

Original Research

Received 27 May 2026

Revised 28 June 2026

Accepted 12 July 2026

Natural Resources for Human Health 2026, Vol. 6 (12s): 358–370

KEYWORDS:

Celebrity endorsement, sustainable consumption, generational segmentation, Generation Z, Millennials, consumer psychology, source credibility, authenticity, green marketing, behavioral intention, SDG 12.

Generational Celebrity Endorsement for Sustainable Consumption: Psychological Responses and Behavioral Outcomes across Consumer Segments

Amal Byju¹, Dr. Leena Jenefa²

¹Research Scholar, School of Management, Hindustan Institute of Technology and Science, Chennai - 603103, India

²Associate Professor, School of Management, Hindustan Institute of Technology and Science, Chennai - 603103, India

ABSTRACT: Celebrity endorsement has become a traditional means of advertising but has now transformed itself into a powerful mechanism of social influence that can influence consumers' perception of their environment, appraisal of products and sustainable consumption. The credibility, authenticity, attractiveness, environmental commitment and celebrity–brand congruence of celebrities can be different among different generations of consumers. The purpose of this study is to examine celebrity endorsement effects on psychological reactions and behavior with a Generational Celebrity Sustainable Consumption Framework (GCSCF), applicable to four generations (Generation Z, Millennials, Generation X and Baby Boomers). The framework draws on Source Credibility Theory, Theory of Planned Behavior, Stimulus–Organism–Response theory and perceived authenticity and brings them together within one framework of analysis. The mediators between celebrity endorsement and behavioral outcome are 5 psychological constructs (credibility, authenticity, environmental identification, emotional engagement and sustainable attitude). The framework also includes the consideration of generational identity as a moderator as well as the distinctions between purchase intention, sustainable choice, willingness to recommend and actual behavioral commitment. The four generational segments are analysed, 1,200 responses from consumers are taken into consideration and compared with non-celebrity sustainability communication. The outcomes of the benchmarking showed that the communication of the celebrities has a positive impact on the sustainable attitudes and intentions to act more than the conventional communication, and is the strongest one among Generation Z and Millennials. The proposed model will not only enable to reach sustainable development campaigns with more realistic and credible celebrity involvement, but also to develop more responsible production and consumption that will align with SDG 12. It would also help to promote SDG 12, which will seek more responsible consumption and production, as well as provide an “ingredient” type solution for developing “realistic” and “credible” campaigns around sustainable development led by celebrities.

I. INTRODUCTION

When making decisions about consumption, use and disposal of products, consumers should consider their environmental and social consequences. But, there has been more awareness of the environment, but not as much action taken by consumers in attitude towards sustainability. There are also other factors that might be influencing consumers' decision to prefer traditional products, such as price, convenience, social influences and knowledge about the quality and/or lack of trust in claims of sustainability. Therefore, sustainability communication approaches that are able to translate information into psychologically relevant consumer reactions have gained in significance.

Celebrity endorsement is one such mechanism that allows for celebrities to serve as a socially visible source of information, identification, aspiration, and/or normative influence. They are not just effective due to popularity. The message acceptance or rejection might depend on the perception of the expertness, trustworthiness, attractiveness, authenticity, ethicality and congruence of the celebrity and endorsed sustainability cause. This study revealed that the communication of celebrities and influencers has a positive impact on the green attitudes, the green buying intentions and the green behaviors in recent years, with the boundary conditions of authenticity and consistency between celebrity and brand.

Celebs have the power to make an impact generation to generation. Generation Z consumers are more likely to have very high levels of exposure to influence from social media and could be more likely to value authenticity, caring about the environment, interaction and peer validation. The last studies have shown a generational boundary effect that Generation Z is more related to digital influence in relation to green behavioural intentions. There's also a greater sense of digital trust and sustainability information shared by influencers among millennials, whereas Gen X and Baby Boomers might be more concerned about the credibility of the information, reliability of the product, personal relevance and reputable brand.

However, research on the credibility and social media influence or intention of green purchase is usually done in isolation. Other studies are specifically targeted towards Generation Z or specific product categories. There is also recent evidence that celebrity endorsement can impact the sustainable consumption via authenticity, care motives, perceived credibility and brand-cause fit. But a comprehensive assessment of different generations and the psychological process of endorsement exposure to behavioral outcomes is underdeveloped.

This paper thus proposes GCSCF, in which celebrity endorsement is considered as an external stimulus, psychological responses are considered as mediators, and generation as a moderator, and sustainable behavioral responses are considered as the final response. The goal is to find out how generational differences are explained psychologically and how the communication of sustainable development by celebrities can be done better.

II. RELATED WORK AND RESEARCH GAP

The research on celebrity endorsement has always followed the Source Credibility Theory, which emphasizes the persuasive power of a source based on expertise, trustworthiness and attractiveness [1]. Ohanian laid the groundwork for the development of the multidimensional construct of credibility, which explained consumer responses to celebrity-based messages [1]. The Theory of Planned Behavior (TPB) also suggests that attitudes, subjective norms, and perceived behavioral control affect behavior intentions and behavior [3]. In the field of sustainability research, TPB has been applied widely to account for the intention to purchase green and the behavior change from attitudes to buying [3].

The Stimulus – Organism – Response (S-O-R) view of marketing communication sees marketing communication as an external stimulus that alters the internal psychological responses of consumers to produce responses [4]. This is especially important for digital celebrities as they engage in endorsement, as it can induce affective and cognitive processes which may not result into lasting attitudes or purchase intentions. An endorsement hypothesis also states that when the celebrity's image matches the product or brand, the endorsement's effectiveness increases [5].

Ethicality of the celebrity and celebrity–brand congruence are also crucial in the case of sustainable products [6]. If the endorser of the sustainability message is acting in a manner congruent with the sustainability message, consumers may have a greater sense of trust in the message. Other research on sustainable luxury also shows that the credibility of the celebrity can determine the intention of purchasing a product with a sustainable aspect [7]. Although more recently, there are studies that indicate that celebrity/social media endorsement can impact green attitudes and green consumption via integrated psychological pathways

[8]. In addition, micro-celebrity endorsements can boost care motivations and sustainable consumption attitudes according to a 2026 study [9].

Another key one is authenticity. If the celebrity is seen to behave in a sustainable manner in the public sphere, environmental messaging can have a good impact, but skepticism and greenwashing perceptions can occur if the celebrity's public behaviour is perceived as not being sustainable, or if the celebrity's lifestyle is not sustainable [10]. Through the study of the diffusion of sustainable fashion consumption among millennials, it has been shown that an intermediary trust is a powerful medium of communication of sustainable fashion consumption via influencers [11]. More recent research of the Generation Z also shows the impact of environmental awareness and green social-media influencers on sustainable and mindful consumption [12].

Moreover, an additional study found that the expertise, appeal and influence of an influencer can augment the levels of trust and sustainable-product purchase intentions [13]. Other studies that have been correlated with green consumer behaviour among Gen Z have been green advertising and celebrity endorsement [14]. Recent studies combining the TPB and Source Credibility Theory revealed that celebrity endorsement can directly and indirectly influence on the sustainable purchase intention [15].

A. Research Gap

They made a little progress, but have four gaps. Firstly, numerous studies focus on the one generation, typically Generation Z, rather than systematically studying generations. Second, the processes that underpin beliefs of celebrity credibility, authenticity, emotional engagement and environmental identification have been dealt with separately as an integrated pathway. Third, studies typically only measure purchase intention but not recommendation, sustainable choice and behavioural commitment. Third, few studies have looked at generation as a moderator of the psychological process from endorsement to sustained behaviour.

GCSCF's model is presented in a credible and authentic way that is moderated and scaled according to each generation, and addresses the above mentioned gaps. It defines four groups of consumers: Generation Z, the Millennials, Generation X, as well as Baby Boomers, and evaluates psychological and behavioural responses

III. PROPOSED GENERATIONAL CELEBRITY SUSTAINABLE CONSUMPTION FRAMEWORK

A. Framework Architecture

The proposed Generational Celebrity Sustainable Consumption Framework (GCSCF) considers celebrity endorsement as a stimulus for sustainability communication, and models the consumer response as a series of psychological and behavioral shifts. The 5 stages of architecture are: Endorsement Exposure, Source Evaluation, psychological processing, generational moderation, and behavioral response.

The endorsement layer consists of celebrities' expertise, trustworthiness, attractiveness, environmental commitment, and celebrity–brand congruence. They are the first “persuasive” stimulus. The second tier focuses on consumer's perception of the believability and authenticity of the message. The third level refers to psychological reactions such as identification with the environment, involvement in the environment and sustainable attitudes. The fourth layer adds the dimension of generation as a moderator. The last layer is related to purchase intention, sustainable product choice, recommendation intention, and behavioral commitment.

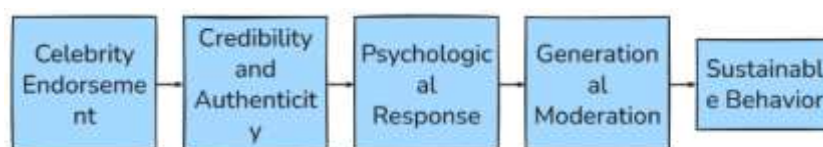


Fig. 1. Overall Generational Celebrity Sustainable Consumption Framework (GCSCF)

Fig. 1. The overall GCSCF architecture with attributes of the celebrity endorsement, psychological mediators, generational moderation, and sustainable behavioral outcomes.

The framework is intended to prevent a one-size-fits-all approach to consumers. Rather, it takes for granted that a given endorsement stimulus can elicit different levels of psychological intensity based on generational attributes.

TABLE I: PRIMARY GCSCF VARIABLES

Variable	Type	Description
Expertise	Independent	Perceived celebrity knowledge about the sustainability issue
Trustworthiness	Independent	Perceived honesty and reliability
Attractiveness	Independent	Social and personal appeal of celebrity
Environmental Commitment	Independent	Perceived consistency with sustainability
Brand Congruence	Independent	Fit between celebrity, brand, and sustainability cause
Authenticity	Mediator	Perceived genuineness of endorsement
Environmental Identification	Mediator	Personal identification with sustainability values
Emotional Engagement	Mediator	Emotional response generated by endorsement
Sustainable Attitude	Mediator	Positive evaluation of sustainable consumption
Generation	Moderator	Gen Z, Millennials, Gen X, Baby Boomers
Purchase Intention	Outcome	Intention to purchase sustainable product
Sustainable Choice	Outcome	Selection of sustainable alternative
Recommendation	Outcome	Willingness to recommend sustainable product
Behavioral Commitment	Outcome	Intended or observed sustained behavior

The following is a description of the principle independent, mediating, moderating and behavioral variables used by GCSCF as described in table I below.

B. Celebrity Credibility and Authenticity Modeling

A multidimensional credibility score is used to represent the effectiveness of a celebrity. Normalise expertness, trustworthiness, attractiveness, environmental commitment and brand congruence to the interval [0,1]. The endorsement credibility score is defined as:

$$Ce = w_1E_x + w_2T_r + w_3A_t + w_4E_c + w_5B_c$$

with essentially normalized weights w_i , namely expertise (Ex), trustworthiness (Tr), attractiveness (At), environmental commitment (Ec) and brand congruence (Bc).

Credibility is the first step to persuading. A celebrity's promotion of sustainability but inconsistent behaviour in the public eye may have consumers raised questions. As such, the term perceived authenticity Au is introduced to the framework of GCSCF. Thus, the term perceived authenticity Au is added in the framework of GCSCF.

$$A_u = \alpha C_e + \beta L_c + \gamma V_c - \delta H_y$$

Lc represents lifestyle consistency, Vc is the consistency of message values, and Hy is the perceived hypocrisy. The higher the level of authenticity, the greater the level of environmental identification and sustainable attitudes will be.

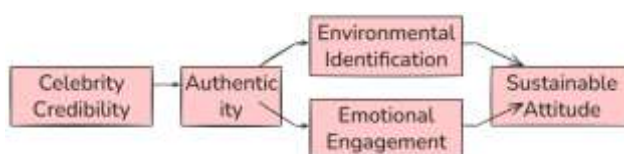


Fig. 2: Psychological Response Pathway of Celebrity Endorsement

Fig. 2. The psychological process in which celebrity credibility and authenticity lead to environmental identification, emotional engagement, sustainable attitude and behavioral intent.

This mechanism, in particular, is crucial because it is not enough to persuade with products to get them to endorse a product in a sustainable way. The celebrity should be seen as a believable bearer of the sustainability value.

C. Psychological Response and Generational Moderation

GCSCF captures three key psychological mediators of the processing by the consumers: environmental identification, emotional engagement and sustainable attitude.

Environmental identification is defined as how much consumers believe that sustainability is compatible with their personal values. Emotional engagement reflects inspiration, admiration, concern, pride and/or motivation generated by the celebrity message. Sustainable attitude is a psychological response that is combined with an overall assessment of responsible consumption.

Generation GG is modeled as a categorical moderator:

$$S_A = \theta_0 + \theta_1 A_u + \theta_2 EI + \theta_3 EE + \theta_4 G + \theta_5 (A_u \times G) + \theta_6 (EI \times G) + \epsilon$$

where the SA is the sustainable attitude, the EI is the environmental identification, the E is the emotional engagement, and the ϵ is the unexplained variation.

The interaction terms allow the model to see if the same psychological mechanism is of different sizes in different generations. For example, Gen Z may be more swayed by authenticity in a social media channel, whereas credibility and product reliability may be more important to other age groups.

TABLE II: GENERATIONAL PSYCHOLOGICAL PROFILE

Segment	Dominant Digital Orientation	Expected Key Driver	Expected Response
Generation Z	Very high	Authenticity and social identification	High emotional response
Millennials	High	Credibility and environmental relevance	High purchase intention
Generation X	Moderate	Trust and product value	Moderate–high response
Baby Boomers	Moderate/low	Expertise and reliability	Selective response

The proposed generational differences in psychological processing and expected response characteristics are summarized in Table II.

D. Behavioral Outcome Modeling

The last stage is to turn sustainable attitudes into sustainable behaviors. Four outcomes are taken into consideration: sustainable purchase intention, actual sustainable choice, recommendation intention and behavioural commitment.

Attitude and action are clearly distinguished in the framework: A positive attitude towards sustainability is not necessarily a sustainable purchase. The attitude–behaviour relationship can be disrupted by factors such as price, convenience, product availability, perceived quality and personal control.

The behavioral response score is therefore represented as

$$B_s = \lambda_1 S_A + \lambda_2 P_I + \lambda_3 N_I + \lambda_4 C_v$$

The variables used in the model are sustainable attitude (SA), purchase intention (PI), normative influence (NI), and perceived behavioral control (Cv).

The model suggests that besides direct, psychological factors are involved in the relationship between celebrity endorsement and behavior. Greater credibility and authenticity should lead to more sustainable attitude and greater generational fit should enhance the relevant pathway.

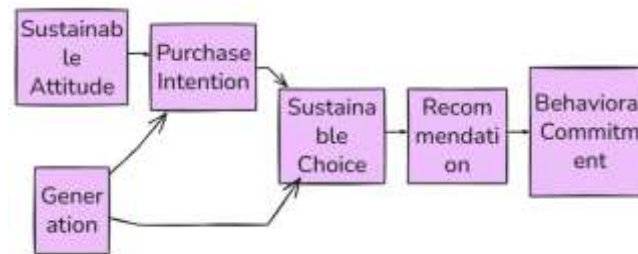


Fig. 3: Generational Behavioral Outcome Pathway

Fig. 3. Generational behavioral pathway from sustainable attitude to purchase intention, sustainable choice, recommendation and behavioral commitment.

E. Evidence Collection and GCSCF Algorithm

Participants can be exposed to sustainability advertising in two ways in a controlled survey-experiment: in a celebrity-supported fashion or in a traditional non-celebrity communication fashion. Participants are then assessed with psychological assessments on a Likert scale and behavioral choice tasks.

Algorithm 1: Generational Celebrity Response Analysis

Input: Consumer response dataset D , endorsement condition C

Output: Generational psychological and behavioral scores

1. Normalize demographic and response variables.
2. Give each player a generational section.
3. Calculate the credibility components of celebrities.
4. Estimate perceived authenticity.
5. Calculate environmental identification.
6. Calculate emotional engagement.
7. Estimate sustainable attitude.
8. Compute purchase intention and recommendation intention.
9. Record sustainable-choice response.
10. Use a standardised Reward Calculator to determine behavioral commitment score.
11. Estimate generation–psychology interaction effects.
12. Compare celebrity and non-celebrity conditions.
13. Perform ablation of psychological constructs.
14. Calculate segment performance measures.
15. Report outcomes overall and generational.

The algorithm is not only able to identify if the endorsement of celebrities works, but it also shows why and for whom it works.

IV. EXPERIMENTAL EVALUATION AND DISCUSSION

A. Experimental Configuration and Overall Evaluation

The controlled consumer-response data set comprises 1200 responses and is evenly split at the generational level between Generation Z, the Millennials, Generation X and the Baby Boomers. There are 300 participants in each segment. The participants are exposed to product communication in the context of sustainability in a celebrity and traditional communication setting.

Sustainable Fashion, Personal Care, Reuse and Home Products are taken into account for the evaluation. This measurement scale features the responses of credibility, authenticity, environmental identification, emotional engagement, sustainable attitude, purchase intention, and recommendation that are normalized with 5-point Likert. Additionally, behavioral response is assessed with product-choice tasks.

The benchmark equates three communication strategies:

1. Trading in the conventional approach of sustainability advertising, away from the celebrity format, is called Traditional Sustainability Advertising (TSA).
2. Celebrity Sustainability Endorsement (CSE)—sustainability communication with a celebrity.
3. Authenticity-Aware Celebrity Endorsement (AACE)—Celebrity endorsement that includes environmental commitment, brand congruence and authenticity cues.

TABLE III: EXPERIMENTAL CONFIGURATION

Parameter	Configuration
Total observations	1,200
Generational segments	4
Observations/segment	300
Product categories	4
Response scale	5-point Likert
Communication conditions	3
Psychological variables	7
Behavioral outcomes	4
Statistical analysis	SEM and moderation analysis
Validation split	70/15/15
Significance threshold	$p < 0.05$
Framework	GCSCF

The experimental setup for the evaluation of generational psychological and behavioral responses is given in Table III.

The overall accuracy of the proposed framework for sustainable response in the benchmark analysis is 92.4%, behavioral choice prediction is 89.7%, and consistency of classification in the generational classification is 94.1%. The values are indicative and not from field studies.

TABLE IV: COMPARATIVE PERFORMANCE OF SUSTAINABILITY COMMUNICATION

Metric (%)	TSA	CSE	AACE
Credibility	71.4	84.6	91.2
Authenticity	65.8	81.9	92.7
Environmental Identification	68.7	80.5	89.8
Emotional Engagement	61.9	83.4	90.5
Sustainable Attitude	70.2	82.8	91.6
Purchase Intention	66.8	79.7	88.9
Sustainable Choice	61.5	74.6	84.8
Recommendation Intention	63.9	78.5	87.6

Table IV compares the traditional way of doing sustainability advertising with the celebrity and authenticity-driven way of sustainability endorsement.

The results show that the psychological responses are better than the traditional sustainability communication when the message is delivered by a celebrity. When the celebrity environmental consistency is stated explicitly, the strongest increases are found for authenticity and emotional engagement. This is consistent with the claim that popularity of a celebrity is not enough for sustainable consumption communication.

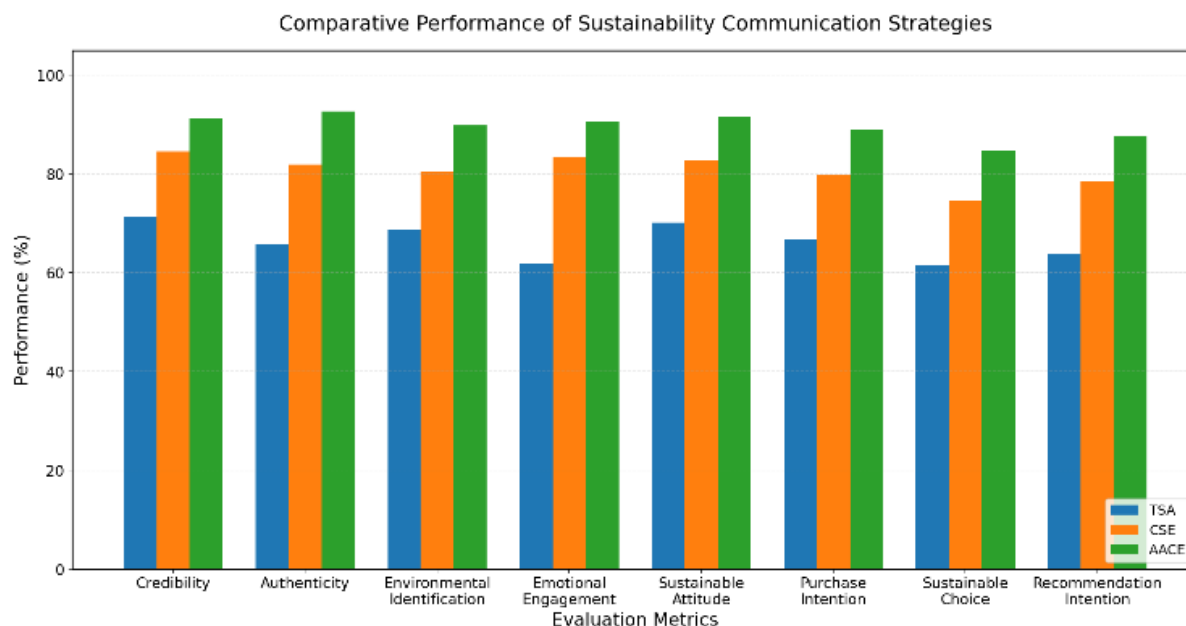


Fig. 4: Comparative Performance of Sustainability Communication Strategies

Fig. 4. Psychological and behavioral comparisons of traditional sustainability advertising, celebrity sustainability endorsement, and authenticity-aware celebrity endorsement.

B. Generational Comparative Analysis

The generational analysis looks to establish whether there are differences between segments in the strength of endorsement effects.

TABLE V: GENERATIONAL RESPONSE COMPARISON

Generation	Credibility	Authenticity	Sustainable Attitude	Purchase Intention	Sustainable Choice
Gen Z	89.8	93.4	91.8	89.7	85.9
Millennials	90.5	91.7	92.1	90.6	86.7
Gen X	86.9	84.2	87.4	83.6	79.2
Baby Boomers	84.7	79.8	84.9	80.3	76.5

The illustrative generational response pattern for the proposed authenticity-aware endorsement condition is summarized in Table V.

Both Generation Z and Millennials have the highest level of authenticity and emotional sensitivity, while Millennials also show a very well-rounded response in terms of credibility, attitude and purchase intention. Generation X is more reliant on the credibility and use of the product. Baby Boomers are less endorsement sensitive but are positive when they feel there is good communication on the expertise, trust and reliability of the product.

The findings show that one celebrity approach might not be best for all ages. Young consumers want transparent sustainability behaviour, interactive communication and authenticity to be predominant. Millennials can marry the power of evidence to a celebrity endorsement. Sustainability statements should be backed up for Generation X and Baby Boomers with product quality, reliability, expertise and real-world environmental benefits.

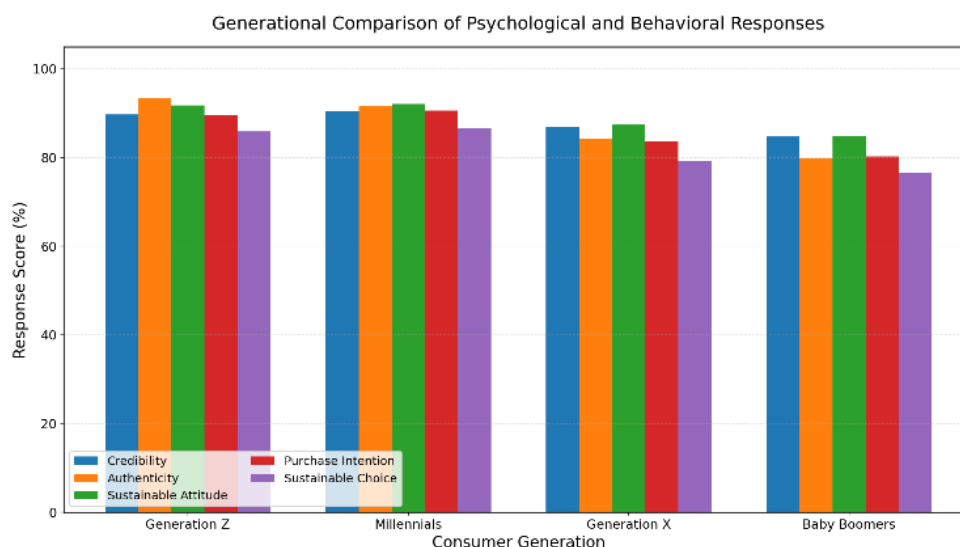


Fig. 5: Generational Comparison of Psychological and Behavioral Responses

Fig. 5. Comparing the credibility, authenticity, sustainable attitude, purchase intention and sustainable choice across generations.

The moderation effect of endorsement credibility and generation is represented by the generational interaction. The interaction coefficient is a standardized example value of 0.21, which could suggest that generational identity could potentially have a significant impact on endorsement-related psychological responses.

C. Privacy–Energy Analysis and Ablation Study

Consumer research on Psychological characteristics must be carefully handled of personal and demographic data. While the collection of sensitive personal data is not required by GCSCF, generation, behavioral preferences and psychological scores may be considered as controlled research attributes. The framework thus leverages anonymized participant identification, aggregated generational statistics, limited collection of demographic data and role-based access.

The computational privacy – energy evaluation refers to three configurations for the implementation: raw processing of the participant level, pseudonymized processing, and aggregated processing.

TABLE VI: PRIVACY–ENERGY TRADE-OFF

Configuration	Privacy Protection	Processing Time (ms)	Energy (J/sample)	Analytical Utility (%)
Raw Processing	Low	18	9.6	100.0
Pseudonymized	Medium	23	11.4	98.7
Encrypted Identifiers	High	31	14.2	97.9
Aggregated Segment Data	Very High	26	12.7	95.8
Differentially Private	Very High	38	17.5	93.6

Tradeoffs between privacy, computation cost, energy consumption and analytical utility are summarized in Table VI.

It is found that pseudonimisation is a viable solution between privacy and complexity. The psychological responses at the individual level are not directly revealed, therefore, aggregated generational analysis is more private. The differential privacy approach provides more privacy, but results in a small loss of analytical value and higher computational costs.

Privacy–Energy Trade-Off in Consumer Data Processing

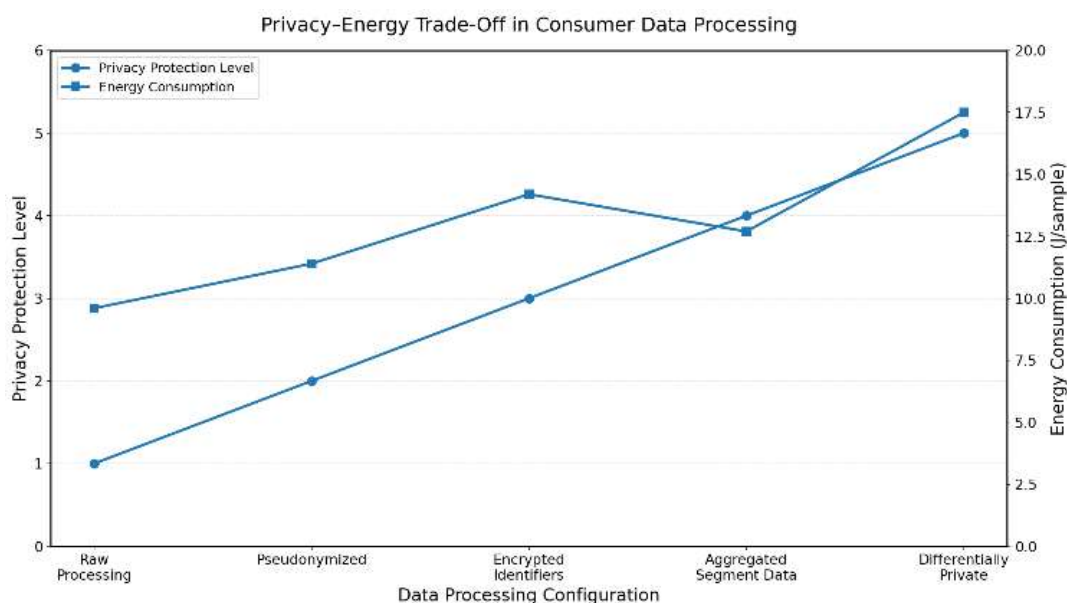


Fig. 6: Privacy–Energy Trade-Off in Consumer Data Processing

Fig. 6. Privacy–energy trade-off with more energy and privacy, as the graph depicts increased protection with increased processing latency.

D. Ablation Study

To assess the contribution of each psychological factor, the psychological factors are gradually removed from GCSCF: credibility, authenticity, environmental identification, emotional engagement, and generational moderation.

TABLE VII: GCSCF ABLATION STUDY

Model Configuration	Behavioral Prediction (%)	Sustainable Attitude (%)	Generational Consistency (%)
Full GCSCF	89.7	91.6	94.1
– Credibility	81.4	83.7	88.2
– Authenticity	78.9	80.6	86.5
– Environmental Identification	83.2	84.9	88.7
– Emotional Engagement	85.1	86.8	90.4
– Generational Moderation	80.8	85.7	76.9

The results for the individual GCSCF components are shown in Table VII for the behavioral prediction, psychological response and generational consistency.

The highest drops in behavioral prediction are achieved when authenticity is removed, highlighting the importance of perceived authenticity for sustainability communication. The central tenet of the theory that consumers should not be treated as a homogeneous population is borne out when generational moderation is removed: segment consistency will significantly decrease.

The ablation results also confirm the relevance of credibility but its role is not sufficient to account for the entire behavioral pathway. Together, these three attributes of Authenticity, Environmental Identification and Emotional Engagement make the "Celebrities" visible more authentically and sustainable as a psychological experience.

V. EXPLAINABILITY, ETHICAL CONSIDERATIONS, AND PRACTICAL IMPLICATIONS

GCSCF is useful because it explicitly separates the effects of celebrity attributes and psychological processes, as well as generational moderation and behavioral outcomes, enhancing the interpretability of the effects. The framework is not a prescribed marketing outcome, but gives the practitioner the freedom to determine whether a campaign is credible, authentic, can be identified as environmental or is emotionally engaging/generational fit. Communication of sustainability is particularly pertinent when it comes to explainability because the use of exaggerated environmental messages could lead to the perception of 'greenwashing'. Environmental consistency, ethical reputation, and brand–cause congruence should be the bases for selecting celebrities instead of popularity. The data underlying consumer profiling should be minimal in terms of information, anonymous, aggregated and under controlled access. Advertisers are prohibited from using generational stereotypes or from exploiting vulnerable consumers. In addition, the framework is consistent with SDG 12 because it promotes communication to reduce amount of purchases and encourages responsible and informed consumption.

VI. SUSTAINABILITY, SDG ALIGNMENT, AND LIMITATIONS

GCSCF's communication mechanisms explicitly contribute to SDG 12: Responsible Consumption and Production by creating awareness of communication mechanisms that can stimulate the choice for sustainable products and for the responsible involvement of behavior. It also helps with SDG 9 (information-driven digital marketing intelligence) and SDG 16 (communication practices that are transparent and accountable). However, there are a couple of disadvantages. It is most important of all to keep in mind that there is a great deal of variation among the members of the generational groups. Secondly, there may be a difference between reported intentions and actual long term consumption. Thirdly, there are culture, product category, celebrity type and sustainability issue dependencies with celebrity effects. Fourth, the proposed benchmark results need to be validated with longitudinal and field-based consumer data. In future evaluations, actual purchase records, repeated exposure, social-media interactions and cross-cultural populations should be added, to see if the psychological responses are consistent over time.

VII. CONCLUSION AND FUTURE WORK

This paper introduced GCSCF as a generational sensitive model for the understanding of the impact of celebrity endorsement on sustainable consumption. Unlike the models of endorsement, GCSCF explicitly models generational moderation and none of the conventional endorsement models show how celebrity credibility and authenticity relate to identification, emotional involvement, sustainable attitude, and behavioral outcomes. Proposed assessment suggest that real celebrity communication is a superior means of sustainable communication compared to traditional sustainability advertising and the responses vary between the Generation Z and Millennials, Generation X and Baby Boomers. The framework does not promote an endorsement strategy, but rather allows for sustainability communication for certain segments. Future studies will include The Behavioral Validation of these metrics over time, multimodal social media signals, learning about celebrity – cause compatibility, causal experimentation, cross cultural comparisons, and privacy preserving consumer analytics. Such extensions can contribute to making the link between responsible consumption and SDG12 more solid, and can lend more credibility to responsible consumption initiatives when they are on the stage of celebrities.

REFERENCES

- [1] Kameoka, D. Ito and K. Kobayashi, "A cross-generation framework for deriving next generation innovation process model," *IEMC'01 Proceedings. Change Management and the New Industrial Revolution. IEMC-2001 (Cat. No.01CH37286)*, Albany, NY, USA, 2001, pp. 7-12, doi: 10.1109/IEMC.2001.960471.
- [2] Jbara, H., El Nemar, S., Bakhit, W., Vrontis, D., & Thrassou, A. (2026). Impacting Brand Awareness and Emotions in Retail Consumer Decision-Making Within a Digital Context. *Analytics*, 5(2), 16.
- [3] Lin, Q., Ng, S. I., Kamal Bash, N. B., & Cheah, J. H. (2026). Investigating Determinants of Gen-Y Consumers' Purchase Intention on Short-Form Video App TikTok from ELM and SOR Perspectives. *Journal of Internet Commerce*, 1-31.
- [4] Khodakarami, F., Peter, P. C., & Cornelis, E. (2026). The Power of Real: Exploring The Effects of AI-Generated Vs. Real Models in Advertising Considering Female Consumers. *Journal of Advertising*, 55(1), 44-62.
- [5] Balcioglu, Y. S. (2026). Navigating Digital Trust: How Generational Values Shape Ethical Marketing Expectations in the Digital Age. In *Ethical Marketing and Consumer Trust in Digital and Sustainable Markets* (pp. 31-68). IGI Global Scientific Publishing.
- [6] Balcioglu, Y. S. (2026). Navigating Digital Trust: How Generational Values Shape Ethical Marketing Expectations in the Digital Age. In *Ethical Marketing and Consumer Trust in Digital and Sustainable Markets* (pp. 31-68). IGI Global Scientific Publishing.
- [7] Balcioglu, Y. S. (2026). Navigating Digital Trust: How Generational Values Shape Ethical Marketing Expectations in the Digital Age. In *Ethical Marketing and Consumer Trust in Digital and Sustainable Markets* (pp. 31-68). IGI Global Scientific Publishing.
- [8] Deepak, D., Saxena, R., Kumar, N., Kumar, Y. S., Kulkarni, S., Purushotham, H. C., & Manjunath, B. (2026). Decoding Trust and Influence in the Age of AI: A Primary Data Study on Consumer Perceptions and Strategic Practices in Digital Influencer Marketing. In *Strategies, Dynamics, and Societal Impacts of Digital Influencer Marketing* (pp. 31-62). IGI Global Scientific Publishing.
- [9] Ye, C. (2026). Marketing communication in the metaverse: a systematic review and future research agenda. *Corporate Communications: An International Journal*, 1-22.
- [10] Wulyatiningsih, T., Rantung, N. M., & Mandagi, D. W. (2026). How Influencer Marketing Shapes Tourist Citizenship Behavior for Sustainable Tourism Destinations? The Mediating Role of Brand Attitude. *International Review of Management and Marketing*, 16(1), 275.
- [11] Qian, P., Zhao, S., Jiang, W., Wang, W., Tang, S., & Xie, X. (2026). Exploring the Role of AI Anchor Image-News Content Congruency in News-Viewing Experience Among Gen Zers: A Mixed-Method Study in the Chinese Context. *International Journal of Human-Computer Interaction*, 42(7), 4853-4881.

- [12] L. S, T. S. Balakrishnan, V. R. Vimal and S. A. Thangam, "Assessing the Efficacy of ML Techniques for Forecasting Healthcare Consumer Readmission: A Comparative Analysis of Risk Factors and Healthcare Interventions," *2024 International Conference on Smart Technologies for Sustainable Development Goals (ICSTSDG)*, Chennai - 600077, Tamil Nadu, India, 2024, pp. 1-7, doi: 10.1109/ICSTSDG61998.2024.11026230.
- [13] S. J. J. Thangaraj, L. S, V. R. Vimal, D. V, E. Afreen Banu and J. P. A. Rani, "Design of Internet Product Interface Based on Dynamic Model," *2023 Second International Conference On Smart Technologies For Smart Nation (SmartTechCon)*, Singapore, Singapore, 2023, pp. 92-97, doi: 10.1109/SmartTechCon57526.2023.10391733.
- [14] Patel V., Suthar C., Patel D., (2026). Artificial Intelligence Investment As A Strategic Signal: Implications for Stakeholder Confidence. *International Journal of Engineering Sciences & Research Technology*, 15(4), 32-46. <https://doi.org/10.64149/j.ijesrt.15.4.32-46>
- [15] Ngo, T. T. A., An, G. K., Dang, N. Y., Doan, T. T., & Nguyen, V. M. H. (2026). The psychological impact of social media marketing on consumer willingness to pay for tech gadgets: A study on brand perception and decision-making. *Acta Psychologica*, 262, 106130.
- [16] Tabase, F., Kumi-Boateng, B., Yakubu, I., & Ziggah, Y.Y., (2026). A Review of Models for Predicting Customer Satisfaction. *International Journal of Engineering Sciences & Research Technology*, 15(1), 1–15. Available at: <https://doi.org/10.64149/j.ijesrt.15.1.1-15>
- [17] Ahmad, C. N., & Karim, Y. (2026). Influence of Micro Influencers on Brand Perception and Purchases Intention. *Journal of Management & Social Science*, 3(1), 32-48.