

Social media impacting green behaviours of Indian consumers

Meesha Gupta* and Asif Ali Syed

Faculty of Management Studies and Research,

Aligarh Muslim University,

Aligarh, Uttar Pradesh, India

Email: meeshag16@gmail.com

Email: asifalisyed@yahoo.com

*Corresponding author

Abstract: This paper identifies and empirically analyses the relationship between various social media motivational factors influencing attitude of Indian consumers towards eco-friendly products and their willingness to pay a premium price for them. Data was collected from 536 respondents who not only uses various social media channels for purchases and gaining information but also prefers eco-friendly products across India. EFA and SEM techniques were used. The findings confer consumer's concern for the environment is being shaped by six main social media motivational factors namely word of mouth, interaction, entertainment, trendiness, dependency and trust. The concern of the consumers impacts their attitude and the positive attitude so formed has a significant and positive impact on willingness of consumers. This research takes a lead in analysing the construct willingness to pay a premium for green products because this has been comparably less explored in Indian context.

Keywords: social networking; eco-friendly products; willingness; attitude; India.

Reference to this paper should be made as follows: Gupta, M. and Syed, A.A. (2022) 'Social media impacting green behaviours of Indian consumers', *Int. J. Indian Culture and Business Management*, Vol. 25, No. 1, pp.116–138.

Biographical notes: Meesha Gupta is a PhD student in Faculty of Management Studies and Research at Aligarh Muslim University. Her main research interest centres on two core areas of social media marketing and green marketing specifically examining how social media can be used to market green products.

Asif Ali Syed is an Associate Professor in the Department of Business Administration, Faculty of Management Studies and Research, Aligarh Muslim University, Aligarh. He is a full-time faculty for the last 23 years.

1 Introduction

1.1 Social networking is more about sociology and psychology than to technology

Social media revolution came into existence with the resulting achievement of internet and globalisation (Arens, 2004), with now 4.57 billion users (Internet World Stats, 2015).

There are various types of social networking sites such as Facebook, Whatsapp, Instagram, Twitter, LinkedIn, etc. which permits user to create, communicate and interact information and other product/service related information (Matthee, 2011). In 21st century, social media has replaced other form of traditional media. This is considered both as an opportunity as well as a threat for companies (Uitz, 2012; Nhlapo, 2015). Social networking advertising came in existence with the expansion of online marketing communication which includes various elements of attitude components like providing upto date information, building relationships, customer service, word of mouth, two way communication, etc. (Duffett, 2017). Cox (2010) suggested that organisations using social media should take utmost care of attitude of the subscribers of that particular media. Apart from the growing usage of social media, inclined interest of public towards environment is becoming central to environmental education (Frantz and Mayer, 2014). Just having a positive attitude towards environment is not enough, but the actual behaviour of individual is needed. The people were uncertain as well as ill equipped when it comes to taking action towards environment (Ballew et al., 2015). Web 2.0 and social media has come up with the potential of heightening environmental concern and facilitating sustainable behaviour among general public (Ballew et al., 2015).

Web 2.0 which include Google and blogs, is a technology which allows engaging people and media content in ways like participatory information sharing (Pianosi et al., 2012). Social media is built on the foundation of web 2.0 which is a platform for creating and disseminating user generated content. Social networking sites are the best example of social media which came up with open spaces to interact and connect with people (Henderson et al., 2010; Sisco and McCorkindale, 2013). Both, web 2.0 and social media together helps in sharing digital content, but social media focus more specifically on its active users (Boyd, 2014). With the growing interest and reach of web 2.0 and social media, it has also the potential of encouraging action to protect the environment (Ballew et al., 2015). This has been tested in various social sciences researches in which social media has proved to be an influencing agent for environment education (Kudryavtsev et al., 2015; Robelia et al., 2011; Barth and Burandt, 2013). However research is needed to establish effective social media tools to promote environmental concern and thereby purchasing behaviour of consumers.

Scholars in the past examined various sustainability issues like, supply chain pressures on green retailers and firms namely accountability systems (Iles, 2007), carbon emissions (Thompson, 2007), roles of retailers (Lai et al., 2015) and some others focused on the programs taken by green firms such as their new welfare programs or other sustainable development agendas (Jones et al., 2005a; Lindgreen and Hingley, 2003; Goworek, 2011). Other studies focused on consumer related issues defining various factors which affect their decision making. While all these studies produced significant results and knowledge in the area of sustainability, it still offers little insight on marketing of green products. In the previous studies either the marketing activities are included seldomly or only their impacts are studied rather than focusing on the details which makes marketing of green products using online social media, an under researched process. For the companies to suit twenty first century, sustainable model proves to be the best business opportunity [Anderson and White, (2009), p.212]. "Sustainability is now at the top of the marketing agenda" (Jeffries, 2012). Currently as well as in future there will be an increase in public interest for green products (Perman, 2006; Williams et al., 2012). Thus research is needed to empirically investigate the factors of social media that can be effectively used to generate green initiatives and influence consumer's attitudes towards

green products. The central aim of the study is to understand the effect of social media communication on green consumer behaviour and their willingness to buy such products. The findings of the study will help the marketers and brand managers of green products who are investing in social media to increase the visibility for their green brands. The study suggested not to use social media as a substitute over traditional marketing rather to use it as a company's marketing strategy.

2 Literature review

According to Kotler et al. (2010), with the rapid and wrenching changes in climate and rising pollution all around the world as well as the technological shift from the mechanical world to the digital era, there is a profound impact on the behaviour of producers as well as consumers. These changes require a rethinking of the concepts of marketing. With the coming up of new dynamics in the environment we see a transformation in the marketing as well. The focus of marketers has been shifted from product to consumers and now to humankind (Kotler et al., 2010). With human centricity, profitability of the companies is now balanced with corporate social responsibility. Thus to shape the human centric marketing model with the coming of digital marketing, businesses are coming up with the implementation of environment sustainability in their various processes. The use of green philosophy in business activities which is popularly known as green marketing with a special focus on online social media marketing is gaining interest among marketers as well as academicians. The new wave technology, i.e., online social media is the future of marketing and using it for promoting green products (environmental friendly products), can prove to be a big opportunity for the business (Kotler et al., 2010).

2.1 Theories and models associated with consumer's participation in social commerce

Since e-commerce and social media commerce are closely related, therefore theories relating to e-commerce can be used for social media as well (Liang et al., 2011; Wang and Zhang, 2012). E-commerce basically relates to consumer engagement for online transaction with vendors (Pavlou and Fygenson, 2006) while social commerce relates to the participation of consumers in direct and indirect commercial transactions. Direct transaction refers to the purchasing phase of consumers using social media networks, while indirect transaction refers to electronic word of mouth (EWoM), information search, referral activities, suggestions, etc. (Zhang et al., 2014). For better understanding the effects of social media on consumer green buying behaviour various theories were developed in the past studies. Some of them are discussed below.

2.1.1 Uses and gratification approach

User centric functionalist perspective is taken into consideration in the present study. Uses and gratification (U&G) approach talks about the viewpoint of individuals while examining effects of media (Aitken et al., 2008). It is employed to understand why and how individuals use media (Katz, 1959; Katz et al., 1974). It usually describes people's motivation and satisfaction towards a particular media (Rubin, 1984; Ko et al., 2005;

Choi et al., 2009). Thus, more specifically U&G approach describes key driving forces behind a particular behaviour (Dichter, 1964; Joinson, 2003). Motivation regarding media can be traced back to 1948 study of Lasswell which concluded on three motivational factors namely transmission of social heritage, surveillance of the environment and correlation of the components of society. But this classification has been updated and refined following years. The most widely recognised classification described by McQuail et al. (1972) is diversion, personal relationships, personal identity and surveillance. McQuail's (1983) updated the names of the above classification without changing much of the content: entertainment, integration and social interaction, personal identity and information. This classification has been found to be accurate and important by present studies for modern day media use as well (e.g., Bronner and Neijens, 2006; Calder et al., 2009; Malthouse and Calder, 2010). In fact in the area of social media studies, this classification has also been accepted (Muntinga et al., 2015).

2.1.2 The technologies for proenvironmental action model

It describes the overall functions of web 2.0 and social media technologies which generates and facilitates pathways to pro environmental action in a broader categorisation based on their source of influence such as personal, social and contextual. Personal factors include strong bond and positive attitude towards environment. Social factors include the influence of other people while contextual includes the different features of settings such as cultures, communities etc. Thus, the model suggests that social media technologies have functions which can be used to generate or facilitate the above influences towards environment friendly behaviour (Ballew et al., 2015). The model describes the features of web 2.0 and social media into three broad functions of informational, relational, and experiential. Information can be searched, read or repost through these technologies wherever and whenever required. Relational function focuses on developing dialogues and social identities, while experiential relates to experiences gained by individuals through interaction or self-action.

2.1.3 Media system dependency theory

In order to investigate the impact of social media on consumers purchase behaviour regarding green products and services, media system dependency theory offer a relevant theoretical framework (Ball-Rokeach and DeFleur, 1976). It is built on a basic principle of media dependency relations. According to the theory, dependency was defined as fulfilment of one's needs or goals with the resources of other party. It is a kind of relationship which explains why media is used as a resource for consumers. Dependency is thus an individual motivation for acquiring knowledge or act as a guideline for decision making or a route to achieve entertainment. In media system dependency (MSD) the effect of dependency was tested on cognitive, affective and behavioural changes. In the present study the dependency of social media for sustainability information would be tested on consumer's attitude and purchase behaviour.

2.2 Overview of recent studies integrating motivational constructs of online social media

Some of the important constructs taken from the previous literatures are as follows:

2.2.1 Entertainment

Audience sometimes demands for escapism, enjoyment, diversion. Social media ads' feature of entertainment has the ability to fulfil such desires. Social media users are found to be pleasure seekers who want entertainment and enjoyment (Manthiou et al., 2013; Godey et al., 2016). Entertainment was found to have a positive impact on consumer's attitude (Kim and Ko, 2016; Wang et al., 2019). According to Kang (2005), entertainment encourages participant's behaviour of follow up and positive feeling and emotions. Businesses should take advantage by providing entertaining shares which will attract more audience thus increasing liking and sharing which will increase their followers (Schivinski and Dabrowski, 2015). It is an intrinsic motivation among consumers which helps in influencing consumer attitude towards social media and also impacts their decision making power (Deci and Ryan, 1985; Eighmey, 1997). It can be better explained through its sub motivation dimensions such as emotional release or relief, relaxation escaping or being diverted from problems or routine; cultural or aesthetic enjoyment; passing time or sexual arousal (Muntinga et al., 2015). This motivation factor has been studied in different median context such as for consuming user generated content (Shao, 2009), in a virtual community or social networking site (Sangwan, 2005; Park et al., 2009), blogs (Kaye, 2007), etc. Entertainment has been found a universal proxy for web advertising (Tsang et al., 2004; Kim et al., 2010). Harshini (2015) stated that entertainment being an affective factor plays a significant role in influencing attitudes of consumers. Individual's feeling of entertainment or enjoyment liked with advertisements plays an important role in impacting their overall attitude towards them (Shavitt et al., 1998). Through entertainment, customer loyalty increases which further add value for them (Chowdhury et al., 2006). Thus entertainment feature can be used to involve and make consumer aware about the advertised product or service (Krishnamurthy, 2000) and can be assumed that entertaining advertising message can be perceived more positively by the audience.

2.2.2 Interaction

As compared to traditional media which provides one way communication, social media tends to provide two way communications between various sources and consumers. Due to this feature users have the freedom to communicate directly to the source, thus eliminating various barriers such as the temporal and spatial barriers arising in traditional form of media. Interactivity increases involvement of the consumers as they are initiating most of the actions by themselves. Feedback also is an important component of interactivity and it is now becoming one of the basic strengths in social media marketing. It comprises with following features of connecting with friends, family and society, gaining a sense of belongingness and seeking support. Kaye (2007) studied about interaction motivation in blogging context, while Boyd (2008) suggested this kind of motivation in social networking sites and Daugherty et al. (2008) studied interaction in the context of user generated content. Interaction function of social media provides relationship oriented goals such as social connections and social identities (Ballew et al., 2015). Not only has it helped in building social connections but also developing and maintaining intimate relationships. Various organisations use social media networking sites to build relationship with their stakeholders both online and offline. The interaction example can be best explained with the widely used social networking site, i.e., Facebook

(Ballew et al., 2015) as it provides not only dialogic communication but also allows users to create pages and groups as well as follow other groups, people or organisations to have customised news feeds, posts and activities. The same feature can be seen on Twitter where people can post as well as like and comment on other people's posts. Another important dimension is building environmental identities (Ballew et al., 2015). Green organisation can use it by initiating conversations with its followers on social networking sites as well as invite people to share their environment related stories which can attract other users to also visit their page (City Plants, 2015; Wyland Foundation, 2015). The technologies for proenvironmental action model (TPAM) suggest that interaction helps in fulfilling the social motivation of creating pro environmental behaviour. This function helps in creating online communities and groups which provide arenas to connect and feel as a part of it and building sense of community and attachment (Mesch and Talmud, 2010; Boyd, 2014) which can be used by green firms to promote environmental behaviour. Thus leveraging interaction function helps in creating online communities which can be used to facilitate environmental initiatives (Ballew et al., 2015).

2.2.3 Trendiness

Trendiness is the fashion forward characteristic which is described as a tool of social media for grabbing users' attention with the latest information and trends (Naaman et al., 2011). Motivations related to trendiness can be best explained by its dimensions namely inspiration, information, knowledge and surveillance (Muntinga et al., 2011). Inspiration relates to obtaining new ideas from the associated information, information dimension describes the views of brand communities which helps in decision making while knowledge dimension refers to brand information provided by the sellers and lastly surveillance here refers to the observation of specific consumers on the updates in the social environment (Wang et al., 2019). Trendiness means the newest or the latest information about products and services available to consumers (Godey et al., 2016).

2.2.4 Electronic word of mouth

Kazmi and Mehmood (2016), described WOM as an important indicator of purchase intention in online buying. Regardless of the type of the online social communities, EWOM has a significant effect on purchase intention. Previous researches on purchase intention have found that EWOM has a more powerful impact than online advertisements (Balakrishnan et al., 2014). Rather than just posting ads, consumer's experiences and knowledge helps in influencing consumer's behaviour. According to Abdelaziz et al. (2015), positive WOM is perceived to be an important source for acquiring information about sustainably information and claims. It has now become a challenge for marketers to identify sources of WOM which effects consumer's purchasing decisions (Hayat and Ahmed, 2017). Environmental campaigns and petitions are some of the example where users actively participate and share with their other networks. Thus E-WOM helps in building community, dialogue and social learning without physically been present and helps in facilitating action of users as well as building environmental behaviour.

2.2.5 *Dependency*

It is an individual's contingency upon information circulated on social media platforms in order to make purchase decisions regarding green products and services (Abdelaziz et al., 2015). According to Hennig-Thurau and Walsh (2003), consumer's purchase behaviour is greatly affected by the information circulated on those platforms which offer communication as well as comparisons with other alternatives or experiences. Here the dependent individuals are those who are on these platforms for retrieving information, hence it could be generalised that these users are more aware and educated about sustainability drive as well as green product and services available in the market and are more responsible towards society and environment (Abdelaziz et al., 2015). Media social dependency effect on purchase decision has already been supported by many previous studies (Ruiz Mafé and Sanz Blas, 2006; Patwardhan and Yang, 2003). According to Abdelaziz et al. (2015), social media is perceived to be a unique and trustworthy medium for sustainability information and goal attainment. Dependent consumers get relevant information and knowledge through these sources which will ultimately shape their beliefs.

2.2.6 *Social media trust*

Trust, as suggested by Zha et al. (2015) and Goldfarb and Tucker (2011), is a major influencer for online buying decisions among consumers. Leeraphong and Mardjo (2013) and Esmaili et al. (2015) found that trust dimension highly affects purchase intentions of buyers in social media platforms. Social presence theory also predicts social media trust as an important indicator of buying intention of customers on social media (Lu et al., 2016). Trust is regarded as the most important factor for establishing a continuing behaviour of using social media platforms for buying goods and services (Sulaiman et al., 2007; Akhlaq and Ahmed, 2015; Dost et al., 2015). It is a worth considering factor in consumer's decision to engage in some kind of behaviour especially in social media context (Chu and Kim, 2011). It can be defined as confidence in someone that makes you rely on that person for an exchange [Moorman et al., (1993), p.82]. It helps in justifying and evaluating decisions and attaining useful information from social media sites (Pigg and Crank, 2004). In online context as well as in environmental performance trust has been found to be an important factor in determining the intention for exchanging information (Jarvenpaa et al., 1998; Ridings et al., 2002; Chen and Chang, 2012). Previous studies explored the influence of source credibility on perceived information with inconsistent results (Cheung et al., 2008; Willemsen et al., 2011; Filieri, 2015). As such, the believability of the information on green brand's websites will generate a positive perception in the minds of consumers. A website that is perceived to be credible is likewise perceived to be useful, thereby increasing consumers' effective use of their time in obtaining their green related information and purchase making. Since online consumers are especially concerned about risk and uncertainty related to internet environment (Turan, 2012), trust is referred to as the most important usage factor in internet studies (Eriksson et al., 2004) in general and social media in particular (Aladwani, 2003; Al-Gahtani, 2011; Alshibly, 2015). This means that secured platform will generate willingness of consumers towards buying goods and services using online social media. Therefore companies need to take special attention towards security issues relating with their activities on social media sites (Mulero and Adeyeye, 2013). Thus, to

reduce risk, trustworthiness plays a major role in consumer's thinking and significantly as well as positively impacts consumer's attitude and purchasing decisions.

Table 1 Review of previous literature

<i>Studies</i>	<i>Constructs</i>
Cheung et al. (2008)	Interaction, trendiness, word of mouth, entertainment, customisation
Kinnally and Bolduc (2020)	Entertainment, interaction
Koay et al. (2020)	Interaction, trendiness, word of mouth, entertainment, customisation
Samsudeen and Kaleel (2020)	Interaction, trendiness, word of mouth, entertainment, customisation
Chen and Lin (2019)	Entertainment, interaction, trendiness, customisation ,word of mouth
Kaur et al. (2019)	Information, escape, entertainment, exposure, social sharing, affection
Kim and Lee (2019)	Integration, interactivity
Wang et al. (2019)	Interaction, trendiness, word of mouth, entertainment, customisation
Bilgin (2018)	Interaction, trendiness, word of mouth, entertainment, customisation
Seo and Park (2018)	Entertainment, interaction, trendiness, customisation
Yoshida et al. (2018)	Opinion seeker, entertainment, engagement
Akman and Mishra (2017)	Enjoyment, easiness, trust
Grubor et al. (2017)	User generated content, firm generated content
Hayat and Ahmed (2017)	Word of mouth
Kang and Kim (2017)	Information quality, interaction, service content
Koivulehto (2017)	Entertainment, interaction, word of mouth, customisation
Permatasari and Kuswadi (2017)	Openness, speed, dependence
Sangi et al. (2017)	WoM
Yadav and Rahman (2017)	Interaction, trendiness, information, customisation, and word of mouth
Godey et al. (2016)	Entertainment, interaction, trendiness, customisation ,word of mouth
Karpińska-Krakowiak (2016)	User generated content/word of mouth
Abdelaziz et al. (2015)	Willingness, DEP, risk, trust
Zha et al. (2015)	Perceived informativness, perceived entertainment, Trust

2.3 Antecedents of green consumer behaviour

2.3.1 Environmental concern

One of the major reason identified as an antecedent of green consumer behaviour is environmental concern or sensitivity towards environment i.e., who are more ecologically sensitive were found to be more positively inclined towards purchasing eco-friendly

products (Gatersleben et al., 2002; Minton and Rose, 1997; Anable, 2005; Hansla et al., 2008; Maloney and Ward, 1973; Stisser, 1994). According to Lee et al. (2012), green consciousness or green concern is a true predictor of green behaviour of consumers and an outcome of perception of various green campaigns by green brands. Green consciousness is nothing but green concerns and beliefs (Kim and Damhorst, 1998). Concern about environment arises from awareness of various problems in the environment (Kang and Kim, 2017). Green concern do impact purchase intention of consumers. There are various intrinsic motives which drive environmentally minded consumers towards choosing eco friendly products (Chan, 1996). Previous researches also proved that environmental concern do affect behaviour of individuals which in turn impacts their purchasing of green products (Kalafatis et al., 1999; Laroche et al., 2001). Consumers who have a high concern for environment were found to have a positive intention of buying green products (Hartmann and Apaolaza-Ibáñez, 2012). Polonsky (2011) also noted that positive beliefs towards environment effects consumer's green behaviour. In fact many studies found a moderating role of green concern between their perception and intention. Thus high level of green consciousness will impact their attitude and intention towards green products.

2.3.2 Attitude towards green products and willingness to pay

Attitude towards green products (ATGP) strongly relates to purchase intention and preferences towards a product (Kim and Ko, 2012). Purchase intention is an attitudinal variable while willingness to pay (WTP) is behavioural variable. In decision making processes, attitude is an antecedent of behaviour (Kim and Ko, 2012), therefore it can be hypothesised that attitude links to willingness. In many previous studies, attitude was found to be a significant predictor of environmentally sustainable behaviour for various product categories namely energy saving (Gadenne et al., 2011), apparel (Halepete et al., 2009), organic food (Vermeir and Verbeke, 2008) and groceries (Shaw et al., 2000). According to theory of planned behaviour these positive beliefs of attitude encourage individuals towards making a purchase decision for green products predicting environmental friendly intentions (Minton and Rose, 1997; Abdul-Muhmin, 2007). Theory of planned behaviour (TPB) and theory of reasoned action (TRA) has proved that individual behaviour is shaped by their intention to perform the behaviour (Ajzen, 1991). These studies suggested as well as proved that attitude towards green products is a pre requisite for willingness to pay for them. Hence, it can be presupposed that attitude towards green products will be affecting willingness of consumers to pay more for green products.

3 Objectives

The main purpose of this study is:

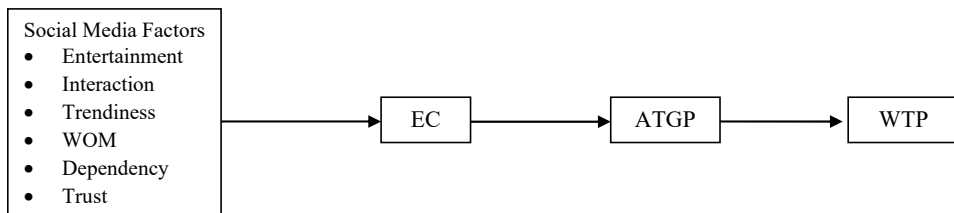
- 1 to explore the relationship between online social media motivational factors [entertainment, interaction, trendiness, WOM, dependency and social media trust] and environmental concern (EC)

- 2 to observe the impact of EC and ATGP
- 3 to measure the influence of ATGP on WTP.

4 Research framework

Due to the inconclusiveness of the results stated in the above literature, the present study re-examined the constructs studied for green consumer behaviour. The proposed model shown in Figure 1 fulfils the objective of the study. Relationship between various motivational variables associated with social media and green consumer behaviour is summarised in the figure.

Figure 1 Conceptual model



Source: Prepared by researchers

5 Hypothesis development

According to the above objectives, the following hypothesis were formed:

- H₁ Entertainment significantly and positively affects environmental concern.
- H₂ Interaction significantly and positively affects environmental concern.
- H₃ Trendiness significantly and positively affects environmental concern.
- H₄ WOM significantly and positively affects environmental concern.
- H₅ Dependency significantly and positively affects environmental concern.
- H₆ Social media trust significantly and positively affect environmental concern.
- H₇ Environmental concern significantly and positively affects attitude towards green products.
- H₈ Attitude towards green products significantly and positively affects Willingness to Pay.

6 Questionnaire development

Data was generated from a close ended structured questionnaire. The statements of various constructs were based on Likert scale (five points). The pilot testing was done by the subject experts of a university of India, funded by the central government. Based on

the recommendation of them, statements were rephrased and the scales were refined by employing exploratory factor analysis presented in Table 2.

Table 2 Exploratory factor analysis

<i>Sr. no.</i>	<i>Scale items</i>	<i>After EFA</i>	<i>Loadings</i>
<i>Online social media motivational factors (KMO= .789, BTS= .000)</i>			
<i>Entertainment (ENT)</i>			
1	Content of your preferred green product on social media seems interesting (Godey et al., 2016; Kim and Ko, 2012)	Retained	.646
2	Using social media sites of preferred green product is fun. (Godey et al., 2016; Kim and Ko, 2012)	Retained	.843
3	Gathering information of preferred green product on social media is fun (Godey et al., 2016)	Retained	.686
<i>Interaction (INT)</i>			
4	Through social media sites of preferred green product mutual communication is possible (Godey et al., 2016)	Retained	.912
5	Through social media sites of preferred green product conversation or opinion exchange with other users is possible (Godey et al., 2016; Kim and Ko, 2012)	Retained	.588
6	Through social media sites of preferred green product sharing information with other users is possible (Godey et al., 2016; Kim and Ko, 2012)	Not retained	<0.40
7	Using social media sites of preferred green product makes it easy to deliver my opinion (Godey et al., 2016; Kim and Ko, 2012)	Retained	.523
<i>Trendiness (TREN)</i>			
8	Using social media sites of preferred green product is very trendy (Godey et al., 2016; Kim and Ko, 2012)	Retained	.737
9	Content of preferred green product on social media is the newest information (Godey et al., 2016; Kim and Ko, 2012)	Retained	.554
<i>Word of mouth (WOM)</i>			
10	I would like to give my opinion regarding the product/service to others on preferred green product's social media outlet (Godey et al., 2016)	Retained	.839
11	I would like to upload the contents of preferred green product to my blog or micro blog (Godey et al., 2016; Kim and Ko, 2012)	Retained	.883
12	I would like to pass information of preferred green product to my friends (Godey et al., 2016; Kim and Ko, 2012)	Retained	.558
13	I am satisfied with the content generated on social media sites by other users about preferred green product (Schivinski and Dabrowski, 2015)	Retained	.596
14	The content generated by other users about preferred green product is very attractive (Schivinski and Dabrowski, 2015)	Not Retained	<0.40
15	The content generated by other users about preferred green product meets my expectations (Schivinski and Dabrowski, 2015)	Retained	.857

Source: Prepared by the researcher

Table 2 Exploratory factor analysis

<i>Sr. no.</i>	<i>Scale items</i>	<i>After EFA</i>	<i>Loadings</i>
<i>Dependency (DEP)</i>			
16	Social media information helped you to decide whether to buy sustainable products or not (Abdelaziz et al., 2015)	Retained	.802
17	Social media information helped you to decide which products are sustainable and which are not (Abdelaziz et al., 2015)	Retained	.776
18	Social media information helped you to know what sustainable (Abdelaziz et al., 2015)	Retained	.802
19	Social media information helped you to decide what sustainable products to buy (Abdelaziz et al., 2015)	Retained	.741
20	Social media information helped you to decide between different sustainable products alternatives (Abdelaziz et al., 2015)	Retained	.815
21	Social media information helped you to choose the right sustainable product (Abdelaziz et al., 2015)	Retained	.853
<i>Social media trust (ST)</i>			
22	The product/brand's sustainability reputation is generally reliable on social media (Abdelaziz et al., 2015)	Not retained	<.40
23	The product/brand's claim regarding sustainability are generally trustworthy on social media (Abdelaziz et al., 2015)	Retained	.886
24	The product/brand's concern on social media about sustainability meet my expectations (Abdelaziz et al., 2015)	Retained	.864
25	The product/brand keeps promises and commitments regarding sustainability on social media (Abdelaziz et al., 2015)	Retained	.885
<i>Environmental concern (EC) (KMO= .783; BTS = .000)</i>			
1	I avoid products which cause environmental damage (Hossain, 2018)	Retained	.798
2	Mankind is severely abusing the environment (Awad, 2011)	Retained	.805
3	Humans must live in harmony with nature in order to survive (Awad, 2011)	Retained	.808
4	Environmental protection measures should be carried out even if it costs jobs (Khan and Kirmani, 2015)	Retained	.750
5	Newspaper articles or TV-reports concerning environmental problems irritate me (Khan and Kirmani, 2015)	Not retained	< .40
6	I consider the potential environmental impact of my actions when making many of my decisions (Bailey et al., 2015)	Not retained	< .40
7	I inspire my family members to avoid environmentally harmful products (Hossain, 2018)	Not retained	< .40

Source: Prepared by the researcher

Table 2 Exploratory factor analysis

<i>Sr. no.</i>	<i>Scale items</i>	<i>After EFA</i>	<i>Loadings</i>
<i>Attitude towards green products (ATGP) (KMO= .740; BTS= .000)</i>			
1	I am willing to make a special effort to buy preferred green product (Khan and Kirmani, 2015)	Retained	.737
2	Most of the environmental claims made by the marketers are confusing (Khan and Kirmani, 2015)	Not retained	< .40
3	Products labelled as 'environmentally safe' or 'ecological' are just to attract and sell (Khan and Kirmani, 2015)	Not retained	< .40
4	I will prefer environment friendly products over other products if the product quality is similar (Khan and Kirmani, 2015)	Retained	.592
5	I will prefer environment friendly products over other products if its price is slightly higher (Khan and Kirmani, 2015)	Retained	.788
<i>Willingness to pay (WTP) (KMO= .783; BTS= .000)</i>			
1	I am willing to pay more for a recycling program (Laroche et al., 2001)	Retained	.519
2	I am willing to pay for higher priced green products (Laroche et al., 2001)	Retained	.814
3	If the daily expenditure on use of green products is higher than a non-green alternative, I am willing to pay for green products (Laroche et al., 2001)	Retained	.671

Source: Prepared by the researcher

7 Sample

The study administered an online questionnaire for those consumers who not only uses various social media channels for purchases and gaining information but also prefers and buys green products. The selection of such samples finds support in studies of Schivinski and Dabrowski (2015) and Kim and Ko (2012). The sample comprised of 705 social media users in which 76% were taken into account for analysis (536 responses), since they were the decision makers in the family for buying green products and services. Among them, 68.5% were males and 31.5% were females. Of these, 85% were in the age range of 18-34 years of age. Majority (80%) belonged to middle and high income groups of 5,00,000–10,00,000 and above annual income.

8 Data analysis

Structural equation modelling was used to analyse the data. The measurement model has the following model fit indices within the acceptable ranges (CMIN/df = 1.970; RMSEA = 0.048; AGFI = 0.919; GFI = 0.938; CFI = 0.855). Composite reliability is shown in Table 3 and the convergent as well as discriminant validity were also in acceptable ranges (AVE > 0.5; CR close to 0.7; and AVE > MSV).

Table 3 Composite reliability

	<i>AVE</i>	<i>CR</i>	<i>EC</i>	<i>DEP</i>	<i>ST</i>	<i>ENT</i>	<i>TREN</i>	<i>INT</i>	<i>WOM</i>	<i>ATGP</i>	<i>WTP</i>
EC	0.465	0.775	0.682								
DEP	0.498	0.856	0.575	0.706							
ST	0.649	0.843	0.415	0.591	0.806						
ENT	0.506	0.753	0.413	0.607	0.535	0.712					
TREN	0.641	0.781	0.426	0.462	0.324	0.564	0.801				
INT	0.505	0.753	0.491	0.562	0.413	0.519	0.550	0.711			
WOM	0.494	0.829	0.538	0.589	0.567	0.464	0.440	0.556	0.703		
ATGP	0.474	0.729	0.642	0.503	0.401	0.325	0.376	0.507	0.657	0.689	
WTP	0.541	0.778	0.576	0.519	0.398	0.479	0.408	0.452	0.493	0.489	0.736

Source: Prepared by the researchers

Figure 2 Structural equation model (see online version for colours)

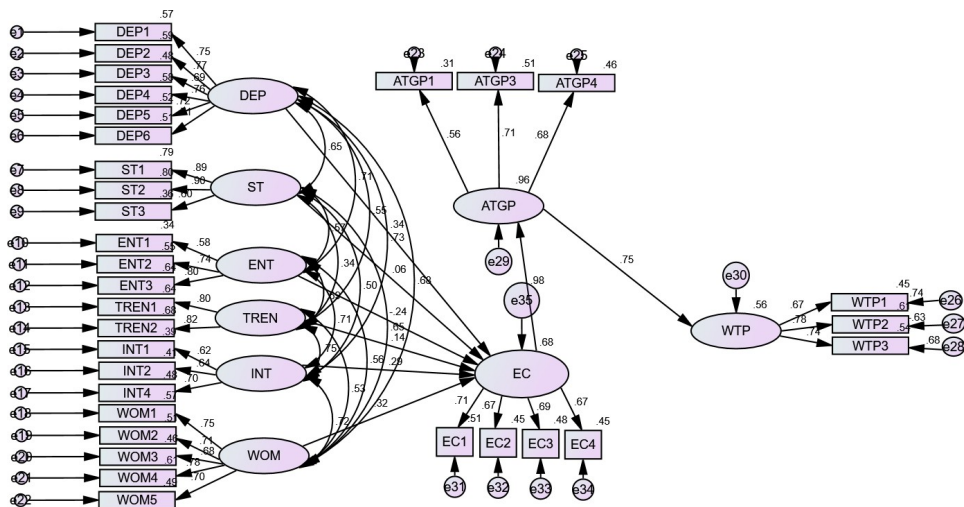


Table 4 Hypothesis test results

<i>Hypothesis</i>	<i>Path</i>	β	<i>p-value</i>	<i>Decision</i>
H ₁	EC ← DEP	0.34	0.000	Supported
H ₂	EC ← ST	0.06	0.000	Supported
H ₃	EC ← ENT	0.24	0.000	Supported
H ₄	EC ← INT	0.14	0.000	Supported
H ₅	EC ← TREN	0.29	0.000	Supported
H ₆	EC ← WOM	0.32	0.000	Supported
H ₇	ATGP ← EC	0.98	0.000	Supported
H ₈	WTP ← ATGP	0.75	0.000	Supported

Acceptable ranges were achieved from the model fit of the structural model of the present study (CMIN/df = 1.980; RMSEA = 0.049; AGFI = 0.929; GFI = 0.949; CFI = 0.875).

Path analysis showed that all social media activities except trendiness showed a positive and significant effect on attitude towards green products. Table 4 shows the results of the hypothesis testing of the study.

9 Conclusions

The study represents various factors that will help researchers and marketers in understanding the willingness of Indian consumers for green products while using the popular social media sites trending nowadays. The study is different and pioneering in the sense that it helps in analysing the willingness of consumers which has been less explored in Indian context. It also helps in analysing the complex relationship between various social media activities towards attitude and willingness of consumers. Another contribution of the study is the scale development and refinement for measuring motivational factors of social networking for eco friendly products in Indian context, making the scale helpful for academic researchers as well as practitioners related to the field of green marketing for measuring the green behaviour of Indian consumers.

From the present study, the Indian population in general showed a concern for the environment and willingness to purchase green products. Thus, it is time for firms to grab the first mover advantage by offering new and innovative eco friendly products through the use of social media. Strategies related to various linkages established in the study are discussed below which could help marketers and policy makers for new and emerging market.

Thus it is clear from the above discussion that social media offers the most promising tool for the new evolving sustainable market because of its objective nature and participation for both the individuals and the organisations. While marketers should invest in social media still they need to keep in mind that they do it more consciously and correctly. Further research is still needed which is discussed in next section.

Table 5 Research findings and implications

<i>Sr. no.</i>	<i>Findings</i>	<i>Implications</i>
1	Social media dependency is an important antecedent for consumer's environmental concern. Consumer's environmental consciousness and concern was found to be more likely to be governed by their dependency on social media for sustainability information.	<p>Marketers should update the social media account and post content regularly without over saturating the account as it will annoy audience.</p> <p>Improve website search engine optimisation which will display the website on top list and hence increase audience views.</p> <p>Start social media giveaways which will engage people and will influence them to try your business making them more dependable.</p> <p>Be transparent and communicate openly with a surety to promote brand's environmental services, learning, performance, improvement and collaboration (Matthews, 2011; LeCompte, 2010).</p>
2	With increase trust in social media, user's social media involvement increases which	Green firms should foster relationships based on mutual gain and mutual interest. This can leverage customer loyalty.

10 Directions for future research

For the researchers who are interested in the area of green marketing with the collaboration of online social media, some guidelines have been listed below:

- 1 Implications discussed in the present study are not empirically validated. Hence, fresh studies could be undertaken to validate the effectiveness of the various studies proposed.
- 2 Since only Indian consumers are focused in the present study, replicative studies for other countries can be undertaken to find differences in their use of social media for green marketing.
- 3 Present study took all age groups as demographics. Future studies can attract a particular group for their research purpose.
- 4 Eco-friendly products considered in the study took into all categories of products taken in general. Fresh studies could be undertaken for particular green product categories, e.g., organic foods, beauty products, etc.
- 5 Longitudinal studies could be undertaken to understand the attitudinal shifts of the consumers over a period of time.

References

- Abdelaziz, S.I., Saeed, M.A., and Benleulm, A.Z. (2015) 'Social media effect on sustainable products purchase', *Hamburg International Conference of Logistics*.
- Abdul-Muhmin, A. (2007) 'Explaining consumers' willingness to be environmentally friendly', *International Journal of Consumer Studies*, Vol. 31, pp.237–247.
- Aitken, R., Gray, B. and Lawson, R. (2008) 'Advertising effectiveness from a consumer perspective', *International Journal of Advertising*, Vol. 27, No. 2, pp.279–297.
- Ajzen, I. (1991) 'The theory of planned behaviour', *Organizational Behaviour and Human Decision Processes*, Vol. 50, pp.179–211.
- Akhlaq, A. and Ahmed, E. (2015) 'Digital commerce in emerging economies: factors associated with online shopping intentions in Pakistan', *International Journal of Emerging Markets*, Vol. 10, No. 4, pp.634–647.
- Akman, I. and Mishra, A. (2017) 'Factors influencing consumer intention in social commerce adoption', *Information Technology and People*, Vol. 30, No. 2, doi:10.1108/ITP-01-2016-0006.
- Aladwani, A.M. (2003) 'Key internet characteristics and e-commerce issues in Arab countries', *Information Technology and People*, Vol. 16 No. 1, pp.9–20.
- Al-Gahtani, S.S. (2011) 'Modeling the electronic transactions acceptance using an extended technology acceptance model', *Applied Computing and Informatics*, Vol. 9, No. 2011, pp.47–77.
- Alshibly, H.H. (2015) 'Customer perceived value in social commerce: an exploration of its antecedents and consequences', *Journal of Management Research*, Vol. 7, No. 1, p.1737.
- Anable, J. (2005) 'Complacent car addicts or aspiring environmentalists? Identifying travel behaviour segments using attitude theory', *Transport Policy*, Vol. 12, No. 1, pp.65–78.
- Anderson, R.C. and White, R. (2009) *Confessions of a Radical Industrialist: Profits, People, Purpose – Doing Business by Respecting the Earth*, St. Martin's Press, New York.
- Arens, W.F. (2004) *Contemporary Advertising*, 9th ed., McGraw-Hill Irwin, New York, NY.

- Awad, T.A. (2011) 'Environmental segmentation alternatives: buyers' profiles and implications', *Journal of Islamic Marketing*, Vol. 2, No. 1, pp.55–73 [online] <http://dx.doi.org/10.1108/17590831111115240>.
- Bailey, C., Madden, A., Alfes, K., Fletcher, L., Robinson, D., Holmes, J., Buzzeo, J. and Currie, G. (2015) 'Evaluating the evidence on employee engagement and its potential benefits to NHS staff: a narrative synthesis of the literature', *Health Services and Delivery Research*, Vol. 3, No. 26.
- Balakrishnan, B.K., Dahnil, M.I., and Yi, W.J. (2014) 'The impact of social media marketing medium toward purchase intention and brand loyalty among generation Y', *Social and Behavioral Sciences*, Vol. 148, No. 2014.
- Ballew, M., Omoto, A. and Winter, P. (2015) 'Using web 2.0 and social media technologies to foster proenvironmental action', *Sustainability*, Vol. 7, No. 8, pp.10620–10648.
- Ball-Rokeach, S.J. and DeFleur, M.L. (1976) 'A dependency model of mass-media effects', *Commun. Res.*, Vol. 3, No. 1, pp.3–21.
- Barth, M. and Burandt, S. (2013) 'Adding the 'e-' to learning for sustainable development: challenges and innovation', *Sustainability*, Vol. 5, No. 6, pp.2609–2622.
- Bilgin, Y. (2018) 'The effect of social media marketing activities on brand awareness, brand image and brand loyalty', *Business and Management Studies: An International Journal*, Vol. 6, No. 1, pp.128–148 [online] doi:<http://dx.doi.org/10.15295/bmij.v6i1.229>.
- Boyd, D. (2008) 'Why youth (heart) social network sites: the role of networked publics in teenage social life', in Buckingham, D. (Ed.): *Youth, Identity, and Digital Media*, pp.119–142, MIT Press, Cambridge, MA.
- Boyd, D. (2014) *It's Complicated: The Social Lives of Networked Teens*, Yale University Press, New Haven, CT, USA.
- Bronner, F. and Neijens, P. (2006) 'Audience experiences of media context and embedded advertising: a comparison of eight media', *International Journal of Market Research*, Vol. 18, No. 1, pp.81–100.
- Calder, B.J., Malthouse, E.C. and Schaedel, U. (2009) 'An experimental study of the relationship between online engagement and advertising effectiveness', *Journal of Interactive Marketing*, Vol. 23, No. 4, pp.321–331.
- Chan, T.S. (1996) 'Concerns for environmental issues and consumer purchase preferences: a two-country study', *Journal of International Consumer Marketing*, Vol. 9, No. 1, pp.43–55.
- Chen, S-C. and Lin, C-P. (2019) 'Understanding the effect of social media marketing activities: the mediation of social identification, perceived value, and satisfaction', *Technological Forecasting & Social Change*, Vol. 140, pp.22–32.
- Chen, Y-S. and Chang, C-H. (2012) 'Enhance green purchase intentions: the roles of green perceived value, green perceived risk, and green trust', *Manag. Decis.*, Vol. 50, No. 3, pp.502–520.
- Cheung, C.M.K., Lee, M.K.O. and Rabjhan, N. (2008) 'The impact of electronic word of mouth: the adoption of online opinions in online customer communities', *Internet Res.*, Vol. 18, pp.229–247.
- Choi, Y.K., Kim, J. and McMillan, S.J. (2009) 'Motivators for the intention to use mobile TV: a comparison of South Korean males and females', *International Journal of Advertising*, Vol. 28, No. 1, pp.147–167.
- Chowdhury, H.K., Parvin, N., Weitenberner, C. and Becker, M. (2006) 'Consumer attitude towards mobile advertising in an emerging market: an empirical study', *International Journal of Mobile Marketing*, Vol. 1, No. 2, pp.33–41.
- Chu, S-C. and Kim, Y. (2011) 'Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites', *International Journal of Advertising*, pp.47–75, doi:10.2501/IJA-30-1-047-075.
- City Plants [online] <http://www.facebook.com/CityPlantsLA> (accessed on 10 June 2015).

- Cox, S.A. (2010) *Online Social Network Attitude Toward Online Advertising Formats*, Master dissertation, The Rochester Institute of Technology, Rochester, NY.
- Daugherty, T., Eastin, M.S. and Bright, L. (2008) 'Exploring consumer motivations for creating user-generated content', *Journal of Interactive Advertising*, Vol. 8, No. 2 [online] <http://jiad.org/article101> (accessed 24 May 2009).
- Deci, E.L. and Ryan, R.M. (1985) *Intrinsic Motivation and Self-determination in Human Behavior*, Plenum Press, New York.
- Dichter, E. (1964) *Handbook of Consumer Motivations: The Psychology of the World of Objects*, McGraw-Hill, New York, NY.
- Dost, M.K.B., Ilyas, M., and Rehman, C.A. (2015) 'Online shopping trends and its effects on consumer buying behavior: a case study of young generation of Pakistan', *Journal of Social Development*, Vol. 5, No. 1, pp.1–22.
- Duffett, R.G. (2017) 'Influence of social media marketing communications on young consumers' attitudes', *Young Consumers*, Vol. 18, No. 1, pp.19–39.
- Eighmey, J. (1997) 'Profiling user responses to commercial web sites', *Journal of Advertising Research*, Vol. 37, No. 3, pp.59–66.
- Eriksson, K., Kerem, K. and Nilsson, D. (2004) 'Customer acceptance of Internet banking in Estonia', *International Journal of Bank Marketing*, Vol. 23, No. 2, pp.200–216.
- Esmacili, L., Mutallebi, M., Mardani, S., and Golpayegani, S.A.H. (2015) *Studying the Affecting Factors on Trust in Social Commerce*, arXiv preprint arXiv:1508.04048.
- Filieri, R. (2015) 'What makes online reviews helpful? A diagnosticity-adoption framework to explain informational and normative influence of E-WOM', *J. Bus. Res.*, Vol. 68, No. 6, pp.1261–1270.
- Frantz, C.M. and Mayer, F.S. (2014) 'The importance of connection to nature in assessing environmental education programs', *Stud. Educ. Eval.*, Vol. 41, No. 1, pp.85–89.
- Gadenne, D., Sharma, B., Kerr, D. and Smith, T. (2011) 'The influence of consumers' environmental beliefs and attitudes on energy saving behaviours', *Energy Policy*, Vol. 39, No. 12, pp.7684–7694.
- Gatersleben, B., Steg, L. and Vlek, C. (2002) 'Measurement and determinants of environmentally significant consumer behavior', *Environment and Behavior*, Vol. 34, No. 3, pp.335–362.
- Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R. and Singh, R. (2016) 'Social media marketing effort of luxury brands: Influence on brand equity and consumer behavior', *J. Bus. Res.*, Vol. 69, No. 12, pp.5833–5841.
- Goldfarb, A. and Tucker, C. (2011) 'Substitution between offline and online advertising markets', *Journal of Competition Law and Economics*, Vol. 7, No. 1, pp.37–44.
- Goworek, H. (2011) 'Social and environmental sustainability in the clothing industry: a case study of a fair trade retailer', *Social Responsibility Journal*, Vol. 7, No. 1, pp.74–86.
- Grubor, A., Djokic, I. and Milovanov, O. (2017) 'The influence of social media communication on brand equity: the evidence for environmentally friendly products', *Applied Ecology and Environmental Research*, Vol. 15, No. 3, pp.963–983.
- Halepete, J., Littrell, M. and Park, J. (2009) 'Personalization of fair trade apparel: consumer attitudes and intentions', *Clothing and Textiles Research Journal*, Vol. 16, No. 4, pp.143–160.
- Hansla, A., Gamble, A., Juliusson, A. and Gärling, T. (2008) 'Psychological determinants of attitude towards and willingness to pay for green electricity', *Energy Policy*, Vol. 36, No. 2, pp.768–774.
- Harshini, C. (2015) 'Influence of social media ads on consumer's purchase intention', *International Journal of Current Engineering and Scientific Research (IJCESR)*, Vol. 2, No. 10, pp.110–115.
- Hartmann, P. and Apaolaza-Ibáñez, V. (2012) 'Consumer attitude and purchase intention toward green energy brands: The roles of psychological benefits and environmental concern', *Journal of Business Research*, Vol. 65, No. 9, pp.1254–1263.

- Hayat, R. and Ahmed, A. (2017) 'Impact of environmental concern, advertisement and word of mouth on green purchase behavior: an analysis from Pakistan', *Case Studies Journal*, Vol. 6, No. 1, pp.72–79.
- Henderson, A., Henderson, A. and Bowley, R. (2010) 'Authentic dialogue? The role of 'friendship' in a social media recruitment campaign', *J. Commun. Manag.*, Vol. 14, No. 3, pp.237–257.
- Hennig-Thurau, T. and Walsh, G. (2003) 'Electronic word-of-mouth: motives for and consequences of reading customer articulations on the internet', *Int. J. Electron. Commer.*, Vol. 8, No. 2, pp.51–74.
- Hossain, M.S. (2018) 'Professed factors influencing environmentally sustainable household consumer behaviour: Bangladesh perspective', *International Journal of Business Society*, Vol. 2, No. 8, pp.54–64, doi: 10.30566/ijo.bs/2018.286.
- Iles, A. (2007) 'Seeing sustainability in business operations: US and British food retailer experiments with accountability', *Business Strategy and the Environment*, Vol. 16, No. 4, pp.290–301.
- Internet World Stats (2015) *World Internet Users and Population Statistics* [online] <http://www.internetworldstats.com/stats.htm> (accessed 2 July 2016).
- Jarvenpaa, S.L., Knoll, K. and Leidner, D.E. (1998) 'Is anybody out there? Antecedents of trust in global virtual teams', *Journal of Management Information Systems*, Vol. 14, No. 4, pp.29–64.
- Jeffries, E. (2012) 'Transparently green', *Marketing*, 14 March, pp.32–34.
- Joinson, A.N. (2003) *Understanding the Psychology of Internet Behavior: Virtual World, Real Lives*, Palgrave Macmillan, Houndmills.
- Jones, P., Comfort, D. and Hillier, D. (2005a) 'Corporate social responsibility and the UK's top ten retailers', *International Journal of Retail and Distribution Management*, Vol. 33, No. 12, pp.882–892.
- Kalafatis, S.P., Pollard, M., East, R., and Tsogas, M.H. (1999) 'Green marketing and Ajzen's theory of planned behaviour: a cross-market examination', *Journal of Consumer Marketing*, Vol. 16, No. 5, pp.441–460.
- Kang, J.-Y.M. and Kim, J. (2017) 'Online customer relationship marketing tactics through social media and perceived customer retention orientation of the green retailer', *Journal of Fashion Marketing and Management: An International Journal*, Vol. 21, No. 3, pp.298–316.
- Kang, M.J. (2005) *A Study on the Effect of Features of Brand Community Using One-person Media on Consumers*, Seoul National University, Seoul.
- Karpińska-Krakowiak, M. (2016) 'The effects of social networking sites on consumer – brand relationships', *Journal of Computer Information Systems*, Vol. 56, No. 3, pp.204–210.
- Katz, E. (1959) 'Mass communication research and the study of culture', *Studies in Public Communication*, Vol. 21, No. 6, pp.1–6.
- Katz, E., Blumler, J.G. and Gurevitch, M. (1974) 'Utilization of mass communication by the individual', in Blumler, J.G. and Katz, E. (Eds.): *The Uses of Mass Communications: Current Perspectives on Gratifications Research*, Vol. 3, pp.19–32, Sage Publications, Beverly Hills, CA.
- Kaur, P., Dhir, A., Chen, S., Malibari, A. and Almotairi, M. (2019) 'Why do people purchase virtual goods? A uses and gratification theory perspective', *Telematic and Informatics*.
- Kaye, B.K. (2007) 'Web site story: an exploratory study of blog use motivations', in Tremayne, M. (Ed.): *Blogging, Citizenship and the Future of Media*, pp.127–148, Routledge, New York, NY.
- Kazmi, A. and Mehmood, Q. (2016) 'The effect of electronic word of mouth communication and brand image on purchase intention: a case of consumer electronics in Haripur, Pakistan', *Management Science Letters*, Vol. 16, No. 7, pp.499–508.
- Khan, M.N. and Kirmani, M.D. (2015) 'Influence of environmental characteristics of the consumers on their willingness to pay for green products: an empirical investigation', *Int. J. Social Entrepreneurship and Innovation*, Vol. 3, No. 5, pp.374–386.

- Kim, A.J. and Ko, E. (2012) 'Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand', *Journal of Business Research*, Vol. 65, No. 10, pp.1480–1486.
- Kim, A.J. and Ko, E. (2016) 'Do social media marketing activity enhance customer equity? An empirical study on luxury fashion brand', *J. Bus. Res.*, Vol. 65, No. 10, pp.1480–1486.
- Kim, H.S. and Damhorst, M.L. (1998) 'Environmental concern and apparel consumption', *Clothing and Textiles Research Journal*, Vol. 16, No. 3, pp.126–133.
- Kim, J. and Lee, K.H. (2019) 'Influence of integration on interactivity in social media luxury brand communities', *J. Bus. Res.*, Vol. 99, pp.422–429.
- Kim, J.U., Kim, W.J. and Park, S.C. (2010) 'Consumer perceptions on web advertisements and motivation factors to purchase in the online shopping', *Computers in Human Behavior*, Vol. 26, No. 5, pp.1208–1222.
- Kinnally, W. and Bolduc, H. (2020) 'Integrating the theory of planned behavior and uses and gratifications to understand music streaming intentions and behavior', *Athletic Journal of Communications*, Vol. 28, No. 3, pp.165–179.
- Ko, H., Cho, C-H. and Roberts, M.S. (2005) 'Internet uses and gratifications: a structural equation model of interactive advertising', *Journal of Advertising*, Vol. 24, No. 2, pp.57–70.
- Koay, K.Y., Ong, D.L., Khoo, K.L. and Yeoh, H.J. (2020) 'Perceived social media marketing activities and consumer-based-brand equity', *Asia Pacific Journal of Marketing and Logistics*, Vol. 33, No. 1, pp.53–72.
- Koivulehto, E.I. (2017) *Do Social Media Marketing Activities Enhance Customer Equity? A Case Study of Fast Fashion Brand Zara*, Aalto University, Helsinki.
- Kotler, P., Kartajaya, H. and Setiawan, I. (2010) *Marketing 3.0: From Products to Customers to the Human Spirit*, John Wiley and Sons, Inc., New Jersey.
- Krishnamurthy, S. (2000) 'Permission marketing: turning strangers into friends, and friends into customers', *Journal of Marketing Research*, Vol. 77, No. 4, pp.171–173.
- Kudryavtsev, A., Krasny, M., Ferenz, G. and Babcock, L. (2015) *Use of Computer Technologies by Educators in Urban Community Science Education Programs* [online] <http://www.joe.org/joe/2007october/a2p.shtml> (accessed 4 August 2015).
- Lai, I.K., Liu, Y., Sun, X., Zhang, H. and Xu, W. (2015) 'Factors influencing the behavioural intention towards full electric vehicles: an empirical study in Macau', *Sustainability*, Vol. 7, No. 7, pp.12564–12585.
- Laroche, M., Bergeron, J. and Barbaro-Forleo, G., (2001) 'Targeting consumers who are willing to pay more for environmentally friendly products', *Journal of Consumer Marketing*, Vol. 18, No. 6, pp.503–520.
- Lasswell, H.D. (1948) 'The structure and function of communication in society', in Bryson, L. (Ed.): *The Communication of Ideas*, pp.37–51, Harper, New York, NY.
- Lee, N., Choi, Y.J., Youn, C. and Lee, Y. (2012) 'Does green fashion retailing make consumers more eco-friendly? The influence of green fashion products and campaigns on green consciousness and behavior', *Clothing and Textiles Research Journal*, Vol. 30, No. 1, pp.67–82.
- Leeraphong, A. and Mardjo, A. (2013) 'Trust and risk in purchase intention through online social network: a focus group study of Facebook in Thailand', *Journal of Economics, Business and Management*, Vol. 1, No. 4, pp.314–318.
- Liang, T-P., Ho, Y-T., Li, Y-W. and Turban, E. (2011) 'What drives social commerce: the role of social support and relationship quality', *International Journal of Electronic Commerce*, Vol. 16, No. 2, pp.69–90.
- Lindgreen, A. and Hingley, M. (2003) 'The impact of food safety and animal welfare policies on supply chain management', *British Food Journal*, Vol. 105, No. 6, pp.328–349.
- Lu, B., Fan, W. and Zhou, M. (2016) 'Social presence, trust, and social commerce purchase intention: an empirical research', *Computers in Human Behavior*, Vol. 56, No. 1, pp.225–237.

- Maloney, M.P. and Ward, M.P. (1973) 'Ecology: let's hear from the people: an objective scale for the measurement of ecological attitudes and knowledge', *American Psychologist*, Vol. 28, No. 7, p.583586.
- Malthouse, E.C. and Calder, B.J. (2010) 'Media placement versus advertising execution', *International Journal of Market Research*, Vol. 52, No. 2, pp.217–230.
- Manthiou, A., Chiang, L. and Tang, L. (2013) 'Identifying and responding to customer needs on Facebook fan pages', *Int. J. Technol. Hum. Interact.*, Vol. 9, No. 3, pp.36–52.
- Matthee, C. (2011) *Towards the Two-Way Symmetrical Communication Model: The Use of Social Media to Create Dialogue around Brands*, Master dissertation, Nelson Mandela Metropolitan University, Port Elizabeth, SA.
- Matthews, R. (2011) 'Social media marketing and environmental sustainability', *The Green Market Oracle*, 28 February [online] <http://www.thegreenmarketoracle.com/2011/02/social-media-marketing-and.html> (accessed 26 April 2013).
- McQuail, D. (1983) *Mass Communication Theory*, Sage Publications, London.
- McQuail, D., Blumler, K. and Brown, J. (1972) 'The television audience: a revised perspective', in McQuail, D. (Ed.): *Sociology of Mass Communication: Selected Readings*, pp.134–165, Penguin, Middlesex.
- Mesch, G.S. and Talmud, I. (2010) 'Internet connectivity, community participation, and place attachment: a longitudinal study', *Am. Behav. Scient.*, Vol. 53, No. 8, pp.1095–1110.
- Minton, A. and Rose, R. (1997) 'The effects of environmental concern on environmentally friendly consumer behavior: an exploratory study', *Journal of Business Research*, Vol. 40, No. 1, pp.37–48.
- Moorman, C., Deshpande, R. and Zaltman, G. (1993) 'Factors affecting trust in market research relationships', *Journal of Marketing*, Vol. 57, No. 21, pp.81–102.
- Mulero, O. and Adeyeye, M. (2013) 'An empirical study of user acceptance of online social networks marketing', *South African Computer Journal*, Vol. 50, No. 2013, pp.6–14.
- Muntinga, D., Moonman, M. and Smit, E. (2015) 'Introducing COBRAs exploring motivations for brand-related social media use', *International Journal of Advertising: The Review of Marketing*, Vol. 30, No. 1, pp.13–46 [online] <http://dx.doi.org/10.2501/IJA-30-1-013-046>.
- Muntinga, D.G., Moorman, M. and Smit, E.G. (2011) 'Introducing COBRAS: exploring motivations for brand related social media use', *Int. J. Advert.*, Vol. 30, No. 1, pp.13–46.
- Naaman, M., Becker, H. and Gravano, L. (2011) 'Hip and trendy: characterizing emerging trends on Twitter', *J. Am. Soc. Inf. Sci. Technol.*, Vol. 62, No. 5, pp.902–918.
- Nhlapo, S. (2015) *Millennials Forsake TV for Smart Devices* [online] <http://www.bizcommunity.com/Article/196/347/126519.html#more> (accessed 24 June 2016).
- Park, N., Kee, K.F. and Valenzuela, S. (2009) 'Being immersed in social networking environment: Facebook groups, uses and gratifications, and social outcomes', *CyberPsychology and Behavior*, Vol. 12, No. 6, pp.729–733.
- Patwardhan, P. and Yang, J. (2003) 'Internet dependency relations and online consumer behavior: a media system dependency theory perspective on why people shop, chat, and read news online', *J. Interact. Advert.*, Vol. 3, No. 2, pp.57–69.
- Pavlou, P.A. and Fygenon, M. (2006) 'Understanding and predicting electronic commerce adoption: an extension of the theory of planned behavior', *MIS Quarterly*, Vol. 30, No. 1, pp.115–143, doi: 10.2307/25148720.
- Perman, S. (2006) 'From garbage to gold', *BusinessWeek Online*, p.12, Academic Search Premier Database.
- Permatasari, A. and Kuswadi, E. (2017) 'The impact of social media on consumers' purchase intention: a study of ecommerce sites in Jakarta, Indonesia', *Review of Integrative Business and Economics Research*, Vol. 6, Issue 1, pp.321–335.

- Pianosi, M., Bull, R. and Rieser, M. (2012) 'Is there a role for social media in enhancing environmental citizenship? Lessons from a UK case study', in Rospigliosi, A. and Greener, S. (Eds.): *Proceedings of the European Conference on Social Media: ECSM 2014*, 10–11 July, Brighton, UK, pp.394–402, Academic Conferences and Publishing International Limited, Reading, UK.
- Pigg, K.E. and Crank, L.D. (2004) 'Building community social capital: the potential and promise of information and communications technologies', *Journal of Community Informatics*, Vol. 1, No. 1, pp.58–73.
- Polonsky, M.J. (2011) 'Transformative green marketing: impediments and opportunities', *Journal of Business Research*, Vol. 64, No. 12, pp.1311–1319.
- Ridings, C.M., Gefen, D. and Arinze, B. (2002) 'Some antecedents and effects of trust in virtual communities', *Journal of Strategic Information Systems*, Vol. 11, Nos. 3–4, pp.271–295.
- Robelia, B.A., Greenhow, C. and Burton, L. (2011) 'Environmental learning in online social networks: adopting environmentally responsible behaviors', *Environ. Educ. Res.*, Vol. 17, No. 4, pp.553–575.
- Rubin, A.M. (1984) 'Ritualized and instrumental television viewing', *Journal of Communication*, Vol. 34, No. 3, pp.67–77.
- Ruiz Mafé, C. and Sanz Blas, S. (2006) 'Explaining Internet dependency: an exploratory study of future purchase intention of Spanish internet users', *Internet Res.*, Vol. 16, No. 4, pp.380–397.
- Samsudeen, S.N. and Kaleel, M.I. (2020) 'Impact of social media marketing elements on consumer-brand engagement', *Journal of Advanced Research in Dynamical and Control Systems*, Vol. 12, No. 2, pp.2263–2275.
- Sangi, N., Shuguang, L. and Samad, P.A. (2017) 'Factors behind buying intentions of social media users in Pakistan', *International Journal of e-Education, e-Business, e-Management and e-Learning*, pp.153–167.
- Sangwan, S. (2005) 'Virtual community success: a uses and gratifications perspective', *Proceedings of the 38th Annual Hawaii International Conference on System Sciences*, Big Island, Hawaii.
- Schivinski, B. and Dabrowski, D. (2015) 'The impact of brand communication on brand equity through', *Journal of Research in Interactive Marketing*, Vol. 9, No. 1, pp.31–53.
- Seo, E.-J. and Park, J.-W. (2018) 'A study on the effects of social media marketing activities on brand equity and customer response in the airline industry', *Journal of Air Transport Management*, Vol. 66, No. C, pp.36–41.
- Shao, G. (2009) 'Understanding the appeal of user-generated media: a uses and gratifications perspective', *Internet Research*, Vol. 19, No. 1, pp.7–25.
- Shavitt, S., Lowrey, P., and Haefner, J. (1998) 'Public attitudes towards advertising: more favourable than you might think', *Journal of Advertising Research*, Vol. 38, No. 4, pp.7–22.
- Shaw, D., Shiu, E. and Clarke, I. (2000) 'The contribution of ethical obligation and self-identity to the theory of planned behaviour: an exploration of ethical consumers', *Journal of Marketing Management*, Vol. 16, No. 8, pp.879–894.
- Sisco, H.F. and McCorkindale, T. (2013) 'Communicating 'pink': an analysis of the communication strategies, transparency, and credibility of breast cancer social media sites', *Int. J. Nonprof. Volun. Sect. Mark.*, Vol. 18, No. 4, pp.287–301.
- Stisser, P. (1994) 'A deeper shade of green', *American Demographics*, Vol. 16, No. 3, p.24.
- Sulaiman, A., Mohezar, S. and Rasheed, A. (2007) 'A trust model for e-commerce in Pakistan: an empirical research', *Asian Journal of Information Technology*, Vol. 6, No. 2, pp.192–199.
- Thompson, B. (2007) 'Green retail: retailer strategies for surviving the sustainability storm', *Journal of Retailing and Leisure Property*, Vol. 6, No. 4, pp.281–286.
- Tsang, M.M., Ho, S.C. and Liang, T.P. (2004) 'Consumer attitudes toward mobile advertising: an empirical study', *International Journal of Electronic Commerce*, Vol. 8, No. 3, pp.65–78.

- Turan, A.H. (2012) 'Internet shopping behavior of Turkish customers: comparison of two competing models', *Journal of Theoretical and Applied Electronic Commerce Research*, Vol. 7, No. 1, pp.77–93.
- Uitz, I. (2012) 'Social media: is it worth the trouble?', *Journal of Internet Social Networking and Virtual Communities*, Vol. 2012, pp.1–14, ID: 313585.
- Vermeir, I. and Verbeke, W. (2008) 'Sustainable food consumption among young adults in Belgium: theory of planned behaviour and the role of confidence and values', *Ecological Economics*, Vol. 64, No. 3, pp.542–553.
- Wang, C. and Zhang, P. (2012) 'The evolution of social commerce: the people, management, technology, and information dimensions', *Communications of the Association for Information Systems*, Vol. 31, No. 5, pp.1–23.
- Wang, Y., Ahmed, S. C., Deng, S. and Wang, H. (2019) 'Success of social media marketing efforts in retaining sustainable online consumers: an empirical analysis on the online fashion retail market', *Sustainability*, doi:10.3390/su11133596.
- Willemsen, L.M., Niejens, P.C., Bronner, F. and De Ridder, J.A. (2011) 'Highly recommended! The content characteristics and perceived usefulness of online consumer reviews', *J. Comput.-Mediat. Commun.*, Vol. 17, No. 1, pp.19–38.
- Williams, K., Brooks, K. and Page, M.A. (2012) 'Biotechnology: sustainability's silver bullet', *Journal of Sustainability and Green Business*, Vol. 1, No. 1, pp.103–114.
- Wyland Foundation [online] <http://www.wylandfoundation.org> (accessed 10 June 2015).
- Yadav, M. and Rahman, Z. (2017) 'Measuring consumer perception of social media marketing activities in ecommerce industry', *Scale Development & Validation*, Vol. 34, No. 7, pp.1294–1307.
- Yoshida, M., Gordon, B.S., Nakazawa, M., Shibuya, S. and Fujiwara, N. (2018) 'Bridging the gap between social media and behavioural brand loyalty', *Electron. Commer. Res. Appl.*, Vol. 28, pp.208–218.
- Zha, X., Li, J. and Yan, Y. (2015) 'Advertising value and credibility transfer: attitude towards web advertising and online information acquisition', *Behaviour and Information Technology*, Vol. 34, No. 5, pp.520–532 [online] <https://doi.org/10.1080/0144929X.2014.978380>.
- Zhang, H., Lu, Y., Gupta, S. and Zhao, L. (2014) 'What motivates customers to participate in social commerce? The impact of technological environment and virtual customer experiences', *Information and Management*, Vol. 51, No. 8, pp.1017–1030, doi: 10.1016/j.im.2014.07.005.