

# THE ROLE OF SOCIAL MEDIA IN THE IMPLEMENTATION OF SUSTAINABLE MARKETING: CONSUMER BEHAVIOR, BRAND ENGAGEMENT, AND GREEN CONSUMPTION

IVA GREGUREC, ANA KUTNJAK,

MAGDALENA KUŠTELEGA

University of Zagreb, Faculty of Organization and Informatics, Varaždin, Croatia  
igregurec@foi.unizg.hr, akutnjak@foi.unizg.hr, mkustele2@foi.unizg.hr

Many companies integrate sustainable business practices into their marketing strategies, enhancing supply chain management, product development, and decision-making. The growing use of social media has facilitated green advertising, enabling knowledge exchange and awareness. This study examines the impact of social media on sustainable marketing, focusing on consumer behavior, brand engagement, and green consumption. It aims to determine how digital technologies, social media actors, and interactions support sustainable marketing within companies. A literature review of Scopus and Web of Science databases identifies key trends and empirical findings in the researched field. Results highlight that social media promotes eco-friendly products, raises environmental awareness, and fosters engagement through influencer marketing. Findings suggest that sustainable brand positioning via social media enhances consumer trust and loyalty, while digital marketing interactions significantly influence green purchasing decisions. Additionally, the accessibility and interactivity of social media content shape consumer attitudes toward sustainable brands. Study limitations include the exclusive use of two databases and a restricted publication timeframe. Practical implications suggest that companies should strategically leverage social media to educate and engage consumers in sustainability. This research contributes to sustainable marketing by illustrating how digital technologies drive environmental, social, and economic responsibility while fostering consumer participation.

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## 1 Introduction

Sustainability has become a crucial global priority, driven by the urgent need to address environmental degradation, resource depletion, and climate change (Vilkaite-Vaitone, 2024). Governments, companies, and consumers are increasingly recognizing the importance of adopting sustainable practices to reduce the negative impact of economic activities on the planet (Adwan & Altrjman, 2024). As societies transition towards greener economies, companies are expected to integrate sustainability into their operations, ensuring long-term environmental, social, and economic responsibility (Yadav et al., 2018). This shift is not only necessary for regulatory compliance but also for maintaining competitiveness in markets where consumers are becoming more environmentally conscious. Within this context, marketing plays a pivotal role in promoting sustainable behaviors and fostering consumer engagement with green products and services. Sustainable marketing goes beyond traditional promotional strategies by integrating ecological and ethical considerations into branding, communication, and consumer relations (Oka & Subadra, 2024). Social media, as a powerful digital tool, has transformed how companies engage with consumers, providing an interactive platform to educate, influence, and encourage sustainable consumption (Bryla et al., 2022). Given the increasing reliance on digital communication, it is essential to explore the role of social media in implementing sustainable marketing strategies, shaping consumer behavior, and strengthening brand engagement in the sustainability-driven marketplace.

This study aims to determine how digital technologies, social media actors, and interactions contribute to sustainable marketing within companies, emphasizing the role of social media in its implementation. This paper is structured as follows: following the introduction, the research methodology is described, followed by the presentation of the main research findings. The author's interpretation of the results and the key conclusions are systematically summarized in the final chapter.

## 2 Methodology

The literature search was conducted on February 2nd, 2025, across two databases: Scopus and Web of Science (WoS). To ensure a comprehensive yet focused search, the following search query was applied: (*"sustainable marketing"* AND *"social media"*)

within TITLE-ABS-KEY fields in Scopus and the TOPIC field in WoS database. The initial search retrieved 44 results from Scopus and 31 from WoS. To capture the most recent trends, findings, and discussions in the field, only papers published in 2024 and 2023 were taken into consideration, which resulted in 23 papers from Scopus and 8 from the WoS database. The selected papers were analyzed to identify key topics, trends, and empirical findings related to the impact of social media on sustainable marketing. The review process consisted of three main stages: i) *content screening*: where titles, abstracts, and keywords were reviewed for relevance; ii) *full-text evaluation*: in which articles that met the inclusion criteria were thoroughly examined to extract relevant findings; iii) *synthesis and thematic categorization*: where the extracted data was systematically categorized and linked to the research question and study objectives. Following the review process, 17 papers that fully aligned with the topic were included, while others were excluded from the analysis due to irrelevance, duplication in the databases, or unavailability.

### 3 Results

The research objective and research question served as a foundation for guiding the authors toward relevant findings. Since the main aim of this scientific paper is to examine the role of social media in the implementation of sustainable marketing, six key themes were identified from analyzed secondary data. These themes, explored by various researchers, include corporate social responsibility, green consumption, consumer behavior, sustainable marketing, brand engagement, and influencer marketing (Table 1).

*Corporate social responsibility* (CSR) practices, particularly environmental and social CSR, have a significant impact on consumer purchasing intentions (Chan et al., 2024). The findings of Adwan & Altrjman (2024) suggest that marketing managers play a crucial role in aligning overall business strategies with sustainability initiatives, ensuring that CSR efforts build consumer trust and provide a competitive advantage. Similarly, Khan et al. (2024) highlight the strong connection between sustainability, product innovation, and responsible marketing, emphasizing the growing importance of CSR and stakeholder engagement.

*Green consumption* is highlighted in the study of Armutcu et al. (2024). In their study authors emphasize the strong impact of social media and digital marketing on green food purchasing behavior. Similarly, the role of social media in promoting sustainable consumption is also noted by Vilkaite-Vaitone (2024) and Chan et al. (2024). The authors highlighted social media's role as a key communication channel for sustainability efforts. Oka & Subadra (2024) suggest that digital tools enhance cultural preservation, environmental sustainability, and economic benefits, particularly in eco-tourism. Sustainable advertisements and user-generated content also play a crucial role in green consumption (Caratù et al., 2024). Studies by Adwan & Altrjman (2024), Parra et al. (2024) and Wang & Li (2024) highlight the significant impact of green advertising, with higher online engagement linked to sustainability-related content (Dash et al., 2023). Chan & Imad (2024) explore how social media influences consumer decisions to revisit green resorts, showing that content sharing and accessibility enhance a destination's green image and consumer behavior. Arora et al. (2023) emphasize the role of companies in labeling eco-friendly products and noting that social media, with its extensive reach, effectively promotes sustainable products and addresses environmental challenges through green consumerism.

*Consumer behavior* is the most frequently discussed topic in the analyzed scientific papers. Social media platforms play a crucial role in raising consumer awareness (Armutcu et al., 2024; Chan & Imad, 2024), facilitating information exchange, influencing purchasing decisions (Vilkaite-Vaitone, 2024), driving engagement (Khan et al., 2024; Mohammad et al., 2024; Wangsa & Sin, 2024), fostering commitment (Khalid et al., 2024) and promoting sustainable consumption (Chan et al., 2024; Wang & Li, 2024). Additionally, social media enhances visibility and engages consumers in the purchasing process (Oka & Subadra, 2024). Caratù et al. (2024) highlight that Millennials and Generation Z engage more with eco-fashion brands, with sustainable ads capturing their attention earlier and for longer, ultimately leading to purchases. Adwan & Altrjman (2024) emphasize the impact of brand perception on consumer behavior. Dash et al. (2023) show that social media influences and encourages action on environmental issues. Arora et al. (2023) emphasize that social networks effectively promote sustainable products and address environmental challenges through green consumerism.

Armutcu et al. (2024) illustrated the role of *sustainable and digital marketing strategies* in green promotions, a concept also underscored by Caratù et al. (2024) and Chan & Imad (2024). Adwan & Altrjman (2024) emphasized the development of sustainability plans as a tool for communication and decision-making, while Chan et al. (2024) and Khan et al. (2024) explored the role of user-generated content and ethical business practices. The promotion of digital growth is highlighted in the studies of Lin et al. (2023) and Walhidayat et al. (2024), while Dash et al. (2023) and Parra et al. (2024) focus on encouraging responsible consumption. Oka & Subadra (2024) warn that social media platforms serve as powerful branding and promotional tools, helping to increase visibility, engage tourists, and strengthen sustainable tourism strategies.

Khalid et al. (2024) emphasize the critical role of *brand engagement* and sustainability marketing in strengthening the green brand image (Chan & Imad, 2024; Wang & Li, 2024; Wangsa & Sin, 2024), driving consumer engagement (Mohammad et al., 2024), fostering brand loyalty (Caratù et al., 2024; Khan et al., 2024; Oka & Subadra, 2024), and enhancing consumer commitment. Findings by Chan et al. (2024) suggest that consumers prefer brands demonstrating ecological responsibility and ethical business practices, which influence their trust and emotional connection to the brand. The study by Adwan & Altrjman (2024) highlights the significant impact of brand perception on green advertising and consumer purchase behavior, showing that higher online engagement with sustainability-related content leads to stronger brand loyalty. Lin et al. (2023) highlight that integrating brand equity into a company's strategic concept is crucial for achieving competitive and sustainable brand development.

*Influencer marketing* plays a crucial role in targeting consumers (Armutcu et al., 2024). By leveraging their credibility and broad audience reach, influencers shape consumer behavior and promote sustainable consumption (Vilkaite-Vaitone, 2024). Findings indicate that influencer marketing positively impacts the cognitive, affective, and conative aspects of sustainable purchasing decisions, reinforcing the idea that authenticity and trust in influencers enhance their effectiveness. Additionally, influencer endorsements (Caratù et al., 2024) are important in promoting green consumption. Furthermore, collaboration between marketing experts and influencers improves communication with the target audience on social media platforms (Dash et al., 2023).

Table 1: Research findings

<i>Authors</i>	<i>Findings</i>					
	<i>Corporate social responsibility</i>	<i>Green consumption</i>	<i>Consumer behavior</i>	<i>Sustainable marketing</i>	<i>Brand engagement</i>	<i>Influencer marketing</i>
(Armutcu et al., 2024)		X	X	X		X
(Vilkaite-Vaitone, 2024)		X	X			X
(Khalid et al., 2024)			X		X	
(Chan et al., 2024)	X	X	X	X	X	
(Oka & Subadra, 2024)		X	X	X	X	
(Caratù et al., 2024)		X	X	X	X	X
(Adwan & Altrjman, 2024)	X	X	X	X	X	
(Mohammad et al., 2024)			X		X	
(Chan & Imad, 2024)		X	X	X	X	
(Khan et al., 2024)	X		X	X	X	
(Walhidayat et al., 2024)				X		
(Parra et al., 2024)		X		X		
(Wang & Li, 2024)		X	X		X	
(Wangsa & Sin, 2024)			X		X	
(Dash et al., 2023)		X	X	X		X
(Arora et al., 2023)		X	X			
(Lin et al., 2023)				X	X	
<b>SUM</b>	<b>3</b>	<b>11</b>	<b>14</b>	<b>11</b>	<b>11</b>	<b>4</b>

Source: Author's work

#### 4 Discussion and conclusion

*Consumer behavior* emerges as the most prominent theme covered in the defined search query, appearing as a key concept in a total of 14 scientific papers (82%). Following this, *green consumption*, *sustainable marketing*, and *brand engagement* rank second, each featured in a total of 11 scientific papers (65%). Themes related to *influencer marketing* (4 scientific papers, 24%) and *corporate social responsibility* (3 scientific papers, 18%) hold the third and fourth positions. The findings highlight that promoting consumer awareness and engagement is key to advancing corporate social responsibility (CSR) practices. Social media plays a crucial role in implementing

sustainable and digital marketing strategies, boosting business visibility, fostering green consumption, and strengthening brand loyalty. Additionally, influencer marketing is particularly effective for targeting consumers, while social media's impact on sustainable marketing is most evident in shaping consumer behavior.

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