



JOURNAL OF EMERGING TECHNOLOGIES AND INNOVATIVE RESEARCH (JETIR)

An International Scholarly Open Access, Peer-reviewed, Refereed Journal

Factors determining the consumer buying behavior of Green Products using social media advertisements

Author 1: Gaikwad Smita Manohar, Research Scholar, ISBR Bangalore

(A recognised research Centre of University of Mysore)

email Id: smitag.mba@gmail.com Cell No 8861115612

Author 2: Dr. Aditi Priya Singh, Associate Professor, ISBR Bangalore

(A recognised research Centre of University of Mysore)

email Id: aditi.psingh@gmail.com Cell No 9886107991

ABSTRACT

The environmental benefits of social media advertising are becoming more universally acknowledged. The use of social media may enable green marketers get a better position in the market. Consumers attitudes are crucial to marketing strategy, according to marketing management. Studies have looked at the link between consumer knowledge and the impact of traditional ads on customers. Consumers are shifting to buying green products and services, but it is not evident how they go about doing so or what influences them. By analyzing the effects of theories of social media advertising on consumer buying behavior for environment - friendly products, this study is undertaken to enhance the knowledge gap. The results of this study add to our understanding of the different factors that influence millennials' buying behavior of green products and services via social media. Marketers of green products business and services are advised to create well-known social media advertising platform which factors are crucial to develop the marketing plan are suggested in this study .

Key words: *Social media advertising; green brand; factor analysis; millennial; buying behavior*

Introduction

According to the American Marketing Association (AMA), green marketing is the promotion of products that are deemed eco-friendly and organic. However, green marketing entails modifying the manufacturing line, products, packaging, pricing, and marketing. Thus, governments help and encourage businesses to manufacture eco-friendly products, and customers are particularly sensitive to green marketing, especially when it comes to building sustainable environment.

While the globalization process continues apace, it has also brought certain challenges with it. One of these difficulties is natural, affecting all living beings. These previously indicated ecological challenges have begun to reach the mainstream and people are talking about them. Customers are concerned about the future of the planet and as a result prefer eco-friendly and green products and services. As a consequence of the buyer's attitudes, firms have begun to develop their marketing strategies to increase environmental awareness. The companies sometimes required to adopt green standards when it comes to advertising, production, pricing, and marketing. Various variables impact consumer buying decisions. Many researchers have identified elements that influence this process, such as environmental knowledge, product pricing and quality, and environmental promotion style (Agyeman, 2014). Given that businesses are socioeconomic entities, it is inconceivable that they ignore "Natural Awareness" that may influence consumer behavior. Cooperate needs to make Eco-friendly green products and choose Eco-friendly marketplaces, comprehending "nature friendly and sustainable products". In green marketing, phrases like eco-friendly, ozone-friendly, and recyclable are used interchangeably. However, green marketing is a much broader notion of marketing movement that may be tied to customer choices, new goods and services (Boztepe, 2012).

We call a product "Green" if it has following features:

1. Produced in an eco-friendly manner.
2. Prevents water, soil, and air pollution.
3. Saves energy and water
4. Uses recyclable materials
5. Uses products made by jute, paper, cloths instead of plastic.

Green marketing is growing rapidly as more and more buyers want to support the natural awareness with their money. However, the general public is cautious of green claims, and organisations may seriously hurt their brands and sales if a green claim is proved to be incorrect or disproven by other products. Greenwashing is presenting products as green when they are not. For example, everything they say about their goods should be "our stuff is totally organic". Green marketing is a marketing approach that promotes "our product is 100% organic". Green marketing is a marketing method used by marketing managers to gain more clients and profit. But only if done ethically. The marketing approach (green marketing) must also include three elements: educating clients, being truthful, and allowing them to participate.

a) Being authentic indicates that you are using green marketing methods and that any policies your firm adopts should be congruent with being eco-friendly. Both of these elements must be completed for your company to qualify for a green marketing campaign (Bukhari, 2011).

b) Businesses are also beginning to educate the people by advertising organic products and how they benefit customers. This type of advertising helps educate the public and promote the use of green products. Companies are also beginning to educate the public by advertising organic products and how they benefit customers. This type of promotion helps educate the public and promote the use of green products. With more consumers willing to pay a premium for green products, corporations are paying more attention to consumer behavior, attitudes, and needs updating it (Cherian & Jacob, 2012).

c) Many shoppers are aware of environmental concerns and exhibit compassion for nature. Thus, businesses should include their customers in efforts to promote green marketing and preserve nature (Awan & Raza, 2010). In other words, keeping customers informed about the company's efforts to promote organic products while involving them in environmental preservation. This type of client involvement will help the firm establish customer confidence. Driessen discovered that to maintain up competitive advantage, an appropriate amount of greenness must be separated between development execution and greenness, thereby avoiding merely catching the tiny green company sector (Driessen, 2005). So, if the market for eco-friendly products is to become normal, it is necessary to examine what influences buyer choice.

To summarize, this study examines factors related to consumer attitudes and intension about marketing strategies via social media advertisement of green marketing products, organic products, and their market influence.

Green Marketing's Evolution :

Several experts said that green marketing has evolved over time. People all throughout the world are concerned about nature's turf and adjusting their ways. As a result, green marketing has emerged as a growing industry promoting reasonable and socially responsible products. The Green marketing comprises three stages. The first stage of green marketing was called "**Ecological**" green marketing since it was a new approach and marketers were worried about the environment. The second stage was "**Environmental**" green marketing, which focused on developing new products that address pollution and waste challenges. Also, the third step of green marketing was described as "**Durable**". It was huge in the late 1990s and early 2000s (Bukhari, 2011).

Our earth is scarce, which implies that people's demands are endless and increase through time, but our planet's resources are limited and cannot meet everyone's requirements. The goal is to meet as many demands as possible while utilising resources wisely, and hence green marketing is the ideal technique. Globally, customers are becoming more enthusiastic about protecting the environment. Overall, people are concerned about nature, and their attitudes and behaviours are changing. According to Saini (2013), many firms have realised the need of

functioning in an eco-friendly manner. People opted to manage their businesses to make money while also helping the environment. Consumer tastes change over time, and many businesses see this as an opportunity to gain a competitive edge over competitors that develop non-environmentally responsible solutions. a few examples of struggling enterprises . McDonald's is one of the corporations who opted to change their packaging to waxed paper since consumers were concerned about the prior (Kiran, 2012). Land and water resource issues, air pollution, endangered species, population surges are all covered under the umbrella word "green" (Scheffer, 1991).

Environmental and economic impacts are reduced through green marketing by reducing the usage of green brands, consumer behaviour, and marketing activities. Green items are those that are energy efficient, recyclable, have eco-friendly packaging, are non-toxic, and biodegradable. Green products are intended to be developed and manufactured with energy and resource efficiency in mind throughout their life cycle. Typical Grocery Items, Health & Beauty, Non toxic hair spray, recyclable razors, Cleaning & Household, Non toxic cleanser, natural cleaning product Paper Goods, Recyclable paper plates, recycled paper towels Electronics/appliances, Natural Fiber shirts, Organic cotton shirts Energy efficient washers, light bulbs, and water saving gadgets

The Internet has made the globe a little virtual place. Social Media Advertising has a huge effect on our lives. The Millennial Theory. Decoding the Millennial is difficult, It describes the generation born between 1981 and 2000. Pew Research Center agreed a year ago to adopt 1996 as the last birth year for Millennials in future work to maintain the generation analytically significant. Anybody born between 1981 and 1996 (ages 23 to 38 in 2019) is a Millennial, whereas anyone born after 1997 is a New Gen.

With their cooperation, online advertisers can include users' interactions and displays, as well as disclose pieces of their identity – such names or photographs – inside the commercial material (Chu & Kim, 2011). As of 2021, India has 906 million internet users, 62 million of them are engaged on social media. After the USA and Brazil, India has the third most Facebook users worldwide (Socialbakers.com, 2021). Despite the increased usage of social media sites by Indians, marketers and researchers are unaware of the impact of social media advertising on Millennials.

Consumer Buying decision (Purchase Decision)

The Intention of doing something is a person's willingness and preparedness to accomplish it. Attitude, subjective norms, and perceived behavioural control predict it (Ajzen. 1991). It is the subjective assessment of an individual's future conduct (Blackwell et al.,2001; Reibstein,1978). Consumers are supposed to act with certainty if they intend to act. As a result, intention precedes the action. Now, purchase intent is a behavioural indicator (Blackwell et al., 2001), reflecting the effectiveness of numerous marketing campaigns (Altuna & Konuk, 2009). Consumer buying intention displays customer thought about future purchases to meet needs and desires.

Theoretical Base :

Value of ads has been used to measure their efficacy. “Utility or worth of the advertisement”, according to [Ducoffe \(1995\)](#). “A subjective assessment of the relative worth or utility of advertising to consumers” ([Ducoffe, 1995](#)). An effective and commonly utilised theory for analysing consumer attitudes towards advertising is the Advertising Value Model ([Murillo et al., 2016](#)). This model was created by [Ducoffe \(1995; 1996\)](#). Advertising value was associated with three antecedents: informativeness, amusement, and annoyance, with a positive connection between advertising value and advertising attitude. [Brackett and Carr \(2001\)](#) examined a fourth predictor of advertising value, Credibility.

Towards advertising

[Fishbin \(2004\)](#) described attitude as “learned human predisposition”. Thus, an attitude is an individual's response to an item. It is a “learned inclination to respond in a continual positive or negative manner to advertising in general” ([MacKenzie & Lutz, 1989:53](#)). Attitudes regarding advertising generally impact how people evaluate a company's advertising message ([Mehta & Purvis, 1995; Ha & MacCann, 2008:583](#)). The current study focuses on the [Ducoffe \(1996\)](#). The [Ducoffe \(1996\)](#) model was chosen because it provides a complete explanation of how advertising value influences attitudes towards advertising.

Consumer Behavior theory

Theory of planned behavior (TPB) is a modified variant of [Fishbein and Ajzen's \(1975\)](#) Theory of Reasoned Action (TRA). As a result of the addition of one of the most essential components, Perceived Behavioral Control (PBC), Ajzen's TPB model effectively predicts that individuals control their own behavioural reactions. Human conduct is predicted by behavioral intention, which includes attitude, subjective standards, and perceived behavioural control. Online services including e-commerce, e-filing, e-banking, mobile advertising ([Liao, Chen & Yen, 2007](#)), involvement in brand communities, and brand social media following have all been predicted using TPB ([Chu, Chen & Sug, 2015; Hu and Farn, 2010](#)). A positive attitude towards social media advertising, positive peer norms (Subjective Norms) towards social media advertising, and a greater degree of control over social media advertising will lead to a stronger behavioural intention (purchase intent) which further predicts actual behaviour (purchase).

Research Methodology

Research gap: The prior studies' literature review investigations were vital in comprehending the concerns addressed in this study. The importance of social media has led to increased rivalry among green product marketing businesses. Few studies examine factors like customer perception, attitude, and beliefs. The current study attempted to address the gap by finding and contributing to the corpus of information. This study used exploratory

factor analysis (EFA) to determine which factors influence consumer buying behavior of green products using social media advertisements.

This study employed descriptive research. For the primary data collection the survey used a structured questionnaire, and the pilot testing procedure proved the clarity, question phrasing, and validity. The survey was performed online by sending Google forms to millennial (aged between 1982 – 2000) residents of Karnataka residents.

The questionnaire used the following sources: (Zikmund, 2010). The questionnaire was designed to hold respondents' interest while inspiring them to express themselves. The study instructions were simple and provided at the outset, making it easy for participants to follow.

The questionnaire asked specific questions regarding millennials' awareness, attitude, perception, and purchase intention towards green products. The respondents were also asked about their prospective green product purchases. The survey sampled 1200 people from Karnataka state, however after data cleaning we only had 1070 responded reply. We used stratified random sampling method to do data collection.

DATA ANALYSIS AND DISCUSSION

Descriptive research method were used in research design. The literature examined the elements that influence online consumer behaviour as well as the statistically significant relationships between variables. The descriptive research approach was used with the goal of gathering and analysing the data collected. As part of the research procedure, the researchers provided a full description of the sampling design and sampling strategy used in the study. The demographic details of the respondents after filtering are mentioned in the table below.

Table No 1 : Demographic variables

Variable	Frequency	Percentage
Gender		
Male	577	46
Female	493	54
Marital status		
Married	383	36
Unmarried	687	64
Age in Yrs (as on 2021)		
25-30	332	31
31-35	520	49
36-38	218	20
Total	1070	100

Source : authors calculation using SPSS-26 software

EFA- Exploratory Factor Analysis: To explore Critical Factors determining Buying behavior of green products.

The next part of analysis included testing the sample adequacy in the study and the whether the required proposed factors were emerged. To find this the EFA was carried out with the help of principal component analysis with varimax rotation in SPSS 26.

Variables selected for the study includes determinants of social media advertising of green products, attitude towards advertisement, purchase intension and actual buying of green products.

Factors of social media advertising of green products: It includes different factors which influence the consumer to make a green product buying decision like environmental information, entertainment, interpersonal influence, irritation, credibility of social media advertisement to find impact on attitude towards consumer buying behaviour.

Consumer attitude towards advertisement: This is the outcome of social media advertisement of green products if it is positive then consumer will share, like ,comment and save. But if the outcome is negative consumer may get displeased, angry, annoyed, avoid, hide and block.

Purchase intension: This is a mediating factor between the dependent and independent variables. The dimensions of purchase intension will be derived from various previous studies.

Actual buying of green products: Dependent variable for the actual purchase of the consumer. The dimension of this will include online buying behaviour of the consumers these are based on traditional marketing consumer buying behaviour models derived from previous studies.

Based on the constructs, variables are identified for the model and relationship between the variables are given below

Table No : 2 Factors Considered for CBB

Sl. No	Factors considered for Consumer buying Behavior of Green products
1	Awareness towards green products (AG)
2	Social influence (SI)
3	Perception towards SMA- Perceived relevance of the SMA (PR)
4	Perceived credibility of SMA(PC)

5	Perceived In formativeness of SMA(PI)
6	Attitude towards SMA (AA)
7	Buying intention (BI)
8	Buying behavior (BB)

Source : Marketing Scales

Bartlett's Test of Sphericity and Kaiser-Meyer-Olkin (KMO) Analysis

In order to determine the sample adequacy and whether the sample data is appropriate for carrying out factor analysis, KMO and Bartlett's test of sphericity was carried out. The below table no 3 represents the KMO values. It can be seen from the table that the KMO measure of sample adequacy was 0.932, which is very high as compared to the standard threshold measure of KMO value 0.6 (Hair et al. H. J., 2013), (Kaiser, 1974). It was also observed from the result that, the significance value for the Bartlett's Test of Sphericity was very much small (0.000). This was a clear indication that there was sufficient covariance and factor analysis can be carried out.

Table No 3: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling		.932
Bartlett's Test of Sphericity	Approx. Chi-Square	12101.767
	df	43
	Sig	0.000

Source : authors calculation using SPSS-26 software

Factor Extraction and Rotated Component Matrix

The next part of analysis included the factor extraction method. To carry out this, the scores of Eigen values and the Scree plot test is carried out so that the number of factors extracted can be determined. The table no 4 shows that 3 factors were extracted and had Eigen values more than 1. A total of 69.94 % of the total variance was explained by these factors. Hence it can be said that there is certain considerable amount of variance explained. In the below figure 1, it can be seen that the Scree plot that 3 factors were extracted. It was hence considered as an acceptable interpretable factors. The next table no 4 includes Exploratory Factor analysis represents the total variance explained by the factors.

Table No 4 :Total Variance Explained

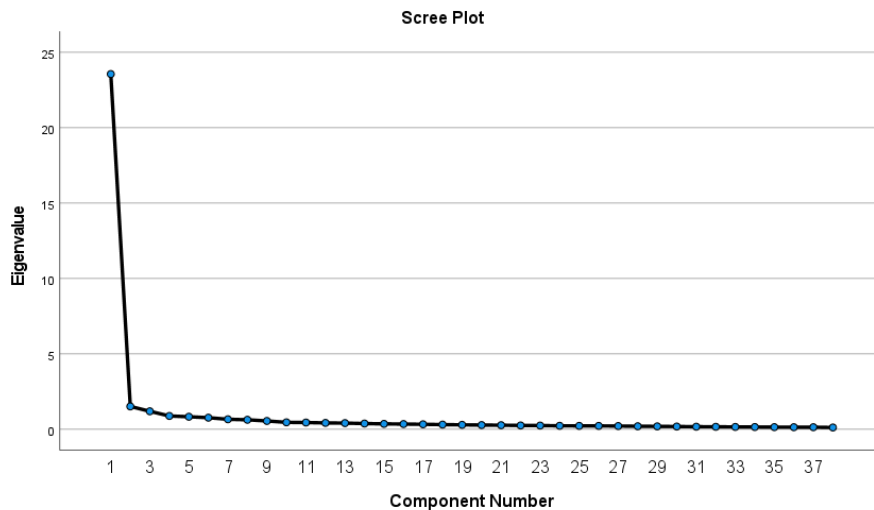
Total Variance Explained						
Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	23.557	61.992	61.992	10.378	27.311	27.311
2	1.514	3.985	65.978	8.666	22.806	50.116
3	1.192	3.137	69.115	7.219	18.998	69.115
4	.882	2.320	71.435			
5	.830	2.184	73.618			
6	.768	2.022	75.640			
7	.662	1.742	77.382			
8	.628	1.654	79.036			
9	.551	1.449	80.485			
10	.458	1.206	81.691			
11	.446	1.174	82.865			
12	.422	1.110	83.975			
13	.408	1.074	85.049			
14	.379	.996	86.045			
15	.356	.937	86.982			
16	.345	.909	87.891			
17	.328	.864	88.755			
18	.309	.813	89.569			
19	.293	.771	90.339			
20	.278	.732	91.072			
21	.269	.707	91.779			
22	.251	.662	92.441			
23	.245	.644	93.085			
24	.230	.604	93.689			
25	.224	.590	94.279			
26	.223	.586	94.865			
27	.213	.560	95.425			
28	.199	.523	95.948			
29	.191	.504	96.451			
30	.181	.476	96.927			
31	.169	.445	97.373			
32	.163	.429	97.801			
33	.155	.407	98.208			
34	.148	.390	98.599			
35	.142	.373	98.972			
36	.137	.360	99.332			
37	.136	.359	99.691			

38	.117	.309	100.000			
----	------	------	---------	--	--	--

Extraction Method: Principal Component Analysis.

Source : authors calculation using SPSS-26 software

Figure 1: Scree Plot



Source : authors calculation using SPSS-26 software

Table No : 4 Component Score Covariance Matrix

Component	1	2	3
1	1.000	.000	.000
2	.000	1.000	.000
3	.000	.000	1.000

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization. Component Scores.

Source : authors calculation using SPSS-26 software

Conclusion: There are various limits to the framework of the research described above that should be taken into consideration in the future when planning more investigations. The purpose of this study is to determine the scales and different variables that will be used to design the questionnaire. In addition to developing the study approach, it is necessary to incorporate other data gathering methods. In addition, while our study is aware of other variables, such as traditional advertising, environmental material usage, and green expertise, it does not take them into consideration. Because all of these variables play an important role in green strategy, their causal role should be fully investigated in future research.

References :

- Altuna, O. K., & Konuk, F. A. (2009). Understanding Consumer Attitudes Toward Mobile Advertising and its impact on Consumers Behavioural Intentions: A Cross Market comparison of United States and Turkish Consumers. *International Journal of Mobile Marketing*, Vol.4 No 2, pp. 43-51
- Anvar, M., & Venter, M. (2014). Attitudes and purchase behaviour of green products among generation y consumers in South Africa. *Mediterranean Journal of Social Sciences*, 5(21), 183–194.
- Ahmed, Q., & Muhammed, R. (2018). The Social Media Advertising Model (SMAM): A Theoretical Framework The Social Media Advertising Model : A Theoretical Framework. *Journal of Managerial Sciences*, 11(3), 118–143
- Blackwell, R.D., Miniard, P.W. & Engel J.F (2006). *Consumer Behavior*. 10th edition.
- Bradley, N. 2007. *The green marketing mix*.
- Ducoffe, R. H. (1995). How consumers assess the value of advertising . *Journal of Current Issues & Research in Advertising*, 1-18.
- Ducoffe, R. H., & Curlo, E. (2000). Advertising value and advertising processing. *Journal of Marketing Communications*, Vol. 6 No 4, pp. 247-262
- Fuller, D., 1999. *Sustainable marketing: Managerial–ecological issue*. Thousand Oaks, CA, Sage
- Florenthal, Bela and Arling, Priscilla, (2011), Do Green Lifestyle Consumers Appreciate Low Involvement Green Products?. *Scholarship and Professional Work - Business*. 222.
- Follows, S. B., & Jobber, D. (2015). Environmentally responsible purchase behavior: A test of a consumer model. *European Journal of Marketing*, 34(5), 723-746.
- Fischer, D., Böhme, T., & Geiger, S. M. (2017). Measuring young consumers' sustainable consumption behaviour: Development and validation of the YCSCB scale. *Young Consumers*, 18, 312–326.
- Fu, Wei & Liang, Bei. (2019). How Millennials' Personality Traits Influence Their Eco-Fashion Purchase Behavior. *Athens Journal of Business & Economics*. 5. 207-220. 10.30958/ajbe.5-3-2.
- Ginsberg, J. M., & Bloom, P. N. 2004. Choosing the right green marketing strategy. *MIT Sloan Management Review*. Vol. 46 (1), 79-84
- Henseler, J., Ringle, C., & Sinkovics, R. (2009). The use of partial least squares path modeling in international marketing. in: Sinkovics, R. R. / Ghauri, P. N. (eds.), *Advances in International Marketing*, 20, 277–320.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2013). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*.
- Kanchanapibul, M., Lacka, E., Wang, X., & Chan, H. K. (2014). An empirical investigation of green purchase behaviour among the young generation. *Journal of Cleaner Production*, 66, 528–536.
- Kumar, B., Manrai, A. K., & Manrai, L. A. (2017). Purchasing behaviour for environmentally sustainable products: A conceptual framework and empirical study. *Journal of Retailing and Consumer Services*, 34, 1–9.
- Kahraman, Aysun & Kazançoğlu, İpek. (2019). Understanding consumers' purchase intentions toward natural-claimed products: A qualitative research in personal care products. *Business Strategy and the Environment*. 28. 10.1002/bse.2312.
- Kim Y. K., Yim Y. C., Kim E. A., Reeves W. (2021). Exploring the optimized social advertising strategy that can generate consumer engagement with green messages on social media. *J. Res. Interact. Mark.* 15, 30–48
- Kamalanon, Piyanoot & Chen, Ja-Shen & Le, Tran-Thien-Y. (2022). “Why Do We Buy Green Products?” An Extended Theory of the Planned Behavior Model for Green Product Purchase Behavior. *Sustainability*. 14. 689. 10.3390/su14020689.

- Lohmöller, J.B. (1989). Latent variable path modeling with partial least squares. Heidelberg, Germany: Physica
- Lu, L., Bock, D., & Joseph, M. (2013). Green marketing: what the millennials buy, *Journal of Business Strategy*, 34 (6), 3-10.
- Lu, L.C.; Chang, H.-H.; Chang, (2015).A. Consumer Personality and Green Buying Intention: The Mediate Role of Consumer Ethical Beliefs. *J. Bus. Ethics* 2015, 127, 205–219.
- Lee D., Hosanagar K., Nair H. S. (2018). Advertising content and consumer engagement on social media: Evidence from Facebook. *Manag. Sci.* 64, 5105–5131.
- MYERS, D. G. and Lamm, H. (1976). The Group Polarization Phenomenon. *Psychological Bulletin* 83(4): 602–27.
- Mainieri, T., Barnett, E. G., Valdero, T. R., Unipan, J. B., & Oskamp, S. (1997). Green buying: The influence of environmental concern on consumer behavior. *The Journal of social psychology*, 137(2), 189-204
- Moisander J (2007) Motivational complexity of green consumerism. *International Journal of Consumer Studies*, 30:404-409
- MASON, W. A., Conrey, F. R. and Smith, .E. R. (2007). Situating Social Influence Processes: Dynamic, Multidirectional Flows of Influence within Social Networks. *Personality and Social Psychology Review* 11(3): 279–300
- Merisavo, M., Kajalo, S., Karjaluo, H., Virtanen, B., Salmenkivi, S., Raulas, M., &Leppäniemi, M. (2007). An empirical study of the drivers of consumer acceptance of mobile advertising. *Journal of Interactive Advertising*, 7(2), 41-50.
- Murthy, P., 2010, *Strategic Green Marketing for Survival*
- Maheshwari, A., Malhotra. G., 2011, Green Marketing: A study on Indian youth. *International Journal of Management and Strategy*, Vol, 1.No.II,(3)
- Mohammed El Dief & Xavier Font (2010) The determinants of hotels' marketing managers' green marketing behaviour, *Journal of Sustainable Tourism*, 18:2, 157-174,
- Munasinghe, P. & Shantha, A.Aruna. (2021). Factors influencing the Purchase Intention of Green Packaging among Millennials in Gampaha District of Sri Lanka. *Sri Lanka Journal of Marketing*. 7. 117. 10.4038/sljmuok.v7i1.59.
- Namkung, Young & Jang, Soocheong. (2014). Are Consumers Willing to Pay More for Green Practices at Restaurants?. *Journal of Hospitality & Tourism Research*. 41. 10.1177/1096348014525632.
- Norazah Mohd Suki, (2016) "Green product purchase intention: impact of green brands, attitude, and knowledge", *British Food Journal*, Vol. 118 Issue: 12, pp.2893-2910,
- Ottman, J.A., 1992, *Green marketing*. Lincolnwood, IL, NTC.Ottman, J.A., 2008. The five simple rules of green marketing. *Design Management Review*, Vol. 19 (4), 65-69
- Polonsky, M.J., 1995. A stake holder theory of approach to designing environmental marketing strategy, *Journal of Business & Industrial Marketing*. Vol. 10 (3), 29-46.
- Pavlou, P. & David, S. (2000). Measuring the effects and effectiveness of interactive advertising: A Research agenda. *Journal of Interactive Advertising*, 1(1), 61-77
- Richins, M. (1992), Social Comparison and the Idealized Images of Advertising, *Journal of Consumer Research*, 18: 71-83
- Rodgers, S., & Thorson, E. (2000). The Interactive Advertising Model. *Journal of Interactive Advertising*, 1(1), 41–60.

- Rambabu Lavuri (2021) Extending the theory of planned behavior: factors fostering millennials' intention to purchase eco-sustainable products in an emerging market, *Journal of Environmental Planning and Management*
- Sethi Vaishali.(2018).Determining Factors of Attitude towards Green Purchase Behavior of FMCG Products. *IITM Journal of Management and IT*.Volume : 9, Issue : 2
- Setyawan, Andhy & Noermijati, N & Sunaryo, S & Aisjah, Aulia. (2018). Does Green Product Consumption Gendered? Investigating Among Millennials in an Emerging Market. *KnE Social Sciences*. 3. 10.18502/kss.v3i10.3464.
- Saari, Ulla Anneli & Damberg, Svenja & Frömbing, Lena & Ringle, Christian. (2021). Sustainable consumption behavior of Europeans: The influence of environmental knowledge and risk perception on environmental concern and behavioral intention. *Ecological Economics*. 189. 10.1016/j.ecolecon.2021.107155.
- Thompson, R. L., Barclay, D. & Higgins, C. (1995). "The Partial Least Squares Approach to Casual Modeling: Personal Computer Adoption and Use as an Illustration". *Technogogy Studies: Special Issue on Research Methodology*, 2(2), 285–324
- Tam, K., & Ho, S. (2005). Web personalization as a persuasion strategy: An elaboration likelihood model perspective. *Information Systems Research*, 16(3), 271-291.
- Tolliver-Nigro, H. (2009).Green Market to Grow 267 Percent by 2015. *Matter Network*, June 29
- Vishal. (2021). Validating the theory of planned behavior in green purchasing behavior. *SN Business & Economics*. 1. 10.1007/s43546-021-00148-4.
- Vijay Kumar Jain & Anu Gupta & Hemraj Verma, 2020. "Millennials Green Consumption Behavior and Its Linkage to Firms Marketing Competitiveness: Findings From Select Study in Uttarakhand," *International Journal of Global Business and Competitiveness*, Springer, vol. 15(2), pages 94-105, December.
- William, B. E.,& Sinkula, J. M.. (2005). Environmental Strategy and Firm Performance: Effects on New Product Performance and Market Share. *Journal of the Academy of Marketing Science*, Vol. 33, No.4, pp. 461-475
- Zikmund, W. G. (2000), *Exploring Marketing Research* (7th Edn), The Dryden Press, Orlando, USA
- Zhang, J., & Mao, E. (2016). From online motivations to ad clicks and to behavioural intentions: An empirical study of consumer response to social media advertising. *Psychology & Marketing*, Vol. 33 No 3, pp. 155-164.
- Zhang, X., & Dong, F. (2020). Why Do Consumers Make Green Purchase Decisions? Insights from a Systematic Review. *International journal of environmental research and public health*, 17(18), 6607. <https://doi.org/10.3390/ijerph17186607>
- Zhuang, W., Luo, X., & Riaz, M. U. (2021). On the Factors Influencing Green Purchase Intention: A Meta-Analysis Approach. *Frontiers in psychology*, 12, 644020