

ROLE OF SOCIAL MEDIA IN SHAPING CONSUMER ATTITUDES TOWARD GREEN PRODUCTS

Monika Mehjabeen Tisha¹

Senior Lecturer, Department of Business Administration
Bangladesh University, Dhaka, Bangladesh

e-mail: monika.tisha@bu.edu.bd

ORCiD id: 0009-0004-3303-0596

Md. Mokshud Ali²

Associate Professor, Department of Business Administration
Bangladesh University, Dhaka, Bangladesh
e-mail: md.mokshudali@gmail.com
ORCiD id: 0000-0001-9335-485X

Farjana Salam³

Assistant Professor, Department of Business Administration
Bangladesh University, Dhaka, Bangladesh
e-mail: farjana.salam@bu.edu.bd
ORCiD id: 0009-0008-1548-4964

Shaira Moutusi⁴

Lecturer, Department of Business Administration
Bangladesh University, Dhaka, Bangladesh
e-mail: shaira.moutushi@bu.edu.bd
ORCiD id: 0009-0003-3112-2238

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ABSTRACT

This study investigates the pivotal role of social media in influencing customer attitudes toward eco-friendly products, emphasizing the impact of digital platforms on sustainable consumer behavior. Social media has become a potent instrument for disseminating awareness of sustainable practices, enhancing consumer engagement, and advocating for the acquisition of eco-friendly products. This research examines the influence of social media content and campaigns on customer perceptions and purchasing decisions related to green products, emphasizing the elements that foster consumer trust, including transparency and influencer credibility. The objective of the study is to elucidate the correlation among social media interactions, consumer trust, and sustainable consumption behaviors. The study emphasizes that social media is crucial for enhancing consumer knowledge, shaping buying intentions, and fostering confidence in sustainable products. The study's results indicate that social media influencers, user-generated content, and transparent communication substantially influence consumer behavior. Moreover, social media platforms facilitate instantaneous involvement, allowing consumers to contact with firms, pose inquiries, and express concerns, thereby strengthening their dedication to sustainability. Notwithstanding the beneficial impact of social media, the study reveals deficiencies in consumer awareness and persistent mistrust concerning the veracity of sustainability

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assertions, underscoring the necessity for transparent and credible information. The research enhances both scholarly literature and practical implementations by providing insights into how digital platforms may promote sustainable consumption and refine green branding tactics. The research indicates that utilizing social media's influence for transparency, education, and consumer participation will be crucial in advancing sustainable practices. The study recognizes its limitations and proposes that subsequent research might further examine the long-term effects of social media on consumer loyalty to eco-friendly products and analyze the influence of upcoming platforms like as TikTok and Instagram Reels on promoting sustainable purchase

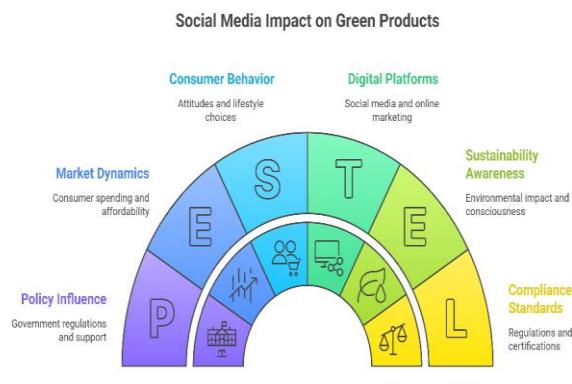
1 INTRODUCTION

The influence of social media on customer perceptions of green products is complex and substantial, as demonstrated by several research. Social media platforms function as potent instruments for disseminating information regarding green consumption, so augmenting consumer awareness and shaping purchase decisions. Tian (2024) elucidates that social media's extensive reach and participatory characteristics enhance awareness of green consumption, hence fostering a transition to sustainable consumption behaviors (Tian, 2024). Pop, Săplăcan, and Alt (2020) illustrate that social media influences consumer motivations and purchase intentions regarding green cosmetics, with the Theory of Planned Behavior clarifying social media's role as an informational source that shapes consumer attitudes and motivations (Pop, Săplăcan, and Alt, 2020). Putri's study indicates that social media marketing positively impacts customer attitudes and perceived effectiveness regarding ecofurniture, thus affecting purchase intentions (Putri, 2025). Swapna and Srinivas investigate how social media marketing methods, such as influencer endorsements and user-generated content, profoundly affect consumer preferences for organic products (Swapna & Srinivas, 2025). These techniques not only inform consumers but also instill a sense of urgency regarding the environmental advantages of selecting eco-friendly items.

The engagement between consumers and brands on social media cultivates a profound connection and a sense of responsibility, hence enhancing consumer dedication to sustainability. Social media serves as a venue for brands to disseminate success stories, testimonials, and case studies, rendering the notion of

green consumption more relatable and actionable for the audience. Moreover, social media facilitates real-time interaction, enabling consumers to pose inquiries, express concerns, and participate in dialogues regarding sustainability practices. This bilateral communication fosters trust and promotes a better-informed decision-making process. Kane, Chiru, and Ciuchete (2012) examine how Facebook might significantly impact eco-conscious customer attitudes and behaviors in diverse ecological product categories, addressing challenges including elevated costs and limited awareness (Kane, Chiru, and Ciuchete, 2012). Social media functions as

Figure 1: Social Media Impact on Green Products



a medium for firms to enhance transparency in their production processes, therefore enabling consumers to make educated decisions based on the sustainability attributes of the items they purchase. These studies collectively highlight the crucial role of social media in cultivating environmentally conscious customer behavior and advancing green products across several sectors. The increasing impact of social media indicates

that it will persist in significantly influencing sustainable consumer decisions in the future.

The influence of social media on consumer perceptions of eco-friendly products is becoming increasingly important, as demonstrated by several research. Tian (2024) asserts that social media amplifies awareness of green consumption, hence affecting consumer decisions through immediate connection and involvement. Pop, Săplăcan, and Alt (2020) utilize the Theory of Planned Behavior to illustrate the influence of social media on the motivations and intents to purchase green cosmetics, emphasizing the significance of altruistic and egoistic elements in consumer behavior. Putri and Amani (2025) examine ecofurniture, revealing that social media enhances consumer attitudes and purchase intentions via perceived efficacy and trust (Putri and Amani 2025). Irtisamul et al. (2024) demonstrate that social media marketing influences subjective norms and decision-making related to green software, hence fostering sustainable habits. Finally, Swapna and Srinivas (2025) examine the impact of social media on organic products, highlighting that elements such as influencer endorsements considerably shape customer choices (Swapna & Srinivas, 2025).

2 LITERATURE REVIEW

The impact of social media content and campaigns on consumers' perceptions of eco-friendly items is well documented in numerous research. Tian (2024) asserts that social media significantly enhances awareness of green consumption, influencing consumer attitudes and preferences for environmentally friendly items. Irtisamul et al. (2023) demonstrate that social media marketing profoundly influences consumers' decisions to acquire green software, emphasizing the significance of persuasive strategies in advocating eco-friendly technologies (Irtisamul et al., 2024). Rahmadina and Sutarso (2024) demonstrate that social media campaigns significantly affect purchase intentions for sustainable items, highlighting the importance of environmental concern and product knowledge. The study by Shivkumar and Anitha (2024) evaluates the efficacy of social media in advancing electric automobiles, indicating that compelling content can improve consumer attitudes and behaviors about green branding (Shivkumar & Anitha, 2024). These studies collectively highlight the transforming influence of social media in

promoting sustainable consumer behaviors and augmenting the market for eco-friendly products.

Numerous studies identify essential characteristics that influence consumer trust and purchasing decisions related to green products on social media. Zhao et al. (2024) underscore the significance of social media influencers, indicating that consumers favor 'informers' rather than 'entertainers,' with trust serving as a vital mediator in purchasing intentions (Zhao et al., 2024). Centeno et al. (2025) substantiate this by illustrating that confidence in digital recommendations markedly affects the purchasing frequency of sustainable items on platforms such as Instagram and TikTok. Matin, Khoshtaria, and Tutberidze (2020) examine the influence of social media trends and user involvement on customer trust and purchasing decisions, demonstrating that regular contact with brand content increases product awareness (Matin, Khoshtaria, and Tutberidze, 2020). Kartomo (2024) emphasizes the significance of user reviews and brand openness in cultivating trust, proposing that instructional content can improve favorable opinions (Kartomo, 2024). Holloway (2024) emphasizes that openness and credibility in green marketing claims are essential for customer trust, especially among younger generations, highlighting the role of social media in fostering sustainable consumption (Holloway, 2024).

2.1 *Objective of the Study*

To explore the role of social media in shaping consumer attitudes towards green products.

2.2 *Specific Objectives include:*

To examine the influence of social media content and campaigns on consumers' perceptions of green products. To understand the factors on social media that contribute to consumer trust and purchasing decisions regarding green products.

3 METHODOLOGY

A qualitative research methodology is utilized to investigate the influence of social media on consumer perceptions of eco-friendly items. Secondary data has been employed to elucidate the correlation between social media content, consumer trust, and the purchase of green products. The chosen secondary sources are

essential for comprehending consumer perspectives and actions around green consumption via social media participation. These sources encompass studies, publications, and social media campaigns that illustrate the effect of internet platforms on advancing sustainability and shaping purchase decisions.

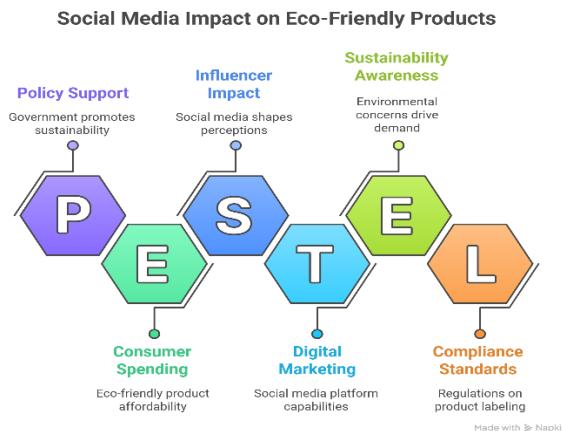
3.1 Contextual Analysis

The impact of social media content and campaigns on customers' perceptions of eco-friendly products is substantial, as demonstrated by several studies that underscore social media's role in influencing consumer attitudes and behaviors. Social media platforms function as essential avenues for the dissemination of information regarding sustainable practices, the augmentation of brand awareness, and the cultivation of customer trust in environmentally friendly products (Viany et al., 2024, Sipos, 2024). Studies demonstrate that efficient social media marketing increases intentions for environmentally friendly purchases and improves perceptions of information utility and green trust, which are essential mediators in this process (Wu & Long, 2024). Moreover, transparency and the reputation of influencers on social media are critical elements that influence customer involvement and purchasing choices related to sustainable brands (Sipos, 2024) (Shivkumar & Anitha, 2024). The interactive characteristics of social media enable immediate consumer participation, essential for advancing green consumption and fostering a transition to sustainable purchasing practices (Tian, 2024). The growing reliance of customers on social media for product endorsements highlights the significant impact of influencers and online communities in molding perceptions of eco-friendly items. Influencers dedicated to sustainability can effectively communicate environmental ideas and motivate their followers to embrace more eco-friendly practices. The increasing prevalence of user-generated material, including reviews and testimonials, enhances the credibility of sustainable brands by providing genuine feedback from peers.

Furthermore, social media marketing that emphasize the favorable environmental effects of eco-friendly items, such as diminished carbon footprints or ethical sourcing, appeal to consumers who prioritize sustainability. This collective sense of accountability motivates customers to make deliberate choices that reflect their principles. In addition to raising awareness, social media enables

consumers to participate in debates around sustainability, facilitating the expression of concerns, inquiries, and the acquisition of knowledge about the advantages of eco-friendly products. This transparent discourse fosters trust and enables consumers to make informed decisions. The utilization of hashtags and viral campaigns contributes to raising awareness, enabling green projects to engage a broader audience and motivate collective action. Consequently, consumers are increasingly inclined to select eco-friendly alternatives upon observing the expanding endorsement of sustainable activities within their social circles. The incorporation of social media tactics in marketing eco-friendly products can profoundly affect consumer views and trust, hence affecting their purchase

Figure 2: Social Media Impact on eco-Friendly Products



decisions. Brands that emphasize the provision of precise, transparent, and accessible information cultivate more robust relationships with consumers that value sustainability. Ultimately, social media functions as a crucial instrument for promoting the adoption of eco-friendly products, influencing consumer behaviors, and cultivating a more sustainable future.

4 FINDINGS

i. Social Media's Role in Promoting Green Consumerism:

Social media channels substantially enhance awareness of sustainable consumption. By facilitating real-time conversations and participation, they influence consumer attitudes and purchasing decisions regarding green products. Social media functions as an essential

- instrument for sharing information regarding sustainable practices and shaping consumer perceptions of environmentally friendly items.
- ii. **Influence of Social Media Content and Campaigns:**
Social media ads, especially those emphasizing the advantages of eco-friendly products like diminished carbon footprints and ethical sourcing, are essential in influencing customer behavior. These initiatives effectively augment consumer trust, stimulate engagement, and elevate product understanding, hence impacting buy intentions. Content from social media influencers significantly increases customer engagement with sustainable brands.
- iii. **Consumer Trust and Transparency:**
Transparency in product information and the reputation of social media influencers are critical variables that affect consumer trust and, consequently, their purchasing decisions. Trust is a crucial mediator in consumers' intentions to acquire eco-friendly products. User-generated information, including reviews and testimonials, enhances the legitimacy of sustainable products, rendering them more relatable and accessible to consumers.
- iv. **Impact of Social Media Influencers:**
Social media influencers, particularly those dedicated to sustainability, are exceptionally proficient at endorsing eco-friendly items. They serve as reliable informants rather than entertainers, and their advocacy for sustainable practices fosters a significant transition towards environmentally conscious consumer behaviors. The authenticity and credibility of influencers are essential for persuading their followers to embrace eco-conscious habits.
- v. **Consumer Engagement and Interaction:**
Social media platforms offer customers chances for interaction, including posing questions, expressing opinions, and discussing sustainability practices. This reciprocal engagement improves customers' comprehension of eco-friendly products and cultivates a sense of responsibility, encouraging them to make informed and conscientious purchase choices.
- vi. **Real-Time Consumer Engagement:**
The interactive characteristics of social media
- facilitate ongoing involvement, establishing a dynamic setting in which customers receive frequent updates regarding green products and sustainability initiatives. This participation fosters trust, as consumers feel a stronger connection to firms that are transparent and attentive to their concerns.
- vii. **Effectiveness of Social Media Marketing in Sustainable Branding:**
Effective social media marketing methods, such as influencer endorsements, user-generated content, and educational material, substantially affect consumer choices for sustainable products. These tactics not only enhance knowledge but also cultivate a sense of urgency over the environmental advantages of selecting eco-friendly items.
- viii. **Social Media as a Platform for Green Product Transparency:**
Social media allows firms to showcase the sustainability attributes of their products, including sourcing, production methods, and environmental effects. Transparency in marketing assertions is essential for fostering consumer trust, especially among younger demographics that emphasize sustainability in their buying choices.
- ix. **Influence of Hashtags and Viral Campaigns:**
The implementation of viral campaigns and pertinent hashtags facilitates the dissemination of awareness regarding eco-friendly products to broader audiences. These initiatives cultivate a sense of communal action and social responsibility, encouraging customers to synchronize their purchase choices with environmental principles.
- x. **Real-World Impact of Social Media on Green Consumption:**
Social media is influencing consumer views and actively driving shopping behaviors. Increased exposure to green product advertisements enhances customers' propensity to make sustainable purchasing decisions. The ongoing expansion of social media's impact indicates it will be pivotal in forming sustainable consumer behaviors in the future.

4.1 Key Problems Uncovered

- Lack of Consumer Awareness:** Notwithstanding the increasing influence of social media in advocating for green products, a considerable disparity persists in consumer understanding regarding the comprehensive advantages of these items, particularly in specific locations or demographic segments.
- Trust Issues:** Despite the prevalent utilization of social media, certain customers remain dubious regarding the veracity of sustainability assertions made by firms, underscoring the necessity for enhanced transparency and verified data.

These findings highlight the transformative influence of social media on the advocacy of sustainable consumer practices and eco-friendly products, demonstrating that social media serves not merely as an informational resource but also as a substantial catalyst for change in consumer behavior toward sustainability.

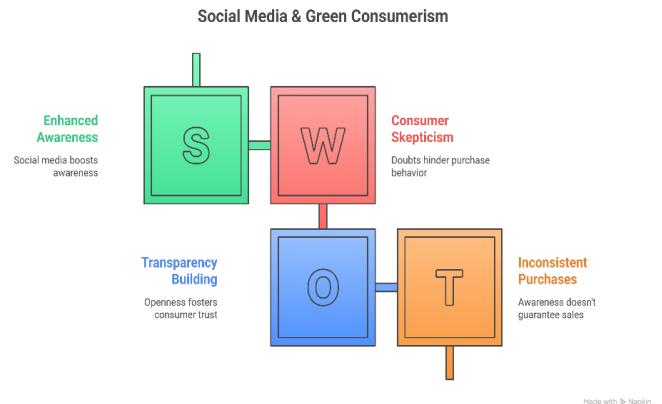
5 DISCUSSION

The study examines the influence of social media on consumer perceptions of environmentally friendly items. This field of study is constantly advancing, integrating environmental awareness, digital marketing techniques, and consumer behavior within the framework of sustainability. In recent years, social media has become a potent instrument for endorsing eco-friendly products, shaping customer attitudes, and steering purchasing decisions. This study examines the correlation between social media content, consumer trust, and sustainable consumption to elucidate the impact of social media platforms on the market for eco-friendly products.

The objective of the study is to examine the impact of social media on consumer perceptions of eco-friendly products. This objective was achieved by addressing specific research aims: analyzing the impact of social media content and campaigns on consumer perceptions of eco-friendly products, and identifying the elements on social media that foster consumer trust and influence purchasing decisions related to these products. The study's findings coincide with these objectives, uncovering numerous critical features of social media's influence on attitudes toward green consumption.

The study's findings underscore a significant correlation between social media involvement and customer

Figure 3: Social Media and Green Consumerism



behavior regarding eco-friendly items. This corresponds with the research aims by illustrating that social media enhances awareness and affects consumer views and purchase choices. The results aligned with the study's assumptions by validating that social media campaigns and influencer endorsements significantly influence green consumerism.

These findings correspond with the perspectives of Tian (2024) and Pop, Săplăcan, and Alt (2020), who contend that social media is an essential instrument in influencing customer motivations and intentions for sustainable products. Nevertheless, certain research indicate that although social media participation may enhance product knowledge and awareness, it does not consistently result in heightened purchasing behavior. This variation may be attributed to differing degrees of customer participation or mistrust concerning the veracity of internet assertions. The results also offer new perspectives on the significance of transparency in green marketing. In contrast to conventional marketing, which primarily highlights product attributes, social media prioritizes brand openness, significantly contributing to consumer trust establishment. The research indicates that trust in influencers and online endorsements has become important, as customers are progressively dependent on social media for product insights.

5.1 Implications of the Study

The results of this investigation possess considerable theoretical and practical significance. This research theoretically enhances the existing literature regarding social media's impact on consumer behavior, especially with green items. The study offers a novel viewpoint on how the incorporation of social media into the consumer decision-making process can promote sustainable consumption through digital platforms. The study's findings provide significant insights for marketers seeking to promote environmentally sustainable products. Social media marketers can utilize influencer endorsements, openness, and user-generated content to establish trust and enhance consumer engagement. The research indicates that corporations ought to prioritize educating consumers about the environmental advantages of their products while ensuring openness in their sustainability assertions.

5.2 *Limitations*

Although the study's findings offer significant insights into the influence of social media on the promotion of green products, the research has inherent limitations. A limitation is the dependence on secondary data, which may constrain the breadth of the findings. The examination of social media information from particular ads may not entirely reflect the overarching trends in consumer behavior. The sample utilized in the examined research may not accurately represent all consumer demographics, particularly those from diverse cultural or geographical contexts. A further restriction is the possible bias in data interpretation from social media platforms, where certain information may be distorted by paid marketing or influencer collaborations. Notwithstanding these constraints, the findings retain significance as they elucidate the influence of social media on green purchasing. Subsequent research may rectify these shortcomings by integrating primary data or examining customer behavior across other geographies.

5.3 *Suggestions for Future Research*

Future research may investigate the enduring impacts of social media campaigns on consumer allegiance to environmentally friendly products. The present study offers insights into initial purchase intentions;

nevertheless, further research is required to comprehend the impact of social media on recurrent purchases and brand loyalty for sustainable products. Moreover, subsequent research might examine the impact of other demographic characteristics, like age, wealth, and education, on the efficacy of social media campaigns advocating for environmentally friendly products. Researchers may also investigate the influence of emerging platforms, such as TikTok and Instagram Reels, on promoting sustainable consumption.

6 RECOMMENDATIONS

This study emphasizes the increasing influence of social media on consumer perceptions of eco-friendly products. Based on the primary findings, numerous solutions are suggested to enhance the impact of social media in promoting green consumerism.

6.1 *Leverage Influencers for Sustainable Branding*

Considering the substantial influence of social media influencers on consumer perceptions of eco-friendly products, firms ought to persist in cultivating collaborations with influencers dedicated to sustainability. Companies are advised to partner with influencers whose values fit with their own, particularly those who emphasize sustainable living. These influencers must be genuine, truthful, and credible to their followers in order to effectively communicate the brand's sustainability messages.

6.2 *Increase Transparency in Green Marketing*

Transparency has been recognized as a fundamental catalyst for consumer trust. To augment consumer engagement and trust, organizations must furnish comprehensive, verified information regarding their sustainability initiatives. This may encompass disseminating information regarding sourcing, production methodologies, and the ecological ramifications of their products. Moreover, utilizing social media channels to facilitate open discussions on sustainability can enhance brand legitimacy and trustworthiness.

6.3 Enhance Educational Content and Campaigns

Social media advertising should emphasize not just the environmental advantages of green products but also the necessity of educating consumers regarding their long-term effects. Brands ought to produce educational content that engages consumers, emphasizing the role of eco-friendly products in promoting sustainability and societal welfare. Integrating interactive components like quizzes, webinars, or live Q&A sessions could enhance consumer engagement and improve content accessibility.

6.4 Foster Consumer Engagement through Interactive Campaigns

The interactive aspect of social media is essential for promoting customer involvement. Brands are advised to create initiatives that promote active customer engagement, including challenges, contests, and user-generated content. These activities can foster a community of environmentally aware consumers that have a stronger affiliation with the company and its sustainability objectives. Real-time interaction via comments, likes, and shares sustains consumer interest and enhances brand loyalty.

6.5 Utilize Hashtags and Viral Campaigns to Increase Reach

Hashtags and viral campaigns are effective instruments for enhancing the visibility of eco-friendly items. Companies ought to design innovative and pertinent hashtags that foster environmental consciousness and motivate consumers to disseminate their eco-friendly purchases. Through engagement in viral campaigns, brands can enhance their reach and captivate a wider audience that is progressively attentive to environmental concerns.

6.6 Incorporate Consumer Reviews and Testimonials

Social media channels provide as an optimal venue for displaying consumer reviews and testimonials. Brands ought to proactively motivate content customers to disseminate their experiences with eco-friendly products. Affirmative evaluations from colleagues bolster the legitimacy of sustainable products and instill trust in new consumers regarding their purchase choices.

This can be further substantiated by employing user-generated content to showcase practical implementations of eco-friendly items.

6.7 Focus on Long-Term Consumer Education

Although social media advertisements frequently emphasize immediate purchasing intentions, it is essential to foster long-term consumer education on sustainability. Organizations must develop a strategic plan for progressively informing consumers about eco-friendly products and their wider societal implications. This may include long-term plans, including consistent updates on sustainability objectives and advancements, alongside collaborations with environmental organizations to furnish customers with trustworthy information.

6.8 Enhance Cross-Platform Engagement

As the utilization of numerous social media platforms like Instagram, TikTok, and Twitter escalates, brands must interact with consumers across multiple channels to ensure consistency and engage varied consumer demographics. Customizing content to align with the distinct characteristics of each platform helps enhance interaction and guarantee that sustainability messages reach a broad audience.

6.9 Address Consumer Skepticism through Clear Communication

The research indicated that, although the growing impact of social media, consumer distrust persists as a significant obstacle. Brands must immediately confront consumer apprehensions about the veracity of sustainability assertions by offering transparent, thoroughly substantiated evidence of their eco-friendly operations. This may encompass certifications, collaborations with sustainability organizations, and transparency concerning the environmental impact of their products.

6.10 Practical Implementation Strategies:

All of these recommendations can be executed proficiently inside the existing digital marketing structure. Influencer collaborations can be included into existing social media efforts, and openness can be maintained through comprehensive product

descriptions, infographics, and videos across diverse social media platforms. Educational content may be disseminated via blog posts, Instagram stories, TikTok videos, and live webinars to augment engagement. By employing these techniques, brands may establish themselves as leaders in the eco-friendly product industry while cultivating trust and loyalty among environmentally aware consumers.

7 CONCLUSION

This study examines the substantial influence of social media on consumer perceptions of eco-friendly items. Social media platforms have increasingly emerged as influential instruments for promoting sustainability, facilitating the dissemination of knowledge and encouraging connections that promote environmentally conscious consumer behavior. The research objectives aimed to analyze the impact of social media content and campaigns on consumer perceptions, as well as to identify the aspects that contribute to customer trust and purchasing decisions related to green products. The aims were accomplished through the analysis of many research and secondary data sources, revealing critical insights into the impact of social media on purchase decisions and consumer attitudes. This primary findings of the research indicate that social media is crucial in enhancing knowledge of green products, hence affecting purchase intentions and consumer trust. Social media campaigns highlighting sustainability, coupled with influencer endorsements, markedly increase customer involvement with eco-friendly products. Confidence in social media influencers, clarity in marketing strategies, and user-generated content have become essential elements influencing consumer purchase behavior. Moreover, the instantaneous interaction facilitated by social media enables customers to express concerns, participate in dialogues, and make more educated choices on sustainability. The findings indicate that although social media efficiently raises awareness, a gap in consumer knowledge persists, highlighting the necessity for additional educational programs and transparency.

The research enhances both scholarly literature and practical implementations by providing novel insights into the role of digital platforms in promoting green consumption and sustainable branding. It underscores the need of leveraging social media to advocate for

transparent and credible green marketing, while also stressing the necessity of educational content to enhance consumer awareness and foster enduring behavioral transformation. The practical ramifications for organizations are evident: utilizing social media as a mechanism for establishing trust and participation is crucial for cultivating a loyal, environmentally aware customer base. Nonetheless, the study possesses certain drawbacks. The dependence on secondary data may have constrained the scope, and the sample utilized in the examined research may not adequately reflect all consumer demographics. Future research may concentrate on primary data acquisition, investigate cross-cultural variances in environmentally conscious consumer behavior, and assess the enduring impacts of social media interaction on consumer loyalty. In conclusion, social media is a crucial element in advancing sustainable consumption, shaping customer views and purchasing behaviors about eco-friendly items. The outcomes of this study highlight the increasing significance of social media platforms in promoting sustainability, influencing future consumer behaviors, and aiding the overarching objective of environmental accountability.

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