

Perceived Brand Sustainability: Conceptualization and Development of a Multidimensional Measurement Scale

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Abstract

Brands increasingly claim to operate sustainably, yet consumers struggle to assess the credibility and meaning of these commitments. Existing measurement tools remain either unidimensional or anchored at the corporate CSR level, overlooking the symbolic, identity-based, and product-related elements that shape sustainability perceptions at the brand level. This research develops and validates the first multidimensional scale of Perceived Brand Sustainability (PBS) that captures how consumers evaluate a brand's environmental concern, social concern, and product durability. Based on 50 qualitative interviews across 15 countries and a quantitative study ($N = 359$), the PBS scale demonstrates strong reliability and predictive validity. Results show that each PBS dimension significantly predicts global brand sustainability judgments and perceptions that the brand enables more sustainable consumption. This work advances branding and sustainability research by providing a theory-driven instrument for understanding how consumers form sustainability judgments, and offers managers a diagnostic tool to align sustainability initiatives with consumer expectations.

Track: Product and Brand Management