

SUSTAINABLE PRODUCT POSTS by FASHION BRANDS on INSTAGRAM: CONSUMER ENGAGEMENT AND MODERATORS

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Abstract

To enhance the understanding of consumer engagement with sustainability content posted by brands on Instagram, this study examines how messages based on different types of product sustainability (organic, repurposed, sustainable alternative, and generic) influence customer engagement (e.g., likes and comments) by simultaneously exploring message appeal (functional and emotional). We coded the sustainable product related content of 2250 Instagram posts across 53 fashion brands. Findings indicated that sustainable fashion brands that are promoting a repurposed product should not engage their customers using only emotional appeals but should use functional appeals. Moreover, they should use functional appeals for sustainable alternative and organic products, and emotional appeals for generic products. Finally, customers engage the most with post about sustainable alternative products and then with post about organic products.

Subject Areas: *Advertising, Consumer Behaviour, New Product Development and Launch*

Track: Digital Marketing & Social Media