Nexus Between Sustainable Development Goals and Customer Loyalty Intention: Mediating Role of Image and User Organization Identification

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Abstract: The Sustainable Development Goals (SDGs) are the critical driving force for improving individual and community well-being, while also acting as a key catalyst for advancing sustainable economic development. Based on the SOR theory, this study focuses on the SDG practices at the three levels of environment, society and economy, and examines their impact on corporate image and customer loyalty. By using the structural equation model to analyze the questionnaire data of 349 respondents, the study found that the SDGs at these three levels all have a significant positive effect on customer loyalty through mediating factors such as corporate image, customer satisfaction and organizational identification. Theoretically, this study innovatively reveals the specific impact of the three aspects of SDG on customer loyalty in theory; practically, it encourages organizations to fully engage with the sustainable development goals to achieve a win-win situation for both economic and social benefits.

Keywords: Environmental SDG; Social SDG; Economic SDG; Image; Satisfaction; User organization identification; Customer loyalty intention

1. INTRODUCTION

The Sustainable Development Goals (SDGs) are committed to protecting the Earth's natural resources, biodiversity, and climate security (Dionisio et al., 2023). They focus on addressing issues such as pollution, deforestation and wildlife habitat destruction. Through continuous intergenerational efforts, we foster a healthy ecosystem while addressing global environmental challenges. Enterprises play a crucial role in this process. The commitment to sustainable development enhance a corporate image, builds trust and attracts the attention of customers and other stakeholders (Kørnøv et al., 2020; Vanham et al., 2019). Corporate environmental action demonstrates social and ethical responsibility and creates a trustworthy brand image. Therefore, promoting the goal of environmental sustainability is not only an important way to realize the harmonious coexistence of human beings and nature, but also the common responsibility and pursuit of enterprises and the public (Jeong et al., 2014). Additionally, the target of environmentally Sustainable Development Goals (SDGs) is one of the drivers which lead to increased happiness for both individuals and communities (Scherer

et al., 2018). Through its emphasis on air, water, and green space, it helps people live good lives and feel well. Environmental health helps people to find a good inner peace, which better helps their mental and physical well-being. Moreover, sustainable methods set the basis for equitable opportunities which make those resources and benefits equally available for everyone. Meanwhile, the bigger commitment to the environmental SDGs, the more satisfactory and happier the lives of residents (Jain & Jain, 2020; Parmentola et al., 2021).

However, organizational identification is the extent to which people see themselves as members of one organization and takes in its objectives, values, and identity (Edwards, 2006). As understanding the reason for this phenomenon is very important, it is necessary for several issues. Primarily, organizational Identification plays a vital role in deciding the attitude, conduct, and productivity of the employees (Kreiner & Ashforth, 2003; Lee et al., 2015). Employees who identify strongly with their organization are more likely to be committed, loyal, and show additional efforts, leading to enhanced organizational goals including productivity and innovation. In addition to that, organizational identification is another intrinsic factor that impacts organizational culture as such. Employees who share values and norms of the organization as theirs are more likely to support its principles, which, in turn, create a stable and peaceful work environment (Brown, 2017). As well as this, organizational identification may affect how the people outside of the organization, e.g., the stakeholders, perceive and behave towards the company (Edwards & Peccei, 2010). With a clear and meaningful identity, customers, investors, and partners can relate to and participate in the activities of the business. organizational consolidation is a multidimensional phenomenon with great significance for both the internal and external levels of the organizations. Also, research on how organizations' identities are formed and utilized for organizational success is an additional area which can be investigated through in-depth research (Pfeffer & Veiga, 1999).

The SDG aims at the promotion of inclusive societies and eliminate poverty (Eichler & Schwarz, 2019; ElAlfy et al., 2020). It covers multiple issues such as poverty, inequality, education, health, and social protection. Empowering individuals and promoting community prosperity by providing education, healthcare, and social services (Eichler & Schwarz, 2019). SDGs help narrow the wealth gap, enhance social solidarity and create opportunities for all , aiming to improve global conditions and achieve sustainable economic development. By investing in infrastructure, innovation, and entrepreneurship, SDGs have increased productivity and innovation capabilities, driving economic development (van Zanten & van Tulder, 2020). In addition, they are committed to reducing inequality and ensuring equal economic opportunities for all stakeholders to build a more equitable and robust global economy (Roloff, 2007). Therefore, SDGs are catalysts for achieving sustainable economic development and are crucial for building a prosperous society that benefits both present and future generations. However, consumer purchase intention reflects the likelihood or willingness of consumers to purchase goods or services at a specific time, which is closely related to brand image, values, and personal preferences (Hussain & Ali, 2015; Kautish et al., 2020).

Empirical research is considered indispensable in the field of SDGs (Kautish et al., 2020; Sachs, 2012). Firstly, these research provides an evidence-based information platform that supports the development of strategies and intervention measures, and provides information for policy decision-making, helping to identify loopholes in the implementation process

(Alamoush et al., 2021). Secondly, they can measure the progress of SDGs, assess the impact on different stakeholders, and identify best practices on a global scale (D'Adamo et al., 2022; Kørnøv et al., 2020; Reverte, 2022). Additionally, by identifying gaps between different regions, social groups, and sectors, empirical evidence can help to promote sustainable development goals in a targeted manner (Scherer et al., 2018). Researchers can design comprehensive frameworks to accelerate the process of sustainable development by focusing on socio-economic, environmental, and political variables that influence goal setting (Eichler & Schwarz, 2019; Jain & Jain, 2020; Kørnøv et al., 2020). Empirical research is key to establishing a strong knowledge base, promoting knowledge exchange and collaboration among stakeholders, accelerating innovation speed, and ultimately forming effective solutions to sustainable development challenges (Cordova & Celone, 2019). Therefore, more empirical research is crucial for formulating policies and practices that support global sustainable development (Dionisio et al., 2023; Kørnøv et al., 2020). Thus, we must now conduct more empirical research on user organization identification to figure out why it complex and has a diverse effect (Nahar, 2024; Sharifi et al., 2024). Empirical studies have the possibility to discover the major factors of organizational identification, its influence on employees' attitudes and behaviors, and the contribution of organizational identification to the development of true organizational culture and better performance. On the other hand, findings from studies on organizational identification can be useful to the development of strategies and interventions designed to enhance this identification (Batool et al., 2024; Shagirbasha et al., 2023). This results in members of an organization developing a stronger sense of belonging, commitment, and loyalty, and thus the organization being successful and effective.

Furthermore, companies should be prone to conducting studies based on statistics related to consumer purchase intention in order to determine key factors driving sales (Agusiady et al., 2024). As expert suggested that through analyzing characteristics such as descriptive attributes of a product, a consumer view of a brand and market situation researchers may give information on fortune telling and a way of swaying consumers to make a purchase (Bilal et al., 2024; Tsai, 2024). Businesses have thus been able to align their marketing with the market, have effective product offerings and have quality customer experience which are all geared towards boosting their competitiveness and profitability. Furthermore, by empirical study the models and frameworks are tested thus advancing the knowledge on the consumer decision making process under different scenarios (Eichler & Schwarz, 2019; Reverte, 2022). To completely close this aspect of the matter, more empirical research on organizational image and consumer satisfaction is needed for businesses to understand the outcome of their branding campaigns on the consumers' perception and actions (Kautish et al., 2020; Kørnøv et al., 2020). Through exploring how an organizational image and consumer satisfaction are interrelated across multiple industries and situations, researchers can see the main points that make customers happy and those that thwart their satisfaction (Agusiady et al., 2024; Tsai, 2024). This allows the company to not only manage but also to strategize a way to achieve a good image among their clients, improve their customer experience, and enhance their high amount of satisfaction levels that will ultimately lead to increased loyalty, positive word-of-mouth and a sustained competitive advantage (Fosu et al., 2023). Thus, I believe giving the audience the assessment in SDG-nexus such as social, environmental, and economic offering the existent link between

corporate image, users, consumer satisfaction, consumer intention, and organization identification will be evidence based (Cordova & Celone, 2019).

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

2.1 Stimulus–organism–response (SOR) model

The stimulus-organism-response (S-O-R) model is a theoretical framework use in psychology and consumer behavior research to understand the process by which environmental stimuli influence individual response or behavior. It was originally proposed by Mehrabian and Russell (1974) and has since been widely applied in several fields, including marketing, environmental psychology, and organizational behavior (Consumers' attitude and purchase intention towards organic personal care products. An application of the SOR model). The SOR framework, derived from environmental psychology, which asserts that external environmental stimuli affect an individual's internal cognitive responses (Bagozzi, 2011), which in turn shape behavioral responses (Mehrabian & Russell, 1974). The model is widely used in consumer behavior research (Barta et al., 2023; Wang et al., 2011), including studies on responses to CSR (Su & Swanson, 2017), sustainability positioning strategies (Chang & Jai, 2015), and green practices (Z. Hameed et al., 2021). This study utilizes the S-O-R framework to examine consumer behavior: Stimuli refers to the efforts made by service providers to achieve sustainable development goals (SDGs); Organism reflects users' cognition of these efforts, including perceptions of corporate image, satisfaction, and user-organization identification; Ultimately, these evaluations stimulate users' behavioral responses, that is, their loyalty intentions.
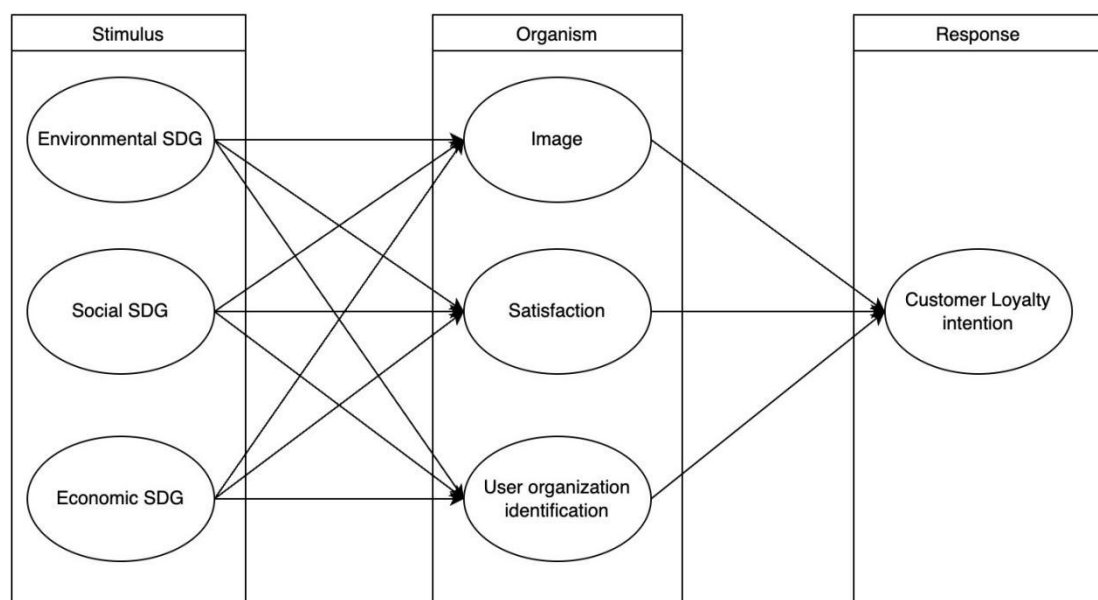
2.2. Influence of SDG compliance on users' assessments: image, satisfaction, and identification

Organizational image is the long-term perception of stakeholders on corporate activities, communication methods and symbolic behaviors, reflecting their overall evaluation of the organization (Gotsi & Wilson, 2001). In a highly competitive market environment, the importance of corporate image in maintaining and expanding market share and promoting market diversification has become increasingly prominent, and has become a key factor in corporate differentiation. Especially in the service industry, due to the intangible nature of services, the impact of corporate image on customer retention and market competition is more significant.

Research shows that CSR behavior can subtly improve an organization's reputation (Martínez & Rodríguez del Bosque, 2013) and images (I. Hameed et al., 2021). Enterprises' efforts in environmental and social responsibility often receive positive feedback from consumers (Alvarado Herrera & Schlesinger Diaz, 2008), thereby strengthening brand awareness and improving corporate image (Z. Hameed et al., 2021). On the contrary, ignoring these values may damage the company's reputation (Seifert-Dahnn et al., 2021). The economic aspect of CSR also influences organizational image (Alvarado Herrera & Schlesinger Diaz, 2008). Therefore, the organizational image should reflect stakeholders' views on its sustainable development efforts (Abad-Segura & González-Zamar, 2021; Aledo-Ruiz et al., 2021).The purchasing intention of consumers is mainly driven by personal and social interests, which significantly affect their perception of the organization's image. Therefore, we put forward the hypotheses:

H1: Environmental SDGs positively affect the Organizational image

H2: Social SDGs positively affect the Organizational image.

H3: Economic SDGs positively affect the Organizational image.

Satisfaction refers to the overall evaluation made by users based on their long-term interaction and experience with the organization (Heidarzadeh Hanzaee & Sadeghian, 2014). According to stakeholder theory, consumers are the key stakeholders that businesses must be responsible for (Arikan & Stulz, 2016). Therefore, businesses should consider their customers' interests and understand how their activities impact them in order to meet their needs by providing high-quality products and services (Stanaland et al., 2011). The practice of SDGs activitiescan help improve customer satisfaction and reshape their overall perception of the company (Salmones et al., 2005).

When companies actively participate in SDG activities, consumer satisfaction will increase (Parks et al., 2017). Corporate philanthropy, as a sustainable development practice, can not only improve customer satisfaction and brand loyalty (Sen et al., 2006), but also establish corporate image and encourage consumers to adopt more ideal behaviors (Latif et al., 2020; Sen & Bhattacharya, 2001). In addition, green practices are crucial in shaping consumers' perceptions of company products and services (Bhattacharya & Sen, 2003). Research has shown that SDGs are positively correlated with customer satisfaction (Bhattacharya & Sen, 2004), which has already been recognized by leading global companies (Ben Ammar et al., 2015). Luo and Bhattacharya (2006) further pointed that a company's commitment to

sustainable development goals can significantly improve customer satisfaction. Thus, we hypothesize

H4: Environmental SDGs positively affect customer satisfaction.

H5: Social SDGs positively affect customer satisfaction.

H6: Economic SDGs positively affect customer satisfaction.

Social identity theory indicates that individuals view themselves as members of a social group and share values and emotional bonds with other members. This sense of belonging profoundly affects their social cognition (Lin et al., 2018). According to the theory, individuals tend to establish closer ties with members of their group and have a more positive attitude toward them. Identification comes from common beliefs, goals, and direct or indirect experiences of group achievements or setbacks (Belanche, Casaló, et al., 2014).

In an organizational context, buyers or users may regard the organization as a group to which they belong (Bhattacharya & Sen, 2003; Heffernan et al., 2018). Identification is a dynamic process in which individuals gradually converge on the goals and values of an organization (Hall & Lawler, 1970). For example, if consumers believe that an organization actively promotes sustainable development, they may show stronger identification, which is further reflected in their attitudes and behaviors (Hall & Lawler, 1970). Moreover, corporate social responsibility can further enhance consumers' identification with brands and products (Bhattacharya & Sen, 2003). Research shows that economic, environmental, and social responsibility factors collectively influence consumers' relationships with businesses and service providers, with CSR attribution and perceived fit playing a moderating role. Thus, we hypothesize.

H7. The importance of Environmental related SDG positively impact on user organization identification about loyalty intention.

H8. The importance of socially related SDG positively impact on user organization identification about loyalty intention.

H9. The importance of Economic related SDG positively impact on user organization identification about loyalty intention.

2.3. Influences of assessments on loyalty intentions

Customer loyalty defined as consumers' continued support for a company, which is repeated over time and involves a certain degree of organizational involvement and psychological connection (Schouten & McAlexander, 1995). An organization's potent image refers to its strong and favorable reputation, brand perception, and overall impression in the minds of its consumers have significant influence on loyalty intention (Alvarado Herrera & Schlesinger Diaz, 2008). Previous studies have shown that a positive organizational image improves users' brand perception and strengthens their behavioral intentions toward sustainability initiatives (Alvarado Herrera & Schlesinger Diaz, 2008; I. Hameed et al., 2021). The image companies have strongly positive impact on users' loyalty by aligning with their values, fostering trust and emotional connections, providing a sense of purpose, differentiating the organization from competitors, and attracting engaged and loyal users who advocate for the brand (Raza et al., 2020). Hence, the hypothesis is formulated.

H10. Organizations' potent image positively affects users' loyalty.

Satisfaction is expected to influence loyalty intentions. The underlying mechanism suggests that a relationship based on satisfaction means that both parties have reached a consensus and take corresponding actions accordingly (Moorman & Podsakoff, 2011). In a satisfying relationship, companies and consumers work together, share values, and co-create value and loyalty (Raza et al., 2020). Given that satisfaction is a key determinant of consumer behavior (Oney et al., 2017), users who are satisfied with an organization are more likely to develop stronger loyalty intentions (Keh & Xie, 2009).

H11. Trust positively affects consumer loyalty.

Consumers' identification with a company and its brand reflects their sense of belonging, attachment (Loureiro et al., 2012). When users strongly identify with an organization, they are more likely to exhibit loyal behaviors, such as repeat purchases, positive WOM, as well as resistance to competitors' attraction (Marin & Ruiz, 2006). People often seek to fulfill their self-identity and social belonging by associating with organizations that provide valuable images. For example, companies that advocate sustainability initiatives are likely to establish closer bonds with consumers (Aaker, 1996; Maignan et al., 1999). This identification further enhances consumers' loyalty behavior tendencies and plays a key role in promoting sustainable consumption behaviors.

H12. Users' identification with the organization has positive effects on their loyalty.

3. MATERIAL AND METHOD

We gathered the data by having the targeted population fill out written questionnaires. The study focuses on the residents of Pakistan, specifically those from cities such as Islamabad, Lahore, Faisalabad, Karachi, and Mardan. While distributing questionnaires to the intended participants, the author provided a clear explanation of the study's objectives and obtained the respondents' consent to participate in the survey. Participation in the survey is optional, and individuals have the freedom to withdraw at any point. The author clearly stated that their data would only be used for research purposes and would be kept confidential.

3.1 Sample and data collection

We gathered the data by conducting a paper questionnaire survey targeted Pakistan consumer. Without a sample frame, convenience sampling was utilized in numerous cities to increase representation. Kautish et al. (2019) supported the use of educated city residents in this study, as it focused on metropolitan consumers with higher education levels that were more likely to complete the survey (Jaiswal & Kant, 2018; Kumar et al., 2017). Data was gathered from many cities in Pakistan, including Islamabad, Peshawar, Faisalabad, Karachi, and Lahore. The survey was partitioned into two segments. The first portion of the study was dedicated to examining demographic characteristics, such as income, gender, level of education, and age. The author has visited individuals employed by educational institutions, organizations, agencies, hotels and commercial enterprises. The data collection occurred from January 2024 to March 2024. A total of 455 respondents completed the 500 questionnaires that were distributed. After removing 106 incomplete responses, the data-cleaning process yielded 349 usable surveys. Table 3 shows that among the respondents, 230 are male and 119 are female. The majority of respondents are aged between 21 and 40, with bachelor's and master's degree

holders comprising the largest proportion. This survey includes 24 Likert scale items measured on a 5-point scale, ranging from "strongly disagree" (1) to "strongly agree" (5). The measurement and structural model validation were conducted using SmartPLS.

Table. 1: Demographic Characteristics

Respondents		Frequency	Percentage
Gender	Male	225	64.46%
	Female	124	35.53%
Age	31	149	42.69%
	32 - 41	107	30.65%
	42 - 45	56	16.04%
	46 and above	37	10.60%
Education	Middle School	18	5.15%
	High School Education	39	11.17%
	Bachelor Degree	92	26.36%
	Diploma/ Certificate	64	18.33%
	Postgraduate Degree	136	38.96%
Profession	Students	121	34.67%
	Self Employed	91	26.07%
	Job Holders	60	17.19%
	Businessmen	47	13.46%
	Retired etc.	30	8.59%
Income	0–25,000RS	57	16.33%
	25,001 RS-41,000RS	118	33.81%
	41,001 RS–51,000 RS	84	24.06%
	51,001 RS-81,000 RS	58	16.61%
	81,001 RS and above	32	9.16%

3.2 Instruments Development

We used multi-item measures widely adopted in previous works and applied a five-point Likert scale for assessment (Mahmood et al., 2022). In particular, the items measuring environmental SDG were adapted from Alvarado Herrera (2008) and Li et al. (2020), and the three items measuring social SDG were developed with reference to Alvarado Herrera (2008) and Li et al. (2020). The four items measuring economic SDG were adapted from Alvarado Herrera (2008) and Li et al. (2020). Following the work of Ahearne et al. (2005), three items were adapted to measure image. The four items for satisfaction were taken from (Kumar et al., 2013). Three items are adopted to measure user organization identification from (Belanche, Casaló, & Flavián, 2014). Finally, four items by Belanche et al. (2011) were used to measure customer loyalty intention.

4. RESULTS

PLS modeling, a variance-based structure-equation modeling approach, has been utilized to quantify the association between hypotheses and the theoretical framework (Figure 1). It is

beneficial to test complex models using a smaller population representation. Compared to other models, the PLS is more limited in terms of sample size, data dispersion, and the complexity of the model.(Henseler & Sarstedt, 2012; Mahmood et al., 2020). The information was analyzed with the help of SmartPLS, a program that first verifies the correctness of the measurements and then establishes how the measurements are connected within the context of the research model.

The reflective categories were examined for reliability and validity through confirmatory factor analysis, with factor loadings, convergent validity, and discriminant validity assessments. Results indicated that all item factor loadings were above 0.7 (according to Table 3), suggesting convergent solid validity within the categories (Kock & Lynn, 2012). When evaluating the reliability of the categories, the use of Cronbach's alpha consistently returned values above 0.7. This suggests that the scale is internally consistent and can be confidently used for confirmatory purposes (Janadari et al., 2016). Upon examination, it was found that the values of AVEs exceed 0.5, indicating strong convergence validity (Chin, 1998). Additionally, to ensure the validity of the results, it is necessary for the composite reliability (CR) score to exceed 0.7.

Table 2. Results for measurement model

Variables	Items	VIF	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Eco SDG	Eco SDG1	2.686	0.871	0.876	0.912	0.721
	Eco SDG2	2.064				
	Eco SDG3	1.748				
	Eco SDG4	2.393				
Env SDG	Env SDG1	1.883	0.821	0.877	0.891	0.731
	Env SDG2	1.838				
	Env SDG3	1.798				
IM	IM1	2.985	0.944	0.944	0.964	0.899
	IM2	2.938				
	IM3	2.768				
LI	LI1	1.841	0.862	0.881	0.905	0.705
	LI2	2.323				
	LI3	2.348				
	LI4	1.942				
SAT	SAT1	1.581	0.778	0.791	0.855	0.596
	SAT2	1.686				
	SAT3	1.421				
	SAT4	1.482				
Soc SDG	Soc SDG1	2.489	0.857	0.864	0.912	0.776
	Soc SDG2	2.556				
	Soc SDG3	1.800				
UI	UI1	1.635	0.810	0.832	0.886	0.721
	UI2	1.836				
	UI3	1.894				

4.1 Discriminant validity

After conducting a discriminant validity evaluation, it was found that the reflective elements of the PLS Path Model exhibited the highest potential association, as indicated by various indicators (Hair et al., 2017). This metric, which assesses discriminant validity, is also known as the heterotrait-monotrait (HTMT) of association. (Hair et al., 2017)propose a different approach based on a matrix with various characteristics and multiple techniques. As can be seen in Table 4, the minimum acceptable HTMT score for all constructs was less than 0.90. Overall, the methods showed a good level of discriminant validity.

Table 3. Heterotrait-Monotrait Ratio (HTMT)

	Eco SDG	Env SDG	IM	LI	SAT	Soc SDG	UI
Eco SDG							
Env SDG	0.258						
IM	0.408	0.371					
LI	0.477	0.417	0.414				
SAT	0.659	0.703	0.558	0.514			
Soc SDG	0.422	0.673	0.393	0.400	0.673		
UI	0.459	0.359	0.393	0.884	0.512	0.413	

4.3 Structural Model

In Figure 2, the path coefficients and the variations explained for the structural model are displayed visually. Based on the t-values that are generated by the PLS bootstrapping technique, the statistical significance level for each path coefficient is evaluated. The outcomes of the bootstrapping procedure are presented in Table 4, which may be found here.

Results support all of the proposed hypotheses from H1 to H12.
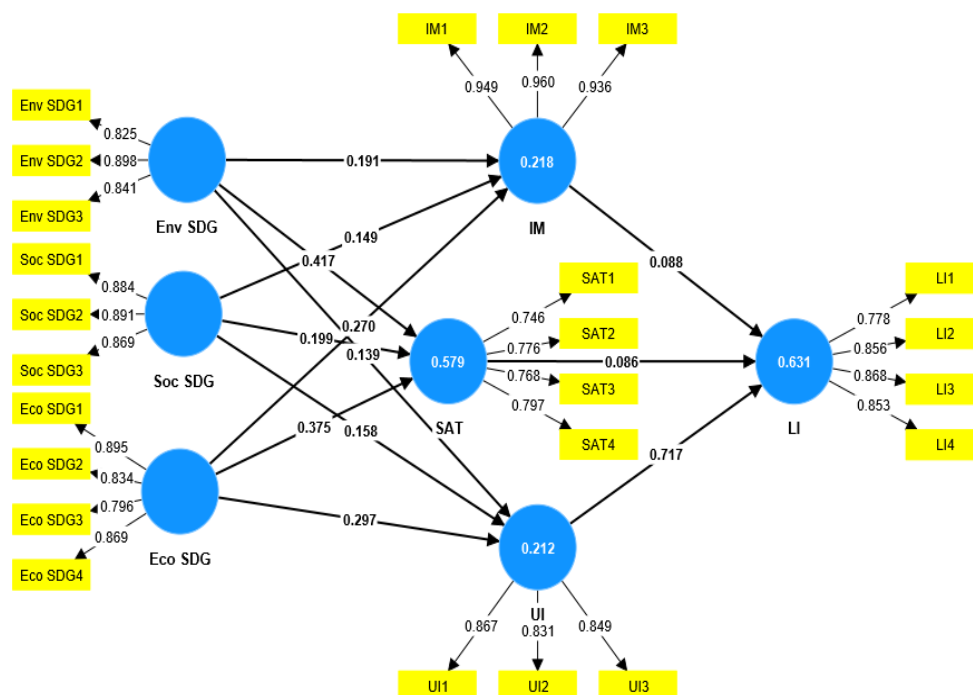
Table 4. Results for structural model

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Eco SDG -> IM	0.269	0.269	0.053	5.049	0.000
Eco SDG -> SAT	0.378	0.378	0.040	9.542	0.000
Eco SDG -> UI	0.298	0.297	0.049	6.085	0.000
Env SDG -> IM	0.191	0.194	0.061	3.132	0.002
Env SDG -> SAT	0.410	0.411	0.046	8.973	0.000
Env SDG -> UI	0.138	0.139	0.055	2.494	0.013
IM -> LI	0.086	0.085	0.036	2.408	0.016
SAT -> LI	0.081	0.082	0.036	2.235	0.025
Soc SDG -> IM	0.149	0.146	0.074	2.011	0.044
Soc SDG -> SAT	0.199	0.200	0.048	4.136	0.000
Soc SDG -> UI	0.158	0.157	0.058	2.718	0.007
UI -> LI	0.730	0.731	0.022	32.662	0.000

5. DISCUSSION

This study aimed to understand how compliance with SDGs relates to diverse aspects of consumer behavior, leveraging prior research and theoretical frameworks to utilize the SOR model. In particular, we delineated how compliance with SDGs affects organizational image, consumer satisfaction, and organizational identification, and how these perceptions subsequently drive consumer loyalty. The findings significantly contribute to our understanding of how adopting SDGs shape consumer behavior and organizational strategy. We conclude that organizations' compliance with SDGs augments consumer apprehensions about the image of the firms. This, in turn, heightens consumers' satisfaction with the organizations. More importantly, this organizational compliance drives organizational identification among consumers. All these advancements significantly enhance the loyalty among consumers. Consequently, we put forth that SDGs not only produce the reciprocal results for societal and environmental abruptions, but it also foresees remarkable strategic advantages for businesses necessitating trust and loyalty among the different stakeholders. The inferences are drastically important for formulating refined business praxis that complies with sustainable development aims and amplifies organizational triumph whereas making significant contribution to worldwide sustainability endeavors.

Based on previous literature, we empirically confirmed the hypotheses 1 to 3 of this study. Environmental, social and economic dimensions of SDGs highly impact the organization's image perceived by consumers, which was hypothesized. The positive influence of SDGs on organizational image has been well-established in the literature. Studies like I. Hameed et al. (2021), Alvarado Herrera and Schlesinger Diaz (2008) document that environmental initiatives, social activities of organization escalate the visibility and public perception about the

organization that are quite aligned with the finding for Hypotheses H1, H2, H3. Moreover, it is important, since a marketplace exists in which sustainability is increasingly important to clients, that the enhancements in an organization's assessed image emphasizes one firm's positioning over the rival businesses' (Abad-Segura & González-Zamar, 2021; Aledo-Ruiz et al., 2021). The advantages of the companies subsequent from the adoption of SDG criteria are strengthened in part by our research study as an indispensable strategy and clarifying the substantial position of SDGs in the reinforcement of client trustworthiness provided by better promises by a factory to its social responsibilities and marketing. Consequently, not only do the significant associations obtained in our research paper prove the significant qualities of SDGs in the molding of the assessed image of establishments, but help entrepreneurial to make their plans more cautious and sensitive and consequently to both environments and communities participated.

The findings of our study provide support for H4, H5 and H6; showing that fulfilment of the environment, social and economical SDGs reinforce consumer satisfaction. This proposition, backed by previous explorations, emphasizes corporate responsibility to confirm attainment of consumer satisfaction through SDG-oriented practices. As Salmones et al. (2005) evidenced; SDG engages customers in company's actions and increase their satisfaction and thus, increase their perceived performance and Salmones et al. (2005) findings are in line with observations of Sen (2006) who held that corporate philanthropy, a major tool of SDG compliance, further increase consumer satisfaction and loyalty feelings. In combination, these studies demonstrate the effectiveness of raising dedicated SDG strategy to the level of risk, in order to surpass consumer expectations, which enables the es055tablishment of a business model that is sustainable in that it provides for the comfort of the consumer and makes them believe in your brand to the point where they don't want to live without it. In this luck, brand owners who are joining to the SDGs can do that join with societal values and popular expectations, that is, mainstream values and expectations.

Our investigation furthermore provides evidence of Hypotheses H7, H8, and H9, which stated that the significance of SDGs related to environmental, social, and economic dimensions has a positive affect on user organization identification. These results support existing research that suggests when organizations embrace sustainable practices that embody SDGs, people are more likely to identify with them—building a stronger connection on values and objectives. This is further bolstered by Bhattacharya and Sen (2003) who point out that corporate social responsibility helps in enhancing the constructs of identification by congruity and congruity by unique to same by aligning corporate values with consumer values. Heffernan et al. (2018) rather succinctly state most crucial construct of identification is potentially alignment. With this alignment comes not only consumer loyalty but also a greater influence over consumer behavior. Organizations can effectively merge consumer identity with corporate identity by aligning their operations with SDGs, resulting in the powerful synergy that strengthens both organizational trust and consumer commitment, thereby contributing to business sustainability and success in the long run.

Our study result supports the validation of the H10, H11, and H12. It states that the strong organizational image, customer satisfaction and identification with the organization are significant determinants of users' loyalty intention. I. Hameed et al. (2021) and Alvarado

Herrera and Schlesinger Diaz (2008) presented empirical evidence in supporting our result of strong organizational image and customer satisfaction supplied for by taking action in SDGs provoking loyalty. Raza et al. (2020) and I. Hameed et al. (2021) also proved these influential touchpoints escalate the customer's psychological engagement contributing them to revisit and go on publicizing their favorite brand all-important in highly competitive markets. Moreover, the levels of identification with the organization are discussed in deeper variety by Bhattacharya and Sen (2003), enriching the relationship that the same values of the consumer and the organization amplified the loyalty so deeply. Then, in the condition of sustainable practices also aligned with SDGs, the company expectations were satisfied, the relationship went longer, and loyalty and support to be continued, the both of financial benefit and non-financial benefit in organizations, are increased.

5.1 Theoretical Implications

From a theoretical perspective, the study provides an important contribution to the understanding of how SDGs affect behaviors of organizations and consumers by applying SOR model, which has rarely been employed in this context. The research explains the mechanisms by which SDG compliance impacts organizational image, consumer satisfaction, and identification, as well as the ways in which these perceptions trigger loyalty intentions. It fills gaps stressed in Bagozzi (2011) and Mehrabian and Ksionzky (1974) works, which state that external environmental stimuli exert influence on individuals' internal states that consequently drive behaviors. In addition, our results build on past studies by Martínez and Rodríguez del Bosque (2013) and I. Hameed et al. (2021) by showing how consumer perceptions and involvement are increased by SDGs. Our application and extension of the SOR model highlights the ability and significance of the model, which provides a solid ground for comprehending the intricate association between business sustainability activities and consumer response. This study further provides implications on how to strategically connect SDGs with business operations to promote the sustained market competitiveness, and consumer loyalty.

5.2 Practical implications

The practical implications of this research study are considerable for organizations that aim to embed the SDGs into their strategic frameworks. The authors not only show how SDG compliance directly and incrementally affects organizational image and, in turn, consumer satisfaction and loyalty, but also how firms may develop necessary knowledge and capabilities to actively influence customer perceptions of their aligned objectives. This quantitative research offers managerial insights for organizations interested in differentiating themselves in the market and appealing to sustainability conscious clienteles. Companies have an incentive to go with a fully-rounded Sustainability approach that supports environmental, social, and economic goals. This implies in line with universal norms and linking with a population of environmentally and socially conscious consumers that is growing. This argument is backed up by findings from academic research (Alvarado Herrera & Schlesinger Diaz, 2008; Salmones et al., 2005), and Order policies derived from an SDG trajectory will improve a company's image, elevate buyer satisfaction, upgrade buyer loyalty and separate a company's brand from

its competitors. As a result, companies are given a game plan to help them apply sustainability in ways that resonate with their stakeholders' values so that they will build stronger relationships and secure greater customer loyalty when sustainable products and services are increasingly being sought out in the market.

5.3 Limitations and future directions of the study.

Although this research has provided valuable insights into the organizational and consumer dynamics driven by the SDGs, several limitations of the research also suggest future research directions. First, respondents in this study were mostly consumers from Pakistan, which may limit the generalizability of the findings to other cultural and economic contexts. Future research could be carried out in different geographic regions to examine the universality of the consequences emanating from sustainable practices. Second, the cross-sectional design of this study precludes claims of causality, and these themes could be further probed from a longitudinal perspective to better capture the temporal aspects of these associations. Longitudinal research could be used to further the investigation of organizational consequences of long-term SDG implementation. Third, by using perceptual measurements of corporate performance and holding the views of external stakeholders, the measurement studies of the four issues described above could be made more comprehensive.

5.4 Conclusion

This study confirms the significant role of SDGs in shaping corporate image, enhancing customer satisfaction, fostering organizational identity and ultimately fostering loyalty attitudes among customers. By drawing upon the theoretical tenets of Stimulus-Organism-Response (SOR) Model, our findings demonstrate that, the adoption of SDGs is not only for environmental and social pressures, it has become a strategic asset for businesses which allows them to harmonize their operations with customers' expectation and global sustainability standards. By showing that SDGs have positive effects on different dimensions of consumer perception and behavior, this paper underlines the dual roles of sustainability: as moral responsibility, and as a strategic advantage. These findings provide a consistent argument for urging the organization to adopt and invest more in sustainable practices in order to enhance the public perception of the organization, which to a paramount extend leads to customer loyalty (I. Hameed et al., 2021; Salmones et al., 2005). This study helps organizations to constructing an integrated framework to strive for competitive advantages by inducing SDG compliance not only as a responsible contributor to global goals, but to be one of the market outperformers.

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