

Determination Of The Influencing Factors Of Social Media Marketing Platforms Impacting Purchasing Behavior Of Green Products Buyers

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Abstract

It has been observed that with the resurgence of the worldwide marketplace for organic and green products, consumer decisions reflect not just cost and quality inclinations but also ethical and moral convictions. Further, from the emotional priming and moral regulation perspectives, it has been discovered that merely being exposed to green products and actually purchasing them resulted in quite distinct behavioral consequences. Hence, in the present work, the article explores the purchasing behavior of consumers for green products on social media to identify various influencing factors impacting the buyers. Nowadays, businesses have promoted the green product on social media platforms such as WeChat, microblogs, Twitter, etc., and social media usage (SMU) actively influences consumers' sustainable consumption behavior. Consequentially, the present study will be of great interest to the marketing professional and retailer because it outlines the key factor that can help boost their sales by knowing the factor of influence on purchasing. In this work, an empirical investigation has been done using a quantitative sample collected from 439 respondents for their degree of agreement on various questions presented in the online questionnaire based on a five-level Linkert scale. As per the analysis, there is a strong

positive correlation between the customer's engagement and social proofing and the intention, attitude, and subjective norms of the respondent.

Keyword: Social media marketing, purchasing behavior, green products and influencing factors.

1. Introduction

Consumers have been more conscious of ethical and social problems in recent years, particularly as they relate to trading, consumption of energy, and animal welfare [1-3]. The worldwide demand for green goods has grown significantly as a result of this heightened social duty and concern [4]. The belief that purchasing decisions reflect cultural standards, beliefs, and values in addition to cost and quality choices [5] is at the core of this movement, and it's also known as ethical spending or sustainable consumption [6-7]. This presumption has inspired an ongoing body of research that focuses on determining the "green consumer" by demographic factors, behavior measures, or information that are directly associated with environmental awareness etc.[8-9].

Further concerns regarding the environment and sustainability have drawn a lot of interest from professionals, scholars, and entrepreneurs. According to Ottman in [10] and Nekmahmud et al. in [11], "green goods" are those that are made from environmentally friendly, organic, recycled resources and use eco-friendly packaging. Industries and advertisers employ a variety of marketing methods and policies to entice customers to buy green products in order to achieve long-term corporate objectives and profit.

Additionally, consumer behavior patterns, concerns about the environment, and the purchasing of green products have all been significantly impacted by environmental campaigns [12–13]. In order to reach untapped markets and increase their investments in green marketing, many businesses are now using a variety of media platforms to advertise their goods [14].

Print media, the big screen, and online media, such as social media, are just a few of the venues that are being employed. In comparison with various other platforms, social media is used a lot more to advertise green products because of its versatility [15-17]. According to various well-known product categories, including mobile banking, beauty products, electronics, textiles, and everyday items[18-20].

However, retailers may additionally decrease food waste by utilising digital marketing techniques (such as social media) [21]. Additionally, social media has a significant impact on how consumers perceive and plan to buy green products [22]. According to academics (e.g., Logan et al. [23]), the growth of media has significantly changed how advertising messages are delivered. Because it is affordable and simple to reach their target demographic, advertisers are moving away from using television and capitalising more on alternative media, such as social networking sites [24]. According to Tankovska [25], 3.6 billion people worldwide used social media in 2020. With the use of networks like Facebook, Instagram, YouTube, LinkedIn, WhatsApp, WeChat, and Snapchat, it is predicted that this number will increase to 4.41 billion by 2025. Hence, analyzing the influencing factors of social media marketing platforms and their impact on customers' green purchasing intentions is crucial. Motivated by the same, the present study approaches conducting an empirical investigation to outline the key influencing factors of social media marketing platforms that are impacting the purchasing behavior of consumers. The following points provide a clear explanation of the current research work's major novelty contribution to the intended domain.

1. Primary data through an online questionnaire has been collected from 500 different respondents in order to conduct an empirical investigation to formulate the different influencing factors of social media marketing platforms that are impacting the purchasing behavior of consumers for green goods.
2. In order to test the extreme syntactic variations for the agreements on the different variables given in the online questionnaire, responses have been collected

from a variety of respondents, including social media users and marketing professionals.

3. To describe the current situation and investigate the role of social media in influencing customer behavior towards purchasing green goods, a qualitative approach is utilized and a model has been developed.
4. In this study, a correlation analysis has been conducted among the formulated social media influencing factors for customers purchasing green goods.

2. Proposed research methodology

In order to formulate the different influencing factors of social media marketing platforms those are impacting the purchasing behavior of consumers for green goods, the present research methodology has been given below.

2.1 Design of the Study, Sampling Method, and Respondents

The study's sample includes social media users, customers of green products, and marketing specialists from India. The author has used the convenience sampling method to get information from the respondents. In total, 500 questionnaires were distributed, and 439 of them were returned by the respondents.

Utilizing a 5-point Likert scale, all consumer responses to the specified question in the surveys were assessed. To determine the sample size, the researcher applied the "sample size technique based on proportion". As a result, the sample size for the study is determined using the formula below:

$$n = \frac{NZ^2p(1-p)}{Nd^2 + Z^2p(1-p)} \quad (1)$$

Here, n denotes the sample size and N the population size, and Z denotes the amount of the usual normal variation at a given level of confidence. The study makes the assumption that the data will be distributed regularly and uses a 95% confidence level. As a result, 1.96 is the value under the normal curve in the table.

The present research's margin of error was 0.04 percent, which is represented by the letter "d," which stands for the permissible margin of error. 'p' stands for the presumed proportional distribution among the 12 participants in the sample. In more detail, the proportionate sample distribution for the study is set at 0.35. Therefore, as the overall population was roughly 50K, the study needed a sample size of 539.

2.2 Research Instrument

An organized questionnaire was developed to achieve the study's objective. The questionnaire has two parts. Section 1 contains data on the demographics of the respondents. In Section 2 of the survey, respondents are questioned about their familiarity with the survey's variables. The general questionnaire, which is divided into two parts with 25 questions each, is used to evaluate various subjects. A 5-point Likert scale was used to rate the allegations, with 1 denoting "strongly disagree" and 5 denoting "strongly agree. Five demographic questions are also included with these inquiries, including the respondent's gender, age group, education level, monthly income, class.

In order to comprehend the history and profile of respondents, demographic information has been shown in the Table 1.

Demographics Information	Count	Percentage	Valid percentage
Gender			
Male	258	51.6%	58.76%
Fe-Male	181	36.20%	41.23%
Other	0	0%	0%
Group of Age			
18-25	56	11.2%	12.75%
26-35	129	25.8%	29.38%
36-45	221	44.2%	50.34%
46-55	25	5%	5.69%
56 and above	8	1.6%	1.82%
Education			
Primary	06	1.2%	1.36%
Secondary	23	4.6%	5.23%
Graduate	212	42.4%	48.29%

Master or PhD	198	39.6%	45.10%
Monthly income			
Income < 20000	58	11.6%	13.21%
20001-50000	76	15.2%	17.31%
50001-100000	203	40.6%	46.24%
>100000	102	20.4%	23.23%
Class			
Social media users	303	60.6%	69.02%
Marketing professionals	136	27.2%	30.9%

2.3 Study's variable

In the study, variables are examined in order to determine which component truly has a greater impact on purchasing behavior of green goods. The typical study variables have been giving below in table 2.

Table 2: Studies' variable

Customer engagement	Brand Value
	Expanded customer reach
	Interactive communication
	Need recognition
	Fidelization
Social proofing	Like/Dislike
	Reviews/ Rating
	Celebrity or Influencer endorsements
	Expert proof
	Social shares
Technology	ICT
	Mobile wallet
	Mobile technology

The most influential factor of social media marketing is customer engagement, which increases customer loyalty to a certain business. This is due to the fact that customers have the opportunity to connect with the brand and learn about its benefits and drawbacks [26]. The effect of different variable under customer engagement is summarized in the table 1. Brand Value, expanded customer reach, interactive

communication, needs recognition and fidelization are some of these variables.

This aids people in making purchasing decisions about a particular website. The researchers claim that social media marketing most influencing factor is “customer engagement” that has an impact on all phases of the consumer decision-making process for online purchases.

According to an increasing amount of research, social media marketers consult strangers as well as family and friends when deciding whether to make an online purchase [27]. Therefore, e-commerce companies frequently use social proofing to influence customers' purchasing decisions for green goods. Businesses target social media influencers, or users who have over 1,000 followers on sites like Twitter, Snapchat, and Instagram. These influencers serve as brand ambassadors for the businesses. Influencer advertising on social media, according to a Nielsen study, generates 11 times more revenue than other types of digital media marketing, either for general products or green goods. Other than this, expert proof and social shares also impacted the purchase behavior of buyer.

Moving further, technological factors such as ICT, mobile wallets, and mobile technology have also been seen to have a positive impact on the purchase behavior of buyers for green products.

2.4 Proposed Model

To describe the current situation and investigate the role of influencing factors of social media on the purchase behavior of green products, a qualitative approach is utilized. The proposed model for the same has been shown in figure 1.

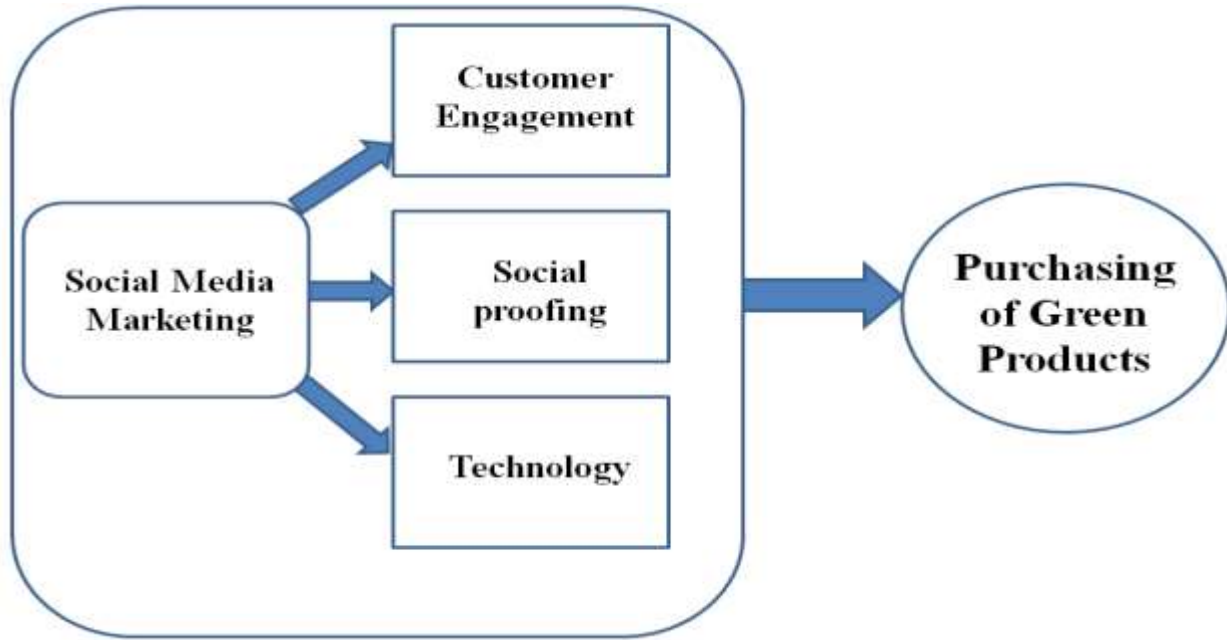


Figure 1: Proposed model of qualitative research

2.5 Data analysis method

In testing and evaluation, the correlation between the various influencing factors of social media on the purchase behavior of green products is established using Pearson correlation. The most popular method for determining a linear connection is the Pearson correlation coefficient (r). The intensity as well as the direction of the link between two variables is expressed as a number between -1 and 1.

3. Results and interpretation

In this section, a detailed analysis of the proposal has been presented. In the succeeding section, correlation among different parameters has been demonstrated.

3.1 Correlation analysis of the different parameters

Table 3 below illustrates the relationship among the various variables under the influential factor of social media to encourage more buying behavior and the respondent's attitude, subjective norm, price consciousness, product knowledge, and intention. To determine the most significant aspect that significantly influences consumer behavior,

three factors—customer engagement, social proofing, and technology approach—are explored in this study.

Table 3: Correlation matrix among dependent and independent variable

Dependent Variables	Parameters					
		Attitude	Subjective norm	Price consciousness	Product knowledge	Intention
Customer engagement	Pearson Correlation	0.615	0.789	0.236	0.689	0.786
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000
	N	439	439	439	439	439
Social proofing	Pearson Correlation	0.715	0.815	-0.129	0.451	0.981
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000
	N	439	439	439	439	439
Technology approach	Pearson Correlation	0.712	0.589	0.678	0.896	0.967
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000

	N	439	439	439	439	439
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As the Table 3 demonstrates, there is a strong association between the independent variables, but subjective norm and intention has a positive correlation with customer engagement, indicating that business get benefited in term of intention. The value illustrates the significant connection between ($r=.789^{**}$ and $.786^{**}$). Other variables of social media also have strong significant association attitude and intention of buying green goods of customers or respondent. The independent variable of social proofing also has strong relationship subjective norm (0.815) and intention (0.985). However the price consciousness has negative association (-0.129).

4. Conclusion

Research has become more focused on knowing the way sustainable consumption integrates into people's larger sense of ethics and civic duty and influences behaviours in the consumption sphere. It has been contended that just being exposed to green items and buying such things would have noticeably distinct impacts on future behaviours based on recent theories in behavioural conditioning and ethical regulation. Businesses are also growing fast for green products and using social media to advertise and sell them. To test the behaviour pattern among the buyers and the factors that are influencing their behaviour in buying green products, an empirical investigation has been conducted on the sample dataset of 439 respondents, comprising green product buyers and marketing professionals. The responses have been categorised into three different influencing factors, including customer engagement, social proofing, and technology. Based on the same, a model has been prepared, and associations between various independent and dependent variables have been found. As per the analysis, there is a strong positive correlation between the customer's engagement and social proofing and the intention, attitude, and subjective norms of the respondent.

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