

Social Media Marketing as a Catalyst for Sustainable Consumption and Circular Economy Transition: A Critical Review

Anam Bhatti, Shamim Akhter
INTI International University, Malaysia

Zara Eman
University of the Punjab, Pakistan

Mariam
University of Sargodha, Pakistan

Abstract

The increasing urgency concerning climate change, resource depletion and waste generation, are pushing the world towards sustainable consumption and the circular economy. In this regard, social media marketing has become a highly potent digital communications tool that can shape consumer behavior and motivate the introduction of sustainability activities. Nevertheless, although the literature in this sector has been growing rapidly, the literature is fragmented on the marketing, sustainability and consumer behavior and information solutions field, and limited, about the role of social media marketing for facilitating sustainable consumption and circular economy. This article seeks to synthesize recent literature together through a critical literature review that focuses on the impact of social media marketing in promoting sustainable consumption and circular economy. Sustainable Consumption, Circular Economy, Social Media Marketing, and AI-Based Personalization in Sustainable Marketing: Four Sides. It also examines various strategies, such as influencer marketing, electronic word-of-mouth (eWOM), user-generated content (UGC), and AI-enabled personalization, as important tools to cultivate environmental awareness, to inspire consumer action and sustainable behavioral outcomes. The results of the study, though, indicate that, when the target is measured, social media marketing has a positive influence in raising awareness, trust and green purchasing intention of the consumers, but the research is only focused on the purchase intention and not the overall circular

consumption behaviour, such as reuse, repair, sharing and recycling of the products. The review also indicates methodological gaps, intellectual distance, and the failure to include new digital technology in the existing sustainability literature. Ultimately, the research recommends open research topics which cover interdisciplinary perspectives, longitudinal investigations, AI-based sustainability communication, and cross-cultural research in pursuit of theoretical and practical advances. This review contributes value by highlighting an integrated view of how digital marketing can accelerate sustainable consumption and support circular economy transition.

Keywords: Social Media Marketing; Sustainable Consumption; Circular Economy; Artificial Intelligence (AI); Sustainable Development, Responsible Consumption and Production (Green Purchase Intention); Electronic Word-of-Mouth (eWOM), economic transformation

1. Introduction

Global sustainability has now emerged as one of the most pressing challenges of the 21st century, with climate change, depletion of resources, biodiversity loss, and surging volumes of wasteful production exposing the ecological, economic, and social systems of all regions and countries across the planet. Urbanization, industrialization, and technological progress improve living quality and development, while increasing environmental degradation caused through large-scale use of natural resources has also been accompanied by excessive consumption (United

Nations [UN], 2023; United Nations Environment Programme [UNEP], 2025; Intergovernmental Panel on Climate Change [IPCC], 2023). To form a cleaner and sustainable economy, industrialization and development have contributed to the severe environmental degradation of the 2020s. Traditional linear models of economies, based on a “take–make–dispose” paradigm have dramatically inflated waste and greenhouse gas emissions along with environmental loss. This reflects the fact that sustainable development does not merely imply transformative changes in how to create cleaner technologies, but also in the behaviour of consumption and consumption behaviour (Geissdoerfer et al., 2023). The internationalization of sustainability as well as this global recognition of these challenges, specifically through the framework of the 2030 Agenda for Sustainable Development, the Sustainable Development Goals (SDGs) encourage such a framework and drives the development of sustainable and environmentally beneficial economic opportunities for the region. (Responsible Consumption and Production) of the seventeen SDGs aims at efficient use of natural resources, minimization of waste and recycling, and implementation of sustainable consumption for long-term sustainable use of resources (UN, 2023). And unlike previous sustainable strategies that emphasize production-led approaches, contemporary sustainability efforts increasingly include consumers as engaged and responsible environmental stewards. Personal purchasing choices impact market demand, corporate sustainability practices and environmental effects, suggesting that sustainable consumption constitutes an embedded dimension in the general framework of sustainability performance assessments (White et al., 2021). So, the circular economy (CE) emerged as a sustainable alternative to the linear economy. The circular economy focuses mainly on the use of products instead of waste, reuse, repair, refurbishment, remanufacturing and recycling while using the materials and natural resources to improve the life span of products (Ellen MacArthur Foundation, 2021; Geissdoerfer et al., 2023). This regenerative method reduces environmental footprints and dependence on virgin resources, while also leading to greater resource efficiency, economic prowess and sustainable competitive advantage. Yet, it has also taken, however, that the recent research indicates, the effective implementation of Circular Economy principles is more about technological innovation and supportive policies and that it further depends on consumers’ (Vidal-Ayuso et al., 2023) inclination to adopt sustainable behaviors over the life cycle of any product. That explains why sustainable consumption has become a behavioral pre-requisite to

accelerating the transition into circular economies. However, the rapid evolution of diverse digital technologies is providing great opportunities for novel strategies for advancing sustainable consumption through changes in organization-to-consumer interaction. The role of social media marketing from these technologies has evolved from pure promotion to strategic environmental communication, consumer interactions and behavior change tools (Dwivedi et al., 2021; Kotler et al., 2022). Contrary to conventional advertisements, social media enables activities such as influencer marketing, eWOM, UGC, and online communities to conduct interactive communication activities that foster knowledge-sharing and peer-to-peer (Dwivedi et al., 2021; Kotler et al., 2022). Companies on social platforms such as Instagram, Facebook, TikTok, YouTube, LinkedIn and X (Social Media Network) become increasingly involved in sustainability communication, advocating sustainable lifestyle behaviors, encouraging the consumer to contribute to circular activity along all dimensions of recycling, reuse, refurbishment, sharing, and second-hand purchasing (Bryła et al., 2022; Lou & Yuan, 2019). The increasing empirical evidence provides increasing evidence that social media marketing has relevant impact on environmental consciousness and awareness, social attitudes to the environment, and green purchase intention, which are antecedents of sustainable consumption (White et al., 2021). Moreover, digital technologies enable online communities of like-minded consumers to engage in shared social and information sharing and to foster not only sustainability-friendly actions but also pro-environmental social behavior. These actions improve consumer trust, redress awareness asymmetries on sustainable products, and encourage active participation in circular economy (Munaro et al., 2024). Nevertheless, with social media increasingly becoming a growing commercial scale, rising concerns about greenwashing, misinformation and veracity have emerged in sustainability communication, which has demonstrated that the success digital marketing has now become dependent on transparency, trustworthiness and consumer confidence (Delmas & Burbano, 2021). Despite the flurry of research, our existing literature on marketing, sustainability, consumer behavior, information systems and technology remains in disarray. While the studies that do exist do routinely examine sustainable consumption, circular economy, influencer marketing, electronic word-of-mouth, or digital consumer promotion as separate research streams, they may be able to identify how these could work together in the transition to sustainable practices (Al-Assaf et al., 2024). Moreover, most empirical studies focus on green purchase intentions and fail on broader

behaviours related to circular consumption such as repair, reuse, rental, share, and recycling that are considered critical to the adoption of circular economy (Lima et al., 2026; Marinelli, 2026) principles. Also, with the rising integration of sustainable consumption by businesses, research on the emergence of artificial intelligence (AI) and personalized digital marketing continues to be limited. The article adopts a literature analysis framework by evaluating the literature related to how social media marketing can serve as a catalyst for both sustainable consumption and the transition to the circular economy. The review seeks, in particular to (1) explore the theoretical foundation of sustainable consumption as viewed through the lens of circular economy and social media marketing; (2) critically evaluates the influence that digital marketing strategies (influencer marketing, electronic word-of-mouth, user-generated content and AI-driven personalization) have on sustainability and consumer behaviour; (3) point out the gaps in theory and the methodology; and (4) indicate insights for future research to support the interdisciplinary argument of digital marketing and sustainability. This review is a theoretical model that combines insights into the market, consumer behaviour, sustainability science and information systems knowledge base to reveal some potential implications on social media with a theoretical perspective to a broader understanding on how social media can indeed contribute alongside SDG 12 together with similar contributions towards the world's transition in towards healthier, more circular economy with sustainability.

2. Sustainable Consumption

Sustainable consumption used to be limited to a product that people could buy to reduce pollution; it is now used to manage resources throughout the product life cycle. Sustainable consumption is defined in modern literature as consumption patterns that minimize adverse environmental impacts but also fulfil short-term needs without compromising the ability of future generations to satisfy their own needs (White et al., 2021; United Nations, 2023). While focusing on purchase decisions, new studies have highlighted functional aspects of consumers' product consumption, using them to maintain, repair, reuse, share, recycle and dispose in a sustainable manner, and that consumer behaviour are seen as central to the sustainable consumption of resources in the long run (Lima et al., 2026; Vidal-Ayuso et al., 2023). Consumer behaviour has been a key area of research into contemporary sustainability. While past studies focused primarily on green purchasing behavior, the existing literature indicates that sustainable consumption goes beyond the consumption to include

behavior change and lifestyle adjustment for environmentally friendly practices. Behavioral theories, such as the Theory of Planned Behavior and the Value–Belief–Norm theory show that environmental knowledge, attitudes, social norms, and perceived behavioral control influence the likelihood that consumers will adopt sustainable practices (Ajzen, 2020; White et al., 2021). Yet, a review of related literature indicates a general attitude–behaviour gap in which positive attitudes on environmental conservation do not consistently translate to environmental sustainability behaviour because of economic issues, convenience, limited product availability and lack of trustworthy information (Delmas & Burbano, 2021). Similarly, one of SDG 12 (Responsible Consumption and Production) has highlighted the importance of sustainable consumption in that it will prevent depletion of resources, waste generation, and ensure efficient use of resources to stimulate responsible consumption (United Nations, 2023). SDG 12 recognizes that global sustainability can be achieved through cooperative efforts of governance, industry and consumers, not just technology led strategy or policy. Consequently, an increasing number of firms focus their efforts on communication and education on consuming sustainably to educate consumers on how to make environmentally friendly purchasing and consumption decisions (UNEP, 2024; White et al., 2021). Sustainable consumption, referred to in recent literature, has become the behavioral basis of the circular economy. "The circular economy has even more deeply embedded the problem, as the problem of sustainable consumption does stimulate responsible purchasing and resource conservation through the use of repair, reuse, refurbishment, sharing, and recycling, extending the duration of product life," Geissdoerfer et al. (2023) write. This research has demonstrated that circular business models will not be feasible if consumers do not engage in these practices, and that sustainable consumption remains an important driver of the transition of circular economy (Lima et al., 2026; Gomes et al., 2026). Moreover, besides this, digital technologies and social media are a catalyst to accelerate this transition alongside the growing appreciation for environmental awareness, knowledge transfer and consumer engagement towards sustainable lifestyles and are making it possible for the shift from conventional to technology driven in nature. The evidence for sustainable consumption literature is broadly acknowledged and accepted, but the literature has been scattered with respect to what ways in which a sustainable change in behaviour may well be achieved. All of the existing studies also tend to focus only on environmental awareness, green purchase intention or sustainable lifestyles

individually, and do not necessarily share the same broader circular economy goals. This limitation draws attention to seeing sustainable consumption as part of a bigger socio-economic context in which a consumer's inclusion in the process leads to resource circularity and sustainable development. Therefore, the next segment specifies how we approach the circular economy systemically that is based on sustainable use, which raises resource value in regenerative production and consumption systems.

2.2. Circular Economy

The Circular Economy (CE) has arisen as a radical sustainability paradigm, which combats the environmental shortcomings of the old model of linear economy. Contrary to traditional “take–make–dispose”, the circular economy values products, materials, and resources by minimizing, reusing, repairing, refurbishing, remanufacturing, and recycling (Geissdoerfer et al., 2023; Ellen MacArthur Foundation, 2021). More than just waste management, CE is a move toward a regenerative system of production and consumption that incorporates economic growth with environmental protection and resource efficiency (Hossain et al., 2024). Earlier studies argue that the circular economy relies not only on innovating technologies and organizational practice but also on active participation of stakeholders, especially consumers. While previous studies on CE have primarily emphasized the principles of industrial ecology, cleaner production, and supply chain management, more recent studies recognize consumers as central agents in product life cycle extension via responsible consumption, maintenance, repair, reuse, and sharing practices (Vidal-Ayuso et al., 2023; Carreira et al., 2023). Consequently, the impact of circular initiatives based on consumer decisions directly affects product life cycles, resource recovery, and waste reduction. This consumer-oriented viewpoint has driven rapid development of circular business models (CBMs) where value-retention strategies, such as product-service systems, collaborative consumption, resale platforms, rental services, and refurbishment programs are replacing ownership-oriented consumption. These are business models that aim to increase the usefulness of the product, with minimal environmental consequences and less use of virgin materials (Lopez & Legardeur, 2024). However, recent reviews reveal that their effectiveness is more likely to be determined by customer behavior that conforms to circular behaviors than by technological expertise. Barriers of limited awareness, perceived risks, convenience, and low trust among customers persist in hindering consumer involvement in circular

practices. As such, sustainable consumption and the circular economy are inter-linked rather than as separated. Sustainable consumption promotes environmentally sustainable purchasing behaviors and resource-saving lifestyles, while the role of a circular economy makes these a fact of life by developing closed-loop systems where the production processes are maintained in an active manner, the products and materials are used to limit waste. In recent literature, there have been some studies suggesting that green purchasing is not enough for circularity as these consumers must be active in post-purchase behaviour, such as repair, reuse, sharing and recycling throughout the entire product life cycle before reaching circularity (Lima et al., 2026; Vidal-Ayuso et al., 2023). Thus, sustainable consumption forms the behavioral basis of the successful practice of the principles of circular economy. A developing topic in CE research is increasing importance of communication and customer involvement. Given that products and business models based on circular models have behavioral demands, organizations increasingly use digital communication to inform consumers, diminish information asymmetry, and build trust in circular processes. Interactive communication empowers consumers to obtain new information about the lifecycle of products, environmental features and the possibility to get involved in repair, resale and joint consumption activities. Furthermore, online communities enable knowledge sharing and promote circular lifestyles around social norms, so communication is therefore an integral element in the transition to a circular economy as opposed to promotion. Despite the progress to date, however, fragmented literature exists. Although numerous works investigate circular economy application on the technological or operational aspects, the focus is less on how communication strategies influence the consumer participation and sustainable behavior change. This limitation indicates that more emphasis should be placed on digital marketing as a driver of circular consumption. Therefore, the next section shows how social media marketing is an emerging communication tool that builds environmental awareness, strengthens consumer-initiated connections or engagement, and accelerates the transition from conventional and other lifestyles to sustainable consumption and the circular economy.

2.3. Social Media Marketing

Social media marketing (SMM) has revolutionized today's marketing by allowing companies to talk with consumers directly, interact with them with interactive, personalized and community focused marketing medium. Social media enables constant

exchange, rather than one-way communication in the old way, to create, share and evaluate brand-related content. This change in consumer's attitudes improved the engagement of consumers and had an immediate effect on purchase behaviour, therefore making social media part and parcel of digital marketing programs (Dwivedi et al., 2021; Kotler et al., 2022). Most importantly, new research identifies social media as an effective vehicle for communication on sustainability, with organizations promoting environmental awareness, responsible consumption, and sustainable lifestyles through open, participatory communication. Sustainability marketing on social media is successful primarily because of its capacity for consumer involvement. Instead of a passive audience on the receiving end of news, consumers engage in conversation online about sustainability claims, assess sustainability claims, and share experiences in online communities of people. Such an interactive environment enhances consumers' environmental knowledge, fosters greater trust among consumers and fosters environmentally conscious decision-making. Recent reviews suggest that meaningful digital engagement, emotional storytelling, and transparent sustainability communication has positive effects on consumers' environmental attitudes and sustainable consumption in time. In the context of recent social media measures and tactics, influencer marketing has emerged as amongst the most influential means to encourage sustainable consumption. Influencers on social media are also more credible, experts and have close connections to their followers; thus, it is very likely that consumers will make purchasing decisions towards these influencers more favorably than traditional marketing (Bhatti et al., 2020). Sustainability-oriented influencers tell eco-friendly tales through product descriptions, education, recycling, and ethical consumer messages. Recent systematic and meta-analytic reviews show repeatedly that influencer credibility, authenticity and expertise have a positive impact on environmental awareness, trust by consumers and the intention to make purchases. Yet, the literature also stresses that commercial sponsorship dilutes credibility as the authenticity of sustainability messages with regard to their inconsistency or inauthenticity can undermine credibility, underscoring authenticity as the leading influencer marketing success factor (Bhatti, 2018). A key mechanism is electronic word-of-mouth (eWOM), in which consumer provided reviews, recommendations, and conversations about products and brands on the internet are discussed and shared online. As compared with firm-generated promotional material, eWOM is found to be believed to be more reliable due to being a direct-to-consumer experience.

Positive sustainability-related reviews decrease perceived risk of purchase, increase confidence in and buy from eco-friendly products, and promote green purchasing behaviour while negative reviews about unethical behaviors or misleading environmental claims can be detrimental to brand credibility (Bhatti, 2018). Most studies explore influencer marketing, eWOM, consumer engagement or UGC together, but only a few do not incorporate these dimensions while explaining the combined role of social media marketing in sustainable consumption and transition to circular economy. In addition, much research concentrates on green purchase intention as opposed to more long-term circular behaviour such as repair, reuse, participating in sharing economies. These limitations suggest how digital sustainability communication is outstripping traditional social media tactics. Companies also employ artificial intelligence (AI), predictive analytics tools and personalized recommendation systems to serve people with more relevant sustainability messages and to increase customer engagement. Hence, the following section looks at how AI and personalized marketing is transforming sustainable marketing while promoting a move to more sustainable consumption.

2.4. AI and Personalization in Sustainable Marketing

The rapid development of artificial intelligence (AI) is revolutionizing the way sustainable marketing campaigns are done, allowing businesses to create personalized, data-driven, and consumer-oriented consumer experiences. While old school digital marketing focuses mainly on traditional marketing strategy, AI combines machine learning, natural language processing, predictive analytics and automation, and it is used to study consumer preference and to give them sustainable messages. They can communicate environmental information more effectively for the organization, increase customer involvement and increase consumer behavior to persuade them to buy more sustainable products. As a result, AI is increasingly seen as a strategic tool for sustainable marketing and circular economy initiatives rather than simply technological advancement (Gazi et al., 2025, Roy et al., 2025). One major application of AI is developing recommendation systems that deliver tailor-made product recommendation according to the customers' browsing history, buying behaviors and environmental preferences. The use of modern recommendation systems eliminates the need for information overload while adding more relevance to sustainability-related materials as well as ecologically friendly product recommendations. More recently, AI-driven

recommendations have led to increased consumer satisfaction and engagement by aligning sustainability information to personal needs and creating the right incentives for companies to engage in environmentally friendly shopping practices. Recommendation technology will go through rapid evolution through advanced deep learning, predictive modeling, and beyond, and should help us further the cause of sustainable consumption. AI-inspired personalization which allows marketers to customize communications of sustainability based on the consumers' value, interests and habits is closely associated with recommendation systems. Compared with general promotion campaigns, personal environmental messages have been observed to increase message relevance, create consumer trust, and influence sustainable purchase intentions. Recent empirical evidence also indicates that the success of AI personalization relies on clear messaging around how consumer data are collected and used, as privacy issues can undermine the positive consumer reactions that are elicited due to perceived intrusive personalization. These results suggest that personalization can enhance sustainability communication only when connected to responsible data governance and transparent use of AI. AI also enhances sustainable marketing with predictive analytics which help organizations to anticipate the demands of consumers and predict their spending and the need for sustainable initiatives. Predictive models can analyze large amounts of consumer and social media data to help organizations predict sustainability trends, tailor marketing programmes, and optimize resource allocation. Such capabilities would enhance marketing outcomes, as well as contribute to circular economy, by the demand forecast of these services, resource-saving operations, and resource-allocative practices. Another significant application is the popularity of AI-enabled chatbots and virtual assistants as AI-driven chatbots and virtual assistants proliferate everywhere. These are conversational technologies that offer end consumers with instantaneous access to sustainability materials, suggestions for products, information on how to recycle, as well as after-sales support. Available 24/7, a chatbot supports a more efficient user experience, reduces customer services and costs and helps with faster transactions of information between customers and their suppliers (Bhatti et al., 2026). According to research, intelligent conversational agents enhance consumer engagement when they can provide true, personalized, and interactive sustainability details, facilitating informed shopping choices and long-term customer engagement. The increased adoption of AI does create some important ethical issues. AI-enabled personalization is heavily dependent on user data and

faces growing privacy, surveillance, algorithmic, transparency and consumer autonomy concerns. More personalization and inscrutable algorithms could erode consumer trust and induce a sense of manipulation, especially if the messages are about environmental goals and features are tweaked without being clearly communicated to consumers (Bhatti et al., 2026). Recent studies highlight the need for responsible AI deployment which should favor transparency, fairness, explainability and ethically controlled use of data for AI to promote its place for sustainable marketing and still have consumer trust. Indeed, AI and personalization is the latest evolution in digital sustainability communication as it provides organizations with the tools to achieve sustainability experiences that are better and more user-friendly and more useful. Still, the existing research is still fragmented because most articles look only at the studies on AI applications as separate works, rather than how they might integrate with social media advertising, sustainable consumption as well as the transition to a circular economy. That limitation underscores the need to conduct a comprehensive review of the relationships among these various research streams.

2.5. Critical Literature Synthesis

The integrated review of literature shows that sustainable consumption, the circular economy, and social media marketing are closely related, and the three dimensions of related research have developed independently. Sustainable consumption research is more geared towards environmentally responsible consumers, while circular economy research emphasizes resource efficiency and closed-loop systems, while the social media marketing literature focuses on digital engagement and consumer interaction. As a result, though, very little has been written linking these three views to establish how social media marketing can create sustainable consumption and fast track the circular economy transition (Dwivedi et al., 2021; Bryła et al., 2022; Geissdoerfer et al., 2023). A consistent insight across the literature is that social media marketing promotes environmental awareness, consumer engagement, and sustainable purchasing behaviour. Influencer marketing, electronic word-of-mouth (eWOM), and user-generated content (UGC) tools open consumers' knowledge about sustainable practices and build trust in environmentally responsible brands (Lou & Yuan, 2019; Munaro et al., 2024). However, most current evidence is concentrated on green purchase intention, with relatively little emphasis on more circular consumption behaviour, such as product repair, reuse, sharing, refurbishment, and recycling. Such post-

purchase behaviour is fundamental to circular economy implementation: thus, they represent a substantial gap in recent literature (Lima et al., 2026; Vidal-Ayuso et al., 2023). The literature also demonstrates theoretical fragmentation. Most studies use behavioral frameworks including the Theory of Planned Behavior (TPB), Stimulus–Organism–Response (S–O–R) model, or Consumer Engagement Theory to explain sustainable purchase decision making. While these theories do a good job of explaining consumer intentions, their insights into the long-term behavioral change needed to enact circular economy adoption are still limited. Hence, it is recommended that future research integrate behavioral, technological and sustainability perspectives, as it can help them to create more holistic frameworks which explain digital communication affecting the consumer behaviour during the entire product life cycle (Ajzen, 2020; White et al., 2021). A second important issue relates to the credibility of sustainability communication. Although social media gives companies the chance to educate consumers and encourage sustainable living practices, concerns about greenwashing, deceptive environmental promises, and rampant commercialization persist in eroding consumer trust. Studies have repeatedly shown that genuine communications, frank sustainability reporting and credible influencers are essential steps in developing long-term consumer engagement (Delmas & Burbano, 2021; Munaro et al., 2024). At the same time, new technologies like artificial intelligence (AI) provide a window to enhancing personalized sustainability communication, powered by recommendation systems, predictive analytics, and intelligent interactions with customers. There is a shortage of empirical evidence, however, for AI and social media marketing and circular economy integration. In terms of methodology, literature consists predominantly of cross-sectional survey-based studies analyzed using structural equation modelling, whilst longitudinal, qualitative, and experimental work is sparse. Most scientific and academic studies are based on developed economies, hence may not generalize to other cultural, institutional or technological contexts. The above limitations suggest that more variety in research design and cross-country comparative studies may be required. This, and other research, support the fact that social media marketing is a significant contributor toward sustainable consumption and a new facilitator of transition in the circular economy. But theoretical disjoint, methodological shortcoming and the paucity of the integration of AI and circular consumption behavior indicate that more studies are needed for having a complete picture of the way digital marketing can enable sustainability transition

in the long-term. These findings provide the foundation for future research directions.

3. Future Research Directions

While there is an emerging literature of social media marketing, sustainable purchasing and the circular economy, there are still several theoretical, methodological and contextual challenges. Although extant studies have shown that digital marketing fosters eco-friendly awareness and consumer engagement as well as green purchase intentions, research has yet to fully elucidate how these elements together underlie sustainability transition in the long run. Interdisciplinary perspectives that combine sustainability science, consumer behavior, digital marketing and information systems for understanding the effects of digital technologies on sustainable consumption and circular economy application that need to be incorporated in future research are needed. A prominent line of research is to look deeper than green purchase intentions and explore real circular consumption behaviour. While most existing empirical studies consider consumers' intentions to buy environmentally friendly products, the circular economy seeks to create changes in consumer behaviour to address consumer needs for products such as repair and reuse, sharing, refurbishment, recycling, and market participation. Whether social media marketing and digital sustainability campaigns generate sustained behaviour change rather than short-term purchasing intentions is an issue to be resolved using longitudinal studies and behaviour tracking techniques. Future research should also study the emerging role of AI and personalized digital marketing in advocating sustainable consumption. AI powered recommendation systems, predictive analytics, and intelligent chatbots can support us to offer personalized sustainability messages that fit consumers' preferences and environmental values. But there is limited empirical proof on the impact of AI-enhanced sustainability communication.

Moreover, widely ongoing research should aim at creating and working out interdependent models linking marketing through social media, new developments in digital technologies and new consumerism, as well as sustainability and circular economy concepts into an integrated model. As such, such research will reinforce theoretical insight and offer a practical direction for businesses and policy makers who are looking at integrating digital communication to promote sustainable consumption and the realization of Sustainable Development Goal 12 (Responsible Consumption and Production).

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