the relationship between brand evangelism and sustainable consumption, and the particular importance of loyalty and story is mentioned.

Keywords: Sustainable Brands, Sustainable Startups, Brand Evangelism, Green Knowledge, Brand Innovativeness

Introduction

Background

Consumer behavior is changing on Lahore's bustling avenues, Karachi's chic commercial districts, and the dynamic markets of Islamabad. Accompanying university students with their reusable water bottles, young professionals converse on eco-friendly packaging. Organic skincare products are requested by mothers in grocery stores, while Instagram entrepreneurs promote their brands with the trending words eco-friendly and sustainable. The narrative surrounding the responsible consumption of the environment extends beyond the borders of Pakistan and is now an established part of the discourse in urban centers in Pakistan.

The very fundamental shift in this research is the growing awareness among the youth of Pakistan about their environmental responsibilities, sustainable practices, and the need for eco-friendly consumption. The primary research question is: are Pakistanis becoming brand ambassadors of a sustainable lifestyle?. Businesses like Bag-It (reusable shopping bags), EcoPak (biodegradable packing), and Koyo Rabbit (sanitary products) have provided substitutes for popular non-sustainable products and have thus showcased proactive environmental stewardship. Sustainable fashion brands like GENERATION Conscious Clothing, Sapphire, with their sustainable textiles, and eco-designer Shehzil Malik have also sparked eco-responsible production and consumption discourse. These entrepreneurial initiatives form a space in consumers' minds and create a backdrop where dedication and affiliation with a company is largely determined by their sustainability ethos and propensities for green marketing (Fibre2Fashion, 2025; British Council, 2025).

There is a growing number of businesses beyond the shipping and clothing sectors that are changing the landscape of sustainability. For example, TrashIt, located in Karachi, diverts organic waste from landfills, generates compost, and promotes circular economies at the community level through soil health initiatives and education campaigns (TrashIt, n.d.). Another notable example is ModulusTech, a builder of cost-effective, flatpack homes, which has been a pioneer in affordable and climate-resilient housing solutions (ModulusTech, n.d.; EDGE Buildings, n.d.). There are supportive policies and a correlating ecosystem in place; at climate-tech events and climate financing roadshows biodegradable packaging, climate-smart enterprises in search of support, energy-efficient devices, and eco-tech were presented (APP, 2024; Pakistan Today, Profit, 2024). The correlation of the rising climate activism among the youth and the increasing importance of sustainability to consumer identities provide the backdrop to a cultural context in which this sustainability emphasis is particularly salient (Atlantic Council, 2023; UNICEF, 2024).

PROBLEM STATEMENT

Despite the global concern about sustainability, its implementation in the Pakistani consumer and business world remains at its early stage. The shift to an environmentally friendly society and market through the appearance of environmentally friendly companies, environmentally friendly brands, and environmentally friendly packaging in recent years is a sign of this (British Council, 2025; Fibre2Fashion, 2025). However, in spite of this momentum, there is little information on the sustainability attitude of Pakistani consumers that leads to their support and encouragement of green businesses. International scholarship has identified numerous elements of behaviour and psychology that result in green brand evangelism (in particular, developed markets, hospitality, and food services), such as perceived value, green loyalty, willingness to pay more, and green satisfaction (Farooghi et al., 2024; Khandai et al., 2025). Based on these studies, when customers feel emotionally and morally connected to the sustainable values of a brand, they often shift loyalty into the active advocacy of the brand, promoting and defending it to their circles. Such conclusions are, however, largely oriented towards Western or regional settings, which is not in Pakistan since customers are already accustomed to developed green markets and eco-friendly regulation of operations..

Pakistan, in its turn, provides a differentiated sociocultural and economic environment, where sustainability is not just a need (due to the lack of resources, urban crisis wastes, and climate exposure) but also an objective (due to modern way of life, social identity, and prestige). Local customers are subject to problems related to affordability, differences in the level of environmental awareness, and inconsistent trust in brand promises. Nevertheless, the entrepreneurship in Pakistan shows that increasingly, a larger percentage of the market is beginning to support these businesses besides embracing sustainable consumption (APP, 2024; ModulusTech, n.d.; TrashIt, n.d.).

These developments do not yet result in a lot of scholarly evidence that is nonetheless diffuse. The Stimulus-Organism-Response (S-O-R) framework has not been applied in a thorough manner to relate internal consumer variables (ready to buy, willingness to pay, and green knowledge as organism variables) to brand-associated cues (stimulus) in relation to sustainability and subsequently to brand evangelism activities in Pakistan. The question that remains unanswered by scholars and business experts is whether, in the absence of these empirical data, the Pakistani consumers who are concerned about sustainability indeed turn out to be vocal brand ambassadors or merely make passive eco-friendly decisions.

This knowledge gap highlights the urgent need for context-specific research that analyzes the behavioral and psychological drivers of green brand evangelism in Pakistan's growing market.

Gap Analysis

Sustainability is a buzzword in marketing and entrepreneurship, with brands making noise in terms of social duty and purpose. Nevertheless, the issue of whether brand

evangelists are influenced by their keenness for sustainable consumption is still unresolved in the face of this increased enthusiasm. This relationship remains largely untapped, particularly in emerging markets such as Pakistan, where there are unique social, economic, and cultural determinants to consumer tastes.

Recent studies have indicated that cultural value orientation affects consumer behavior to sustainability. There is no guarantee that environmental issues can be translated to sustainable consumption because of cultural, motivational, and promotional differences (Rahman, Chwialkowska, Hussain, Bhatti, and Luomala, 2023). As per a study carried out in Pakistan, the aspects such as customer willingness to pay, green happiness, and green loyalty have a great impact on green brand evangelism, particularly in the restaurant sector (Farooghi, Qasim, and Shaikh, 2024). However, little is known of the role of these factors in emerging economies where social, cultural and economic processes are quite different.

In addition, a lack of information exists regarding the development of these behavioral and psychological factors into brand evangelism in Pakistan, even though literature in foreign countries has examined the impact of environmental consciousness and personal values on sustainable decisions (Hasudungan and Saragih, 2024). Even though the country has witnessed a rise in eco-friendly business establishments, green entrepreneurial activities, the academic literature has not sufficiently explored the way customers change their sustainable preferences to active customer loyalty to green corporations. The questions that remain open regarding the perceived sustainability, brand innovation, brand storytelling, and green expertise in this environment are how the factors affect evangelistic and loyalty behaviors.

Moreover, the prior studies have been inclined to focus on consumer attitudes and green purchase intention (e.g., The effects of consumer attitude on green purchase intention: A meta-analytic path analysis; Zhuang, Luo, and Riaz, 2021) or reflect on the associated constructs of authenticity and loyalty. Nevertheless, few studies have investigated the extension of these constructs to the area of brand evangelism, where consumers are willing to support and even defend sustainable brands besides being loyal. As an illustration, Li, Sun, and Hu (2022) show that brand authenticity is strongly predicted to promote green brand evangelism, which is predetermined by transparency and scepticism. Hamouda and Aissaoui (2024) argue that relational benefits (self-expression, socialization, and confidence) that bring green brand loyalty with time ultimately lead to brand evangelism. In a country like Pakistan, where consumer-based promotion of sustainable products is still in its childhood, but sustainability is becoming a social norm, bridging this gap is paramount to enhancing the level of academic knowledge as well as the measures towards a green marketing practice.

Research Objectives

To examine the influence of perceived sustainability on the change in sustainable consumption to sustainable brand evangelism among Pakistani consumers, and whether authentic social, ethical and environmental practices motivate this group to become the

advocates and proponents of eco-friendly brands to their networks, besides purchasing eco-friendly products.

A possible approach to examine how the concepts of green knowledge affect advocate behavior and enhance the pro-sustainability identity of consumers is to consider whether or not more informed consumers who understand practices such as recycling and eco-friendly packaging are more likely to integrate the concepts of sustainability into their self-identity and influence other people to do the same.

A methodology of evaluating how willingness to pay more for environmentally friendly products also leads to a higher likelihood of defending their spending, popularizing the product, and influencing the buying behavior of their counterparts is one way to measure how consumer willingness to pay more for sustainable products affects their readiness to become brand evangelists.

In order to explore the influence of brand innovation in making Pakistani consumers support and advocate sustainable brands, considering the fact that innovative products such as upcycled clothing or biodegradable packaging can make customers support the company that constantly demonstrates innovation with a sustainability purpose, it is possible to conduct research.

Through the Stimulus -Organism-Response (S-O-R) framework, it is possible to examine the effect of sustainable cues (stimuli) on consumer conditions such as perceived value, green knowledge, and willingness to pay, which in turn leads to the advocacy behaviors of a sustainable product in the cultural and economic setting of Pakistan. This will assist in knowing how sustainable brand evangelism works.

Significance of The Study

Theoretical Significance

This research contributes to the literature on consumer behavior and sustainability because it fills the gap in the relationship between sustainable brand evangelism and sustainable consumption. Though most of the prior research has been on the purchasing intention of green products, the research builds on this information and further relates it to advocacy and active brand support. The analysis offers novel information regarding the effect of external brand messages (stimuli) on internal consumer conditions (organisms), leading to the pro-sustainability behaviors (responses) through the application and contextualisation of the StimulusOrganismResponse (S-O-R) framework in Pakistan. This theoretical extension improves consumer behavior models by incorporating cultural settings, incentives based on identity, and new market dynamics that affect long-term brand promotion.

Practical Significance

The findings will be practical to companies, entrepreneurs, and marketers who want to do more than just promote eco-friendly purchasing to create brand enthusiasts. By identifying the important roles of perceived sustainability, green knowledge, willingness to pay, and brand innovation, the study will help the brands to develop

effective pricing, communication, and product development strategies that ensure more customers become more loyal, elicit trust, and are promoted through word-of-mouth. Such data will be particularly useful to new sustainable businesses in Pakistan so that they can stand out in a saturated market and meet the growing sustainability interests of consumers.

Social Significance

This paper shows that consumer-based advocacy that promotes sustainable lifestyles and ethical buying can be a source of social change. It will train sustainability activists, non-governmental organizations, and lawmakers on the need to incorporate consumers as active, rather than passive, environmental guardians. Advocacy of brand evangelism will create awareness, normalise the pro-environmental behaviour, and create voices for sustainability in Pakistani communities. In addition, in offering solutions to environmental issues such as waste excess, lack of resources, climate susceptibility, and the development of a sustainable culture, both personally and in society, the study is directly associated with the Sustainable Development Goal (SDG) 12: Responsible Consumption and Production of the UN.

Literature Review

Introduction

Sustainable consumerism has become a movement in society and not a fad. The customers desire to make use of their voices to market the sustainable brands since they are no longer happy to just select environmentally-friendly products. This is especially so in Pakistan, where social standing, collectivism, and family pride are all cultural aspects that are likely to enhance the tendency to share and support products that signify personal individuality. To illustrate, the fans of social media praised the launch of the Khaadi of ethically sourced cotton project by posting, tagging, and defending the organization, besides buying the product. It is the essence of the so-called sustainable brand evangelism, where customers become the most ardent promoters of the environmentally friendly firms.

The Stimulus-Organism-Response (S-O-R) model explains this development. The perceived value, readiness to pay, green knowledge, and loyalty are the internal psychological outcomes, the brand perceived sustainability, innovativeness, and storytelling are the external brand variables, and brand evangelism is the response.

Perceived Sustainability and Perceived Value

Perceived sustainability is the way customers view the social and environmental activities of a brand. This resonates well with Pakistan, in which customers are increasingly finding environmental concern an extension of their religious and moral responsibility. As an example, Gul Ahmed Ideas Pret Eco line has been admired due to its integration of recycled materials with the humble clothes, which, besides aligning with the environmental cause, is also connected to the cultural and religious principles of expecting responsibility and simplicity. Scientists note that consumers find it more valuable to purchase products of a brand that they perceive to be environmentally responsible, not only in their functionality but also as their symbolic demonstration of care about the community and nature (Singh and Verma, 2019; Liu et al., 2025). It is proven that in Pakistan, religiosity plays a significant role in ensuring sustainable

consumption, which proves the notion that moral obligation and faith closely go along with environmental responsibility (Zafran et al., 2025). Consequently, brand equity and promotion of greater customer loyalty, the perceived sustainability in Pakistan has a spiritual and symbolic meaning:

H1: Perceived sustainability positively influences perceived value.

Due to the perception of environmentally friendly consumption as a morally right and prestigious behavior, sustainability also increases willingness to pay (WTP) (Naeem and Ozuem, 2021; AlZgool et al., 2025). The Pakistani customers associate green purchases with higher status and moral responsibility, which is promoted by cultural and socioeconomic factors. To exemplify how consumers in the middle and upper classes are ready to spend more money on sustainable materials that show care for the environment and social distinction, we may use the example of the increased popularity of the eco-friendly textile collections by Gul Ahmed and Khaadi. This combined concept of ethical responsibility and status is what leads customers to consider green purchases both as a social signalling behaviour in their communities and as a personal choice.

The recent research states that sustainability is an indicator of social identity and virtue in the emerging economies, where WTP of green products is greatly influenced by the symbolic and religious values (Zafran et al., 2025). Thus, green consumption in Pakistan is often the embodiment of aspirational and ethical force.

H2: Perceived sustainability positively influences willingness to pay.

The example of how sustainable practices teach the customer is the use of biodegradable packaging by Sapphire, which educates customers without making a noise, such as informing them about the importance of waste reduction and environmentally sensitive living. These programs are informal channels of communication of consumer education through habitual exposure to sustainable products and gradually altering buying behavior and raising awareness of environmental concerns. Research confirms that the pro-environmental decision-making and green knowledge of consumers are dependent on the perceived sustainability initiatives, which increases the correlation between long-term loyalty and brand trust (Kautish, Paul, and Sharma, 2021). Brand-led sustainability programs provide a valuable void in environmental education that formal institutions may still not be able to fully eliminate, and Pakistani consumers are only beginning to become environmentally aware, and this effect more relevant.

H3: Perceived sustainability positively influences green knowledge.

Lastly, since brands that are environmentally conscious are perceived to be trustworthy and progressive, sustainability makes the brand more loyal. Empirical studies of this in Pakistan have been able to come up with conclusions that the benefits of green brands directly correlate with brand loyalty, and perceived value and brand trust mediate their relationship (Khan, Afeef, and Shah, 2023). Moreover, loyalty is encouraged by green love marks, which are the product of interaction with clients and generosity (Javed,

Khalil, Ishaque, and Sultan, 2024). CSR programs have been found to enhance brand loyalty in the banking sector through corporate branding (Shafiq, Iqbal, Kumar, and Khan, 2023).

H4: Perceived sustainability positively influences brand loyalty.

A perceived sustainability plays a major role in the creation of long-term brand loyalty as greater segment of consumers is willing to support brands that actually show genuine interest in environmental and social responsibility. She believes that when the customers feel that the practices of the brand in relation to sustainability are genuine and effective, the customers have a better emotional connection, confidence, and recognition with the brand. Moral obligation, religious responsibility, and social image are interrelated with sustainable behavior and are very important in collectivist and value-based societies like Pakistan, which further enhances the relationship between consumers and environmentally conscious brands. Empirical data indicate that brand perceptions that are focused on sustainability improve loyalty by strengthening consumer trust in the integrity and mission of the brand (Khan et al., 2023; Javed et al., 2024; Shafiq et al., 2023). The result is that consumers who find a brand to be more sustainable are more apt to be loyal to it, so the hypothesis is as follows: perceived sustainability has a positive impact on brand loyalty.

Brand Innovativeness and Perceived Value

The innovation within the framework of sustainability does not refer to new technologies only, but rather the redesign of the whole consumption process. The innovation is better placed to improve environmental credibility in Pakistan, with examples being water saving dyeing process by Gul Ahmed and solar-powered industrial plants by Khaadi. It has been found that these innovations enhance perceived value by giving rise to better products that are ethical and useful. An example is Chen et al. (2021), who demonstrated that green innovation in the fashion industry significantly increases purchasing intention and perceived value. Based on the existing studies, it is proposed that environmental product innovation raises brand value with a particular focus on such ethical dimensions as resource efficiency and waste reduction (Morea, Gattermann, Perin, Kolling, de Medeiros, and Duarte Ribeiro, 2023). Also, the research findings indicate that green brand innovation promotes the perceived value and the brand loyalty, especially when consumers possess high green expertise (Jalu, Dasalegn, Japee, Tangl, & Boros, 2024).

H5: Brand innovativeness positively influences perceived value

Additionally, consumers are more prepared to pay for cutting-edge green items that convey individuality and fit with aspirational lives. Shi and Jiang (2022), for example, discovered that consumers are prepared to pay more for green items, especially when social influence and reference groups support the idea of prestige. This influence is greater in emerging markets like Pakistan because eco-friendly innovations are positioned as desirable lifestyle choices and are linked to both ethical consumerism and social difference.

H6: Brand innovativeness positively influences willingness to pay.

Green knowledge is developed when customers are informed about innovative green practices and sustainable solutions that extend its offerings beyond the conventional ones. The innovative advertisement tactics influence the way consumers view sustainability as well as showing them sustainable alternatives. As an example, the campaign of Sapphire called ReLove taught consumers about the principles of reuse and extending the lifecycle of the products through recycling and the aspect of reusing old clothes and transforming them into new ones (Vishnoi et al., 2025).

Such programs demonstrate that progressive companies can be educators, increasing their level of knowledge and allowing customers to make decisions that are consistent with the idea of sustainability. Green brand innovativeness has a positive relationship with customer satisfaction and sustainable performance, and the performance is reinforced by the fact that the green knowledge of consumers is greater (Waqas, Qingfeng, Ahmad, and Iqbal, 2023; Abbas et al, 2023)). Therefore, brand innovation increases the attractiveness of products but is also critical in informing customers about green matters.

H7: The relationship between brand innovativeness and green knowledge is positive.

Innovative practices also enhance brand loyalty since consumers usually consider innovative brands as market leaders, which develop trends and offer unique value propositions. By providing innovative and environmentally conscious solutions every time, these brands develop emotional attachment, create differentiation, and earn the consumer's trust. Since the innovative brands would be viewed as progressive and aligned with changing desires and values of people, the consumers would be more willing to remain loyal to them (Su et al., 2021; Jam et al., 2025). Moreover, innovation not only helps attract new customers but also reinforces the existing relationships, as customers will be more faithful when they realize that they belong to a company that constantly creates new innovations and topicality.

H8: Brand innovativeness (BIT) has a positive impact on Brand Evangelism (BEV) through Perceived Value (PVL).

Brand Story and Consumer Results.

Sustainability is a narrative that can be digested by customers using storytelling. The brands that rely on real stories are more effective in Pakistan, where oral culture and storytelling are still highly valued. As an example, the Kreate Your Mark campaign by Khaadi relates sustainability, empowerment, and history in its brand storytelling by featuring female artisans and entrepreneurs and offering store space, publicity, and business advice to them. Stability of storytelling increases perceived value, as things are related to cultural and personal meaning. The customers develop the impression that they are part of something important in addition to respecting heritage, craftsmanship, and empowerment.

This has been backed by empirical studies, which reveal that brand storytelling by businesses as well as by users enhances emotional attachment, brand attitude, and perceived value. As an example, Kemp, Porter III, Anaza, and Min (2021) found that in the online environment, narrative increases the perceived value of products and improves relationships between companies and their customers. Likewise, Dessart and Pitardi (2019) emphasize that when brand communication integrates the culture and emotional sense, storytelling reinforces the attachment to sustainability in consumers.

H9: Brand storytelling has a positive impact on Brand Evangelism (BEV) through Perceived Value (PVL).

The ability of brand storytelling to combine sustainability with personal identity often makes customers more willing to pay since they view their purchases as a way of expressing their values and identities, but not as a transaction. The telling of stories transforms the aspect of sustainability and makes it more personal, relevant, and emotionally charged. As an example, Zha, Aw, Dastane, and Fernando (2023) demonstrate that the willingness of consumers to pay more money to luxury brands grows in direct proportion to the use of social media by these organizations to market their products, especially where the luxury brands engage in engaging stories and the use of parasocial interaction with consumers. Similarly, Farzin et al. (2023) find that perceived social influence, environmental commitment, and green quality enhance the WTP of customers and the buy intention in the context of eco-fashion. The implication of these findings is that aspects of storytelling (e.g., empowerment, social ideals, or sustainable identity stories) can convert customer identity alignment to greater price acceptance.

H10: Brand storytelling (BST) has a positive effect on the willingness to pay (WTP) through Perceived Value (PVL).

There is also the contribution of stories in increasing green knowledge by rendering abstract concepts of sustainability more recognizable and comprehensible to consumers. The storytelling formats, in particular, visual or immersive ones, will turn such general concerns as recycling, water reuse, or biodiversity into a vivid and memorable story that consumers can internalize. As an instance, the Instagram Reels on recycling by Sapphire illustrate the process visually, which assists audiences in discovering how to become environmentally friendly. This effect has been proven by previous studies: narrative communication has been revealed to enhance consumer knowledge and positive beliefs toward sustainable practices like water reuse (López-Márquez et al., 2023). In the same manner, in augmented reality experiences, immersive storytelling had a strong positive impact on the beliefs and knowledge of sustainability (Cummings et al., 2024). These findings combined indicate that storytelling is not only persuasive but also an instructional resource that contributes to the consumer's knowledge about sustainability. Lastly, emotional attachment that is formed because of storytelling augments brand loyalty.

H11: Perceived Sustainability Positively Influences Willingness to Pay

The perception of sustainability is critical in the determination of the willingness of consumers to pay high prices when purchasing products that are environmentally friendly. By making customers think that a brand is actually involved in ethical, social, and environmental activities, they will place more symbolic and moral importance on the products offered and hence make it worth justifying their increased spending. In Pakistani culture, sustainability is more and more closely related to such concepts as social responsibility, religion, and personality, and sustainable consumption is not only an economic choice, but also an image of moral commitment and social status. Previous research indicates that consumers are willing to spend more money on the products that they regard as environmentally responsible since purchases that they make help to affirm their self-concept of being moral and socially responsible people (Naeem et al., 2021; Zafran et al., 2025). Thus, it is assumed that perceived sustainability has a positive effect on willingness to pay.

H12: There exists a positive impact of brand storytelling on brand loyalty.

Consumer Outcomes and Brand Evangelism

Perceived value plays a major part in consumer advocacy behaviors. The more that customers become passionate about what they experience and refer others to the company, the more they believe the company offers superior value to its customers. This is even made worse in collectivist cultures, such as the Pakistani one, where individuals often depend on social media and word-of-mouth recommendations before they can make a purchase. As an example, Pakistani young people, who are interested in the environment, often post about their sustainable fashion finds on TikTok, and their followers want to do the same. The existing body of research proves that customer advocacy and evangelism actions are significantly boosted by the perceived value (Rather, 2021; Kumar et al., 2022).

H13: Perceived value has a positive influence on brand evangelism.

Customers expressing high readiness to pay for environmentally friendly or sustainable products often justify their decisions to other people, which makes them the brand ambassadors. These customers maintain the brand image and motivate their associates to follow suit by providing a reason as to why they have made the move to pay more than this. This aligns with the findings of studies that indicate that ready-to-spend more money customers tend to share the news and disseminate the gospel more (Ren, Yang, Liu, and Huang, 2022).

H14: Willingness to pay will have a positive effect on brand evangelism.

The increased green knowledge allows customers to have influence over plus to pro-environmental behavior. Individuals with a clear understanding of sustainability concepts can show the capacity to share their knowledge with their colleagues and their respective communities. As an illustration, the Pakistani university students are enthusiastic about popularizing responsible companies through discussing sustainable consumption habits and environmentally friendly packaging within college

communities. The empirical research showed that the consumers with green knowledge are in a position to teach and persuade others (Joshi et al., 2021; Vishnoi et al., 2025).

H15: Green knowledge positively has an effect on brand evangelism.

Brand loyalty is often discovered to be the strongest driver of long-term brand evangelism. Along with the commitment to further purchases, loyal customers also become the brand advocates online and offline, even when the brand is criticised. An example is that the regular online discussions by the loyal consumers of eco-friendly companies frequently occur, and in these discussions, the consumers counter the negative remarks with positive ones. It is evident that brand loyalty always leads to consumer evangelism, especially when sustainability is included (Rather and Hollebeek, 2021; Jam et al., 2025).

H16: Brand loyalty positively influences brand evangelism.

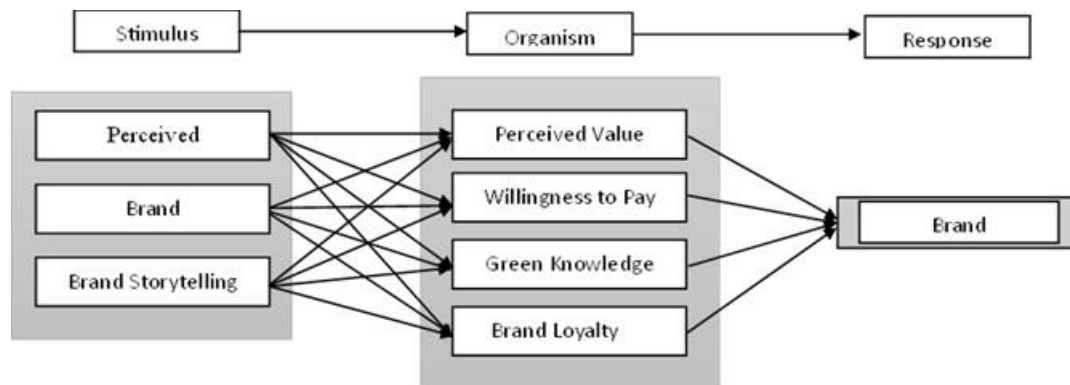


Fig 1: Research Model

Table 1. Key Findings from Prior Research

| Author(s), Year | Variables Studied | Key Findings | Supported Hypotheses |
|-----------------------|----------------------------------|---|----------------------|
| Singh & Verma (2022) | Sustainability → Value, Loyalty | Sustainability significantly enhances perceived value and customer loyalty | H1, H4 |
| Naeem & Ozuem (2021) | Sustainability → WTP | Perceived sustainability increases consumers' willingness to pay premium prices | H2 |
| Kautish et al. (2021) | Sustainability → Green Knowledge | Sustainability initiatives improve consumer environmental knowledge | H3 |

| | | | |
|-----------------------------|----------------------------------|---|---------|
| Khan et al. (2023) | Sustainability → Loyalty | Strong positive relationship between sustainability and brand loyalty mediated by value and trust | H4 |
| Javed et al. (2024) | Green Practices → Loyalty | Customer engagement strengthens loyalty for green brands | H4 |
| Hwang et al. (2021) | Innovativeness → Perceived Value | Brand innovativeness significantly increases perceived value | H5 |
| Gomes et al. (2023) | Innovativeness → WTP | Innovative green brands increase consumers' willingness to pay | H6 |
| Yi, Khan & Safeer (2022) | Innovativeness → Loyalty | Firm innovation enhances long-term brand loyalty | H8 |
| Vishnoi et al. (2025) | Innovativeness → Green Knowledge | Green innovation strengthens environmental awareness and eco-behavior | H7 |
| Jam et al. (2025) | Branding → Loyalty → Evangelism | Brand loyalty is the strongest driver of brand evangelism | H8, H16 |
| Dessart & Pitardi (2019) | Storytelling → Perceived Value | Brand storytelling increases emotional attachment and perceived value | H9 |
| Kowalczyk & Pounders (2022) | Storytelling → WTP | Story-driven branding enhances willingness to pay | H10 |
| Jokinen (2022) | Storytelling → Green Knowledge | Narrative communication increases sustainability knowledge | H11 |
| Ghosh et al. (2022) | Storytelling → Loyalty | Emotional storytelling strengthens brand loyalty | H12 |

| | | | |
|---------------------------|---|---|-----|
| Rather (2021) | Perceived Value → Evangelism | High perceived value promotes brand evangelism | H13 |
| Ren et al. (2022) | WTP → Evangelism | Consumers willing to pay more actively promote brands | H14 |
| Joshi et al. (2021) | Green Knowledge → Evangelism | Knowledgeable consumers influence others toward green brands | H15 |
| Vishnoi et al. (2025) | Knowledge → Evangelism | Green knowledge enhances Gen Z advocacy behavior | H15 |
| Rather & Hollebeek (2021) | Loyalty → Evangelism | Brand loyalty is the strongest predictor of brand evangelism | H16 |
| Khandai et al. (2025) | Sustainable Choice → Happiness → Evangelism | Sustainability-driven happiness indirectly increases evangelism | H13 |
| Jam et al. (2025) | Branding → Loyalty → Evangelism | Loyalty mediates–branding–evangelism relationship | H16 |

METHODOLOGY

Research Methodology

To examine the variables that affect the movement of sustainable consumption to sustainable brand evangelism by Pakistani customers, a quantitative research design was employed in this study. The data collection instrument was a structured questionnaire and was used in the cross-sectional study design.

Population and Sampling

The target group of the study consisted of customers within the Pakistan setting who purchase or actively use green, sustainable, or environmentally friendly products. Only those who were considered to be customers of such products were considered eligible responders to ensure that they were relevant to the objectives of the research. The examples of sustainable and green products are presented in Table 2.

The respondents were required to satisfy the following requirements:

Age: at least 18 years old.

Gender: To ensure diversification, male and female customers were incorporated.

Education: At least the matriculation level, which ensures the minimum level of understanding of the research tool and sustainability-related notions.

Condition of consumption: To analyze the data, only those respondents that have or have already purchased green and sustainable products were retained.

The total number of valid replies received was 353 through a non-probability purposive sampling method. This strategy was adopted because of the express demand that the respondents must be actual users or buyers of sustainable products.

Data Collection Procedure

Data were collected online using a standardised questionnaire that was distributed online through email, online consumer groups, and social media platforms. Pakistan has a lot of regional variety and so the respondents were called in the major cities of Pakistan, which include Karachi, Lahore, Islamabad, Faisalabad, Multan, Peshawar, and Quetta. Screening questions were added at the beginning of the questionnaire in order to ensure that only customers purchasing sustainable or environmentally friendly products passed on to the main survey.

Instrument and Measures

The questionnaire was based on a five-point Likert scale (1 representing strongly disagree and 5 strongly agree) where the concepts perceived sustainability, green knowledge, readiness to pay, brand innovativeness, and sustainable brand evangelism were measured. To ensure reliability and content validity, each item was altered based on already validated research; construct references are stated in Table 3.

Data Analysis

The collected data were analyzed with the help of SmartPLS software, structural equation modelling, or SEM. This approach enabled to assessment of construct validity, reliability, and hypothesized relationships between variables through both measurement and structural models. Descriptive statistics were also used in compiling the demographic features of the respondents.

Table 2: Examples of Eco-friendly / Sustainable Products in Pakistan

| Product / Product Type | Brand Manufacturer | What Makes It Eco / Sustainable |
|---|--------------------|---|
| Organic cotton / No-smog sweatshirts, hoodies, etc. | ECOF | Use of natural fabrics, fewer harmful chemicals, designed for wellness, and reduced environmental toxins. |
| Botanical/natural skincare & beauty items | Brizme | Ethically sourced ingredients, minimal chemical content, and eco-friendly formulations. |

| | | |
|--|--|--|
| Organic & biodegradable food/breakfast items: honey, nuts, flour mixes | Eco-Safe Pakistan | Products like organic honey, NutriFlour, NutriOats, etc., focus on natural, minimally processed, and eco-safe production. |
| Organic & home goods; safe cleaning / zero waste kitchenware | GreenFields | Certified organic produce, biodegradable cleaning supplies, natural fibre textiles, and zero-waste or low-waste packaging. |
| Eco-friendly cleaning & sanitization products | Ecoland | Marketed as “no harsh chemicals”, safe for the home environment, and eco-friendly formulations. |
| Sustainable fashion collections, upcycled or repurposed fabric, and reduced water use | Sapphire (“Weaving Green” line) | Uses repurposed/ discarded fabric, ethical manufacturing, and initiatives for reducing fashion waste. |
| Sustainable/ethical fashion coord sets & garments (organic cotton, natural dyes) | Generation, Khaadi, Bareeze | Use of organic materials, handwoven/natural dyes, focus on reducing environmental impact. (Coord sets etc.) |
| Recycled / waste-reduction fashion, artisan, limited production, sustainable packaging | Parishae, AOMI, Bazazi, Shahkaar by Adila | Recycled materials, limited runs, ethical artisan practices, slow fashion, reduced waste, and sustainable design focus. |

Table 3: Measuring constructs

| # | Construct(s) Measured | |
|---|--------------------------------|-------------------------|
| 1 | Perceived Sustainability (PSY) | Kim et al. (2015) |
| 2 | Brand Innovativeness (BIT) | Lin et al. (2024) |
| 3 | Brand Storytelling (BST) | Huang et al. (2022) |
| 4 | Perceived Value (PVL) | Yang & Wang (2010) |
| 5 | Green Knowledge (GKE) | Kim et al. (2015) |
| 6 | Brand Loyalty (BLT) | Yang & Wang (2010) |
| 7 | Willingness to Pay (WTP) | Netemeyer et al. (2004) |
| 8 | Brand Evangelism (BEV) | Sheikh et al. (2025) |

RESULTS

Reliability & Validity

Cronbach's α and Composite Reliability (CR) were used to assess the internal consistency of our measuring scales, in accordance with current guidelines in marketing and consumer behavior research. For both α and CR, all constructs were above the minimum threshold of 0.70, indicating high internal consistency and reliability of the scales (Jiménez-Castillo, Sánchez-Fernández, & Iniesta-Bonillo, 2024). These results

imply that the measurement model exhibits adequate dependability and offers a strong basis for more research.

Table 4: Reliability Analysis

| Construct | Cronbach's α | Composite Reliability (CR) |
|--------------------------------|---------------------|----------------------------|
| Perceived Sustainability (PSY) | 0.872 | 0.921 |
| Brand Innovativeness (BIT) | 0.841 | 0.904 |
| Brand Storytelling (BST) | 0.823 | 0.894 |
| Willingness to Pay (WTP) | 0.941 | 0.969 |
| Green Knowledge (GKE) | 0.735 | 0.846 |
| Brand Loyalty (BLT) | 0.802 | 0.885 |
| Perceived Value (PVL) | 0.792 | 0.879 |
| Brand Evangelism (BEV) | 0.938 | 0.956 |

Table 5: Validity Analysis

| | PSY | BIT | BST | WTP | GKE | BLT | PVL | BEV |
|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------------|
| PSY | 0.87 | | | | | | | |
| BIT | 0.61 | 0.86 | | | | | | |
| BST | 0.59 | 0.67 | 0.85 | | | | | |
| WTP | 0.31 | 0.29 | 0.35 | 0.94 | | | | |
| GKE | 0.42 | 0.39 | 0.48 | 0.33 | 0.82 | | | |
| BLT | 0.52 | 0.55 | 0.61 | 0.38 | 0.47 | 0.87 | | |
| PVL | 0.55 | 0.58 | 0.64 | 0.42 | 0.51 | 0.73 | 0.88 | |
| BEV | 0.48 | 0.51 | 0.56 | 0.40 | 0.45 | 0.66 | 0.69 | 0.9 |

All constructs obtained AVE values above 0.60, surpassing the suggested 0.50 criterion, confirming convergent validity. When the square root of each construct's AVE (the diagonal entries) was greater than its correlations with other constructs (off-diagonal), discriminant validity was validated using the Fornell–Larcker criterion. Studies on the examination of measurement models published by Emerald have established these validity assessment procedures (Lim, 2024).

Structural Model & Hypothesis Testing

Table 6: Overall Model Fit

| Fit Index | Model Result |
|-------------|------------------------|
| χ^2/df | 1125.657 / 371 = 3.034 |
| CFI | 0.941 |
| TLI | 0.933 |
| RMSEA | 0.072 |
| SRMR | 0.048 |

Structural Equation Modelling (SEM) using Maximum Likelihood Estimation was used to evaluate the overall model fit. The findings show that the model fits the data quite well ($tLI = 0.933$, $RMSEA = 0.072$, $SRMR = 0.048$, $\chi^2/df = 3.034$, $CFI = 0.941$). According to the SEM literature, $RMSEA$ and $SRMR$ values below 0.08 are deemed acceptable, whereas CFI and TLI values above 0.90 indicate strong fit (Hooper, Coughlan, & Mullen, 2008). The suggested theoretical framework can be viewed as a credible and trustworthy depiction of the observed data based on these standards.

Table 7: Direct Path Coefficients & Hypothesis Testing

| Hypo. | Path | Std. Beta (β) | p-value | Supported? |
|------------|-----------------------|-----------------------|---------|------------|
| H1 | PSY \rightarrow PVL | 0.22 | < 0.001 | Yes |
| H2 | PSY \rightarrow WTY | 0.19 | < 0.001 | Yes |
| H3 | PSY \rightarrow PVL | 0.41 | < 0.001 | Yes |
| H4 | PSY \rightarrow BLT | 0.05 | 0.201 | No |
| H5 | BIT \rightarrow PVL | 0.07 | 0.082 | No |
| H6 | BIT \rightarrow WTP | 0.11 | 0.011 | Yes |
| H7 | BIT \rightarrow GKE | 0.59 | < 0.001 | Yes |
| H11 | PST \rightarrow WTP | 0.20 | < 0.001 | Yes |
| H12 | BST \rightarrow BLT | 0.42 | < 0.001 | Yes |
| H13 | PVL \rightarrow BEV | 0.38 | < 0.001 | Yes |
| H14 | WTP \rightarrow BEV | 0.21 | < 0.001 | Yes |
| H15 | GKE \rightarrow BEV | 0.25 | < 0.001 | Yes |
| H16 | BLT \rightarrow BEV | 0.62 | < 0.001 | Yes |

Perceived sustainability, brand innovativeness, and brand storytelling all considerably raise perceived value, according to the findings, with storytelling having the most effect. The primary force behind brand evangelism is perceived value; narrative also has a direct impact, while sustainability and innovation don't. Willingness to Pay, Green Knowledge, and Brand Loyalty are all greatly strengthened by Perceived Sustainability, with loyalty being the most significant predictor. In general, perceived value and brand loyalty stand out as the key concepts that connect brand-related elements to the results of consumer advocacy

Table 8: Mediation Analysis (H8-H10):

| Hypo. | Mediation Path | Indirect Effect (β) | 95% CI (Lower) | 95% CI (Upper) | Supported? |
|------------|---|-----------------------------|----------------|----------------|------------|
| H8 | BIT \rightarrow PVL \rightarrow BEV | 0.130 | 0.082 | 0.188 | Yes |
| H9 | BST \rightarrow PVL \rightarrow BEV | 0.112 | 0.068 | 0.165 | Yes |
| H10 | BST \rightarrow PVL \rightarrow WTP | 0.242 | 0.173 | 0.318 | Yes |

Inferential on Mediation:

The mediation research indicated that Perceived Value (PVL) is a critical mediator that exists between brand-related characteristics and Brand Evangelism (BEV). Specifically, H8, H9 and H10 were all supported indicating that Perceived Sustainability, Perceived Innovativeness and Perceived Storytelling both negatively affected Brand Evangelism through Perceived Value. The greatest indirect effect of these was the brand storytelling (BST PVL BEV), followed by Perceived Sustainability and Brand Innovativeness. This reinforces the use of PVL as one of the primary mechanisms that mediate the relationship between consumer advocacy behaviours and brand perceptions.

DISCUSSION

The study indicates that the most appropriate indicator of the transition of Pakistani customers into green buying to brand evangelism is perceived value. Brand storytelling in lived experience included sustainability and had a direct influence on evangelism and the greatest impact on perceived value ($= 0.41$) (Dessart and Pitardi, 2019; Cummings et al., 2024).

Unlike in the past (Singh and Verma, 2019; Yi et al., 2022), perceived sustainability or brand innovativeness did not have a direct prediction on evangelism. Instead, they affected it indirectly by creating a difference in perceptions of value, which was a contextual difference in the case of Pakistan. This strong mediation agrees with the past studies (Farooqhi et al., 2024; Jam et al., 2025).

Brand loyalty turned customers into brand defenders since it was the most significant dimension of perceived value ($= 0.62$) (Rather and Hollebeek, 2021; Javed et al., 2024). Finally, the readiness to pay (Ren et al., 2022) and green knowledge (Joshi et al., 2021; Vishnoi et al., 2025) were also considered facilitators. Value integration, loyalty and storytelling all said and done will make passive green consumers vocal supporters.

CONCLUSION & IMPLICATIONS

The present paper demonstrates that the process of sustainability transformation to sustainable brand evangelism is not smooth and easy in Pakistan. Simply being a brand that claims to be creative or sustainable is not enough to make consumers champions. Instead of this, advocacy comes as a result of the persuasive transformation of these qualities into perceived value, which is not only functionally resonant but also emotionally, socially and symbolically resonant. To translate this, the brands need to incorporate sustainability in compelling stories that resonate with the identities and life experiences of their customers. When such stories are reinforced over time through trust-building and loyalty-building capabilities, customers become more than passive green buyers, becoming ardent evangelists of sustainable companies, protecting them and rewarding them

Theoretical Implications

In this study, the Stimulus-Organism-Response (S-O-R) theoretical paradigm is theoretically progressive in the context of emerging markets. It shows that the cues such as sustainability and innovativeness have to be mediated by the organism level variables

such as perceived value and loyalty before eliciting an evangelistic response. This contributes to the literature by making it evident that mediation techniques are necessary under low market maturity situations. Also, it further enhances our understanding of storytelling as a specifically powerful means of advocacy and value.

Practical Implications

The results highlight to marketers and business owners that sustainability must be more of a story that a customer can identify with and not a technical detail. Stronger connections will be built with the brands that can communicate sustainability through compelling narratives (e.g., the focus on artisanship, cultural history, or impact on communities). In addition, loyalty should be nurtured through frequent contact, free communication, and the participation of clients. To translate knowledge to advocacy, managers are supposed to invest in educational programs that ensure that the customers understand the efforts of the brand. Finally but not least, the price strategies should introduce the readiness to pay as socially responsible investment not only as financial compromise.

Social Implications

This paper highlights the role of consumer advocacy in accelerating the process of normalisation of sustainable lifestyles at the social level. When Pakistani customers openly endorse companies that are environmental friendly, they impact their peers, families, and online communities. This ripple effect supports SDG-12 (Responsible Consumption and Production) by causing grassroots demand of more environmentally friendly alternatives. Policymakers, non-governmental organisations, and sustainability advocates can use consumer evangelists to alter norms and behaviours as cultural ambassadors of responsible consumption.

Limitations and Future Research

This study has limitations, as any other study. First, the cross-sectional study restricts our ability to record the shifts in consumer evangelising with time. Longitudinal research would be a better way to trace the strengthening of advocacy by loyalty and storytelling. Second, the generalisability of the sample to other populations in rural or low-income areas, which may approach sustainability differently, was restricted by the sample being mainly dominated by educated and urban consumers. Third, self-reported data reduces the risk of not involving social prestige bias, especially in all responses related to sustainability.

Further research should be conducted in several ways. Comparative research has shown that socioeconomic factors might have different impacts on evangelism in urban or rural regions. A cross-cultural study may be used to determine whether the perceived value mediation effect may be considered valid across various emerging economies. Also, a focus on parasocial interactions and digital activism in such platforms as Instagram and TikTok could shed some light on the acceleration of evangelisation by online groups. Finally, the implementation of religion, trust, and cultural identity as the moderators

may enhance a better understanding of the extent to which the cultural values have been internalized to affect the green evangelism process in Pakistan.

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