

SOCIAL MEDIA'S EFFECT ON MILLENNIALS AND GENERATION Z'S GREEN PURCHASING HABITS

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ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received 31 January 2023</p> <p>Accepted 26 April 2023</p>	<p>Purpose: The purpose of researching the impact of social media on millennials' and Generation Z's green purchasing habits is to better understand how these platforms influence their attitudes and behaviours towards environmentally conscious consumer choices. This data can help businesses and marketers target and engage these demographic groups more effectively, as well as shed light on the role of social media in promoting sustainable consumption and driving positive environmental change.</p>
<p>Keywords:</p> <p>Sustainability; Social Media; Green Buying Behaviour.</p>	<p>Theoretical framework: There are two theories that can be used to understand the impact of social media on the green purchasing habits of millennials and Generation Z. Social Learning Theory suggests that individuals learn and adopt new behaviors by observing the actions and attitudes of others, including those they follow on social media and Norm Activation Theory states that Individuals are much more likely to engage in environmentally responsible behaviours when they believe such behaviours are the social norm and are supported by their peers and social media influencers.</p>
	<p>Design/methodology/approach: A descriptive research design was used to investigate social media's impact on the green purchasing habits of millennials and Generation Z. The current study has conducted a quantitative analysis of the data that was gathered using a questionnaire survey. Based on the age category, the respondents were chosen using the purposive sample technique. Focusing on a particular age group that falls within the millennial and generation Z categories was done via non-probability purposive sampling. There were 600 respondents in the sample used for the study.</p>
	<p>Findings: According to the study's findings, social media has a substantial impact on shaping the attitudes and behaviours of generation y and z groups towards environmentally conscious consumer choices.</p>
	<p>Research, Practical & Social implications: Businesses and marketers can use the findings of this research to better target and engage these demographic groups in promoting environmentally conscious consumer choices. We can gain a better understanding of the role of social media in promoting sustainable consumption and the potential for these platforms to drive positive change towards more environmentally responsible behaviours by investigating the impact of social media on the green purchasing habits of generation y and z groups.</p>

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Originality/value: The originality and value of this study investigating the impact of social media on millennials' and Generation Z's green purchasing habits derive from its potential to inform strategies for promoting sustainable consumption and driving positive change towards a more environmentally responsible future.

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O EFEITO DA MÍDIA SOCIAL NOS HÁBITOS DE COMPRA VERDE DA MILENNIAL E DA GERAÇÃO Z

RESUMO

Objetivo: O objetivo de pesquisar o impacto da mídia social nos hábitos de compra verde da geração do milênio e da Geração Z é entender melhor como essas plataformas influenciam suas atitudes e comportamentos em relação a escolhas de consumo ambientalmente conscientes. Esses dados podem ajudar empresas e profissionais de marketing a segmentar e envolver esses grupos demográficos de forma mais eficaz, além de esclarecer o papel das mídias sociais na promoção do consumo sustentável e na promoção de mudanças ambientais positivas.

Estrutura teórica: Existem duas teorias que podem ser usadas para entender o impacto da mídia social nos hábitos de compra verde dos millennials e da Geração Z. A Teoria da Aprendizagem Social sugere que os indivíduos aprendem e adotam novos comportamentos observando as ações e atitudes dos outros, incluindo aqueles que seguem nas mídias sociais e a Teoria da Ativação de Normas afirma que os indivíduos são muito mais propensos a se envolver em comportamentos ambientalmente responsáveis quando acreditam que tais comportamentos são a norma social e são apoiados por seus pares e influenciadores de mídia social.

Design/metodologia/abordagem: Um design de pesquisa descritiva foi usado para investigar o impacto da mídia social nos hábitos de compra verde dos millennials e da Geração Z. O estudo atual realizou uma análise quantitativa dos dados coletados por meio de uma pesquisa por questionário. Com base na categoria de idade, os respondentes foram escolhidos usando a técnica de amostra intencional. O foco em uma faixa etária específica que se enquadra nas categorias milenar e geração Z foi feito por meio de amostragem intencional não probabilística. Havia 600 entrevistados na amostra utilizada para o estudo.

Resultados: De acordo com os resultados do estudo, a mídia social tem um impacto substancial na formação de atitudes e comportamentos dos grupos das gerações y e z em relação a escolhas de consumo ambientalmente conscientes.

Implicações de pesquisa, práticas e sociais: empresas e profissionais de marketing podem usar as descobertas dessa pesquisa para melhor direcionar e envolver esses grupos demográficos na promoção de escolhas de consumo ambientalmente conscientes. Podemos entender melhor o papel das mídias sociais na promoção do consumo sustentável e o potencial dessas plataformas para gerar mudanças positivas em direção a comportamentos ambientalmente responsáveis, investigando o impacto das mídias sociais nos hábitos de compra verde dos grupos das gerações y e z.

Originalidade/valor: A originalidade e o valor deste estudo que investiga o impacto da mídia social nos hábitos de compra verde da geração do milênio e da Geração Z derivam de seu potencial para informar estratégias para promover o consumo sustentável e impulsionar mudanças positivas em direção a um futuro ambientalmente mais responsável.

Palavras-chave: Sustentabilidade, Mídias Sociais, Comportamento de Compra Verde.

EL EFECTO DE LAS REDES SOCIALES EN LOS HÁBITOS DE COMPRA ECOLÓGICOS DE LOS MILENIALS Y LA GENERACIÓN Z

RESUMEN

Propósito: El propósito de investigar el impacto de las redes sociales en los hábitos de compra ecológicos de los millennials y la Generación Z es comprender mejor cómo estas plataformas influyen en sus actitudes y comportamientos hacia las elecciones de consumidores conscientes del medio ambiente. Estos datos pueden ayudar a las empresas y los especialistas en marketing a dirigirse a estos grupos demográficos e involucrarlos de manera más efectiva, así como también arrojar luz sobre el papel de las redes sociales en la promoción del consumo sostenible e impulsar un cambio ambiental positivo.

Marco teórico: Hay dos teorías que se pueden utilizar para comprender el impacto de las redes sociales en los hábitos de compra ecológicos de los millennials y la Generación Z. La teoría del aprendizaje social sugiere que las

personas aprenden y adoptan nuevos comportamientos al observar las acciones y actitudes de los demás, incluidos aquellos a quienes siguen en las redes sociales y la Teoría de activación de normas establece que es mucho más probable que las personas participen en comportamientos ambientalmente responsables cuando creen que tales comportamientos son la norma social y cuentan con el apoyo de sus pares y personas influyentes en las redes sociales.

Diseño/metodología/enfoque: se utilizó un diseño de investigación descriptivo para investigar el impacto de las redes sociales en los hábitos de compra ecológicos de los millennials y la Generación Z. El estudio actual ha realizado un análisis cuantitativo de los datos que se recopilaron mediante una encuesta de cuestionario. Con base en la categoría de edad, los encuestados fueron seleccionados utilizando la técnica de muestreo intencional. El enfoque en un grupo de edad particular que se encuentra dentro de las categorías millennial y generación Z se realizó a través de un muestreo intencional no probabilístico. Había 600 encuestados en la muestra utilizada para el estudio.

Hallazgos: De acuerdo con los hallazgos del estudio, las redes sociales tienen un impacto sustancial en la configuración de las actitudes y comportamientos de los grupos de la generación Y y Z hacia elecciones de consumo ambientalmente conscientes.

Implicaciones sociales, prácticas y de investigación: las empresas y los especialistas en marketing pueden utilizar los resultados de esta investigación para orientar mejor e involucrar a estos grupos demográficos en la promoción de opciones de consumo conscientes del medio ambiente. Podemos obtener una mejor comprensión del papel de las redes sociales en la promoción del consumo sostenible y el potencial de estas plataformas para impulsar un cambio positivo hacia comportamientos más responsables con el medio ambiente investigando el impacto de las redes sociales en los hábitos de compra ecológicos de los grupos de la generación Y y Z.

Originalidad/valor: la originalidad y el valor de este estudio que investiga el impacto de las redes sociales en los hábitos de compra ecológicos de los millennials y la Generación Z se derivan de su potencial para informar estrategias para promover el consumo sostenible e impulsar un cambio positivo hacia un futuro más ambientalmente responsable.

Palabras clave: Sostenibilidad, Redes Sociales, Comportamiento de Compra Verde.

INTRODUCTION

Society has faced difficult issues in the last few decades related to ecological conditions and environmental security. Consumer purchasing decisions are influenced directly or indirectly by environmental issues including global warming and the loss of natural resources. Humans' eagerness and drive to do as much as possible with the least amount of labour led to the destruction of the basic life-supporting frameworks of air, water, and land (Smith, 2009). Environmental concerns have grown in prominence, being a significant threat to human development and a cause of societal concern (Szabo & Webster, 2021). A World Health Organization assessment indicates that water pollution is responsible for 21% of the transmission of infectious diseases in India, while air pollution is estimated to be the cause of 5,27,700 annual mortality (Mannarswamy, 2011). 69 percent of the populace feels that environmental issues like pollution have an impact on their daily life (Schlegelmilch, Bohlen & Diamantopoulos, 1996).

In light of the significant suffering brought on by the ecological crisis, the government, businesses, and social media have all recently taken a variety of steps to promote environmental conservation (Sangroya et al., 2020). Nowadays Consumers are increasingly making purchases

based on a product's ecological effect (Grove, Fisk, Pickett & Kangun, 1996). The company's eco-marketing strategy and environmental initiatives are mostly driven by its customers. Currently, businesses are developing an eco-marketing strategy that integrates ecological conservation with corporate and advertising aims (Smith & Brower, 2012). From the above statements, We can draw the conclusion that economic growth and globalisation have led to considerable changes in consumer behaviour, manufacturing processes, and a technology revolution that has resulted in widespread internet use and commercial acceptance (Schlosser, 2005). For example, a large amount of environmental information was provided to media outlets in order to support the concept of sustainable development and encourage people to engage in pro-environmental behaviours in their daily lives (Ivanova et al., 2019).

The promotion of green initiatives paved the path for understanding the causes of environmental issues like ozone depletion, pollution, deforestation, and global warming. Consumers' understanding of environmental issues and green products is growing more quickly (Mahesh & Gomathi, 2016). Green marketing refers to the promotion of products that adhere to higher environmental standards. Examples include enhancing the manufacturing procedure, the final product, and the packaging to lower costs and provide alternative forms of advertising (Sheikh, Mirza, Aftab & Asghar, 2014).

As social media becomes more and more ingrained in consumers' daily lives, it transforms how consumers and marketers interact with one another. Social media has become one of the most effective methods for consumer marketing (Ismail, 2017). A crucial medium for exchanging knowledge, creating content, and expressing viewpoints, social media has grown (Denegri-Knott, 2006). Through the dissemination of information, ideas, and user-generated content through networking and blogging, social media has become a platform for electronic communication in today's world (S. Krishnamurthy and W. Dou, 2008). Social networks can sustain and encourage environmentally friendly behavior (Lee. K, 2008) and Celebrity on social media can influence how shoppers feel about making green purchasing decisions (Murwaningtyas et al., 2020). Customers can now enjoy a more engaging shopping experience thanks to the way that social media has changed how customers and businesses, particularly those offering green products, communicate (Singh & Sonnenburg, 2012). Therefore, it is becoming more and more popular to look into how social media affects how people form behaviours.

The study's scope is to explore how social media influences the green purchasing habits of millennials and generation Z. This research topic is essential because millennials and

generation Z are the two largest consumer groups, and they are becoming increasingly concerned about the environment. This research intends to identify the impact of social media on green purchasing habits, which has not been adequately explored in previous studies. By understanding the role of social media in influencing green purchasing habits, businesses and marketers can develop effective strategies to target millennials and generation Z, who are increasingly becoming environmentally conscious.

The study aims to fill the gap in the literature by investigating the impact of social media on green purchasing habits, which is a critical area of research. Moreover, the findings of this study could be useful for businesses, policymakers, and researchers to develop effective strategies and policies to promote sustainable consumption among millennials and generation Z.

The Objectives of the research work is to determine how millennials' green purchasing habits are affected by social media, to ascertain how social media affects generation z's involvement in eco-friendly purchasing and to compare the buying behavior among millennials and generation z.

LITERATURE REVIEW

Millennials and Generation Z

A group of individuals who were touched by a specific historical period and whose characteristics persisted over that time is referred to as a "generation." Several academics concur that there are five main generations such as silent generation, baby boomers, Generation X, Generation Y also known as millennials and Generation Z (Urbain et al., 2013; Baycan, 2017).

There is no concrete evidence that the Generation Y timeframe is covered under the notion. Some sources identify the persons who were born between 1978 and 1994, while others identify those who were conceived between 1980 and 2000. As a result, Generation Y is goes by the name as millennials (Howe et al., 2003). Generation Y was born in an era when the Internet took off and technology advanced, fostering globalisation (Djamasbi er al., 2011). This generation is self-confident, open to ethnic variety, free-thinking, well-educated, and well-informed, with easy access to knowledge. (Yolbulan & Yalman, 2013; Urbain et al., 2013).

People born after 1994 are included in the Gen-Z idea, whereas those born after 2000 are referred to as Generation Z (Geck, 2007). This generation became more globalised as a result of the digital age. This generation is referred to as "Generation I," "Versatile Generation,"

"Perform Multiple Tasks," and "Digital Age" in this fashion (Göksel & Güneş, 2017). These individuals are starting to use digital platforms at a young age and have high data capacities for accessing information. Technology has ingrained itself into their daily lives, allowing them to share opinions and forge effective connections between individuals and the Internet and social networks (Tas et al., 2017).

Social Media

Historically, television accounted for the largest share of all kinds of paid advertising; however, digital advertising spending surpassed television in 2017 (Woods, 2016). It is a type of marketing where the advertisement targets particular people who have a sizable following. The social media platform statistics are far too high - out of the world's approximately 7.5 billion individuals, up to half of them are online. This indicates that more than two-thirds of internet users utilise social media applications, and one in every three uses social media applications. It is projected that social media and social networking will be the most extensively used applications in internet usage (Panchanathan et al., 2022). Through social media, anyone can influence an audience they have built. The marketing sector has to change to accommodate the rising number of social media users, especially millennials, the group with the largest disposable income. Consumers trust referrals from friends more than other forms of promotion, and recent studies have shown that word-of-mouth advertising has a ROI that is 11 times higher (Kirkpatrick, 2018). While 50% of people between the ages of 16 and 74 use the Internet to access social networks, in 2017 67% of Internet users logged into their social media accounts at least once every day (Eurostat, 2018). Today, daily postings, shared images, profile updates, and post comments make up a person's identity. To preserve interpersonal connections and participate in society, a social media account is unquestionably necessary. (Tsay-Vogel, 2016).

Green Buying Behaviour

One of the pro-environmental behaviours is green consumerism or green purchasing. It refers to acquiring and using things with very little environmental impact (Mainieri, et al., 1997). Green purchasing behaviour is referred to by a variety of names, including pro-environmental purchase behaviour, environmentally responsible purchase behaviour and green purchase (Kim, 2002; Kim and Choi, 2003; Tilikidou, 2006; Soutar, et al., 1994; Mostafa, 2007; Shamdasani, et al., 1993). These words are frequently used to study consumer purchasing patterns for ecologically friendly or "green" products. A green product is one that can be

recycled or preserved and won't contaminate the environment or harm natural resources (Mostafa, 2007). Businesses commonly use terms like "ozone friendly," "recyclable," "eco-friendly," and "environmentally safe" to promote their green products. Examples of these products are household goods created from post-consumer plastics or paper, recyclable or reusable packaging, energy-efficient lightbulbs, and detergent made from chemicals that are biodegradable, non-polluting, and devoid of synthetic colours or scents (Mostafa, 2007, p.220). Subjective norms are related to purchase intention, and purchase intention is related to purchase behaviour (Mohan et al., 2022)

Social Media Usage and Green Buying Behaviour

Personal experience with ecological disasters and external benefits, such as media information, may increase people's favourable views (willingness) and purchasing behaviour towards environmentally friendly goods. However, studies and professionals have found that customers' pro-green attitudes do not always result in additional purchases (Nguyen et al., 2019). Thus, a research question has been identified as

RQ: Whether the usage of social media will really influence in consumption of green products?

Social Media Usage, Green Buying Behaviour and Millennials

The consumption patterns of millennials are having a greater impact on multinational corporations as they become older, start working, and start families. It is crucial to conduct study about this generation's shopping habits because of their higher purchasing power and relevance in the global workforce (The Nielsen Company, 2015). Millennials can be recognised by their consumption habits, which include a desire for green and sustainable goods (commonly referred to as "green" products) (Bucic et al., 2012). Social media influences 74% of millennium consumers' purchasing decisions. The generation with the most purchasing power and the most social media activity is the millennial generation. In this age range, relationships with other people are crucial (Bennett, 2014). It has become evident that using social media accounts to connect with millennials is the greatest strategy to advertise the products. Prior research examined millennials' motivations for buying environmentally friendly products and the effectiveness of social media as a marketing strategy (Haws et al., 2014; Lee, 2008; Bucic et al., 2012; Furlow & Knott, 2009). The use of social media by millennials as potential impacts

on their shopping behaviour is not well covered in the literature, nevertheless (Bedard & Tolmie, 2018). Therefore, from the above statement, a research question has been raised that

RQ: Whether the use of social media will influence the Millennial's to buy green product?

Social Media Usage, Green Buying Behaviour and Generation Z

Gen Z had access to Internet technology for the first time thanks to the digital revolution that occurred throughout the 1990s, and they were exposed to an unprecedented amount of technology throughout their growth. People of Generation Z are assumed to be so accustomed to technology that chatting on social media websites makes up a sizable amount of their socialising habits. There is a strong "virtual bonding" among young people in Generation Z, which helps them get over the emotional and psychological obstacles they face in the real world. In terms of social, emotional, and psychological effects, Gen Z's early, regular, and considerable exposure to technology has both advantages and disadvantages (PrakashYadav et al., 2017).

Typically, these social networking generations are described as being the most technologically sophisticated and fashion-conscious of all past generations. Preferably, they belong into the group of recent hires as employees in organisations or high school to college students. The primary driver behind Gen Z's use of online social networking is their desire to be connected to and informed by others. In comparison to other generations, these Generation Zers, whose ages range from 14 to 25, are more likely to prefer online social networks for communication and interaction with people they know. They are also content and feel compelled to actively provide feedback on the goods, services, and issues in which they are either directly or indirectly involved. Additionally, they respect other people's viewpoints and are open to providing constructive criticism (eMarketer, 2011).

We can fully utilise Gen Z's engaging and active social media behaviours to emphasise the importance of environmental values through the analysis of environmental contamination incidents and motivate them to learn more about sustainable living. By giving preference to sustainable goods, this eventually develops biospheric values based on social or ecological concerns (Liang et al., 2022). From the above statements, the research question has been raised that

RQ: Whether the role of social media will affect the ecological buying behaviour of Generation Z?

MATERIAL AND METHODOLOGY

Descriptive research design was used to conduct the study. The current study has conducted a quantitative analysis on the data that was gathered. Students in Chennai city made up the study's sample population. Based on the age category, the respondents were chosen using the purposive sample technique. Focusing on a particular age group that falls within the millennial and generation Z categories was done via non-probability purposive sampling. There were 600 respondents in the sample used for the study.

The summary of respondents' demographics profile was given under the Table 1 and the details for the construct used in the study and the corresponding items are given under the Table 2.

Instrument

The previously used scales are intended to measure the constructs used in the study. These scales were chosen based on earlier research done in comparable settings. Likert scales were used for data measurement. There were two sections to the questionnaire. In the first section, demographic information was provided. The second section has 17 items that were used to measure the two constructs, and all constructs were recorded using a five-item scale.

Table 1: Demographic Profile of the respondents

Variable	Category	Frequency	(%)
Age	Millennials	300	50
	Generation Z	300	50
Gender	Male	380	63
	Female	220	36
Income	Low Income Group	210	36
	Middle Income Group	290	48
	High Income Group	100	16
Education	Graduate	340	57
	PG	150	25
	Others	110	18

Source: SPSS

Table 2: The constructs and their corresponding indicators

Construct		Items	Cronbach Alpha
Social Media Usage	SMU1	I constantly look forward to using social media.	0.83
	SMU2	I frequently read social media posts.	
	SMU3	My thoughts are influenced by social media posts.	
	SMU4	Social media influences my buying choices.	
Social Media Information Sharing	SMIS 1	Sharing information on social media enables me to talk to people about green products.	0.79
	SMIS 2	My social media engagement with environmental issues has influenced the green products I choose to buy.	

	SMIS 3	I was able to get faster access to information or reviews on eco-friendly products thanks to the eco-friendly information offered in social media communications.	
	SMIS 4	Sharing trustworthy and valuable information about green products on social media.	
Green Buying Behaviour	GBB1	I only buy eco-friendly products for my everyday needs.	0.91
	GBB2	Green products are among the things I require on a regular basis.	
	GBB3	For the past few weeks, I have been green in my purchases.	
	GBB4	I've engaged in green purchasing during the past six months.	
	GBB5	I review the ingredients to make sure they are environmentally friendly before using a product..	
	GBB6	I usually prefer to purchase reusable	
	GBB7	I go out of my way to purchase goods in recyclable packaging.	
	GBB8	I usually prefer to purchase reusable	
	GBB9	I avoid buying products from companies who are not environmentally responsible	

Source: Author

Regression Analysis for Millennials

Table 3. Model summary for Regression

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.821 ^a	.673	.672	.52095

a. Predictors: (Constant), Social Media

Source: SPSS

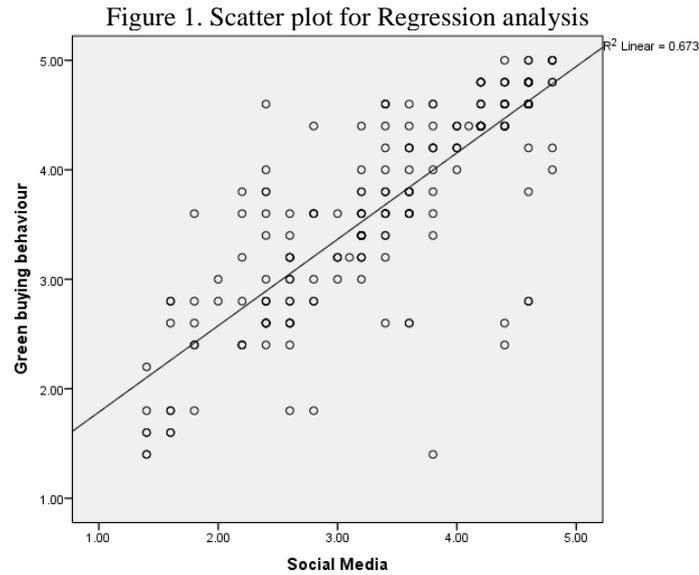
Table 4. Coefficient for Regression

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.997	.129		7.714	.000
	Social Media	.789	.036	.821	21.957	.000

a. Dependent Variable: Green buying behaviour

Source: SPSS



Source: SPSS

Table 3 shows that the coefficient of determination (R^2) is 0.673 which indicates that the overall model predicts about 67%. From the table 4, it can be inferred that the p-value of the model is less than 0.05, which depicts that there is a positive and significant impact of a social media on green buying behaviour. From the coefficient values, the following equation has been formulated:

$$y \text{ (Green buying behaviour)} = 0.997 + 0.789x \text{ (Social Media)}$$

Figure 1 shows the scatter plot for millennial's social media influence and green buying behaviour. From the graph, it is clear that there is a linear positive relationship between social media influence and green buying behaviour for Millennial age group.

Regression Analysis for Generation Z

Table 5. Model summary for Regression
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.898 ^a	.806	.805	.38759

a. Predictors: (Constant), Social Media
 Source: SPSS

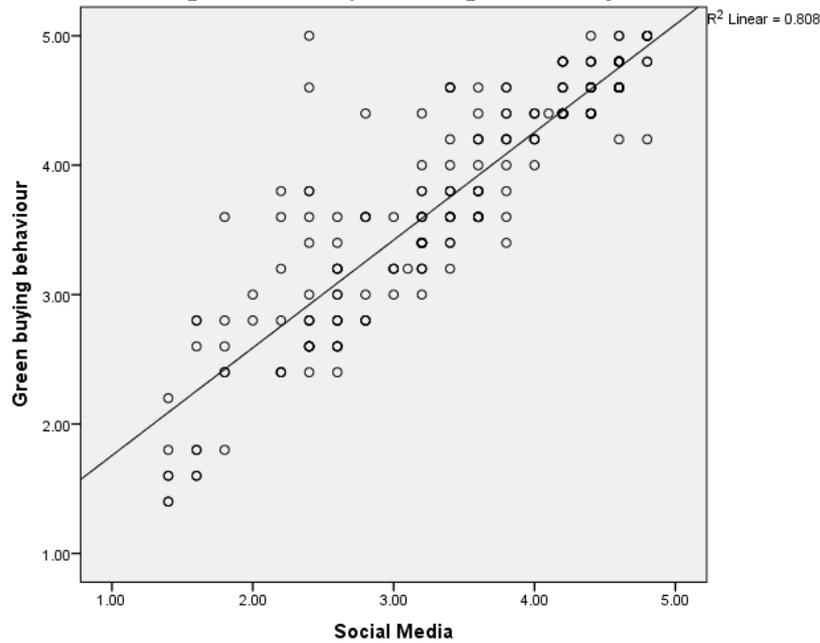
Table 6. Coefficient for Regression
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.925	.096		9.616	.000
	Social Media	.833	.027	.898	31.159	.000

a. Dependent Variable: Green buying behaviour

Source: SPSS

Figure 2. Scatter plot for Regression analysis



Source: SPSS

Table 5 shows that the coefficient of determination (R^2) is 0.806 which indicates that the overall model predicts about 80%. From the table 6, it can be inferred that the p-value of the model is less than 0.05, which depicts that there is a positive and significant impact of a social media on green buying behaviour for generation z. From the coefficient values, the following equation has been formulated:

$$y \text{ (Green buying behaviour)} = 0.925 + 0.833x \text{ (Social Media)}$$

Figure 2 shows the scatter plot for gen z social media usage and green buying behaviour. From the graph, it is clear that there is a linear positive relationship between social media and green buying behaviour for Generation Z age group.

RESULT & DISCUSSION

The result of the study shows that Generation Z has more impact of social media on green buying behaviour. Consequently, Gen Zers must be inspired to promote the idea of green development by sharing their knowledge of and experiences with green consumption on social media, building a network of friends who support green consumption, and encouraging it. Instead of demonstrating their social standing and prestige through material things, Gen Z has to be pushed to embrace green purchasing, understand the benefit in living sustainably, and actively participate in the practise of buying sustainable fashion (such as luxury consumption).

CONCLUSION

The research study had important ramifications for the business executives pushing eco-friendly products in South India. Marketers will better understand two generations' behavioural intentions to purchase sustainable items as a result of the research findings. Consider the possibility that green products could be easily accessible with little client outreach. In that situation, it may stimulate client interest and motivate marketers to raise demand for green products. To increase the accessibility of green products, marketers may think about boosting R&D accessibility and establishing alternate distribution channels. As a result, the difficulty of buying environmentally friendly products is diminished, and consumer perception is better managed.

Making green consumption a socially acceptable norm and behaviour that affects people's intentions, attitudes, and behaviours towards green items will yield long-term benefits. Organizations have a right to take part in these activities as part of their CSR initiatives because doing so would raise their sales of green products and improve their external reputation. Green sustainability will be incorporated into the company's business strategy, which will help increase organisations' competitive sustainability. Finally, this research will help policymakers create strategies and policies to promote the use of social networks to advertise green products. It helps to ensure future generations' environmental protection by developing a greater understanding of two generations' green consumer behaviour.

The present study has contributed new, insightful information to the body of knowledge. The study has demonstrated how social media affects generation z and millennials' green shopping behaviours. Generation Z and Millennials, who together make up a sizeable portion of the population, are responsible for the environment and play a key role in consumerism. As a result, this study has provided us with the conceptual foundation necessary to comprehend

how millennials and members of generation z decide which products to buy that are environmentally friendly.

For both individuals and businesses, adopting green consumption has become essential. Companies should work to educate consumers about green consumption using social media platforms as part of their environmental responsibilities. because social media is used by the majority of consumers. The results of the study show that firms may use social media platforms to enhance green consumption among Indian customers. With the increasing environmental awareness brought on by social media, green consumption would be optimised.

There are limitations in the current study. India's sample size is too small to adequately reflect the entire nation. The huge sample size may have made it easier to apply the results to the entire population. Second, social media usage and behaviors vary between nations. Because this study was conducted in India, it is necessary to replicate it in a few other nations before generalizing the results. The study focuses on only two generations of people and the response may be biased if applied to other generations. The research is focused only on social media's impact on green purchasing habits and may not have considered other factors that could influence purchasing behavior, such as economic factors, personal values, and social norms.

Future studies must divide the sample into different age groups because each generation uses social media in a unique way, and they must make extensive use of the literature to add more components to this model and to better understand how green buying habits are shaped. Demographic data and cross-cultural research may be useful for gaining deeper understandings between generations. A longitudinal study could be conducted to determine whether the effect of social media on green purchasing habits persists over time. A comparison of the effect of different social media platforms, such as Instagram, Facebook, and Twitter, on green purchasing habits could be conducted to determine whether the effect varies across different platforms.

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