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Impact of Green Digital Campaigns on Green Brand Attitude: An Empirical Study of the Fast-Food Sector in Pakistan

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Abstract

The growing impetus for environmental sustainability has encouraged fast-food brands in particular to incorporate green messages in their digital marketing endeavors, especially in emerging economies. The present study investigates the impact of green digital campaigns on green brand attitude in the fast-food industry in Pakistan while assessing mediating roles of brand trust, brand authenticity, and customer engagement. The study adopts the Stakeholder Theory and customer-based brand equity models. The study is based on a quantitative cross-sectional approach. The perception of sustainability-oriented digital marketing by fast food brands was measured using structured research instruments administered among 205 undergraduate students in Lahore. The relationships were tested through Structural Equation Modeling (PLS-SEM) for the direct and indirect effects between the constructs. The findings show a significant and positive influence of green digital campaigns on green brand attitude. Apart from this, the brand trust, brand authenticity, and customer engagement are found to act as partial mediators. It is evident that greenwashing and transparency within sustainability communication have great significance to consumers. The current study empirically confirms the green marketing and digital branding literature theory from a psychological perspective that defines how green digital communication affects sustainable consumer attitude towards it in emerging markets. From a practical perspective, the results indicate that fast-food brands should consider communicating their sustainability initiatives in transparent, authentic, and engaging ways in order to nurture trust and positively enhance green brand attitudes. The research also suggests directions for future research such as extending the demographic coverage and using longitudinal designs to capture long-term effects of sustainable digital marketing.

Keywords: Green Digital Campaigns, Green Brand Attitude, Brand Trust, Brand Authenticity, Customer Engagement

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Introduction

The widespread growth of digital media has profoundly influenced the way brands and consumers interact in markets around the world, especially in developing markets, where online engagement is rapidly growing. In Pakistan, digital penetration grew substantially with the increased use of smartphones and easy internet access, along with the popularity of platforms like TikTok, Instagram, Facebook, YouTube, and food delivery apps (Hamza, Yonghong, & Ullah, 2025; Irfan, Ali, & Sabir, 2023). In parallel, the very fast growth of the fast-food sector is being aided by urbanization and youth-oriented consumption patterns, increased exposure to global food culture, and so forth (Fall, 2023). Brand activism is expected not only for social good but also for environmental issues. In this context, manufacturers can greatly shape consumer perceptions through green marketing campaigns that communicate methods for eco-friendly packaging, waste reduction, energy-efficient operations, ethical sourcing, and social/community welfare (Keke, 2025; Noureldin & Alkhofaily, 2025).

Green digital communication can constitute an excellent interactive platform especially for young consumers actively searching for brands with environmental accountability and authenticity. Several authors have indicated that digital content focusing on sustainability promotes consumers' emotional attachment to messages, credibility of mountains messages, and lasting attachment to brands (Ismail, 2025; Tiwari, Haque, Kirmani, & Kumar, 2025). It has thus become almost a strategic necessity for fast-food brands to integrate green messages into their digital marketing, given that these are the very brands usually criticized for being high waste generators and carbon-intensive in their supply chains and unhealthy in the production of their foods (GÜNEY, 2025). Green campaigns can also build brand image and foster responsible consumption by coherent strengthening of consumers' green brand attitude, their positive evaluation and disposition toward environmentally conscious brands (Chen, Chang, Li & Chen, 2020; Jia, Iqbal, Ayub, Fatima, & Rasool, 2023).

Increased consumers' reward for authentic environmental responsibility of a brand through digital channel is fast becoming a global trend (Theocharis & Tsekouropoulos, 2025). Transparency, eco-labeling, and green messaging all feed into positive brand attitudes, engagement, and trust (Agarwal, Dubey & Gupta, 2025). Green messaging gained momentum in Pakistan, where environmental concerns are getting visible, such as plastic waste and pollution. Consumers, especially the digitally acute young adults, take a keen interest in sustainability manner about how brands communicate and react positively when such messages are perceived to be genuine (Fatima, Ahmed & Paracha, 2024). However, consumers evaluate message credibility very carefully, and skepticism arises when either intentional or unwittingly brands tend not to show authenticity.

While some studies provide evidence for how green digital campaigns positively influence consumer attitudes, trust, and engagement (Liu, Kim & Lee, 2025; Nabivi, 2025), little has been empirically researched in the fast-food industry of Pakistan. Past literature from Pakistan was more centered upon general green marketing, consumer environmental behavior, or brand loyalty, and did not take into specific consideration the impact of green digital campaigns on green brand attitude (Akbar, Yousafzai &

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Akbar, 2023; Salam, Smith & Mehboob, 2022). Secondly, only sporadically some attention has been given to the mediators themselves, mostly psychological mechanisms that influence these relationships, which are trust, perceived authenticity, and digital engagement. Understanding these mediators, in fact, is important as they can help the effectiveness of sustainability messaging and, moreover, strengthen or weaken green brand attitude.

Fast-food brands in Pakistan, including the international giants of McDonald's, KFC, and Subway, as well as the local fast-food names of OPTP, Hardee's, and Pizza Max, have begun communicating on sustainability through various digital platforms. Such campaigns have focused on recyclable packaging, minimizing plastic usage, community-based environmental projects, and energy-efficient operations among other messages. However, the effectiveness of these green digital campaigns in shaping consumers' green brand attitudes has not yet been thoroughly assessed. Presently the fast-food brands have been left without strategic direction for fashions of evidence-based sustainability messaging which have the potential to enhance consumer perception and foster loyalty. This research aims to address the above areas by empirically investigating how green digital campaigns influence green brand attitude in the fast-food sector of Pakistan.

Research Questions

What is the impact of green digital campaigns on the green brand attitude in the fast-food sector of Pakistan?

Are trust, perceived authenticity, and digital engagement the mediators of the effect of green digital campaigns on green brand attitude?

Research Objectives

To identify the green digital campaigns' effect on the green brand attitude via the mediators of trust, perceived authenticity, and digital engagement.

To evaluate the role of each mediator in reinforcing or changing the relationship between green digital campaigns and consumer responses

Theoretical Development

Green Digital Campaigns and Green Brand Attitude

Green brand attitude means the consumers' favourable evaluations about the environmental claims, values, and actions of a brand, and research shows that sustainability-oriented communication is one of the most critical determinants in shaping these attitudes (Afifa et al., 2025). Green digital campaigns carry messages about eco-friendly initiatives like waste reduction, sustainable sourcing, recyclable packaging, and energy-saving operations, thus allowing brands to showcase environmental responsibility in a more engaging and interactive way. Digital platforms, particularly social media, allow sustainability messages to reach a larger audience and are effective in influencing both cognitive and affective brand evaluations (Sarkar et al., 2023). Consumers who have been bombarded with consistent green digital messaging tend to develop a more positive view of the

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company's environmental performance, increasing the overall attitude toward the brand (Liu et al., 2025).

In the Pakistani context, fast food has quickly become an industry that sustains itself through digital communication of sustainability because of the criticism regarding plastic waste and environment degradation. Green communication with consumer value embedded in it and which is quite attractive to the younger generation regarding digital media use would help the fast food industry connect with their target customers through Green Digital Campaigning (Fatima et al., 2024). The fast food industry would be able to establish an emotional connect with the environmentally conscious customers. As shown in earlier research, meaningful and consistent sustainability communication creates positive consumer evaluations, making such campaigns a significant determinant of green brand attitude within the fast-food sector of Pakistan (Junejo et al., 2022; Khan et al., 2022).

Stakeholder Theory and Green Brand Attitude

Stakeholder Theory is significant and relevant, because it discusses the effect that green digital campaigns exert on consumer attitudes. According to Freeman (1984) and Clarkson (1995), an organization is expected to accommodate several stakeholder groups, among which consumers increasingly demand ethical and environmentally responsible behavior. By meeting these stakeholder expectations, brands that showcase environmental responsibility via digital communication single themselves out in terms of legitimacy and gain goodwill among consumers (Adiga, 2024).

In the marketing context, Stakeholder Theory has been widely applied to elaborate why consumers positively respond to brands that are seen to be socially and environmentally concerned (Brower & Mahajan, 2013; Laczniak & Murphy, 2012). Consumers develop positive evaluations when the sustainability communication from a brand appears to be transparent and consistent with its actual practices, since it makes the brand look socially responsible and trustworthy (Kang & Hustvedt, 2014). Under these circumstances, consumers view green digital campaigns in a favorably light, particularly in Pakistan where the level of pollution and waste is readily observable. Stakeholder Theory thus helps bolster the view that effective green digital campaigns induce a positive green brand attitude by aligning its behavior with societal expectations towards sustainability.

Brand Trust

Brand trust is defined as "consumers' trust in the reliability, integrity, and good behavior of a brand," which plays an important role in reaction to messages about sustainability (Xue, 2025). In the aspect of green marketing, trust is also significant as it is confronted with almost "nihilistic fame driven by the reputation of greenwashing," in which "brands are accused of overstating or making up environmental claims" (Szabo & Webster, 2021). Trust is made real when consumers perceive that green digital marketing is trustworthy, open, and demonstrates specific behavior. When brands provide verifiable sustainability information, perceived risk

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decreases and trust strengthens, ultimately influencing green brand attitude (Mohammed et al., 2025).

In the fast-food sector of Pakistan, brand trust becomes especially crucial as consumers easily doubt the truth behind sustainability claims (Khan et al., 2022). Brands that show concrete environmental improvement, such as cadging plastic use or launching biodegradable package systems, are likely to gain trust in consumers (Allison et al., 2021). After the establishment of trust, the effectiveness of any green digital communication will increase, and the consumer evaluation of the brand should become more positive. Prior studies show that trust not only enhances consumers' attitudes but it has also been shown to mediate the influence of green communication during task interpretation (de Sio et al., 2022). Thus, trust operates as a key psychological pathway through which green digital campaigns affect green brand attitude.

Brand Authenticity

Authenticity leads the consumers to perceive the environmental claims put forward by a brand as genuine and credible, representing the true value of the brand. According to Kothari, Choudhary, Jain, Singh, Prasad and Vani (2025), authenticity adds depth to green communication because awareness among consumers is increasing, and they can distinguish between actual sustainability efforts and marketing tactics. Authentic green digital campaigns therefore provide non-distorted information, avoid embellishments, and refer to tangible environmentally-centered actions that permit consumers to establish with the brand real emotional and cognitive bonds. When consumers view sustainability messages as authentic, they tend to respond favorably to them, forming stronger attitudes toward the brand (Line, Hanks & Zhang, 2016).

In the context of Pakistan, the concerns regarding the phenomenon of greenwashing have made the construct of brand authenticity an essential mediator for the process of sustainability communication (Isac, Javed, Radulescu, Cismasu, Yousaf, & Serbu, 2025). In general, the consumers tend to gauge the authentic level of brand commitment to environment improvement, as opposed to making the brand's green communication the fore-most to be prominent for marketing goals (Ottman, Stafford, & Hartman, 2006). When fast food brands engage with environment-related behaviors like waste cut-down, better recycling rates, and sustainably procured ingredients, they help increase the perceived brand authentications to positively influence the digital campaign effects on the brand attitudes related to being green (Liu & Jiang, 2024). Prior studies indicated that authenticity independently molds consumer attitude as well as increases loyalty toward environmentally responsible brands (Safeer & Liu, 2023).

Digital Engagement

Digital engagement refers to the cognitive, emotional, and behavioral participation displayed by the consumer with the digital content called a mediator and improves the marketing communication process (Zia, Memon, Mirza, Iqbal, and Tariq, 2025; Wang and Azizurrohman, 2024). In digital green marketing campaigns, the consumer

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participates in digital engagement by watching environmental sustainability messages in forms of videos, posting comments, sharing environmental messages, and engaging with digital green challenges. The higher the digital engagement always leads towards the higher involvement with the message as well as higher degree of sustainability (DiRusso and Myrick, 2021).

In Pakistan, platforms such as Instagram, TikTok, Facebook, and YouTube play a major role in shaping consumer perceptions, particularly among younger demographics (Lakho & Rashid, 2025). When consumers engage with green digital content, they are likely to more effectively recall and appreciate the environmental message carried by the brand. Engagement converts passive exposure into active engagement and thereby augments the impact that green communications possess over brand attitude (Nabivi, 2025). Studies show that digital engagement enhances the persuasion effect of sustainability communications by augmenting consumers' manipulation, emotional response, and motivation to support an environmentally responsible brand (Gong, Xiao, Tang & Li, 2023; Odoom, 2025).

Green Digital Campaigns and Green Brand Attitude

There is a broad debate in the literature that green digital campaigns influence green brand attitude favourably; this relationship is often bolstered through mediators such as trust, authenticity, and engagement (Liu et al., 2025; Tan, Sadiq, Bashir, Mahmood & Rasool, 2022; Uludag, Andrlić & Omoruyi, 2024). When sustainability messages are seen as trustworthy, authentic, and emotionally engaging, they enjoy a more positive reception from consumers. On the other hand, sustainability claims that strike the consumer as exaggerated, inconsistent, or vaguely presented will fail to impart any meaningful attitudinal change (Barr et al., 2011).

A concomitant rise in digitalization, environmental awareness, and green brand communication in the fast food sector in Pakistan has increased the appeal of green brand communication in the region (Qureshi, Ellahi, Javed, Rehman, & Rehman, 2023). Those companies perceived to be adopting and moving towards a greener environment are expected by the consumer to portray their efforts in a digital medium (Adiga et al., 2024). Engaging consumers in conversation regarding the authenticity of their sustainability practices once perceived to be a green brand will lead to better brand evaluation and green attitudes. These mediating aspects illustrate that the effectiveness of green digital campaigns does not depend purely on the content of the message but also on the perception garnered and the interaction taken by the consumer through the message.

Hypotheses Development

The following hypotheses are proposed based on the presented theoretical foundations, empirical assumptions, and literature reviewed:

H1: There is a positive and significant impact of green digital campaigns on green brand attitude.

H2: Brand trust mediates the relationship between green digital campaigns and green brand attitude.

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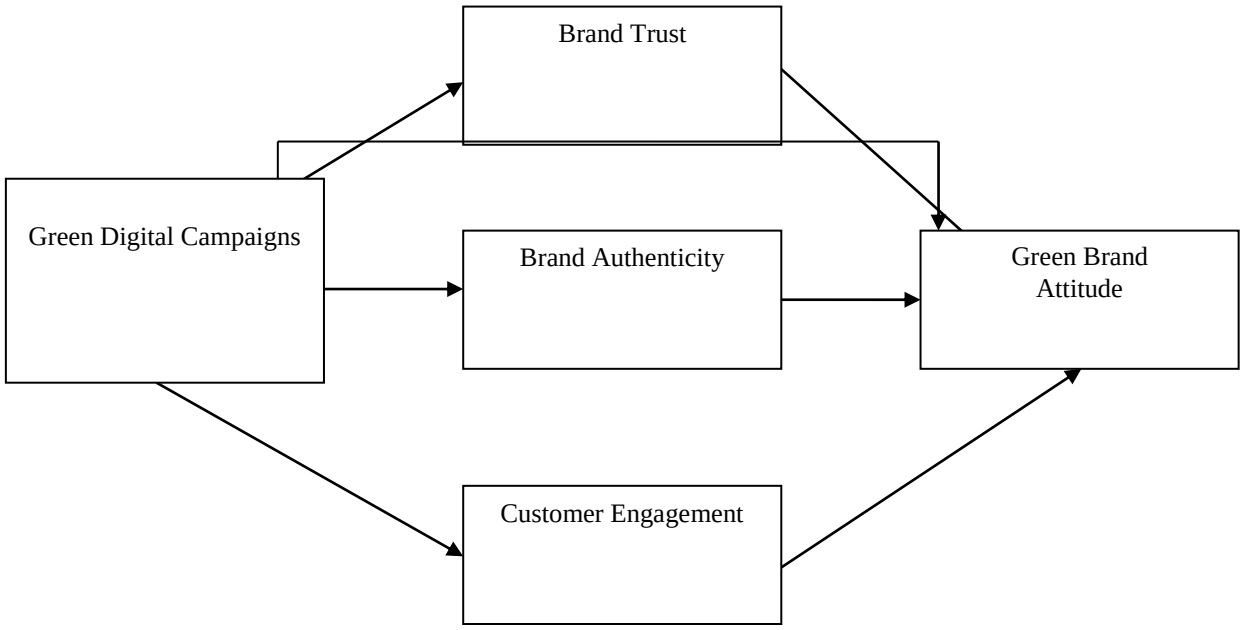
H3: Brand authenticity mediates the relationship between green digital campaigns and green brand attitude.
H4: Digital engagement mediates the relationship between green digital campaigns and green brand attitude.

Figure 2.1 Theoretical Model



Methodology

3.1 Research Design

This study adopts a quantitative approach to assess the effect of sustainable digital marketing campaigns on green brand attitude, with brand trust, brand authenticity, and consumer-brand engagement as mediators in the process. Quantitative research has been the most appropriate method in this case, considering that some relationships can be subjected to statistical testing, that objective measurement exists, and that there can be generational findings within the defined population (Polit & Beck 2010).
A cross-sectional survey design was implemented to collect data at one point in time from a representative sample of university students in Lahore, Pakistan. Cross-sectional survey designs are very common in marketing research for the analysis of perceptions, attitudes, or behavioral outcomes, especially in cases involving mediation and multiple latent variables (Rindfleisch et al., 2010).

Population & Sample

For this study, the population includes students of various universities present in Lahore, the city of Punjab, Pakistan. This study intends to select institutions that include Information Technology University (ITU), University of the Punjab (PU), University of Engineering and Technology (UET) Lahore, and Canade College Lahore. Selection of institutions is focused on meeting academic disciplines and

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demographic characteristics that include digital users and possible consumers of fast food who are exposed to green marketing campaigns.

Using the suggested ratios for Structural Equation Modeling (SEM) for sample to parameters, a total number of 205 students were selected to ensure fulfillment of statistical validity acceptable to (Hair et al., 2019). The chosen participants were then recruited using nonprobability convenience sampling, as they were easy to contact and willing to participate. This study used non-probability sampling technique, somewhat restricts generalizability; however, it is justified in light of prevailing constraints and in consideration of the exploratory nature of this study (Mukti, 2025).

Instruments for Data Collection

A structured questionnaire was adapted to measure all the study variables, with the independent variable being sustainable digital marketing campaigns and the mediators being brand trust, brand authenticity, and customer engagement, while green brand attitude is the dependent variable. The items used were all adopted from other valid studies to ensure the relevance and reliability of the chosen item to the fast food industry in Pakistan.

Green Digital Campaigns (GDC): 3 Items were taken from Prabhash and Mageswari (2025), which captured attention to the green initiatives, encouragement to actively participate in the green campaigns, and understanding the environmental impact made by the brand.

Brand Trust (BT): 4 Items were taken from Napoli, Dickinson, Beverland, & Farrelly (2014), testing trust, trustworthiness, honesty, and brand safety.

Brand Authenticity (BA): 7 items for BA were taken from Napoli et al. (2014) to convey brand quality focus, heritage, value alignment, and brand tradition.

Customer Engagement (CE): 4 items were taken from So, King & Sparks (2014) to assess customers' emotional, cognitive, and behavioral engagement towards fast food brands.

Green brand attitude (GBA): 3 items adapted from Chen et al. 2017 for measuring favorable evaluation of the green brand attitude by consumers in terms of environmental friendly behavior and ecological concern.

All items were measured on a five-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree).

Data Analysis

Introduction

This section presents an analysis of the quantitative evidence as it relates Green Digital Campaigns (GDC) to Green Brand Attitudes (GBA) with the mediating effects of Brand Trust (BT), Brand Authenticity (BA), and Customer Engagement (CE). Analysis was conducted through SPSS for descriptive statistics and SMART PLS 3 for Structural Equation Modeling (SEM) using 205 university students in Lahore as respondents. The analyses performed were: multicollinearity test (VIF), assessment of the measurement model (comparisons of factor loadings, Cronbach's alpha, CR, and

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AVE), determination of discriminant validity (Fornell-Larcker Criterion, HTMT), assessment of the structural model (direct and indirect relationships), testing size of relationships (f^2), predictive relevance (Q^2), and testing meditational and significance statements employing bootstrapping with 5,000 resamples (Hair et al. 2019, 2021; Kline, 2023).

Multicollinearity Assessment (VIF Values)

Before measurement or structural model analyses were conducted, multicollinearity was checked for using the Variance Inflation Factor (VIF). Multicollinearity refers to a situation where independent variables are highly correlated, which inflates standard errors and makes path coefficient unreliable (Hair et al., 2019). Any VIF value which was greater than 5 indicates an issue with practical multicollinearity.

Table 4.1

Construct	VIF Value
Green Digital Campaigns (GDC)	2.33
Brand Trust (BT)	2.64
Brand Authenticity (BA)	3.18
Customer Engagement (CE)	1.87
Green Brand Attitude (CBBE)	2.96

Demographic Profile of Respondents

Demographic characteristics of the 205 respondents are summarized in the following table. Balanced representation across gender, age groups, and universities affirms the appropriateness of the findings in relation to actively digital consumers of fast-food services in Lahore. Large numbers of respondents are 21-23 years old, with one ordering fast food between 1 and 4 times weekly. The people sampled can be seen as being digitally active students, in whom research results relating to responses to green digital campaigning will be relevant to study.

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Table 4.2

Demographic Category	Frequency	Percentage
Gender Male	112	54.6
Gender Female	93	45.4
Age 18–20	68	33.2
Age 21–23	95	46.3
Age 24–26	42	20.5
University ITU	48	23.4
University PU	60	29.3
University UET	55	26.8
Canade College	42	20.5
Fast-Food Consumption 1–2 times/week	72	35.1
3–4 times/week	85	41.5
More than 4 times/week	48	23.4

Final Measurement Model

The measurement model was tested to evaluate reliability and convergent validity. The threshold values were Cronbach's $\alpha > 0.70$, Composite Reliability (CR) > 0.70, Average Variance Extracted (AVE) > 0.50, and factor loadings > 0.60 (Hair et al., 2019; Henseler, Ringle & Sarstedt, 2015). All constructs achieved the reliability and convergent validity cut-off values, verifying that the measurement items were internally consistent and adequately measuring the intended latent constructs (Hair et al., 2019; Henseler et al., 2015).

Figure 4.1

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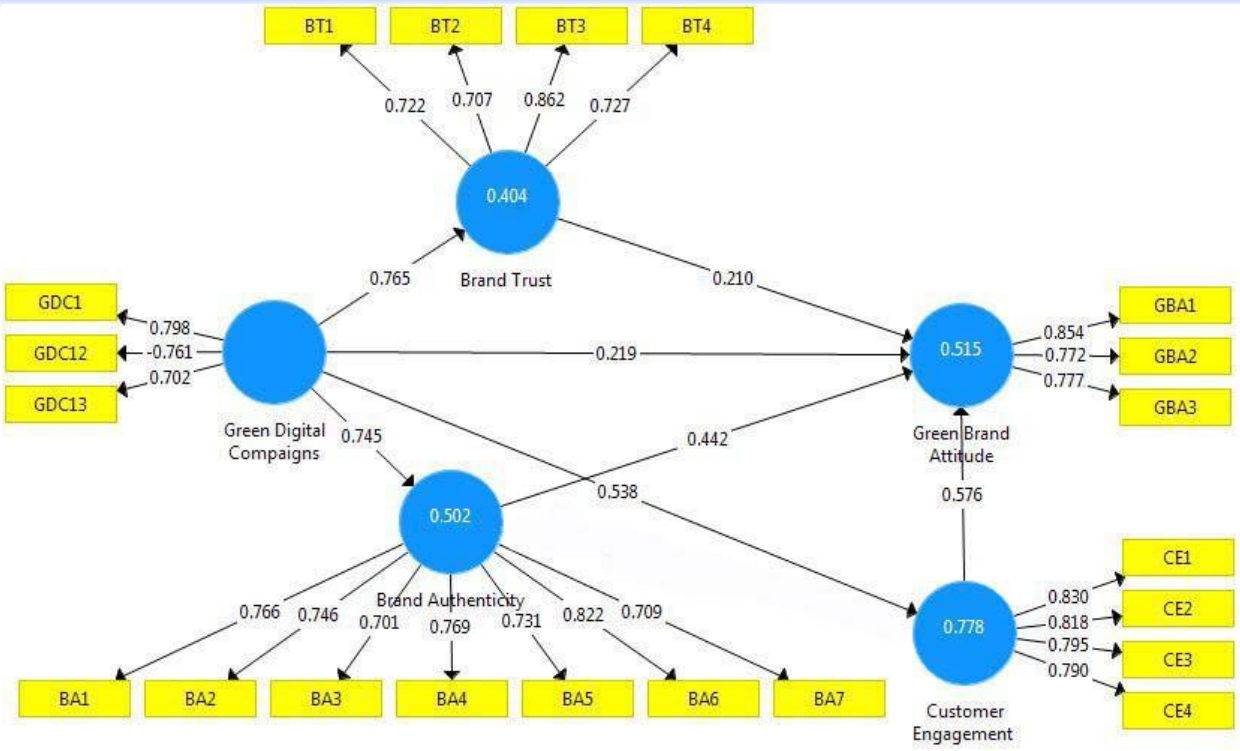

Table 4.3

Construct	Item	Factor Loading	Cronbach's α	CR	AVE
Green Digital Campaigns	GDC1	0.798	0.772	0.797	0.618
Green Digital Campaigns	GDC2	0.761			
Green Digital Campaigns	GDC3	0.702			
Brand Trust	BT1	0.722	0.791	0.805	0.637
Brand Trust	BT2	0.707			
Brand Trust	BT3	0.862			
Brand Trust	BT4	0.727			
Brand Authenticity	BA1	0.766	0.751	0.83	0.616
Brand Authenticity	BA2	0.746			
Brand Authenticity	BA3	0.701			

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Construct	Item	Factor Loading	Cronbach's α	CR	AVE
Brand Authenticity	BA4	0.769			
Brand Authenticity	BA5	0.731			
Brand Authenticity	BA6	0.822			
Brand Authenticity	BA7	0.709			
Customer Engagement	CE1	0.830	0.801	0.812	0.659
Customer Engagement	CE2	0.818			
Customer Engagement	CE3	0.795			
Customer Engagement	CE4	0.790			
Green Brand Attitude	GBA1	0.854	0.772	0.785	0.606
Green Brand Attitude	GBA2	0.772			
Green Brand Attitude	GBA3	0.777			

Discriminant Validity

Discriminant validity was assessed using Fornell-Larcker criterion and HTMT ratio. Thresholds are: Fornell-Larcker diagonal value (AVE) > off-diagonal correlations; HTMT < 0.90 indicates adequate discriminant validity (Henseler et al., 2015). The new Fornell-Larcker criterion and HTMT evaluation demonstrated powerful discriminant validity for all study constructs: Green Digital Campaigns (GDC), Green Brand Attitude (GBA), Brand Trust (BT), Brand Authenticity (BA), and Customer Engagement (CE). In the Fornell-Larcker table, diagonal values of AVE are greater than interconstruct correlations, while all values of HTMT are below 0.85, confirming the constructs to be distinguished and valid. These results also vindicate the robustness of the measurement model for SEM application later (Fornell & Larcker, 1981; Henseler et al., 2015).

Fornell-Larcker Criterion

Table 4.4

Construct	GDC	GBA	BT	BA	CE

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Construct	GDC	GBA	BT	BA	CE
GDC	0.770				
GBA	0.541	0.765			
BT	0.511	0.528	0.806		
BA	0.510	0.540	0.617	0.788	
CE	0.526	0.571	0.601	0.629	0.749

4.4.3 HTMT Ratio

Table 4.5

Construct	GDC	GBA	BT	BA	CE
GDC	0.811				
GBA	0.605	0.795			
BT	0.522	0.621	0.786		
BA	0.561	0.603	0.617	0.818	
CE	0.512	0.551	0.621	0.666	0.798

Structural Model Results – Direct Hypotheses
Direct relationships were evaluated through SMART PLS using bootstrapping with 5,000 resamples. Path coefficients, t-values, and significance levels were taken into account. The thresholds for significance were $t > 1.96$ at $p < 0.05$ (Hair et al., 2019).

Figure 4.2

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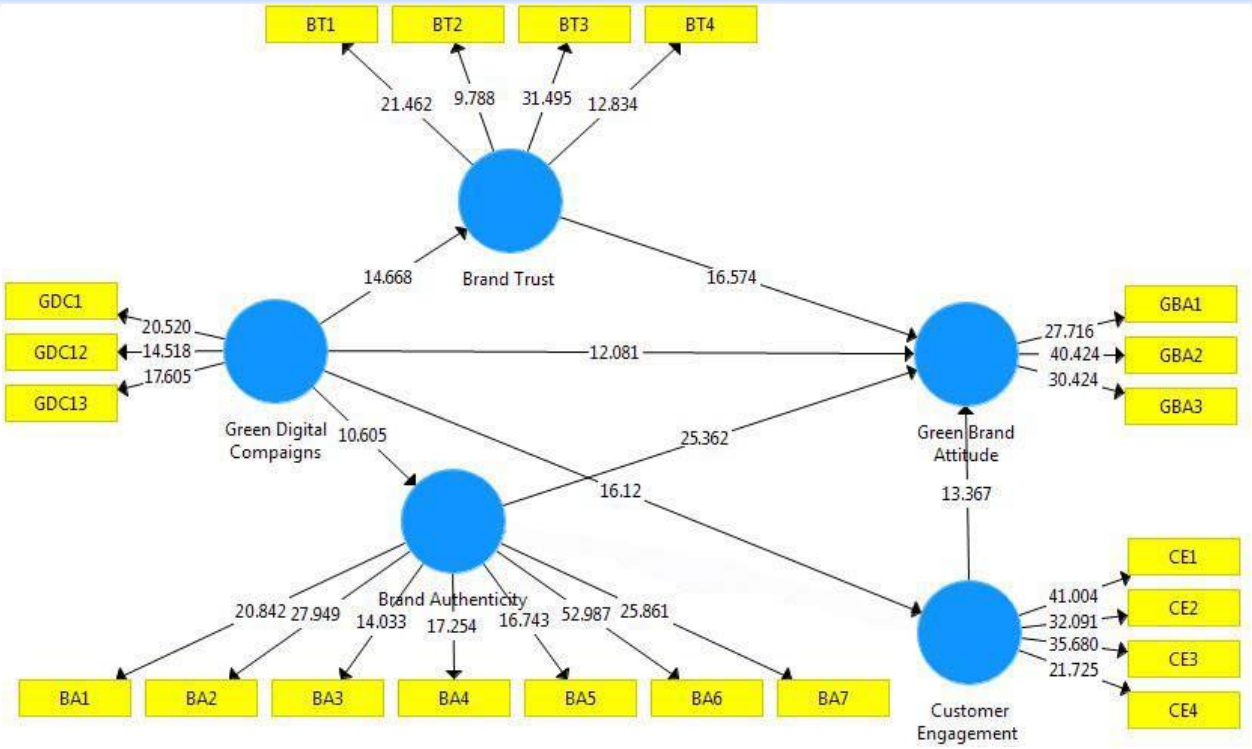

Table 4.6

Path	β	t-value	p-value	Result
GDC → GBA	0.421	12.081	0.000	Supported
GDC → BT	0.351	14.668	0.000	Supported
GDC → BA	0.409	10.605	0.000	Supported
GDC → CE	0.221	16.125	0.000	Supported
BT → GBA	0.310	16.574	0.000	Supported
BA → GBA	0.218	25.362	0.000	Supported
CE → GBA	0.233	13.367	0.000	Supported

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Indirect (Mediation) Hypotheses

Mediation effects were examined using bootstrapping. Hence, if the indirect effect is significant while the direct effect is also significant, it indicates existence of partial mediation (Hair et al., 2019).

Table 4.7

Mediation Path	Indirect Effect (β)	t-value	p-value	Result
GDC → BT → GBA	0.327	15.121	0.000	Partial Mediation
GDC → BA → GBA	0.434	16.835	0.000	Partial Mediation
GDC → CE → GBA	0.246	14.330	0.000	Partial Mediation

Predictive Relevance (Q^2) and Effect Size (f^2)

Predictive relevance (Q^2) was evaluated through the blindfolding procedure. $Q^2 > 0$ shows adequate predictive relevance (Hair et al., 2019). Effect size (f^2) measures the impact exerted by the predictors on the endogenous constructs: small=0.02, medium = 0.15 and large=0.35 (Cohen, 1988).

Table 4.8

Construct	Q^2
Green Digital Campaigns	0.35
Brand Trust	0.28
Brand Authenticity	0.26
Customer Engagement	0.30

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Table 4.9

Path	f^2	Effect Size
GDC → GBA	0.18	Medium
GDC → BT	0.29	Large
GDC → BA	0.22	Medium
GDC → CE	0.25	Medium
BT → GBA	0.12	Small
BA → GBA	0.10	Small
CE → GBA	0.13	Small

Conclusion

This section dwells upon major findings, theoretical contributions, and practical implications of the study. The main investigation analyzed the impact of green digital campaigns on green brand attitude considering as mediators brand trust, brand authenticity, and customer engagement. The results strongly show that sustainability-oriented digital marketing campaigns tremendously evaluate consumers' green brand attitudes through positive trust, authenticity, and engagement perceptions.

Research confirmed that the green digital campaigns strengthen the consumer evaluation of brands when brand communication and behavior match the expectations of ethical, social, and environmental responsible practices, which agrees with Stakeholder Theory (Saqib, Ikram & Qin, 2025). Fast-food brands that apply eco-friendly practices such as sustainable packaging, ethical sourcing, and socially responsible practices could create higher levels of brand trust, perceived authenticity, and customer engagement, all leading to enhanced consumers' green brand attitudes (Liu et al., 2024). Their specific audience, the young and digitally active consumers, is highly influenced by sustainability-related messages, making sustainability-related campaigns a viable competitive differentiator within the fast-food sector in Pakistan (Ahmed, 2025).

The mediation analysis finds that brand trust (BT), brand authenticity (BA), and customer engagement (CE) partially mediate the relationship between green digital campaigns and green brand attitude. Amongst the studied mediators, brand authenticity emerged as a strong mediator, hence emphasizing the importance of the

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same in alleviating perceived risk and buoying consumer confidence about brand reliability (Kittur & Chatterjee, 2023). Brand trust is also found significant mediator inferring that consumers reward sustainability efforts by brands that act honestly and in accordance with their claims (Huang & Guo, 2021). Customer engagement, similarly, plays a meaningful role in that interactive digital engagement e.g., liking, sharing, and commenting-centric sustainability content strengthens emotional involvement and green brand attitudes (Uludag et al., 2024). In summary, findings suggest sustainability campaigns are most successful when they build trust, convey authenticity, and facilitate engagement.

Theoretical Implications

This study gives theorization and implications. Firstly, findings uphold Stakeholder theory by validating that sustainability-oriented digital campaigns heighten brand outcomes when congruent with consumer expectations regarding ethical and responsible behavior. Consumers evaluate brands based not only on functional benefits but also on social and environmental contributions, which confirm the strategic importance of sustainability in brand management.

This research also extends Customer-Based Brand Equity (CBBE) by offering support for the fact that green digital campaigns reinforce important dimensions of CBBE, such as green brand attitudes, in an emerging market context. Hence, sustainability is positioned as a strategic tool utilized in brand development instead of an incidental theme in brand communication.

Thirdly, the mediating roles of brand trust (BT), brand authenticity (BA), and customer engagement (CE) draw a map on the psychological and behavioral mechanisms along which sustainability campaigns operate to influence consumer's reactions. Trust emerges as the main path along which authenticity and engagement would channel emotional and participatory mechanisms that reinforce positive green brand attitudes. This helps to gain further insight into the importance of the constructive perception and attitude of consumers concerning brands through digital sustainability communication.

Practical Recommendations

According to the findings, the following management recommendations can be made:

Transparency and Trust: Brands need to show tangible evidence for their sustainability efforts to build consumer trust.

Authenticity: Sustainability messaging must reflect actions done to avoid skepticism and enhance credibility.

Engagement: Interactive digital campaigns such as participatory contests, polls sharing green content could attract consumer active participation.

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Targeting youth: Worthy of focus are young adults who are highly reactive to sustainability campaigns and are digitally active.

Consistency: Consistency across platforms regarding messaging would act as a way to support sustainability-enhanced brand attitude.

Limitations

The study has also some limitations. First, focusing on university students in Lahore would dent the generalization to other demographic groups and regions. Second, given the cross-sectional nature of design, the researchers are unable to infer causation; besides, self-reported measures might carry social desirability bias. Third, the study investigates the fast-food industry while there could be other mediators, such as perceived value or brand attachment that could affect the green brand attitude.

Future Research Directions

For the sake of increasing generalizability, future research should focus on populations of study with wider demographic and geographic breadth. Several longitudinal studies can assess the extent to which brand attitude changes over time as a result of green digital campaigns. The study of other sectors could potentially reveal patterns for specific sectors, taking into account additional mediators or moderators such as consumer skepticism, perceived value, and/or attachment to a brand, which could facilitate a deeper understanding of the influences of sustainability marketing on consumers. Moreover, mixed-method studies could potentially elucidate motives, involvement behavior, and decision-making for consumers in relation to sustainable marketing endeavors.

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