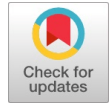




Examining the Impact of Sustainable Branding on Consumer Behaviour through Digital Platforms

Susmita Datta, Manali Bhattacharya



Abstract: In this digital era, digital marketing and information systems can prove to be a vital tool in driving sustainable behaviour among consumers. This research paper aims to explore how sustainable branding in the digital era is very important in shaping and influencing consumers. With an ample number of brands growing and flourishing each day, the market scenario has become grim in the context of environmental concerns. The research work has employed a quantitative approach utilising the survey method. A questionnaire was administered to 106 respondents. The findings of this research work focus on the need for authenticity, social responsibility and transparency. This study also contributes to understanding strategies that are practical for brands to adopt in the highly competitive digital marketplace while embracing sustainable development. The findings also reveal how an organisation, through strategic planning and digital marketing, with the support of vast information systems and huge social networks, can embrace sustainable communication. With the help of digital marketing, information systems organisations can communicate sustainability very efficiently by incorporating engaging content, using social media platforms, and investing in digital marketing tools. Furthermore, researchers can incorporate these findings to study the broader impact of robust information systems on the intricate relationship that lies between sustainable consumer behaviour and digital marketing.

Keywords: Sustainable Branding, Consumer Behaviour, Digital, Sustainable Communication, Social Networks

I. INTRODUCTION

A sustainable brand is a kind of brand that incorporates social values and considers the environmental impact into its market presence and identity. It focuses on practises that benefit both humans and the planet. Instead of being solely profit-oriented, sustainable organisations value long-term commitment and the creation of meaningful value. Such brands refrain from merely using sustainability as a marketing gimmick and instead demonstrate genuine commitment through communication, action, and engagement with stakeholders. When sustainability is embedded in a brand's identity, it helps build trust with consumers, credibility, and differentiates it from competitors. Sustainable branding helps in resonating a clear purpose with conscious consumers (Lein, 2018) [6].

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Sustainable forms of branding have been gaining increasing importance as a strategic communication tool for brands that need to position their organisation in a market that reflects growing environmental concerns and matches the expectations of the target audience. The difference between traditional brand management and sustainable branding is that it clearly communicates values which are eco-friendly keeping in mind the ethical commitments and influences the perceptions of consumers by reflecting authenticity, transparency and credibility. In the current market scenario sustainable branding does not only informs consumers about the environmental impacts of brands but also serves as a technique for influencing consumer behaviour and attitudes and motivates them towards a responsible consumption pattern. By incorporating a sustainability framework into a brand's identity and organisation, this also builds a strong relationship with consumers who prioritise environmentally friendly decision-making (Rosário & Dias, 2025) [10].

Digital technologies, on the other hand, have transformed how sustainable branding is experienced and communicated. Digital platforms are now very crucial in influencing sustainable consumer behaviour. Channels on digital media, such as e-commerce sites, social media platforms, and social media influencer networks, help a brand disseminate information to a large, widely reached audience. With the help of personalised content, engaging posts, and interactive storytelling, brands help educate consumers about transparency and sustainability issues and build trust (Rosário & Dias, 2025) [10].

Trust plays a vital role in the relationship between purchase intention and sustainable branding on digital platforms. It acts as a psychological threshold that helps reduce the gap between actual buying intention and perceived environmental sustainability claims. When such communications are perceived as authentic, they pose low risk and enhance ethical brand values, thereby enhancing consumer engagement in actual purchase behaviour. Therefore, trustworthy branding on online digital platforms and transparent declarations of sustainability claims foster consumers' belief in a brand and strengthen purchase behaviour (Poulis et al., 2026) [8].

Most importantly, the digital era has led to a huge shift in consumption patterns and consumer behaviour; environmentally friendly behaviour is now a driving force behind online shopping. Digital literacy, for instance, contributes largely to how the audience interprets sustainability brand communication. Moreover, a high level of digital competency enables consumers to act and evaluate cues more efficiently. It is also noted that consumers on digital platforms who prioritise sustainable options are more engaged with eco-brand messaging and help convert sustainability perceptions into real purchase decisions. This



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transition underscores that digital strategies are not only imperative for educating consumers but also for empowering them to act on green values in a digital context (Yang et al., 2026) [16].

To summarise, sustainable branding in the digital era is highly multifaceted. It shapes how consumer behaviour is influenced through various aspects such as trust-based mechanisms, transparency and engagement with brands. Moreover, digital platforms act as catalysts in amplifying the visibility of environmentally friendly initiatives and sustainable messages, and help organisations connect with consumers who share common beliefs and values, fostering responsible consumption habits. In the current marketing landscape, understanding the interplay between sustainable brand strategies and sustainable consumer behaviour is essential for researchers and brands to promote sustainable consumption habits and leave a meaningful impact on the market.

A. Research Problem & Focus

Sustainable and green branding has become very pivotal in the context of a grimmer environmental situation. It enables brands to communicate their commitments to their target audience regarding environmental issues. Through the promotion of environmentally conscious products and services, green and sustainable branding helps corporations to enhance their reputation and also influence their target consumers' attitudes, choices and purchase behaviour. In the Indian context, however, awareness of sustainable and green branding is comparatively low, suggesting a gap in consumer knowledge and involvement with such environmentally conscious products and services. This study aims to investigate the role of sustainable and green branding in influencing consumer behaviour in the Indian market. The study aims to explore how branding strategies can drive positive behaviour, inform consumer perceptions, and encourage the use of green products and services. The research work focuses on key constructs such as consumer behaviour, sustainable branding, sustainability awareness, and green branding in the digital era, where social media, digital marketing, and online platforms have become important aspects of brand communication.

This research work also aims to provide an understanding of how brand-led sustainable initiatives can foster sustainable consumption patterns among consumers. It highlights the importance of digital channels in amplifying the influence of sustainability-oriented approaches and supporting the transition towards more responsible consumer behaviour. Thus, the research work is positioned at the intersection of consumer behaviour studies and sustainability, offering insights for brands seeking to integrate a sustainable framework into their core operations and communication strategies.

B. Objectives of the Paper

- i. To study how sustainable branding in the digital era plays a pivotal role in shaping consumer behaviour.
- ii. To study the intricate relationship that lies between online sustainability communication, digital marketing and social media platforms.

- iii. To study the needs for brands to incorporate authenticity, social responsibility and transparency in the context of greater environmental concerns.
- iv. To study the strategies that are practical for brands to adopt in the highly competitive digital sphere while embracing sustainable development.

II. LITERATURE REVIEW

In today's contemporary market, digital marketing plays an immense part in influencing consumer behaviour by helping organisations communicate sustainable business practises in a credible yet interactive way. Digital media enables brands to promote eco-friendly practises and commitments through social media campaigns and collaborations with social media influencers. This practice enables consumers to access information about sustainable products and services, which are easily accessible through digital media. As consumers spend much of their time on digital media, they now rely heavily on digital platforms to evaluate brands and obtain product information. This enhances environmentally conscious purchase decisions, as highlighted by the authors (Rosário & Dias, 2025) [10].

Furthermore, digital platforms and technologies have enabled brands to integrate the sustainability framework more efficiently into their strategies. Digital marketing tools, through promotional content and social media campaigns, highlight corporate social responsibility initiatives. Such actions help increase consumer awareness of sustainability issues and strengthen a brand's transparency and credibility by demonstrating responsible and ethical behaviour (Widiastuti et al., 2024) [14].

Digital platforms also help by providing eco-labels and certifications directly to target consumers. This helps create a strong brand narrative by encouraging environmentally conscious purchasing behaviour and enabling better visibility of accessible, sustainable information (Rosário & Dias, 2025) [10]. Social media plays an important role in shaping sustainable consumer behaviour by helping consumers form perceptions and evaluate information about sustainability. Digital media facilitates user interaction, allowing audiences to engage with sustainability-related content, observe others, and respond accordingly. These interactions shape consumer perceptions and attitudes toward sustainable products and services. The authors highlighted how peer influence, user-generated content, and social media influencers are key factors in encouraging sustainable consumer behaviour. Mechanisms like these help consumers in decision-making and promote responsible consumption. Moreover, exposure to sustainability-related information on social media helps consumers form perceptions and evaluate such information. This exposure can encourage environmentally conscious decisions. Thus, interaction on digital platforms contributes to the development of favourable attitudes toward environmentally friendly products and services and encourages more responsible purchasing behaviour (Ramandini et al., 2025) [9].

Integrating sustainability into business operations requires a very systematic and deliberate approach. Especially





where purpose-driven activities can shape an organisation's identity and engagement with its stakeholders. Effective sustainable approaches do not pertain only to suggestive CSR statements but also involve the operationalisation of sustainability across diverse areas, such as climate-oriented responsive practices, resource and energy efficiency, supply chain management, and packaging innovation. Furthermore, the authors highlight the need for leaders' commitment and the inclusion of associated stakeholders. Also noted the need for organisations to actively encourage engagement with consumers, employees, supply partners, and community partners in executing sustainable initiatives. Doing so enables a company to translate its commitments into measurable outcomes and authentic practices, thereby enhancing stakeholder trust. The authors' work has provided a very practical framework for implementing marketing strategy and integrating sustainable approaches to help identify areas and execute operational plans for corporations. Most importantly, it highlights the strategic importance of sustainability rather than being a mere promotional tool. It helps long-term success in a purpose-oriented business operation that emphasises genuine stakeholder engagement (Carvill et al., 2021) [1].

Greenwashing, as a concept, has become a critical issue in discussions of corporate social responsibility, referring to the practice of making a brand's claim to follow responsible operations. Still, in reality, they continue to have a detrimental effect on the environment.

The author highlights how such organisations promote a very favourable image of their commitments through public relations and advertising campaigns. The author highlights that such claims often create a disconnection between performance and claims, contributing to public scepticism about a brand's performance and claims. The article also highlights that such misleading facts can affect the trust and underscore the need for accountability and transparency in corporate environmental reporting. The concept of greenwashing thus draws attention towards the need for authenticity and verifiable information about environmental communication by organisations (Watson, 2016) [13].

Consumer responses are heavily influenced by sustainable branding, leading to increased brand satisfaction and trust. It has been found that when consumers have a high perception of the quality of a green brand, they are more likely to develop high levels of satisfaction and trust in those brands. These factors alone are a major contributor to green word-of-mouth marketing, as consumers are more willing to share positive reviews and feedback about ethically conscious brands. Thus, in this context, trust and satisfaction are vital mediating factors linking consumers' intention to engage in positive word-of-mouth marketing about green brands to perceived brand quality (Chen, 2023) [2].

It has also been noted that consumers' perceptions of green marketing initiatives impact the formation of green brand image through the mechanism of greenwashing. Various aspects of green marketing—such as brand commitment, brand communication, and consumer interaction—can decrease consumers' perception of greenwashing when sustainability claims are credible and authentic. The lower the level of perceived greenwashing, the stronger the brand image becomes. It has also been noted that

perceived greenwashing negatively affects consumers' evaluation of a brand's green image (Tu et al., 2024) [12].

It is found that digital platforms enhance the relationship between consumer behaviour and sustainable branding. Digital platforms help facilitate sustainable communication through various social media marketing activities. It is also observed that social media campaigns and marketing techniques related to green products help develop greener values, heightened environmental concerns, and a stronger brand image. These activities help engage consumers with green brands and influence their repurchase intention towards environmentally friendly services and products (Hu et al., 2024) [3].

Credibility and authenticity play a significant role in consumers' responses to green brands. It has been found that when consumers perceive a brand's commitments as authentic, they view the brand as credible and authentic, thereby developing long-term trust. This trust also helps increase word-of-mouth communication on electronic media, highlighting the vital mediating role of trust in a brand in linking consumers' online behaviours to green brand authenticity (Xu et al., 2021) [15].

Research indicates that greenwashing and misleading environmental claims negatively affect consumers' perceptions of a brand, increasing green scepticism, and negatively influence consumers' intentions to buy environmentally friendly services and products. Reducing greenwashing and making authentic sustainability claims and practices help in enhancing consumers' intention to purchase green products and support such businesses (Nguyen et al., 2019) [7].

Sustainable branding is highly relevant in the digital context, given that online marketplaces are now major drivers of how consumers gain information about products and make purchase decisions. In the e-commerce sector, sustainability-related factors help influence consumer behaviour towards environmentally friendly products. On the other hand, digital platforms provide consumers with information that enables them to look for and compare alternatives, helping influence them towards sustainable options. It has been found that sustainability-related factors are heavily associated with consumers' attention towards green products in e-commerce contexts (Štofejšová et al., 2023) [11].

Sustainable branding is a major marketing strategy that helps brands communicate their social and environmental goals in ways that enhance their brand image and influence consumer behaviour. Instead of prioritising product promotion, they emphasise creating long-term value, which aligns with their goals. It has been found that sustainability marketing positively affects brand image and promotes sustainable consumer behaviour, and that, furthermore, corporate social responsibility strengthens this image (Jia et al., 2023) [4].

In the digital context, online communication is crucial to shaping consumers' responses to sustainable brand messages. Nowadays, consumers evaluate brands on social media through their content and digital advertising. On social media, perceptions of authenticity and credibility influence their behavioural intentions. Thus, digital platforms help brands

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convey sustainable values and shape consumer behaviour through interactive content and engagement (Kothari et al., 2025) [5].

III. RESEARCH METHODOLOGY

This research adopts a quantitative research design to examine the impact of sustainable branding on consumer behaviour in the digital era. A quantitative research design is more appropriate for this research because it enables the study of consumer perceptions and attitudes and helps analyse relationships among variables. It helps in systematic measurement. The research work aims to understand how sustainable branding influences consumer behaviour in digital contexts. A structured approach also helped gather data from respondents, facilitating objective analysis and interpretation. The research design focuses on collecting numerical data to identify patterns, trends, and relationships related to sustainable branding and its impact on consumer behaviour.

The research is conducted in Kolkata, an urban metropolis with a large digital consumer base. The city's diverse population enables the inclusion of respondents from different backgrounds, providing a broader understanding of consumer perceptions of sustainable branding. Furthermore, the research employed simple random sampling to select respondents. Simple random sampling was chosen because it gives all individuals an equal chance of participating in the research study. It helps minimise sample bias and thus enhances reliability.

The rationale for selecting the 18-44 age group is that it represents the demographic segment most active on digital platforms. All genders were included to ensure inclusivity and diversity. The study is primarily based on primary data collected through online surveys distributed by Google Forms. The questionnaire was developed to gather information about respondents' choices regarding sustainable options, their awareness of sustainable and green branding, whether they are willing to pay more for a sustainable brand, and how sustainable branding impacts their behaviour.

An online mode of data collection was employed because it enables accessibility, efficiency, and the ability to reach respondents. It also helps respondents complete the survey at their convenience, thereby improving the response rate. And helped compile data. The questionnaire consisted mostly of closed-ended questions, with a few exceptions. In addition to primary data, the research has also used secondary data from academic sources, including research papers, books, and peer-reviewed journals. This provides insights into sustainable branding, digital platforms, and consumer behaviour, thereby establishing the foundation for the research work.

A. Hypothesis

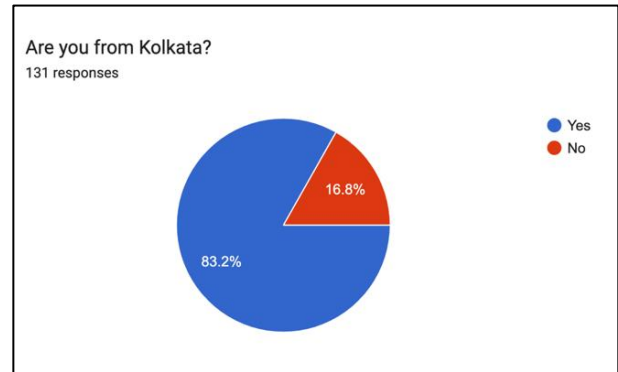
Based on the above objectives, three hypotheses are developed for the research work: -

H1: Sustainable branding in the digital era leaves a positive impact on consumer behaviour.

H2: Authenticity, social responsibility, and transparency are important factors for brands to incorporate in context to address greater environmental concerns.

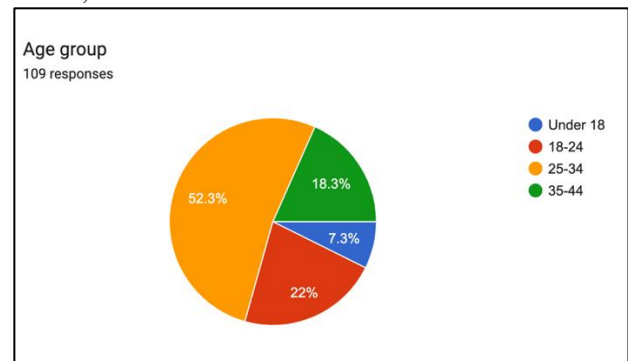
H3: Consumers are willing to pay more for a sustainable brand.

IV. DATA FINDINGS & ANALYSIS



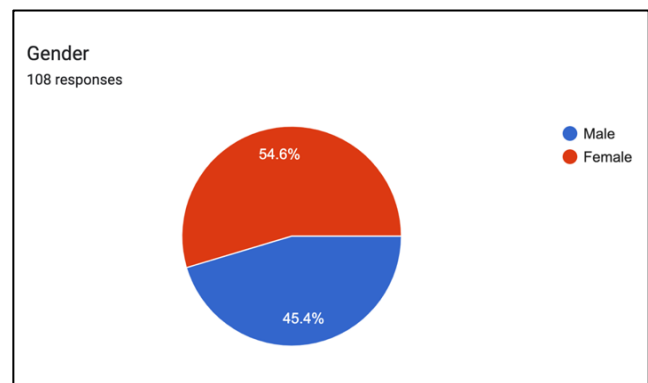
[Fig.1: Pie Chart Representing Demographic Location]

The survey was restricted to residents of Kolkata only. A filtering question was included in the circulated Google form, and only residents of Kolkata were considered for the study. 128 respondents were surveyed, of whom 106 are from Kolkata, and 22 are from outside of Kolkata.



[Fig.2: Pie Chart Representing the Age Group of the Respondents]

The age group selected for the study was between 18 and 44. The rationale for selecting this age group was that the youth are the most active ones on digital platforms.



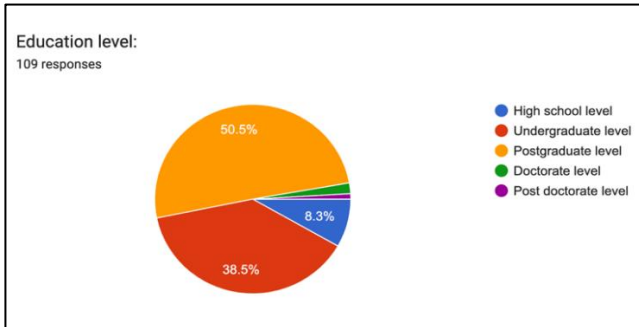
[Fig.3: Pie Chart Representing the Gender of the Respondents]

All genders are sampled for the study. Of these, 58 respondents are female, and 47 are male.



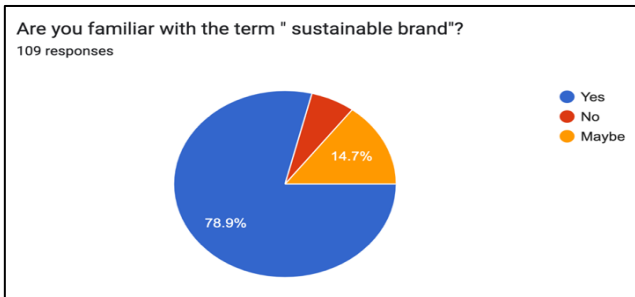
[Fig.4: Occupational Profile of the Respondents]

Among all responses, most respondents were homemakers and students.



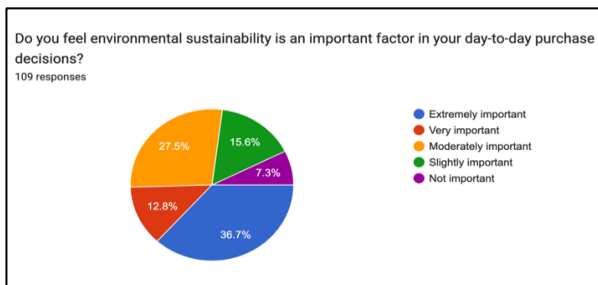
[Fig.5: Pie Chart Representing the Education Level of the Respondents]

52 respondents are from the post-graduate level. 42 respondents are from the undergraduate level, 9 from the high school level, 2 from the doctorate level, and 1 from the post-doctorate level. Most respondents are at the postgraduate level.



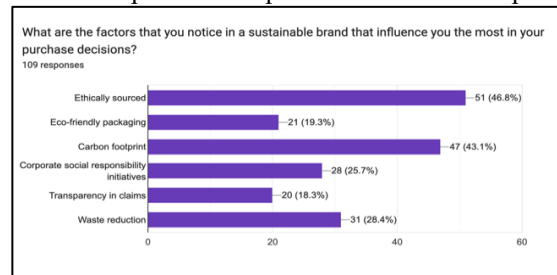
[Fig.6: Pie Chart Representing Awareness About the Term Sustainable Brand]

Of the 106 respondents, 83 are aware of the term "sustainable brand". 7 respondents are not aware of the term sustainable brand. 16 respondents said maybe. From this, it can be analysed that most respondents are aware of the term "sustainable brand".



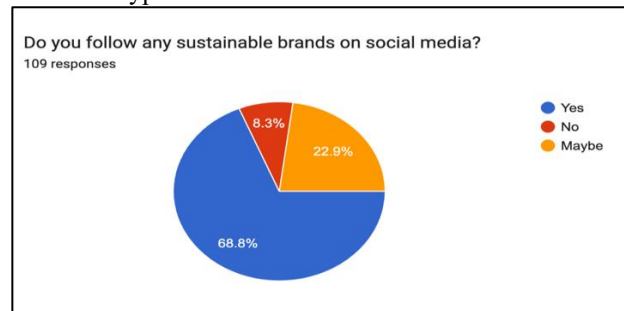
[Fig.7: Pie Chart Representing Whether Environmental Sustainability is an Important Factor in Day-to-Day Purchase Decisions]

Of 106 responses, 39 said environmental sustainability is an important factor in their day-to-day purchase decisions, and 13 said it is very important. 29 respondents rated it as moderately important. 17 respondents considered it slightly important. 8 respondents responded that it is not important.



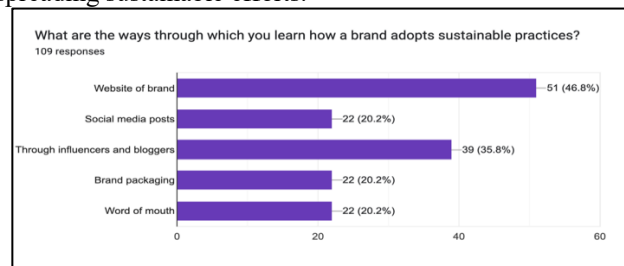
[Fig.8: Bar Graph Representing the Factors that Consumers Notice in a Sustainable Brand that Influence the Respondents Most in Their Purchase Decisions]

49 respondents said that ethically sourced products are an important factor in a sustainable brand when making a purchase decision. 18 respondents said that eco-friendly packaging is an important factor in their purchase decisions. 45 respondents believe that carbon footprint is an important factor. 28 respondents believe that corporate social responsibility initiatives are an important factor. 18 respondents said transparency in claims is vital. 28 respondents believe that waste reduction is an important factor. Thus, from the obtained data, it can be analysed that the second hypothesis is correct.



[Fig.9: Pie Chart Representing Whether the Respondents Follow Any Sustainable Brands on Social Media]

72 respondents said they follow sustainable brands on social media. 9 respondents said no, and 25 respondents said maybe. From this, it can be analysed that most of the respondents follow sustainable brands on social media. From this, it can be analysed that digital platforms are very vital for spreading sustainable efforts.



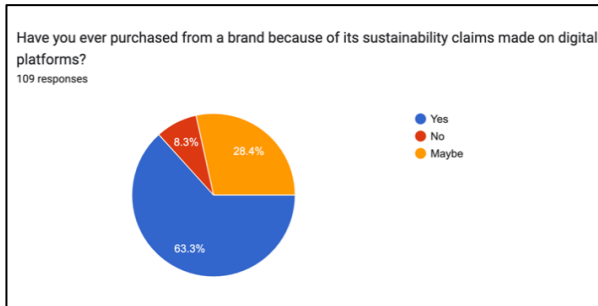
[Fig.10: Bar Graph Representing the Ways Through Which Respondents Learn How a Brand Adopts Sustainable Practices]

49 respondents said they get to learn about a brand's sustainable practices from the brand. 20 respondents said they



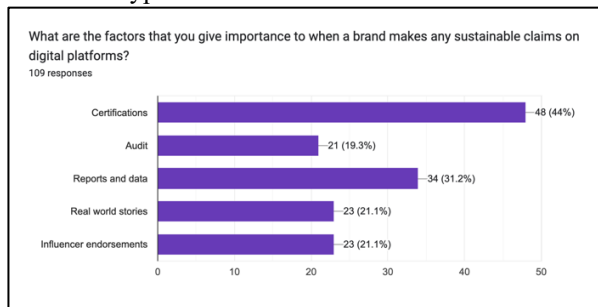
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learn about a brand's sustainable practices from social media posts. 38 respondents said they learn about a brand's sustainable practices from influencers and bloggers. 19 respondents said they learned about it from brand packaging, and 21 said they learned about it from word of mouth. From this, it can be analysed that the maximum number of respondents get the information about a brand's sustainable initiatives from the brand's website.



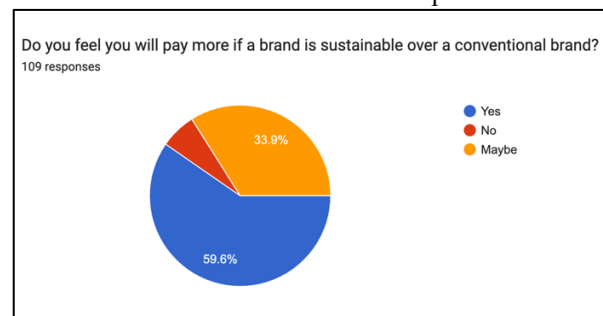
[Fig.11: Pie Chart Representing Whether Respondents Have Purchased from a Brand Because of Its Sustainability Claims Made on Digital Platforms]

67 respondents said they purchased from a brand because of its sustainability claims made on digital platforms. 30 respondents said maybe, and 9 respondents responded no. From this, it can be analysed that most respondents purchase from a brand because of its sustainability claims on digital platforms. Thus, the obtained data can be analysed and show that the first hypothesis is correct.



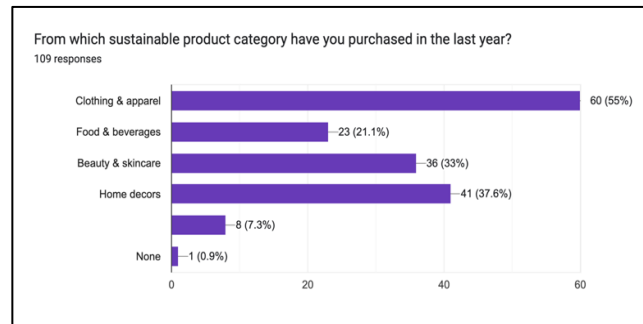
[Fig.12: Bar Graph Representing the Factors that Respondents Give Importance to When a Brand Makes Sustainable Claims on Digital Platforms]

47 respondents said certifications are an important factor in their evaluation of a brand's sustainability claims on digital platforms. 20 respondents said audit is an important factor, and 32 respondents said reports and data are a vital factor. 21 respondents believe that world stories are important, and 23 believe influencer endorsements are an important factor.



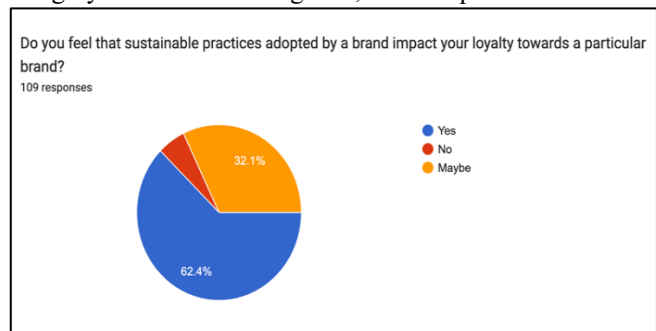
[Fig.13: Pie Chart Representing Whether Respondents are Willing to Pay More for a Brand if it is Sustainable Over a Conventional Brand]

63 respondents said they are willing to pay more for a sustainable brand than for a conventional one. 7 respondents said no, and 36 respondents said maybe. From this, it can be understood that the maximum number of respondents are willing to pay more for a sustainable brand than for a conventional brand. Thus, from the data, hypothesis number three can be shown to be correct.



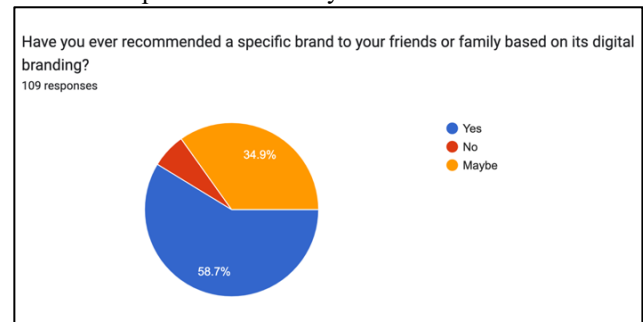
[Fig.14: Bar Graph Representing the Product Category from Which the Respondents Purchased in the Last Year]

58 respondents said they have purchased from the clothing and apparel category in the last year. 21 respondents reported purchasing from the food and beverages category. 34 respondents purchased from the beauty and skincare category. 41 respondents purchased from home in the decor category. 8 from other categories, and 1 respondent said none.



[Fig.15: Pie Chart Representing Whether Sustainable Practices Adopted by a Brand Impact the Respondents' Loyalty Towards a Particular Brand]

65 respondents said they believe a brand's sustainable practices affect their loyalty to that brand. 6 respondents said they feel it doesn't impact their loyalty towards a particular brand. 35 respondents said maybe.

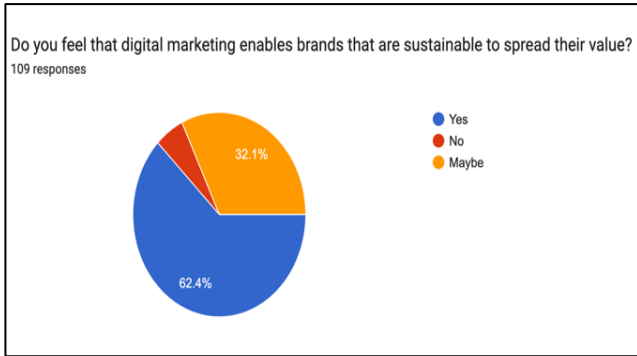


[Fig.16: Pie Chart Representing Whether the Respondents Recommend a Specific Brand to Friends and Family Based on Its Digital Branding]

63 respondents said yes, they recommend a specific brand to friends and family based on its digital branding. 6 respondents

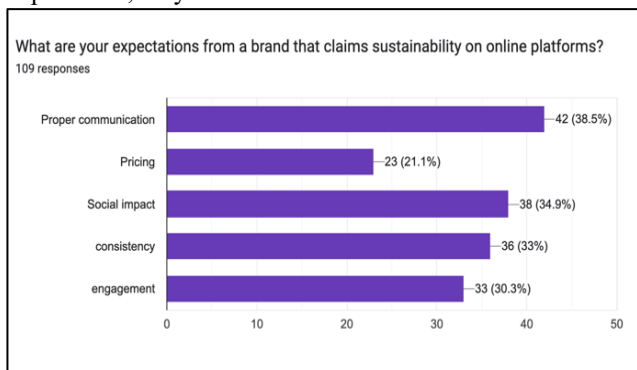


said no, they don't recommend a specific brand to friends and family based on its digital branding. 35 respondents said maybe.



[Fig.17: Pie Chart Representing Whether Digital Marketing Enables Sustainable Brands to Spread Their Value]

65 respondents said they feel digital marketing enables brands to spread their sustainable values. 6 respondents said no, it doesn't help to spread sustainable values. 36 respondents, maybe.



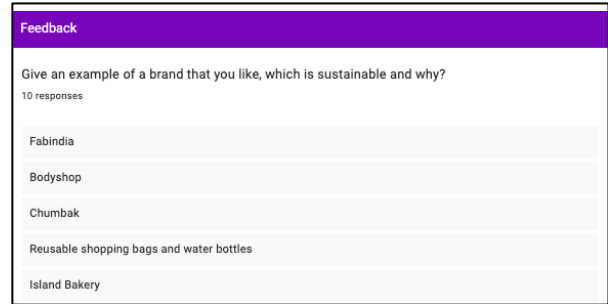
[Fig.18: Bar Graph Representing the Respondents' Expectations from a Brand that Claims Sustainability on Online Platforms]

On asking what their expectations are from a brand that claims sustainability on online platforms. 39 respondents said proper communication. 20 respondents said pricing, and 36 respondents mentioned social impact. 34 respondents said consistency, and 33 respondents said engagement.



[Fig.19: Pie Chart Representing Whether Sustainable Branding is a Marketing Tactic According to the Respondents]

39 respondents said sustainable branding is a marketing tactic. 31 respondents said it is an original effort. 36 respondents said both marketing tactics and original effort. From this, it can be analysed that most respondents believe that sustainable branding is a marketing tactic.



[Fig.20: Feedback Representing the Names of Brands that are Sustainable and Why]

These are a few of the brand names that respondents answered when asked which sustainable brands they like.

V. CONCLUSION

In recent times, sustainable and green branding has become pivotal in influencing consumer behaviour. This is leading to a paradigm shift in how consumers interact with brands. This approach, which encompasses ethical, environmental, and social issues, has significant implications for society and business operations. Sustainable and green branding is not merely a marketing strategy; it also reflects a paradigm shift in consumer consciousness. Consumers are now more aware of the pressing needs of societal justice, climate change and depletion of natural resources. For that reason, they are always seeking brands aligned with their moral compass. On the other hand, the growth of social media platforms has enabled consumers to scrutinise brands' efforts, helping others make more responsible choices. The impact of sustainable and green branding extends to consumer education. Further, this education helps consumers to make better choices. This helps create a ripple effect throughout the surrounding area by advocating green approaches and holding the brand accountable. What is more important is that sustainable and green branding should not be a mere marketing gimmick; it calls for genuine action. Greenwashing, or the use of a misleading image, can cause disillusionment and destroy trust. In a nutshell, authenticity is integral for sustainable branding. Based on the data obtained, most respondents are aware of the term "sustainable brand".

Most of the respondents who participated were female. Among the respondents, the largest number of participants is at the postgraduate level. Most respondents feel that sustainability is an important factor in making day-to-day purchasing decisions. Ethically sourced ingredients, carbon footprint, and waste reduction are important factors while making a purchase decision. Most of the respondents follow sustainable brands on social media. The respondents said they learn about a brand's sustainability efforts through the brand's website, influencers, and bloggers. 62.6% of respondents said that they purchase from brands because of the claims made on digital platforms. From this, it can be analysed that digital platforms play a pivotal role in sustainable branding. Certifications, audits, reports and data, real-world stories, and influencer endorsements are important factors that consumers consider when following sustainable brands on digital platforms. 58.9% of respondents are willing to pay more for a sustainable brand than for a conventional one. The most purchased sustainable product categories are clothing and apparel, and



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home décor. 61.7% of respondents feel that a brand's sustainable practices impact their loyalty to that brand. 61.7% of respondents believe that digital marketing and digital platforms help brands spread their sustainability efforts and values. Proper communication, pricing, social impact, consistency and engagement are vital factors. It was also found that most respondents view sustainable branding as a marketing tactic. In the digital era, sustainable branding and sustainability in general are no longer optional. But it is of strategic importance. Nowadays, consumers are very environmentally conscious. It is observed that brands that embrace sustainability and promote these values are gaining consumer loyalty, which ultimately benefits them in the long term in a competitive marketplace. Digital platforms have given conscious consumers a voice, creating many opportunities for sustainable brands to communicate real-world stories and values, build community, and drive engagement around a purpose. Nowadays, sustainable branding not only disseminates green messages but also demands timely action, innovation and ethical operation across the value chain. It is worth noting that brands are incorporating digital strategies and aligning them with sustainable goals not only to drive environmental reforms but also to secure and future-proof their existence in a highly competitive market.

DECLARATION STATEMENT

As the article's author, I must verify the accuracy of the following information after aggregating input from all authors.

- **Conflicts of Interest/ Competing Interests:** Based on my understanding, this article has no conflicts of interest.
- **Funding Support:** This article has not been funded by any organisations or agencies. This independence ensures that the research is conducted with objectivity and without any external influence.
- **Ethical Approval and Consent to Participate:** The content of this article does not necessitate ethical approval or consent to participate with supporting documentation.
- **Data Access Statement and Material Availability:** The adequate resources of this article are publicly accessible.
- **Author's Contributions:** The authorship of this article is contributed equally to all participating individuals.

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