

Visual Demonstration and Before–After Environmental Impact by Influencers as Drivers of Perceived Impact Vividness: Implications for Sustainable Practice Adoption

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Abstract

Influencers frequently use visual content such as demonstrations of recycling, composting, upcycling, and before–after comparisons to show environmental impact. Such visual presentations may enhance followers' perception of the vividness and tangibility of sustainability outcomes. This perceived impact vividness can influence followers' intention to adopt sustainable practices. This study examines how visual demonstration and before–after environmental impact presentations influence perceived impact vividness, which subsequently affects intention to adopt sustainable practices. Drawing on vividness theory and visual persuasion literature, the study adopts a quantitative empirical research design. Primary data are proposed to be collected from social media users exposed to visual sustainability content. Data analysis will be conducted using SPSS through reliability testing, correlation analysis, and regression analysis. The study contributes to influencer marketing and sustainability literature by explaining how visual persuasion mechanisms foster sustainable behavior intentions.

Keywords: Visual Demonstration; Before–After Impact; Vividness; Visual Persuasion; Sustainable Practices

Introduction

Social media platforms are highly visual environments where images and videos play a dominant role in communication. Influencers often demonstrate sustainable actions visually, such as composting waste, reusing materials, and reducing plastic usage. Additionally, influencers show before–after comparisons to illustrate environmental improvements resulting from sustainable actions.

Vividness theory suggests that information presented in a concrete and visually rich manner is more persuasive and memorable (Nisbett & Ross, 1980). Visual demonstrations make abstract environmental issues more tangible and understandable for followers.

Before–after comparisons further enhance the perception of impact by showing measurable change. Such visual evidence can reduce psychological distance and make sustainability outcomes appear achievable (White et al., 2019).

Perceived impact vividness refers to the extent to which followers can clearly visualize the results of sustainable actions. This perception can strongly influence their intention to adopt similar practices.

Despite the widespread use of visual content in influencer communication, limited research has examined how visual demonstration and before–after impact presentations shape perceived vividness and influence sustainable practice adoption. This study addresses this gap.

Literature Review

Visual Demonstration of Sustainable Actions

Visual demonstration involves showing the actual process of sustainable activities. Bandura's (1977) social learning theory suggests that individuals learn behaviors through observation. Visual demonstrations provide clear behavioral cues that followers can imitate.

Kaplan and Haenlein (2010) noted that video-based content increases engagement and comprehension. Lou and Yuan (2019) emphasized that visually rich content enhances message effectiveness and follower engagement.

White et al. (2019) highlighted that concrete visual examples of sustainability are more effective than abstract descriptions in motivating behavior.

Before–After Environmental Impact Presentation

Before–after presentations show the difference created by sustainable actions. Nisbett and Ross (1980) argued that vivid and concrete information is more persuasive than abstract data. Such comparisons provide tangible proof of environmental improvement.

Escalas (2004) found that visual narratives enhance cognitive processing and persuasion. Before–after visuals create a story of transformation that followers can easily understand.

Perceived Impact Vividness

Perceived impact vividness refers to the clarity and tangibility with which individuals perceive environmental outcomes. Petty and Cacioppo (1986) suggested that vivid information leads to deeper processing and stronger attitudes.

When followers clearly visualize the impact of sustainability, they are more likely to believe in its effectiveness.

Intention to Adopt Sustainable Practices

Intention is a strong predictor of behavior (Ajzen, 1991). When followers perceive sustainability outcomes vividly, they are more motivated to adopt similar practices.

Joshi and Rahman (2015) identified visual cues as important motivators for green behavior adoption.

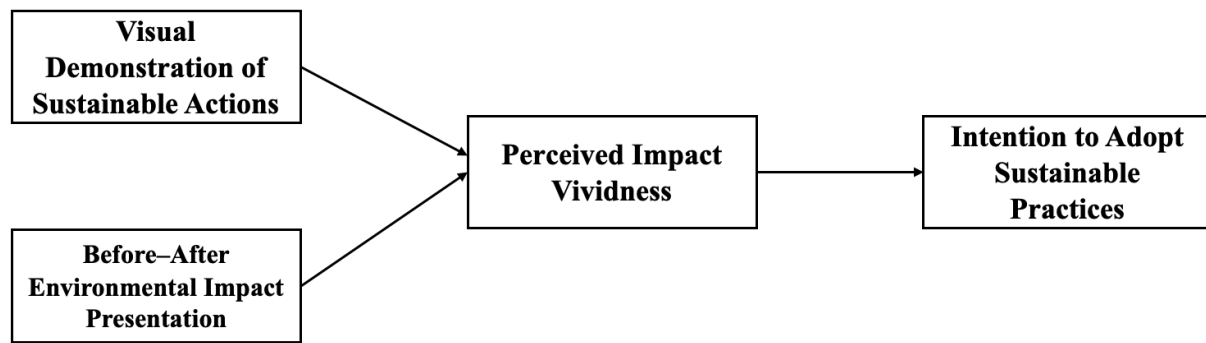
Research Gap

Although influencers frequently use visual demonstrations and before–after comparisons, limited studies examine their role in enhancing perceived impact vividness and influencing sustainable practice intentions. This study fills this gap.

Conceptual Framework

The framework proposes that visual demonstration and before–after impact presentations positively influence perceived impact vividness, which in turn influences intention to adopt sustainable practices.

Figure 1: Proposed Conceptual Framework



Research Methodology

Research Design

The study adopts a quantitative empirical research design based on primary data collection.

Research Objectives

- To examine the impact of visual demonstration on perceived impact vividness
- To examine the impact of before–after impact presentation on perceived impact vividness
- To analyze the effect of perceived impact vividness on intention to adopt sustainable practices

Hypotheses

- H1: Visual demonstration of sustainable actions has a significant positive impact on perceived impact vividness.
- H2: Before–after environmental impact presentation has a significant positive impact on perceived impact vividness.
- H3: Perceived impact vividness has a significant positive impact on intention to adopt sustainable practices.

Sample and Data Collection

Primary data will be collected from social media users exposed to visual sustainability influencer content using a structured questionnaire.

Measurement Instruments

Measurement scales will be adapted from established studies related to visual persuasion, vividness, and sustainable behavior.

Data Analysis

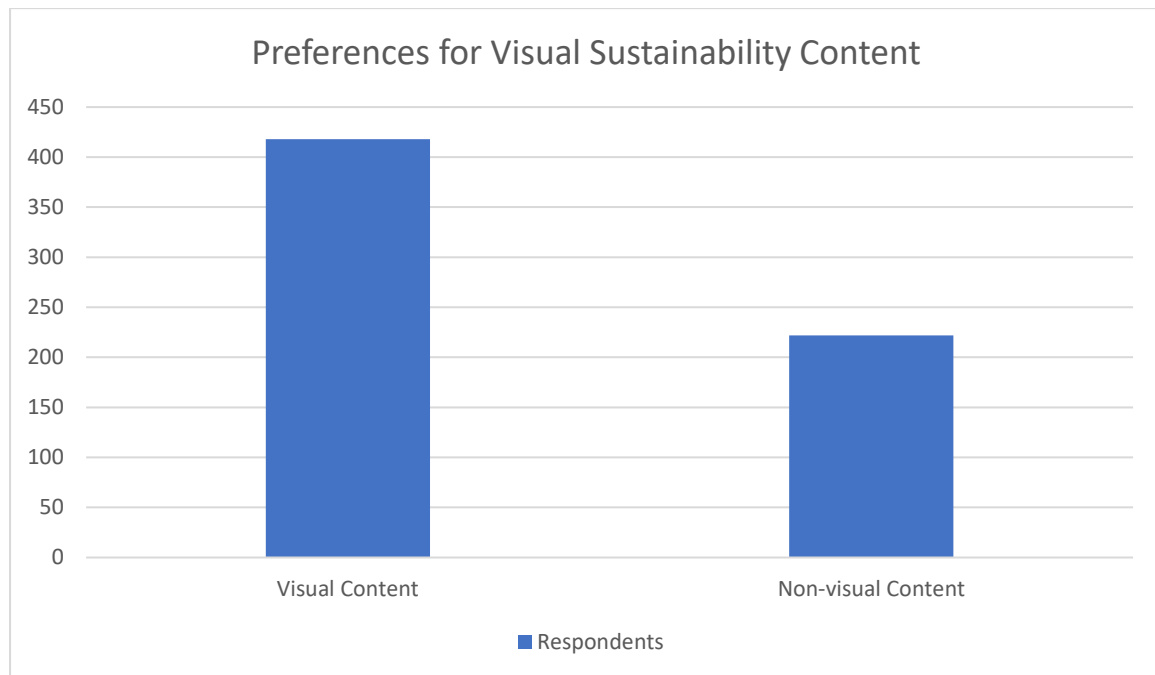
The collected responses were coded and analyzed using SPSS (Version 26). Data were screened for missing values and normality. Reliability analysis, descriptive statistics, Pearson correlation, and multiple regression analyses were conducted to test the hypotheses (Hair et al., 2019; Nunnally & Bernstein, 1994).

Demographic Profile of Respondents

Table 1: Demographic Profile of Respondents (n = 640)

Variable	Category	Frequency	Percentage
Gender	Male	345	53.9%
	Female	295	46.1%
Age	18–25 years	260	40.6%
	26–35 years	252	39.4%
	Above 35 years	128	20.0%
Prefer Video/Reel Content	Yes	418	65.3%
	No	222	34.7%

Figure 2: Bar Graph Showing Preference for Visual Sustainability Content



This bar graph shows that a majority of respondents prefer visual (video/reel) sustainability content from influencers.

Reliability Analysis

Table 2: Reliability Statistics

Construct	Cronbach's Alpha
Visual Demonstration	0.90
Before–After Impact	0.88
Perceived Impact Vividness	0.92
Intention to Adopt Practices	0.91

Correlation Matrix

Table 3: Correlation Matrix

Variables	1	2	3	4
1. Visual Demonstration	1			
2. Before–After Impact	0.69**	1		
3. Impact Vividness	0.77**	0.74**	1	

4. Adoption Intention	0.66**	0.63**	0.79**	1
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p < 0.01

Regression Analysis

Table 4: Regression Results (Dependent Variable: Perceived Impact Vividness)

Predictor	β	p-value
Visual Demonstration	0.41	<0.001
Before-After Impact	0.38	<0.001
R ²	0.71	

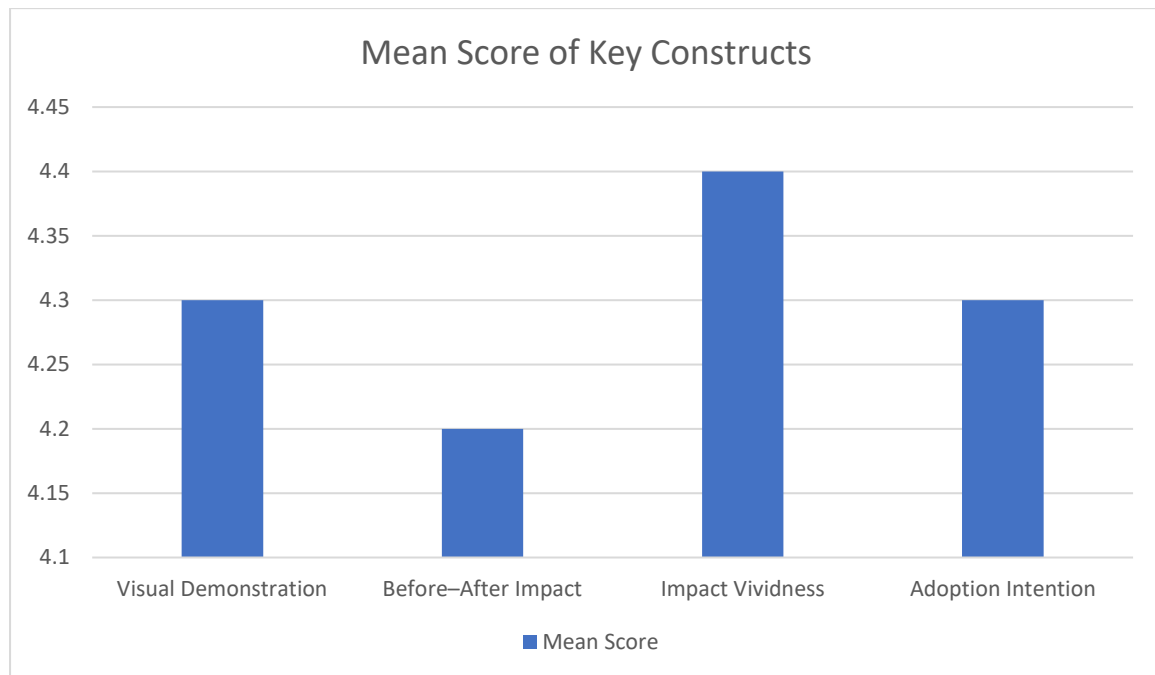
H1 and H2 supported.

Table 5: Regression Results (Dependent Variable: Intention to Adopt Practices)

Predictor	β	p-value
Perceived Impact Vividness	0.77	<0.001
R ²	0.62	

H3 supported.

Figure 3: Bar Graph Showing Mean Scores of Key Constructs



This bar graph compares the mean scores of visual demonstration, before–after impact, perceived impact vividness, and intention to adopt sustainable practices.

Findings and Discussion

The findings clearly demonstrate the persuasive power of visual sustainability communication in influencer marketing. Reliability analysis confirms strong internal consistency across all constructs, indicating the robustness of measurement. The correlation matrix reveals significant positive relationships between visual demonstration, before–after impact presentation, perceived impact vividness, and intention to adopt sustainable practices.

Regression analysis shows that both visual demonstration and before–after environmental impact significantly enhance perceived impact vividness. This suggests that followers respond strongly to concrete visual evidence of sustainability rather than abstract explanations. Visual cues help followers understand and imagine the real outcomes of eco-friendly actions.

Further, perceived impact vividness strongly influences intention to adopt sustainable practices. When followers can clearly visualize the environmental benefits of sustainable actions, they feel more motivated to implement similar behaviors in their own lives.

These results support vividness theory and visual persuasion literature, which argue that concrete and visually rich information leads to stronger cognitive processing and behavioral intentions. Influencers who demonstrate sustainability through videos and before–after transformations are therefore more effective in motivating followers toward eco-friendly practices.

Conclusion

This study confirms that visual demonstration and before–after impact presentations significantly enhance perceived impact vividness, which drives intention to adopt sustainable practices.

Future Scope

- Role of short-form vs long-form visual content
- Cross-platform visual persuasion effectiveness
- Eye-tracking studies for visual sustainability posts

Recommendations

- Influencers should focus on video demonstrations of sustainable actions
- Before–after comparisons should be incorporated in posts
- Brands should collaborate with visually expressive sustainability influencers

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