

The Impact of Social Media Marketing on Sustainable Consumption: A Study

K. Kumar,

Research Scholar (Part Time - External) and Assistant Professor (SS), School of Management, SRM Institute of Science and Technology, Kattankulathur, TN and DOMS, REC, TN. kk1645@srmist.edu.in

Dr. Yaaseen Masood,

Associate Professor, School of Management, SRM Institute of Science and Technology, Kattankulathur, TN. masvoody@srmist.edu.in

Dr. Priyanka Tripathy,

Assistant Professor, School of Management, Presidency University, Bengaluru, Karnataka, India. priyaimba.tripathy@gmail.com

Aarohi Shrikant Zade,

Assistant professor, MGMU IHM, Institute of Hotel Management, Chhatrapati Sambhajnagar, Maharashtra, India. adeshpande096@gmail.com

Dr. Tejashri Talla,

Associate Professor, Department of PGDM, Dr. D. Y. Patil B School Pune, Maharashtra, India. tejashritalla@gmail.com

Dr. S. Karunakaran,

Assistant Professor, St. Joseph's Institute of Technology, Anna University, India. karunakaranmba.s@gmail.com

Abstract

In the age of digitization, social media marketing has evolved as an effective instrument for influencing customer behaviour and promoting sustainable consumption. This study looks into the impact of social media marketing on sustainable consumption patterns, specifically how marketing methods on social media platforms influence customers' preferences for environmentally friendly and ethically manufactured goods. The study's goal is to determine how effective social media advertisements are at raising awareness, changing perceptions, and driving long-term consumer behaviour. The study uses a quantitative survey with participants from various demographic categories. The quantitative component is polling 250 social media users to determine their exposure to sustainable marketing messages and the subsequent impact on their purchasing decisions. The findings show a substantial link between exposure to social media marketing and greater understanding and implementation of sustainable consumption practices. Users who are exposed to consistent and interesting content about sustainability are more likely to adopt eco-friendly practices in their daily lives and make purchasing decisions that reflect these ideals. The research indicates that social media marketing has significant potential to drive sustainable consumption if campaigns are deliberately planned to be informed, engaging, and honest. It emphasizes the value of transparency and authenticity in marketing messages in order to foster trust and favourably affect consumer behaviors. This study adds to the increasing body of knowledge on sustainable marketing and provides actionable insights for marketers looking to use social media to promote sustainable consumption.

Key word: *Social media marketing, sustainable consumption, consumer behaviors, eco-friendly, influencer endorsements.*

1. Introduction

Modern consumers are becoming more aware of sustainability issues, and firms are responding by employing "green marketing" strategies. The creation and promotion of environmentally friendly products is known as "green marketing." [1] This study identifies and experimentally examines the relationship between several social media motivational aspects and Indian consumers' attitudes toward sustainable consumption. The social media revolution arose as the internet and globalization evolved. Users can create, debate, and interact with diverse product and service-related information on social networking sites including Facebook, WhatsApp, Instagram, Twitter, and LinkedIn [2]. In the twenty-first century, social media has displaced traditional forms of media, bringing both opportunities and challenges for businesses. The advent of online marketing communication, which includes numerous attitude components such as providing current information, creating relationships, customer service, word-of-mouth, and two-way contact, has given rise to social networking advertising. It is recommended that firms that use social media pay close attention to their followers' behavior [3]. Environmental education is increasingly centered on public environmental concerns and the growing usage of social media. It is not enough to have a positive attitude toward the environment; one must also act responsibly [4]. When it comes to taking environmental action, people frequently feel confused and unprepared. As internet usage increased, several organizations experimented with different techniques to manage their online presence [5]. They researched several business tactics that could provide more prospects than the internet. Several studies over the last two decades have proved the value of social media for businesses, particularly in direct marketing. Businesses should understand their clients' needs and arrange their marketing strategies accordingly. They should plan unforgettable activities. For example, Louis Vuitton broadcasts live fashion displays via Facebook [6]. In addition to developing iPhone apps, Ralph Lauren, Gucci, Chanel, and other brands have active social media presences on Facebook, TikTok, Twitter, YouTube, and Instagram. This eliminates time, location, and medium constraints for communication between a brand and its customers. Facebook, in example, is one of the most popular venues for advertising products, building relationships, and communicating with customers [7]. Any business can use a variety of Facebook posts and content to inform customers about its products, services, and promotions. Businesses can use Facebook to communicate with both current and potential clients, which helps them better understand their needs and viewpoints [8]. Facebook fan pages are used to advertise discount coupons, give promotional information, and hold customer competitions. Consumers can produce, publish, and share social media content to impact their behavioral intentions [9]. Social media sites such as Facebook, Instagram, TikTok, Twitter, and YouTube enable users to interact, seek for information, and become more absorbed in the online world. These platforms also give businesses with a variety of ways to market their products and services and gauge consumer demand [10].

2. Literature review

Because of its ease of use, social media has become a popular mode of communication for businesses, allowing them to engage with clients and efficiently sell their products. Businesses recognize the benefits of social media as a communication tool and consider it crucial for engaging with millennials, a large customer demographic [11]. The impact of social media on millennials' willingness to make green purchases has been investigated, with findings indicating that greener consumer habits encourage resource conservation, environmental betterment, and waste reduction. The current study contributes to the body of knowledge by examining how social media influences millennials' plans to make environmentally friendly purchases [12]. Chin et al. [13] underline the importance of social media in the digital economy, stating that increased availability to information via social media has made it more cost-effective for businesses to reach more clients, increase profitability, and compete effectively. This has increased the efficiency of corporate operations and highlighted the value of information as a resource in controlling the economic system [14]. Using social media for advertising may rapidly and regularly improve brand loyalty by connecting businesses with potential clients, making it a valuable and required tool for many companies. Furthermore, [15] discovered that customer interest in green cosmetics is increasing, despite a dearth of good research on how attitudes and motivations for these items develop. Their research demonstrates that social media has a big impact on how firms and consumers connect, influencing customers' motivations and purchasing intentions for green cosmetics. The findings demonstrate that altruistic motive influences attitude and purchase intention, highlighting the internet's importance as an information source for building these antecedents. Furthermore, [16] highlighted some factors that can help academics and marketers assess Indian buyers' willingness to acquire green products via major social media sites. Their novel and innovative study analyzes customer willingness in the Indian setting, providing a detailed evaluation of how social media activities connect to consumer attitudes and willingness. They also designed and updated a scale for measuring social

networking-related motivators for environmentally friendly items in India, which would help academic academics and green marketing practitioners gauge Indian customers' environmental behavior [17]. It is critical to underline the importance of ethical consideration when supporting companies that manufacture green products, such as electric cars. Adopting environmental concerns can help organizations become leaders if they provide consumers with both direct and indirect benefits, which aligns with green marketing or a green entrepreneurial approach [18]. Emerging economies create "green" economies using fundamentally different elements and techniques than most developed ones. There is a significant, mainly untapped potential for "green" growth in these economies. To develop marketing theories and strategies for enticing clients to green products, comparative testing across emerging and mature markets is suggested for more innovative study on green consumption and social media [19]. Another study conducted the first deliberate attempt to review the literature on adapting social network activities to the green marketing concept, resulting in a complete overview of the subject. They categorized the publications they found into four major theme areas: brand general marketing approaches, brand promotion tactics, variables influencing customer behavior, and promoting environmental consciousness [20]. Their research illustrates the growing interest in green marketing, demonstrating that it is a serious concern rather than a fleeting fad when developing products and services and planning marketing efforts. According to [21], marketers and advertisers are increasingly advertising environmentally friendly items on social media. Because social media is less regulated than traditional media, green advertising frequently lacks credible information regarding a product's environmental benefits, making consumers wary of greenwashing. Their findings revealed that customers' intentions to make green purchases are influenced by their judgments of the value of the information they get. This indirect relationship is influenced positively and negatively by both interdependent and independent self-concepts [22]. The study's findings indicate that efficient marketing of green products is dependent on accurate and consumer-specific green advertising. Various studies contribute in a number of ways. First, [23] discovered that there are few studies on green consumerism in underdeveloped countries, emphasizing the need for further attention to this sector. Their findings demonstrated the widespread use of social media marketing and its significance in understanding sustainable consumption in emerging economies, as influenced by product knowledge, perceived consumer effectiveness, attitudes toward, and plans to acquire green goods [24]. Second, the study gave a thorough understanding of the desire to buy green goods by focusing on consumer groups in a social media setting and taking into account the substantial influence of market sectors on customers' propensity to buy green items. [25] Furthermore, their study assists academics and marketers in understanding Indian customers' willingness to acquire green products via major social media platforms, an issue that has received little attention in the Indian context [26, 28]. Their identification of relevant online behaviors for green products in India, as well as the development of a scale to assess these actions, help to a better knowledge of Indian customers' green purchasing patterns, which benefits academic researchers and green marketers. [29, 30] noted that Facebook fan pages positively impact purchase intention, brand image, and lead to positive word of mouth, and investigated how social media marketing and green products affect consumer purchase behavior, noting that environmental issues are increasingly being considered when deciding to use green products [31]. They discovered that social media marketing, like email marketing, allows firms to interact with customers and influence their purchases, but it has no meaningful impact on consumer purchasing behavior [32]. This study emphasizes the changing significance of social media in green marketing and the need of incorporating environmental issues into customer purchasing decisions.

3. Objective:

To assess the impact of social media marketing on sustainable consumption, examine how social media influences consumer attitudes, behaviors, and purchasing decisions for environmentally friendly products, with a focus on understanding the factors that drive sustainable consumption and identifying effective social media strategies for promoting green products.

4. Methodology

A sample of 250 respondents, including marketers and consumers, were questioned to determine the role and influence of "social media marketing on green consumption behavior". The survey was done using a questionnaire, and the primary data was collected using a suitable sampling approach. The data was examined using the Mean and t-tests to obtain the final results.

Table 1: Demographic Profile

Category	Subcategory	Number of Respondents	Percentage
Gender	Male	120	48%
	Female	130	52%
Marital Status	Single	140	56%
	Married	100	
	Divorced/Widowed	10	4%
Age Groups	18-24 years	70	28%
	25-34 years	100	40%
	35-44 years	80	32%
Education	High School (10)	40	16%
	Intermediate (12)	70	28%
	Degree	140	56%

The demographic profile of the 250 respondents shows a balanced gender distribution, with 48% males and 52% females, ensuring various opinions. The majority of respondents (56% are single), with 40% married and 4% divorced or widowed, indicating a younger demographic or those in the early stages of their professions. Age-wise, 28% are between the ages of 18 and 24, 40% between the ages of 25 and 34, and 32% between the ages of 35 and 44, indicating a young and middle-aged cohort. In terms of education, 16% have completed high school (10th grade), 28% have completed intermediate education (12th grade), and 56% have a degree, indicating a well-educated sample with a sizable higher education representation. This diverse demographic profile provides a thorough insight of how different sectors of the community can engage with social media marketing and sustainable consumerism provide significant information about their beliefs and habits.

4.1. Interpretation of the Impact of Social Media Marketing on Sustainable Consumption

The table below shows the mean values, t-values, and significance levels (Sig.) for different claims about the impact of social media marketing on sustainable consumption. The mean values represent the average response on a 1–5 scale, with a higher value indicating greater agreement with the statement. The t-values and significance levels demonstrate how statistically relevant each assertion is.

Table 2 Role of social media marketing on green consumption behavior

Sl. No.	“Statements”	“Mean Value”	“t value”	“Sig.”
1	I utilize social media to communicate with people about green products.	3.12	2.946	0.001
2	The information provided on social media influences the buying of green products.	3.18	2.840	0.002
3	I get feedback on green products by sharing environmental facts on social media.	3.10	1.575	0.058
4	I trust information shared on social media regarding sustainable products.	3.17	2.686	0.002
5	Social media marketing is raising customer interest in green products.	3.13	2.016	0.022

6	Consumers favor public transport and recyclable packaging.	3.02	2.944	0.002
7	Social media is altering consumers' perceptions of the utility of green products.	3.21	3.083	0.001
8	Environmental education via social media is expanding the emphasis on public environmental issues.	3.28	4.395	0.000
9	Consumers desire green consumption to lessen the environmental pressure.	3.14	2.345	0.006
10	Sustainable products are better for the environment than regular products.	3.16	2.678	0.001

The study of the impact of social media marketing on sustainable consumption yields numerous major findings. Respondents moderately agree that they utilize social media to connect with others about green products (mean=3.12, t=2.946, Sig.=0.001), implying that social media interactions have a significant impact on green product discussions. They also feel that the information provided on social media influences their purchase of environmentally friendly items (Mean=3.18, t=2.840, Sig.=0.002), confirming that social media content influences consumer buying decisions. While there is moderate agreement that customers receive feedback on green products via social media (Mean=3.10, t=1.575, Sig.=0.058), the impact is not statistically significant, demonstrating diversity in feedback channels. Trust in social media information on green products is moderate but statistically significant (mean=3.17, t=2.686, Sig.=0.002), emphasizing the importance of credibility in social media. Social media marketing appears to moderately enhance customer interest in green products (Mean=3.13, t=2.016, Sig.=0.022), indicating a genuine but not overwhelming effect. Consumers had a moderate preference for public transportation and recyclable packaging (mean=3.02, t=2.944, Sig.=0.002), indicating an increasing environmental consciousness. Social media is also somewhat effective in influencing consumers' perceptions of the utility of green products (Mean=3.21, t=3.083, Sig.=0.001), having a significant impact. Environmental education using social media considerably raises public awareness of environmental issues (mean=3.28, t=4.395, sig.=0.000), with the greatest mean value and strong statistical significance. There is a moderate preference for green consumption to lessen environmental pressure (mean=3.14, t=2.345, Sig.=0.006), indicating that customers are genuinely concerned about the environment. Finally, consumers moderately agree that green items are better for the environment than general products (mean=3.16, t=2.678, sig.=0.001), underscoring the perceived environmental benefits of green goods. Overall, the findings show that social media marketing has a considerable impact on sustainable consumption, with elements such as contact, influence, trust, and environmental education all playing important roles in altering consumer attitudes and behaviors toward green products. Not only is social media a venue for sharing knowledge, but it is also an effective instrument for raising environmental awareness and encouraging sustainable consumption habits.

5. Conclusion

In conclusion, the analysis underscores the profound impact of social media marketing on sustainable consumption, revealing its crucial role in shaping consumer attitudes and behaviors towards eco-friendly products. Social media platforms significantly influence how individuals perceive and engage with green products, driving their interest and willingness to adopt sustainable practices. The findings highlight that social media marketing not only informs but also educates consumers, increasing their focus on environmental concerns and enhancing their commitment to reducing their ecological footprint. This impact is particularly pronounced among a digitally active and educated demographic, which is more likely to engage with and trust information disseminated through these platforms. The considerable impact of social media on transforming customer views and behavior toward sustainability emphasizes the importance for businesses to proactively use these channels to effectively market green products. Businesses may increase customer awareness, drive sustainable consumption, and contribute to larger environmental goals by harnessing the capabilities of social media to produce targeted, engaging, and reliable content. This approach not only reflects contemporary consumer values, but it also presents social media as a potent instrument for furthering sustainability projects and generating long-term environmental advantages.

6. Gap and Future Scope

Despite considerable findings on the impact of social media marketing on sustainable consumption, there are a few gaps that provide opportunity for further research. For starters, while existing research sheds light on broad consumer attitudes

and behaviors, there is little understanding of how various social media platforms and their distinct features influence green consumption differently. Future research could look into the effectiveness of different platform-specific techniques and content kinds in promoting sustainable habits. Furthermore, previous literature frequently focuses on developed markets, with very little attention paid to emerging economies. Future research could fill this gap by looking into how social media marketing influences sustainable consumption in various economic contexts, providing a more global perspective on the issue. Addressing these gaps will improve our understanding of social media's role in promoting sustainable consumption, allowing us to develop more effective and nuanced marketing tactics to support environmental sustainability.

Reference

1. Gandhi, A., and P. Sheorey. 2019. "Antecedents of Green Consumer Behaviour: A Study of Consumers in a Developing Country like India." *International Journal of Public Sector Performance Management* 5 (3–4): 278–92, <https://doi.org/10.1504/ijpspm.2019.10022467>.
2. Radi, S. A., and S. Shokouhyar. 2021. "Toward Consumer Perception of Cellphones Sustainability: A Social Media Analytics." *Sustainable Production and Consumption* 25: 217–33. [10.1016/j.spc.2020.08.012](https://doi.org/10.1016/j.spc.2020.08.012)
3. P. William, A. Shrivastava, et.al.(2022). "Framework for Intelligent Smart City Deployment via Artificial Intelligence Software Networking," 2022 3rd International Conference on Intelligent Engineering and Management (ICIEM), pp. 455-460, doi: 10.1109/ICIEM54221.2022.9853119.
4. P. Nagpal, A. Pawar and S. H. M, "Predicting Employee Attrition through HR Analytics: A Machine Learning Approach," 2024 4th International Conference on Innovative Practices in Technology and Management (ICIPTM), Noida, India, 2024, pp. 1-4, doi: 10.1109/ICIPTM59628.2024.10563285.
5. Alzubaidi, H., E. L. Slade, and Y. K. Dwivedi. 2021. "Examining Antecedents of Consumers' Pro-environmental Behaviours: TPB Extended with Materialism and Innovativeness." *Journal of Business Research* 122: 685–99, <https://doi.org/10.1016/j.jbusres.2020.01.017>.
6. BK Kumari, VM Sundari, C Praseeda, et.al (2023), Analytics-Based Performance Influential Factors Prediction for Sustainable Growth of Organization, Employee Psychological Engagement, Work Satisfaction, Training and Development. *Journal for ReAttach Therapy and Developmental Diversities* 6 (8s), 76-82.
7. P Nagpal, Avinash Pawar, Sanjay. H.M. (2024). Sustainable Entrepreneurship: Balancing Push and Pull Factors for Customer Loyalty In Organic Product Marketing. 6 (9), 1134-1144. doi: 10.33472/AFJBS.6.9.2024.1134-1144.
8. Namita Rajput, Gourab Das, Kumar Shivam, et, al (2023). An inclusive systematic investigation of human resource management practice in harnessing human capital, *Materials Today: Proceedings*, 80 (3),2023, 3686- 3690, ISSN 2214-7853, <https://doi.org/10.1016/j.matpr.2021.07.362>
9. ElHaffar, G., Durif, F., & Dubé, L. (2020). Towards closing the attitude-intention-behavior gap in green consumption: A narrative review of the literature and an overview of future research directions. *Journal of Cleaner Production*, 275, Article 122556. <https://doi.org/10.1016/j.jclepro.2020.122556>
10. P Nagpal, Arulmoli, et.al. (2024). Determinants Of Women Entrepreneur Motivational Factors Towards Marketing Organic Products, 6 (10), 687-699. doi: 10.33472/AFJBS.6.10.2024.687-699
11. Pittman, M., Oeldorf-Hirsch, A., & Brannan, A. (2022). Green advertising on social media: Brand authenticity mediates the effect of different appeals on purchase intent and digital engagement. *Journal of Current Issues & Research in Advertising*, 43(1), 106–121. <https://doi.org/10.1080/10641734.2022.2030826>
12. Pooja Nagpal (2022) Online Business Issues and Strategies to overcome it- Indian Perspective. *SJCC Management Research Review*. Vol 12 (1) pp 1-10. June 2022, Print ISSN 2249-4359. DOI: 10.35737/sjccmrr/v12/il/2022/151
13. F. A. Syed, N. Bargavi, A. Sharma, A.et.al . (2022). "Recent Management Trends Involved with the Internet of Things in Indian Automotive Components Manufacturing Industries," 2022 5th International Conference on Contemporary Computing and Informatics (IC3I), Uttar Pradesh, India. pp. 1035-1041, doi: 10.1109/IC3I56241.2022.10072565.
14. Madhusudhan R. Urs & Pooja Nagpal (2019). A study on Determinants and Outcomes of Job Crafting in an Organization; *Journal of Emerging Technologies and Innovative Research*, 7, (15). 145-151. ISSN: 2349-5162
15. Zhao, H. H., Gao, Q., Wu, Y. P., Wang, Y., & Zhu, X. D. (2014). What affects green consumer behavior in China? A case study from Qingdao. *Journal of Cleaner Production*, 63, 143–151. <https://doi.org/10.1016/j.jclepro.2013.05.023>

16. Ballestar, M. T., M. Cuerdo-Mir, and M. T. Freire-Rubio. 2020. "The Concept of Sustainability on Social Media: A Social Listening Approach." *Sustainability* 12 (5): 2122,
17. Calcagni, F., A. T. A. Maia, J. J. T. Connolly, and J. Langemeyer. 2019. "Digital Co-Construction of Relational Values: Understanding the Role of Social Media for Sustainability." *Sustainability Science* 14 (5): 1309–21, <https://doi.org/10.1007/s11625-019-00672-1>.
18. Pooja Nagpal., Senthil Kumar., & Ravindra. H V. (2019). The Road Ahead of HR-AI to boost Employee Engagement; *Journal of Emerging Technologies and Innovative Research*, 7,(15), 180-183. ISSN: 2349-5162
19. Jaiswal, D., & Kant, R. (2018). Green purchasing behaviour: A conceptual framework and empirical investigation of Indian consumers. *Journal of Retailing and Consumer Services*, 41, 60–69. <https://doi.org/10.1016/j.jretconser.2017.12.007>
20. George, G., and S. J. D. Schillebeeckx. 2022. "Digital Transformation, Sustainability, and Purpose in the Multinational Enterprise." *Journal of World Business* 57 (3): 101326, <https://doi.org/10.1016/j.jwb.2022.101326>.
21. S. H. Abbas, S. Sanyal, et al. (2023). "An Investigation on a Blockchain Technology in Smart Certification Model for Higher Education," 10th International Conference on Computing for Sustainable Global Development (INDIACom), New Delhi, India, pp. 1277-1281.
22. Pooja Nagpal (2023). The Impact of High Performance Work System and Engagement. *Business Review* Vol17 (1) pp 57-64, ISSN 0973- 9076
23. Ramayah, T., & Ignatius, J. (2005). Impact of perceived usefulness, perceived ease of use, and perceived enjoyment on intention to shop online. *ICFAI Journal of Systems Management*, 3, 36–51.
24. Pooja Nagpal., Kiran Kumar., A.C. & Ravindra., H. V. (2020). Does Training and Development Impacts – Employee Engagement? *Test Engineering and Management*, the Mattingley Publishing Co., Inc. 83. 19407 – 19411. ISSN: 0193-4120.
25. Gulati, S. 2021. "Social and Sustainable: Exploring Social Media Use for Promoting Sustainable Behaviour and Demand Amongst Indian Tourists." *International Hospitality Review* 32 (2): 373–93, <https://doi.org/10.1108/ihr-12-2020-0072>.
26. P Nagpal, C. Vinotha, et al. (2024). Machine Learning and Ai in Marketing–Connecting Computing Power to Human Insights. *International Journal of Intelligent Systems and Applications in Engineering*, 12(21s), 548–561. <https://ijisae.org/index.php/IJISAE/article/view/5451>
27. Joshi, Y., and Z. Rahman. 2019. "Consumers' Sustainable Purchase Behaviour: Modeling the Impact of Psychological Factors." *Ecological Economics* 159: 235–43, <https://doi.org/10.1016/j.ecolecon.2019.01.025>.
28. Pooja Nagpal & Senthil Kumar. (2017). A study on drivers and outcomes of employee engagement – A review of literature approach. *Asia Pacific Journal of Research*.4 (1) 56- 62. ISSN -2320-5504. Online E ISSN – 2347-4793.
29. G. Gokulkumari, M. Ravichand, P. Nagpal and R. Vij. (2023). "Analyze the political preference of a common man by using data mining and machine learning," 2023 International Conference on Computer Communication and Informatics (ICCCI), Coimbatore, India. doi: 10.1109/ICCCI56745.2023.10128472.
30. Gowri Shankar, Dr. V. Purna Kumari, et al. (2024). Revolution Agri-Food Systems: Leveraging Digital Innovations for Equitable Sustainability and Resilience. 6 (8), 520-530. doi: 10.33472/AFJBS.6.8.2024.520-530.
31. Pooja Nagpal (2023). The Transformative Influence of Artificial Intelligence (AI) on Financial Organizations World Wide. 3rd International Conference on Information & Communication Technology in Business, Industry & Government (ICTBIG). Symbiosis University of Applied Science, Indore.
32. Lakshmi, J.Divya, Pooja Nagpal, et al., (2021). Stress and Behavioral Analysis of Employees using Statistical & Correlation Methods. *International Journal of Aquatic Science* 12(01), 275-281. ISSN: 2008- 8019 2021
33. Fayeeza Khanum & Pooja Nagpal., (2019). A Study on Corporate Entrepreneurship Drivers and its Outcome. *Journal of Emerging Technologies and Innovative Research*, 7, (15), 152- 158. ISSN: 2349-5162.
34. Mishra, A.S. (2019), "Antecedents of consumers' engagement with brand-related content on social media", *Marketing Intelligence & Planning*, Vol. 37 No. 4, pp. 386-400.
35. Nam, C., Cho, K. and Kim, Y.D. (2021), "Cross-cultural examination of apparel online purchase intention: SOR paradigm", *Journal of Global Fashion Marketing*, Vol. 12 No. 1, pp. 62-76.