

Exploring the influence of Social Media Marketing on Sustainable Consumer Behaviour: A Review of Literature

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Abstract

Consumers are becoming more conscious about environmental protection and its significance in everyday purchasing decisions. Practices and preferences across the globe. Social media marketing has come into existence. Therefore, as a powerful instrument, it can be used to shape consumer's behavior towards sustainable consumption. Purchasing behaviour, attitudes and awareness. The purpose of this literature review is to make a synthesis of. Previous research has examined how social media marketing makes an impact for the promotion of sustainable consumption practices. . The review covers important themes such as consumer, engagement, influencer marketing, green branding, user-generated content, Intention to purchase sustainably, environmental awareness and environmental responsibility. Findings indicate information. In fact, social media platforms offer a great opportunity for the sharing of information on sustainability. information, involving consumers, and promoting pro-environmental. behaviours (Bryla et al., 2022; Siahaan et al., 2026). The other challenges are, however, Consumer scepticism and misinformation, along with greenwashing, are still major hurdles. (Eyasu & Negash, 2026). The review identifies the gaps in research and suggests future research directions. empirical directions.

The keywords used were : Social Media Marketing, Sustainable Consumer Behavior, Sustainable. With the current trend of green marketing, the consumer is at the heart of the debate. As part of the current trend of green marketing, the consumer is the centre of the debate.

1. Introduction

Environmental challenges such as global warming, depletion of natural resources, and increasing pollution, sustainability has emerged as major issue for governments, businesses, and consumers. In 2023, sustainable consumption is increasingly expected from consumers, meaning consumption habits that helps to minimize reduce environmental damage and help achieve social well-being (United Nations, 2023).

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