Impact of Green Marketing on Social Media: A Study of Consumer Behavior towards Green AwarenessCommunication Campaigns on Social Media

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Abstract

Social Media has been an effective medium in communicating the needs of green products in the market through intelligent Communication Campaigns which raise the awareness on importance of Green Products. The respective Media Research, highlights the impact of Green Marketing Communication Strategies on Social Media by conducting a study on Consumer Behavior towards Green awareness communication campaigns on four such social media platforms through their responses on the questionnaire on of awareness green marketing campaigns on Facebook, Instagram,Twitter and LinkedIn.

Many concerns have been raised in the consumer market since the Intergovernmental Panel on Climate Change IPCC released its Sixth Assessment Report on WG III, contribution in the Chapter 2- Emissions trends and drivers stated that the two countries (China and India) were responsible for causing more than 50% increase in GHG emissions during 2010-2019 (at 39% and 14%, respectively).In such times of crisis, need of severe reform in the consumer habit needs to be implemented to protectthe mankind from consequences of climate change.

Use of Green Marketing is one way for businesses to contribute in saving the resources to protect theplanet and promoting wise usage of products among their social circle whilst building social relationships amongst their respective consumer market. The demand for green marketing has been encouraged for the firms through mandatory Corporate Social Responsibility campaigns to communicate the green products as a way to help “save the planet” which has cultivated a sense of care among their consumers. Green marketing communication strategies not only build the product and company image but also educate the society about the need to reform and use the resources with care to avoid the consequences of climate change.

Keywords- Marketing, Green product, Climate Change, Social Media

Introduction

Now a day, online social websites such as Facebook, Instagram, Twitter and LinkedIn; are all the prime sites that are widely accessed on the Internet. Meta is the major medium which has enabled businesses to function with ease to reach an even larger audience to promote their products and services.

Among all the marketing strategies to advertise a business, the marketing of green products has been highlighted in this research paper. Green Marketing Communication Strategies target "Green," highly environmentally conscious (HEC) consumers for marketing environmentally friendly products. This particular section of consumers is willing to pay a higher price out of their income for the betterment of our environment and, therefore, need to be informed about the product's environmentally friendly qualities. However, it is challenging to find the right channel to communicate these environmental qualities to consumers. While they need to know about product quality, they are also sensitive to informational ambiguity, and environmental quality–related information is often ambiguous, with unclear propositional content (e.g., pictures of green landscapes). Moreover, nowadays such obscure information about the environment appears to lead consumers to perceive every product as 'environment friendly' which is known as greenwashing. Hence, it is important for the companies to establish a trustworthy 'Green Identity' in the consumer market to build consumer trust and not only state the impact of their services and products on the environment honestly but also use the company's resources to averse the consequences of Climate Change. According to the Companies Act, 2013 under section 135 which focuses on Corporate Social Responsibility (CSR) of a Company states, it is mandatory for the companies covered to comply with the CSR provisions in India. Companies are required to spend a minimum of 2% of their net profit over the preceding three years as CSR.

Social Media as a channel to target HEC consumers can be very effective if marketing strategies include the right way to communicate about the product or service in accordance with consumer benefits and its impact on the environment. Furthermore, are HEC consumers becoming increasingly skeptical about environmentally friendly (product) information, increasing challenges for green marketing communication through Social Media? If so, how can the communication of environmental qualities be effectively achieved across to consumers of all age groups? Which Social Media platform has the highest rate of conversion of customers? Do consumers even find Social Media a credible source for the purchase of green products?

To address these questions, we draw on recent findings and the elaboration likelihood model (ELM), as a theoretical framework to develop hypotheses regarding consumer responses to different green marketing communication strategies on social media. In India, approximately 25% of consumers prefer environmentally safe products also known as green products. Furthermore, approximately 28% of the consumers are considered to be health conscious. (ref. GreenMarketing in India: An Overview by Prof. Jaya Tiwari)

The process of production activities carried out by the company often impacts environmental degradation, so to save the companies from that defamation the promotion of green marketing strategies is considered an innovation on this problem. The term "Green Marketing" was introduced in the late 1980s and early 1990s by the American Marketing Association (AMA), which organized its first workshop themed "ecological marketing". The goal of green marketing is not only to earn profit as the main company's goal but also to contribute to the environment or

those related to sustainability (Papadopoulos et al. 2010). The company is expected to encourage good habits of consumers to care about the environment, such as saving paper, using used paper, and saving energy for both present and future lives. The company produces eco-friendly products to meet customer needsand its concern for environmental sustainability (Chan et al. 2012).

Considering several aspects such as the increasing attention to environmental issues and scarcity of natural resources, corporate social responsibility is deemed essential to increase awareness of the development of green marketing concepts or similar concepts such as sustainable marketing and environmental marketing. These efforts begin by identifying and analyzing marketing management among the green consumers in Delhi. In this case e focus on, green marketing strategy through marketing communication in the business world on social media.

As noted, a major challenge in convincing HEC consumers that products are environmentally sound is that vague environmental arguments, such as phrases or motifs, might be perceived as "greenwashing", that is, "misleading consumers regarding the environmental practices of a companyor the environmental benefits of a product or service." A drawback that social media is that majority of the green marketing strategies may lead to greenwashing reducing the effectiveness of the green marketing campaign.

Research Gap

The research gap is defined as a topic or area for which missing or inadequate information limits the ability of reviewers to reach a conclusion for a given question. Here in our research study the question is if the youth is willing to spend on green products. While there has been conducted a significant study on whether millennial are ready to spend. There has not been any significant study on youth or generation z to understand the take of youth towards environment.

This study aims to understand the behavior of youth purchase of green products and bridge the gap between the needs for the consumer of young generation and the companies willing to take action for the environment.

Review of Literature

Through the years, especially since the emergence and rapid increase of Online media, people have studied and researched about the impact of the medium for green marketing trying to deduce the more reliable one and which is preferred by the masses.

Shih-Chih Chen (March 2019)- His study proposed the effects of social media marketing activities on continuance intention, participation intention and purchase intention via the mediation of social identification, perceived value, and satisfaction.

Khalid Jamil (January 2022) - His study explored social media marketing activities (SMMAs) and their impact on consumer intentions (continuance, participate, and purchase). This study also analyzes the mediating roles of social identification andsatisfaction. The participants in his study

were experienced users of two social media platforms Facebook and Instagram in Pakistan.

Sidharth Muralidharan (December 2015) - His study examined the interrelationships among major environmental antecedents, such as environmental knowledge (EK), perceived consumer effectiveness (PCE), and environmental concern (EC) on environmentally conscious consumer behaviour (ECCB). The results of an online survey with younger Millennials revealed that EK and EC were significant predictors of ECCB, with EC being the stronger predictor.

Ninh Hyugen (February 2019) – One of his findings concluded that whilst environmental concern has the greatest influence on attitudes towards purchasing organic food, knowledge about organic food has the weakest impact on such attitudes.

Anna Regina (February 2020) – Her study explored the advent of Web 2.0 new social media tools, and how stakeholders can exercise new forms of interacting and sharing information through the Internet. Online corporate pages or blogs, wiki and petitions websites, and particularly social networks like Twitter and Facebook are redefining the interactions and communications between companies and their stakeholders.

M Hayes (July 2020) – Their study showed how the COVID-19 pandemic has impacted sport and events greatly with a shutdown of leagues and the postponement of events like the 2020 Tokyo Olympic Games. However, new media technologies, such as social media platforms, have provided an avenue for sport organisations and athletes to continue to engage with their consumers and promote physical activity during the absence of live sport.

Hongwei He (August 2020) – His study offered initial examination on how Covid-19 pandemic can influence the developments of CSR and marketing. We argue that Covid- 19 pandemic offers a great opportunity for businesses to shift towards more genuine and authentic CSR and contribute to address urgent global social and environmental challenges.

Debora Scarpato (December 2020) - Her research aimed to interpret the multifaceted relationship between social media information and sustainable consumption in terms of food choices, environmental awareness, and consumer information, which is the novel contribution of this study. Moreover, among the new findings is the result that social media tends to create homogenised consumption, which, in many cases, is an attitude that depletes the environment. Limitations of this study and the results obtained outline futureresearch directions.

Objectives

1. To reflect on the comparative analysis of awareness green marketing campaigns across 4 social media platforms namely on Facebook, Instagram, Twitter and LinkedIn.

2. To examine the perception of audience on green communication on Social Media.

3. To recognize the importance of green marketing on Social Media.

4. To perceive the prospect of focusing the marketing of social campaigns entirely towards Social Media.

Hypothesis

(H0) Consumers do not want to buy products which are environment friendly.

(H1) Consumers are ready to take onus of the loss happening to the environment and spend money to reduce the impact on the environment through social media campaigns.

Research Design

This research paper is intended to be a quantitative attempt to explore whether the consumers indeed find green products worth purchasing from Social Media through successful green marketing strategies.

Sampling Method:

A researcher examines all these aspects, according to the research topic and problem, which is later deduced and analysed for proving the hypothesis true or false. The sampling method used in this research paper is the 'Voluntary Response Sampling' Method. This method of sampling refers to when the individuals voluntarily respond to the researcher's survey without any form of force or push from the researcher.

Sample Size: Researcher requires for the research purpose or even the number of minimum responses required by the researcher, is 100 people in thisresearch paper.

Research Method

This research paper analyses if green marketing on social media has an impact on the consumers enough to drive sales of green products through the quantitative method of survey research. The research began with forming a questionnaire that ran over the interest of the masses and their preferences for reading different types of green marketing campaigns run on social media by mega companies. The questionnaire was then shared through different platforms where the responses of the samples were undertaken and analysed. The sample size was 20 including people from different age groups ranging from 18 years to 45 and above years of age.

Research Tool

This research paper aims to study whether there is an indenting impact of socially run communication campaigns which have a message of saving the environment on the consumers to start investing in a better future for tomorrow. It also aims to deduce what actually works to drive

sales through social media communication campaigns of green products. This being Quantitative research it uses the method of Survey through Voluntary Response Sampling Method to gather the data relevant to this research.

The survey is carried out through a Questionnaire that involvesquestions overviewing the topic and going through aspects of the impact of social mediaplatforms, namely, Instagram, Facebook, LinkedIn and Twitter on the consumers.

Data Analysis

The research paper titled 'Impact of Green Marketing on Social Media: A Study on Consumer Behavior towards Green Awareness Communication Campaigns on Social Media' aims to study the driving factor for the consumers mainly between the age group 18-45 and above. The data was collected through an online questionnaire inclusive of questions running over the various social media campaigns run by mega companies. Here in the questionnaire we are focusing mainly on Godrej and Starbucks. The sample size of the research is 100 respondents which were fulfilled. 95% of the respondents agreed to use green products. 60% respondents strongly agree that it is important for them to use products which are safe for the environment.

Here a mixed of responses were received as only 20% agreed strongly for being environment friendly. The highest number of green campaigns were noticed on Instagram with 85% effectiveness and least on YouTube and WhatsApp with 5%. According to the responses 70% of the respondents would prefer to participate in a social media campaign if promoted on Instagram. While 10% believed Facebook campaigns were more effective. 75% of the respondents agreed to be users of Godrej Products. More people preferred purchasing Godrej home care products, 75%. While least preferred Environmental products, 40% people gave a rating of 4 to Starbucks for promoting Environment Sustainability. While 35% people gave rating of 5, 20% gave gating of 1 and 5% gave rating of 65% respondents agreed to spend more money on the environment friendly products. While 10% disagreed and some were neutral. 70% respondents agreed to spend more money on companies like Godrej and Starbucks which take initiatives towards an environment friendly future. 55% of the respondents agreed that Green Marketing Communication Campaigns by Godrej and Starbucks created a positive impact on them. This data was then analysed using data analysis software which is IBM SPSS (Statistical Package for Social Sciences). It is a quantitative data analysis software which is used and trusted by

researchers all over the world for analysing their research data and the validity of their hypothesis not just in the field of social sciences but in others as well. The tool was first launched in the year 1968.

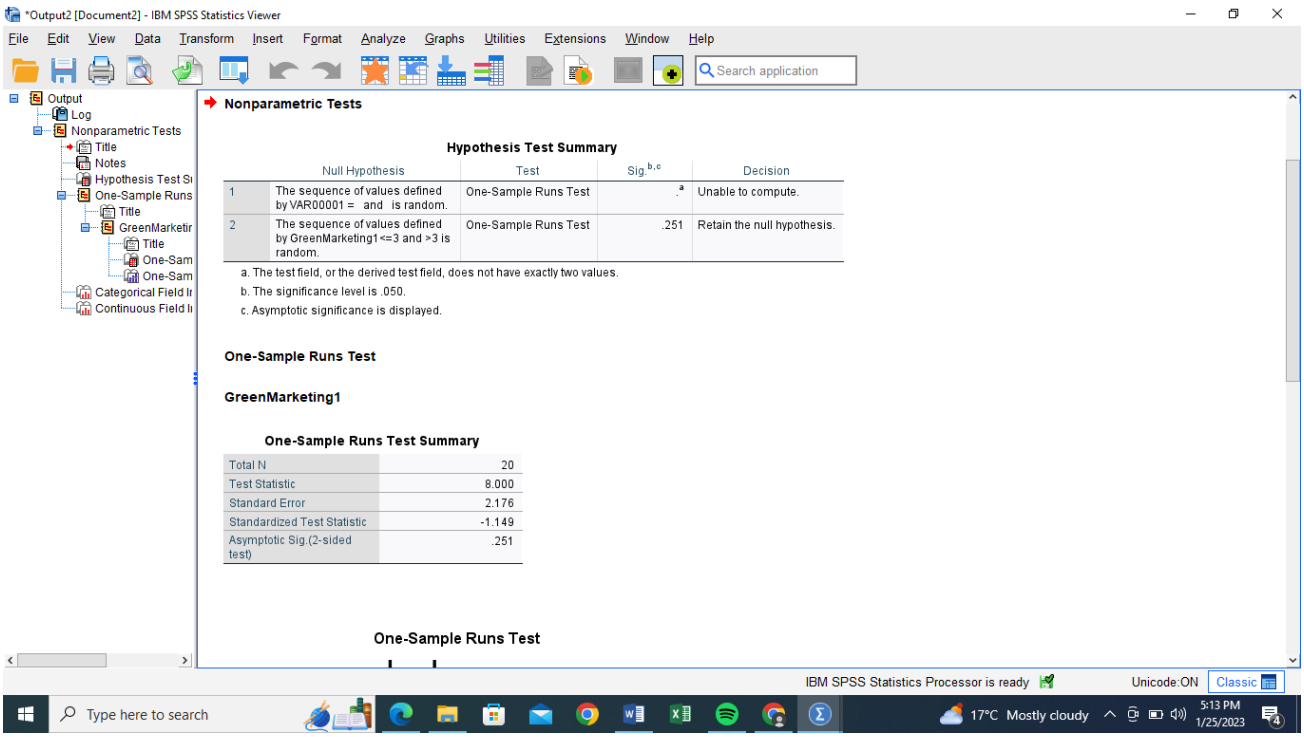
The features of SPSS software include - a) It is really easy to export any form of collected data to the SPSS software. b) The data in this software is stored in the .SAV format. c) It has easy access to data with different variables which makes it easy for the researchers to operate this software even if a newbie. d) It helps in an in-depth analysis of the data imported, having a lot of features for different forms of data analysis be it descriptive, statistical or others. e) It also presents data in tabular form or graphs, and the work gets easier for the researcher to present the analysis. The data for this research on the topic 'Impact of Green Marketing on Social Media: A Study on Consumer Behavior towards Green Awareness Communication Campaigns on Social Media' was analysed through the SPSS software.

Procedure

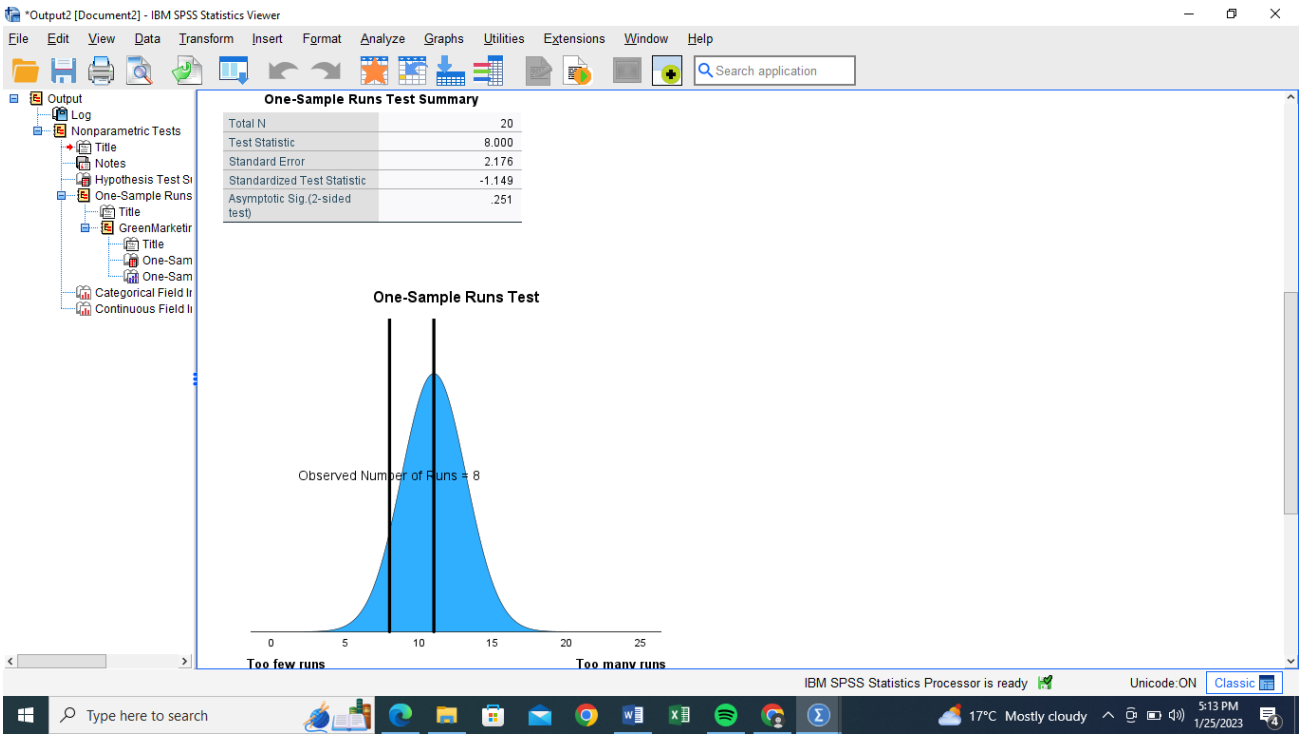
1. The first step once the SPSS was downloaded was figuring out the question that was related to the research hypothesis and included responses from the respondents. The responses of the question were then added to the SPSS sheet.

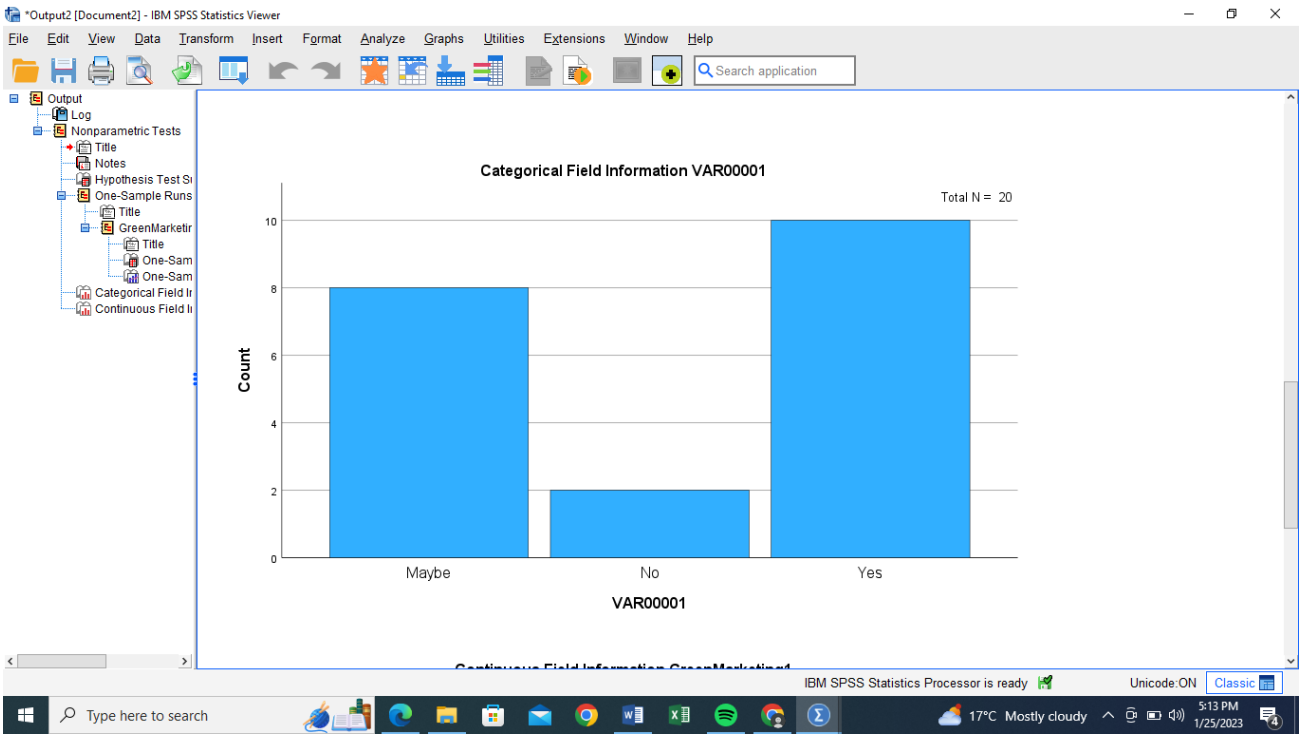
2. The second step in analysing the data was turning the close-ended answers to numerical codes for data analysis. This was done through Transform => Automatic Recode => Transferring the list Giving a new name to the list i.e. 'Variables' and then clicking on Okay. This assigned all the responses different codes, in this case, No = 2, Maybe = 1 and Yes = 3. The final numerical list was then added to the SPSS sheet alongside the previous list.

3. The third step included analysing the data through a test. This data was analysed using a Non-parametric test which was a One Sample Test since our sample was a single and small group of 20 people.

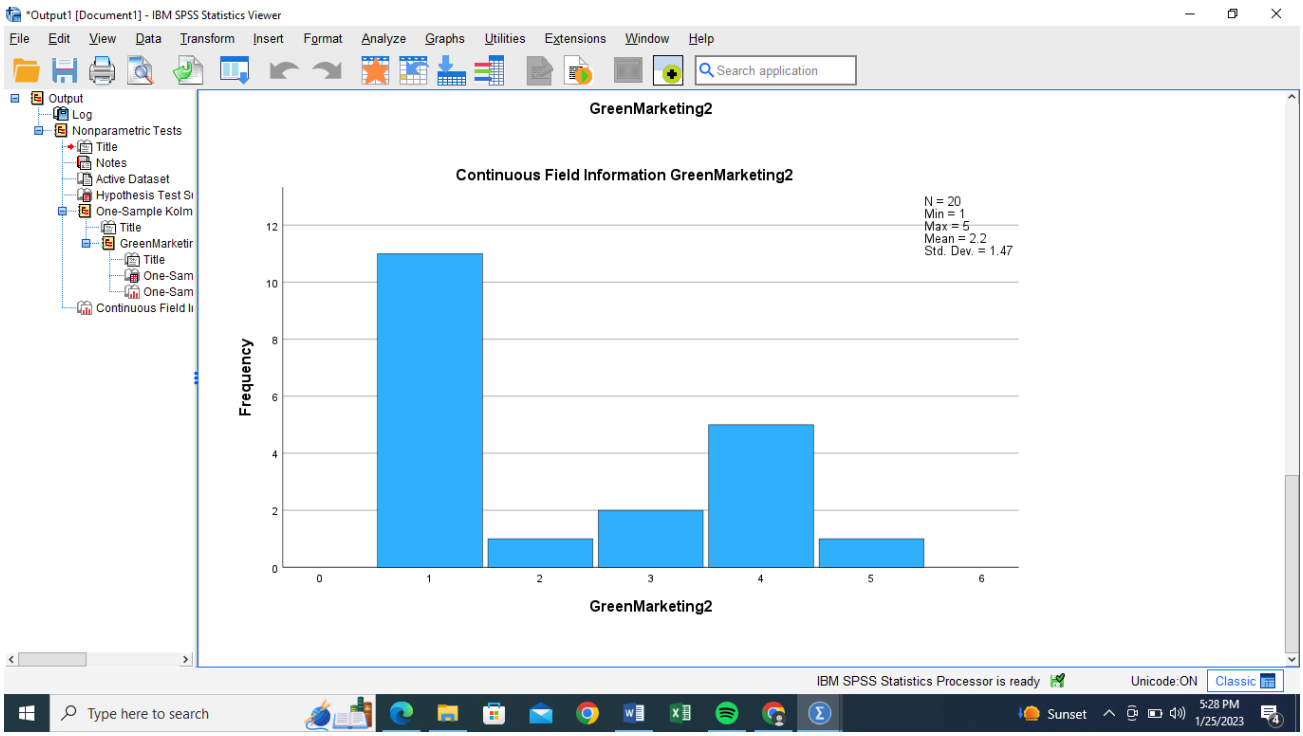


4. The test was conducted through Random Test along the KS Sample Test also known as the Kolmogorov - Smirnov Test. The data analysis was an automated process in the software which represented the data in a frequency bar graph form.





5. The frequency bar graph and the Hypothesis test result were represented on an Output Sheet which looked like the following –



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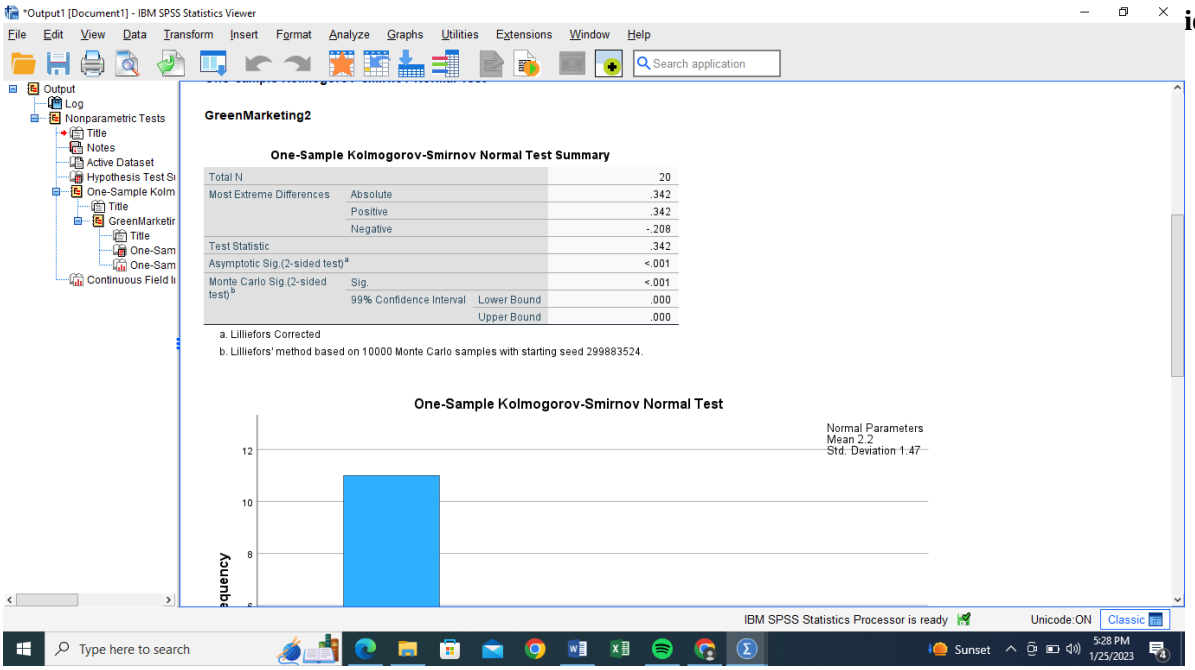

Conclusion

According to the research study conducted on 'Impact of Green Marketing on Social Media: A Study on Consumer Behavior towards Green Awareness Communication Campaigns on Social Media, a survey was conducted amongst the consumers who were asked questions regarding their social media usage and active participation in the campaigns on social media. As social media is very prevalent in today's time, society needs such activities to keep transforming the community. However, it is very important to check from time to time whether or not, those activities presented on social media are sending across the right message. Especially in times of need where our climate is suffering. The Research study on Impact of Green Marketing on Social Media: A Study on Consumer Behavior towards Green Awareness Communication Campaigns on Social Media proves that the consumers indeed are willing to spend money for the right campaigns. Godrej and Starbucks are the companies who under their (Corporate Social Responsibility) CSR. Initiatives continue to promote environment sustainability and are indeed making a positive impact on the society. The study can be further elaborated upon the kind of working strategies amongst the consumers and the demographic concentration or annual income as variables for further study. The results came through the SPSS according to the audience's response to the question – 'Are you ready to spend more money on environment friendly products?' As represented in the frequency graphs above, the maximum number of people voted for 'StronglyAgree' which means the majority of the audience believes that they want to spend more money on the environment friendly products. Also, the hypothesis test states to reject the

Null Hypothesis.

This proves the second hypothesis (H1) as correct which states - 'Consumers are ready to take onus of the loss happening to the environment and spend money to reduce the impact on the environment through social media campaigns.'

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