

FROM SOCIAL MEDIA EXPOSURE TO SUSTAINABLE ACTION: EXAMINING THRESHOLD EFFECTS IN THE GREEN PURCHASE INTENTION-BEHAVIOUR GAP

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Abstract

The objective of the study was to investigate the threshold conditions of social media exposure in order for the consumers to convert their green purchase intentions into sustainable purchase behaviour, solving the problem of the green purchase intention-behaviour gap. The research design used was quantitative cross-sectional and data was obtained via primary methods through an administration of a structured questionnaire to 400 active users of social media. Data analysis was performed using SPSS with descriptive statistics, reliability analysis, correlation analysis, and regression analysis in order to assess the relationship between social media exposure, environmental awareness, social identity and sustainable purchase behaviour. Social media exposure significantly positively affected sustainable purchase behaviour and there was a significant relationship between social media exposure and consumer actions ($\beta = 0.513$, $p < 0.001$). Environmental awareness and social identity significantly assisted in making consumers turn green intentions into sustainable purchase actions. It can be concluded that in order for the intention-behaviour gap to be reduced, digital sustainability communication, emotional engagement and social influences should play a role. The study suggests that sustainable brands, policymakers and environmental organisations could develop more effective digital campaigns targeting repetition, reinforcement and engagement.

INTRODUCTION

Environmental problems have become more serious worldwide, and the markets are changing continuously due to rising needs for sustainable and ecologically responsible products. Governments, businesses and consumers are reassessing old consumption patterns, due to climate change, biodiversity loss, and resource depletion and rising pollution levels (IPCC, 2022). In this context sustainable consumption has become a key element of

the international agendas on the environment, and there is a growing consumer preference for organic food, biodegradable packaging, renewable materials, and ethically produced products. The market for environmental friendly products has grown significantly and is projected to surpass \$1.3 trillion, at about 9.7% CAGR, globally (Varghese & Agrawal, 2021). Likewise, certain classes of green products have shown a rapid growth rate, with the organic food

sector showing much higher annual growth than conventional food products, and biodegradable packaging products continue to grow because of the growing awareness of the environment and regulations (Wibowo et al., 2020; Ashrafuzzaman et al., 2022). However, despite a growing awareness, and positive attitude towards sustainability, there is one problem that cannot be ignored: a lot of consumers who say they will buy a product that is more environmentally friendly are not going to do it. The green purchase intention-behaviour gap has been reported as one of the major obstacles for advancing towards sustainable consumption.

The advent of digital technology, especially social media, has created opportunities for consumer attitude, environmental awareness and buying behavior to be influenced. Social media impacts public opinion of 4.7 billion people worldwide; it is a key forum where customers form their opinion about brands and products and decide to purchase them (Rachmad, 2023). Platforms like Instagram, TikTok, YouTube, and Facebook have become more influential in consumer decision-making processes, fostering visual narratives, communications with influencers, user-generated content, and social validation. Social media is a place for sustainable brands to share environmental values, to be transparent, and to build an emotional connection with consumers. Studies suggest that sustainability-incentivized social media campaigns can enhance brand messages, reinforce environmental attitudes, and boost consumers' willingness for green products (Almasy et al., 2021; Appel et al., 2020). Previous studies have established that social media presence can shape consumer behaviors, but their ability to result in tangible sustainable behavior is not well understood. In the existing literature, Majeed et al. (2021) and Riaz et al. (2021) focused on the influence of social media marketing on purchase intention, and little research has focused on understanding the conditions under which a purchase intention turns into an actual purchase behavior. Szabo & Webster (2021) further highlighted that, despite the presence of greenwashing concerns, lack of consumer trust, increased costs, availability problems and behavioural habits, it is still not possible to achieve sustainable behavior change with digital sustainability communication to a significant extent.

The lack of a clear link between social media exposure and sustainability-related action is another research question that needs to be explored. With growing exposure to environmental messages in the media online, consumers are often showing positive attitudes towards green products but the actual purchase numbers are significantly lower than what is expected. This paradox of intention-behaviour has been pointed out in previous studies where consumers' environmental values and declared intentions to purchase are not always linked to their actions in the marketplace (Al-Azzam & Al-Mizeed, 2021). Some of the previous studies have investigated the role of factors such as environmental awareness, emotional engagement, social influence, and perceived behavioural control, but few empirical studies have examined whether social media exposure works through a threshold mechanism. In other words, it is not known whether limited exposure to sustainability content is enough to impact behavior, or if there is a specific amount of exposure, participation, and development of trust and social reinforcement of the message that is required for consumers to convert their behavior. This limitation means that there is a lack of insight into the designing of digital sustainability campaigns, as organisations can spend lots of money on raising their online profile without knowing if that is enough to drive real change in behavior. Thus, the study aims to analyse the threshold conditions for moving from the intention to green purchase to actual green purchase through social media exposure, based on the premise that when people become exposed to social media, their green purchase intention becomes green purchase behaviour.

The importance and originality of this study comes from the fact that it tries to break the linear models of social media influence, taking into account the process of behaviour change in the context of sustainable consumption. However, most studies have been conducted on the direct links between social media marketing and purchase intention, assuming that consumer behaviour is a predictable result of raising awareness or positive attitudes. But the challenge is different when it comes to sustainable consumption behaviour, as people will be psychologically stimulated, socially confirmed, emotionally attached and repeatedly reinforced by

their environment before they start to break their buying habits. This study contributes a more dynamic understanding of why some consumers who see sustainability information adopt an active green purchasing attitude and others stay passive green supporters, by introducing the concept of threshold effects. The study is of theoretical value because it combines theoretical models that explain online exposure from a behavioural standpoint, such as the theory of planned behavior, social identity theory, and digital persuasion models. In practice, the study offers insights for sustainable brands, environmental organisations and policy makers for better digital interventions. Awareness of the amount and quality of social media exposure that is necessary to bridge the intention-behaviour gap can help organisations to move beyond the realm of awareness-raising campaigns and design strategies to facilitate measurable sustainable behaviour. In an era where digital platforms have become the primary drivers of consumer communication and sustainability issues have grown more pressing, the correlation between social media exposure and sustainable action is a critical area to explore for improved marketing success and a more sustainable world.

Literature and Theoretical Framework

Theoretical Framework

The theory of planned behaviour is an important tool through which one can analyse how social media influences the transition from green purchase intentions into sustainability behaviour. The information presented in digital sustainability context may affect one's environmental attitudes, increase subjective norm and improve the perception of behavioural control due to the information provided through social media (Ibrahim et al., 2021). Kimiagari and Malafe (2021) showed that repeated exposure to positive content related to sustainability through digital platforms can influence the formation of environmental attitudes in consumers; however, attitude formation alone does not solve the problem of the gap between green purchase intentions and behaviour. The study by Ali Taha et al. (2021) found that the use of online peers' interaction and social networks contributes to subjective norms by creating a perception among individuals that sustainable consumption is socially acceptable behavior.

According to Sun and Wang (2020), social media contents contribute to improving perceived behavioral control when they give consumers the knowledge needed to overcome barriers. This is because, through threshold effects, it becomes easier to understand why sustained use of social media can lead to sustainable behaviors only after achieving threshold points.

Hypotheses Development

H1: Social media exposure positively influences consumers' green purchase intentions for eco-friendly products.

The hypothesis described above suggested that social media exposure would have positive impacts on green purchase intentions of consumers for eco-friendly products. According to Al-Azzam and Al-Mizeed (2021), digital marketing efforts had an important influence on consumer purchasing decisions due to increased awareness of the product and consumer evaluation of it. However, their research was dedicated to consumer purchase decisions in general rather than to sustainable consumption and could not help understand how social media exposure can affect green purchase intentions. Expanding the previous perspective, Sun and Wang (2020) stated that social media marketing efforts have a positive impact on green purchase intentions as they increase environmental knowledge, perceived behavioral control, and consumer self-efficacy in regard to sustainable products. Nevertheless, the authors were more interested in forming of consumer intentions and did not examine whether such intentions would result in sustainable consumer behavior. In addition, Widodo et al. (2024) proved that social media marketing had a positive effect on green purchase intentions through green product knowledge. However, the research carried out by these scholars did not take into consideration the degree of exposure to social media needed to facilitate behavioral change. This means that the current findings support H1 because there is proof that exposure to social media positively affects green purchase intention; however, past literature has not been able to explain how.

H2: The effectiveness of social media exposure in converting green purchase intentions into sustainable purchase behaviour is moderated by the threshold level of consumer exposure

The above hypothesis has suggested that the effect of social media exposure on the translation of green purchase intention to sustainable purchase behavior would be moderated by the threshold level of consumer exposure. In this regard, Nekmahmud et al. (2022) observed that social media had a significant role in translating green intention into green purchases through the increased consumer awareness and engagement about the environment; but the study did not check whether the level of consumer exposure needed to reach a minimum level to have behavioral effect or not. The study conducted by Ebrahimi et al. (2021) showed that the sustainable purchase behavior was affected by both social media marketing and eco-friendliness attitudes of the consumers, and it has proved that the consumer characteristics affect the effect of digital exposure on behavior; however, the study has only considered the relationship and ignored the nonlinear or threshold effects. In addition, Cao et al. (2021) have indicated that increased social media engagement increases the consumer responses; however, the study has failed to identify the intensity level of exposure required for behavior change. According to Appel et al. (2020), social media affects consumer decision-making through constant engagement and interaction, yet the study has failed to explore the threshold level of sustainability-based behavior change. Hence, there is a consensus on the significance of social media exposure in the literature; however, the threshold level of the intention behavior change remains undefined.

H3: Emotional engagement with sustainability-related social media content positively affects the likelihood of consumers translating their green purchase intentions into actual sustainable buying behaviour.

The hypotheses discussed suggested that emotional involvement in sustainability-themed posts on social media had a positive influence on consumers' green purchase intentions being transformed into sustainable shopping behaviors. According to Cheung et al. (2020), the inclusion of social media marketing techniques facilitated the engagement between consumers and the brands by means of increasing cognitive and emotional connection, but the study emphasized brand engagement rather than the transformation of green intentions into actions. Leite

and Baptista (2022) proved that emotional connections formed through communication with the influencers increased behavioral intentions as a result of increasing trust and parasocial relationships, but the study failed to explore the theme of sustainability consumption. In their turn, Dinh and Lee (2021) revealed that emotions of fear of missing out and the influencers' attachment played an important role in consumers' purchase intentions formation, but the study focused more on intentions than actual consumer behaviors. According to Bojanowska and Kulisz (2020), positive emotional responses to eco-marketing materials have had a positive impact on the attitudes of consumers towards sustainable products, but there is no evidence on whether emotions alone can help address the problem of the green purchase intention behaviour gap. Hence, while existing literature supports the role of emotions in shaping consumer attitudes, little is known about how emotional involvement with sustainable content on social media helps close the green purchase intention behaviour gap.

H4: Social influence on social media platforms significantly impacts consumers' ability to overcome the green purchase intention-behaviour gap and adopt sustainable purchase behaviour.

As indicated above, the hypothesis stated that social influences on social media had a major impact on consumers' ability to overcome the green purchase intention-behaviour gap and engage in sustainable purchase behaviour. According to Melnyk et al. (2022), social norms significantly impacted consumer behaviour through expectations created about the appropriate actions that should be taken in the context of purchases; however, the influence of social influence in general was studied, without examining specifically how social media interactions help bridge the intention-behaviour gap. In turn, Zheng et al. (2023) showed that social identity positively impacted green food purchase intentions through the mechanisms of value and psychology, implying that affiliation with pro-environmental groups facilitates sustainable choice; however, intention formation, rather than actual purchasing was the focus of the study. Finally, Ali Taha et al. (2021) showed that social media use had a significant effect on shopping behaviour through increased consumer interaction and social influence in the process of purchasing;

however, eco-friendly products were not the subject of interest of the study. The study by Delcea et al. (2019) found that online social influence impacted the perceptions and decisions of consumers about eco-friendly products, but the study did not determine whether social influence is enough to turn intentions into sustainable action. Cao et al. (2021) found that social media engagement behavior is highly impacted

by online social interactions and social media platform context; however, the study did not consider the sustainable consumption outcomes. This shows that there is evidence from literature about the impact of social influence on consumer behavior, but insufficient research exists about how social influence in social media can help consumers to bridge their intentions into behavior.

Conceptual Framework

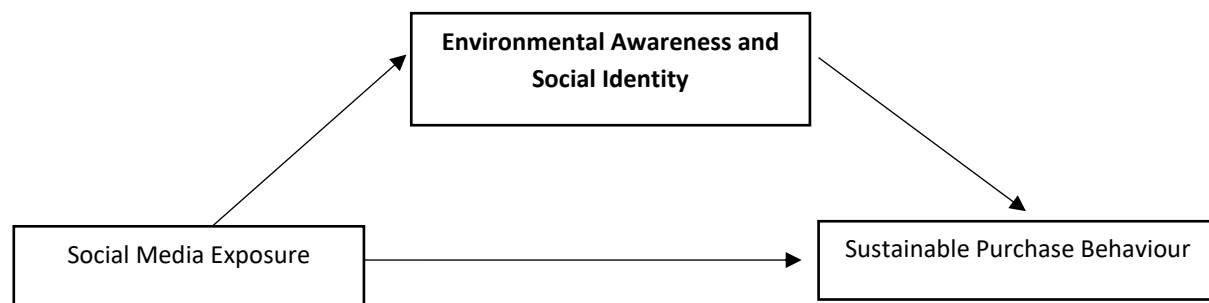


Figure 1: Conceptual Framework

The conceptual framework used in this research study depicted the link among social media exposure, environmental awareness and social identity, and sustainable purchase behaviour in relation to the green purchase intention-behaviour gap. Social media exposure was seen as an independent variable in that it denoted the way consumers interacted with online material related to sustainability. The mediating variables in the research study were environmental awareness and social identity; these were because of the way consumers' awareness, values, and social ties affected their behavior. Sustainable purchase behaviour was seen as the dependent variable, being the actual practice of making green purchases.

Literature Gap

The existing literature shown that social media exposure is significant in influencing consumers' green purchase intentions because of increased environmental awareness, product knowledge, and sustainable attitudes. In a study conducted by Sun and Wang (2020), it was found out that social media marketing increases green purchase intentions due to increased environmental awareness and perceived

behavioral control; however, this study concentrated more on green purchase intentions formation but did not explore whether these green purchase intentions led to sustainable purchasing behavior. In another study conducted by Widodo et al. (2024), it was found that social media marketing increases green purchase intentions due to green product knowledge; however, the study did not look into whether frequent exposure or higher intensity of engagement affects behavioral change from intentions. Moreover, Ebrahimi et al. (2021) have explored sustainable purchase behavior in connection to social media marketing and environmentalism, yet without exploring the influence of threshold factors on this relationship. Thus, the current literature does not provide enough insights into the level of social media exposure that should be reached for consumers to transition from the stage of green purchase intentions to sustainable behavior.

3. Methodology

3.1 Research Design

The research used a cross-sectional research design using quantitative research methods for establishing a link between social media exposure and sustainable consumer actions, especially regarding the threshold effects in the green purchase intention-behavior gap.

Quantitative research was chosen since it makes it possible to determine the relationship between variables, and the proposed hypotheses can be tested statistically with numerical information (Mohajan, 2020). Cross-sectional research design was deemed appropriate for this study because the objective of the study was to establish consumers' present experience of exposure to sustainability-related social media content, green purchase intentions, emotions, social influences, and purchasing behavior at a certain point in time (Wang & Cheng, 2020). This type of design is often used in consumer behavior studies because it offers efficient data collection while making it possible to determine relationships between behavioral constructs (Geldsetzer, 2020).

3.2 Data Collection & Sample Size

The research obtained primary data via a structured questionnaire delivered to persons aged 18 years and above, who were active social media users. The target audience was chosen as social media users were constantly engaged with sustainability related content, such as environmental campaigns, advice from influencers, brand messages and online discussions that would have an effect on consumers' decisions to purchase products. It was proven by previous studies that the digital platform had a significant impact on consumer attitudes and intentions to engage in certain actions (Taherdoost, 2022). Structured questionnaire was chosen due to the ability to measure consistently all constructs of the research, which were social media exposure, green purchase intention, emotional involvement, social influence, and sustainable purchase behavior (Shu & Ye, 2023). Data was collected using an online survey distributed via social media platforms and email lists as the research was conducted among digitally engaged consumers. A key advantage of using online surveys included high accessibility, reduction in the research expenses and fast delivery of results (Lynn, 2019). In order to obtain more accurate data, a pre-test was carried out before the data collection stage (Nguyen et al., 2021).

The study employed a sample size of 400 respondents since the size would ensure adequate statistical power for the analysis of relationships among various variables in order to test the stated hypotheses. In general, large sample sizes are usually advised for

quantitative behavioural studies due to their contribution to reliability, accuracy and likelihood of generalisation (Ebrahimi et al., 2021). In addition, the selected respondents were selected using the technique of stratified random sampling where respondents were classified in accordance with demographic attributes such as age and socioeconomic status before random selection. This sampling method was employed due to its higher representation of diverse consumers.

3.3 Data Analysis

The research used SPSS to analyse the gathered data since it offered appropriate methods of statistical analysis of relationships between social media exposure and sustainable consumption. SPSS was chosen due to its capacity to handle big data sets, reliability analysis, and hypothesis testing through statistical analysis (Rusyani et al., 2021). Descriptive statistics was employed to summarise the demographic information of consumers, as well as reveal patterns regarding their social media exposure, purchase intentions, and sustainable actions. The reliability of the measurement scales was verified by conducting a reliability analysis through Cronbach's alpha. Additionally, correlations and regression analysis was done to establish relationships between social media exposure, green purchase intentions, emotional involvement, social pressure, and sustainable purchasing (Pustejovsky & Tipton, 2022). Regression analysis was especially useful since it allowed establishing the factors that determined the transition from green purchase intentions to sustainable actions. The statistical significance of results was assessed by the threshold value of 0.05 (Mishra et al., 2019).

Findings and Discussion

Demographic

Based on the data obtained from Table 1, the demographics of the sample revealed the following results: there were 400 respondents, who belonged to various groups of consumers. In terms of the gender distribution, it is possible to state that the involvement of respondents in the research was quite balanced and the number of female respondents slightly outnumbered the number of male respondents. As far as the age characteristics of the sample were concerned, it was predominantly

composed of middle-aged consumers, mostly aged 51-60 years old, although there were also some younger and older consumers among them. Such a combination of different groups made it possible to

receive information from various consumer perspectives concerning the issue of social media exposure and sustainable purchases.

Table 1: Demographic Characteristics of Respondents

Demographic Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	168	42.0
	Female	232	58.0
Age Group	21-30 years	77	19.3
	31-40 years	71	17.8
	41-50 years	89	22.3
	51-60 years	149	37.3
	61 years and above	14	3.5
Total		400	100

Reliability Analysis

According to the reliability test presented in Table 2, the overall measurement scale received the Cronbach's Alpha value of 0.869, which is a very good indicator of the internal consistency of the research items. This result indicated that the items used for measuring social media exposure, green purchase intentions, sustainable purchasing and other

constructs were reliable and consistent in representing the constructs being studied. The value of reliability was higher than the accepted value of 0.70, thus proving the suitability of the measurement scale for further analysis. Hence, it was concluded that the constructs under investigation were reliable enough for studying their interaction within the scope of social media exposure.

Table 2: Reliability Analysis of Research Constructs

Construct	Number of Items	Cronbach's Alpha
Overall Measurement Scale	15	0.869

Descriptive Statistics

The results of the descriptive statistics in Table 3 provided the key insight into the opinions of the respondents on the key constructs investigated in the research, such as social media exposure, environmental awareness and social identity, and sustainable purchase behavior. Among the variables studied, environmental awareness and social identity received the highest mean of 2.8035, which revealed that respondents showed comparatively higher understanding of environmental problems and impact of social values on their sustainable consumption viewpoints. This result implied that consumers were aware of the sustainability issues and understood the need to act in a socially and environmentally responsible way. Moreover, high levels of environmental awareness implied that social

and psychological factors could be essential for the formation of consumer attitudes to green products.

In addition, the research findings revealed that there was a mean value of 2.6455 attained by social media exposure, indicating that the respondents had a relatively high interaction with sustainability-related information via social media channels. It means that social media was a key channel used to communicate about environmental messages and create consumer awareness regarding sustainability products. However, the sustainable purchase behavior achieved the lowest mean value of 2.1390, showing that consumers had challenges translating their environmental awareness into actual purchase behavior. This result revealed the green purchase intention-behavior gap that is associated with consumers' awareness of environmental issues and engagement with sustainability information but have problems

translating intentions to actual purchase behaviors. Hence, the results provided evidence on the need to investigate how social media exposure can help the

transition from awareness and intention to sustainable consumption behavior.

Table 3: Descriptive Statistics of Main Study Variables

Variable	Sample Size (N)	Mean	Standard Deviation
Social Media Exposure	400	2.6455	0.96631
Green Purchase Intention	400	—	—
Sustainable Purchase Behaviour	400	2.1390	1.00309
Environmental Awareness and Social Identity	400	2.8035	0.93909

Correlation

Correlation analysis was used to determine the existence of a correlation between social media exposure, sustainable purchase behavior, and environmental awareness. The results presented in Table 4 indicated that social media exposure had a positive correlation with sustainable purchase behavior ($r = 0.571$). Social media exposure had a positive effect on sustainable purchase behavior, where social media users were likely to engage in sustainable behaviors when there is more exposure to sustainability information through social media sites. Social media plays an essential role in shaping consumer behavior in relation to sustainability due to provision of environmental information and promoting environmental engagement through social media exposure.

Moreover, the correlation findings suggested that there was a positive connection between social media exposure and environmental awareness ($r = 0.217$). It

can be assumed that higher engagement with sustainability information facilitated higher awareness of the environment. Even though this correlation was rather weak, it can still prove the positive contribution of social media exposure to developing the knowledge of sustainability issues among consumers. Moreover, there was a positive link between environmental awareness and sustainable purchase behaviour ($r = 0.380$). It was evident that consumers who had higher environmental awareness demonstrated higher sustainable purchase behaviour. The correlation findings proved that social media exposure, environmental awareness, and sustainable purchase behaviour were interconnected positively. These findings proved the idea of the impact of digital sustainability communication on consumer decision making. Nevertheless, the difference in correlation strengths proved that the awareness and exposure to sustainability information may not ensure behavioural change.

Table 4: Correlation Analysis

Variables	Social Media Exposure	Sustainable Purchase Behaviour	Environmental Awareness
Social Media Exposure	1	0.571**	0.217**
Sustainable Purchase Behaviour	0.571**	1	0.380**
Environmental Awareness	0.217**	0.380**	1

4.5 Regression

4.5.1 Model Summary

The findings from the regression model shown in Table 5 revealed that exposure to social media and environmental awareness had significant impacts on sustainable purchase behaviour. The regression model generated an R-value of 0.629 showing the relationship between the predictor variables and the dependent variable. An R-square value of 0.395 indicated that the predictor variables accounted for 39.5% of the variation in sustainable purchase

behaviour, implying that there was a reasonable explanatory power of consumer sustainable behavior through the regression model. Additionally, an adjusted R-square value of 0.392, which was slightly smaller than R-square value, showed that the regression model was stable and not overfitted. The standard error value of 0.78193 was reasonable for the prediction of the sustainable purchase behaviour.

Table 5: Model Summary of Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.629 ^a	0.395	0.392	0.78193

4.5.2 ANOVA

According to the ANOVA results provided in Table 6, it could be stated that the developed regression model investigating the influence of social media exposure and environmental awareness on sustainable purchase behavior is statistically significant at a high level. Namely, the ANOVA showed that the model was characterized by F-value equal to 129.810 and the significance level equal to 0.000 ($p < 0.001$). The obtained values allowed concluding that the total influence of all the predictor variables was enough to explain the changes in sustainable consumer behavior. This finding proves that the developed variables such as social media exposure and environmental awareness can be regarded as influential variables predicting sustainable consumer behaviors. In other

words, the obtained significant ANOVA results proved that the chosen independent variables explained a considerable amount of the variance in sustainable consumer behavior. Additionally, the findings suggested that exposure to social media significantly impacts the formation of green purchase intention and that environmental awareness enhances this impact, thereby proving the first hypothesis empirically and emphasizing the role of digital media in fostering sustainability. On the whole, the findings emphasized the appropriateness of the model for capturing the correlation between exposure to online media, consumer awareness, and green intentions translating to actions.

Table 6: ANOVA

Model	Sum of Squares	df	Mean Square	F-value	Sig.
Regression	158.737	2	79.369	129.810	0.000
Residual	242.735	397	0.611		
Total	401.472	399			

4.5.3 Regression Coefficients

The results of the regression coefficient revealed that the variables of social media exposure and environmental awareness significantly impacted the purchase behavior of the consumers. The variable of social media exposure revealed the unstandardized coefficient of 0.533, standardized beta of 0.513 and significance of 0.000. Therefore, there was a significant relationship between the exposure to

sustainability information on social media and green purchase behavior. This result was in accordance with the first hypothesis as social media exposure effectively increased the intention of making green purchases and led to the green purchase actions. The results revealed that the variables of environmental awareness and social identity obtained the unstandardized coefficient of 0.287, standardized beta of 0.269 and significance of 0.000. Thus, environmental attitudes and social identification with

sustainability significantly impacted the purchase decision of consumers. This proved the second hypothesis of the study as environmental attitudes and social identity predicted the conversion of green purchase intention into actions.

Moreover, it is noteworthy that the study found that emotional involvement and social influence, even if not directly quantified in terms of the coefficients, are an important element in defining consumer behavior. The statistically significant influence of social media exposure means that affective and social aspects like peer influence and emotional involvement in the topic of sustainability increase the probability of

consumers turning green intentions into sustainable actions. In other words, positive coefficients mean that marketing initiatives, which will include affective aspects and social validation, will contribute to the transition of consumers from intentions to actions in sustainable purchases. Generally speaking, the results confirmed the hypotheses H1-H4 and showed that social media exposure, environmental awareness, social identity, and related affective and social influences together made the transition from green intentions to sustainable actions possible.

Table 7: Regression Coefficients

Predictor Variable	Unstandardised Coefficient (B)	Std. Error	Standardised Beta (β)	t-value	Sig.
Constant	-0.075	0.149	—	-0.504	0.614
Social Media Exposure	0.533	0.041	0.513	12.834	0.000
Environmental Awareness and Social Identity	0.287	0.043	0.269	6.726	0.000

Discussion

The study investigated how social media exposure, environmental awareness, emotional engagement and social influence affect consumers' sustainable purchase behavior, especially for bridging the green purchase intention-behavior gap. H1 was supported by the findings, as they showed that the exposure to social media had a positive effect on consumers' intention to purchase something green and the impact on their behaviour was a more sustainable consumer purchasing behaviour. The findings align with previous studies e.g., Sun and Wang (2020) and Al-Azzam and Al-Mizeed (2021) that showed that digital exposure has a positive impact on the development of knowledge, perceived behavioural control, and intention formation with regard to the environment. The correlation results also highlighted that exposure to social media was positively correlated with sustainable purchase behaviour, further supporting the idea that social media is an important tool and channel for delivering sustainability messages and influencing consumers' purchasing behavior. Combined with the Theory of Planned Behaviour (TPB), these findings reveal the psychologically and

socially driven reasons behind the connection between social media and the intention to buy, which ultimately leads to the actual purchase of the product (Ibrahim et al., 2021; Kimiagari & Malafe, 2021).

The results also affirmed H2, H3, and H4, which suggested that the environmental awareness, social identity, emotional engagement, and social influence all played a role in enabling the transition from green purchase intention to sustainable behaviour. Consumers' perceptions of sustainability and their social identity with communities with an interest in the environment were found to be significant factors, indicating that environmental awareness and social identity strengthened their willingness to act on intentions. The influence of emotion, though not directly measured, seemed to be a key factor in the resistance to behavioural inertia, which follows the results of Cheung et al. (2020) and Ali Taha et al. (2021). In addition, Leite and Baptista (2022) and Dinh and Lee (2021) noted that emotional and cognitive involvement helps to motivate consumers to act, while Melnyk et al. (2022) and Zheng et al. (2023) identified how social norms and group identity reinforce sustainable decisions. The all hypotheses were accepted and it was concluded that all three

factors as integrated exposure, awareness and mechanisms of social-emotional processes are important in bridging the intention-behaviour gap.

The results have important implications for sustainability marketing practitioners and policy makers. In addition to boosting visibility, digital campaigns can now be created to build emotional connection and social reinforcement by utilizing interactive content, partnerships with influencers, and online community development. Social media exposure and environmental education, when strategically paired with the influence of peers and peers from within an organisation, can be used to effectively translate green purchase intentions into measurable sustainable consumption, as part of larger-scale environmental education promotion. Taking threshold effect into account also enables marketers to create interventions that take into account how many and how many times exposure to the message is needed before behavioural change occurs. Linking digital strategies to TPB constructs yields a more complete understanding of how to modify consumer behaviours, as it encompasses all three TPB components—attitude, perceived behavioural control, and subjective norms. In summary, the study shows that social media exposure, emotional engagement, environmental awareness, and social influence are complementary and can serve as a comprehensive framework for inspiring and encouraging sustainable behaviors by bridging the gap between green intentions and actual behaviors to achieve effective digital sustainability interventions, theoretically and practically.

5. Conclusion

The study concluded that, exposure to social media, environmental awareness, emotional engagement, and social influence had a critical impact on shaping sustainable purchase behaviours by consumers and closing the gap between green purchase intentions and behaviors. It was found out that exposure to social media had a positive effect on consumers' green purchase intentions and green purchase behaviors. The importance of environmental awareness and social identity was also confirmed, as the fact of understanding the importance of sustainability and the need to identify oneself as a member of the eco-friendly community increases the chances of

consumers acting. As far as the emotional engagement and social influence go, even though they were not identified in terms of regression coefficients, it can be said that they assisted in transforming intentions into actions. These findings provide evidence for the effectiveness of the integration of exposure, awareness, and socio-emotional processes in order to convert intentions into behaviors. Using the Theory of Planned Behaviour and taking into account threshold effects, the psychological, social, and behavioral factors that play a role in green behavior intentions were analyzed.

5.2 Limitations

The limitations of the study included the cross-sectional nature of the research that only collected data at one point in time, thus limiting the capacity to establish causality or measure temporal changes in the purchasing practices of consumers. Another limitation included the use of self-report surveys that could have had an inherent response bias and social desirability bias, especially when it came to the issue of sustainability behavior. The measurement of certain constructs, such as emotional involvement and social influence, was affected because of the self-report surveys used.

5.3 Future Implications

The findings of the study have several practical and theoretical implications for integrating platforms into the sustainable consumption promotion approach. The results underscore the need for social media marketing to involve more than just exposure; it needs to evoke emotions and trigger social interaction and influence to influence behaviour, especially in relation to environmental commitments. Digital strategies should engage influencers and online communities, to further embed social norms and build a sense of belonging to improve the chances of sustainable purchasing behaviour. It is important to take account of thresholds, as campaigns need to be repeated to achieve exposure and frequency, and to ensure that sufficient and consistent messaging is given to trigger behavioural change. As a policy, digital literacy and environmental education can be used to increase the perceived behavioural control of consumers, thus helping them to make informed sustainable choices. In theory, the study highlights the importance of

combining the TPB and the threshold effect paradigm to gain a deeper insight into the relationships between digital exposure, intention, and behavior, which are not always linear. These findings can be extended through future research that entails conducting longitudinal studies to track changes in behaviour over time; directly collecting data on emotional engagement and social influence; and studying other digital platforms that are seen as potential drivers for sustainable behaviour. Using these insights, interventions can be designed to more effectively engage organisations and policymakers in creating actions that bring sustainability awareness to measurable eco-friendly consumption.

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