

ROLE OF SOCIAL MEDIA MARKETING ON GREEN CONSUMPTION BEHAVIOUR- AN EMPIRICIAL STUDY

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ABSTRACT

Modern customers are becoming more conscious of these challenges, and businesses are responding by implementing "green marketing" techniques. Creating and promoting items that are considered safe for the environment is referred to as "green marketing. The association between several social media motivational elements and Indian customers' attitudes toward eco-friendly items and readiness to pay a premium price for them is identified and empirically analyzed in this paper. According to the research, six critical social media motivational variables influence consumer environmental concerns: word-of-mouth, interaction, amusement, trendiness, reliance, and trust. Consumers' problems affect their attitude, and the resulting good mood has a significant and advantageous impact on consumers' willingness. Because the construct of willingness to pay more for green items has received substantially less attention in the Indian context, this research takes the initiative to analyze it. In this way, the current study is novel and provides essential information about how social media affects customers' intentions to buy green products concerning their demographic features. Sample of 231 respondents that includes marketers and consumers both were surveyed to know the role and impact of "social media marketing on green consumption behavior". The study concludes that there is a significant impact of "social media marketing on green consumption behavior".

Keywords- Social Media, Marketing, Green Consumption, Concern, Affect, Buying, Customers, Products, Interaction, Trust.

INTRODUCTION

With the development of the internet and globalization, the social media revolution was born. Users can generate, discuss, and interact with information and other product/service-related information on various social networking sites, including Facebook, Whatsapp, Instagram, Twitter, LinkedIn, etc. Social media has supplanted other traditional forms of media in the twenty-first century. For businesses, this presents both an opportunity and a threat.

With the growth of online marketing communication, which involves various attitude components, including delivering up-to-date information, developing relationships, customer service, word-of-mouth, two-way communication, etc., social networking advertising came into being. It is advised that businesses utilizing social media should pay close attention to how their followers behave (Ismail, 2017). Environmental education is increasingly focused on public environmental concerns and the expanding use of social media. It is not sufficient to have a positive attitude toward the environment; one must also behave accordingly. When taking environmental action, the people needed clarification and were underprepared. Numerous businesses experimented with more methods of controlling their online presence as internet usage grew (Johnson & Chattaraman, 2019). They experimented with different business strategies that might open up more potential for them than the internet. The value of social media for businesses, particularly from a direct marketing standpoint, has been demonstrated by various studies undertaken in the previous two decades. Businesses should be aware of the needs of their customers and plan their marketing initiatives accordingly. They ought to plan memorable occasions (Kumar & Chamoli, 2019). Louis Vuitton, for instance, broadcasts live fashion displays on Facebook. In addition to creating iPhone applications, businesses like Ralph Lauren, Gucci, Chanel, and others also have Facebook, TikTok, Twitter, YouTube, and Instagram accounts. This removes limitations on time, place, and media for communication between a brand and a customer. One of the most widely used platforms for advertising goods, maintaining relationships, and interacting with clients is Facebook.

Any business can use various Facebook posts or content to inform clients about its products, services, and deals. Facebook allows businesses to hear from recent and potential customers (Bedard & Tolmie, 2018). Businesses can better comprehend client wants and perspectives by doing this.

Additionally, Facebook fan sites are employed to advertise discount coupons, disseminate details about promotions, and administer customer competitions. Consumers can produce, publish, or disseminate social media content that influences their behavioral intentions. Consumers can converse and do information searches via social media. Consumers can get increasingly immersed in the online environment thanks to social media platforms like Facebook, Instagram, TikTok, Twitter, and YouTube. Additionally, it gives businesses different opportunities to sell their goods and services and determine consumer demand (Paco et al., 2019)

LITERATURE OF REVIEW

Yadav and Pathak (2017) Social media's accessibility has made it a desirable means of communication for businesses. Businesses have come to understand the value of social media as a tool for connecting with customers and promoting their products. Social media has much room

to expand in the future. Social media must be fully utilized to maximize its advantages for society because it has become a crucial means of communication with millennials. The current article has investigated how social media influences millennials' desire to make green purchases. Greener consumer habits will encourage resource conservation, environmental improvement, and a decrease in resource waste. The current study has added to the body of knowledge by offering insightful new information. The study has outlined how social media influences millennials' plans to make green purchases. Being a sizable portion of the population, millennials play a significant role in consumerism and are responsible for the environment.

Chin et al. (2018). Social media demand: As people and companies have more access to information, searching for, exchanging, and storing information has become more economical. As a result, firms can reach more clients, make more money, and compete more effectively. It will also improve the role of information as a resource in managing the economic system. The promotion and realization of shared corporate funds, such as goods and services, and the choice of effective promotional methods for each product are made possible via marketing technology. It also increases the efficiency of their operations. In the digital economy, leveraging social media for advertising can instantly and consistently increase brand loyalty by allowing businesses to connect with potential customers. Because of this, many firms see the value and necessity of doing so.

Murwaningtyas et al. (2020). Consumer interest in green cosmetics is rising; moreover, the literature needs to include solid studies on how attitudes and motives for these goods are formed. Social media has recently had a significant impact on how businesses and consumers communicate with one another as well as with one another. By examining the influence of social media on customers' motives and buying intentions for green cosmetics, the present study's findings add to the hypothesis. The findings confirm the attitude's capacity for predicting intentions to buy green cosmetics and expand the model by considering how the internet functions as a source of information for the growth of these antecedents. The findings demonstrate the influence of altruistic motivation on attitude and purchase intention for green cosmetics.

Ma et al. (2018). The study supplies several aspects that will aid researchers and marketers in comprehending Indian customers' readiness to purchase green products while utilizing the well-liked social media platforms now in style. The study is unique and ground-breaking in that it aids in analyzing customer willingness, a topic that has not been extensively studied in the Indian setting. Additionally, it aids in the detailed analysis of how social media activities related to consumer attitudes and willingness. The study also developed and improved a scale for measuring social networking-related motivators for environmentally friendly products in India,

which will be helpful for academic researchers and practitioners working in green marketing to gauge Indian customers' environmental behavior.

Bilgin (2018) It is crucial to emphasize the significance of ethical consideration when supporting companies that produce green goods, electric cars being one example. Additionally, adopting environmental concerns aids businesses in becoming leaders if doing so offers consumers both direct and indirect benefits, as per green marketing or a green entrepreneurial approach. Emerging economies build "green" economies based on elements and practices fundamentally different from those of most developed countries. The large-scale, largely unrealized potential exists in emerging economies for "green" growth. To build marketing theories and models connected to attracting customers to green products by comparison testing between emerging and mature markets, the study recommended more innovative research on green consumption and social media.

Kang and Kim (2017) This study represents the first deliberate attempt to review the literature on applying social network activities to the green marketing idea. Consequently, a comprehensive and comprehensible overview of the topic was created. The study summarized the retrieved papers according to four primary thematic foci—brand general marketing techniques, brand promotion tactics, factors influencing consumer behavior, and promoting environmental consciousness. First, this study clearly outlines the implications for marketers of the increased interest in green marketing. This shows that interest in the subject is proliferating and that using green marketing strategies is not simply a fad but a significant concern when producing products and services and organizing marketing campaigns.

Nassar & Strielkowski (2022). On social media, marketers, and advertisers are increasingly promoting green products. Social media is less regulated than traditional media, so green advertising frequently needs more trustworthy information regarding a product's environmental benefits. These environmentally friendly commercials can make consumers wary of greenwashing. According to this study, customers' intentions to make green purchases are influenced by consumers' perceptions of the usefulness of the information they get. Interdependent self-construal and independent self-construal both favorably and negatively regulate this indirect connection. The study's conclusions imply that effective marketing of green products depends on truthful and consumer-specific green advertising.

(Zollo et al., 2020) This study contributes in some ways. First, the literature analysis revealed few studies of green consumerism in developing countries. These issues merit additional focus in this sector. This study showed the extensive usage of social media marketing and its importance in comprehending sustainable consumption in emerging economies. These factors are affected by product knowledge, PCE, attitudes toward and plan to purchase green goods. Second, this study

provided a more detailed understanding of the desire to buy green goods by focusing on consumer groups inside the social media setting. Finally, this study considered the significant influence that market sectors have on consumers' willingness to buy green products.

Abbas et al. (2019). The study supplies several aspects that will aid researchers and marketers in comprehending Indian customers' readiness to purchase green products while utilizing the well-liked social media platforms now in style. The study is unique and ground-breaking in that it aids in analyzing customer willingness, a topic that has not been extensively studied in the Indian setting. The study's identification of the most pertinent online activities for green products in the Indian context and the creation of a scale for measuring them are further contributions; This would be useful for academic academics and practitioners involved in the green marketing industry to comprehend the green purchasing habits of Indian customers. (Kudeshia and Mittal, 2015) Facebook fan page has a positive impact on the purchase intention, brand image and leads to positive word of mouth.

Dangelico & Vocalelli (2017) This study aims to ascertain how social media marketing and green products affect consumer purchase behavior. Environmental issues are now considered when deciding whether to use a green product. At the same time, social media marketing is a way for businesses to engage in social media to use it later to influence customer purchases. Additionally, this is brought on by the renewal of numerous products, which results in a supply shortage. The findings of this study are confirmed by research that indicates that social media marketing strategies such as email marketing, which is one example, do not significantly affect consumer purchasing behavior.

OBJECTIVE

1. To know the role of “social media marketing on green consumption behaviour”.
2. To know the impact of “social media marketing on green consumption behaviour”.

METHODOLOGY

Sample of 231 respondents that includes marketers and consumers both were surveyed to know the role and impact of “social media marketing on green consumption behavior”. The survey was conducted with the help of a questionnaire and convenient sampling method was used to collect the primary data. The data was analyzed with the help of Mean and t-test to get the end results.

FINDING

Table above is showing general details of the respondents in which 36.8% are male and 63.2% are female. Among them 30.7% are below 34 years of age, 40.3% are from the age group of 34-

42 years and rest 29.0% are above 42 years. 53.2% respondents are marketers and rest 46.8% are consumers.

Table 1 General Details

Variable	Respondent	Percentage
Gender		
Male	146	63.2
Female	85	36.8
Total	231	100
Age (years)		
Below 34	71	30.7
34-42	93	40.3
Above 42	67	29.0
Total	231	100
Occupation		
Marketers	123	53.2
Consumers	108	46.8
Total	231	100

Table 2 Role of social media marketing on green consumption behavior

S. No.	“Statements”	“Mean Value”	“t value”	“Sig.”
1.	Social media marketing is increasing consumer’s interest towards green products	3.20	3.093	0.001
2.	Consumers are preferring public transport and recyclable packing	3.17	2.646	0.004
3.	Social media is motivating consumers to change their attitude and purchase intention for green cosmetics	3.21	3.320	0.001
4.	Social media is making consumers to support companies that produce green goods	3.19	2.944	0.002
5.	Social media is changing consumers' perceptions of the usefulness of green products	3.10	1.575	0.058
6.	Social media is providing green product knowledge	3.15	2.322	0.011
7.	Consumer desire to buy green goods following consumer groups inside the social media is increased	3.11	1.719	0.043

8.	Environmental education on social media is increasing focus on public environmental concerns	3.28	4.395	0.000
9.	Consumers are consuming green products even they are expensive	3.13	2.016	0.022
10.	Consumers prefer green consumption to reduce environmental pressure	3.18	2.840	0.002

Table 2 is demonstrating role of “social media marketing on green consumption behaviour”. The respondent says that environmental education on social media is increasing focus on public environmental concerns with mean value 3.28, social media is motivating consumers to change their attitude and purchase intention for green cosmetics with mean value 3.21 and social media marketing is increasing consumer’s interest towards green products with mean value 3.20. It is found that social media is making consumers to support companies that produce green goods with mean value 3.19, Consumers prefer green consumption to reduce environmental pressure with mean value 3.18 and Consumers are preferring public transport and recyclable packing with mean value 3.17. The respondent also says that social media is providing green product knowledge with mean value 3.15, Consumers are consuming green products even they are expensive with mean value 3.13, Consumer desire to buy green goods following consumer groups inside the social media is increased with mean value 3.11 and social media is changing consumers' perceptions of the usefulness of green products with mean value 3.10. T-test shows that all the statements are significant as the value under significant column is below 0.05 except *social media is changing consumers' perceptions of the usefulness of green products (significance value 0.058)*.

CONCLUSION

This study examined the strategic dilemma many businesses confront as they try to appeal to the burgeoning "green consumer" target market. Results indicated that the internet was a significant potential venue for communication; the more green consumers used digital media, the more so. Social media stood out as an essential touchpoint for green marketers. In conclusion, using digital media to reach sustainable consumers will lead to a healthier and green future. The most critical repercussions for green product producers are that they should focus on how social media can be used to promote going green and how it can increase green product consumption, which will benefit consumers as individuals and society as a whole on the one hand and the environment on the other.

The study had explored the role of “social media marketing on green consumption behaviour” in which it is found that environmental education on social media is increasing focus on public

environmental concerns, social media is motivating consumers to change their attitude and purchase intention for green cosmetics, social media marketing is increasing consumer's interest towards green products, social media is making consumers to support companies that produce green goods and Consumers prefer green consumption to reduce environmental pressure. The study concludes that there is a significant impact of "social media marketing on green consumption behavior".

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