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# **Does sustainable communication have an impact on international social media audiences? A neuromarketing explorative study between Finland and Italy**

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## **Abstract:**

The paper aims at evaluating international social media marketing strategies to better understand the effect of sustainable communication on Millennials and Gen-Z attitudes towards the fast and eco-fashion industry. In order to do so, an international comparison has been conducted between two countries with a different sensitivity to issues related to sustainability (Finland and Italy). The methodology adopted encompassed an online neuromarketing experiment followed by a questionnaire. Technologies like eye-tracker and facial coding recognition were used to evaluate the sample instinctive reactions in terms of visual attention and emotion, in response to 8 social media posts (half of which, with information related to sustainability). After viewing these images, a questionnaire was administered to collect information about intention to buy, willingness to pay, quality, sustainability (for each product promoted in the post). The originality of the work lies in the fact that no previous studies have conducted the same experiment with an international environment and with online neuromarketing methods, in order to give G-Local eco-fashion brands' marketers useful advice on how to adapt their marketing strategies to specific targets of different nationalities. Results show that posts with sustainability-related content are viewed earlier and for a longer time than neutral posts, in both countries. This suggests that, regardless of the country of origin, younger generations are developing similar awareness on environmental sustainability issues, therefore companies have little need to adapt their content when communicating sustainability with international audiences: however, further research on older generations could return different results.

## **Keywords:**

Neuromarketing, sustainability, advertising, social media, international marketing, eco-fashion.

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