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## Role of Social Media Information System for Generating Awareness Related To Sustainability

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**Abstract:** Social media platforms have emerged as powerful tools for disseminating information and increasing public knowledge on diverse subjects, including sustainability. This paper examines the pivotal role of social media information systems in raising awareness about sustainability among various demographic groups, particularly the youth, who represent the most active users of these platforms. By utilizing the interactive and dynamic capabilities of social media the study aims to evaluate its effectiveness in educating individuals on sustainable practices, environmental conservation, and responsible resource utilization.

To achieve this, a pilot study was conducted using a structured questionnaire as the primary tool for data collection. This survey assessed the extent of general awareness and knowledge about sustainability among social media users. The findings identified the strengths and limitations of social media in promoting a more sustainable mindset. Ultimately, this research emphasizes the potential of social media as a catalyst for promoting environmental awareness and empowering communities to adopt sustainable practices.

**Keywords:** Awareness, Promotion, Social Media, Sustainability, Technology.

### I. INTRODUCTION

Digitalization and the transparency enabled by modern media, including the internet and social media, have revolutionized how consumers communicate and interact (Buzzetto-More, 2013; Men and Tsai, 2013). The core essence of "social media" lies in its dual components: the "social" aspect emphasizes the exchange of information among individuals, while the "media" aspect denotes the communication medium, similar to traditional platforms like television, radio, newspapers, and magazines. Unlike these primitive forms of media, social media represents an advanced evolution—a array of websites and applications designed to enable people to share content swiftly, efficiently, and in real time. The rise of social media has transformed the way information is shared, consumed, and acted upon in contemporary society. These platforms have emerged as influential tools for communication, education, and advocacy, reaching billions of users worldwide (Statista, 2023).

One of the most transformative aspects of social media is its interactive nature. Unlike traditional media, which primarily enables one-way communication, social media promotes real-time, two-way interaction. It provides diverse tools for sharing information and ideas. Users can express themselves through written posts, images, videos, or voice recordings, offering a rich variety of communication styles. Moreover, platforms allow for

hyperlinks to articles, images, and videos, expanding the range of shared content. Depending on user preferences, this information can be private—like a personal email—or public, such as a global video broadcast on YouTube and Instagram and others alike. Video chat tools like Skype and Zoom facilitate face-to-face communication regardless of location, while platforms like Facebook and mobile messaging apps enable instant digital conversations. Furthermore, platforms such as Twitter enhance accessibility to public figures, including media professionals, policymakers, athletes, and celebrities, encouraging unprecedented levels of interaction. The choice of communication mode depends on the context, audience, and purpose of the message being shared. Social media eliminates traditional barriers of time and distance, allowing users to engage with each other across the globe.

In particular, social media plays a crucial role in addressing global challenges like sustainability, enabling individuals, organizations, and governments to promote awareness and inspire action. Sustainability, which involves meeting current needs without compromising the ability of future generations to meet their own, has become a pressing concern in the face of climate change, resource depletion, and environmental degradation (United Nations, 2022). Social media also plays a pivotal role in generating awareness about sustainability. Platforms like Instagram, YouTube, and Twitter are increasingly being used to disseminate information about sustainable practices, environmental challenges, and climate action. Interactive campaigns, visually compelling infographics, and influencer-led initiatives help simplify complex sustainability issues and make them relatable to the general public. By engaging users in discussions, encouraging the sharing of personal sustainable practices, and providing actionable steps to mitigate environmental impact, social media serves as a catalyst for behavioral change. It connects individuals and communities, inspiring collective efforts to address global challenges and build a more sustainable future. (Kapoor et al., 2018). Furthermore, the participatory culture of social media allows users to discuss, critique, and share sustainable practices, creating ripple effects that amplify awareness and motivate behavioral change (Smith & Anderson, 2020).

## II. LITERATURE REVIEW

Social media has emerged as a pivotal tool in advancing awareness and promoting sustainability across various sectors. It facilitates the dissemination of information, encourages community participation, and promotes sustainable practices by bridging the gap between organizations and individuals. This section reviews the existing literature on the role of social media in generating sustainability awareness, shaping consumer behaviour, and advancing sustainable development, particularly in the context of developing countries.

According to Gulati (2021), there is a growing need to explore the potential of social media in promoting sustainable tourism demand. The study proposes a conceptual framework to empirically test how social media platforms can influence the behaviours and preferences of Indian tourists, thus contributing to the broader goals of sustainable tourism development. This highlights the significance of social media in influencing individual actions and raising sustainable travel choices.

Carpenter et al. (2016) explored the perceptions of campus sustainability communicators regarding the use of social media as an effective communication tool. The study employed the organizational communicative functions framework proposed by Lovejoy and Saxton (2012) to analyze how these communicators utilize social media to advance their sustainability goals. This research emphasizes the role of social media in amplifying sustainability-related messages within educational institutions and promoting campus-wide engagement.

Kumar and Aggarwal (2018) underscored the growing usage of social media resources over the past decade and their potential in promoting sustainable business practices. Their study explored how social media tools can contribute to sustainable development, particularly by promoting collaboration between governments, communities, and businesses. This research highlights the versatility of social media in integrating sustainability into diverse organizational strategies.

Jain et al. (2020) examined the influence of social media on consumer purchase intentions, finding it to be a powerful factor in shaping preferences for sustainable products. The study demonstrated how marketers can leverage social media to encourage green consumption, particularly among millennials. The findings highlight

the critical role of social media in driving consumer awareness and action toward environmentally friendly products.

Saha and Kayal (2019) focused on the role of new media in equalizing the flow of information, thereby contributing to sustainable development. Their study emphasized the rapid growth of ICT and related infrastructure in developing countries like India and other Southeast Asian nations. With a particular focus on college students, the authors argued that new media has the potential to set the agenda for achieving Sustainable Development Goals (SDGs) in higher education, making it a powerful tool for sustainability advocacy.

Saeed et al. (2019) addressed the increasing demand for transparency from corporations regarding their sustainability initiatives. The authors investigated how social media influences consumer behaviour concerning sustainable products in developing countries, using data collected from Pakistani users. Their findings demonstrated that social media holds organizations accountable for unsustainable practices while rewarding them for sustainability-related initiatives, thereby influencing purchase decisions.

Pabian (2023) examined the role of social media in managing the sustainability knowledge of the younger generation, the largest group of social media users. The study focused on how social media facilitates the acquisition, collection, and dissemination of sustainability knowledge. The findings suggest that social media is instrumental in equipping young individuals with the knowledge necessary to make sustainable decisions, thereby empowering them to contribute to sustainability goals.

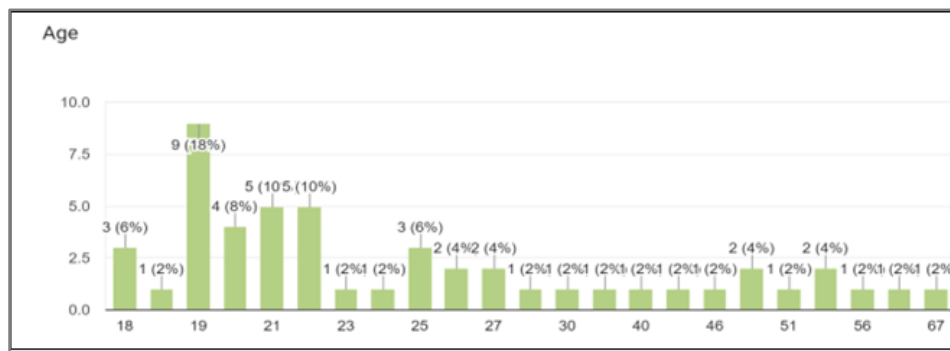
### III. RESULTS & DISCUSSION

This section presents the findings of the study, Role of Social Media Information System for Generating Awareness Related to Sustainability. The data collected from the survey were systematically coded, tabulated, analyzed, and interpreted to provide meaningful insights into the role of social media in promoting sustainability awareness. The analysis not only reflects participants' perceptions and behaviors but also examines the effectiveness of social media as a communication tool for sustainability initiatives.

The survey was conducted using Google Forms, ensuring accessibility and convenience for participants. The questionnaire included variables related to the usage patterns of social media, the level of sustainability awareness, engagement with sustainability-related content, and the behavioral impact of such content. A diverse sample of respondents, primarily from the youth demographic, provided feedback on how social media platforms influence their knowledge and practices related to sustainability.

#### 3.1 Age of the respondents

In this study, the age of the respondents was not categorized into predefined groups. Instead, an open-ended format was used to allow participants to input their age. This approach provided flexibility and inclusiveness, capturing a diverse range of ages among the respondents.



**Graph 3.1 showing distribution of respondents' as per age**

The data collected visually represented in Graph 3.1 indicates that the youth segment played a significant role in the survey. Their active participation reflects the importance of social media in their daily lives and highlights their potential as key stakeholders in promoting sustainability initiatives.

### 3.2 Gender of the respondents

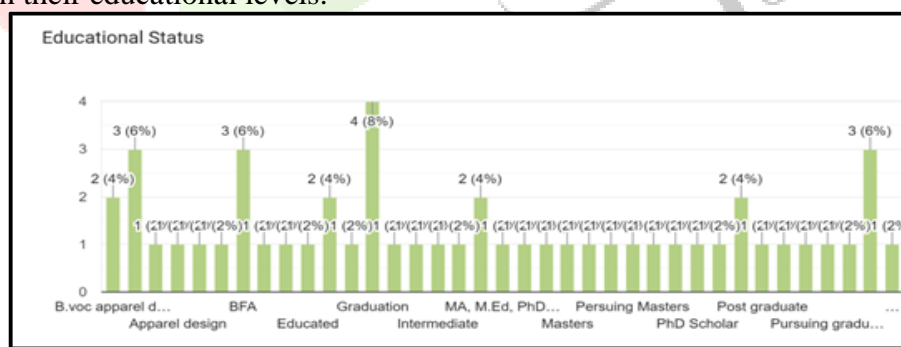
The study involved a total of 193 respondents, among whom the majorities were female participants. Specifically, 174 of the respondents (90%) were female, while only 19 respondents (10%) were male. This data is further detailed in Table 3.2, which provides the tabular breakdown of respondents by gender.

**Table No. 3.2 showing the tabular distribution of respondents' as per gender**

No.	Gender	of	Percentage	n=	(Total
1	Female		90%	174	
2	Male		10%	19	

### 3.3 Educational level of the respondents

The educational qualifications of the respondents were analyzed to understand the diversity in academic backgrounds and its potential influence on sustainability awareness. Graph 3.2 illustrates the distribution of respondents based on their educational levels.



**Graph 3.3 showing distribution of respondents' by education level**

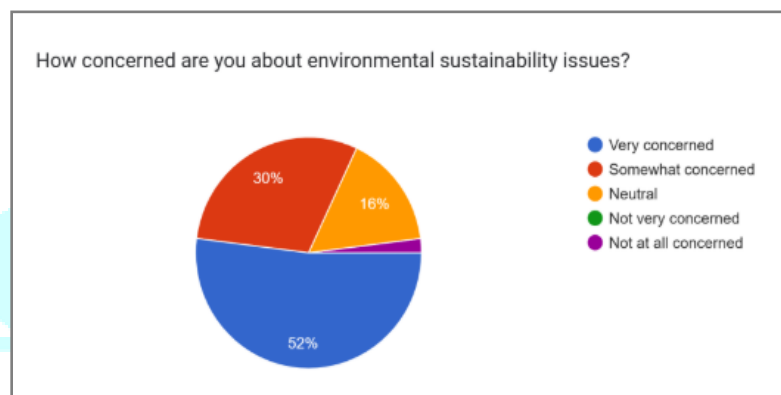
Out of the 193 respondents, the majority were graduates holding a bachelor's degree. This indicates that individuals with undergraduate qualifications were most actively engaged in the survey. A smaller proportion of participants possessed other relevant qualifications, which included postgraduate degrees, diplomas, or certifications.

### 3.4 Insights on Sustainability Awareness and Behavioral Trends

The results and discussion section provides an in-depth analysis of the respondents' perspectives on sustainability and the role of social media in promoting sustainable practices. Key areas explored include concerns about environmental issues, the influence of sustainability on purchasing decisions, and the willingness to adopt eco-friendly behaviors.

#### 3.4.1 Concern about Sustainability

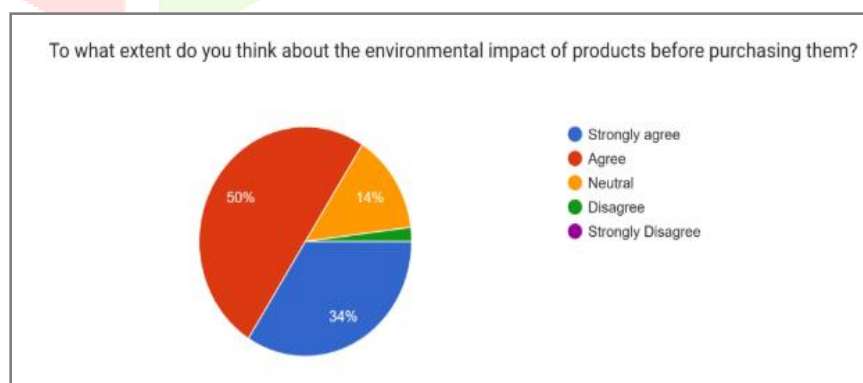
The level of concern regarding environmental sustainability issues was assessed among respondents. According to Graph 3.4.1, a significant majority (52%) of the respondents reported being "very concerned" about sustainability. This demonstrates a high level of awareness and sensitivity towards environmental challenges.



Graph 3.4.1 showing distribution of respondents' concern about Sustainability

#### 3.4.2 Thinking about Environmental Impact before Purchasing

When asked whether respondents consider the environmental impact of products before making a purchase, Graph 3.4.2 indicates that 50% of participants agreed, with an additional 34% strongly agreeing. These findings suggest that a large portion of individuals are mindful of the sustainability implications of their consumption choices, indicating a growing shift toward eco-conscious purchasing behaviours.

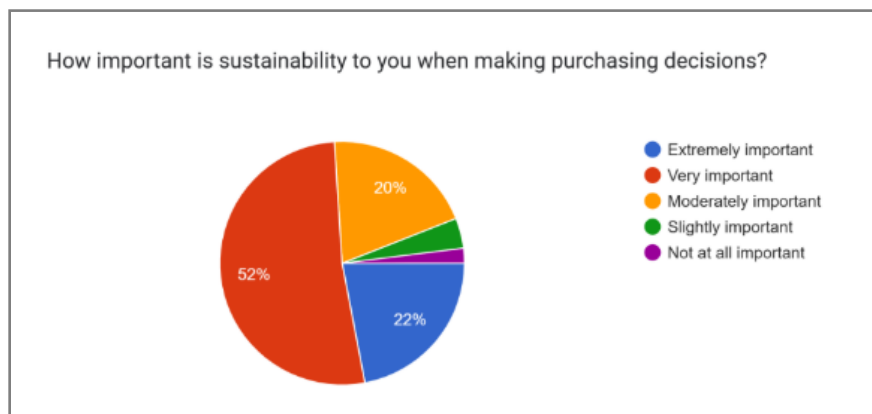


Graph 3.4.2 showing distribution of respondents' on thoughts about environmental impact before purchasing



### 3.4.3 Importance of Sustainability in Purchasing Decisions

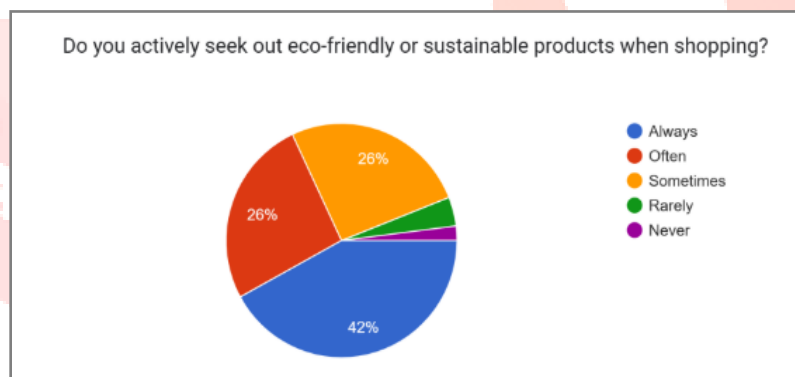
Respondents were asked how important sustainability is when making purchasing decisions. As seen in Graph 3.4.3, the majority (52%) regarded it as "very important," while 22% considered it "extremely important." This highlights the increasing prioritization of sustainability as a factor influencing consumer behaviour.



Graph 3.4.3 showing distribution of respondents' focusing on sustainability in purchasing decisions

### 3.5 Actively Seeking Eco-Friendly or Sustainable Products

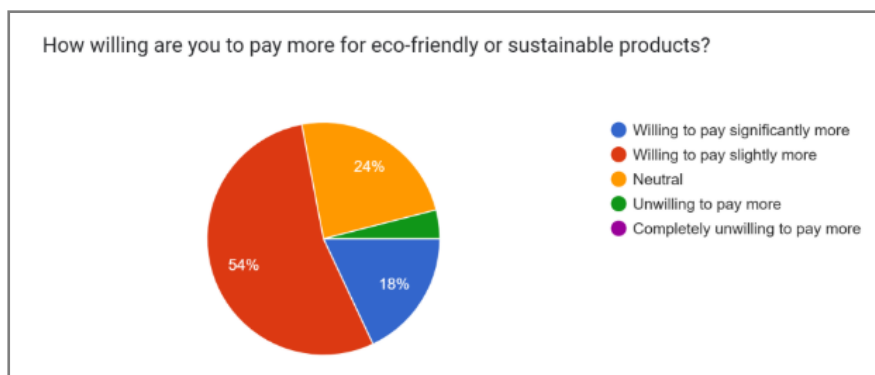
According to Graph 3.5, 42% of respondents actively seek eco-friendly products while shopping. This indicates a significant level of proactive behaviour in aligning personal choices with sustainability goals. It reflects a growing demand for sustainable products and highlights the importance of making these options more accessible to consumers.



Graph 3.5 showing distribution of respondents' actively seeking eco-friendly or sustainable products

### 3.6 Willingness to Pay for Sustainable Products

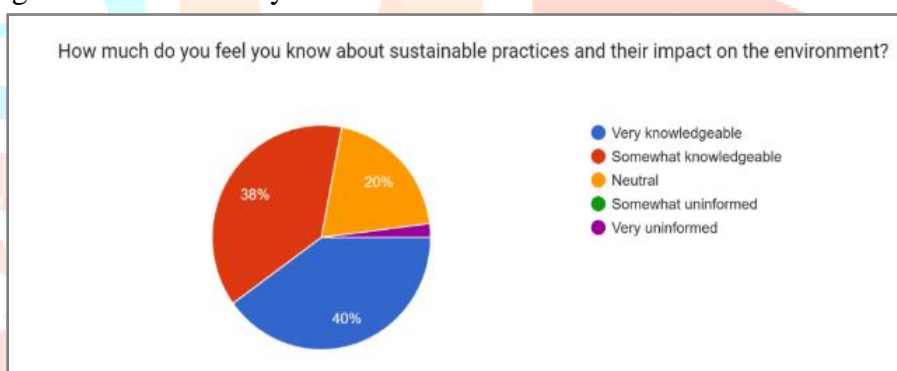
The survey revealed that 54% of respondents were willing to pay slightly more for sustainable products, as depicted in Graph 3.6. This demonstrates that consumers recognize the value of sustainable products and are prepared to make financial sacrifices to support environmentally friendly practices.



**Graph 3.6 showing distribution of respondents' on willingness to pay for sustainable products**

### 3.7 Knowledge of Sustainable Practices

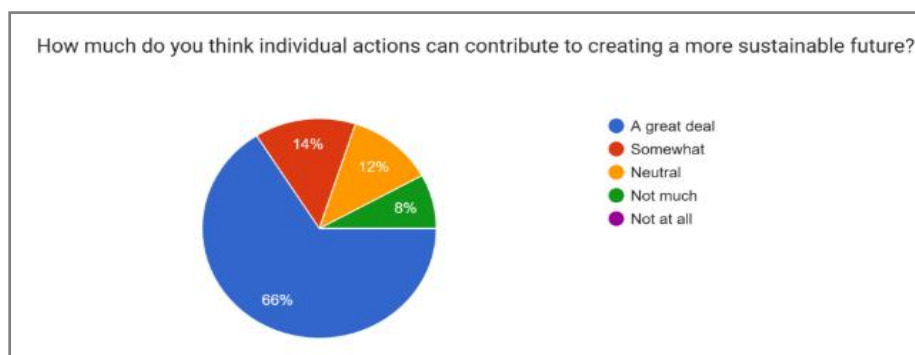
The survey also assessed participants' knowledge of sustainable practices and their impact on the environment. Graph 3.7 shows that 40% of respondents rated themselves as "very knowledgeable," indicating a commendable level of understanding about sustainability and its benefits.



**Graph 3.7 showing distribution of respondents' on knowledge of sustainable practices**

### 3.8 Contribution of Individual Actions to a Sustainable Future

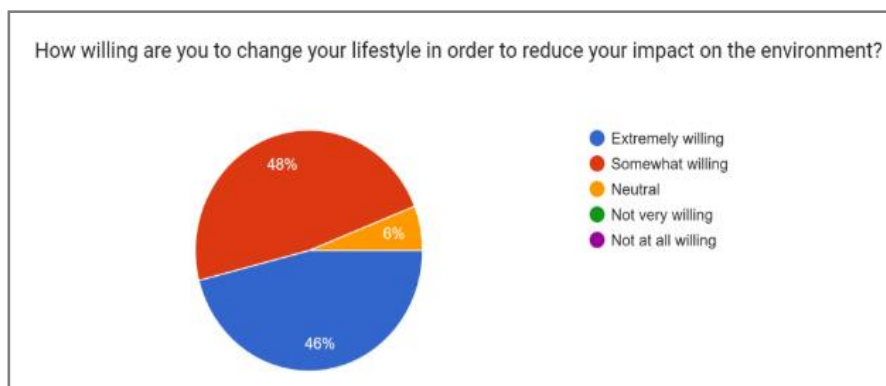
The potential of individual actions to contribute to a sustainable future was recognized by 66% of respondents, who believed that individual efforts play a "great deal" in fostering sustainability, as shown in Graph 3.8. This reflects a strong belief in the collective power of personal accountability in environmental conservation.



**Graph 3.8 showing distribution of respondents' on contribution of individual actions to a sustainable future**

### 3.9 Willingness to Change Lifestyle to Reduce Environmental Impact

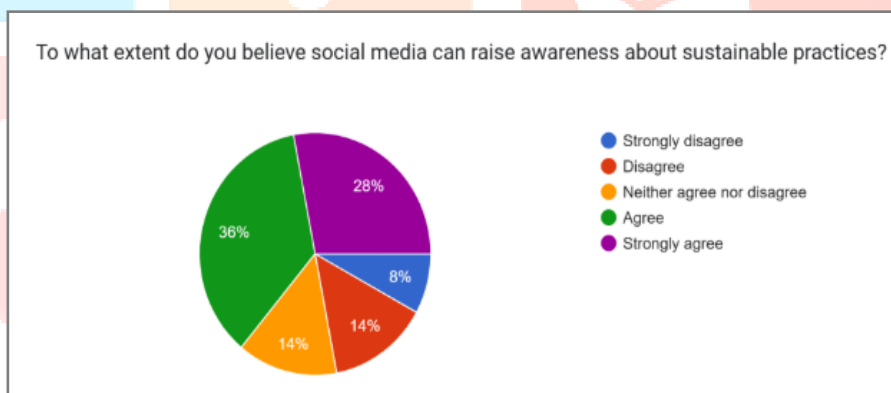
When asked about their willingness to change their lifestyle to minimize environmental impact, Graph 3.9 highlights that 48% of respondents were "very willing," while another 52% showed varying levels of willingness, including "extremely willing" and "neutral." These findings underscore a positive trend toward adopting sustainable lifestyle changes.



**Graph 3.9 showing distribution of respondents' on willingness to change lifestyle to reduce environmental impact**

### 3.10 Belief in Social Media's Role in Raising Awareness

The role of social media in raising awareness about sustainable practices was supported by 36% of respondents, as shown in Graph 3.10. This suggests that while social media is recognized as a powerful tool, there is room to strengthen its impact on sustainability education.

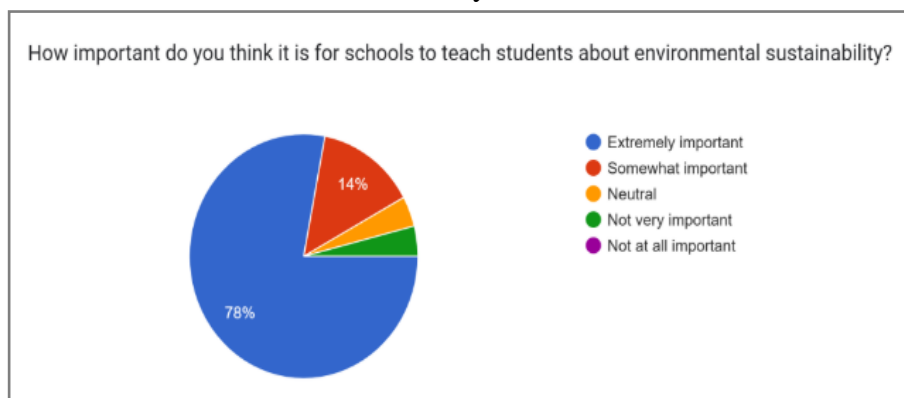


**Graph 3.10 showing distribution of respondents' on belief in social media's role in raising awareness**



### 3.11 Importance of Teaching Sustainability in Schools

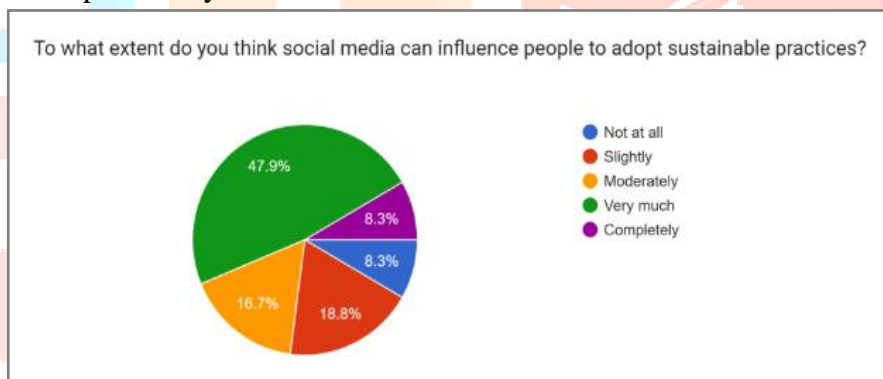
A large majority (78%) of respondents, as illustrated in Graph 3.11, considered it "extremely important" for schools to teach students about environmental sustainability. This highlights the critical role of early education in shaping future generations' attitudes toward sustainability.



**Graph 3.11 showing respondents' view on teaching students about environmental sustainability in schools**

### 3.12 Influence of Social Media on Sustainable Practices

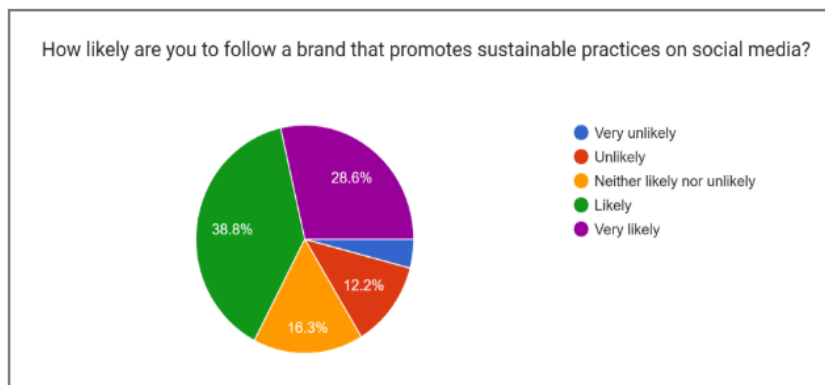
According to Graph 3.12, 47.9% of respondents believe that social media can significantly influence people to adopt sustainable practices. This emphasizes the role of digital platforms in promoting behaviour change and fostering environmental responsibility.



**Graph 3.12 showing distribution of respondents' view on influence of social media to adopt sustainable practices**

### 3.13 Likelihood of Following Sustainable Brands on Social Media

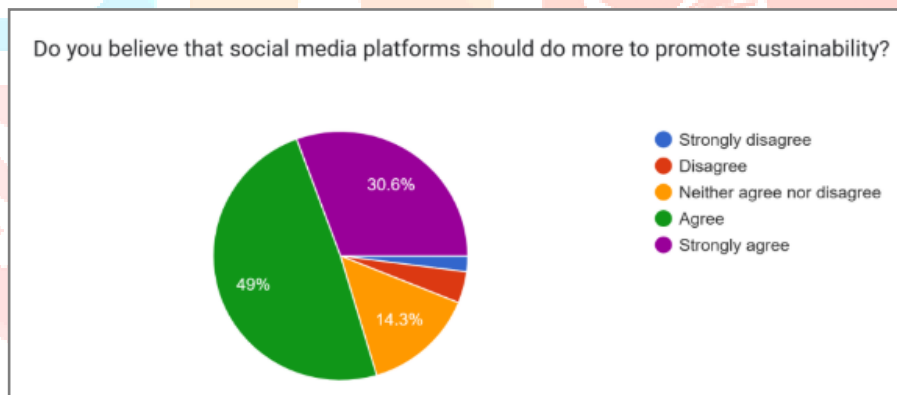
When asked about their likelihood of following brands that promote sustainable practices on social media, 38.8% of respondents expressed interest, as depicted in Graph 3.13. This suggests that sustainability-oriented branding can drive consumer engagement and loyalty.



**Graph 3.13 showing distribution of respondents' of likelihood of following sustainable brands on social media**

### 3.14 Social Media Platforms Should Promote Sustainability More

Finally, 49% of respondents agreed that social media platforms should do more to promote sustainability, as seen in Graph 3.14. This highlights an expectation for social media platforms to take a more active role in advocating for sustainable practices and amplifying environmental initiatives.



**Graph 3.14 showing distribution of respondents' view on promoting sustainability more on social media platform**

In conclusion, the responses indicate a high level of awareness and engagement with sustainability issues across various dimensions. Most respondents demonstrated a willingness to adapt their behaviour, support eco-friendly products, and leverage social media as a tool for promoting sustainability. These insights emphasize the need for increased efforts in education, advocacy, and collaboration to further embed sustainability into everyday life and consumer choices.

## IV. SUMMARY OF FINDINGS

The study on the role of social media in generating awareness about sustainability reveals a strong correlation between increased environmental concern and the use of digital platforms. The majority of respondents showed a high level of awareness regarding sustainability issues, with significant attention given to the environmental impact of products before making purchasing decisions. Many participants expressed a willingness to pay more for sustainable products, seek eco-friendly options while shopping, and change their lifestyles to reduce their

environmental footprint. Additionally, social media emerged as a key tool in influencing sustainable behaviours, with respondents acknowledging its potential to raise awareness and encourage sustainable practices.

The findings emphasize the growing recognition of sustainability as a critical issue among consumers, particularly in the context of social media's role in shaping attitudes and behaviours. While respondents, especially the younger demographic, show a strong inclination toward sustainability, there is also an increasing demand for more proactive engagement by social media platforms in promoting eco-friendly practices. The study highlights the importance of leveraging digital platforms to educate, engage, and motivate individuals to adopt sustainable behaviours, ensuring a more environmentally conscious future.

Social media has become a powerful tool for raising awareness on a wide range of issues, events, products, and services. Platforms such as Facebook, Twitter, Instagram, and LinkedIn allow individuals, organizations, and businesses to quickly reach large audiences. Through social media, users can share content—text, images, videos, and links—to spread information and generate discussions on important topics or causes. For instance, social media has been instrumental in raising awareness about social and environmental issues like climate change, gender equality, and racial justice. Movements like #MeToo and Black Lives Matter gained widespread attention and support largely due to the reach and engagement facilitated by social media platforms. Additionally, businesses use social media to promote products and services, often collaborating with influencers to extend their reach and connect with potential customers.

In conclusion, social media's ability to connect and engage a vast audience makes it an invaluable platform for spreading information and driving awareness. It plays a crucial role not only in highlighting important societal issues but also in supporting business growth and brand recognition. Given its influence, social media has become a key driver of change, enabling individuals and organizations to communicate and create positive impact on a global scale.

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