

# **THE ROLE OF CONSUMER'S OPINION IN SOCIAL-MEDIA ON SUSTAINABLE PURCHASE INTENTION AND OTHER SUSTAINABLE BEHAVIOURAL INTENTION**

## **ABSTRACT:**

In recent times, brand's reputation and sales are significantly influenced by social-media-users' opinion. This paper used 'self-consumption-vision' (SCV), theory of emotion, and social influence theory to explore how consumers' sustainable product purchase intentions and other sustainable-behavioural intentions are influenced by the social-media-users' positive/negative captions with a sustainability-ad.

279 respondents participated in a 2 (positive vs negative caption) x 2 (high vs low source expertise) between-subject experiment. The result shows that, consumers can visualise themselves consuming the advertised sustainable product more vividly for positive captions than negative captions. This higher level of consumption vision produces higher level of emotion and affect subsequent social-media-engagement with the sustainability-ad, purchase intentions and other sustainable-behavioural intentions. Types of captions and level of source- expertise have significant interaction effect on social-media-engagement. More specifically, the users will engage more for positively captioned sustainability-ad than the negative caption for low source-expertise, but people will engage more for negatively captioned sustainability-ad than positively captioned one, when source-expertise is high. Future research may assess the acceptability of sustainability-ad depending on social dynamics of the social-media platforms.

## **KEY CONTRIBUTION TO ACADEMIA AND PRACTITIONERS (:**

To academia:

This paper has undertaken a contemporary stance on finding the impact of social-media environment on consumers' acceptance of sustainable-products and sustainable behaviour. Though consumers tend to talk about brands over online media those have taken sustainability initiatives (Edelman 2018), yet there are very limited studies those have taken sustainability as a context of social-media engagement (i.e. Minton et al 2012 and Minton et al 2018). So, this paper aims to contribute the social-media engagement literature by considering positive and negative caption with sustainability-ad as an antecedent of social-media engagement. On the other hand, since social-media engagement behaviour greatly influence the purchase behaviour of the consumers (Hutter et al. 2013), this paper advances the sustainability-ad literature by examining the role of social-media engagement with the sustainability-ad as an antecedent of sustainable product purchase intention and other sustainable behavioural intention. In the process of doing so, this study extends the theory of consumption vision by incorporating all the dimensions of PAD theory of emotion and SCV in the conceptual framework to understand the impact of SCV and emotion on ad attitude and resulting social- media-engagement in the context of sustainability and subsequent purchase intention of advertised product and adaptation of other sustainable behaviour

To practitioners:

Though the demand for sustainability product is rising (Statista 2021<sup>1</sup>), marketers of sustainability products are often challenged due to consumers' suspicion of greenwashing (Fernando et al 2014). Since consumers' opinions on social-media have an impact to the brands' reputation and sales (Fournier and Avery 2011), marketers need to understand how consumers' opinion about the sustainable product may influence other consumers' purchase intention (i.e. Martin and Schouten 2012). It is especially important to understand the interactive role of social-media, because compared to the daily usage of TV, the daily usage of social-media is increasing and have a worldwide reach (Statista 2021<sup>2</sup>; Statista 2012<sup>3</sup>).

# 1. Introduction

The rising concern for sustainability (Davari and Strutton 2014; McDonagh and Prother, 2014) along with the rising demand for sustainable products (Statista 2016, Statista 2021<sup>1</sup>) have influenced the business organisation to increase their sustainable initiatives (Huang 2015) for competitiveness and leverage (Bansal and Roth 2000; Keller 2013; Martin and Schouten 2012).

However, when organisations advertise their sustainable initiatives, consumers may or may not perceive those positively (Sen and Bhattacharya 2001; Montororios et al 2008; Kilbourne 2004; Fernando et al 2014). Sustainability related marketing communication or sustainability-advertising is referred as- *promotional messages that inform consumers about the environmental, social and/or economic dimensions of products and services* (adapted from Han et al 2019 p. 353 and UNEP 2002).

In today's world of web 2.0, social-media contents of a product or brand dictates consumers' perception of the product, which in turn reflected in their purchase decision (Hutter et al. 2013; Zhu and Zhang 2010). Favourable online engagement with the brand is one of the salient reasons for a firm's success (Kumar et al 2017; Muntinga et al., 2011). Consumers tend to favour brands with sustainability stand (Choi and Ng, 2011; Keller 2013, Larceneux et al. 2012). Thus, the use of 'sustainability agenda' by the firms have become a common business practice (Huang and Rust 2011; Prothero et. al. 2010; Larceneux et al. 2012; Johnstone and Tan 2015). This indicates that, the perception of the consumers about the sustainability-ad regulates the consumers' purchase decision of the sustainable products. Yet, there is a severe paucity of study where the effect of consumers' positive/negative opinion on the sustainability-ad in social-media has been considered.

This study postulates that, there will be a difference in social-media engagement behaviour and subsequent sustainable behaviour depending on social-media users' opinion, which is expressed as positive or negative caption with the sustainability-ad. In other words, this paper considered positive or negative captions accompanying a sustainability-ad as the antecedent and users' purchase intentions and further sustainable behavioural intentions as consequence through social-media engagement with a suitability ad

## 2 Literature review

### 2.1. Sustainable behaviour, Sustainable product and sustainability-ad

General public's sustainability concern does not ensure mass consumers' adaptation of sustainable products or sustainable behaviour (Caprar and Neville 2012; Carrington et al 2010; Kilbourne et al 2002; Carrington et al, 2014). By definition sustainable-behaviour represents- "*consumer actions in product or service purchase, usage and disposal that minimize harm to the natural environment and to society*" (Rowe et al 2019 p.276). However the problem with this official definition is, it focuses on minimising the consumption, which goes against the consumption centric nature of society (Banbury et al 2012). Sustainable behaviour largely depends on other consumers' perception and consumption pattern (Rettie et al 2012; Johnstone and Tan 2015). Yet, consumer will be motivated to choose sustainable product if it signals high status, rather than frugal behaviour (Brooks and Wilson, 2015). Sustainable product is defined as- "*Products that minimize harm to the environment and to society*" (Rowe et al 2019 p. 277). Consumers do not adopt sustainable product, because sustainable products are perceived to be expensive and of lower quality (Luchs and Kumar 2017; Davari and Strutton 2014). Moreover, the consumers rarely trust brands' claim to be sustainable (Thøgersen et al 2012; Olsen et al 2014). In this scenario, it is challenging to motivate consumers to buy sustainable products or adopt sustainable behaviour (Lin and Hsu 2015; Binder and Blankenberg 2017; Stern, 2000; Kilbourne et al 2002).

### 2.2 Social-media engagement –

Unlike mass media, which proved to be ineffective to promote sustainability (Lin and Hsu 2015), social-media has the potentiality to capability to change consumer behaviour (Muntinga et al., 2011; Angus 2018; McDonagh and Prothero 2014). The distrust on the business organisations has nudged the consumers to trust other consumers' content/information on social-media than the company-led information (Muniz and Schau 2007; Cova and Dalli 2009; Hutter et al. 2013; Veloutsou and Moutinho 2009; Angus 2018). Through social-media engagement, trust can be instilled and information about sustainable product can be disseminated (Lyon and Montgomery 2013; Lim, 2016).

Social-media-engagement with a brand represents "*A set of brand-related online activities on the part of the consumer that vary in the degree to which the consumer interacts with social-media and engages in the consumption, contribution, and creation of media content.*" (Schivinski et al. 2016, p. 66). Point to be noted that, social-media engagement with the sustainability ad is also susceptible to misinterpretation (Hoffman

and Novak 1996; Wirtz et al 2013). Nonetheless, the firms' reputation and sales are dependent on consumers' unpredictable positive or negative opinion (Veloutsou and Moutinho 2009). However, in the context of social-media, the acceptance of information about a product depends on perceived expertise of the source of that information (Folse et al 2016; Huang and Chen 2006; Ki and Kim 2019).

**H1: Sustainability-ad with positive caption will lead to higher level of social-media-engagement than Sustainability-ad with negative caption.**

### 2.3 Source expertise

Source expertise is defined as- *"the extent to which the source of a persuasive message is perceived to be capable of making correct assertions"* (Yi et al 2013, p: 285). High source expertise can motivate consumers to try new product (Huang et al 2017; Hughes et al 2019), because consumers are more accepting of the information coming from an expert source, which reduces the risk of choosing a new product (Yi et al 2013). Due to the lack of trust, consumers may not accept brands' sustainability-ad (Peattie and Crane 2005; Keller 2013), but if the information is presented by an expert source, it inculcates credibility of the information (Hovland et al 1953). This implies that the acceptance of opinion of the source also depends on his/her expertise.

Common notion of higher social-media engagement with the post coming from source with high expertise than source with low expertise, is not observed if the audience suspects ulterior motive of the source. In this situation, low source expertise may generate higher social-media engagement than high source expertise (Hughes et al 2019; Goldberg and Hartwick 1990). This is especially true for ad with the sustainability message. Since consumers' are already wary about greenwashing, positive caption from a source high expertise may be interpreted as a persuading attempt and cause lower social-media engagement than the post from a source with low source expertise (Peattie and Crane 2005; Kilbourne 2004; Park and Kim 2008; Gilly et al 1998). However Negative comments are free from the suspicion of greenwashing (see Hughes et al 2019). Hence, high source expertise should yield more social-media engagement.

**H2: For negative captioned Sustainability-ad, when source expertise is high, Sustainability-ad will lead to higher social-media engagement than when source expertise is low, but the effect will be reversed for positive captioned Sustainability-ad.**

## 2.4 Ad involvement

The influence of contextual factors like- appeal, familiarity of the brand or ecological certification of the sustainable product, is dependent on the extent of involvement of the consumers regarding sustainability issues (Bickart and Ruth 2012). This implies that, ad involvement with the sustainability-ad will also influence the contextual factor arouse in social-media. Ad involvement is defined as the personal connection or the extent of audiences' perception of their relevancy with the ad (Zaichkowsky 1985). Consumers' involvement heightens when their values, and self-image are congruent with the ad (Bowden2009; Bhattacharya and Sen 2003). Consumer's response is influenced by the sustainability related content (i.e. sustainability-ad with positive/negative caption) (Andrews et al 1992), due to their concern about sustainability issues (Caprar and Neville, 2012).

## 2.5 Self-transformative consumption vision (SCV)

as a social process, consumption pattern of a customers is shaped by the consumption patten and of other people in the society (Brooks and Wilson 2015). Similarly, consumers will not see themselves consuming a sustainable product if the people around them do not practice it (Rettie et al 2012; Johnstone and Tan 2015). Hence, how consumers envision themselves consuming the product by being exposed to the sustainability-ad with positive or negative caption on social-media, has been measured through self-transformative consumption vision (SCV). SCV is defined as: *"a person's mental visualization process of creating a self-involved imaginative future incident, story or narrative about a product or service in which the consumption outcome is envisioned"* (Yim et al. 2018. p. 123). High source expertise proved to have facilitated mental image by easing mental load (Shiv and Huber 2008). This phenomenon should be observed for SCV too.

**H3: Sustainability-ad with positive caption will generate higher level of SCV than Sustainability-ad with negative caption among the users of social-media.**

**H4: When source expertise is high, sustainability-ad will lead to higher SCV than when source expertise is low, but the effect will be stronger for Sustainability-ad with positive caption than sustainability-ad with a negative caption.**

**H5: Higher involvement with the Sustainability-ad will generate higher level of SCV.**

However, SCV may not adequately explain the influence of the positive/ negative caption (Yim et al 2018; Desmet 2010). A sustainability-ad is deemed to be successful if the mental imagery or consumption vision (Amit and Greene 2012) can generate both cognitive and emotional response, which leads to sustainable behaviour (Davari and Strutton 2014; Desmet 2010; Yani- de-Soriano et al 2013; Richard and Chebat 2016; Holbrook and Batra 1987; Priester and Petty 2003). Purchase of sustainable product is mainly emotional in nature (Bansal and Roth 2000; Rowe et al 2019, Martin and Schouten 2012). Therefore, the purchase behavioural response should follow the direction of emotional response produced by SCV (Petty and Cacioppo 2018; Richard and Chebat 2016).

**H<sub>6</sub>: SCV will positively and significantly influence the level of social-media-engagement with the sustainability-ad.**

#### 2.6 Emotional theory Pleasure arousal dominance (PAD)

Role of specific emotions like pride, guilt (Rowe et al 2019) or empathy (Song and Kim 2018) has been taken into consideration. But more wholesome approach to measure emotional response is Mehrabian-Russell Model [1974, also called Pleasure-Arousal-dominance PAD model], since it can characterise all emotional constructs like- mood, feelings etc (Huang 2001). In addition to that, PAD model has its origin in environment psychology, which makes it suitable to study the emotional response generated in social-media environment. However, emotion generated by an ad work on any elicited behavioural intention through ad attitude (Desmet, 2010).

**H<sub>7</sub>: SCV will positively and significantly influence the level of pleasure towards Sustainability-ad.**

**H<sub>8</sub>: SCV will positively and significantly influence level of arousal towards sustainability-ad**

**H<sub>9</sub>: SCV will positively and significantly influence level of dominance towards Sustainability-ad.**

#### 2.7 Ad attitude

Ad attitude represents an affective construct, which denoted consumers' favourable or unfavourable mindset towards the ad (MacKenzie et al 1986). In social-media context, emotion generated by an ad or other stimuli affects the ad attitude (Holbrook and Batra

1987; Mehrbrian 1996), which is reflected in users' behaviour. A behavioural construct social-media engagement ad attitude, because in social-media ad attitude is formed by the information presented to the users (Foxall and Yani-de-Soriano 2005). More importantly, marketer's initiative to introduce new idea/ product/ belief is deemed to be successful if they can affect consumers' attitude positively (Pickett-Backer and Ozaki 2008). In other words, if the positive or negative caption with the sustainability-ad acts as information, it may introduce consumers to a new belief through ad attitude.

**H<sub>10</sub>: Pleasure will positively and significantly influence ad attitude towards Sustainability-ad**

**H<sub>11</sub>: Arousal will positively and significantly influence ad attitude towards Sustainability-ad.**

**H<sub>12</sub>: Dominance will positively and significantly influence ad attitude towards Sustainability-ad.**

**H<sub>13</sub>: Ad attitude will positively and significantly influence social-media-engagement withthe Sustainability-ad.**

## 2.8 Social influence theory

The users of social-media interact with each other due to their sense of community, which results into exposure to new information in social-media. This exposure from multiple sources motivates the users of social-media to re-examine their value and reformulate their behaviour

(Bolton et al 2013; Li 2013). Thus, new norm may manifest through the engagement in social-media, which may initiate behavioural change (Bolton et al 2013). People can be aware of the notions like- choosing sustainable product does not signal lower status, availability and price of sustainable product, or correct use of the product though engagement and exposure of these information (Lin and Hsu 2015; Buenstorf and Cordes 2008). Social networking sites were successful to educated general public about environmental issues used by non-profit groups (Fernando et al 2014). Purchase of sustainable product is greatly dominated by social norm and information (Caprar and Neville 2012; Cho et al 2013; White and Simpson 2013; Chan et al 2008). Hence exposure to new information and normative belief may affect consumers' purchase intention of advertised sustainable product (Pickett-Backer and Ozaki 2008). Hence, it is proposed that, through social-media engagement, consumers will experience normative



social influence and informative social influence. This will affect brand purchase intentions and other sustainable behavioural intentions.

**H<sub>14</sub>: Social-media-engagement with sustainability-ad will have positive and significant impact on normative influence**

**H<sub>15</sub>: Normative influence will positively and significantly impact purchase intention.**

**H<sub>16</sub>: Social-media-engagement with Sustainability-ad will have positive and significant impact on informational influence.**

**H<sub>17</sub>: Informational influence will positively and significantly impact purchase intention.**

**H<sub>18</sub>: Ad attitude will positively and significantly influence the purchase intention of advertised brand**

**H<sub>19</sub>: Purchase intention of the advertised brand will positively and significantly influence other sustainable behaviour.**

### 3. Methodology

A 2 x 2 between group experiment has been undertaken, because a casual inference can be made about the difference in the dependent variable only if the dependent variable among groups is intentionally modified (Tabachnick and Fidell 2014). The objective of this study is to explore the interaction effect between positive and negative caption accompanying sustainability-ad and high and low level of source expertise on social-media engagement. A sustainability-ad of a fictitious coffee brand was used as a stimuli, which was created by Photoshop. Coffee was used as the product because of this industry's sustainability footprint ([sustaincoffee.org](http://sustaincoffee.org) 2019). Moreover, Coffee is placed in the mid region of Foote, Cone and Belding (FCB)'s product map based on emotion and involvement (Ratchford 1987), which should eliminate the biasness inspired by product involvement and familiarity of brand and internal validity (see Zaichkowsky, 1987; Ngobo 2011; Montororio et al 2008; Zikmund et al 2010). A google search confirmed that the name chosen for the fictitious coffee brand does not exist. Logos of 'sustainable coffee challenge', 'rainforest alliance certified', and 'Fairtrade' was used to signal social, environment and economic dimensions of sustainability (see Middlemiss 2018)

The caption was manipulated by the statements- 'At last companies are joining the fight for the planet' as positive caption and 'Fight for the planet is an advertising tool now' as

negative caption. Level of 'source expertise' was manipulated by mentioning facebook post was initiated by someone who has working in the industry for 5 years as to signal high source expertise. On the other hand, low expertise was signalled by mentioning that the post has been initiated by someone who is not a coffee drinker (adopted from Yi et al 2013; Berkowitz 1986). Facebook was chosen to be the social-media platform because it is no. 1 social-media platform (Statista 2021<sup>4</sup>; Statista 2021<sup>5</sup>).

Familiarity of the social-media technology of the homogeneous student sample ensure internal validity, which is required in an experiment (see Bolton et al 2013; Saunders et al 2016; Calder et al 1981). 344 university students participated in the experiment, 279 respondents' data was retained after discarding the responses with missing value and wrong attention check question. Pre-existing scale has been used for all the construct after reliability check. After satisfactory assumption check ANOVA, two-way ANOVA, MANOVA, two-way MANOVA, regression, and multiple regression was used to measure the relationships among constructs and difference in the effect between positive and negative caption.

Common method bias was minimised by reassuring respondents about the confidentiality of the data, conveying the importance of the survey, using simple language for the questionnaire, and presenting different construct in different screen to facilitate their understanding (see MacKenzie and Podsakoff 2012). The study is free of common method bias was proved by Harman's single factor test, which shows that single factor accounts for less than 50% variance (see Podsakoff et al 2003; Tehseen et al 2017).

#### 4. Result

ANOVA result to test  $H_1$ , shows that there is no significant difference in social-media engagement with the sustainability-ad due to difference between positive and negative caption ( $F(1, 277) = 0.87, p = .351$ ). The reason for this result may be because consumers usually do not take any side while engaging in social-media (Ibrahim et al 2017; Wu 2013). Study shows that consumers engage in neutral comments more than 80% times (Ibrahim et al 2017). It is only normal that a fictitious brand advertisement may not cause substantial social-media engagement. Moreover, consumers in Facebook do like to be exposed to advertisements (Voorveld, et al 2018). Yet two-way ANOVA for  $H_2$  result shows there was significant interaction effect between type of caption

(positive or negative) and level of source expertise (high and low) on social-media engagement with the sustainability-ad ( $F(1, 274) = 7.55, p = .006$ ). It has been observed that, when source expertise is high, users engage in social-media more for negative caption than the positive ones. This happened most probably because of consumers tendency give heed to negative message more (Ito et al 1998).

However, when source expertise is low positive message yield more social-media engagement with the sustainability-ad than negative one. This phenomenon may have occurred because consumers tend to favour positive message about sustainability rather than the negative ones.

When SCV is taken as the dependent variable in MANOVA analysis to test  $H_3$ , result shows SCV was affected by the type of captions (Pillai's Trace  $V = .035, F(4, 274) = 2.46, p = .045$ ). In this case, positive caption has more influence than the negative one. But SCV did not show any interaction effect ( $H_4$ ) when tested through Two way MANOVA ( $V = 0.019, F(4, 271) = 1.34, p = .254$ ). Ad involvement also have significant impact on SCV. SCV proved to have significant positive impact on all the dimensions of emotion (pleasure, Arousal and dominance). Generated emotion observed to have significant impact on ad attitude and subsequent social-media engagement with the sustainability-ad. This in turn proved to have normative and informative influence on the sustainable purchase intention of the consumer as well as other sustainable behavioural intention.

Hypothesised relationships	Beta/ F value	SE	Sig	R <sup>2</sup>	Hypothesis Supported?
H <sub>1</sub> : There is difference between positive caption and negative caption in terms of social-media engagement with the ad	$F(1, 277) = 0.87$		.351		No
H <sub>2</sub> : Moderating role of source expertise on the differential social-media engagement level for positive and negative caption	$F(1, 274) = 7.55,$		.006		Yes
H <sub>3</sub> : There is difference between positive caption and negative caption in terms of SCV	Pillai's Trace $V = .035,$ $F(4, 274) = 2.46$		.045		Yes
H <sub>4</sub> : Moderating role of source expertise on the differential SCV level for positive and	$V = 0.019, F(4, 271) = 1.34$		.254		No

negative caption					
H <sub>5</sub> : Involvement → Image quality	.722	.055	.000	.384	Yes
Involvement → Engrossment	.200	.055	.000	.046	
Involvement → Self-projection	.599	.056	.000	.290	
Involvement → Mental fluency	.578	.066	.000	.217	
H <sub>6</sub> : SCV → Social media engagement	Image quality ( $\beta = .195, p = .001$ ); Engrossment ( $\beta = .037, p = .492$ ), Self-projection ( $\beta = .339, p = .000$ ), Mental fluency ( $\beta = .126, p = .072$ )		.000	.335	Yes
H <sub>7</sub> : SCV → Pleasure	Image quality ( $\beta = .379, p = .000$ ) Engrossment ( $\beta = -.020, p = .689$ ), Self-projection ( $\beta = .099, p = .161$ ), Mental fluency ( $\beta = .318, p = .000$ )		.000	.439	Yes
H <sub>8</sub> : SCV → Arousal	Image quality $\beta = .195, p = .002$ ; Engrossment $\beta = .059, p = .297$ , Self-projection $\beta = .266, p = .001$ , Mental fluency $\beta = .102, p = .166$		.000	.252	Yes
H <sub>9</sub> : SCV → Dominance	Image quality ( $\beta = .169, p = .016$ ); engrossment ( $\beta = -.101, p = .109$ ); self-projection ( $\beta = .142, p = .119$ ); mental fluency ( $\beta = .007, p = .929$ )		.001	.069	Yes
H <sub>10</sub> : Pleasure → Ad attitude	.876	.045	.000	.573	Yes
H <sub>11</sub> : Arousal → Ad attitude	.576	.075	.000	.177	Yes
H <sub>12</sub> : Dominance → Ad attitude	.255	.092	.006	.027	Yes
H <sub>13</sub> : Ad attitude → Social media engagement	.526	.049	.000	.290	Yes
H <sub>14</sub> : Social-media engagement → Normative influence	.370	.057	.000	.133	Yes

H <sub>15</sub> : Normative influence → Brand Purchase intention	.338	.06	.000	.104	Yes
H <sub>16</sub> : Social-media engagement → informational influence	.481	.058	.000	.202	Yes
H <sub>17</sub> : informational influence → Brand Purchase intention	.388	.055	.000	.153	Yes
H <sub>18</sub> : Ad → Brand attitud ePurchase intention	.576	.052	.000	.308	Yes
H <sub>19</sub> : Brand Purchase intention → Sustainable behaviourintention	.271	.046	.000	.113	Yes

## 5. Limitation and future research:

Though students do not represent the fastest growing online audience of 35-54 years olds, but this trade-off was made for the sake of required internal validity of conducting experiment to test the theory regarding the effect of caption in social-media engagement on sustainability-ad (see Calder et al. 1981). For future research, large sample of general consumers can be used for experiment-based survey design. Even though pre-test shows the respondents' acceptance of association of low source expertise with someone who is not a coffee drinker and association of high source expertise with someone who has experience in coffee industry, but for future research more levels of source expertise may give a better comparison. Other variables like product category, social-media platforms, age, income etc. can be included in this conceptual framework to capture a wholesome view.

## 6. Conclusion

Consumers' influence on each other has become heightened due to the rise of social-media. Marketers may want to harness the rising demand for sustainability products, but their attempt may not be fruitful if they do not understand consumers' perception of their attempt. "There has recently been much discussion about a preferred ecological outcome for late capitalism to work toward, that is sustainable consumption. Related to this is a fundamental question, can business in Western industrial society (some now use the label risk society) be transformed into ecologically sustainable organizations? If we optimistically assume the answer to this

question to be yes' how would these organizations communicate with the world in which they operate?" (McDonagh 1998, P: 591). Successful sustainability-ad may establish emotional link with the consumers and achieve competitive advance.

The interactive nature of social-media made this research interesting. This study considered the aspects of social-media (positive/negative caption and high/low source expertise) and their impact on sustainable behaviour. This paper has proved that single consumer's opinion regarding company's sustainability-ad influence other consumers sustainable purchase intention as well as other sustainable behavioural intention

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