Assessing the Influence of Digital Platforms for Promoting Sustainable Consumption: A Quantitative Analysis

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Abstract: This study explores the complicated association among digital platforms and sustainable consumption. As consumption extends beyond material goods to reflect societal values and personal identities, the shift towards sustainable consumption becomes imperative. This study investigates how digital platforms influences this shift by examining domains of sustainable consumption viz. cognitive, affective, and conative. Utilizing a survey of 260 respondents, we analyze how engagement with digital platforms impacts awareness, attitudes, and behaviors towards sustainability. Our findings indicate that digital platforms significantly enhance cognitive and affective aspects of sustainable consumption, though its influence on conative behavior is less pronounced. These results underscore the powerful contribution of digital platforms in determining sustainable consumption practices, offering valuable insights for academics, marketers, and policymakers aiming to promote eco-friendly behaviors in the digital age. Despite challenges such as data volume and ethical considerations, the potential of digital platforms to foster a sustainable mindset is evident, paving the way for future research and practical applications in sustainable development.

Keywords: Digital platforms, Sustainability, Sustainable consumption, Factor analysis, Quantitative Analysis.

INTRODUCTION

As digital connections have grown rapidly, digital platforms have evolved into more than just a communication tool. It has transformed from a mere communication tool into powerful platform for influencing consumer perceptions and actions (Manetti and Bellucci, 2016). digital platforms platforms have advanced drastically in facilitating effective customer engagement both in brand development and sustainable consumption (Liang and Martin, 2021). In the present scenario, the term 'consumption' goes beyond simply using material products and services to meet one's immediate requirement (Frith and Frith, 2005). It includes the measurement of one's level of life, perception of the society structure, and means of expressing one's identity (Bijari et al., 2013; Zalega,2019). Historically, consumption patterns have evolved, with increasing awareness of their environmental and social impacts driving a shift towards more responsible behaviors (Coderoni and Perito, 2020). The mindset is shifting from 'consumption' to 'sustainable consumption', which means adoption of consumption patterns and behaviors that minimize undesirable impacts on the society, environment and economy, while promoting the well-being and quality of life for present and future generation (Mont and Plepys, 2008; Tunn et al., 2019). Additionally, sustainable consumption promotes a change in consumer mindset, prioritizing experience and well-being above material possession and adopting the concept of "enough" rather than unnecessary consumption (Simeone and Scarpato, 2020).

According to Geiger et al., (2017) there are binary key approaches to examine sustainability of behavior of the consumption. First is "impact-oriented approach" emphasizing on the social and environmental effects of services and goods, focusing on real effect of the consumption decision and another one is "intent-oriented approach" emphasizes on the underlying motives, values, and intentions that guide consumer decision. Today, digital platforms play a vital part in consumer behavior. Digital advertising along with its influence on consumer behavior are prominent topics in market literature (Zafar et al., 2021). The emphasis has shifted to how digital and digital platforms environments impact consumer behavior (Stephen, 2016). Features like review, online auction, and digital platforms interaction can shape consumers' subsequent action, making it essential to understand the effect of these informational and social cues on decision making (Coderoni and Perito, 2020). Digital platforms have emerged as a transformative force in the age of remarkable technology innovation and influencing how individual interact, communicate and view the world (Colicev et al., 2018). The likely influence of the online platform on encouraging sustainable mentality and inspiring eco-aware selections is growing as their acceptance rises. Research on the relationship between sustainable consumption and digital platforms usage is becoming progressively prominent, as both these phenomena interact in deep and complex ways influencing people's action as well as society norms and business practices. In the perspective of academic, the limited studies particularly on the digital platform's usage served deficiencies that need to be addressed. Despite the

increasing prominence of these interactions, academic research on the specific influences of digital platforms usage on sustainable consumption remains limited. Addressing this gap, our study aims to assess the association between digital platforms usage and sustainable consumption through the following objectives:

- To study the impact of digital platforms usage on sustainable consumption domains.
- To analyse the impact of usage of digital platforms on sustainable consumption domains.
- To provide practical implications for utilizing digital platforms in order enhance sustainable consumption efforts.

The rise of digital platforms has facilitated the democratization of data dissemination, allowing individuals to share and access vast amounts of content instantly (Zhan et al., 2016; Zafar, 2020). Platforms like Facebook, Instagram, and Twitter have become central to how consumers discover and engage with information about sustainable practices (Zhan et al., 2016). This widespread accessibility means that messages promoting sustainable consumption can reach diverse audiences, potentially leading to more significant behavioral changes. However, the type of content and the way it is presented on digital platforms can vary greatly. Some content is designed to be highly engaging and persuasive, leveraging emotional appeals and visual storytelling to capture attention and influence attitudes (Weinstein, 2017; Wang et al., 2018). This can be particularly effective in promoting sustainable behaviors by making the abstract concept of sustainability more tangible and relatable for everyday consumers. Moreover, digital platforms allow for the creation of communities and movements around sustainability (Chung et al., 2020). Online groups and hashtags dedicated to eco-friendly living enable users to share tips, successes, and challenges, fostering a sense of collective effort and accountability (Kirschner and Karpinski, 2010). This community aspect can enhance motivation and provide practical support for individuals trying to use more sustainable consumption practices. The paper proceeds as follows: the theoretical background and development of hypotheses are discussed first, followed by the significance of social or online media in promoting sustainable consumption across various domains. Next, the methodology of the study is presented, followed by the outcomes and discussion. The final segment reports limitations and concludes the study.

THEORETICAL BACKGROUND AND HYPOTHESES DEVELOPMENT
Significance of digital platforms in promoting sustainable consumption

Digital platforms, a vital marketing tool for businesses, promoting consumption through ads and influencer sponsorships, influencing consumers' perspectives on sustainable consumption (Zafar et al., 2021). The continuous flow of content boosts brand exposure. However, digital platforms also hold potential for positive change by promoting education and campaigns for sustainable consumption (Stephen, 2016; Zafar et al., 2021). In today's era most of the people usage digital

platforms viz. YouTube, Facebook, Instagram etc. for entertainment as well as for other information about different services and products available in the market. Digital platforms highlight those things which are trending and also sustainable (Colicev et al., 2018). If we ask people that from where they get the most information about the products in the market, the answer probably is digital platforms. Nowadays people prefer using cell phones over televisions or radios. With the help of Internet, one can access all the information you need about anything. Digital platforms usage influences the time spent by individuals on the platform daily or weekly and involves interactive activities like friends, group memberships, posting, and understanding (Chung et al., 2020; Zafar et al., 2021). Digital platforms usage describes people's overall involvement and engagement on different digital platforms. Posting content, exchanging information, taking part in debates, and following or interacting with other users all fall under this category (Bijari et al., 2013). Utilizing digital platforms is essential for spreading knowledge about environmentally friendly activities, eco-friendly goods, and environmental challenges. This increases consumer awareness and influences them to make more sustainable decisions (Kirschner and Karpinski, 2010). Using digital platforms encompasses browsing of online media and trust on digital platforms channels and platforms (Zafar et al., 2021).

Browsing of digital platforms: The act of passively scrolling through digital platforms without participating in conversations or adding material is known as digital platforms browsing (Wang et al., 2018). People may encounter sustainability-related information when browsing digital platforms, such as informative postings or adverts for eco-friendly products (Weinstein, 2017). People's understanding and attitudes toward sustainable consumption may be impacted by this exposure since they may take in information and be influenced by what they read and see on digital platforms (Chung et al., 2020). In today's time people browse the reviews and compare the product with other similar products before buying it.

Digital platforms Trust: Trust on digital platforms is actually the level of confidence users have on information, sources, and content made available on online media platforms (Zafar et al., 2020). Online digital platforms trust is important in the context of sustainable consumption because it influences how users perceive and understand the information given on these platforms about sustainability (Harris and Goode, 2004). While misinformation or mistrust may result in skepticism or disengagement from sustainability programs, high levels of confidence in dependable sources may have an encouraging influence on justifiable buying practices (Sun et al., 2017). The culture of common online media platforms greatly influenced by trust. The influence which environmental signals has on users' purchasing behavior is moderated by their differing levels of confidence in online groups and other users. According to the literature, trust dominates in integrated interactions on digital platforms, influencing how users react to content they come across when using and browsing (Stephen et al., 2016). People's extreme level of

trust on public media platforms makes them more receptive to postings, comments, and videos about the environment. When compared to people who have lower levels of trust in the platform, those with higher levels of trust use digital platforms more frequently and with greater influence. Sustainable consumption

In Oslo symposium (1994), sustainable consumption defined as "the use of services and goods that respond to elementary needs and fetch a good quality of life, while minimalizing the use of natural resources, noxious materials, and emission of left-over and pollution over the cycle, so as not to compromise the need of upcoming generation". Sustainable consumption encompasses various complex issues, including human needs, resource efficiency, waste minimization, and more. These issues often create conflict, making the shift towards sustainable consumption challenging (Zalega, 2019; Simeone and Scarpato, 2020). There is no consensus on its definition, some viewing it as a production problem with eco-efficiency improvements, while others focus on greening markets (Mont and Plepys, 2008). Multiple disciplines, for example economics, business strategies, marketing and social studies of customer behavior, examine sustainable consumption issues, and offered diverse perspectives on consumption's impact at individual, household, and societal levels, creating a comprehensive understanding of the challenges involved (Mont and Plepys, 2008). Sustainable consumption simply means making choices that are good for the society as well as for the environment. It is like being a responsible user and shopper, thinking about the impact of our choices on the circular economy (Tunn et al., 2019). To understand it we have theory of mind which elucidates how individuals comprehend others' actions through their thoughts and desires, encompassing mental states like intentions, hopes, and beliefs (Frith and Frith, 2005). Applied in psychology, it clarifies behaviors and psychological conditions. Guided by this theory, researchers propose an innate, biological basis for understanding and predicting others' actions (Quoquab and Mohammad, 2020). Following are the three domains of

sustainable consumption:
Cognitive Domain: Digital platforms are very effective means for spreading information and education on sustainability-related issues (Quoquab and Mohammad, 2020). Users get access to a multitude of information that promotes awareness and comprehension of sustainable consumption habits, including articles, videos, and other information (Kurczewska et al., 2018) The adoption of sustainable lifestyles, waste reduction strategies, and the purchase of eco-friendly items can all benefit from this raised cognitive awareness (Sasmita and Suki, 2014).

H1. Digital platforms usage positively influences the Cognitive domain of sustainable consumption.

Affective Domain: Digital platforms can evoke emotional responses and attitudes towards sustainable consumption (Quoquab and Mohammad, 2020). Digital platforms have the supremacy to influence how people feel or how they view sustainable consumption. Digital platforms have the

ability to arouse empathy and concern for environmental and social issues through moving stories, striking imagery, and motivational campaigns (Rana and Paul, 2017). A stronger commitment to make more ethical purchase decisions might result from emotional engagement, which can boost empathy for sustainability causes.

H2. Digital platforms usage positively influences the Affective domain of sustainable consumption.

Conative Domain: The interactive feature of digital platforms can inspire behavior changes and action toward sustainable consumption (Quoquab and Mohammad, 2020). People can be inspired to participate actively in adopting eco-friendly behaviors and sharing their progress with others by participating in online communities and challenges that are focused on sustainability (Atman, 1987). Digital platforms campaigns can also inspire individuals to take action, join sustainable projects, and support environmentally friendly companies.

H3. Digital platforms usage positively influences the Conative domain of sustainable consumption.

The connection between the usage of digital platforms and sustainable consumption in depicted in Figure 1. Digital platforms usage has the potential to impact all three domains of sustainable consumption- conative, cognitive, and affective as depicted in Figure 1. It can influence behavior, spread knowledge, shape attitudes, and evoke emotions related to sustainable consumption practices. However, the influence can be both positive and negative, depending on how information is shared, the diversity of viewpoints encountered, and the overall framing of sustainability-related content on digital platforms.
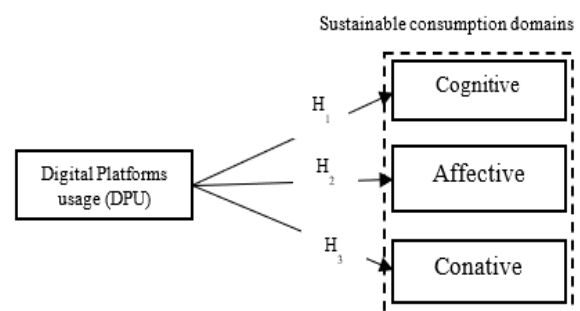

Figure 1. Impact of digital platforms usage on sustainable consumption domains.

METHODOLOGY
Digital platforms usage is measured by 5 items following (Leong et al., 2018; Ellison et al., 2007). Items of sustainable consumption domains – Cognitive, Affective, and Conative are adopted from previous study given by (Quoquab and Mohammad, 2020). Here, cognitive domain is measured by 5 items, for affective domain 7 items were considered and 8 items were taken to measure conative domain of sustainable consumption. Each item was measured with five-point Linkert scale "strongly disagree = 1" to "strongly agree = 5". The idea of setting up the survey form is adopted by (Severo et al., 2023). After doing

content analysis with the help of expert panel the data was collected from the respondents, for which a questionnaire as google form was sent to the respondents. The questionnaire was sent to 326 respondents out of which 260 valid responses were recorded via Google form. The Questionnaire based on questions related to digital platforms usage and their relationship with sustainable consumption domains.

We collected demographic information and other descriptive variables, which includes Gender, Age, Education as shown in Table no. 1 below. Out of the recorded responses the percentage of Females is more than the percentage of males. The percentage of males was 41.9%, whereas the females were 58.1%. According to the received responses, most the respondents are below 25 years of age and only a few are above 46, which show that youngsters are more active digitally and also on digital platforms. If we talk about the education qualification of the respondents most the respondents are well educated, which is good as the data was collected via google form. All the respondents can easily understand the questions, which were asked to collect the data to assess the

relationship among sustainable consumption and digital platforms.

Table no. 1. Sample demographics

N=260	Mean %
Gender:	
Female	58.1%
Male	41.9%
Age Group: (in years)	
15 - 25	65%
26 - 35	27.5%
36 - 45	6.9%
Above 46	2.5%
Qualification:	
Ph.D.	17.5%
Post Graduates	33.1%
Graduates	39.4%
Intermediate	9.4%
Matriculation	1.9%

RESULTS AND ANALYSIS

Once the information was collected, reliability assessment and factor analysis were conducted including all the constructs, Results for the same are presented in Table no. 2. The minimum threshold of 0.7 is suggested for Cronbach's alpha was exceeded for all the constructs (Wu and Chen, 2014). As shown in the Table no. 2. every construct has the Cronbach's alpha which is greater than 0.7. Thus, reliability of the questionnaire was considered adequate. For the analysis of factors, it is suggested to have the factor loadings of the variables more than 0.5 (Ritter et al., 2014). In this study all the values are more or close to the standards, confirming the questionnaire as a valid one. The results of the reliability and factor analysis, displayed in Table no. 2, indicate that the constructs are reliable, with all values exceeding the minimum threshold of 0.7. Factor analysis using Varimax rotation confirmed the validity of the constructs, with factor loadings above 0.5. These findings suggest that the constructs measured in the survey are both reliable and valid, providing a solid foundation for further analysis

Constructs	Loadings	Cronbach's alpha
Cognitive domain		0.830
COG1	.747	
COG2	.662	
COG3	.661	
COG4	.528	
COG6	.598	
COG5	.517	
Affective domain		0.927
AFF3	.873	
AFF4	.873	
AFF1	.835	
AFF2	.835	
AFF6	.748	
AFF5	.671	
AFF7	.560	
Conative domain		0.923
CON3	.869	
CON7	.859	
CON1	.812	

CON5	.810	
CON6	.801	
CON2	.794	
CON4	.786	
CON8	.706	
Digital platforms usage (DPU)		0.845
DPU3	.816	
DPU5	.816	
DPU1	.657	
DPU2	.609	
DPU4	.606	

Table no.3 Multivariate analysis of variables

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[d]
Intercept	Pillai's Trace	.974	1744.565[b]	3.000	140.000	.000	.974	5233.694	1.000
	Wilks' Lambda	.026	1744.565[b]	3.000	140.000	.000	.974	5233.694	1.000
	Hotelling's Trace	37.384	1744.565[b]	3.000	140.000	.000	.974	5233.694	1.000
	Roy's Largest Root	37.384	1744.565[b]	3.000	140.000	.000	.974	5233.694	1.000
DPU	Pillai's Trace	.945	3.840	51.000	426.000	.000	.315	195.833	1.000
	Wilks' Lambda	.254	4.792	51.000	417.608	.000	.367	242.098	1.000
	Hotelling's Trace	2.208	6.002	51.000	416.000	.000	.424	306.110	1.000
	Roy's Largest Root	1.850	15.453[c]	17.000	142.000	.000	.649	262.702	1.000
a. Design: Intercept + DPU									
b. Exact statistic									
c. The statistic is an upper bound on F that yields a lower bound on the significance level.									
d. Computed using alpha = .05									

Multivariate analysis of variance (MANOVA)

It is a statistical technique that help researcher understand if there is any difference in multiple dependent variables simultaneously (Warne, 2014). This technique is appropriate here since we have more than two dependent variables, MANOVA was applied to check the homogeneity between the variables (Smith et al., 2020). The outcomes of the MANOVA as per Table no. 3. yielded that the effect was significant of the independent group, on combined dependent variables, Wilk' λ=.254, F (51,417) = 4.792, p<.001, partial $\eta2$ = .367, observed power = 1.00. These results indicate that digital platforms usage significantly influences the sustainable consumption domains. The significant MANOVA results demonstrate that digital platforms usage has a meaningful impact on sustainable consumption behaviours across different domains. The observed power was 1.00, which indicates that there are cent percent chances that the outcomes could have originate significant.

Detailed Analysis of Each Domain as per Table no. 4:

Cognitive Domain: The cognitive domain was significantly influenced by digital platforms usage (F (17,142) = 11.129, p< .001, Partial $\eta2$ = .571, observed power = 1.000). This suggests that digital platforms play a crucial role in increasing awareness and understanding of sustainable consumption. Digital platforms effectively disseminate information about sustainability, enhancing users' knowledge and awareness, which is critical for fostering sustainable consumption practices.

TABLE. 4. TEST OF BETWEEN SUBJECT EFFECTS

Source	Dependent variable	Type III Sum of Squares	df	Mean square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[d]
Corrected	CON	14.088[a]	17	.829	1.022	.438	.109	17.374	.679

Model	AFF	51.393[b]	17	3.023	10.621	.000	.560	180.556	1.000
	COG	39.587[c]	17	2.329	11.129	.000	.571	189.198	1.000
Intercept	CON	746.578	1	746.578	920.761	.000	.866	920.761	1.000
	AFF	765.135	1	765.135	2688.094	.000	.950	2688.094	1.000
	COG	684.898	1	684.898	3273.288	.000	.958	3273.288	1.000
DPU	CON	14.088	17	.829	1.022	.438	.109	17.374	.679
	AFF	51.393	17	3.023	10.621	.000	.560	180.556	1.000
	COG	39.587	17	2.329	11.129	.000	.571	189.198	1.000
Error	CON	115.137	242	.811					
	AFF	40.419	242	.285					
	COG	29.712	242	.209					
Total	CON	2394.250	260						
	AFF	2878.327	260						
	COG	2464.056	260						
Corrected Total	CON	129.225	259						
	AFF	91.812	259						
	COG	69.299	259						

a. R Squared = .109 (Adjusted R Squared = .002)

b. R squared = .560 (Adjusted R Squared = .507)

c. R Squared = .571 (Adjusted R Squared = .520)

d. Computed using alpha = .05

Affective Domain: Similarly, the affective domain showed significant influence ($F_{(17,142)}$ = 10.621, p< .001, Partial $\eta2$ = .560, observed power = 1.000). This indicates that digital platforms can evoke strong emotional responses and attitudes towards sustainability. Emotional engagement through digital platforms content can lead to a deeper commitment to sustainable consumption, as users are more likely to internalize and act upon emotionally charged messages.

Conative Domain: The conative domain did not show a significant influence ($F_{(17,142)}$ = 1.022, p = .438, Partial $\eta2$ = .109, observed power = .679). This suggests that while digital platforms influence knowledge and emotions, it may not directly translate into behavioral changes towards sustainable consumption. Although digital platforms raise awareness and evokes emotions, these factors alone may not be sufficient to drive actual behavioral change. Other factors, such as personal values and external incentives, might play a more critical role in converting awareness and attitudes into sustainable actions.

Applying the method of Bonferroni, each ANOVA was verified at a 0.5/3 level of alpha. Results of Table no. 4. demonstrate that there was sufficient evidence to accept the Affective domain and cognitive alternate hypothesis but as the results shown in the table, we fail to accept the alternate hypothesis for Conative domain of sustainable consumption. AFF, $F_{(17,142)}$ = 10.621, p< .001, Partial $\eta2$ = .560, observed power = 1.000. COG, $F_{(17,142)}$ = 11.129, p< .001, Partial $\eta2$ = .571, observed power = 1.000. CON, $F_{(17,142)}$ = 1.022, p < .001, Partial $\eta2$ = .109, observed power = .679. respectively.

The strength of relationship between type of program was strong. The observed power for affective and cognitive was 1.000, indicates a cent percent possibility that the outcomes could originate significant for both the analysis. In conducting Hypothesis testing through MANOVA using SPSS, the examination of the "Tests of between-subjects effects" is paramount. Table no. 4 presents insights into the impact of the autonomous variables on dependent variables. As shown in Table no. 5. the P value is significant in case Cognitive (COG) and Affective (AFF) domains of sustainable consumption, whereas the P value is insignificant for the Conative (CON) domain. Hence, the hypotheses for COG and AFF is being accepted and the hypotheses for CON domain cannot be accepted.

Table no. 5. Hypotheses Analysis

Hypotheses	P value	Decision
H₁: DPU→COG	.000	Accepted
H₂: DPU→AFF	.000	Accepted
H₃: DPU→CON	.438	Not accepted

The analysis reveals significant insights into the association among digital platforms usage (DPU) also various domains of sustainable consumption. Specifically, the cognitive (COG) and affective (AFF) domains show statistically significant P values of .000, leading to the acceptance of hypotheses H1 and H2. This indicates that digital platforms usage has an extensive impact on both cognitive and affective aspects of sustainable consumption. However, the conative (CON) domain does not exhibit a

significant relationship with digital platforms usage, as indicated by a P value of .438. Consequently, hypothesis H3 is not accepted. These results highlight the differentiated influence of digital platforms on various dimensions of sustainable consumption, underscoring its influence on cognitive and affective behaviors, but not on conative actions.

DISCUSSION

This research examines the significance of using digital platforms on sustainable consumption domains. Findings show that online digital platforms usage positively influence the affective and cognitive domains of sustainable consumption. Furthermore, the cognitive domain is the most significantly influenced by digital platforms when we encounter with digital platforms post related to sustainable consumption, it first affects the cognitive domain as it imparts knowledge and awareness that eventually shape our purchase decision (Quoquab and Mohammad, 2020). Several adverts and posts on digital platforms elicit emotional connections, therefore influencing affective domain along with cognitive domain of human mind. While cognitive and affective dimensions of customer engagement are significantly influenced by digital platforms, their effect remains weaker on sustainable behavior i.e. Conative. This aligns with the well-documented 'intention- behavior gap' in sustainability research, where positive attitude does not always translate into actions due to external factors i.e. convenience, trust, cost (white et al., 2019).

Thus, the customer is acting with the aim of preserving sustainable consumption i.e., conative domain. According to this study, individual's preference towards digital platforms is expected to enhance sustainable consumption (Leong et al., 2018). There are substantial limitations and difficulties in linkage between sustainable consumption and digital platforms. One is absence of uniform definitions and boundaries of acceptable levels of sustainable consumption. Additionally, it is challenging for researchers to find significant associations because of the volume of data provided by digital platforms. Another, only digital platforms usage is considered to investigate the influence of online digital platforms on sustainable consumption domains to overcome this limitation future researchers should also consider other factors like digital platforms browsing and trust on digital platforms to check the effect and influence that digital platform has on sustainable consumption. Digital platforms users' self-reported data validity is under doubt since people can give biased or misleading accounts of their usage patterns. Finally, ethical issues with privacy and digital platforms data for research create significant concerns. Despite these drawbacks and difficulties, exploring how digital platforms affects sustainable consumption has the potential to be beneficial for both academics and professionals.

PRACTICAL IMPLICATIONS

Our findings have several practical implications. Businesses can leverage digital platforms to promote sustainable products by creating informative and emotionally engaging content. Organizations can use digital platforms to educate the public about sustainability issues, potentially increasing awareness and influencing attitudes. Policymakers can develop strategies that utilize digital platforms to promote sustainable consumption behaviors. Comparing our results with previous studies, we find consistency with the literature indicating that digital platforms can effectively raise awareness and influence attitudes towards sustainability (Quoquab and Mohammad, 2020; Zafar et al., 2021). However, our finding that the conative domain is less affected aligns with studies suggesting that awareness and attitudes do not always translate into action (Ajzen, 1991).

CONCLUSION

This study has successfully investigated the relationship between sustainable consumption domains and digital platforms, also it demonstrates the hidden power of digital platforms in developing a justifiable attitude and promoting objectives of sustainable development. As we entered into digital era, the integration of reliable data and meaningful information is important to encourage sustainable practices through digital platforms, thereby paving the way for a more sustainable future. To enhance behavioral impact, digital platforms must move beyond awareness-building and incorporate engagement strategies such as personalized suggestions and social nudges. Addressing external barriers could help translate sustainability intention into concert consumer actions. Our study shows that digital platforms have a very strong impact in promoting a sustainable mindset. The findings of this paper are not just important for academics, it also has practical implications. It means that it can be a powerful tool to encourage people to go for more sustainable habits and contribute to build the world more eco-friendly and socially responsible as we step into the digital age (Rana and Paul, 2017). Digital platforms have grown to be a well-liked medium for encouraging sustainable consumerism, providing a wealth of chances to raise awareness and inspire people to lead more responsible lives. The use of media in fostering long-term consuming behaviors has limitations, despite the apparent advantages. The propensity of digital platforms content to priorities viral appeal over accuracy and depth of information is one constraint (Ellison et al., 2007). This may lead to interaction with issues related to sustainable consumption and failure to establish enduring behavior. Furthermore, social algorithms frequently favor quick gratification over long-term learning, with users obtaining more content that is pertinent to their current interests than instructive.

Future Work

Emotional Intelligence (EI) and employee performance is a topic of research that supports future research on EI and employee performance should employ longitudinal studies that measure the long term effect of EI in work place success. While most existing studies have focused on short term benefits of EI training, further research is necessary to study how EI training influences career progression, leadership effectiveness and employee retention in the long run. Tracking employees before and after EI based interventions, organizations have real insights into how emotional intelligence aids in longevity of productivity and job satisfaction. Future work should also cover the place of EI in remote and hybrid work situations. With more

companies shifting to flexible work models, employees are needed to do more with virtual communication and collaborations, which makes emotional intelligence even more crucial. Investigations should examine the relationship between emotional intelligence and digital tools and virtual team dynamics and identify which EI skills are more vital for remote work as compared to the traditional office work environment. Furthermore, virtual EI training programs should be evaluated in terms of their effectiveness in providing organizations with the tools to promote employee engagement and emotional resilience within a more digital working environment.

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