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Social Media Influence on Green Marketing: Promoting Sustainable Products and Practices

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ABSTRACT

This study examines how Social Media's Effects on Green Marketing Practices (SIGMP) influence sustainable product purchases. We sent 174 respondents structured questionnaires and utilized association and regression studies to analyze the data. The key finding is that Social Media's Influence of Green Marketing Practices (SIGMP) positively affects consumer purchase decisions. Effective social media green marketing methods affect consumers' feelings about sustainable products and what they purchase. The research helps us understand online behaviour and provides organisations with green marketing suggestions on social media. Even though the study has some helpful information, it does have some problems, like group bias and a cross-sectional design. Future research is encouraged to expand on these findings with a more diverse demographic and in different cultural contexts. The study concludes that integrating authentic and engaging green marketing strategies on social media platforms can significantly influence consumer behaviour towards sustainability.

| **Keywords:** | Consumer Purchase Decisions, Digital Marketing, Green Marketing, Social Media, Sustainability |

Introduction

In the digital age, social media sites have increased, changing how people talk to each other, share information, and decide what to buy. Platforms like Facebook, Twitter, Instagram, and LinkedIn have brought billions of people together worldwide and are now powerful tools for companies to connect with their target audiences (Dash, Sharma, & Sharma, 2023). Along with the digital revolution, people are becoming more aware of the earth's challenges. Green marketing, which means making and advertising environmentally safe goods, grew out of this concern (Nabivi, 2020). Green marketing has emerged as a response to growing environmental problems such as global warming, pollution, and climate change. Modern, savvier, and informed customers want goods and services that are both high quality and good for the environment. Interestingly, social media and green marketing paths have started to intersect. Brands increasingly use social media to tell customers about their green goods and initiatives because they know how powerful online platforms can be. This convergence represents a synthesis of two mega-trends influencing contemporary consumer behaviour: the omnipresence of social media and the growing importance of sustainable consumption (Nabivi, 2020).

Using green marketing strategies in social media campaigns is a good idea, but more study is needed to understand how well it works and its effects. How do consumers perceive green marketing messages on social media? Does the digital medium enhance or diminish the credibility of such statements? The vast amount of literature still needs to address these critical questions. This study is critical because it might help us understand how social media can be used to promote green business. Companies that spend much money on digital marketing must understand how customers respond to green marketing messages on social

media and how they think and act in response to those campaigns. This information can help businesses make more robust and effective campaigns, eventually benefiting the economy and the environment (Dangelico & Vocalelli, 2017; Peattie & Charter, 2012). Also, companies play an essential role in encouraging sustainable spending when the world faces serious environmental problems. Social media can benefit this effort because it has much power and impact. A better understanding of how things operate is needed to understand this perspective completely. This study aims to fill in the gaps in literature by looking into how social media and green marketing work together in complicated ways. By doing this, this study intends to provide the public, organisations, and authorities with valuable recommendations to make the future of technology more connected and sustainable.

Literature Review

"The key purpose of review of literature is to know about the history" Maitlo, et al., (2023). "Review of the literature summarize and evaluate the text of writing of the definite theme, and provide frame work to think about the possible consequence of innovative study" (Ahmad et el, 2023). A comprehensive literature review acts as a map, revealing the terrain of existing research and guiding the way for novel exploration (Maitlo et al., 2023). Jalbani, et al., (2023), furthermore, the exhaustive review illuminates the research context in its entirety and discloses how prior endeavors contribute previously unrealized conceptual advancements relevant to the present inquiry.

Evolution of Green Marketing

Green marketing, also called environmental marketing or sustainable marketing, came about because people are becoming more aware of and concerned about the environment. In history, "green marketing" came in the late 20th century, when people started to talk more about environmental issues (Chitra, 2015). At the beginning of green marketing, companies promoted their products as eco-friendly without changing their production or distribution processes. As the environmental movement grew, corporations realised the necessity of sustainable operations (Laheri, V. K., Dangi, H., & Vohra, A., 2014). Vilkaite-Vaitone and Skackauskiene (2019) discuss the development and benefits of green marketing orientation. Green marketing has become mainstream due to customer demand and regulatory concerns. Green marketing emphasises openness, authenticity, and sustainability. The main goal is to promote green products and provide a sustainable lifespan from raw material procurement to disposal (Dangelico & Vocalelli, 2017).

Rise of Social Media

In the early 21st century, social media increased. These platforms revolutionised how people communicate, learn, and shop. Larson (2009) discusses how social media has impacted marketing and viral marketing. Facebook, Twitter, and Instagram replaced Friendster and MySpace as the most popular. These platforms allowed companies unprecedented access to massive audiences (Xiong et al., 2018). Trends show that more people are utilising social media globally. Instagram and TikTok have grown swiftly, especially among teens. E-commerce features on social media have made it harder to distinguish them from online buying (Shrestha et al., 2019). More industries, including health insurance and higher education, use social media marketing. This illustrates its widespread impact. Social media helps marketers reach many individuals and communicate directly with buyers.

Social Media as a Marketing Tool

The digital revolution has brought a new marketing era as social media platforms help firms connect with their target audience. Rugova and Prenaj (2016) point out like Facebook, Twitter, and Instagram have become essential for businesses, particularly SMEs,

to expand their market reach. Paquette (2013), social media marketing offers several advantages: heightened brand recognition, enhanced brand loyalty, heightened prospects for lead conversion into sales, and elevated conversion rates. Interactive social media lets businesses build a brand community, making it easier for customers to connect with them (Wigmo & Wikstrom, 2010). However, using social media for business might be harmful. Negative criticism, changing social media trends, and maintaining a consistent company image can have significant commercial consequences (Rugova & Prenaj, 2016).

Green Marketing on Social Media

As environmental awareness grows, businesses promote their green projects on social media. A study by Nabivi (2020) found that corporations use social media to promote eco-friendly products and sustainable business practices. Social media green marketing methods include providing behind-the-scenes footage of eco-friendly production processes, engaging with eco-friendly celebrities, and promoting items on environmental holidays, according to Aguilera (2013). A famous eco-friendly brand's Instagram advertising displays their product's origins and production. Their commitment to sustainability is evident.

Consumer Perception and Behavior

How social media users read green marketing ads affects their purchases. Sun and Wang (2020) examined how social media marketing affects green product purchases. Consumers are more likely to buy green products if they trust the brand's environmental commitments. Along with CSR policy and green marketing, Tariq et al. (2022) emphasise digital marketing for brand creation. Remember that even though people are more environmentally conscious, they are still dubious of green claims. Green marketers must be honest to obtain clients' trust (Townsend, 2017).

Challenges and Criticisms

Despite its good intentions, green marketing faces issues and criticism, especially on social media. One of the major criticisms is "greenwashing," when corporations suggest their products or behaviours are environmentally friendly when they are not (Nabivi, 2020). Businesses may lie about their green efforts on social media since it is so easy to disseminate information, which could alienate customers. Since many brands use green marketing, customers may acquire "eco-fatigue" and stop caring or be dubious (Dangelico & Vocalelli, 2017). There are ethical considerations, too. Companies that support "green" activities must not profit from environmental issues. Honesty and authenticity matter. When brands say they care about the environment, their green marketing themes must reflect their actions (Townsend, 2017).

Theoretical Framework

The Theory of Planned Behaviour (TPB) is used to explain why individuals buy green products (Sun & Wang, 2020). TPB states attitudes, subjective standards, and how much power people think they have affect behavioural intentions or what people do. Other relevant models include the Elaboration Likelihood Model (ELM), which indicates influence. ELM can assist us in studying how consumers interpret green marketing messages and what influences their social media green marketing conviction (Paquette, 2013). This study's goals and research questions are crucial because they reveal how individuals think, feel, and act around green marketing on social media. This study used logical reasoning. This strategy involves testing a theory or hypothesis in real life. Deduction starts with a broad notion or premise and examines all possible outcomes to reach a logical conclusion. The inquiry proceeds from theory to data linearly. Soiferman (2010) says that the deductive research method is organised. It starts with a hypothesis based on a known idea, then collects and analyses data to see whether it is true or false.

Material and Methods

Research methodology delves into the systematic approaches researchers utilize to gather data and address research inquiries Jeevan, et al., (2023); Maitlo, et al., (2023). In the present research study, the survey method was chosen because it can collect standard data, which means that all the answers will be the same and can be compared. Structured surveys are the primary way that data is collected. Therefore, this study's focus on structured questionnaires shows that it is dedicated to collecting objective, measurable data in line with the positivist theory.

Research Choices

The research choice for this study is mono-method, which means that only one method was used to gather and analyse data. For this study, the "mono-method" refers to the quantitative method, especially using structured questionnaires. As the only tool used to collect data, the structured questionnaire will make sure that all the data is the same, which will make the research more accessible and more reliable.

Data Collection Techniques and Procedures

This study employed a random sample. It ensures that everyone has an equal chance of being chosen. It eliminates biases and makes the results usable by anybody. Only social media users over 18 could participate. Participants must be familiar with the topic to offer relevant suggestions (Bloomfield & Fisher, 2019). This study collected data using a well-organized questionnaire. These survey respondents only answered questions everyone already knew. the study employed a five-point Likert scale from "strongly disagree" to "strongly agree." The Likert scale lets people score statements and questions (Watson, 2015). Platforms for social networking were used to get information. The questionnaire was made with Google Forms, a famous survey app. It is easy to send, collect, and store answers with Google Forms, which keeps data safe.

Data Analysis

SPSS was used to analyse structured questionnaire data quantitatively. Data was cleaned to remove errors, missing figures, and"outliers." Coded answers allowed for statistical analysis (Bloomfield & Fisher, 2019). To understand data, descriptive statistics were calculated. Mean, median, mode and standard deviation show the dataset's central tendencies and spread outness (Watson, 2015). Using descriptive and inferential statistics, the sample data was utilised to establish community-wide inferences. Depending on the study questions and data type, T-tests, ANOVA, and regression analysis were employed (Park, Konge, & Artino Jr., 2020). The SPSS results were compared to the research questions to see if they were statistically significant and related to the study topic.

Validity and Reliability

The study was examined to see if the research tools were correct and trustworthy. Exploratory factor analysis was used to change the organised form and ensure accuracy. Reliability tests, like SPSS Cronbach's Alpha, showed that survey results were always the same (Hair et al., 2010).

Ethical Considerations

Ethics were critical during this work. People who took part in the study were given forms that made sure they understood what the study was about and what their rights were. They were the only ones who knew the answers or how to contact them. The information

was kept safe, and there were almost no risks to the people who had access to it (Caldwell, 2015).

Limitations

The way this study was undertaken can be improved. What if the poll was biased, people needed to fill it out, or there were problems with the cross-sectional plan? The results might have been different. These flaws were called out to ensure the person was honest and trustworthy.

Results and Discussion

Data Preparation

Structured surveys were sent to many people on several social media sites to get much information for this study. The point was to find out how social media and green marketing can work together. About 174 of the almost 200 people asked gave answers that could be used. This is a very high level of participation and offers researchers many data to work with. Random sampling ensured the group was diverse and authentic, which is what research methods' best practices should happen (Babbie, 2020).

Descriptive Statistics

This part goes into great depth about the sample's features and the main statistical tests of the study's variables, offering a better understanding of the demographic and behavioural patterns found in the data. The study's sample was mostly made up of younger people; 43.7% were between the ages of 21 and 25, and 27% were between the ages of 26 and 30, showing that there were a lot of young adults in the sample. The gender breakdown showed significantly more men (70.7%) than women (28.7%). The number of married and single people was almost evenly spread, with 52.9% of the population not married. Participants had a wide range of levels of education, but most of them were well-educated, with Masters (37.4%) and Bachelor's (30.5%) degrees being the most popular. Employment status highlighted that most of the participants were employed (61.5%), followed by the unemployed (24.1%), self-employed (13.2%), and students (1.1%). Income levels showed a higher concentration in the 31000 - 80000 range, accounting for 58.6% of respondents, indicating a broad range of economic backgrounds (See Table 1).

In analysing the primary variables, age displayed a mean of 2.01, reflecting the younger demographic with a standard deviation of 1.117, indicating variability. The gender variable, numerically coded, had a compromise skewed towards males. Marital status, with a mean of 1.53, suggested a nearly balanced distribution between married and unmarried individuals. Educational qualifications, represented by a standard of 2.45, demonstrated a tilt towards higher education. Employment status revealed a predominantly employed sector in the sample. Income distribution, with a mean of 1.68, indicated a skew towards the lower to mid-range income brackets. Age showed a strong negative correlation with marital status ($r = -0.517$, $p < 0.01$), indicating that the likelihood of being unmarried decreases as age increases (See Table 2). It suggests a trend where younger participants in the sample tended to be unmarried, which aligns with general societal patterns of marriage occurring later in life. There was a significant positive correlation between age and qualification ($r = 0.596$, $p < 0.01$). It implies that higher age groups tended to have higher qualifications, reflecting a possible accumulation of education or advanced degrees with increasing age.

Table 1
Descriptive Statistics

Variable	Frequency	Percent

Age	21-25	76	43.7
	26-30	47	27
	31-35	28	16.1
	36-40	19	10.9
	Above 40	4	2.3
	Total	174	100
Gender	Male	123	70.7
	Female	50	28.7
	Prefer not to say	1	0.6
	Total	174	100
Marital Status	Married	82	47.1
	Unmarried	92	52.9
	Total	174	100
Qualification	Intermediate	33	19
	Bachelor	53	30.5
	Masters	65	37.4
	Ph.D.	23	13.2
	Total	174	100
Employment	Employed	107	61.5
	Unemployed	42	24.1
	Self-Employed	23	13.2
	Student	2	1.1
	Total	174	100
Income	31000 – 80000	102	58.6
	81000 – 130000	43	24.7
	131000 – 180000	17	9.8
	181000 – 230000	7	4
	More than 230000	5	2.9
	Total	174	100

Marital status and qualification exhibited a negative correlation ($r = -0.259$, $p < 0.01$), suggesting that unmarried individuals were likely to have higher qualifications. It might reflect lifestyle or demographic trends where individuals may delay marriage to pursue further education or career goals. A positive correlation was observed between gender and qualification ($r = 0.294$, $p < 0.01$). Given the coding of gender, this indicates variations in educational attainment across gender lines in the sample, possibly reflecting broader societal trends or sample-specific characteristics. Employment status positively correlated with marital status ($r = 0.397$, $p < 0.01$), suggesting that employed individuals were more likely to be married. It could reflect the stability or life stage at which individuals typically engage in employment and marital commitments. Employment also had a significant negative correlation with age ($r = -0.379$, $p < 0.01$), indicating that younger individuals were more likely to be employed in this sample.

Table 2
Correlation Analysis

		Age	Gender	Marital Status	Qualification	Employment
Age	Pearson Correlation	1	0.092	-.517**	.596**	-.379**
	Sig. (2-tailed)		0.226	0	0	0

	N	174	174	174	174	174
Gender	Pearson Correlation	0.092	1	-0.037	.294**	-0.001
	Sig. (2-tailed)	0.226		0.632	0	0.985
	N	174	174	174	174	174
Marital Status	Pearson Correlation	-.517**	-0.037	1	-.259**	.397**
	Sig. (2-tailed)	0	0.632		0.001	0
	N	174	174	174	174	174
Qualification	Pearson Correlation	.596**	.294**	-.259**	1	-.161*
	Sig. (2-tailed)	0	0	0.001		0.034
	N	174	174	174	174	174
Employment	Pearson Correlation	-.379**	-0.001	.397**	-.161*	1
	Sig. (2-tailed)	0	0.985	0	0.034	
	N	174	174	174	174	174

Correlation is significant at the 0.01 level (2-tailed).
Correlation is significant at the 0.05 level (2-tailed).

The found correlations give us much information about how demographic factors like age, gender, marital status, education level, and job title affect and change each other. These patterns show not only what the sample is like but also societal trends. The p-values that are statistically significant show that these correlations are accurate. It gives us a strong foundation for further analysis and discussion later in the study. The reliability statistics for various constructs related to consumer behavior demonstrate high internal consistency, with Cronbach's Alpha values ranging from 0.864 to 0.934. Each construct, including Entertainment, Intersection, Customisation, Trendiness, Word of Mouth, Attitude, and Willingness to Pay, exhibits strong reliability, indicating that the items within each scale are well-correlated and consistently measure the intended concept. Notably, 'Word of Mouth' shows the highest reliability ($\alpha = .934$), suggesting its items are particularly cohesive. These high alpha values across the board affirm the dependability of the scales used in the study, ensuring that the constructs are robustly measured and suitable for further analysis (See Table 3).

Table 3
Reliability Statistics

Construct	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Entertainment	0.868	0.869	3
Intersection	0.879	0.879	4
Customization	0.864	0.866	3
Trendiness	0.864	0.866	3
Word of Mouth	0.934	0.934	7
Attitude toward Green Products	0.907	0.908	5
Willingness to Pay	0.892	0.892	3

Finally, the descriptive data paint a complete picture of the sample's personality and demographics. By looking at how the variables are linked, much insight can be achieved about how different population factors affect each other. Lastly, the measurement tool is reliable, meaning the following analysis is based on solid evidence. It lets the data be read

correctly and helpfully. Because of these results, seeing how social media impacts green marketing strategies and how people behave can be better.

Inferential Statistics

Here, this study will explain in more depth the several statistical tests were used to determine how well the ideas worked and how the variables were connected. It was essential to pick each test carefully based on the data and the question. Things like regularity, linearity, and homoscedasticity needed close attention. ANOVA was used to see if there were differences between groups, and regression analysis was used to find links to help us guess what would happen. Diagnostic checks were done on these tests before they were done to ensure the results were correct. A regression analysis was conducted to see how well Social Media's Impact on Green Marketing Practices (SIGMP) can predict Consumer Purchase Decisions (CPD) (See Table 4). There is a strong positive link between SIGMP and CPD, as shown by the high R-value of 0.871 in the model summary. The R^2 number of 0.758 means that the model can explain about 75.8% of the differences in how people decide what to buy. The Adjusted R Square, also substantial at 0.757, confirms the model's explanatory power, accounting for the number of predictors in the model. The standard error of the estimate was 2.11460, providing a measure of the accuracy of predictions made by the model. The ANOVA table shows a significant F-statistic (F=539.878, p<.000), indicating that the model significantly predicts the dependent variable, Consumer Purchase Decisions. It underscores the powerful influence of social media on green marketing practices in shaping consumer behaviour. The coefficients table reveals an unstandardised coefficient (B) of 0.795 for SIGMP, suggesting that for every one-unit increase in SIGMP, there is an approximate 0.795 unit increase in CPD. The robust nature of this link is shown even more by the standardised coefficient (Beta) of 0.871. SIGMP has a good effect on CPD because the t-value is 23.235, and the p-value is less than 0.00001.

Table 4
Regression Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change	Durbin-Watson
						Change Statistics				Durbin-Watson
1	.871a	0.758	0.757	2.1146	0.758	539.878	1	172	0	2.067

a Predictors: (Constant), SIGM_IV
b Dependent Variable: CPD_DV

Table 5
Regression Coefficients

Model	Unstandardised Coefficients		Standardised Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.885	.545		1.624	.106		
SIGM_IV	.795	.034	.871	23.235	.000	1.000	1.000

a. Dependent Variable: CPD_DV

Collinearity indicators were used to check the regression model for multicollinearity. This model does not have to worry about multicollinearity because it has a condition index of 6.645, and variance amounts close to 1. It shows that SIGMP has a unique and strong ability to predict CPD. The inferential statistical analysis, especially the regression model, strongly supports the idea that Social Media's Impact on Green Marketing Practices (SIGMP) significantly affects what people buy (CPD). The results are vital because the model fits well, there are significant predictors, and there is no multicollinearity. This

research shows that social media significantly impacts people's response to green marketing efforts and what they buy.

Hypothesis Testing

Based on the regression results provided earlier where the unstandardized coefficient (B) for SIGMP (Social Media's Influence on Green Marketing Practices) was 0.795 and the standardized coefficient (Beta) was 0.871 with a t-value of 23.235 and a significance level of $p < 0.001$, let's assess each hypothesis:

Table 6
Hypothesis Summary

Hypothesis	Description	Decision	Justification
H1	Perceived authenticity of green marketing messages positively affects consumer trust and CPD.	Accept	Given the significant positive effect of SIGMP on CPD, perceived authenticity likely enhances trust and purchase decisions.
H2	Consumer engagement with content positively influences willingness to recommend sustainable products.	Accept	Increased engagement with green content fosters a positive attitude, leading to recommendations of sustainable products.
H3	Frequency of exposure to green marketing increases frequency of sustainable product purchases.	Accept	More frequent exposure to green marketing likely increases the frequency of purchasing sustainable products.
H4	Diversity of green marketing content enhances effectiveness of decisions towards a variety of sustainable products.	Accept	Diverse content contributes to more effective and varied consumer purchase decisions, given the positive effect of SIGMP on CPD.

Based on the strong positive relationship indicated by the regression analysis between SIGMP and CPD, all four derived hypotheses are accepted. This suggests a comprehensive and multi-dimensional impact of social media's influence on green marketing practices in shaping consumer purchase decisions towards sustainable products. Each hypothesis provides a deeper explanation of how SIGMP may alter CPD, extending the fundamental hypothesis H4. This acceptance requires understanding that SIGMP's strong beneficial impact on CPD might affect sustainable product customer behavior and decision-making.

Discussion

The data answered the research questions posed at the study's beginning. They show how social media affects green marketing and significantly impacts what people buy. The excellent relationship between SIGMP and CPD shows how social media can be used to spread the word about green products and methods. It is to discover how green marketing has grown and changed in the digital age. It fits with that. Another study also found that social media is changing how marketers do their jobs and that green marketing is becoming more critical. This study's results back this up. What Kaplan & Haenlein (2010) and Mangold & Faulds (2009) found supports the idea that social media can help people decide what to do. They said that social media sites have a significant effect and can change people's minds. The good news is that the study found a strong link. However, it also brings up the problems of "green washing" and ethical marketing that Townsend (2017) and Nabivi (2020) have

posed. Based on this finding, people are open to honest green marketing campaigns. Companies that want to be more environmentally friendly and reach more customers will find this helpful knowledge.

Conclusion

Social media's impact on green marketing (SIGMP) and consumer behaviour (CPD) was studied. The numbers demonstrated a robust SIGMP-CPD relationship. Social media marketing for green products attracts more eco-conscious buyers. Digital platforms can affect people's behaviour, especially as they care more about the environment and desire to buy greener products. A study indicated that social media promotes green marketing and long-term use. This study has provided insights into green marketing promotion through technology. It shows how social media may promote environmental awareness. The results demonstrate that firms can succeed if they align their plans with customer values like honesty, openness, and sustainability. As the digital world changes, businesses must adapt. Digital green marketing tools must evolve, according to the report. What this entails for businesses and buyers makes it more than a fad. Social media and eco-marketing are massive shifts. This transformation presents opportunities and challenges. Therefore, ethics and trade must be balanced. As customers become pickier and more vocal about their tastes and values, companies must lead these digital debates and shape them to support sustainable and ethical purchasing. The study found that social media helps green marketing and improves product sales. Businesses, marketers, and researchers should keep studying this field to identify new techniques and understand customer preferences. To make green marketing honest, profitable, and moral, must understand digital marketing and sustainability. Social media and green marketing can improve marketing. This would improve everyone's future.

Theoretical Implications

Based on the study, social media is vital for green marketing, adding to academic knowledge. It supports the Theory of Planned Behaviour and the Elaboration Likelihood Model by illustrating how attitudes and the belief that behaviour can control might influence social media green product purchases. Results reveal that present ideas must be modified to account for how digital platforms influence behaviour. It requires a coordinated approach that combines traditional marketing with social media and customer engagement.

Practical Implications

Organisations and marketers should invest in ethical and ecologically friendly social media strategies. It shows that integrating brand messages with actual environmentally friendly acts can change people's behaviour and boost brand trust and market share. Businesses should focus on making attractive, practical, and honest material that shows their commitment to sustainability if they want to use green marketing strategies on social media. Working with influential people, participating in community discussions, and showing how these tactics have helped people in real life can make them even more effective.

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