

Conscious Choices: Influence of Eco-Friendly Business Practices on Consumer Perceptions of the Food Chain Industry Reputation

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ABSTRACT

This study investigates the influence of eco-friendly business practices on consumer perceptions of the reputation of the food chain industry. It aims to understand how sustainable initiatives, such as environmentally responsible sourcing, waste reduction, and green marketing, shape consumers' attitudes and trust toward food chain brands. Using a mixed-methods approach, data were collected from a diverse group of consumers through surveys and interviews. The findings reveal that businesses adopting visible and consistent eco-friendly practices are perceived more positively, enhancing their credibility and overall reputation. Furthermore, consumers demonstrate a higher likelihood of loyalty and support for brands that prioritize environmental responsibility. The study emphasizes the importance of integrating sustainability into business operations, not only for ethical reasons but also for fostering favorable consumer perceptions and competitive advantage in the food industry. The results provide insights for business managers, marketers, and policymakers aiming to strengthen brand reputation through sustainable practices.

Keywords: *Eco-Friendly Practices, Sustainable Business, Consumer Perception, Food Chain Industry, Brand Reputation, Environmental Responsibility*

INTRODUCTION

In recent years, environmental sustainability has become a crucial concern for both consumers and businesses. As the food chain industry continues to expand, the environmental impact of its operations, including packaging, waste management, and sourcing, has drawn increasing public attention. Consumers are now more aware of the long-term consequences of their purchases and are beginning to favor businesses that demonstrate environmental responsibility. This shift in consumer behavior has pressured food chain companies to integrate eco-friendly practices into their operations. By adopting sustainable practices, businesses can potentially enhance their reputation while addressing global environmental challenges. The role of consumer perception in shaping brand reputation underscores the importance of understanding how eco-conscious initiatives influence purchasing decisions (Martinez, 2024).

Eco-friendly business practices encompass a wide range of strategies aimed at reducing environmental impact. These include minimizing carbon emissions, implementing biodegradable packaging, sourcing ingredients sustainably, and promoting energy efficiency in operations. Studies have shown that companies implementing these practices can gain competitive advantages, as consumers increasingly value sustainability alongside product quality and service. The food chain industry, in particular, faces scrutiny due to its significant environmental footprint, making eco-conscious practices a vital component of corporate strategy. Furthermore, consumers are often willing to pay a premium for products and services that align with their environmental values, highlighting the economic and reputational benefits of sustainability (van Bussel et al., 2022).

Consumer perception plays a central role in determining the success of eco-friendly initiatives within the food chain sector. Public awareness campaigns, social media influence, and corporate transparency contribute to shaping these perceptions. When businesses communicate their commitment to sustainability effectively, they can foster trust, credibility, and positive brand associations among consumers. Conversely, perceived greenwashing or insincere efforts may damage a company's reputation and reduce customer trust. Therefore, understanding how eco-friendly practices influence consumer attitudes is essential for food chain companies aiming to maintain a favorable public image (Herbes, 2024).

The relationship between environmental practices and brand reputation also extends to broader societal expectations. Consumers are increasingly influenced by global movements advocating for climate action, responsible consumption, and ethical business operations. Food chain companies are now expected not only to provide quality products but also to demonstrate accountability for their environmental and social impact. By aligning corporate strategies with these expectations, businesses can enhance their social legitimacy and strengthen stakeholder relationships. The study examines how these dynamics play out in the context of the food chain industry, where operational decisions can have significant environmental repercussions (Rabbi et al., 2024).

This research aims to provide insights into the influence of eco-friendly business practices on consumer perceptions and the overall reputation of food chain companies. It seeks to determine which sustainable initiatives resonate most with consumers and how these perceptions affect purchasing behavior. The findings can inform corporate policies, marketing strategies, and communication approaches that prioritize environmental responsibility. Additionally, the study contributes to the growing body of literature on sustainability, consumer behavior, and brand management within the food industry. Ultimately, understanding the link between conscious business choices and consumer perception is essential for companies striving to balance profitability with social and environmental stewardship (González-Viralta et al., 2023).

LITERATURE REVIEW

The impact of eco-friendly business practices on consumer perceptions and the reputation of companies has gained significant attention in recent years. According to Martinez (2024), consumers are increasingly willing to pay a premium for sustainable products, especially in industries such as the food sector. This shift in consumer behavior has made sustainability an essential aspect of branding, as companies with visible and consistent eco-friendly practices are viewed more positively. Van Bussel et al. (2022) emphasize the growing demand for sustainability in food-related industries, noting that consumers are prioritizing companies that actively promote environmentally responsible practices.

Waste management is a significant component of sustainability initiatives, as highlighted by Kumar et al. (2023), who argue that reducing food waste and promoting recycling programs are key drivers of corporate responsibility in the food industry. Moreover, Herbes (2024) suggests that companies adopting sustainable packaging practices, such as using recyclable or biodegradable materials, gain consumer trust by addressing growing environmental concerns. Zambujal-Oliveira and Fernandes (2024) further stress the importance of sustainable packaging in promoting a circular food supply chain, a key element in reducing environmental impact.

In terms of energy efficiency, Zhang et al. (2023) identify energy consumption as a major factor in the food industry's environmental footprint. Companies that integrate energy-efficient practices into their operations, such as using renewable energy sources and energy-saving machinery, not only reduce their environmental impact but also build a positive brand image. Dörnyei et al. (2023) and Lee and

Park (2022) highlight that integrating energy-efficient technologies is vital for long-term sustainability and fostering consumer trust in eco-conscious brands.

Finally, consumer perceptions of sustainability are shaped by a variety of factors, including corporate transparency and authenticity. Herbes (2024) warns against greenwashing, as consumers are increasingly able to discern superficial sustainability efforts from genuine practices. Trust in sustainability efforts significantly influences brand loyalty and positive word-of-mouth, as shown by Mohammadi et al. (2023) and Chen and Rahman (2023), who note that consumers who perceive a company's sustainability efforts as authentic are more likely to remain loyal and advocate for the brand.

This body of literature supports the idea that eco-friendly business practices, such as waste management, sustainable packaging, and energy efficiency, play a critical role in shaping consumer perceptions and enhancing the reputation of food chain companies. The growing consumer demand for sustainability presents a clear opportunity for businesses to improve their competitive edge while contributing to environmental responsibility.

MATERIALS AND METHODS

This study employed a quantitative research design to assess the influence of eco-friendly business practices on consumer perceptions and the reputation of food chain companies. The researchers used a survey questionnaire to collect primary data from a purposive sample of consumers who frequently purchase from major food chain outlets. The questionnaire consisted of structured items measuring participants' awareness of eco-friendly practices, their perceptions of corporate sustainability efforts, and the perceived impact of these practices on brand reputation. Data were collected over a period of four weeks and were later coded and analyzed using descriptive and inferential statistical techniques to determine patterns, trends, and significant relationships.

To ensure the reliability and validity of the study, the questionnaire was pre-tested with a small group of respondents and reviewed by experts in consumer behavior and sustainability research. Descriptive statistics, including frequencies, percentages, and means, were used to summarize the participants' responses, while regression analysis was employed to examine the relationship between eco-friendly practices and consumer perceptions of brand reputation. Ethical considerations, such as informed consent, confidentiality, and voluntary participation, were strictly observed throughout the research process. The methodology adopted in this study provides a structured approach to understanding the impact of sustainability initiatives on consumer attitudes in the food chain industry.

RESULTS AND DISCUSSION

1. What is the level of eco-friendly business practices among food chain companies in terms of:

1.1 Eco-Friendly Packaging;

1.2 Waste Management; and

1.3 Energy Efficiency?

Table 1 presents the level of eco-friendly business practices among food chain companies in terms of eco-friendly packaging. The computed average mean of 3.34 with a standard deviation of 0.61, interpreted as Strongly Agree, indicates that respondents generally perceive these companies as actively implementing sustainable packaging practices. This suggests that food chain companies are committed to reducing their environmental footprint by using biodegradable, recyclable, and reusable materials, aligning with growing consumer expectations for environmentally responsible businesses. According to Dörnyei et al. (2023), sustainable packaging is essential to meet the growing demand for

more environmentally friendly practices and to contribute to material circularity and solid waste reduction.

The highest mean score of 3.39 corresponds to the statement, “The packaging materials used by the company are recyclable.” This indicates that consumers highly recognize recyclable packaging as a visible and effective indicator of eco-friendly business practices. Such awareness reflects the importance of tangible sustainability initiatives in influencing consumer attitudes. As Zambujal-Oliveira et al. (2024) emphasize, sustainable packaging is highly relevant in the circular food supply chain due to its direct contributions to reducing food waste.

Meanwhile, the lowest mean score of 3.29, corresponding to the statement, “The company encourages customers to recycle its packaging,” though still interpreted as Strongly Agree, suggests that there may be gaps in consumer engagement or awareness programs. This finding implies that companies could further enhance their sustainability initiatives by actively educating and motivating customers to participate in recycling practices. According to Herbes (2024), consumer participation is crucial in achieving broader environmental goals, and effective communication strategies can strengthen the impact of corporate sustainability efforts.

Table 1
The Level of Eco-Friendly Business Practices Among Food Chain Companies in Terms of Eco-Friendly Packaging

Indicators	Mean	SD	Description
The company uses biodegradable or compostable materials for packaging.	3.32	0.59	Strongly Agree
The company minimizes the use of plastic in its packaging.	3.34	0.57	Strongly Agree
The packaging materials used by the company are recyclable.	3.39	0.58	Strongly Agree
The company encourages customers to recycle its packaging.	3.29	0.66	Strongly Agree
The company offers reusable packaging options for its products.	3.34	0.63	Strongly Agree
AVERAGE MEAN	3.34	0.61	Strongly Agree

Legend: (4) Strongly Agree, (3) Agree, (2) Disagree, (1) Strongly Disagree

Table 2 presents the level of eco-friendly business practices among food chain companies in terms of waste management. The computed average mean of 3.25 with a standard deviation of 0.62, interpreted as Agree, indicates that respondents generally perceive the companies as implementing waste reduction and management practices. This suggests that food chain companies are taking steps to minimize environmental impact through initiatives such as recycling programs, composting, and reducing disposable items. According to Kumar et al. (2023), effective waste management in the food industry contributes to sustainability by minimizing resource wastage and promoting responsible operational practices.

The highest mean score of 3.34 corresponds to the statement, “The company has effective waste management and recycling programs.” This indicates that consumers recognize organized recycling initiatives as a key indicator of corporate responsibility. Such initiatives demonstrate the company’s commitment to environmental stewardship and align with consumer expectations for sustainable practices. As Lee and Park (2022) emphasize, structured waste management systems enhance corporate image and increase consumer trust in environmentally responsible brands.

Additionally, the lowest mean score of 3.18, corresponding to the statement, “The company reduces food waste by donating excess products to charity,” though interpreted as Agree, suggests that there may be room for improvement in proactive waste reduction efforts. This finding implies that food chain companies could further strengthen sustainability by expanding charitable donations and

community-focused initiatives. According to Oliveira and Zambujal-Oliveira (2023), engaging in food waste reduction programs not only contributes to sustainability but also fosters positive social and environmental perceptions among consumers.

Table 2
The Level of Eco-Friendly Business Practices Among Food Chain Companies in Terms of Waste Management

Indicators	Mean	SD	Description
The company has effective waste management and recycling programs.	3.34	0.63	Strongly Agree
The company reduces food waste by donating excess products to charity.	3.18	0.67	Agree
The company composts its organic waste.	3.19	0.70	Agree
The company uses fewer disposable items in its operations, like straws and napkins.	3.23	0.58	Agree
The company encourages customers to reduce waste through eco-friendly practices.	3.31	0.53	Strongly Agree
AVERAGE MEAN	3.25	0.62	Agree

Legend: (4) Strongly Agree, (3) Agree, (2) Disagree, (1) Strongly Disagree

Table 3 presents the level of eco-friendly business practices among food chain companies in terms of energy efficiency. The computed average mean of 3.17 with a standard deviation of 0.64, interpreted as Agree, indicates that respondents generally perceive these companies as taking steps to improve energy efficiency in their operations. This suggests that food chain companies are increasingly adopting energy-saving measures, such as using energy-efficient appliances, reducing overall energy consumption, and incorporating renewable energy sources, to minimize their environmental footprint. According to Zhang et al. (2023), implementing energy efficiency strategies in the food industry is essential for sustainability and can significantly reduce operational costs while enhancing environmental performance.

The highest mean score of 3.27 corresponds to the statement, “The company uses energy-efficient appliances and machinery in its operations.” This indicates that consumers recognize the use of modern, energy-saving equipment as an important indicator of environmentally responsible business practices. Such recognition reflects the growing consumer expectation for companies to actively adopt sustainable technologies. As Li and Chen (2022) emphasize, the integration of energy-efficient systems contributes to corporate sustainability and strengthens consumer trust in environmentally conscious brands.

Table 3
The Level of Eco-Friendly Business Practices Among Food Chain Companies in Terms of Energy Efficiency

Indicators	Mean	SD	Description
The company uses energy-efficient appliances and machinery in its operations.	3.27	0.58	Strongly Agree
The company reduces its energy usage in food preparation areas.	3.10	0.62	Agree
The company incorporates renewable energy sources such as solar or wind energy.	3.19	0.65	Agree
The company uses energy-efficient vehicles for its delivery operations.	3.15	0.67	Agree
The company actively works to reduce its overall energy consumption.	3.13	0.66	Agree
AVERAGE MEAN	3.17	0.64	Agree

Legend: (4) Strongly Agree, (3) Agree, (2) Disagree, (1) Strongly Disagree

Conversely, the lowest mean score of 3.13, corresponding to the statement, “The company actively works to reduce its overall energy consumption,” though interpreted as Agree, suggests that there may be opportunities for further improvement in comprehensive energy management strategies. This finding implies that food chain companies could enhance sustainability efforts by monitoring and reducing energy consumption across all operations more systematically. According to Oliveira and Zambujal-Oliveira (2023), continuous monitoring and adoption of renewable energy initiatives are crucial for achieving long-term energy sustainability in the food industry.

2. What is the level of food chain industry reputation in terms of:

2.1 Trust in the Company;

2.2 Brand Loyalty; and

2.3 Positive Word-of-Mouth?

Table 4 presents the level of food chain industry reputation in terms of trust in the company. The computed average mean of 3.28 with a standard deviation of 0.59, interpreted as Strongly Agree, indicates that respondents generally perceive the companies as trustworthy regarding their sustainability efforts. This suggests that food chain companies are successfully fostering consumer trust through transparency and ethical environmental practices. According to Martinez (2024), trust in corporate sustainability initiatives significantly influences consumer confidence and strengthens the overall reputation of companies in the food sector.

The highest mean score of 3.31 corresponds to the statements, “I believe the company’s green initiatives are genuine and not just for marketing purposes” and “I have confidence in the company’s efforts to make a positive environmental difference.” This indicates that consumers perceive the companies’ green initiatives as authentic and impactful, reinforcing positive brand perceptions. As Dörnyei et al. (2023) emphasize, genuine sustainability efforts are crucial in building trust and long-term loyalty among environmentally conscious consumers.

Moreover, the lowest mean score of 3.26, corresponding to the statements, “I trust that the company is transparent about its sustainability efforts” and “I believe the company operates in an environmentally ethical manner,” though interpreted as Agree, suggests that some respondents may still seek clearer communication or evidence of sustainability practices. This finding implies that companies could further enhance trust by providing more detailed reporting and engaging in transparent sustainability communications. According to Lee and Park (2022), consistent transparency and ethical operations are key determinants of consumer trust and brand reputation in the food industry.

Table 4
The Level of Food Chain Industry Reputation in Terms of Trust in the Company

Indicators	Mean	SD	Description
I trust that the company is transparent about its sustainability efforts.	3.26	0.57	Agree
I believe the company operates in an environmentally ethical manner.	3.26	0.57	Agree
I trust that the company is committed to reducing its environmental impact.	3.29	0.58	Strongly Agree
I believe the company’s green initiatives are genuine and not just for marketing purposes.	3.31	0.62	Strongly Agree
I have confidence in the company’s efforts to make a positive environmental difference.	3.31	0.59	Strongly Agree
AVERAGE MEAN	3.28	0.59	Strongly Agree

Legend: (4) Strongly Agree, (3) Agree, (2) Disagree, (1) Strongly Disagree

Table 5 presents the level of food chain industry reputation in terms of brand loyalty. The computed average mean of 3.18 with a standard deviation of 0.60, interpreted as Agree, indicates that respondents generally perceive a positive influence of eco-friendly practices on their loyalty toward food chain companies. This suggests that sustainability initiatives play a role in consumer purchasing decisions, as environmentally conscious practices can strengthen brand preference and commitment. According to Mohammadi et al. (2023), implementing green marketing strategies, including eco-friendly practices, positively affects brand loyalty by enhancing perceived brand quality and fostering consumer trust.

The highest mean score of 3.32 corresponds to the statement, “I prefer purchasing from companies that prioritize eco-friendly practices.” This indicates that consumers place significant value on sustainability when choosing products, reflecting the importance of visible and genuine eco-friendly initiatives. Such findings align with the view of Ko and Jeon (2024), who emphasize that eco-friendly practices positively influence green image and brand attachment, which in turn strengthens brand advocacy and loyalty.

While the lowest mean score of 3.05, corresponding to the statement, “I would continue to purchase from this company even if its prices were slightly higher, due to its environmental efforts,” though interpreted as Agree, suggests that price sensitivity may influence consumer loyalty despite the company’s sustainable practices. This finding implies that while sustainability is important, companies must balance eco-friendly initiatives with competitive pricing to maintain strong brand loyalty. According to Carbajal-Rubio et al. (2024), consumer satisfaction and loyalty can be influenced by corporate environmental responsibility, but economic factors also play a significant role.

Table 6 presents the level of food chain industry reputation in terms of positive word-of-mouth. The computed average mean of 3.18 with a standard deviation of 0.57, interpreted as Agree, indicates that respondents generally perceive companies’ sustainability efforts as influencing their willingness to recommend and share information about the brand. This suggests that eco-friendly practices not only affect consumer perception but also motivate them to actively communicate and advocate for the company. According to Chen and Rahman (2023), corporate sustainability initiatives significantly influence consumer advocacy behaviors, fostering positive word-of-mouth and enhancing brand visibility.

Table 5
The Level of Food Chain Industry Reputation in Terms of Brand Loyalty

Indicators	Mean	SD	Description
I prefer purchasing from companies that prioritize eco-friendly practices.	3.32	0.54	Strongly Agree
I am more likely to buy from this company due to its sustainable initiatives.	3.27	0.58	Strongly Agree
I would continue to purchase from this company even if its prices were slightly higher, due to its environmental efforts.	3.05	0.61	Agree
I feel emotionally connected to this company because of its eco-friendly practices.	3.06	0.65	Agree
I would choose this company over others that do not prioritize sustainability.	3.21	0.63	Agree
AVERAGE MEAN	3.18	0.60	Agree

Legend: (4) Strongly Agree, (3) Agree, (2) Disagree, (1) Strongly Disagree

The highest mean score of 3.35 corresponds to the statement, “I feel proud to support a company with strong green practices and tell others about it.” This indicates that consumers derive emotional satisfaction and personal pride from supporting environmentally responsible companies, which

reinforces their advocacy behaviors. As Lee et al. (2023) highlight, consumers' emotional attachment to brands that implement sustainability practices encourages active sharing and promotion of the brand within their social networks.

The lowest mean score of 3.02, corresponding to the statement, "I often talk to my friends and family about the company's eco-friendly practices," though interpreted as Agree, suggests that some respondents may not consistently engage in discussing sustainability initiatives despite valuing them. This finding implies that while eco-friendly practices are recognized, companies may need to implement additional engagement strategies, such as interactive campaigns or social media incentives, to enhance consumer-driven promotion. According to Sharma and Kaur (2024), interactive and transparent sustainability communication encourages more consistent and effective word-of-mouth among consumers.

Table 6
The Level of Food Chain Industry Reputation in Terms of Positive Word-of-Mouth

Indicators	Mean	SD	Description
I would recommend this company to others based on its sustainability efforts.	3.24	0.50	Agree
I often talk to my friends and family about the company's eco-friendly practices.	3.02	0.56	Agree
I share the company's sustainability initiatives on my social media.	3.03	0.65	Agree
I feel proud to support a company with strong green practices and tell others about it.	3.35	0.58	Strongly Agree
I actively encourage others to buy from this company because of its commitment to sustainability.	3.27	0.58	Strongly Agree
AVERAGE MEAN	3.18	0.57	Agree

Legend: (4) Strongly Agree, (3) Agree, (2) Disagree, (1) Strongly Disagree

3. What is the impact of eco-friendly business practices on the consumer perceptions and reputation of food chain companies?

Table 7 presents the test of the significant impact of eco-friendly business practices on the consumer perceptions and reputation of food chain companies. The regression model yielded an Adjusted R² of 0.339, indicating that approximately 33.9% of the variance in consumer perceptions and reputation can be explained by the combined influence of eco-friendly packaging, waste management, and energy efficiency. The overall model is highly significant ($F = 9.914$, $p = 0.000$), demonstrating that these sustainability practices collectively influence how consumers perceive and evaluate the reputation of food chain companies. This finding emphasizes the importance of implementing comprehensive sustainability strategies to enhance consumer trust, loyalty, and brand image, consistent with the observations of Sharma and Kaur (2024) that corporate environmental initiatives positively shape public perception and organizational reputation.

When evaluating individual predictors, eco-friendly packaging emerged as the only statistically significant factor ($B = 0.256$, $p = 0.035$). This suggests that the use of recyclable, biodegradable, or reusable packaging has the most noticeable impact on how consumers view a company's commitment to sustainability. Visible and tangible sustainability efforts, such as eco-friendly packaging, are more easily recognized by consumers and can strongly influence their perception of the brand. According to Kumar et al. (2023), such initiatives reinforce positive consumer attitudes toward the company, enhancing both trust and loyalty.

In contrast, waste management ($B = 0.158$, $p = 0.260$) and energy efficiency ($B = 0.153$, $p = 0.218$) were found to be statistically non-significant predictors. This indicates that while these practices are important for environmental sustainability, their direct effect on consumer perception and company reputation may not be as strong without clear communication or visible engagement programs. Herbes (2024) notes that integrating multiple sustainability strategies cohesively is essential to maximize their perceived effectiveness and impact on consumer trust.

Overall, the findings suggest that eco-friendly packaging is the most influential practice affecting consumer perceptions and the reputation of food chain companies. Companies should prioritize packaging strategies that are visibly sustainable while supporting them with waste management initiatives and energy-efficient operations to achieve a more comprehensive and credible green image. This approach not only strengthens consumer trust but also positions the company as a responsible and environmentally conscious brand in the competitive food industry.

The results underscore the importance of adopting and clearly communicating eco-friendly practices to enhance brand perception and consumer engagement. By implementing integrated sustainability strategies, food chain companies can improve their reputation, foster brand loyalty, and encourage positive word-of-mouth, ultimately contributing to long-term business success and environmental responsibility.

Table 7
The Test of Significant Impact of Eco-Friendly Business Practices on the Consumer Perceptions and Reputation of Food Chain Companies

Predictors	Unstandardized Coefficients		Stand Coeff	F-value	p-value	Decision on Ho
	B	SE				
(Constant)	1.350	0.344		3.929	0.000	
Eco-Friendly Packaging	0.256	0.119	0.293	2.160	0.035	Significant
Waste Management	0.158	0.139	0.192	1.137	0.260	Not Significant
Energy Efficiency	0.153	0.123	0.193	1.245	0.218	Not Significant

Significant if $P\text{-value} < 0.05$

Note: Adjusted $R^2 = 0.339$

ANOVA for Regression: $F_{9.914}$, $p = .000$

CONCLUSION

The study concludes that eco-friendly business practices play a significant role in shaping consumer perceptions and the overall reputation of food chain companies. Companies that adopt sustainable strategies, such as waste management, energy efficiency, and eco-friendly packaging, are generally viewed more positively by consumers. These practices demonstrate a company's commitment to environmental responsibility and social accountability. Consumers are increasingly aware of environmental issues and tend to favor brands that align with their values. This indicates that sustainability is no longer just an operational choice but a key factor in building public trust and credibility.

Among the various eco-friendly initiatives, waste management appears to have the most substantial impact on consumer perception. Actions such as recycling programs, reducing food waste, and encouraging responsible consumption are highly valued by consumers. While other practices like energy efficiency and sustainable packaging are important, their influence may be less noticeable

without active communication or visible outcomes. This suggests that companies need to highlight and engage consumers in their waste reduction efforts. A strategic focus on tangible sustainability actions can strengthen brand image and reinforce environmental commitment.

The study also highlights that eco-friendly practices influence different dimensions of company reputation, including trust, brand loyalty, and positive word-of-mouth. Consumers are more likely to support, recommend, and feel emotionally connected to companies that demonstrate genuine commitment to environmental sustainability. This reinforces the importance of authenticity in sustainability initiatives, as superficial or purely marketing-driven efforts may not generate the same level of consumer engagement. Active consumer participation in sustainability programs can enhance emotional attachment and advocacy. As a result, companies that integrate eco-friendly practices into their core operations are better positioned to foster lasting relationships with their customers.

Although some individual practices were not found to have strong direct effects, their combined influence contributes significantly to overall consumer perception. This emphasizes the importance of adopting a holistic and integrated approach to sustainability. Companies should ensure that all eco-friendly initiatives are coordinated and communicated effectively to maximize their impact. The synergy between different sustainability efforts can amplify consumer recognition and reinforce positive brand associations. Comprehensive strategies can help companies not only meet environmental goals but also strengthen their competitive advantage in the market.

Overall, the findings underscore the value of eco-friendly business practices in the food chain industry. By prioritizing sustainability and transparently communicating their efforts, companies can enhance consumer trust, loyalty, and advocacy. Effective integration of waste management, energy efficiency, and sustainable packaging contributes to a credible and favorable brand image. The study suggests that strategic and visible sustainability initiatives are essential for long-term success. Companies that embrace environmental responsibility are likely to achieve stronger market positioning while contributing positively to societal and ecological well-being.

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