

## Mapping Social Media Marketing and Sustainable Purchase Intention: Brand Engagement, Sustainable Involvement PRISMA-VOSviewer

Wanda Yulia Utami<sup>1\*</sup>; Didik J. Rachbini<sup>2</sup>; Ririn Wulandari<sup>3</sup>; Mas Wahyu Wibowo<sup>4</sup>

<sup>1</sup>) [67124010012@student.mercubuana.ac.id](mailto:67124010012@student.mercubuana.ac.id), Universitas Mercu Buana, Jl. Meruya Selatan, Kembangan, Jakarta Barat, Indonesia

<sup>2</sup>) [didik\\_rachbini@mercubuana.ac.id](mailto:didik_rachbini@mercubuana.ac.id), Universitas Mercu Buana, Jl. Meruya Selatan, Kembangan, Jakarta Barat, Indonesia

<sup>3</sup>) [ririn.wulandari@mercubuana.ac.id](mailto:ririn.wulandari@mercubuana.ac.id), Universitas Mercu Buana, Jl. Meruya Selatan, Kembangan, Jakarta Barat, Indonesia

<sup>4</sup>) [maswahyuwibowo@mercubuana.ac.id](mailto:maswahyuwibowo@mercubuana.ac.id), Universitas Mercu Buana, Jl. Meruya Selatan, Kembangan, Jakarta Barat, Indonesia

### Article Information:

#### Keywords:

Social Media Marketing;  
Sustainable Purchase Intention;  
Sustainable Fashion;  
Brand Engagement;  
Sustainable Involvement;  
PRISMA;  
VOSviewer;

#### Article History:

Received : December 19, 2025  
Revised : January 24, 2026  
Accepted : April 08, 2026

#### Article Doi:

10.22441/jdm.v9i1.37347

### Abstract

The growing emphasis on sustainability has intensified academic interest in understanding how social media marketing influences sustainable purchase intention, particularly within the sustainable fashion industry. Despite the expanding body of research, existing studies remain theoretically fragmented and often examine social media marketing, brand engagement, and sustainable involvement in isolation. Grounded in the Stimulus–Organism–Response (SOR) framework, this study aims to systematically map and review the scholarly literature on the relationship between social media marketing (stimulus) and sustainable purchase intention (response), with brand engagement and sustainable involvement conceptualized as key organismic mechanisms. Although research in this area is growing, prior studies remain fragmented and lack theoretical integration. Using a PRISMA-based systematic literature review, 60,509 Scopus-indexed records published between 2015 and 2025 were initially identified. Through a rigorous multi-stage screening process based on relevance, construct integration, sustainable fashion context, and empirical completeness, 15 key articles were selected for in-depth analysis. Bibliometric mapping using VOSviewer was conducted to identify thematic clusters, research trends, and phenomenon gaps. The findings show that sustainable purchase intention is centrally positioned in the literature and is influenced by social media marketing primarily through brand engagement and sustainable involvement. Interactive, value driven social media content enhances consumers' emotional and cognitive engagement with brands, while higher sustainability involvement strengthens intention consistency. Theoretically, this study contributes by advancing the application of the SOR framework through a unified conceptual perspective. Practically, the results highlight the importance of sustainability storytelling, interactive campaigns, and online community-building as effective social media strategies to stimulate sustainable purchase intention.

## 1. INTRODUCTION

The growing urgency of environmental and social challenges has intensified global attention toward sustainable consumption, particularly within the fashion industry, which is widely recognized as one of the most resource-intensive and polluting sectors worldwide (Bonelli et al., 2024). In response, sustainable fashion has emerged as a strategic

approach aimed at reducing negative environmental impacts while promoting ethical production and responsible consumption (Kulakova et al., 2021; J. Ma et al., 2024; Ray & Nayak, 2023). Central to the success of sustainable fashion is consumers' sustainable purchase intention, which reflects their willingness to choose environmentally and socially responsible products over conventional alternatives (Kumar et al., 2021).

At the same time, the rapid expansion of social media platforms has fundamentally reshaped marketing communication and consumer brand relationships (Siregar et al., 2023). Social media marketing enables brands to engage directly with consumers through interactive content, storytelling, and community-building activities (Atrisia et al., 2023, 2024; Atrisia & Hendrayati, 2021; Jeswani, 2023). From a Stimulus–Organism–Response (SOR) perspective, social media marketing functions as an external stimulus that exposes consumers to sustainability-related information, values, and social influence. For sustainable fashion brands, social media provides a powerful channel to communicate sustainability values, educate consumers, and influence attitudes and behaviors related to sustainable consumption (Vladimirova et al., 2024). As a result, an increasing number of studies have examined the role of social media marketing in shaping sustainable purchase intention.

Within this evolving research landscape, brand engagement has gained prominence as a key mechanism linking social media marketing efforts to consumer behavioral outcomes (Unnava & Aravindakshan, 2021). Brand engagement refers to consumers' cognitive, emotional, and behavioral investment in brand interactions, particularly within digital and social media environments (L. Ma et al., 2022). Engaged consumers are more likely to trust brands, internalize their values, and translate positive attitudes into purchase intentions. In the context of sustainable fashion, brand engagement may amplify the impact of sustainability messages by fostering deeper connections between consumers and brands that advocate ethical and environmental responsibility (Santos et al., 2025).

Another important construct in this domain is sustainable involvement, which reflects the degree to which consumers perceive sustainability issues as personally relevant and important (Reppmann et al., 2025). Consumers with higher levels of sustainable involvement tend to process sustainability-related information more deeply and exhibit stronger intentions to engage in sustainable purchasing behaviors (Shao et al., 2022). Prior research suggests that social media marketing can enhance sustainable involvement by increasing awareness, facilitating peer influence, and reinforcing pro-sustainability norms (Al-Kenane et al., 2025; Sarikaya et al., 2025; Shahzalal, 2024). However, the integration of sustainable involvement with brand engagement as joint organism-level mechanisms within the SOR framework remains limited in existing research.

Despite the growing body of literature on social media marketing, sustainable purchase intention, sustainable fashion, brand engagement, and sustainable involvement, current studies remain theoretically and conceptually fragmented. Bibliometric evidence from the Scopus database shows a large volume of publications examining these constructs independently, yet only a small number explicitly connect them within a unified theoretical model. Moreover, while several systematic and bibliometric reviews have addressed green marketing or sustainable consumption broadly, few have adopted an explicit SOR-based perspective to map how social media marketing stimuli translate into sustainable purchase intention through internal psychological mechanisms in the sustainable fashion context. This gap highlights the need for a theory-driven and integrative review that clarifies the intellectual structure of this research domain. Accordingly, this study aims to address this gap by conducting a PRISMA-based systematic literature review combined with bibliometric and visualization analysis using VOSviewer. Grounded explicitly in the Stimulus–Organism–Response framework, this study seeks to: (1) systematically map and review the literature on the relationship between social media marketing and sustainable purchase intention in the sustainable fashion context; and (2) examine the roles of brand engagement and sustainable involvement as organism-level mechanisms linking social media marketing stimuli to sustainable purchase intention. This research contributes to the literature by strengthening theoretical integration, identifying phenomenon gaps, and offering insights for both scholars and practitioners on how social media marketing strategies can effectively promote sustainable purchasing behavior in the fashion industry.

## 2. LITERATURE REVIEW

Grounded in the Stimulus–Organism–Response (SOR) framework, this study conceptualizes social media marketing as an external stimulus that influences consumers' internal psychological states, namely brand engagement and sustainable involvement which subsequently shape sustainable purchase intention as a behavioral response. This section synthesizes the literature through this theoretical lens and develops research propositions to guide the systematic review. Social media marketing has become a dominant communication strategy for fashion brands, enabling two-way interactions, user-generated content, and real-time engagement with consumers (Naeem, 2021). Unlike traditional marketing channels, social media platforms allow brands to disseminate sustainability-related information in more transparent, interactive, and relatable ways (Singha, 2024; Zhang & Qiao, 2025). In the context of sustainable fashion, social media marketing is frequently used to communicate ethical sourcing, eco-friendly materials, circular fashion practices, and corporate social responsibility initiatives (Zhang & Qiao, 2025). Prior studies indicate that such sustainability-focused social media content can enhance brand credibility, raise environmental awareness, and positively

influence consumers' perceptions of sustainable fashion brands (Bajrić, 2025; El-Shihy & Awaad, 2025; Naim et al., 2025). However, while the stimulus role of social media marketing is well documented, its indirect pathways toward sustainable purchase intention remain insufficiently theorized.

Sustainable purchase intention refers to consumers' conscious willingness to buy products that minimize environmental harm and contribute to social well-being (Vu et al., 2022). In sustainable fashion research, purchase intention is commonly examined as a key predictor of actual buying behavior (Kumar et al., 2021). Social media marketing has been found to play a crucial role in shaping these factors by providing information, facilitating peer discussions, and reinforcing pro-environmental attitudes (Orzan, 2025). Nevertheless, the literature also highlights an intention behavior gap, suggesting that strong purchase intentions do not always translate into actual sustainable consumption, thereby necessitating a deeper examination of mediating and moderating mechanisms.

Brand engagement represents a central organism-level construct within the SOR framework, capturing consumers' cognitive, emotional, and behavioral investment in brand interactions (Aljuhmani et al., 2023). It encompasses cognitive, emotional, and behavioral dimensions, such as attention, enthusiasm, and active participation in brand-related activities (Arghashi & Arsun Yuksel, 2023). Within social media environments, brand engagement is often reflected through likes, shares, comments, and content creation (Shahbaznezhad et al., 2021). These interactions indicate consumers' psychological immersion and emotional attachment to brands. Studies suggest that higher levels of brand engagement lead to stronger brand relationships, increased trust, and favorable behavioral outcomes, including purchase intention (Aljuhmani et al., 2023; Arghashi & Arsun Yuksel, 2023; Shahbaznezhad et al., 2021). In sustainable fashion, brand engagement can strengthen consumers' identification with brands that align with their ethical and environmental values (Santos et al., 2025). Thus, brand engagement can be understood as a key organism-level mechanism through which social media marketing stimuli are translated into behavioral responses.

Sustainable involvement refers to the degree of personal relevance and interest consumers attach to sustainability-related issues (Reppmann et al., 2025). Highly involved consumers are more motivated to seek information, evaluate sustainability claims critically, and engage in responsible consumption behaviors (Sarkar et al., 2023). In the sustainable fashion context, sustainable involvement has been linked to greater sensitivity toward environmental impacts and ethical considerations in clothing production (Pérez et al., 2022). Social media marketing can enhance sustainable involvement by increasing exposure to sustainability narratives, influencer advocacy, and peer-generated content (Gouda & Halim, 2025; Sailesh et al., 2024). Within the SOR framework, sustainable involvement represents an internal evaluative state that shapes how consumers interpret and respond to marketing stimuli. Nevertheless, existing studies often treat sustainable involvement as an isolated antecedent rather than integrating it alongside brand engagement within a unified organism-level process.

The existing literature suggests that social media marketing, brand engagement, and sustainable involvement are interrelated constructs that collectively influence sustainable purchase intention. Social media marketing activities can stimulate brand engagement by fostering interactive and meaningful consumer-brand relationships, while simultaneously increasing sustainable involvement through awareness-building and value reinforcement (Naeem, 2021; Singha, 2024; Zhang & Qiao, 2025). Brand engagement may serve as a mediating mechanism through which social media marketing influences sustainable purchase intention (Aljuhmani et al., 2023; Arghashi & Arsun Yuksel, 2023; Shahbaznezhad et al., 2021), whereas sustainable involvement may act as either a mediator or moderator in this relationship.

Synthesizing the literature, this study proposes an integrated SOR-based framework in which social media marketing acts as a stimulus, brand engagement and sustainable involvement function as organism-level mechanisms, and sustainable purchase intention emerges as the behavioral response. While prior studies acknowledge these constructs individually, few reviews systematically map their interrelationships within a single theoretical structure. This conceptualization addresses the fragmentation in existing research and provides a clear theoretical foundation for the PRISMA-based bibliometric analysis conducted in this study.

### 3. METHODOLOGY

This study adopts a systematic literature review combined with bibliometric analysis to map the research landscape on social media marketing and sustainable purchase intention within the sustainable fashion context, with particular emphasis on brand engagement and sustainable involvement. To ensure methodological rigor, transparency, and reproducibility, the review process follows the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines and employs VOSviewer for bibliometric visualization and analysis.

The PRISMA framework guided the identification, screening, eligibility, and inclusion stages of the review (Mengiste et al., 2023). Following the initial identification of records through Scopus searches, duplicate and irrelevant records were removed. The remaining articles underwent abstract and full-text screening to assess their alignment with the study objectives. The final selection process ensured transparency and reproducibility in narrowing down the literature to the most relevant studies examining the intersection of social media marketing and sustainable purchase

intention. Bibliometric analysis was conducted using VOSviewer software to visualize and analyze the intellectual structure of the selected literature (Martins et al., 2024). The analysis focused on keyword co-occurrence, thematic clustering, and research trend identification. Descriptive analysis was first performed to summarize publication trends, journal distribution, and thematic focus of the selected studies. Subsequently, VOSviewer-generated maps were interpreted to identify clusters representing major research themes and conceptual linkages (Suherningtyas et al., 2025). These findings were synthesized to highlight patterns, gaps, and opportunities for future research.

This study employs a systematic literature review combined with bibliometric analysis to map research on social media marketing and sustainable purchase intention within the sustainable fashion context, with particular attention to brand engagement and sustainable involvement. Methodological rigor and transparency are ensured through adherence to the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines and the use of VOSviewer for bibliometric visualization. The Scopus database was selected as the sole data source due to its extensive coverage of peer-reviewed journals in marketing, sustainability, and consumer behavior research, thereby ensuring the quality and consistency of the retrieved records.

The literature search was conducted using clearly defined and replicable search strings applied to titles, abstracts, and keywords. Three intersection-based keyword combinations were used: (“social media marketing” AND “sustainable purchase intention” AND “sustainable fashion”), (“sustainable purchase intention” AND “sustainable fashion” AND “brand engagement”), and (“sustainable purchase intention” AND “sustainable fashion” AND “sustainable involvement”). Clear inclusion and exclusion criteria were established to ensure the relevance and quality of the selected studies. The initial search yielded more than 60,000 records, reflecting the broad and fragmented nature of the field. To enhance conceptual relevance and analytical focus, a multi-stage filtering process was applied. First, automatic filters were used to limit results to English-language, peer-reviewed journal articles. Second, duplicate records and publications outside the fashion or sustainability domains were removed. Third, abstract and full-text screening was conducted to retain only studies that explicitly examined at least two of the core constructs within a sustainable fashion context. This rigorous screening process resulted in a final dataset of 15 articles.

Although numerically small, the final sample is methodologically adequate and representative for the purposes of this study, as it captures the most conceptually integrated and theoretically relevant literature at the intersection of social media marketing, sustainable purchase intention, brand engagement, and sustainable involvement. The limited number of qualifying articles itself constitutes an important finding, highlighting the fragmented nature of existing research and the lack of holistic frameworks in this domain. Bibliometric analysis was conducted using VOSviewer to examine keyword co-occurrence, thematic clustering, and intellectual linkages. To enhance analytical credibility, the bibliometric outputs were cross-checked through manual inspection of keywords, abstracts, and thematic consistency with the study objectives, and the identified clusters were interpreted in light of the Stimulus–Organism–Response (SOR) theoretical perspective. This combined systematic and bibliometric approach strengthens reproducibility and ensures that the findings are both methodologically robust and theoretically grounded.

#### 4. RESULTS AND DISCUSSION

The results of the four-stage PRISMA analysis are presented below (see Figure 1).

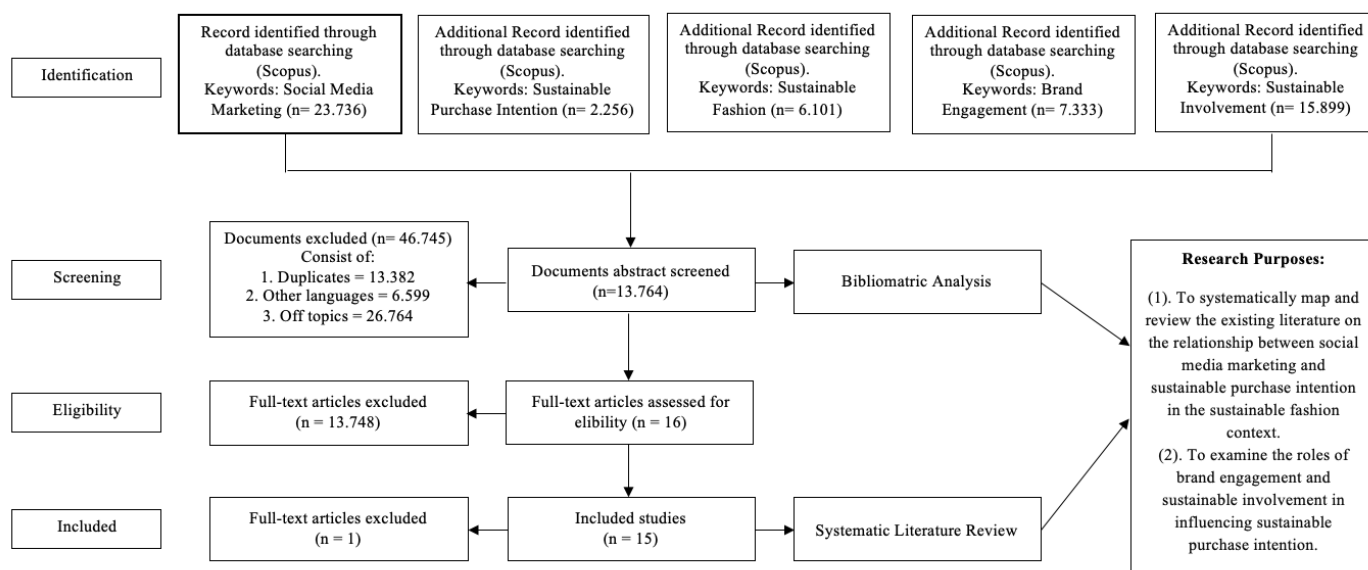


Figure 1. PRISMA Analysis Results

Based on Figure 1, the PRISMA analysis process can be explained as follows. The first stage (Identification) was conducted by searching articles indexed in the Scopus database using keywords related to social media marketing, sustainable purchase intention, sustainable fashion, brand engagement, and sustainable involvement with the total 60.509 articles. The search covered peer-reviewed journal articles published between 2015 and 2025. At this stage, a total of 13,764 articles were identified. Specifically, the keyword social media marketing yielded 5,168 articles, sustainable involvement 4,399 articles, brand engagement 1,746 articles, sustainable fashion 1,479 articles, and sustainable purchase intention 972 articles.

The second stage (Screening) involved refining the search by applying specific keyword combinations to identify articles that intersected the main research constructs. Three keyword combinations were used:

1. social media marketing, sustainable purchase intention, and sustainable fashion;
2. sustainable purchase intention, sustainable fashion, and brand engagement; and
3. sustainable purchase intention, sustainable fashion, and sustainable involvement.

After screening titles and abstracts, 16 articles were identified as relevant. A total of 13,748 articles were excluded at this stage due to duplication, irrelevance to the combined keywords, different research contexts, or lack of focus on sustainable fashion.

In the third stage (Eligibility), the titles and abstracts of the 16 articles were examined more carefully to assess their alignment with the study objectives. 15 articles met the eligibility criteria, as they explicitly addressed sustainable purchase intention within the sustainable fashion context and incorporated at least one of the supporting constructs (social media marketing, brand engagement, or sustainable involvement). Therefore, 1 article was excluded at this stage.

The fourth stage (Included) involved full-text analysis to determine whether the articles were suitable for in-depth analysis. Screening was conducted by evaluating research objectives, theoretical relevance, methodological rigor, and empirical findings. As a result, all 15 articles were retained for comprehensive bibliometric and thematic analysis. Although relatively small, this final dataset represents studies with the highest level of conceptual integration and empirical rigor, ensuring depth of analysis rather than descriptive breadth.

The in-depth analysis was conducted with the aim of:

- To systematically map and review the existing literature on the relationship between social media marketing and sustainable purchase intention in the sustainable fashion context.
- To examine the roles of brand engagement and sustainable involvement in influencing sustainable purchase intention.

Table 1 presents the distribution of Scopus-indexed articles from various publishers across the PRISMA stages (see Table 1).

**Table 1.** Distribution of Publishers

<b>Publisher</b>	<b>Stage I Identification</b>	<b>Stage II Screening</b>	<b>Stage III Eligibility</b>	<b>Stage IV Included</b>
<b>Elsevier</b>	24.500	5.800	0	0
<b>Emerald</b>	8.700	2.100	0	0
<b>Springer</b>	10.200	2.400	1	1
<b>Taylor &amp; Francis</b>	9.300	2.000	1	1
<b>MDPI</b>	4.500	1.100	8	8
<b>Others</b>	3.309	364	6	5
<b>Total</b>	<b>60.509</b>	<b>13.764</b>	<b>16</b>	<b>15</b>

Source: Processed by the Author

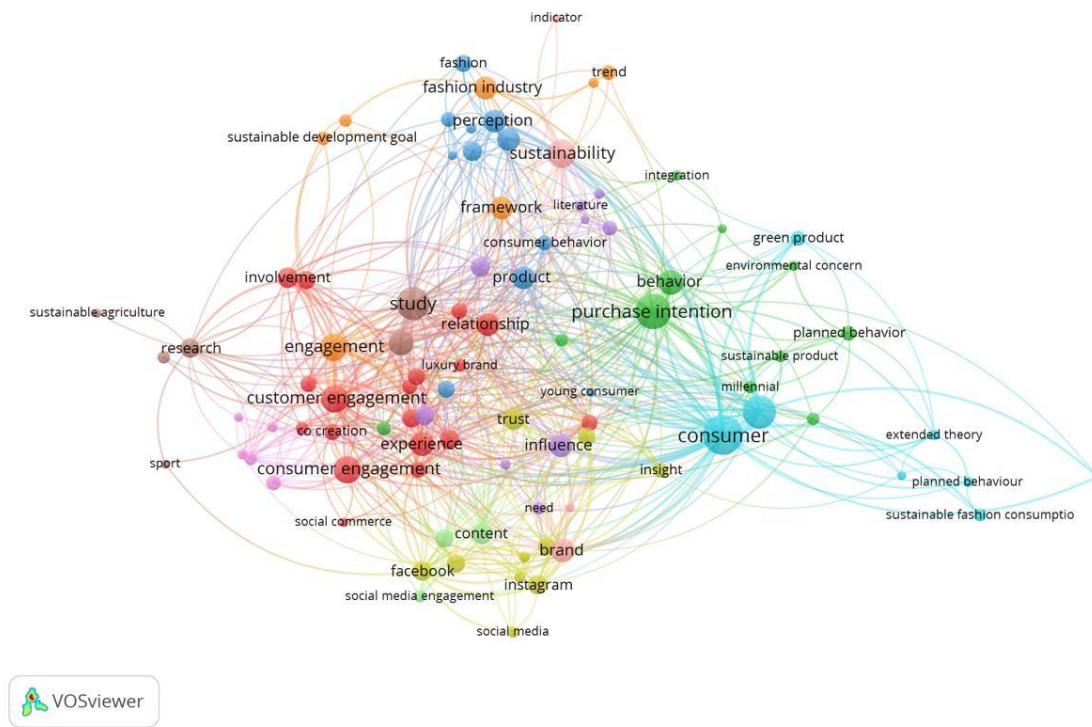
Scopus-indexed articles from MDPI publishers were the most dominant from screening stage through to the final inclusion stage. In the final dataset, the selected articles met the screening standards of keyword relevance, alignment between abstracts and research objectives, and availability of complete empirical results, ensuring the robustness and focus of the review.

#### 4.1. Phenomenon Gap Analysis Based on Core Keywords

The phenomenon gap analysis was conducted using keyword co-occurrence mapping in VOSviewer, focusing on the five core keywords (Figure 2). The visualization reveals how frequently these constructs co-occur and how they are positioned within the broader research network. Sustainable purchase intention appears at the center of the map, indicating its dominant role as the primary dependent variable in sustainable fashion research. However, the surrounding constructs are distributed across separate clusters, suggesting limited theoretical integration.

Interpreted through the Stimulus–Organism–Response (SOR) framework, the mapping highlights a fragmented

behavioral pathway. Social media marketing functions as the primary external stimulus, while brand engagement and sustainable involvement represent internal organismic states. Sustainable purchase intention emerges as the behavioral response. Although these components align conceptually with the SOR model, the literature often examines them in isolation rather than as part of a unified process.



**Figure 2.** Mapping visual of VOSviewer Gap Phenomena

Source: Processed by the Author

The mapping shows that sustainable purchase intention occupies a central position in the network, strongly connected to consumer behavior, brand, engagement, and sustainability, indicating its role as a key outcome variable in sustainable fashion research. Meanwhile, social media marketing appears as a crucial antecedent, closely linked with brand engagement, content, and specific platforms such as Instagram, reflecting the growing importance of digital channels in shaping sustainable consumption decisions. This fragmentation reveals a clear phenomenon gap: existing studies rarely provide a comprehensive explanation of how social media marketing stimuli activate internal psychological mechanisms that lead to sustainable purchasing behavior. As a result, the literature lacks theory-driven models capable of explaining the full consumer decision-making process in the sustainable fashion context.

#### 4.1.1. Social Media Marketing in Sustainable Fashion

The first cluster emphasizes social media marketing as a dominant stimulus influencing consumer awareness and perceptions of sustainability. Strong connections between social media, content, brand communication, and platforms such as Instagram highlight the importance of interactive, visual, and narrative-based strategies in sustainable fashion marketing. These findings align with digital marketing and relationship marketing literature, which emphasizes engagement, storytelling, and dialogue as key drivers of message effectiveness.

From a theoretical perspective, social media marketing serves as the external stimulus within the SOR framework, shaping consumers’ cognitive and emotional reactions. Sustainability-focused content, influencer advocacy, and peer interaction increase message credibility and perceived authenticity. However, many studies remain descriptive, focusing on platform-specific tactics rather than explaining how these stimuli influence long-term behavioral outcomes.

However, a phenomenon gap is evident in the limited integration of social media marketing strategies with deeper sustainability outcomes. While many studies focus on engagement metrics (likes, shares, and interactions), fewer explicitly examine how social media marketing translates into long-term sustainable purchase intention, particularly beyond platform-specific contexts (S. Ahmed et al., 2024; Mou et al., 2025). This indicates a limited application of behavioral theories and an overemphasis on tactical outcomes instead of strategic consumer transformation.

#### **4.1.2. Brand Engagement as a Mediating Mechanism**

The second cluster centers on brand engagement, which is closely connected to social media marketing, trust, influence, and consumer interaction. This indicates that engagement plays a crucial role in translating marketing stimuli into meaningful consumer responses. Consistent with engagement theory, brand engagement reflects consumers' cognitive attention, emotional attachment, and behavioral participation in brand-related activities.

Within the SOR framework, brand engagement represents a key organismic state that mediates the relationship between external stimuli and behavioral responses. Engaged consumers are more likely to internalize sustainability values, develop trust, and form long-term relationships with brands. This strengthens the likelihood that positive attitudes toward sustainability will translate into purchase intention.

Despite its importance, the mapping reveals that many studies treat brand engagement as an outcome rather than as a mediating mechanism. Many existing studies treat engagement as an outcome rather than as a mechanism that explains how social media marketing influences consumers' sustainable purchasing decisions (Arora et al., 2023; Bryła et al., 2022). This limits theoretical explanation and reduces the ability of existing models to explain how social media marketing leads to sustainable purchase intention. Future research should explicitly position brand engagement as a mediator to enhance theoretical clarity.

#### **4.1.3. Sustainable Involvement and Consumer Participation**

The third cluster highlights sustainable involvement, reflecting consumers' personal relevance, environmental concern, and ethical commitment. Strong connections between involvement, loyalty, and purchase intention suggest that highly involved consumers are more motivated to process sustainability information and act consistently with their values. This aligns with involvement theory and value-based consumer behavior research.

In the SOR framework, sustainable involvement functions as a motivational organismic mechanism that intensifies consumers' responses to marketing stimuli. Consumers with high involvement are more receptive to sustainability messages and more likely to translate engagement into purchase intention. Thus, involvement strengthens the stimulus–response relationship.

However, the mapping reveals that sustainable involvement is often examined independently of brand engagement. Most studies examine involvement independently, without fully exploring its interactive role alongside social media-driven engagement processes (Atrisia et al., 2023; Fatkar et al., 2024). This separation limits understanding of how motivational and relational mechanisms interact. Integrating sustainable involvement and brand engagement within a single framework would provide a more comprehensive explanation of sustainable purchase intention.

#### **4.1.4. Sustainable Purchase Intention as the Core Outcome**

The fourth cluster positions sustainable purchase intention as the central behavioral outcome, closely associated with attitudes, perceived value, sustainability, and planned behavior. This confirms its role as a key indicator of successful sustainability marketing in the fashion industry. Many studies draw implicitly on intention-based models such as the Theory of Planned Behavior. Within the SOR framework, sustainable purchase intention represents the response resulting from marketing stimuli and internal psychological processes. However, the mapping shows that explanatory pathways are fragmented. Few studies simultaneously consider social media marketing, brand engagement, and sustainable involvement as integrated predictors.

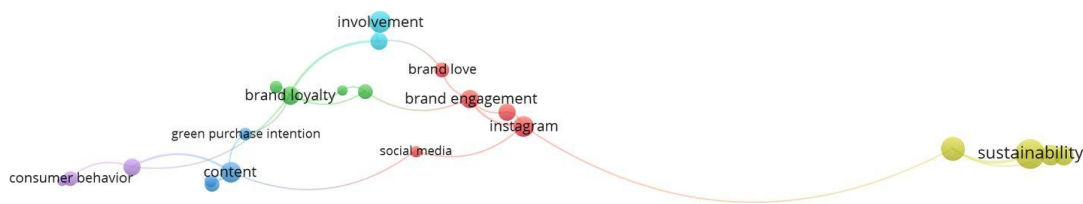
This gap suggests that sustainable purchase intention is often analyzed without sufficient attention to the mechanisms that produce it. Nevertheless, the mapping indicates fragmentation in explanatory factors. While intention is frequently examined, fewer studies comprehensively connect social media marketing inputs, brand engagement responses, and sustainable involvement motivations within a unified analytical model (Atrisia et al., 2023; Fatkar et al., 2024; Utami & Nadhifah, 2021). More comprehensive models are needed to explain how digital marketing strategies translate into sustainability-oriented consumer behavior.

#### **4.1.5. Sustainable Fashion and Sustainability Orientation**

The fifth cluster reflects macro-level discussions on sustainable fashion, ethical responsibility, and industry-level sustainability initiatives. These studies provide important contextual grounding and emphasize the broader importance of sustainability in the fashion industry. However, the mapping shows weaker empirical links between sustainable fashion discourse and consumer-level marketing mechanisms. Sustainable fashion is often discussed conceptually rather than operationalized through measurable marketing variables. This highlights a gap between sustainability narratives and actionable digital marketing strategies. Bridging this gap requires empirical research that connects industry-level sustainability initiatives with social media marketing execution and consumer engagement processes.

### **4.2. Analysis of Factors Influencing Sustainable Purchase Intention**

Based on the analysis above and the results of visual mapping with VosViewer (Figure 3), the factors that influence sustainable purchase intention are known.



**Figure 3.** Mapping Visual of VOSviewer Sustainable Purchase Intention

Source: Processed by the Author

Based on the VOSviewer mapping (see Figure 3), the factors influencing sustainable purchase intention in the sustainable fashion context can be understood through five interconnected dimensions that align with the research purposes. Social media marketing factors, such as content quality, platform interactivity, and brand communication strategies, play an essential role in shaping consumers' awareness and perceptions of sustainability. These marketing efforts foster brand engagement, where emotional engagement, brand love, and brand loyalty emerge as key mechanisms that transform social media exposure into meaningful consumer responses (Aljuhmani et al., 2023). In addition, sustainable involvement reflects consumers' personal concern and commitment to sustainability, which strengthens their responsiveness to brand messages and enhances the consistency of their purchase intentions (J. U. Ahmed et al., 2020). Consumer behavioral factors, including attitudes, trust, and perceived value, further function as psychological mechanisms that mediate the relationship between marketing stimuli and purchasing decisions (Wu & Huang, 2023). Finally, the sustainable fashion context represented by industry sustainability narratives and ethical positioning provides a broader framework that legitimizes marketing efforts and reinforces consumer confidence (Krywalski-Santiago, 2024). Overall, the results indicate that sustainable purchase intention is not driven by social media marketing alone but arises from a combined and interactive process involving brand engagement and sustainable involvement, highlighting the need for more integrated research models that systematically connect these key constructs. The findings highlight the need for integrated, theory-driven models that connect digital marketing strategy with internal consumer states and sustainability-oriented behavior. Such integration advances consumer behavior theory and provides strategic guidance for sustainable fashion brands seeking to translate digital engagement into long-term sustainable consumption.

## 5. CONCLUSION

This study systematically mapped and reviewed the literature on the relationship between social media marketing and sustainable purchase intention in the sustainable fashion context using a PRISMA-based systematic review and VOSviewer bibliometric analysis. The findings demonstrate that sustainable purchase intention occupies a central position in the intellectual structure of this research domain and is predominantly influenced by social media marketing through two key organism-level mechanisms: brand engagement and sustainable involvement. Through explicitly applying the Stimulus–Organism–Response (SOR) framework, this study advances marketing and consumer behavior theory by clarifying how digital marketing stimuli are translated into sustainable behavioral intentions through

consumers' internal psychological and relational processes. In doing so, the study contributes theoretically by integrating previously fragmented constructs into a unified, SOR-based conceptual structure within the sustainable fashion literature.

From a managerial perspective, the results provide concrete implications for sustainable fashion brands. First, social media strategies should prioritize interactive and value-driven content that encourages meaningful engagement rather than focusing solely on reach or visibility metrics. Second, brands should design campaigns that actively foster brand engagement, such as participatory storytelling, user-generated content, and community-based initiatives centered on sustainability. Third, marketers are encouraged to enhance sustainable involvement by linking sustainability messages to consumers' personal values and daily lifestyles, thereby increasing message relevance and credibility. Such strategies can strengthen consumers' emotional connections with brands and more effectively translate online interactions into sustainable purchase intention.

Despite its contributions, this study has several limitations. The review is limited to Scopus-indexed, English-language articles, which may exclude relevant studies from other databases or regional contexts. In addition, the bibliometric approach captures structural patterns in the literature but does not assess causal relationships between constructs. Future research should address these limitations by incorporating multi-database reviews, empirical testing of the proposed SOR-based relationships, and longitudinal designs to examine whether social media-driven engagement leads to sustained behavioral change over time. Further studies could also explore moderating factors such as cultural context, generational differences, or platform-specific characteristics to deepen understanding of sustainable purchase behavior in digital environments.

## 6. REFERENCE

- Ahmed, J. U., Gazi, M. A., Iqbal, R., Islam, Q. T., & Talukder, N. (2020). Value co-creation through social innovation in healthcare: a case of WE CARE Solar. *World Journal of Entrepreneurship, Management and Sustainable Development*, 16(4), 341–357. <https://doi.org/10.1108/WJEMSD-03-2020-0024>
- Ahmed, S., Sharif, T., Ting, D. H., & Sharif, S. J. (2024). Crafting emotional engagement and immersive experiences: Comprehensive scale development for and validation of hospitality marketing storytelling involvement. *Psychology & Marketing*, 41(7), 1514–1529.
- Al-Kenane, K., Almoraiash, A., Al-Enezi, D., Al-Matrouk, A., AlBuloushi, N., & Alreshaid, F. (2025). The process through which young adults form attitudes towards sustainable products through social media exposure in Kuwait. *Sustainability*, 17(10), 4442.
- Aljuhmani, H. Y., Elrehail, H., Bayram, P., & Samarah, T. (2023). Linking social media marketing efforts with customer brand engagement in driving brand loyalty. *Asia Pacific Journal of Marketing and Logistics*, 35(7), 1719–1738.
- Arghashi, V., & Arsun Yuksel, C. (2023). Customer brand engagement behaviors: the role of cognitive values, intrinsic and extrinsic motivations and self-brand connection. *Journal of Marketing Theory and Practice*, 31(2), 146–172.
- Arora, N., Rana, M., & Prashar, S. (2023). How does social media impact consumers' sustainable purchase intention? *Review of Marketing Science*, 21(1), 143–168.
- Atrisia, M. I., Fatkar, B., Tiara, A., & Astuti, S. (2024). Assessing the Impact of Pricing, Service, and Product Quality on Telkomsel Customer Loyalty. *Petra International Journal of Business Studies*, 7(1), 38–47. <https://doi.org/10.9744/petraijbs.7.1.38-47>
- Atrisia, M. I., & Hendrayati, H. (2021). Flash Sale Dan Impulse Buying Konsumen E-Commerce Pada Masa Pandemi. *Journal of Business Management Education*, 6(2), 14–20. <https://doi.org/https://doi.org/10.17509/jbme.v6i2>
- Atrisia, M. I., Syafawi, L., & Sari, N. (2023). Social Media Marketing and Fashion Purchase Intention in Indonesia's Transitional Economy. *Image: Jurnal Riset Manajemen*, 12(1), 27–38.
- Bajrić, E.-H. (2025). *Sustainable marketing strategies in the fashion industry*. [E. Bajrić].
- Bonelli, F., Caferra, R., & Morone, P. (2024). In need of a sustainable and just fashion industry: identifying challenges and opportunities through a systematic literature review in a Global North/Global South perspective. *Discover Sustainability*, 5(1), 186.
- Bryła, P., Chatterjee, S., & Ciabiada-Bryła, B. (2022). The impact of social media marketing on consumer engagement in sustainable consumption: A systematic literature review. *International Journal of Environmental Research and Public Health*, 19(24), 16637.
- El-Shihy, D., & Awaad, S. (2025). Leveraging social media for sustainable fashion: how brand and user-generated content influence Gen Z's purchase intentions. *Future Business Journal*, 11(1), 113.
- Fatkar, B., Zsafani, D., Atrisia, M. I., & Astuti, S. (2024). Beyond The Brew: Crafting Kopi Kenangan Purchase Decisions Through Store Atmosphere, Promotions, And Service Quality. *Media Bisnis*, 16(1), 63–74.
- Gouda, R. M., & Halim, Y. T. (2025). The role of sustainable social media content in enhancing customer loyalty in the hospitality industry. *Future Business Journal*, 11(1), 130.
- Jeswani, R. (2023). The role and importance of social media marketing in brand building. *Irish Interdisciplinary Journal*

- of Science & Research*, 7(04), 1–9.
- Krywalski-Santiago, J. (2024). Navigating Sustainable Transformation in the Fashion Industry: The Role of Circular Economy and Ethical Consumer Behavior. *Journal of Intercultural Management*, 16(3), 5–36.
- Kulakova, O., Kostiuchenko, O., & Tymoshenko, O. (2021). Fashion Industry in the Context of Sustainable Development: Eco-Products, Conscious Consumption and Management. *Socio-Cultural Management Journal*, 4(2), 126–142.
- Kumar, A., Prakash, G., & Kumar, G. (2021). Does environmentally responsible purchase intention matter for consumers? A predictive sustainable model developed through an empirical study. *Journal of Retailing and Consumer Services*, 58, 102270.
- Ma, J., Huang, L., Guo, Q., & Zhu, Y. (2024). Sustainability in design: sustainable fashion design practices and environmental impact using mixed-method analysis. *Business Strategy and the Environment*, 33(7), 6889–6910.
- Ma, L., Ou, W., & Lee, C. S. (2022). Investigating consumers' cognitive, emotional, and behavioral engagement in social media brand pages: A natural language processing approach. *Electronic Commerce Research and Applications*, 54, 101179.
- Martins, J., Gonçalves, R., & Branco, F. (2024). A bibliometric analysis and visualization of e-learning adoption using VOSviewer. *Universal Access in the Information Society*, 23(3), 1177–1191.
- Mengiste, S. A., Antypas, K., Johannessen, M. R., Klein, J., & Kazemi, G. (2023). eHealth policy framework in Low and Lower Middle-Income Countries; a PRISMA systematic review and analysis. *BMC Health Services Research*, 23(1), 328.
- Mou, A. J., Rabbi, M. S., & Rainy, T. A. (2025). Strategic use of engagement marketing in digital platforms: A focused analysis of ROI and consumer psychology. *Journal of Sustainable Development and Policy*, 1(01), 170–197.
- Naem, M. (2021). *User-generated content and Brand Engagement in the Fashion Industry*. University of Worcester.
- Naim, A., Alnfai, M. M., & Abdulla, A. (2025). Stitching Sustainability Crafting Fashion Brands Through Social Media Marketing. In *Fostering Economic Diversification and Sustainable Business Through Digital Intelligence* (pp. 305–328). IGI Global Scientific Publishing.
- Orzan, A.-O. (2025). Social Media Influence: Bridging Pro-Vaccination and Pro-Environmental Behaviors Among Youth. *Sustainability*, 17(11), 4814.
- Pérez, A., Collado, J., & Liu, M. T. (2022). Social and environmental concerns within ethical fashion: general consumer cognitions, attitudes and behaviours. *Journal of Fashion Marketing and Management: An International Journal*, 26(5), 792–812.
- Ray, S., & Nayak, L. (2023). Marketing sustainable fashion: trends and future directions. *Sustainability*, 15(7), 6202.
- Reppmann, M., Harms, S., Edinger-Schons, L. M., & Foege, J. N. (2025). Activating the sustainable consumer: The role of customer involvement in corporate sustainability. *Journal of the Academy of Marketing Science*, 53(2), 310–340.
- Sailesh, B., Jingade, V., & Bardhan, S. C. (2024). The Influence of Social Media Sustainability Narratives on Millennial and Gen Z Travel Choices. *International Journal of Tourism, Culture & Spirituality*, 7(2), 187–205.
- Santos, S., Silva, P., & Lopes, M. (2025). Exploring Social Responsibility and Social Media Engagement: The Case of Portuguese Sustainable Fashion Brands. In *Cases on Effective Digital Marketing for Competitive Organizations* (pp. 223–244). IGI Global Scientific Publishing.
- Sarikaya, B., Fashoro, I., & Kücherer, C. (2025). Scroll, share, sustain: the impact of social media on social and environmental sustainability. *Proceedings of the 12th European Conference on Social Media, ISCAP, Porto Portugal, 22-23 May 2025*, 12(1), 74–86.
- Sarkar, J. G., Sarkar, A., & Sreejesh, S. (2023). Developing responsible consumption behaviours through social media platforms: Sustainable brand practices as message cues. *Information Technology & People*, 36(2), 532–563.
- Shahbaznezhad, H., Dolan, R., & Rashidirad, M. (2021). The role of social media content format and platform in users' engagement behavior. *Journal of Interactive Marketing*, 53(1), 47–65.
- Shahzalal, M. (2024). Perceived effects of social media use on awareness, social influence, and intention to practice sustainability. *International Journal of Development and Sustainability*.
- Shao, J., Li, W., Aneye, C., & Fang, W. (2022). Facilitating mechanism of green products purchasing with a premium price—Moderating by sustainability-related information. *Corporate Social Responsibility and Environmental Management*, 29(3), 686–700.
- Singha, S. (2024). Engaging Audiences: Leveraging Social Media for Sustainable Brand Narratives. In *Compelling Storytelling Narratives for Sustainable Branding* (pp. 79–91). IGI Global.
- Siregar, N., Nursyamsi, S. E., Angellia, F., Hamboer, M. J. E., & Riyantie, M. (2023). The role of social media in increasing customer interaction and brand loyalty. *Jurnal Minfo Polgan*, 12(2), 1865–1873.
- Suherningtyas, I. A., Pitoyo, A. J., & Widayani, P. (2025). Bibliometric analysis of economic resilience to disaster studies in 2004-2023 using VOSviewer. *IOP Conference Series: Earth and Environmental Science*, 1462(1), 12009.

- Unnava, V., & Aravindakshan, A. (2021). How does consumer engagement evolve when brands post across multiple social media? *Journal of the Academy of Marketing Science*, 49(5), 864–881.
- Utami, W. Y., & Nadhifah, R. (2021). Pengaruh Kualitas Pelayanan, Produk Serta Harga Terhadap Kepuasan Pelanggan Pada PT. First Media Karawaci Tangerang. *Ekonomi Bisnis*, 7(2), 763–774.
- Vladimirova, K., Henninger, C. E., Alosaimi, S. I., Brydges, T., Choopani, H., Hanlon, M., Iran, S., McCormick, H., & Zhou, S. (2024). Exploring the influence of social media on sustainable fashion consumption: A systematic literature review and future research agenda. *Journal of Global Fashion Marketing*, 15(2), 181–202.
- Vu, D. M., Ha, N. T., Ngo, T. V. N., Pham, H. T., & Duong, C. D. (2022). Environmental corporate social responsibility initiatives and green purchase intention: an application of the extended theory of planned behavior. *Social Responsibility Journal*, 18(8), 1627–1645.
- Wu, Y., & Huang, H. (2023). Influence of perceived value on consumers' continuous purchase intention in live-streaming e-commerce—mediated by consumer trust. *Sustainability*, 15(5), 4432.
- Zhang, Z., & Qiao, Y. (2025). Social Media-Based Green Marketing: A Precision Communication Strategy for Sustainable Brand Building. *Brand Strategy Quarterly*, 1(1), 46–51.