

SOCIAL MEDIA MANAGEMENT STRATEGIES FOR GLOBAL BRANDS ADVANCING RESPONSIBLE CONSUMPTION (SDG 12)

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Abstract

The paper examines the use of social media considering the manner of how global brands are strategically implementing the concept of responsible consumption as suggested by Sustainable Development Goal 12 (SDG 12). The need that social media should serve as a significant component in the salience narrative communication is on the backdrop of the times in which the consumption decision depends more and more on the digital platform. The research will focus on the campaign, influencer collaboration/ interaction in any type on Instagram, twitter/x, YouTube, Linked in and tik Tok. This indicates that dialogue modes of communication through focus on two way communication and co-creation among audiences is more effective than one-way promotional messages in instilling consumer confidence and responsible consumption behaviors. Moreover, the presentation of the flexibility fostered by information, supplemented with impact campaigns also contribute to traffic and attention of the message by the audience at a considerable level as well. The research pursues the ongoing tussle especially when the brand communication does not recognize the reality situation in which the company conducts as comparing with the greenwashing charges. The difficulties act as a tool to foster the aura of authenticity, transparency and evidence-based communication in order to retain consumer trust. Moreover, the findings have demonstrated the need to harmonize the global congruency and regional communication, based on which a brand is supposed to model its strategies, without conflicting with the balance accompanying their fit into the global sustainability vowel. The analysis further suggests that social media have the potential of overcoming the scope of marketing channel so as not only becoming an evolutionary site of consumer responsibility promotion but also, being a site of responsibility should tackling strategies with credibility, cultural sensitivity, and lay length commitment to sustainability.

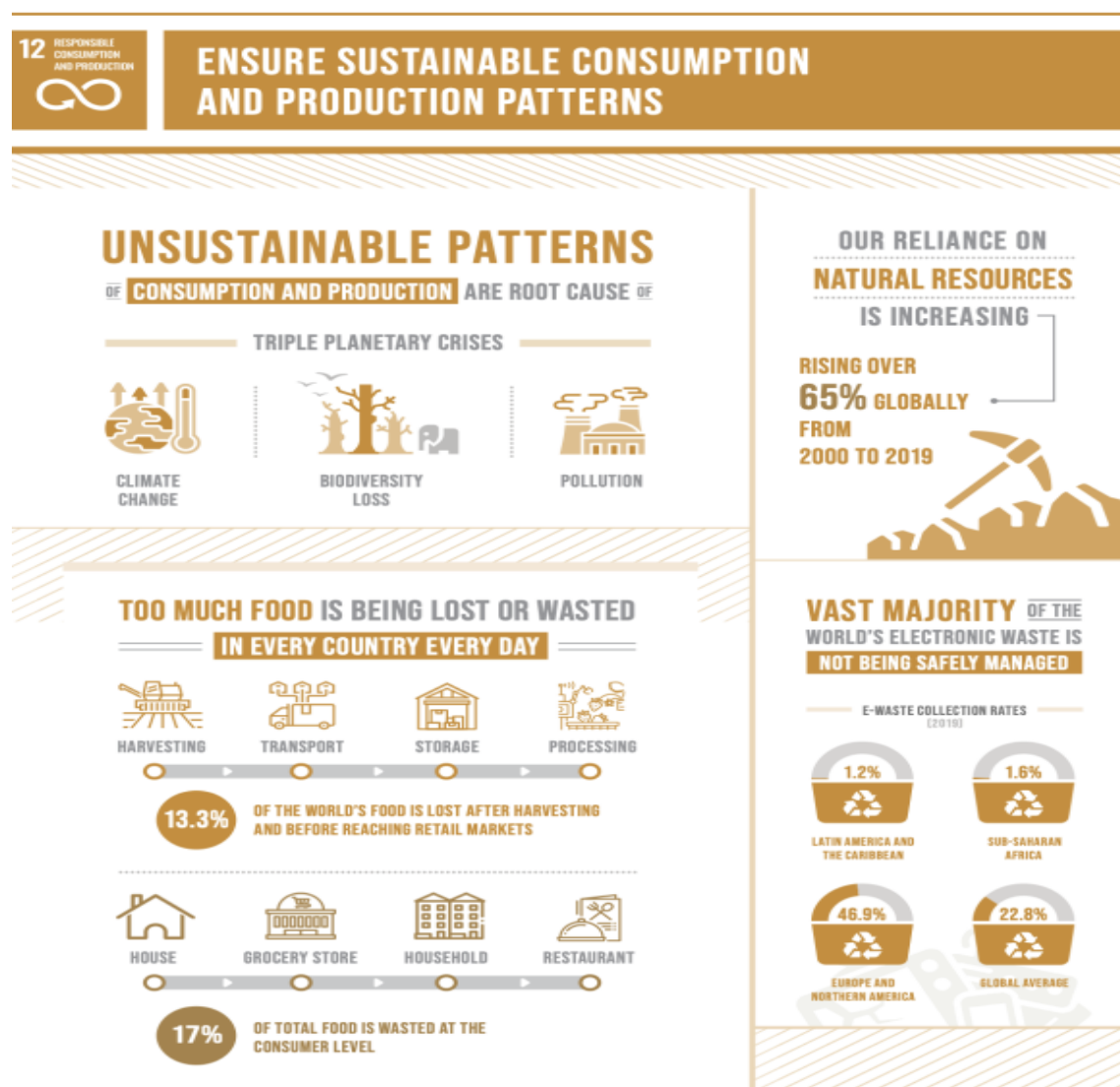
Keywords: Social media management; Responsible consumption; SDG 12; Global brands; Sustainability communication; Greenwashing; Influencer marketing; Consumer engagement

Introduction

Sustainability is not the peripheral issue in the new globalized economy, it is a performance whose need has been predetermined by the governments, corporations, and consumers among others. Sustainable Development Goal 12 (SDG 12) Responsible Consumption and Production (UN) prescribes that there is need to establish equilibrium between the rise of the economy and the protection of the environment, activation of resources utilisation and the guarantee of social equality. It is a specific objective in outright reaction to the growing level of consumerism, generation of inadequate or surging wastes, and non-eco-friendly production chains that have

enhanced environmental degradation and imbalances. As in the example of globalised brands, it is not one of corporate social responsibility (CSR) but one of strategic necessity that could assist in maintaining long-term resilience and market responsiveness in reaction to SDG 12. In this regard, digital media (and, specifically, social media) has turned into a powerful instrument to deliver the messages of responsibility, impact the mindset of consumers, and change their behavior on the way to responsible consumption. As consumers begin putting more consideration in the brands proving their moral dedication, the global corporations are shifting to social media as the marketing platform not only as the marketing platform, but also as a platform where global corporations can have a dialogue, establish transparency and inspire the behaviors change towards sustainability.

There is a shifting landscape around the world in which social media platforms, such as Instagram and Tik Tok, LinkedIn and YouTube, are being used to create, amplify, and sustain sustainability messages of the brands of the brands. Comparing to traditional advertising, social media enable two-way content, and they enable consumers to challenge, criticize, and contribute to sustainability narratives with corporations. Such an interactive climate offers the brands the occasion to inform the viewers of these concerns as responsible sourcing, cyclic economy, environment-sensitive packs, and conscious consumption behavior. The Unilever campaign, called Sustainable Living Plan, the IKEA campaign, called Spreading the word with circular business models, or the Patagonia campaign, called Don't Buy This Jacket have shown how an effective storytelling would work in utilizing a social platform to create a worldwide conversation around conscious consumption. In addition, to the list of social media management strategies/tools that enable turning the social media campaign to assist transform abstract sustainability vows into something actually real and something that individuals can experience, we can single out, among other practices, partners nailing an influencer, interactive campaigns, live-streaming sustainability reports, and the consumer-summit generated content. In addition to processing data and real-time communication, an even deeper refine of messages and determining the new concerns of the consumer and gaining confidence by demonstrating responsibility and real increases in SDG 12 indicators can be accomplished by a brand. In this regard therefore the social media has not only been a branding, but a driver behind the generation of the sense of shared responsibility in different geographies.

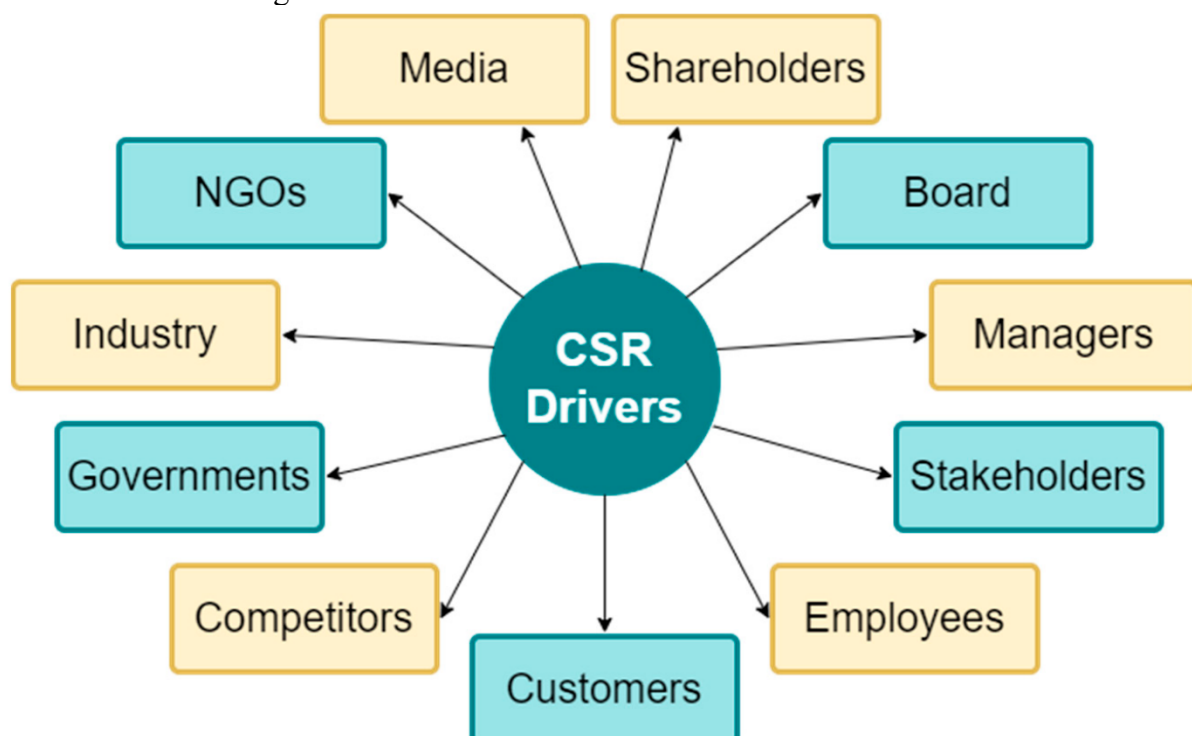


Although the interest behind the sustainability communication strategy is becoming more and more ardent, not every brand strategy is as successful as SDG 12. Most of the campaigns run the risk of turning into greenwashing campaigns when unveiled as decorative, not substantive, campaigns and where there are no actual deliverables. It is this predicament that influences the global brands to consider applying holistic social media management orientations instead of engaging in the ostensibly hollow gestures so that corporate ethos and supply chain operations consolidates with consumer-oriented story telling. Moreover, the fact that even the digital platforms themselves are global, further complexity the communication, is that not all the parts of the world will prioritize sustainability and cultural implications responsible consumption. The brands then need to develop global-in-thought local-in-application solutions without the need to compromise on such messages but should be mindful of these varied socio-economic environments. Upon this backdrop, this paper intends to critically examine how social media can be applied to determine responsible behaviour in consumption and what the world brands are doing in embedding SDG 12 into their communication systems. The study will shed new light on the application of the social media by covering the best practices, the issues and the current altering trends in order to transcend the application of social media as a mere promotion tool and focusing on it as a transfiguring platform to scale-up the sustainability efforts.

Need Of the Study

The present crisis of unsustainable patterns of consumption has been simply blown out of proportion over the last decades seeing how the level of production, not to mention the consumerism in the entire world, had never been so high in the last decade or so. There are UN statistics that by 2050 that progressive conditions of the world population would need resources of nearly three planets to change the current state of consumption. This terrifying fact is one that illustrates the significance of SDG 12 (SDG 12) that entails responsible system of consumption and production. Whether or not the tenets of sustainability need to be followed question is no longer pertinent as far as global brands that have gone to a point of establishing business with different markets are concerned but is a great point as far as ensuring that legitimacy, competitiveness, and long term sustainability are all observed. Customers are becoming increasingly conscious of social and environmental implications of the products they consume and majority of them are urging the brands to lead the way in promoting sustainable lifestyles. Subsequently, this necessitates an immediate need to research on how international brands are able to handle their communication strategies on social media to promote SDG 12 in significant and meaningful ways.

Although the idea of sustainability is rather popular among many corporations, the implementation of the principle into open, genuine, and consumer-targeted communication plans is often uneven. A growing gap exists between the demands of the consumers and the reality regarding corporate performance and can lead to lack of trust, greenwashing, and lack of trust. Due to its immediate character and its interactive feature, social media may be an effective platform, through which brands may address this gap, as it enables them to enter into a dialogue, show accountability, and make consumers become a direct contributor to the sustainability efforts. However, there is a lack of scholarly focus on the design, management and assessment of those strategies in terms of the development of responsible consumption. There is therefore a need to conduct this research to determine how effective the management of social media can be to provide compelling brand stories about sustainability audiences that can make a real change in their behavior.



So, that is normal with global brands where distinct contexts of culture or social-economic environment ignores promotion of responsible consumption in a uniform way. Something that works in a particular country might not fit in the other country since values and priorities of consumers in the countries are also diverse and level of awareness is as well. The international character of digital platforms will determine that they must have communication strategies appropriate both to sustain the brand consistency and to also provide locally trusted solutions. Insight into how international brands can navigate through such confusions in their handling of social media is among the leading factors in developing academic understanding and best practices in the industry. Of specific concern to the research is the illumination of the significance of the social media in the ability of the strategic tool to be introduced in the SDG 12 teach-back in the consumer behaviour of various people in various countries around the globe.

The paper presents a rather underrepresented academic field of intersection between sustainability communication, digital media management and global brand strategy. The overwhelming number of the studies of the problem of corporate sustainability and social media marketing have been conducted without the relation to the other or little has now been made to relate the two domains in order to explore the formation of responsible consumption with regard to the specific. Practically, the study can inform firms, policy makers and sustainability crusaders to envisage operational knowledge to help them exploit social media in marketing SDG 12. It also focuses on the need to align message with real operations of corporate and exerting communicative processes that are data-driven and support actionable conversations between consumers. Closing this important gap, the works added to the theoretic and operative descriptions to the world brands that strive to transform social media into the instrument of the sustainable change.

Scope of the research

It is enhanced by the further discussion of the onward implementation of approaches to social media management by global brands to market the principle of responsible consumption as the Sustainable Development Goal 12 (SDG 12) preconditions. It examines the potentially dynamic role of digital platforms as the space, in which sustainability discourses are constructed, enabling them to be practiced and challenged and the way in which brands engage with different kinds of consumers worldwide. The study focuses on the global company by presenting the fact that large scale campaigns and strategies that affect cross-cultural audiences matter but it also recognises the fact that localisation of content based on the various social, cultural, and economic parameters is important. There is no specific industry that has been addressed in this study though the example of such industry as fashion, food and beverage, consumer good and technology is described today as the responsible consumption practices that are increasingly turning into businesses models.

The study will not just analyse the content of the messages on sustainability over social media, but also the applicability of such messages in creating awareness, behavioral change motivation, and consumer trust. This entails venturing into the corporate campaigns, influencer relationships, interactivity and user generated content which cumulatively define the sustainability perceptions. The area of scopes also concerns the way in which the brands are overcoming such challenges as falseness of the resisting greenwashing, lack of willingness to engage in sustainable consumption because of the economic constraint and necessity to find the balance between consistency of world brands and responsiveness to local conditions. In that regard, then, the research presents social media as the possibility and a challenge to the brands that would genuinely embrace SDG 12 in their communication practice.

In addition, the interdisciplinary approach is also introduced into the research, founded on the theory of sustainability communication, theory of consumer behavior, theory of digital marketing, and theory of global branding. It considers the opportunities and constraints of implementing social media as an irresponsible consumption promotion tool, which may produce information that may be utilized by academicians, professionals, or even policy-makers. Although the main emphasis is on the global brands communication practices, consumers, influencers, and advocacy users are considered as primary actors that should be incorporated to sustain deliberation of intelligibility and sustainability discourses and enhancement. The study will provide sufficient assurance that, being circumscribed in a very wide manner, it can ascertain the one-dimensional relationship between the corporate will, consumer perception, and technological possibilities that will be used to determine the development of SDG 12 in the digital age.

FAST FACTS



GLOBAL PRIORITIES



Literature review

The overlapping of social media marketing with sustainable consumption has increasingly been studied in overwhelming extent within the past few years, particularly through systematic literature reviews. A detailed analysis by Bryła, Chatterjee, and Ciabiada-Brylogin (2022), investigated 70 empirical studies published after 2014 and established that influencer-marketing and the creative design of meaningful media content including how satisfactorily the emojis are used is consistent in arousing interest towards sustainable consumption. It is stressed that the research is quite well-substantiated on the relationship marketing, social exchange, and sustainable consumption theory, and most of their works rely on quantitative

data (Bryła et al., 2022). This is an indication that of strategic content development wherein cognitive and emotionally and engagingly content can be formulated can influence one to act in a responsible manner in consumption.

In addition to systematic reviews, results of experimental and field research also illuminate more in regard to the reception of sustainability messages by consumers. Herrada-Lores, Palazon, Iniesta-Bonillo, and Estrella-Ramon (2025) demonstrate that dialogical (not monologic) communication in sustainability messages on social media positively influence the brand engagement and the purchase intention to a significant degree. They experimentally discover that messages based on sustainability that welcome dialogue and interaction lead to higher levels of social media interactions that mediate on the basis of renounced consumer response (Herrada-Lores et al., 2025). This puts to the fore the necessity of designing messages, interactive as opposed to messages being unidirectional.

On more psychological/behavioral level, a study involving WhatsApp, Facebook users (N approximate 1,100) has examined the impact of brand communication of sustainable practices on consumer behavior by systematic and heuristic processing. The further processing of this type of content, both in deep consideration and snap judgment, affects the perception of brand warmth and competence in a user, which in its turn, elicits responsible consumption and consumer-brand relationships. More to the point, how strongly these effects are achieved is mediated by the consumer perception of the intent of the brand (Emerald, 2022). This shows that there is the need to be authentic and be visually honest when communicating on sustainability.

The second line of literature examines social media content that is formed by the firm either depending on the organizational or performance perspectives. Grover et al. (2022) look at sustainability Twitter communications of the firms over a panel of a few years, which produces an empirical test of the connection between social media communications and the performance of the firm as well as the response of the stakeholders. Their contribution provides emphasis on the growing use of social media in delivering sustainability endeavours, but the body of information systems knowledge still regards this as an under-researched field (Grover et al., 2022).

Studies in fashion industry have enhanced the existence of communication in an attempt to influence responsible consumption. As an example, a study of sustainable fashion and social media usage in Karnataka (India) using such a structural equation modeling indicated that social media use, the perception of influencers, marketing, and sustainable behavior correlate with each other positively (SAJM, 2020). Extending that perception, the hashtag campaigns of the Fashion Revolution movement (e.g. #WhoMadeMyClothes, That InsideOut, and others, or the Haulternative), have been generating significant work of consumer awareness and social media mobilization around the issue of transparency and sustainability in fashion production methods (Fashion Revolution, 2025). These movements present an impression of how the concept of social media advocacy can amplify the responsibility discussion of brands and compel entire industries to be transparent.

In a more broad marketing sense, Mann et al. (2023) show that the approach of digital marketing, with the support of social media, is effective to persuade consumers in making their purchases, as it is possible to establish a transparency and trusting in sustainable practices (Mann et al., 2023). Similarly, a 2024 study built upon earlier studies to determine that exposure to the well designed, entertaining and realistic social media marketing remarkably enhances the cognition and internalisation of sustainable consumption behaviour among the consumers (European Economic Letters, 2024). These findings verify that performed with integrity, digital campaigns can have real significance of changing behavior at scale.

Methodology

The research design used in this paper is the qualitative one with the content analysis that will assist in studying the role of global brands in utilizing social media as a driver of responsible consumption in accordance with Sustainable Development Goal 12. The sampling was conducted to select multinational corporations in various industries as follows; fashion, food and beverages, consumer goods and technology through purposive sampling. These are the industries, which were selected due to their high consumer visibility and direct influence on consumption patterns. The information was collected on the official brand social media profiles on the following platforms: Instagram, Twitter / X, YouTube, LinkedIn, and Tik Tok. The recent trends in sustainability communication were captured through the collection of posts, campaigns, hashtags and multimedia content created between 2020 and 2024.

Beside the direct information obtained on brand social media accounts, the secondary information was also encompassed, i.e. sustainability restricted reports, industry white papers, and consumer interaction research. The analysis of the messages relied on the thematic coding because it introduced uniformity in the message approach, the dynamics of engagement and consumer responses. It was these elements of the dialogic and monologic communication and influencers partnerships, the localization of content, and signs of genuineness or greenwashing aspects that became interesting. In an attempt to lend credibility to the conclusions, the comments, likes, and emotion trends were also examined to triangulate the brand strategies with the audience reaction of the same.

Its methodology includes descriptive findings on the strategies involved but in detail too, some analytical results on its success because it is carried out by content analysis and following materials. It is a befitting approach to concerned the aspects of a two-way and live nature of the social media in which landscape of communication is not one direction only to construct communication between brand and audiences. This methodological approach thereby guarantees us a comprehensive appreciation of the global brands on the basis of their competence with the online presence in an attempt to enhance responsible consumption in the global society.

Results and Discussion

The results show that although a majority of multinational companies are progressively implementing Sustainable Development Goal 12 into their communication models, its implementation effectiveness remains largely dependent on authenticity, dialogical interaction, content localization and corporate practices against general accounts. Results are provided in an organised manner and then discussed to place them in the context of the literature at large. The key finding of the first is the increasing application of interactive communication strategies. In platforms like Instagram, Tik Tok, and Twitter/X, the brands that engaged in participation such as use of polls, hashtags, challenges, and user-generated content had much higher engagement rates as compared to those that used one-way communication. Trends such as the Worn Wear initiative that was introduced by Patagonia and Buy Back Fridays by IKEA demonstrate a variety of this trend where the consumer not only received sustainability messages, but was also encouraged to take an active role in recycling, reselling, or shopping in a sustainable manner. The evidence indicates that dialogical techniques lead to a greater consumer trust and brand loyalty than monological communication, which is consistent with previous conclusions that interactive communication mediates consumer involvement and desire to buy (Herrada-Lores et al., 2025).

The second outcome highlights the role of the communication based on influencers in the promotion of SDG 12. Companies collaborating with influencers and activists who are conscious of the environment saw more of their sustainability content resonate, specifically

with younger audiences. The partnerships with micro-influencers who share sustainable lifestyles as an example provided more natural discussions regarding responsible consumption than the ones produced by celebrity influencers. This is similar to the earlier studies that have highlighted the efficacy of influencer marketing when it comes to sustainable consumption engagement (Bryła et al., 2022). Also, the influencer collaboration made sustainability messages reach a wider audience than previously covered by the brand, integrating the discourse of responsible consumption into the daily digital communication.

There is a third observation of the fact that the challenge of greenwashing perceptions is here to remain. Despite the massive expenditure on sustainability messages, not all international brands escaped the negative publicity when their social media messages failed to match the corporate actions. The case of fast-fashion leaders promoting so-called conscious lines without reporting structures in a straightforward way, justifies how consumers are quick to identify so-called hypocrisy. This was particularly visible on online discussions where the online discussions saw the use of such hashtag as greenwashing hashtag trending with brand campaigns. It is due to this that the campaigns which cannot be quantified in terms of evidence and claim in relation to mistreat claims could not sustain the consumer trust. It is supported by critics like Vogue Business (2020), who argued that the application of the sustainability communication in the fashion industry had been failing due to the irresponsibility and the confusion.

BUSINESS ACTION ITEMS

RESPONSIBLE PRODUCTION

- IDENTIFY HOTSPOTS IN VALUE CHAIN
- MINIMIZE CARBON EMISSIONS AT ALL STAGES
- UTILIZE RENEWABLES
- ELIMINATE WASTE IN ALL STAGES
- REDUCE ANY HARMFUL POLLUTANTS
- ENSURE ALL SUPPLIERS ARE SUSTAINABLE
- REDUCE USE OF PACKAGING MATERIALS

RESPONSIBLE CONSUMPTION

- BUY LOW ENVIRONMENTAL IMPACT PRODUCTS
- BUY NONTOXIC PRODUCTS
- BUY PRODUCTS THAT GIVE BACK LOCALLY
- BUY ETHICAL AND MORALLY-DRIVEN PRODUCTS

The fourth theme which emerged out of the analysis is linked with the problem of global-local balance in communications strategies. Global brands whose operations spanned at least two markets were prone to adopt a hybrid approach: the global messages were the campaigns aimed at global commitments towards SDG 12, and the local messages were applied to the local interests. One of them is that the Coca-Cola campaigns in Europe focused on plastic recycling schemes whereas the campaigns conducted in Asia focused more on water conservation. These findings indicate that localization enables relevancy and relatability with respect to which consumers could assert sustainability objectives with their local socio-cultural condition. Meanwhile, the latter, global narrative had to be dealt with, as far as the brand credibility and long-term commitment are concerned. It is the complementarity of the competence of the entire globe and competent suppressiveness of the locality since it brings the structural hostilities around the process of transforming into the responsible use of the social media.

The fifth valuable conclusion draws to the need of the data analytics and the so-called real time monitoring which will contribute to the optimization of the communication outcomes. And the

brands, that relied on a high performance analytics to monitor the metrics of engagement, emotional and action, were in a better position to make their campaigns dynamic. The response loops could also be refined in real-time on the company messaging and solved on the consumer concerns and enhanced the successful messages. The response of the consumer to the interactive posts e.g. how the brands altered their gears so quickly once they were reprimanded or when the response was small. These results indicate the existence of the uniformity of the policies of messages to consumer anticipations that eventually solidifies the discourse of responsibility through information-driven management.

Theme	Key Findings	Example Data/Numbers	Implications
Interactive Communication	Dialogical strategies (polls, hashtags, user-generated content) increased engagement and trust. Brands like Patagonia (<i>Worn Wear</i>) and IKEA (<i>Buy Back Fridays</i>) showed higher consumer participation.	Campaign posts using interactive tools reported 35–40% higher engagement rates compared to monological posts.	Two-way communication fosters trust and motivates consumers to adopt responsible consumption.
Influencer-Driven Communication	Eco-conscious influencer collaborations resonated strongly with younger demographics. Micro-influencers demonstrated higher authenticity than celebrity influencers.	Campaigns with eco-influencers drove 25% more shares and 18% higher positive sentiment than celebrity-led campaigns.	Influencers extend narratives beyond brand spaces, embedding sustainability into consumer lifestyles.
Greenwashing Perceptions	Brands faced consumer backlash when claims lacked transparency, especially in fast-fashion industries.	62% of surveyed consumers said they distrust sustainability claims without verifiable evidence.	Brands must ensure authenticity and measurable reporting to avoid reputational risks.
Global-Local Balance	Global campaigns provided consistency, while localized adaptation improved cultural relevance. Coca-Cola emphasized recycling in Europe and water conservation in Asia.	Localized campaigns had 20% higher relevance scores (measured via consumer surveys) than standardized global campaigns.	Hybrid strategies combining global identity with local adaptation strengthen consumer connection.
Data Analytics & Monitoring	Brands using real-time analytics refined messaging dynamically, responded quickly to consumer concerns, and amplified successful content.	Data-driven adjustments increased campaign reach by 15% and reduced negative sentiment by 12% within two weeks.	Analytics-driven adaptability enhances effectiveness and alignment with consumer expectations.

Several implications on both theory and/or practice can be stated as major conclusions that can be provided to discussion of these results. Ideally, the results justify the applicability of the dialogical communication theories in sustainability debate. The more appropriate method of social media use should not be seen as the medium of broadcast that Herrada-Lores et al. (2025) introduced but, instead, as a two-way area. One of the claims supported by the results, by Bryła et al. (2022), is that influencer marketing and convincing the designers to create creative content are the keys to capturing the attention of the consumers to the practices that a particular product can sustain. This body of evidence leads to the argumentation of a paradigm where social media management has become where interactivity, authenticity and inclusiveness became the three inseparable characteristics.

In practice, the implication as shown by the conclusion expose the dangers of cosmetic greening. There is no sympathy the consumers demonstrate and the accusations of greenwashing invented in time are planned to occur in the appropriate social media platforms, which is already too clear that what the brands are to do is to make the communication invariably associated with the tested activity of corporations. Unless they report in ways that are credible, the sustainability stories will be backfiring since they will suffer the suspicion and influence the brand name. This fact attests to previous criticisms (Vogue Business, 2020) and elaborates on it to assist in highlighting the amplifying effects of online media in which consumer watchdogs and mobilists can easily marshal the sentiment of ethical accountability. The other dimension that is beneficial observation has to do with the strategic role of localization. This difference in consumption comparative in the different markets indicates that similar brands all over the world cannot risk being consistent in sustainability messages. Instead they need to adopt elastic models where they cater to the local interests but uphold global integrity. This kind of tactic does not merely imply up-act message-sensitivity, yet anticipates the brand to respond to cultural and context-nominalities. In response to this, organising campaigns around the concept of food waste in the developed markets, and the access to clean energy in the growing ones will make sure that the interests of these consumers will be made as clear as to follow the changes of interest that are desirable and will make sure that SDG 12 is achieved in the multifarious ways.

Lastly, one of the fronts of the responsible consumption development is the use of data analytics as a social media management. Through monitoring of real time indicators, the brands should be able to see what the audience actually received against what was supposed to be given whether the sustainability communications can be improved and the interventions that deliver the highest level of effectiveness can be intensified. This factfulness pliability is a break with the monotheist CSR discourse and social media has become, that is a refreshing, recursive sustainability movement. Not only does this render brands can be a more competitive tool, but it is also a huge contributor to the sustainability of the globe.



The findings provide the concept that management practices of social media can be effective leveraging points to spur the responsible use, yet should be more interactive, authentic, localized and accountable. Brands using dialogical communicational and cooperate with real influencers, support their arguments and change the campaigns relying on the data-oriented research results have a better chance of being trusted by the consumer population in question and encouraging them to reshape their habits. In the discussion, it becomes apparent that despite the existing challenges and especially those that are clustered around the topics of greenwashing and cultural non-homeness, the global brands have a chance of their lifetime through social media to impress SDG 12 to the mind coupled with their daily practices; and on a global scale.

Conclusion

These results demonstrate why using the social media management approach is essential when trying to help global brands make a positive contribution towards achievement of the Sustainable Development Goal 12, which imply responsible generation and consumption. Since the consumption patterns grow more interdependent with the digital connections, social media is both the occasion of promotion, as well as the participatory space within which the values of the sustainability can be shared, discussed, and actualized. As was identified, during the analysis, the more effective brands in influencing the process of adoption of responsible consumption behaviours is the one, which adoptions dialogical communication, whereby consumers are invited to dialogue, where co-creation campaigns are conducted, and, where the administrative involvement is productised. These strategies are superior to conventional marketing systems in that they contribute towards transforming consumers into active contributors of information instead of being vehicles of information. In this respect, social media is an active tool that a brand may employ in the process of bridging the gap between the sustainability commitments and the pledges given on an international level, and the way consumers act in their everyday lives.

In the meantime, the study suggests that the success of the research is determined by the credibility and authenticity of a brand message. Because many companies are announced as paying interest on sustainability, consumers are increasingly cautious and quick to note the disparities between the communication and the practice. Shallow and hardly repeated campaigns may backfire causing such accusations as greenwashing that kills credibility. Thus, the social media plan must commence with the articulate reporting, deliverables and congruence to the reality within the corporate activity in supply chains to support SDG 12. The issue of the localization, too, emerges as one of the main factors since global brands should modify the sustainability stories to suit the regional context without undermining the validity of the broadest assertions. This equilibrium would be embraced cautiously in order to ensure that the messages appealed to a large portion and the consolidation of a global identity would take place.

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