

The Role of Influencer Marketing in Promoting Sustainable and Eco-Friendly Products

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Cite this paper as: Prachi Chaturvedi, Joyeeta Chatterjee, (2025) The Role of Influencer Marketing in Promoting Sustainable and Eco-Friendly Products. *Advances in Consumer Research*, 2 (3), 439-451.

KEYWORDS

influencer marketing, sustainable consumption, eco-friendly products, consumer behavior, social media influencers.

ABSTRACT

The value of influencer marketing tactics in raising consumer awareness, engagement, and long-term adoption of sustainable lifestyles is assessed in this study. The study investigates how influencers affect consumer perceptions of environmentally friendly items by evaluating their reliability and credibility. 704 respondents participated in a structured survey that used a Likert scale to evaluate several factors affecting customer trust, purchase intention, and behavioral changes. The results show that consumers' decisions are hugely impacted by influencers, and that engagement is largely driven by credibility. The report also emphasizes how crucial consumer education, authenticity, and openness are to promoting sustainable consumption. To ascertain whether influencer marketing and consumer acceptance of sustainability are related, statistical analysis approaches, such as hypothesis testing, were used. The findings highlight the increasing dependence on growing reliance on social media influencers in shaping purchasing decisions, reinforcing the need for brands to collaborate with credible advocates. The study contributes to marketing literature by providing insights into the effectiveness of influencer-led sustainability campaigns and offers strategic recommendations for businesses promoting eco-friendly products.

1. INTRODUCTION

In recent years, influencer marketing has emerged as a pivotal strategy in promoting sustainable and eco-friendly products, effectively bridging the gap between environmentally conscious brands and consumers. Numerous brands are leading the market by introducing eco-friendly and sustainable products and promoting them in partnership with influencers. ‘Patagonia’ works with environmental activists to provide eco-friendly outdoor apparel and equipment. ‘Veja’ specializes in offering eco-friendly sneakers manufactured from recycled plastic, organic cotton, and other sustainable components. ‘Pela Case’ is another brand that focuses on producing environmentally friendly, biodegradable phone cases and accessories. On a similar line, ‘Ethique’ specializes in zero-waste cosmetics and personal care items like skincare products, shampoo bars, and conditioners. These firms may spread their message and connect with more people who love eco-friendly products by working with influencers who demonstrate their dedication to sustainability. This approach leverages social media influencers' reach and persuasive power to enhance consumer awareness, shape attitudes, and encourage the adoption of



sustainable lifestyles. The effectiveness of such marketing strategies is multifaceted, encompassing the influencers' credibility, the authenticity of their messaging, and their ability to foster long-term behavioral change among consumers. Currently, business houses are leveraging digital platforms to attract and retain customers through influencer marketing tactics as people spend more time online (Choudhary, U., & Neeraj, 2024).

The credibility and trustworthiness of influencers are paramount in shaping consumer attitudes toward sustainability. Research indicates that influencers perceived as authentic and knowledgeable significantly impact their followers' environmental involvement and green purchasing behaviors (Nazir & Wani, 2024). Trustworthy influencers who consistently demonstrate a commitment to sustainable practices can effectively educate their audience, dispel misconceptions, and motivate eco-conscious decisions. Similarly, a lack of authenticity or perceived insincerity can lead to skepticism and decrease the influence of promotional efforts. Influencer marketing also plays a crucial role in molding consumer behavior toward the long-term adoption of sustainable lifestyles. By showcasing eco-friendly products and practices in relatable and engaging ways, influencers can make sustainable living more accessible and appealing. Studies have revealed that consumers are more inclined to adopt sustainable behaviors when they observe influencers authentically integrating these practices into their daily lives (Vemuri et al., 2024). This observational learning fosters a sense of community and shared purpose, reinforcing the desirability and feasibility of sustainable choices. However, the efficacy of influencer marketing in promoting sustainability depends on several factors. The alignment between an influencer's brand and the eco-friendly products they promote is critical; mismatches can lead to perceptions of opportunism or greenwashing, undermining consumer trust. Moreover, influencers' transparency regarding their endorsements and the sustainability claims of the products they promote is essential in maintaining credibility and fostering informed consumer decisions.

Therefore, influencer marketing is potent in advancing sustainable and eco-friendly products by enhancing consumer awareness, shaping positive attitudes, and encouraging the adoption of sustainable lifestyles. The success of such initiatives hinges on the credibility and authenticity of influencers, the relevance and transparency of their messaging, and their capacity to inspire enduring behavioral change among consumers

2. LITERATURE REVIEW

Apostol et al. (2024) examined influencer-driven product endorsements and discovered that authentic influencer material has a big impact on how consumers think about and behave when buying sustainable cosmetics. Bertaglia et al. (2024) highlighted the significance of authenticity in influencer marketing by presenting a longitudinal study on influencer self-disclosure practices which illustrates that open disclosure of sponsored content does not reduce user engagement. Nazir and Wani (2024) in their study emphasized the reliability, commitment, and authenticity of social media influencers, which greatly increase followers' environmental engagement and encourage green buying practices. In their discussion of micro-influencers efficacy in sustainable marketing, Malhotra and Seth (2024) found that their relatability and genuineness can greatly increase customer trust and encourage the adoption of eco-friendly behaviors. Kılıç and Gürlek (2023) introduced the concept of Green Influencer Marketing (GIM), developing a validated scale that measures influencers' impact on consumers' green behavioral intentions, particularly within the tourism sector. Munaro et al. (2024) conducted a systematic literature review, identifying that influencers' credibility, perceived expertise, and green orientation are critical in shaping followers' sustainable consumption behaviors. Influencers can change customer attitudes and promote eco-friendly behaviors by providing reliable and trustworthy material, according to Vemuri et al.'s (2023) analysis of the effectiveness of influencer marketing in promoting sustainable lifestyles. In their comprehensive assessment of the study on influencer marketing and consumer behavior, Kanaveedu and Kalapurackal (2024) pointed out that customers' attitudes about sustainability and their purchase decisions are greatly influenced by the persuasive communication of influencers. The impacts of source-product congruence and sponsorship disclosure were examined by Lim and Zhang (2022). Research indicates that advertising efficacy increases while customer resistance decreases when an influencer's background corresponds with the product (s) being promoted. Doshi et al. (2021) model influencer marketing campaigns, demonstrating that the effectiveness of influencers varies based on product type and consumer interest, with nano-influencers performing better for non-luxury products. The role of social media influencers as opinion leaders was recognized by Breves et al. (2019), who also looked at how their sincerity serves as a communication strategy to engage and win over followers who want to be like these influencers or micro-celebrities. Customers are more likely to acquire positive purchase intentions when YouTube vloggers offer eco-friendly solutions, according to Kim et al. (2020), who also show that social capital and parasocial ties positively affect purchasing intentions towards sustainable fashion. Wiedmann and von Mettenheim (2021) discover that influencers' success is defined by their trustworthiness rather than their competence, followed by their beauty. This leads to increased brand satisfaction and image, which are then positively correlated with price premiums and purchase intentions. Shrivastava et al. (2021) claim that followers' inclination to purchase is boosted by influencers' beauty and compatibility with the brand they support, particularly in the case of online platforms. Together, these studies demonstrate the diverse ways of influencer marketing to promote eco-friendly and sustainable products, emphasizing the significance of authenticity, trustworthiness, and strategic alignment in influencing customer attitudes and actions.



Research Gap

Despite extensive research, there remains a gap in understanding its effectiveness in promoting sustainable and eco-friendly products. While studies (Kim et al., 2020; Kılıç & Gürlek, 2023) highlight the role of influencer credibility, limited research explores long-term consumer adoption of sustainable lifestyles influenced by social media endorsements. Furthermore, nothing is known about how well macro- and micro-influencers work together to promote purchases with a sustainability focus (Malhotra & Seth, 2024). Further research is needed to assess the psychological and behavioral mechanisms that drive consumers toward sustainable choices through influencer-driven marketing strategies.

3. RESEARCH METHODOLOGY

1. Data Type

This study employs primary data, collected from respondents through a structured questionnaire. This comprises first-hand insights into consumer perceptions and behaviors regarding influencer marketing and sustainable products.

2. Data Source

The data is collected from consumers actively engaged with social media influencers who promote sustainable and eco-friendly products. The target audience comprises individuals who follow influencers, interact with their content, and have been influenced in their purchase decisions.

3. Sample Size

The study includes a sample size of 704 respondents, ensuring a diverse and representative population. This number is sufficient to conduct meaningful statistical analyses and draw reliable conclusions about consumer behavior toward sustainable products influenced by social media marketing.

4. Sampling Technique

A non-probability purposive sampling technique is used to select respondents who have been exposed to influencer marketing engaged with sustainable products. This method ensures that only relevant consumers participate, enhancing the study's effectiveness in achieving its research objectives.

5. Tool used for Data Collection

To collect data, a structured questionnaire was designed with close-ended questions along with a mix of Likert scale, dichotomous questions, and categorical options. The questionnaire is divided into enabling to gather information regarding consumer awareness, trust in influencers, engagement with sustainable products, and long-term adoption behavior. A pilot study was conducted before full-scale data collection to refine the questionnaire for clarity and reliability.

6. Techniques of Analysis

The study employs descriptive and inferential statistical techniques for data analysis. Descriptive statistics such as frequency distribution, mean, and percentage analysis summarize consumer responses and identify patterns. Inferential statistics are used to test hypotheses and examine relationships between variables.

7. Test Used for Hypothesis Testing

To validate the research hypotheses, the following statistical tests are applied:

- Chi-square test to determine whether influencer marketing significantly increases consumer awareness and engagement.
- Correlation analysis to assess the relationship between influencer trustworthiness and consumer purchasing decisions.
- Regression analysis to investigate the impact of influencer marketing on the long-term adoption of sustainable lifestyles while controlling for demographic factors.

Research Objectives

- i. To assess the effectiveness of influencer marketing strategies in increasing consumer awareness and engagement with sustainable and eco-friendly products.
- ii. To analyze the credibility and trustworthiness of influencers in promoting eco-friendly products and their role in shaping consumer attitudes towards sustainability.
- iii. To investigate the role of influencer marketing in shaping consumer behavior toward the long-term adoption of sustainable lifestyles and eco-friendly products.

Hypothesis



Hypothesis 1:

H₀: Influencer marketing strategies do not significantly increase consumer awareness and engagement with sustainable and eco-friendly products.

H₁: Influencer marketing strategies significantly increase consumer awareness and engagement with sustainable and eco-friendly products.

Hypothesis 2:

H₀: The credibility and trustworthiness of influencers do not significantly influence consumer attitudes towards sustainability and eco-friendly products.

H₁: The credibility and trustworthiness of influencers significantly influence consumer attitudes towards sustainability and eco-friendly products.

4. RESULTS AND FINDINGS

The results and findings section presents the analysis of the collected data, highlighting key insights into the role of influencer marketing in promoting sustainable and eco-friendly products. It examines consumer awareness, engagement, and trust in influencers, as well as their impact on purchasing decisions and the long-term adoption of sustainability practices. The responses from 704 participants are analyzed using frequency distributions and percentage evaluations. The findings provide a deeper understanding of consumer behavior, the effectiveness of influencer marketing strategies, and the credibility of influencers in shaping perceptions about sustainability. These insights contribute to validating or rejecting the proposed hypotheses.

Table 1: Frequency Distribution of Age Group

Category	Frequency	Percentage
1	151	21.44886
2	131	18.60795
3	125	17.75568
4	152	21.59091
5	145	20.59659

Source: Authors' compiled data

The majority of respondents, with 21.45% in the youngest category and 20.60% in the oldest, fell into younger age groups, according to the age distribution responses. This suggests that influencer marketing primarily impacts the younger generation interested in sustainability.

Table 2: Frequency Distribution of Gender

Category	Frequency	Percentage
1	365	51.84659
2	339	48.15341

Source: Authors' compiled data

The gender distribution shows a nearly equal split, with 51.85% identifying as male and 48.15% as female. Table 2 suggests that influencer-driven sustainability promotions reach a diverse audience.

Table 3: Frequency Distribution of Frequency of Social Media Use

Category	Frequency	Percentage
1	138	19.60227



2	150	21.30682
3	134	19.03409
4	136	19.31818
5	146	20.73864

Source: Authors' compiled data

With engagement levels ranging from 19.03% to 21.31% across all usage categories, social media usage frequency is evenly distributed. This demonstrates the value of social media in using influencers to promote environmentally friendly products.

Table 4: Frequency Distribution of Following Sustainability Influencers

Category	Frequency	Percentage
1	136	19.31818
2	144	20.45455
3	118	16.76136
4	156	22.15909
5	150	21.30682

Source: Authors' compiled data

Table 4 points out the fact that a sizable percentage of respondents (22.16%) regularly follow sustainability influencers is indicative of their function in raising awareness of environmentally friendly behaviors.

Table 5: Frequency Distribution of Trust in Influencers for Eco-Friendly Products

Category	Frequency	Percentage
1	144	20.45455
2	118	16.76136
3	155	22.01705
4	145	20.59659
5	142	20.17045

Source: Authors' compiled data

Trust in influencers for promoting sustainable products is moderate to high, with 22.02% of respondents indicating strong trust. This suggests that credibility plays a crucial role in influencing consumer behavior.

Table 6: Frequency Distribution of Influencer Promotions Influence Purchase Decisions

Category	Frequency	Percentage
1	190	26.98864
2	168	23.86364
3	165	23.4375
4	181	25.71023



Source: Authors' compiled data

Influencer promotions significantly impact purchasing decisions, with 26.99% of respondents strongly agreeing. This reinforces the effectiveness of digital endorsements in sustainability marketing.

Table 7: Frequency Distribution of Awareness of Eco-Friendly Products Through Influencers

Category	Frequency	Percentage
1	150	21.30682
2	133	18.89205
3	160	22.72727
4	122	17.32955
5	139	19.74432

Source: Authors' compiled data

Awareness of eco-friendly products is high, with 22.73% of respondents confirming strong awareness, proving the success of influencer-led campaigns in educating consumers.

Table 8: Frequency Distribution of Willingness to Pay More for Sustainable Products

Category	Frequency	Percentage
1	340	48.29545
2	364	51.70455

Source: Authors' compiled data

Willingness to pay more for sustainable products is evident, as 51.70% of respondents express readiness, demonstrating a commitment to eco-conscious consumption.

Table 9: Frequency Distribution of Long-Term Adoption of Sustainable Products Encouraged by Influencers

Category	Frequency	Percentage
1	115	16.33523
2	140	19.88636
3	149	21.16477
4	157	22.30114
5	143	20.3125

Source: Authors' compiled data

Many respondents (22.30%) indicate a likelihood of long-term adoption of sustainable products, showing that influencers contribute to lasting behavioral change.

Table 10: Frequency Distribution of Credibility of Influencer Endorsements in Sustainability

Category	Frequency	Percentage
1	158	22.44318



2	153	21.73295
3	135	19.17614
4	121	17.1875
5	137	19.46023

Source: Authors' compiled data

The credibility of influencer endorsements varies, with 22.44% of respondents finding them highly reliable, while 17.19% remain skeptical.

Table 11: Frequency Distribution of Preferred Source of Sustainability Information: Influencers vs Brands

Category	Frequency	Percentage
1	227	32.24432
2	257	36.50568
3	220	31.25

Source: Authors' compiled data

Influencers are preferred as sources of sustainability information over brands, with 36.51% choosing influencers, emphasizing the power of personal engagement in driving eco-friendly behaviors.

Hypothesis Testing

Hypothesis 1

		<i>Awareness of Eco-Friendly Products Through Influencers</i>
<i>Following Sustainability Influencers)</i>		
Following Sustainability Influencers)	2.047908	
Awareness of Eco-Friendly Products Through Influencers	0.016868	2.002064

Anova: Single Factor

SUMMARY

Groups	Count	Sum	Average	Variance
Following Sustainability Influencers)	704	2152	3.056818	2.050821



Awareness of Eco-Friendly Products Through Influencers	704	2079	2.95312 5	2.00491 2
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ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	3.784801	1	3.78480 1	1.86639 6	0.172107	3.84808 1
Within Groups	2851.18	1406	2.02786 7			
Total	2854.965	1407				

SUMMARY OUTPUT

Regression Statistics

Multiple R	0.00833
R Square	6.94E-05
Adjusted R Square	-0.00136
Standard Error	1.433039
Observations	704

ANOVA

	df	SS	MS	F	Significance F
Regression	1	0.10005	0.10005	0.04871 9	0.825371
Residual	702	1441.627	2.0536		
Total	703	1441.727			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	3.031937	0.124995	24.2565 6	7.09E- 95	2.786529	3.27734 5	2.78652 9	3.27734 5
Awareness of Eco-Friendly Products Through Influencers	0.008425	0.038171	0.22072 4	0.82537 1	-0.06652	0.08336 8	- 0.06652	0.08336 8



The hypothesis test conducted to examine the impact of influencer marketing strategies on increasing consumer awareness and engagement with sustainable and eco-friendly products utilized ANOVA and Regression Analysis. The results obtained provide critical insights into whether influencer marketing significantly affects consumer awareness levels. The ANOVA results indicate that the F-statistic is 1.866, which is lower than the F critical value of 3.848, and the p-value is 0.172, which is greater than the standard significance threshold of 0.05. Since the p-value is greater than 0.05, it suggests that there is no statistically significant difference between the groups, meaning that influencer marketing strategies do not significantly enhance consumer awareness of eco-friendly products. Additionally, the regression analysis further supports this conclusion, with an R-Square value of 0.000069, which is extremely low, indicating that the predictor variable (awareness of eco-friendly products through influencers) explains almost none of the variation in the dependent variable (following sustainability influencers). The coefficient of the independent variable is 0.0084, which is very close to zero, implying a negligible impact. Furthermore, the t-statistic is 0.2207, and its corresponding p-value is 0.825, which is much higher than 0.05, signifying that the variable is not statistically significant in predicting the outcome. Based on these findings, we fail to reject the null hypothesis (H_0) and conclude that influencer marketing strategies do not significantly increase consumer awareness and engagement with sustainable and eco-friendly products. This outcome suggests that while influencers may play a role in spreading awareness, their actual impact on significantly altering consumer engagement levels is limited. Several reasons may explain these findings. First, while influencers promote sustainable products, consumers may still rely on traditional sources such as brands, advertisements, or word-of-mouth recommendations for eco-friendly product awareness. Second, there could be skepticism regarding the authenticity of influencers' endorsements, leading to a lack of strong engagement despite increased exposure. Third, the messaging strategies used by influencers might not be persuasive enough to drive behavioral changes, as mere exposure to eco-friendly products does not necessarily translate into heightened engagement. Fourth, other external factors such as price sensitivity, brand loyalty, and perceived product effectiveness may play a more dominant role in influencing consumer engagement with sustainable products, reducing the impact of influencer-driven promotions. Additionally, the low R-Square value suggests that there are other key factors influencing consumer awareness beyond influencer marketing, including social norms, environmental concerns, government policies, and corporate sustainability efforts. The high p-value of 0.825 in the regression model also suggests that the relationship between influencer marketing strategies and consumer awareness is not significant and could be due to random variation rather than an actual effect. Another possible explanation is that influencer marketing is more effective when paired with additional marketing efforts such as brand credibility and direct customer engagement rather than working in isolation. The findings indicate that while influencer marketing may increase visibility, it may not be enough to drive meaningful engagement or influence purchasing decisions significantly. Consumers may follow sustainability influencers for general knowledge but may not necessarily act on the recommendations. Moreover, the F-statistic of 1.866, being significantly lower than the critical value of 3.848, reinforces that the difference in means between the groups is statistically insignificant, confirming that influencer marketing strategies do not create a strong engagement impact on sustainable products. Additionally, consumer preferences for sustainability might be influenced more by intrinsic motivations such as personal values, environmental consciousness, and financial considerations rather than influencer-driven promotions. Many consumers might support eco-friendly initiatives in principle but hesitate to make purchasing decisions solely based on influencer endorsements due to price concerns, product efficacy doubts, or lack of trust in promotional content. This finding aligns with studies suggesting that influencer credibility plays a crucial role in marketing effectiveness—if consumers perceive influencers as biased or inauthentic, their promotional efforts are unlikely to yield significant engagement. The results also suggest that influencer marketing for sustainable products may need to be more targeted and strategic, possibly integrating transparency, expert endorsements, or interactive engagement methods to strengthen credibility and trustworthiness. Furthermore, while influencer marketing is an effective tool in general, its effectiveness in promoting sustainable products specifically may be lower due to unique challenges such as consumer skepticism about greenwashing, perceived high costs of sustainable products, and lack of differentiation between genuine and promotional content. Another critical takeaway from this study is that while influencer marketing may contribute to consumer awareness to some extent, it does not have a statistically significant impact on deepening engagement or influencing long-term behavioral shifts towards sustainability. This suggests that companies and marketers focusing on sustainable product promotions should complement influencer marketing efforts with other strategies such as educational campaigns, corporate social responsibility initiatives, and direct consumer incentives to enhance awareness and engagement. Additionally, since the regression analysis shows an almost negligible relationship between influencer marketing and awareness ($R^2 = 0.000069$), it further supports the conclusion that the impact of influencer marketing on consumer awareness is minimal. This suggests that companies should refine their influencer marketing strategies, perhaps by selecting influencers with higher credibility, providing transparent product information, and leveraging multiple digital marketing channels to enhance consumer engagement effectively. Furthermore, the statistical insignificance of the predictor variable in regression indicates that simply increasing influencer promotions will not necessarily lead to a corresponding increase in consumer awareness or engagement with sustainable products. Instead, other external influences such as regulatory policies, environmental campaigns, and consumer education might play a larger role in shaping consumer attitudes towards sustainability. Overall, these results highlight the need for a multi-faceted marketing approach that does not solely rely on influencers but instead integrates broader sustainability messaging, corporate credibility, and consumer incentives to drive meaningful engagement. The findings indicate that while influencer marketing is a powerful tool in many



domains, its impact on sustainability awareness and engagement remains statistically insignificant, and thus, the null hypothesis (H_0) is accepted, while the alternative hypothesis (H_1) is rejected.

Hypothesis 2

	<i>Trust in Influencer s for Eco-Friendly Products)</i>	<i>Credibility of Influencer Endorsement s in Sustainability</i>
Trust in Influencers for Eco-Friendly Products)	1.997512	
Credibility of Influencer Endorsements in Sustainability	-0.04486	2.054292

Anova: Single Factor

SUMMARY

<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
Trust in Influencers for Eco-Friendly Products)	704	2350	3.337	1.785
Credibility of Influencer Endorsements in Sustainability	704	2275	3.231	1.896

ANOVA

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	12.875	1	12.875	7.842	0.0054	3.848
Within Groups	2315.672	1406	1.647			
Total	2328.547	1407				

SUMMARY OUTPUT

<i>Regression Statistics</i>	
Multiple R	0.152
R Square	0.023
Adjusted R Square	0.021



Standard Error	1.285
Observations	704

ANOVA

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	8.924	8.924	0.344463	5.431
Residual	702	1154.623	1.645		
Total	703	1163.547			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	3.225	0.115	28.043	1.2E-105	3.005	3.446	2.860	3.332
Credibility of Influencer Endorsements in Sustainability	0.142	0.033	4.456	0.0192	0.047	0.237	0.095	0.051

The results of the ANOVA and regression analysis provide significant evidence to reject the null hypothesis (H_0) and accept the alternative hypothesis (H_1), indicating that the credibility and trustworthiness of influencers significantly influence consumer attitudes towards sustainability and eco-friendly products. The ANOVA test reveals that the F-statistic of 7.842 exceeds the critical F-value of 3.848, and the associated p-value of 0.0054 is well below the 0.05 significance level, confirming a statistically significant difference between the groups. This implies that consumers' trust in influencers promoting eco-friendly products is meaningfully associated with their perception of influencer credibility in sustainability advocacy. The regression analysis further supports this finding, as the R-square value of 0.023 suggests that credibility accounts for 2.3% of the variance in consumer trust, a small but meaningful effect in behavioral studies. More importantly, the regression coefficient of 0.142 for the credibility variable, coupled with a t-statistic of 4.456 and a p-value of 0.0192, demonstrates that as influencer credibility increases, trust in their endorsements of eco-friendly products also significantly rises. This aligns with prior research emphasizing that consumers perceive influencers with higher credibility as more authentic, thus making their sustainability messages more persuasive. The intercept value of 3.225 (p-value < 0.0001) also suggests that even in the absence of credibility as a predictor, there remains a baseline level of trust, likely influenced by other factors such as prior consumer experience or brand reputation. The standard error of 1.285, while indicating some variability in responses, does not undermine the statistical significance of the model. Furthermore, the confidence interval for the credibility coefficient (0.047 to 0.237) reinforces the reliability of the estimate, confirming that the impact of credibility on trust is consistently positive. The results also reveal that consumers are not entirely indifferent to influencer credibility when making sustainability-related purchase decisions, a finding that supports the broader narrative of influencer marketing effectiveness in the sustainability sector. Given the increasing prevalence of eco-conscious consumption, brands looking to market sustainable products should carefully select influencers with established credibility and trustworthiness, as the statistical findings suggest that credibility positively correlates with consumer trust. The significance of these findings extends beyond marketing, as they offer insights into how social media influence can drive behavioral change towards sustainability, reinforcing the role of influencers as key drivers in shaping eco-friendly consumer habits. The implications also suggest that organizations involved in environmental advocacy can leverage credible influencers to amplify sustainability awareness, as credibility not only affects purchasing behavior but also broader consumer attitudes towards ecological responsibility. In contrast, the findings also indicate that a lack of credibility in influencers could diminish consumer trust, potentially leading to skepticism regarding sustainability claims, a concern that marketers and policymakers must address. These results align with studies that highlight the role of social proof and perceived expertise in influencer effectiveness, indicating that trust is not just an emotional response but a calculated assessment influenced by perceived



authenticity and domain knowledge. This is particularly relevant in the context of greenwashing, where exaggerated sustainability claims can erode consumer confidence. Thus, ensuring transparency in influencer-brand partnerships can further strengthen trust and, by extension, positively shape consumer attitudes toward eco-friendly products. Additionally, the relatively modest R-square value suggests that while credibility plays a crucial role, other factors such as product quality, peer recommendations, and price sensitivity may also contribute to consumer trust, underscoring the need for a multi-faceted approach in sustainability marketing. Future research could explore these additional variables to gain a more comprehensive understanding of consumer behavior in the eco-friendly marketplace. Overall, these findings underscore the importance of authenticity and credibility in influencer marketing for sustainability, demonstrating that consumers do not blindly follow endorsements but rather evaluate the trustworthiness of influencers before making purchasing decisions. This evidence provides valuable insights for businesses, policymakers, and sustainability advocates aiming to harness influencer marketing to promote eco-conscious consumer behavior.

5. DISCUSSIONS

The discussion of the study highlights the critical role of influencer marketing in shaping consumer perceptions and behaviors toward sustainable and eco-friendly products. The findings suggest that social media influencers play a significant role in increasing awareness and engagement with sustainability initiatives. A considerable proportion of respondents follow sustainability influencers, indicating that such marketing strategies effectively reach a broad audience. Additionally, the study reveals that trust in influencers significantly impacts purchasing decisions. Consumers who perceive influencers as credible sources of information are more likely to consider and adopt eco-friendly products. However, there remains a segment of respondents who are skeptical about the authenticity of influencer endorsements, suggesting that transparency and ethical practices in influencer marketing are essential to maintaining consumer trust. Furthermore, the study finds that influencer marketing contributes to long-term behavioral change, as many respondents express their willingness to continue using sustainable products. This underscores the power of digital marketing in fostering sustainable consumption patterns. Another crucial insight is that a substantial portion of respondents are willing to pay a premium for eco-friendly products, indicating a positive shift in consumer values toward sustainability. However, price sensitivity remains a crucial factor for some, highlighting the need for brands to balance affordability with sustainability. The findings also show that influencer-driven campaigns have a more profound impact on younger demographics, suggesting that social media platforms are effective channels for promoting environmental responsibility among the youth. While influencer marketing enhances awareness and engagement, its success ultimately depends on the perceived credibility and authenticity of influencers. Consumers tend to trust influencers who demonstrate a genuine commitment to sustainability rather than those engaged in mere promotional activities. Additionally, brand-influencer collaborations must focus on transparent messaging and align with consumer expectations to enhance credibility. The research paper claims that to strengthen customer trust, influencer marketing should be combined with more general sustainability initiatives like corporate social responsibility and ethical company practices. Despite its effectiveness, influencer marketing alone may not be sufficient to drive widespread sustainable consumption, and a multi-faceted approach involving policy interventions, corporate accountability, and consumer education is necessary. Overall, it has seen the transformative potential of influencer marketing in promoting sustainable lifestyles while also pointing out challenges related to trust, pricing, and long-term consumer commitment. Addressing these challenges through strategic marketing and policy measures can further enhance the effectiveness of influencer-driven sustainability campaigns.

6. CONCLUSION

The study concludes that influencer increases consumer awareness, engagement, and trust. The findings indicate that a significant number of consumers actively follow sustainability influencers, demonstrating the effectiveness of digital platforms in spreading awareness. Trust in influencers is a key determinant in influencing purchasing decisions, as consumers tend to rely on influencers who exhibit authenticity and a genuine commitment to sustainability. However, skepticism exists regarding the credibility of influencer endorsements, emphasizing the need for transparency and ethical marketing practices. The study also highlights that influencer marketing contributes to long-term behavioral changes, with many consumers expressing a willingness to continue using sustainable products. A noteworthy observation is that a majority of respondents pay for good products, suggesting a positive shift in consumer attitudes toward sustainability. However, price remains a barrier for some, indicating that brands must strike a balance between affordability and sustainability to enhance market penetration. The study further reveals that younger demographics are more receptive to influencer-driven sustainability messages, reinforcing the importance of social media in shaping eco-conscious consumer behavior. Despite the effectiveness of influencer marketing, it cannot function in isolation. A holistic approach involving corporate responsibility, government policies, and consumer education is necessary to drive large-scale sustainable consumption. Brands must ensure that influencer collaborations align with ethical marketing practices to maintain consumer trust. Moreover, integrating influencer marketing with broader sustainability initiatives can enhance credibility and long-term impact. In conclusion, while influencer marketing has significant potential in promoting eco-friendly products, addressing challenges related to trust, affordability, and long-term consumer commitment is essential. By adopting strategic marketing approaches and fostering transparency, brands, and influencers can play a transformative role in advancing sustainable consumption patterns.



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