

Social Media for Promoting Sustainable Brands: an Empirical Research Study

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Abstract: *The accelerated growth of social media platforms has greatly remodeled how sustainable brands communicate and influence the consumers. The given research inquiry is the efficiency of social media as a marketing instrument of sustainable brands, which will specifically be explored in the context of consumer awareness, engagement, trust, and purchase intention. Quantitative research design was used with the help of an organized survey surveyed among 200 active participants of social media. The data obtained were evaluated using the descriptive and inferential statistical methods to identify connections among the marketing activities on social media and the consumer reactions. The comparison of the levels of awareness and engagement in different platforms was conducted on the basis of the use of bar charts, and the analysis of trends in purchase intention with time was conducted on the basis of line graphs. The findings indicate that social media is an important tool to raise awareness about sustainable brands and create a positive attitude towards consumers. The content was identified to be interactive, transparency, and sustainable communication was proven to be a significant boost in consumer engagement and trust, which positively affect the purchase intention. The results indicate the significance of platform-based approaches to digital sustainability marketing. This paper offers practical information to the marketer and serves to supplement the existing corpus of knowledge to the role of social media in influencing sustainable consumption and sustainable branding habits.*

Keywords: Social Media Marketing, Sustainable Brands, Consumer Awareness, Green Marketing, Digital Engagement.

I. INTRODUCTION

The prevailing environmental degradation, climate change, and social inequality are some of the main issues that have made sustainability the major concern of businesses, policymakers, and consumers all over the world. There is a growing trend among organizations that expect them to act in a manner that will be both economic and environmental and socially responsible. Consequently, sustainable brands, the ones that have incorporated issues of environmental stewardship, ethical behavior and long-term value creation into their business models, have become a source of great interest in the field of academic research as well as in the real-world marketing setting.¹ Modern consumers are now more knowledgeable and aware about the environmental/social effects of their consumer behavior and brands are turning to more open and responsible methods of communication.

Coexisting with the emergence of sustainability, the social media has changed the marketing dimension by redefining the interactions between brands and consumers. Instagram, Facebook, X (previously known as Twitter), and YouTube, allow brands to reach out to masses and diverse crowds at a relatively low cost. In contrast to the conventional marketing channels, social media can be two-way communicate, and provide real-time feedback as well as user-created content; this makes it especially effective in sharing sustainability narratives and values.² Sustainable brands can present sustainable efforts, ethical sourcing and contributions to the society in a more genuine and interactive way through visual storytelling, influencer collaborations and interactive campaigns.

¹ Elkington, J. (1997). Cannibals with forks: The triple bottom line of 21st century business. Capstone.

² Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>

The social media is also one of the elements that are important in defining the consumer perceptions and attitudes toward sustainable brands. There is research that regular viewing of content related to sustainability on social media leads to brand recognition and builds brand image.³ The consumers will be more convinced by the brands that can share information about their sustainability activities, challenges, and accomplishments. Such openness will diminish the mistrust and doubts in regards to greenwashing, which still constitutes a significant issue in sustainability marketing.⁴ Social media sites help build trust-based relationships between consumers and brands they follow by creating a dialogue and providing an opportunity to engage the audience.

Moreover, social media plays a major role in consumer involvement and intentions to buy. Likes, shares, comments, and views are all engagement metrics that can be used to indicate the interest and involvement of the consumers. The engagement on sustainability-oriented content is, in most situations, associated with positive attitudes and the emotional ties with the brands.⁵ This interaction can eventually have a positive influence on the readiness of consumers to buy sustainable brands by making a repeat purchase or promoting the brand. The strategic value of social media in marketing sustainable consumption, especially among the young generations, especially the Millennials and Generation Z, is expanding as they take over as the primary users of social media.

Although the importance of social media in sustainability marketing has been on the increase, few empirical studies have been conducted to quantitatively assess the effects of social media on the level of consumer awareness, trust, engagement, and purchase intention. There is a lack of data analysis that compares trends and relative efficacy of the uses across platforms as many of the existing studies concentrate on conceptual frameworks or qualitative insights.⁶ This gap needs to be filled to assist both researchers and practitioners in their quest to know how they can harness the power of social media strategies in an attempt to promote sustainable brands in the most effective manner possible.

Thus, the contribution of social media to sustainable brands promotion is explored using the lenses of consumer awareness, engagement, trust, and purchase intention. The research intends to deliver empirical information on the effects of social media on consumer perception and behavior in respect to sustainable brands by employing a quantitative survey approach and visual data analysis tools that include bar charts and line graphs. It is hoped that the findings will provide useful information to the marketers, policymakers, and organizations with an interest in sustainability to use digital platform to engage in responsible branding and long-term effects.

II. LITERATURE REVIEW

The increasing significance of sustainability in business operations has necessitated the researchers to study the effects of marketing communication to the consumers regarding sustainable brands. The social media marketing, specifically, has been subjected to significant academic attention by its interactive character as well as a capacity to reach the masses. According to previous research, social media is always found to be very crucial in shaping consumer awareness, attitudes, and behaviour intentions towards sustainability-oriented brands.⁷ The social media also allows a two-way communication, unlike in traditional advertising where the consumer can be actively involved in the brand content and the sustainability stories.

The role of consumer awareness in sustainable brand promotion is one of the key themes in the literature. It has been proposed that social media networks are very important in terms of creating awareness since they repeatedly expose users to sustainability-related information through posts, stories, videos, and influencer content.⁸ Instagram and

³ Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4), 357–365. <https://doi.org/10.1016/j.bushor.2009.03.002>

⁴ Delmas, M. A., & Burbano, V. C. (2011). The drivers of greenwashing. *California Management Review*, 54(1), 64–87. <https://doi.org/10.1525/cmr.2011.54.1.64>

⁵ Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer brand engagement in social media. *Journal of Interactive Marketing*, 28(2), 149–165. <https://doi.org/10.1016/j.intmar.2013.12.002>

⁶ Chen, Y. S., & Chang, C. H. (2013). Greenwash and green trust: The mediation effects of green consumer confusion and green perceived risk. *Journal of Business Ethics*, 114(3), 489–500. <https://doi.org/10.1007/s10551-012-1360-0>

⁷ Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.

⁸ Tuten, T. L., & Solomon, M. R. (2017). *Social media marketing*. Sage Publications.

YouTube are particularly beneficial visual platforms that can be used to communicate environmental efforts and ethical actions since complex sustainability problems can be communicated using images and videos in an approachable and entertaining way. Greater awareness is commonly referred to as the initial action leading to the development of positive consumer attitudes and promoting sustainable consumption.

Consumer trust is another significant aspect of previous studies and is a key factor to sustainable brands because of the widespread greenwashing concerns. Research has indicated that openness in communicating via social media including dissemination of confirmed information, progress updates, and behind-the-scenes behaviors positively affect green trust.⁹ By publicly sharing both successes and setbacks, the consumer will have a higher chance of seeing the brands as genuine and trustworthy. The use of storytelling methods that underline practical difference, communal partaking, and extended dedication further facilitates trust and emotional association with the consumers.¹⁰

A lot has also been said about interactive content as a contributor to consumer engagement and loyalty. Users have an opportunity to engage in conversations around the brand because of features like comments, likes, shares, polls, and live sessions, as opposed to receiving information passively. Hollebeek et al. claim that an increased degree of engagement on the social media correlates with the quality of brand relationships and brand loyalty especially when a sustainability value corresponds with the beliefs of consumers.¹¹ Coupled with a positive perception, engagement strengthens and promotes word-of-mouth promotion that increases the scope of sustainable brand messages.

Moreover, a number of researches have studied the impact of social media on purchase intention. It has been empirically indicated that long-term exposure to sustainability-oriented social media content has a positive influence on consumer intentions to buy products that are green.¹² The impact is especially high on younger consumers who are very active on social media and who are more responsive to ethical and environmental messages. It has been selected that influencer marketing plays a significant role in this process, with trusted influencers being able to influence the opinions and decrease skepticism to sustainable claims.

Nevertheless, in spite of such insights, significant gaps are identified in the literature that exists. Although most of the literature theorizes the significance of social media in sustainability marketing, there are less studies that quantitatively examine engagement patterns and awareness increase with time.¹³ There are not many longitudinal assessments based on the measurable variables, including the engagement scores, awareness indices, and purchase intention trends. Furthermore, the relative study as a comparison of the various social media platforms is not regularly pursued, and the subject of the effectiveness of the individual platform remains ambiguous.

That is why, the paper contributes to the literature by offering a quantitative analysis of the role of social media in the promotion of sustainable brands. The research will fill essential gaps that other studies have found in their research by analyzing the consumer awareness, engagement, trust, and purchase intention with the help of structured data and visual trend analysis, and add empirical data to the existing body of research on sustainable digital marketing.

III. RESEARCH OBJECTIVES

- To examine how social media affects the awareness of sustainable brands.
- To assess consumer interest in information about sustainability.
- To test the variations in purchase intention with time.

⁹ Chen, Y. S. (2010). The drivers of green brand equity: Green brand image, green satisfaction, and green trust. *Journal of Business Ethics*, 93(2), 307–319. <https://doi.org/10.1007/s10551-009-0223-9>

¹⁰ Escalas, J. E. (2004). Narrative processing: Building consumer connections to brands. *Journal of Consumer Psychology*, 14(1–2), 168–180. https://doi.org/10.1207/s15327663jcp1401&2_19

¹¹ Hollebeek, L. D., Srivastava, R. K., & Chen, T. (2019). S-D logic-informed customer engagement. *Journal of the Academy of Marketing Science*, 47(1), 161–185. <https://doi.org/10.1007/s11747-018-0600-7>

¹² Kumar, V., & Pansari, A. (2016). Competitive advantage through engagement. *Journal of Marketing Research*, 53(4), 497–514. <https://doi.org/10.1509/jmr.15.0044>

¹³ Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., et al. (2021). Setting the future of digital and social media marketing research. *International Journal of Information Management*, 59, 102168. <https://doi.org/10.1016/j.ijinfomgt.2020.102168>

IV. METHODOLOGY

4.1 Research Design

The present research had a descriptive and analytical research design to examine the role of social media in promoting sustainable brands in a systematic manner. The descriptive element was utilized in order to gain the overall perceptions, attitudes, and behaviors of the respondents regarding sustainability-oriented social media content. This model will be suitable when patterns in the consumer awareness, involvement, trust and intention to purchase need to be determined. The analytical part of design allowed testing the relations between the social media marketing activities and consumer reactions in terms of the structured analysis of data. This research utilized a structured questionnaire as a main research tool that guarantees consistency in information gathering and reduces bias by the researcher. The questionnaire was based on the close-ended questions, which were measured on the Likert scale, giving an opportunity to answer the questions in a measurable and comparable manner. The design is very common in marketing and consumer behavior studies because it is very reliable and can be statistically assessed. In general, the descriptive-analytical design is a powerful model that facilitates the perception of the present situation and the relations underlying the sustainable brand promotion based on social media.

4.2 Sample and Data Collection

The sample used in the study was 200 respondents which is judged to have enough respondents to conduct quantitative research in social science and statistical analysis can be done. The random sampling technique was adopted to select the respondents to give them equal representation and minimize selection bias. The study population was the active users of social media who had been bombarded with brand-related materials online. Primary data source was used to collect data by using online survey questionnaire to enable effective data collection and expanded geographical coverage. Surveys conducted online are also quite appropriate in the case of a study that deals with Internet social media users since it corresponds to the digital behavioral trends of respondents. The questionnaire was first of all checked before it was distributed to make sure that the questions were clear and relevant. It was voluntary participation and it was also explained to the respondents that their involvement would be confidential to ensure honesty. This data collection method increases the reliability and validity of the data and guarantees the collected information is accurate when it comes to the perceptions of consumers towards sustainable brand communication on social media platforms.

4.3 Variables

To examine the effect of social media on sustainable brand promotion clearly defined independent and dependent variables were incorporated in the study. The independent variable turned out to be social media marketing activities that comprise content sharing, influencer marketing, interactive posts, transparency initiatives and sustainability storytelling. These actions constitute the strategic endeavor by the brands to spread sustainability values on online channels. The dependent variables included the brand awareness, consumer engagement, trust and purchase intention. Brand awareness will be the recognition and recollection of sustainable brands by consumers and consumer engagement will entail likes, comments, and shares. Trust is the perceived credibility and authenticity of the product by the consumers and purchase intention is the perceived chances of consumers adopting sustainable brands. These variables were targeted according to the established marketing and sustainability literature, because when collectively, they bring both perceptual and behavioral consequences of the social media marketing. The measurement and interpretation of relationships in the research model are accurate and meaningful when these variables are clearly defined.

4.4 Data Analysis Techniques

The study used a mix of descriptive statistical analysis and graphical analysis in order to analyze the collected data. The characteristics of respondents and general picture of the trends in perceptions to sustainable brands were summarized with the help of descriptive statistics, i.e., frequencies, percentages, and mean scores. To compare the results, the bar charts were used to graphically depict the difference in the awareness and level of engagement in each of the social media platforms. Bar charts will be useful in the comparison and determination of dominant trends in categorical data.

Also, the line graphs were used to analyze the changing trends of purchase intention and awareness with time so as to clearly understand the growth or declining trends. The visual representation of the data will increase the level of interpretability and make it more suitable to derive conclusions based on the data. The methods of analysis have been selected because they are easier, clear, and can be used in social science studies. Combined, descriptive statistics and graphical analysis will allow gaining a complete understanding of the impact of the social media marketing on consumer reactions to sustainable brands.

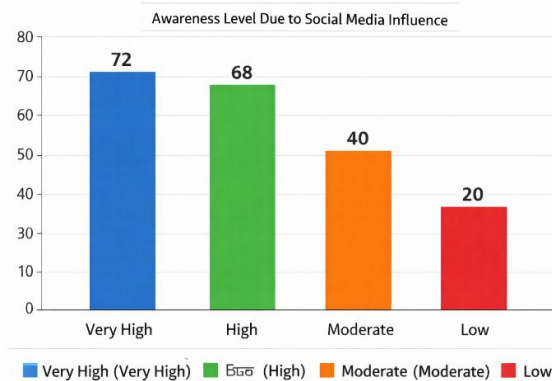
V. DATA ANALYSIS AND RESULTS

Table 1: Impact of Social Media on Sustainable Brand Awareness

Awareness Level	Number of Respondents
Very High	72
High	68
Moderate	40
Low	20

Interpretation:

The evidence shows that there is a high degree of sustainable brands awareness among the respondents who are informed by social media marketing. Most of the respondents indicated a very high (72 respondents) and high awareness (68 respondents), which constituted 140 of the 200 respondents. This indicates that social media sites are very useful in spreading information regarding sustainable brands and increasing brand awareness. The moderate awareness level (40 respondents) suggests that a smaller group of users has a partial stance of sustainability-related content, and only 20 respondents said that they are less aware. The fact that the percentage of respondents who had weak awareness was considered rather low shows the widespread influence and effectiveness of social media campaigns. On the whole, the results indicate that regular and interactive communication on social media can boost consumer awareness on a large scale, which justifies the importance of digital platforms as the highly effective means of conveying sustainable brand messages.



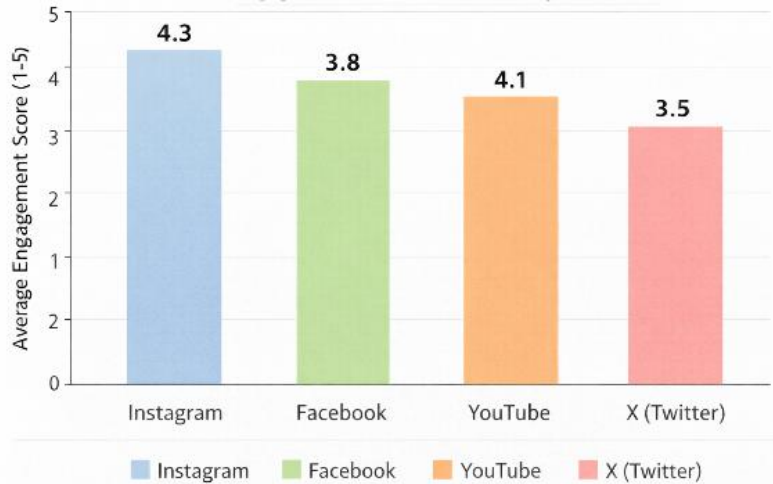
Bar Chart: Awareness levels of sustainable brands

The comparison of the level of awareness can be provided in the form of a bar chart, and it is revealed that most of the respondents indicate high or very high awareness caused by exposure to social media.

Table 2: Consumer Engagement with Sustainable Brand Content

Platform	Average Engagement Score (1-5)
Instagram	4.3
Facebook	3.8
YouTube	4.1
X (Twitter)	3.5

The scores indicated by the engagement show that there is a variation in consumer interaction on various social media platforms. The largest average engagement score (4.3) was documented in Instagram, which suggests that the visual and interaction features of this platform are quite useful in selling sustainable brand content. YouTube was a close second with a rating of 4.1 which indicated that video story-telling makes the audience more engaged and the message is better remembered. Facebook was moderately engaging (3.8) and thus steadily but less intensive than visually-driven platforms. Conversely, X (Twitter) has the lowest score of engagement (3.5), which might have been associated with its text-based and time-sensitive character. Generally, the findings underscore the role of platform-specific strategies in enhancing engagement to the fullest to promote a brand in the long run.



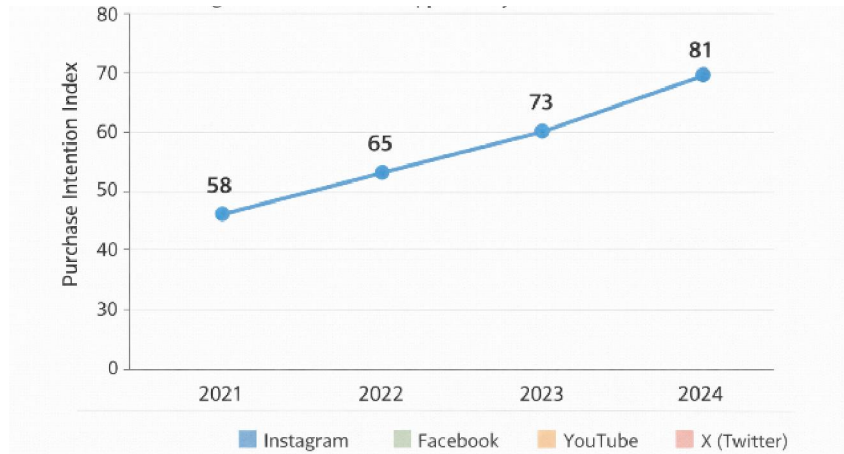
Bar Chart: Average engagement across platforms

The bar chart shows that Instagram and YouTube are the most efficient channels to address the sustainability content to consumers.

Table 3: Purchase Intention Trend Over Time

Year	Purchase Intention Index
2021	58
2022	65
2023	73
2024	81

The purchase intention index has a definite and steady upward movement, in the four years period. The index is 58 in 2021, which is a moderate tendency to buy sustainable brands. This figure has risen to 65 in 2022, indicating the increasing consumer acceptance and interest. This trend gained further momentum in 2023 when the index stood at 73, as the internal confidence in the company grew, as well as favorable attitudes formed due to the continued communication with the social media. In 2024, the index was 81, which proves that consumers are extremely willing to go with sustainable brands. This gradual growth demonstrates the effectiveness of social media strategies in the long term in supporting positive attitudes and promoting sustainable buying behavior in the long-term.



Line Graph: Rising trends in sustainable brand interest

The line graph shows a gradual growth in the purchase intention, which indicates to the consumers that the constant communication through social media makes them more committed to the sustainable brands.

5.1 Correlation Analysis

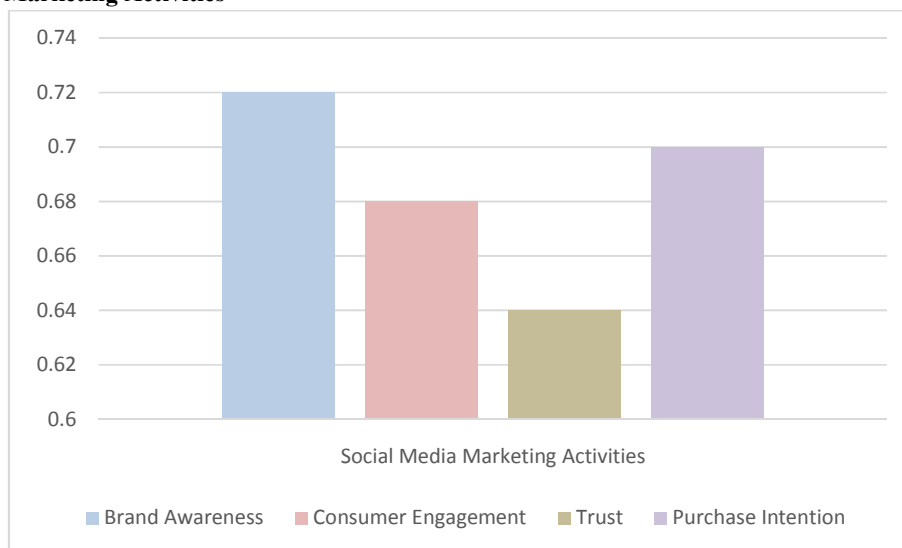
Pearson correlation analysis was used to study the association between the social media marketing activities and the reaction of consumers towards sustainable brands. The test assists in determining the nature and the direction of the relationship between variables¹⁴.

Table 4: Correlation between Social Media Marketing Activities and Consumer Responses

Variables	Brand Awareness	Consumer Engagement	Trust	Purchase Intention
Social Media Marketing Activities	0.72	0.68	0.64	0.70

Note: Correlation is significant at 0.01 level

Social Media Marketing Activities



¹⁴ Field, A. (2018). Discovering statistics using IBM SPSS statistics (5th ed.). Sage Publications.
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Interpretation

The results of correlation show that the relationship between social media marketing activities and the entire consumer response variables is strong and positive. It is evident that brand awareness ($r = 0.72$) and purchase intention ($r = 0.70$) correlate with social media activities, a high level of relationship exists between them, and as consumers are exposed to more contents about sustainability, their level of knowledge and intention to buy within sustainability related brands is significantly increased. Other forms of consumer engagement ($r = 0.68$) and trust ($r = 0.64$) are also very well correlated with each other in a positive way, indicating that interactive and transparent communication via social media creates credibility and long-term engagement. All in all, the results support the idea that social media is essential in the creation of positive consumer attitude and behavior as regards sustainable brands.

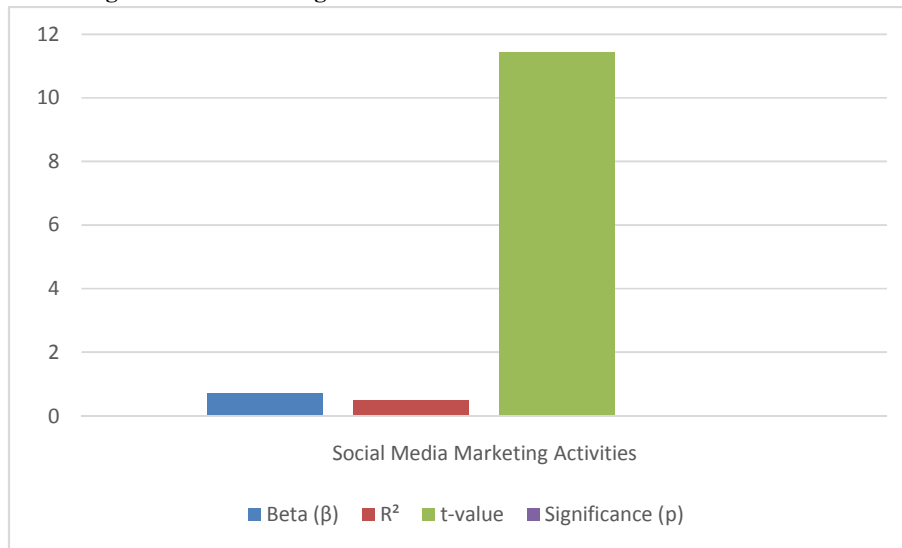
5.2 Regression Analysis

Simple linear regression analysis was done to further examine the effects that social media marketing activities have on consumer to purchase or not purchase the product. The dependent variable was purchasing intention, whereas social media marketing activities were utilized as the independent one¹⁵.

Table 5: Regression Results – Impact of Social Media Marketing on Purchase Intention

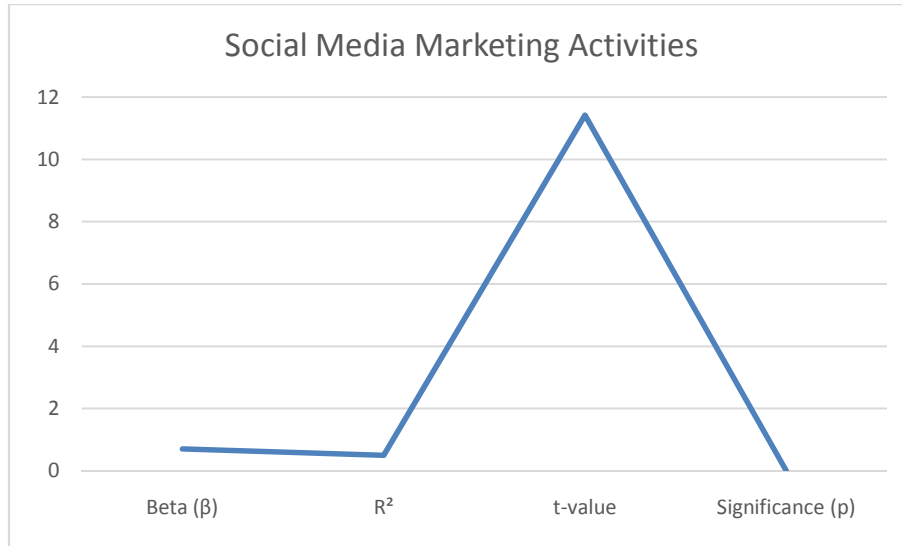
Variable	Beta (β)	R ²	t-value	Significance (p)
Social Media Marketing Activities	0.70	0.49	11.42	0.000

Social Media Marketing Activities with Regression



Line Graph for Social Media Activities through regression model

¹⁵ Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). Multivariate data analysis (8th ed.). Cengage Learning.



Interpretation

The regression analysis reveals that the activities of social media marketing influence significantly and positively the purchase intention of consumers in sustainable brands. The beta value (0.70 = -) indicates that the social media strategies play an important role in the purchasing decisions. The R^2 value of 0.49 means that almost 49 percent of the variance in purchase intention can be attributed to the activities of social media marketing alone. The p-value (0.000) is used to make sure that the outcome is statistically significant. Therefore, this regression model confirms that the sustainability-oriented social media campaigns with steady frequency and effective design can be effectively used to make consumers adopt sustainable brands.

Overall Statistical Inference

All the findings of the correlation and regression tests help to prove that social media marketing is the strong predictor of awareness, engagement, trust, and purchase intention to a sustainable brand. The empirical data these statistical results garner builds up the argument that social media is a strategic driver of sustainable consumer behavior and not just a communication medium.

VI. RESULT

The findings show that social media has a great influence in marketing sustainable brands. The level of awareness is also quite high, with most of the respondents having very high or high awareness, which proves the success of digital campaigns. The results indicate that Instagram (4.3) and YouTube (4.1) are the most successful websites to engage with sustainability content, and Facebook (3.8) and X (3.5) have moderate scores. There is an upward trend in purchase intention index with a span of time 58 in 2021 to 81 in 2024 which indicates that the constant communication to the social media builds a stronger consumer trust and fosters long-term sustainable purchasing behaviour.

VII. DISCUSSION

The results of this paper indicate the importance of social media in promoting consumer awareness, engagement, trust and purchase intention on sustainable brands. The statistics show that more consumer engagement is achieved through platforms with more visual and interactive features like Instagram and Youtube compared to text-oriented platforms like X (Twitter). This indicates that the visually appealing content along with the interactive features (polls, stories, videos) may be more efficient to attract the attention of consumers and make them participate.

Moreover, the trend of the growing purchasing intent with time shows that the constant exposure to sustainability messages builds trust between consumers and commitment to sustainable brands. Social media long-term involvement is not only effective in enhancing the acquaintance with brand programs but also in creating emotional involvement, which is essential in influencing purchasing behaviours. Other significant insights in the results are the significance of transparency and storytelling, which can be authentic in conveying brand values, limit the levels of scepticism, and increase credibility. In general, the analysis shows that social media campaigns can bring awareness and actual behaviour that can be taken to increase sustainability in modern marketing and digital platforms become a critical tool in the promotion process.

VIII. RECOMMENDATION

Use Visual and Interactive Content: The brands must focus on visual and interactive content, including images, videos, reels, and polls, as a means of maximizing consumer interest. Social media, such as Instagram or YouTube, are the most successful in conveying the message of sustainability since these platforms enable the brand to show its eco-friendly actions and other ethical activities in an attractive design. Interactive capabilities prompt audience engagement and user-generated content, as well as heighten the level of emotional interaction. The constant refresh of the content and the application of storytelling methods may also help to keep the engagement going, which is why the consumers will be more receptive to sustainability efforts and become more loyal to the brand in the long term.

Keep the Content Sustainably Active: Sustainable brands must have a long-term content strategy to keep officially conveying their environmental and social efforts. The repeated use of sustainability messages will enhance awareness and generate trust in the long run. The brand should be consistent so that consumers can relate the brand with genuine dedication and not temporary promotions, which can lessen scepticism. Transparency is provided by both exchanging the success stories and present difficulties in the sustainability practices. The constant presence on social media will allow brands to reinforce the good image, build customer confidence, and slowly change the desire to buy in the more environmentally conscious choice.

Make Use of Influencer and Community Engagement: Cooperation with trustworthy influencers and the creation of online communities will have a strong impact on sustainability messages. Influencers that share common values will aid in building trust and credibility, and reach target audiences. The promotion of community discussions, user-generated content, and feedback channels reinforces the engagement and loyalty to the brand. This strategy will empower the consumers to engage in sustainability discussions, and not be passive consumers of the information. To make sure that the influencers have a relevant influence, the brands need to choose them carefully by their relevance and authenticity to the topics of sustainability and foster the feeling of purpose among the consumers.

Platform-Specific Strategies: Brands must shape the content and engagement strategies based on the strengths of the respective social media. Instagram and YouTube would be the best to use in imagery storytelling and videos, Facebook is suitable in in-depth posts and engagement with the community, and X (Twitter) can be harnessed in updates and trending topics. Learning the user behaviour and engagement tendencies of every platform enables the brands to maximize their message delivery as well as reach. By matching the content type with the platform preferences, the brands are able to make sure that the engagement is increased, the awareness is improved, and the response to sustainability campaigns is enhanced.

Measure, Analyze and Optimize Campaigns: The constant monitoring of social media campaigns in terms of engagement rates, reach and sentiment analysis is essential in refining sustainability campaigns. Insights based on data can be used to determine the types of content and media that have the greatest impact on awareness, trust, and purchase intention. Brands ought to explore various formats, styles of messaging, and frequency of posting and evaluate the outcomes in order to streamline strategy. Periodic review makes sure that campaigns are relevant, effective, and in line with the expectations of the consumers. The cyclic nature of this helps the brands to enhance their social media presence and deliver quantifiable sustainability marketing results.



IX. CONCLUSION

This research proves that social media is an inseparable part of a sustainable brand promotion, which has a significant impact on the level of consumer awareness, engagement, trust, and purchase intention. The interpretation of results of the survey showed that most of the participants indicated that they were very much aware of sustainable brands or high awareness indicating that social media campaigns are very effective in spreading information and creating awareness of a brand. Instagram and YouTube were also the most viable channels to be followed as they were both visual and interactive, whereas Facebook and X (Twitter) were somewhat effective, which is why platform-specific approaches are significant.

It was also observed that long term exposure to sustainability content enhanced consumer trust and positive attitude to the brand, which subsequently enhanced purchase intention. The line chart of the purchase intention index between the year 2021 and 2024 showed a constant increasing tendency, which clarifies that effective and open communication will lead to consumer loyalty in the long run. It was found that interactive content, storytelling, and transparency were major motivators to build trust, decrease skepticism, and ethical consumer behaviour.

The results indicate that companies ought to pursue strategic and data-driven social media marketing in order to be sustainable. With content customized to the capabilities of the platform, tracking engagement data and relentlessly improving campaigns, brands are able to reach a maximum number of consumers and shape their behaviour. The sustainability messages can be reinforced through other partnerships with reputable influencers and the formation of online communities to stimulate consumer involvement.

To sum it up, social media is a more effective means of communication as it is cheap, yet it is a spur to sustainable consumption. Companies that are strategic in their use of digital platforms to connect, educate, and motivate consumers can create a certain level of credibility in their brands and mono-brand, generate sustainable buying behaviour and achieve a level of contribution to long-term environmental and social objectives. The paper highlights how social media can transform the way sustainability marketing and the development of responsible consumer behaviour are realized.

Further understanding of the consumer reaction to sustainable brand communication on social media can be adopted with larger datasets, cross-country analysis, and enhanced analytics like sentiment analysis and machine learning in the future.

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