

# CLICKING TOWARDS SUSTAINABILITY: THE ROLE OF SOCIAL MEDIA MARKETING AND MOTIVATIONAL DIMENSIONS IN DRIVING GREEN PURCHASE BEHAVIOR

*Barkha Agarwal*

*Research Scholar, University of Calcutta, West Bengal, Kolkata*

*Email Id: agarwalbarkha5@gmail.com*

*Ittequa Turkan*

*Research Scholar, University of Calcutta, West Bengal, Kolkata*

*Email Id: ittequa.141@gmail.com*

*Dipa Mitra*

*Associate Professor, Department of Management, Indian Institute of Social Welfare and*

*Business Management, Kolkata*

*Email Id: askdipa@gmail.com*

*Sarbani Mitra*

*<sup>4</sup>Professor and Head, MBA-HRM, Indian Institute of Social Welfare and Business*

*Management, Kolkata*

*Email Id: Sarbani\_iiswbm@yahoo.co.in*

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## ABSTRACT

Social media has transformed green marketing from a tool for awareness into a catalyst for action, serving as a bridge that links promotional efforts with sustainable consumer lifestyles. This study investigates the role of social media marketing in shaping three key motivational drivers—environmental motivation, hedonic motivation, and utilitarian motivation and examines how these factors influence consumers' green purchase attitude (GPA), green purchase intention, and green purchase behavior. In addition, the moderating effect of price consciousness on the relationship between intention and behavior is explored. Using survey data from 312 participants, the findings confirm

that SMM has a significant influence on consumer motivations, which serve as critical mechanisms connecting attitudes to intentions and behaviors toward green products. The results underscore the importance of understanding motivational drivers in the context of social media engagement, highlighting the pivotal role of SMM in fostering sustainable purchasing habits and promoting green consumption practices. For practitioners and managers, these insights suggest that effective green marketing strategies should combine these motivations, while also addressing barriers such as cost and convenience. By doing so, firms can strengthen consumer trust, translate positive attitudes into actual purchases, and ultimately promote both sustainable

consumption and long-term brand loyalty.

**Keywords:** Social media marketing, environmental motivation, hedonic motivation, utilitarian motivation, green purchase attitude, green purchase intention, green purchase behavior.

## INTRODUCTION

Social media platforms like Facebook, Twitter, YouTube, Instagram, and Pinterest have gained significant popularity, influencing the lives of around 5.24 billion people globally, equating to more than 60% of the total global population (DataReportal, 2025a). Present-day consumers allocate a substantial portion of their time to interacting with social media (Windels et al., 2018), spending an average of 141 minutes per day on these platforms (Statista, 2025). As a result, social media has become an integral aspect of individuals' lives. Moreover, in India, there are an estimated 806 million internet users, with 491 million actively engaging on social media (DataReportal, 2025b). This surge in social media usage has captured the attention of marketers (Irshad and Ahmad, 2019), giving rise to a burgeoning e-commerce delivery platform known as social commerce (Liang et al., 2011). These platforms offer a vast market for individuals and organizations to promote their products (Tazeen and Mullick, 2023). Consequently, boosting businesses to leverage social media to connect with their existing and

potential customers, share information, introduce new products, and advertise their offerings.

It is against this background that social media has come out as an important medium of communication in creating content, sharing ideas and views (Denegri Knott, 2006). It has changed the way consumers relate to companies especially in advertising green products and provide consumers with an entertaining purchasing experience (Singh and Sonnenburg, 2012). Over the last several years, the awareness of sustainable consumption and the use of the eco-friendly or green product has grown significantly and is designed to satisfy the needs of the current generation without compromising the needs of the future generations and nature integrity (Nguyen Thi et al., 2022). This has permanently influenced the purchase intentions and attitudes of consumers to green products (Nekmahamud et al. 2022). Due to this fact, marketing of environmentally friendly products has become a priority of many businesses in the world (Lavuri et al., 2022; Dangelico et al., 2022), and a marketing strategy (social media marketing) is used that helps consumers learn more about the environmental problems, as well as promote the marketing of green products through this marketing technique (Lavuri et al., 2023). As India becomes one of the most rapidly

developing economies, companies within the country have started paying attention to environmental issues that hold importance in consumer attitudes and thus have reorganized their enterprise models to include ecological values (Sharma et al., 2020). Such a change has resulted in an increase in the appeal of green products in the Indian consumer market, creating a favorable attitude and prospects in the recognition of such products (Singh, 2013; Paul et al., 2016; Jaiswal and Kant, 2018). Further, the Indian customers are becoming more picky when determining the products and services offered by the environmentally friendly businesses (Nath et al., 2012). They are fond of green products, quality of products and competitive pricing in their buying process (Singh et al., 2012). The trends discussed give significant emphasis to the need to carry out studies in the Indian context to appreciate green consumer behavior and preferences. Furthermore, in spite of the rich literature on social media, consumer behavior and motivations on green products, there are a few gaps in research. To begin with, the impact of social media marketing (SMM) on this process has been a little explored topic. This paper will fill this gap by examining the effects that SMM has on the environmental motivation (EM), hedonic motivation (HM) and utilitarian motivation (UM) of consumers. Second, existing

research has paid limited attention to the inclusion of diverse dimensions within environmental, hedonic, and utilitarian motivations. Specifically, dimensions such as environmental concern, perceived environmental effectiveness, novelty seeking, and adventurous spirit within environmental and hedonic motivations have been largely overlooked, as prior studies have predominantly emphasized altruistic and egoistic motives (Ghazali et al., 2017; Pop et al., 2020). Addressing this gap, the present study is the first to integrate all three categories of motivation, along with their respective dimensions, into a single model to examine their implications for consumers' green purchase attitude (GPA). Third, although the role of social media has increasingly become significant in the formation of green purchase intentions (GPI), it has not been studied on its influence on green purchase behavior (GPB). Another one is the discrepancy or attitude-behavior gap between the attitudes of consumers and the purchasing behavior. Therefore, this study seeks to fill this gap by examining the relationship between GPA, GPI and GPB. Lastly, price is a critical factor influencing green purchasing decisions that requires consideration (Ahmetoglu et al., 2014). Hence, this study incorporates the moderating role of price consciousness (PC) in the relationship between GPI and

GPB.

Considering the identified gaps, the novelty of this study lies in examining the influence of SMM on environmental, hedonic, and utilitarian motivations, which subsequently affect consumers' attitudes, intentions, and purchase behavior of green products among Indian consumers. Additionally, the study incorporates the moderating effect of PC on the relationship between GPI and GPB (Figure 1). The subsequent sections of this paper outline the literature review and hypotheses development, research methodology, research findings and discussions, and provide theoretical and managerial conclusions, also addressing the limitations and offers future research directions.

## **Theoretical Framework of the Study**

### **Theory of Planned Behavior (TPB)**

The TPB has emerged as one of the most influential frameworks for understanding and predicting human actions across diverse behavioral domains (Ajzen, 1991). It explains behavioral intentions through three core determinants: personal attitude toward the behavior, subjective norms, and perceived behavioral control (PBC). Attitude reflects an “individual’s favorable or unfavorable evaluation of a particular action”, suggesting that when people perceive their behavior as beneficial, they are more likely to engage in it (Das et al.,

2023). This tendency is reinforced by a positive evaluation of possible results, which leads to the development of a greater readiness to act (Huang et al., 2021). Subjective norms are what one perceives as expectations and pressures of others upon them and this influences their actions (Arora and Varah, 2025). These are external forces that are influential in the decision making process of consumers because in most cases, people tend to make decisions that are similar to the ones they observe within their social setting (Mishra and Kaue, 2025). To add to these aspects, the perceived behavioral control is the perception of the person as to how easy or difficult the behavior is, and this aspect directly influences both intention and action (Johe and Bhullar, 2016).

TPB being a powerful tool, it has been used in various fields including tourism (Luong, 2025; Liu and Park, 2024), green consumption (Wang et al., 2024), credit card adoption (Jawaid et al., 2024), organic food (Nguyen et al., 2024), and fast fashion (Ramadani and Dwita, 2025). Nevertheless, the theory is adaptable and flexible and can incorporate other constructs to increase its power of explanation. Interestingly, the same research points out that increased motivational variables significantly contribute to pro-environmental behavior, especially when it comes to the formation

of positive attitudes towards buying green product (Alam et al., 2023; Ng et al., 2024; Hermalia and Kuswati, 2025; Rouf et al., 2025). It is based on this reality that the current paper builds on the TPB by integrating three different motivational dimensions namely utilitarian, hedonic and environmental on the foundation of social media to enhance the predictive ability of TPB. Additionally, by conceptualizing price consciousness as PBC, the model accounts for the fact that higher costs of green products may weaken the path from intention to behavior, whereas affordability may strengthen it. Thus, in the extended framework, social media marketing and motivational dimensions (environmental, hedonic, utilitarian) shape **attitudes**, while price consciousness as **perceived behavioral control** influences not only intentions but also the intention–behavior link. This integration ensures that the model remains aligned with TPB’s theoretical foundations while addressing a critical real-world factor in sustainable consumption. In this way, it aims to furnish a subtle insight into the influence of the digital platforms in consumer decision-making and in encouraging sustainable consumption habits. This combination of classical theory and modern drivers of behavior, in the end, provides a more detailed framework with which to describe the complexity of consumer decisions in the digital age.

### Consumer Motivation Theory

The conceptualization of motivation by Westbrook and Black (1985) is that of precipitating forces of a behavior change in order to achieve certain needs. Developing this, Tauber (1972) stated that consumers do not just shop to obtain products or services but also to fulfill certain personal and social needs. Activities that are included in personal motives are role-playing, diversion, self-gratification, learning new trends, physical activity and seeking sensory stimulation. On the contrary, social motives are related to interaction, communication, attraction to the peer group, social status, and even pleasure in bargaining (Kumar and Sadarangani, 2018; Belwal et al., 2025). This view signifies that shopping behavior goes beyond utilitarian payoffs to include the pleasure and satisfaction held in the process per se, which is frequently based on fantasy, sensory, and emotional gratification aspects that form the core of HM (Kumar and Yadav, 2021). Moreover, in the modern environment, buyers are becoming more environmentally aware and tend to buy recyclable and resource-saving products, thus, having environmental motives reflected in their buying behavior (Li, 2025; Mehmood and Khan, 2025).

Consequently, UM absorbs pragmatic and rational advantages that consumers would

have with eco- friendly products, including some features like efficiency, durability, and cost-effectiveness (Sonkar et al., 2025). Utilitarian values help consumers sustain sustainable behaviors and boost personal standards as soon as they see some actual benefits, which can be either monetary benefits, health-related benefits, or quality of life benefits (Millar et al., 2016). Conversely, HM is a result of the enjoyment, excitement, and pleasure of the shopping experience per se and not due to the accomplishment of the task (Hayat et al., 2025). Environmental motivation, however, gives an indication of the moral issues of consumers and their ecological responsibility, which direct them towards making decisions with minimal environmental impact. Therefore, this paper will be informed by the Consumer Motivation Theory by making SMM an outside influencer that elicits these three motivational areas that ultimately contribute to the level of GPA, GPI, and GPB. Providing informational stimuli that attracts utilitarian motives, experiential content that satisfies hedonic needs, and value-driven messages that strengthen the sense of environmental responsibility, SMM is at the heart of stimulating consumer motivation and closing the intention-action gap. Thus, this theory is especially appropriate to be applied to this study since it considers the

multidimensionality of consumer decision-making in addition to integrating the digital effect of social media to deliver a comprehensive explanation of sustainable consumption.

## **LITERATURE REVIEW**

### **AND HYPOTHESES DEVELOPMENT**

Social Media Marketing and Environmental Motivation (Environment Concerns and Perceived Environment Effectiveness)

The concept of environmental motivation (EM) is the enthusiasm or urge to practice activities that have positive environmental impacts and is categorized into two components: Environmental Concerns (EC) and Perceived Environmental Effectiveness (PEE) (Choi and Johnson, 2019). EC refer to concerns or anxieties of the environment and the issues by individuals (Kim and Choi, 2005; Singh and Bansal, 2012). According to previous research by Wu and Chen (2020), SMM campaigns that concentrate on environmental sustainability prove to be effective in increasing awareness on matters relating to the environment. These campaigns are informative, educating the consumers and improving their EC by providing informative information and appealing visuals. Moreover, SMM allows building online communities around the environmental concerns, members of

which support and share resources and encourage one another to practice sustainability (Ballew et al., 2015), thus creating awareness about EC. PEE, however, refers to how much the consumption choices, i.e. whether buying green products, they make are specific to particular environmental problems (Ellen et al., 1991).

The recent literature points out that the correlation between SMM and PEE is positive and significant. As an example, Sun and Wang (2020) established that SMM increases the perceived efficacy in making contributions to environmental sustainability, which contributes to a more favorable perception of green products. Likewise, Bushara et al. (2023) researched the restaurant sector and found out that the perceived effectiveness of followers was considerably increased with the SMM activities, including customization, entertainment, and interaction. This perceived effectiveness mediates the influence of SMM on such behaviors as purchase intentions, willingness to pay a premium, and electronic word-of-mouth (e-WoM). In addition, Ktisti et al. (2022) organized systemic review of green advertising on social media and emphasized the increased significance of green messages in digital marketing, which is more successful in boosting PEE and marketing green products and sustainable

behaviors. Altogether, these results demonstrate the role of social media in contributing to the perceptions of the effectiveness of green actions, namely, by augmenting the perceived value of green practices.

Considering this discussion, it is stated that SMM is very important in the improvement of EC and PEE. Through awareness creation, delivery of empowering and educating content, social proof, and community engagement, SMM is a successful way of encouraging consumers to take more sustainable actions. On the basis of which our hypothesis are:

H1a: Social-media marketing positively influences Environmental Concern

H1b: Social-media marketing positively influences Perceived Environment

Effectiveness

Social Media Marketing and Hedonic Motivation (Adventurous Spirit and Novelty Seeking) The Hedonic Motivation (HM), or intrinsic/entertainment motivation (Fuller, 2006; Muntinga et al., 2011), is associated with pleasure and play, not with getting things done. According to Boedeker (1995), it includes the experiential side of the shopping, which includes enjoyment, curiosity, fantasy, escape and delight. This motivation is further subdivided into Adventurous Spirit (AS) and Novelty Seeking (NS) (Choi and Johnson, 2019). AS is related to the worth of new and

adventurous challenges to achieve self-fulfilment and NS to the urge to discover new products when buying them (Fraj and Martinez, 2006).

The social media sites employ innovative marketing tactics to engage and appeal to the consumers (Jung et al., 2016; Alalwan et al., 2017; Wamba et al., 2017). Kumar and Yadav (2021) explored the role of online shopping motivation in sustainable consumption and they discovered that consumers who were driven by hedonic needs prioritize the shopping experience over the product itself. This makes their experience more exciting and interactive thus triggering AS through social media. Also, Jung et al. (2016) found a high correlation between AS consumers and social media advertisements and, thus, the relevance of HM to determine customer response and perceptions on social media. People who find AS in products and dynamism in life are more inclined to buy trendy products through searching SMM (Choi and Johnson, 2019). On the same line, Consumers motivated by NS and with the inclination toward unique products are greatly influenced by social media in their buying choices (Afshar Jahanshahi and Jia, 2018).

Based on these results, HM is able to push consumers to buy products that are seen as unique, new, trendy, exciting, and distinct (Fraj and Martinez, 2006) where social

media plays a key role in convincing them to purchase the products/services. Accordingly, the following hypothesis are proposed to test the significant relationship between the two subdimensions of HM (i.e., AS and NS) and social media marketing:

H2a: Social-media marketing positively influences Adventurous spirit H2b: Social media marketing positively influences Novelty seeking

### **Social Media Marketing and Utilitarian Motivation**

Utilitarian Motivation (UM) is characterized as mission-critical, rational, decision-effective, and goal-oriented (Hirschman and Holbrook, 1982; Batra and Ahtola, 1991). It indicates that shopping begins with a specific task or mission, and the benefit derived depends on the mission's completion or the efficiency of its completion (To et al., 2007). Consumers driven by UM purchase products for their utility or functional benefits (Kumar and Yadav, 2021). Social media advertisements significantly influence these consumers' product choices, attitudes toward products, perceptions, and decision-making processes from pre-purchase information gathering to post-purchase behavior (Williams and Cothrell, 2000; Mangold and Faulds, 2009; Tazeen and Mullick, 2023).

Research by To et al. (2007) conducted a study to explore internet shopping motives, focusing on UM and revealed that UM significantly influenced customers' intentions to search for information online and make purchases, indicating that utilitarian buyers are driven by a specific mission to be completed. Similarly, Putri (2015) demonstrated that online advertising content with information retrieval significantly affects utilitarian consumption on social media platforms like Instagram. Thus, customers with utilitarian values view Instagram as an effective and profitable source of product information (Fernandes et al., 2020). Consequently, when consumers find that product information meets their needs, a purchase is likely to occur. Studies also show that social media platforms facilitate connections between companies and their customers, helping to build and maintain customer relationships, as customers' experiences with products can be easily shared and propagated through these platforms (Kaplan and Haenlein, 2010; Mersey et al., 2015; Tazeen and Mullick, 2023) and can further enhance the UM of the consumers. Therefore, the current study tries to posit how SMM can enhance the UM of the consumers regarding the green products. Based on which we propose:

H3: Social media marketing positively influences utilitarian motivation

Environmental Motivation (Environmental Concerns and Perceived Environmental Effectiveness) and Green Purchase Attitude EM encompasses individuals' desire or inclination to make environmentally friendly choices in their consumption behavior, rooted in concerns for environmental sustainability, conservation, and reducing ecological footprints. It comprises two subdimensions: EC and PEE (Choi and Johnson, 2019), where, consumers with EC tend to purchase goods and services they believe have a positive impact or less negative impact on the environment (Esmaeilpour and Bahmiary, 2017). However, previous studies have provided conflicting evidence regarding the relationship between EC and attitude towards green products (Hanson, 2013; Tang et al., 2014; Yadav and Pathak, 2016; Maichum et al., 2016; Joshi and Rahman, 2017). Whereas EC has been observed as an influential predictor of consumer attitude towards green products by some researchers (Hanson, 2013; Tang et al., 2014; Yadav and Pathak, 2016; Maichum et al., 2016), others (Joshi and Rahman, 2017) have determined that EC was the least influential variable. On the other hand, PEE attempts to solve certain environmental concerns (Ellen et al., 1991), including the perceived consumer effectiveness (PCE) and perceived product effectiveness (PPE) (Choi and Johnson,

2019). According to researchers, PCE may substantially forecast attitudes (Roberts, 1996; Chao et al., 2013; Joshi and Rahman, 2019), which means that increasing PCE levels can result in the emergence of more positive attitudes and behaviors (Wesley et al., 2012). Likewise, it is also important to stress that PPE should be applied to the purchase of green products (Choi and Johnson, 2019) since the prices of the latter are usually higher than those of other goods (Brown and Wahlers, 1998). Thus, based on the discussion presented above, the present study holds that environmentally motivated individuals have a greater tendency to focus on EC and effectiveness with respect to decision-making process when it comes to green product purchases. On this premise, we have hypothesized:

H4a: EC positively influence green purchase attitude  
H4b: PEE positively influence green purchase attitude

#### **Hedonic Motivation (Adventurous Spirit and Novelty Seeking) and Green Purchase Attitude**

Attitude (AT) defines how the relationship is perceived as either negative or positive towards the individual purchasing the products or services (Chen and Deng, 2016). It is a psychological channel that influences whether a person will be in favour or dislikes a certain product or object (Nekmahmud et al., 2022). On the

same note, GPA includes the predisposition and positive assessment of consumers with regards to purchasing products that are considered to be eco-friendly, leading to sustainable consumption behavior (Kim and Choi, 2005).

The analysis of HM has been conducted previously by dividing it into two aspects AS, and NS (Choi and Johnson, 2019; Kumar and Yadav, 2021). On the other hand, it has been analyzed by other people as a coherent whole (To et al., 2007; Irshad and Ahmad, 2019). However, there are various studies that have drilled into this. For instance, Fraj and Martinez (2006) discovered a positive correlation between consumers exhibiting HM and GPA. Later Biswas and Roy (2015), studied the influence of hedonic shopping values on consumers' GPA, revealing that consumers with strong HM are more likely to purchase green products if they find the shopping experience enjoyable and fulfilling. Similarly, Choi and Johnson (2019) examined the effect of HM towards GPB, finding that it positively influences GPA, especially when consumers perceive green products as novel and exciting. Additionally, Lin (2022) also investigated the roles of green enjoyment and HM in shaping GPI, revealing that hedonic elements such as enjoyment and emotional connection with green brands significantly enhance consumers' attitudes toward green

purchases. This suggests that the pleasure derived from these products can drive sustainable consumption behaviors. Based on the above discussion about HM and GPA, it can be argued that although extensive research has linked general HM to positive consumer attitudes towards green products, the specific impacts of AS and NS on GPA remain underexplored. Since green products often embody novelty and innovation, it is important to investigate how these subdimensions of hedonic motivation influence consumer attitudes towards purchasing such products. Understanding these relationships can offer deeper insights into consumer motivations and aid in developing more targeted marketing strategies to enhance the adoption of sustainable products. Therefore, we propose:

H5a: Adventurous spirit positively influences green purchase attitude

H5b: Novelty seeking positively influences green purchase attitude

### **Utilitarian Motivation and Green Purchase Attitude**

Utilitarian consumers are those who gather information to accomplish a task (Babin et al., 1994; Yu et al., 2018; Kumar and Yadav, 2021). They focus on detailed product information, attributes, specifications, prices, and up-to-date information (Chiu et al., 2014). In line with this, To et al. (2007) empirically tested six

utilitarian values that motivate consumer purchase attitudes. Their findings indicated that utilitarian motives positively influence consumer attitudes towards purchasing. Similarly, previous researchers (Kakkar, 2017; Choi and Johnson, 2019; Irshad and Ahmad, 2019; Redda, 2020) have found a significant relationship between utilitarian motives and consumer behavior. However, Nguyen et al. (2023) found that UM, such as practicality and cost-effectiveness, have less impact on GPA, as consumers tend to prioritize emotional and experiential benefits over functional benefits when it comes to green products.

Therefore, consumers who prioritize practicality and functionality may develop a stronger GPA when they perceive green products as offering superior utility compared to conventional alternatives. Thus, we hypothesize that:

H6: Utilitarian motivation positively influences green purchase attitude

### **Green Attitude- Intention -Behavior**

In the Theory of Planned Behavior, “attitude” towards a behavior is one of the three core determinants of intention, reflecting an individual’s positive or negative evaluation of a specific action (Ha and Janda, 2012; Klockner, 2013; Liao et al., 2020). “Purchase intention”, in turn, refers to an individual’s inclination and decision to acquire products (here green products) in a particular situation

(Parengkuan, 2017; Akter and Islam, 2020). It captures the motivational factors that influence the GPB of the consumer (Ramayah et al., 2010). Whereas, “Purchase behavior” are the observable actions and decision-making processes which individuals engage in when acquiring goods or services. This process involves the first phase of identification of the need or desire, evaluation and the actual purchase. There are three steps in the decision-making process: input, process, and output, and purchase behavior is the real action performed at the output stage (Wilson and Tan, 2014). In the present research, it is a more complicated kind of ethical decision-making behaviour and a sort of socially responsible behaviour, by considering the green product consumption that meets needs of consumers without harming the environment and is directed to a more sustainable world (Joshi and Rahman, 2015). Numerous studies have investigated the relationship between GPI and GPB, demonstrating that a positive attitude leads to successful purchase behavior (Ramya and Ali, 2016; Ghazali et al., 2017; Khalid et al., 2018; Uddin and Khan, 2018; Shimul et al., 2021). These researches have always indicated that positive purchase intention leads to positive purchase action. Positive attitude towards particular behaviors in consumers leads to their increased

participation (Chen and Tung, 2014; Ghazali et al., 2017; Yadav and Pathak, 2017; Shimul et al., 2021). As an example, Lee et al. (2011) studied the factors that affect consumer intention to buy green products in South Korea and established that purchase intention and actual purchase of the green products showed a significant positive association. Correspondingly, Chen (2010) concluded that the green brand image will have a positive effect in green satisfaction, green trust and eventually purchase intention of green products. These results imply that attitude, intention and behavior are interrelated where each other affects others. In particular, a positive GPI will be achieved due to a positive attitude green and this will translate to actual GPB.

In light of this discussion, the current study argues that the green attitude-intention-behavior relationship demonstrates that fostering positive attitudes towards the environment is crucial for developing strong intentions to act sustainably, which in turn are necessary for actual green behaviors. By understanding and leveraging this relationship, individuals, communities, and policymakers can more effectively promote and achieve sustainable practices. Therefore, the following hypotheses are proposed:

H7a: Green Purchase Attitude positively influences Green Purchase Intention H7b:

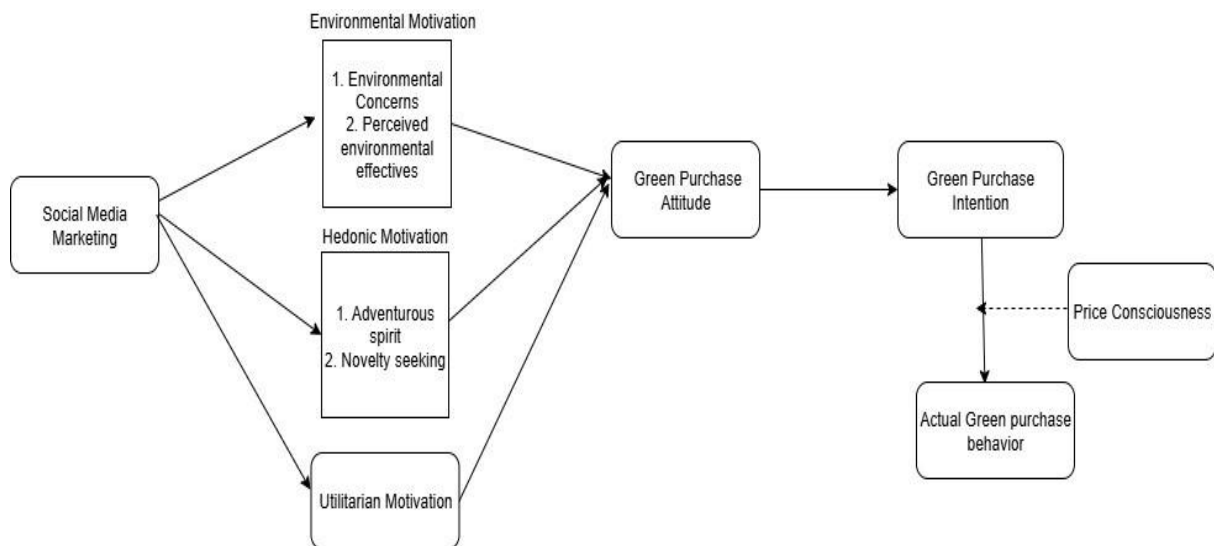
Green Purchase Intention positively influences Green Purchase Behavior

### **Moderating Role of Price Consciousness (PC)**

PC refers to “the degree to which the consumer focuses exclusively on paying low prices” (Lichtenstein et al., 1993), and in the current study, it is considered an important criterion for green purchasing behavior (Ahmetoglu et al., 2014). To put it simply, the price of green products significantly influences consumers' purchase decisions (Gleim et al., 2013). Previous studies have shown that consumers who demand green products are willing to pay a premium price for them as they believe in their value (Chekima et al., 2016). Nonetheless, there are contradictory opinions because Malhotra and Maheshwari (2011) stated that consumers are not ready to pay a higher price to consume green products, and the issue of price is essential in the criteria of purchase behavior (Aschemann-Witzel and Zielke, 2017). In addition, since green products

can be more costly than conventional ones (Bezawada and Pauwels, 2013), other researchers have also established that PC has a negative impact on consumer intention to buy green products (Van Doorn and Verhoef, 2015; Sun and Wang, 2020; Zheng et al., 2021). Therefore, it can be argued that a price conscious consumer will never be willing to spend on the addition of special features in a product when they feel that the price of that specific product is excessively high (Lichtenstein et al., 1988). However, when consumers have sufficient resources, their ability to purchase green products increases, thereby reducing their concerns about price (Wang et al., 2018; Sun and Wang, 2020). Hence, we hypothesize that higher price concerns lead to a decrease in the relationship between GPI and GPB. Based on this, we propose:

**H8:** Price Consciousness negatively moderates the relationship between green purchase intention and green purchase behavior



**Figure 1** The Research Model

*Source: Author(s) own creation*

## RESEARCH METHOD

### Sample Design and Data Collection

India has approximately 491 million social media users (DataReportal, 2025b), making it the country with the second-highest social media penetration rate. Building on this context, the present study adopted a quantitative survey design using a self-administered questionnaire distributed among Indian consumers of green products. Data were collected through a convenience sampling technique via social media pages and groups focused on green products. The questionnaire, prepared in English, comprised four sections following an introductory note. The first section contained two screening questions to ensure respondents' eligibility based on

their awareness and purchase experience of green products, with ineligible participants excluded. The second and third sections measured the latent variables of the conceptual framework, while the final section captured demographic information. Prior to the main study, a pilot test was conducted to assess reliability, with all constructs showing strong internal consistency (Cronbach's  $\alpha > 0.7$ ), consistent with Nunnally's (1978) threshold. Data collection was carried out between May and July 2025, yielding 410 responses, of which 78 were excluded for failing the screening criteria. An additional 20 responses were removed due to insufficient variation in answers, a step taken to mitigate potential response set bias, such as acquiescence and extreme

response styles (Baumgartner and Steenkamp, 2001; Iranmanesh et al., 2024). The study was conducted using 312 valid data sets, which satisfied the required sample size as determined by the “*a priori sample size calculator for structural equation modelling*” developed by Soper (2024). The calculation considered nine latent variables (SMM, EC, PEE, AS, NS, UM, GPA, GPI, and GPB), 51 observed variables, an anticipated effect size of 0.15, a statistical power of 0.8, and a significance level of 0.05. The calculator indicated a minimum requirement of 109 responses, which aligns with Hair et al. (2011), who suggested that “SEM studies should have a sample size at least ten times the largest number of structural paths directed toward a single latent construct”. In this study, the construct with the most indicators contained nine paths, confirming that the

achieved sample size of 312 is adequate and well above the minimum threshold.

The socio-demographic characteristics of the 312 respondents are presented in Table 1. The sample was evenly split between males and females (50% each). Most respondents were aged 26–40 years (50.3%), followed by 18–25 years (33.3%), and a majority were married (53.5%). In terms of education, graduates (36.5%) and postgraduates (32.7%) formed the largest groups. Occupationally, respondents were primarily private employees (34.3%) and government employees (23.1%). Nearly half reported a monthly income of above ₹100,000 (49.4%), with 29.5% earning between ₹50,001–100,000. Green products were purchased most often once a month (34.9%) or once every three months (29.2%).

**Table 1:** Sample Composition

| Category       |               | Frequency | Percentage |
|----------------|---------------|-----------|------------|
| Gender         | Male          | 156       | 50.0       |
|                | Female        | 156       | 50.0       |
| Age            | 18-25         | 104       | 33.3       |
|                | 26-40         | 157       | 50.3       |
|                | 41-50         | 29        | 9.3        |
|                | 51-60         | 19        | 6.1        |
|                | Above 60      | 03        | 1.0        |
|                |               |           |            |
| Marital Status | Married       | 167       | 53.5       |
|                | Unmarried     | 145       | 46.5       |
| Education      | Undergraduate | 30        | 9.6        |

|                                            |                                 |     |      |
|--------------------------------------------|---------------------------------|-----|------|
|                                            | Graduate                        | 114 | 36.5 |
|                                            | Postgraduate                    | 102 | 32.7 |
|                                            | Doctorate                       | 08  | 2.6  |
|                                            | Professional courses            | 58  | 18.6 |
| Occupation                                 | Business                        | 44  | 14.1 |
|                                            | Government Employee             | 72  | 23.1 |
|                                            | Private Employee                | 107 | 34.3 |
|                                            | Self employed                   | 29  | 9.3  |
|                                            | Student                         | 48  | 15.4 |
|                                            | Housewife                       | 12  | 3.8  |
| Monthly Income                             | 30,000 and below                | 23  | 7.4  |
|                                            | 30,0001-50,000                  | 43  | 13.8 |
|                                            | 50,001-100,000                  | 92  | 29.5 |
|                                            | Above 100,000                   | 154 | 49.4 |
| Frequency of purchase<br>of green products | Less than once in six<br>months | 40  | 12.8 |
|                                            | Once a month                    | 109 | 34.9 |
|                                            | Once a week                     | 28  | 9.0  |
|                                            | Once every six months           | 44  | 14.1 |
|                                            | Once every three months         | 91  | 29.2 |

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*n=312*

### Measurement Items

The questionnaire utilized a five-point Likert scale (1—Strongly Disagree, 5—Strongly Agree), with measurement scales adapted from prior literature (Appendix A). Social Media Marketing was measured using the scale from Yadav and Rahman (2017). The motivational scale for Environmental Concerns was adapted from Lee (2009); Matthes and Wonneberger (2014). Perceived Environmental Effectiveness was measured using the scale from Choi and

Johnson (2019) and Roberts (1996). Scales for Hedonic Motivation Adventurous Spirit was adapted from Choi and Johnson (2019) and Fraj and Martinez (2006) while Novelty seeking was adapted from Choi and Johnson (2019). The Utilitarian Motivation scale was taken from Kumar and Yadav (2021). The Green Purchase Intention scale was measured using studies by Tan et al., (2025); Trivedi et al. (2018). Green Purchase Attitude was adapted from the studies of Taylor and Todd (1995); Chan

(2001), while Green Purchase Behavior was adapted from Lee (2008). Price Consciousness was measured using 6 items scale from the study of Sun and Wang (2020) and Tan et al., (2025).

## **Results and Analysis**

### **Data Analysis**

The present study applied partial least squares structural equation modeling (PLS-SEM) to test the proposed hypotheses, as it is a widely accepted statistical approach in recent research and is suitable for both confirmatory and explanatory modeling (Hair et al., 2017; Benitez et al., 2020). PLS-SEM was chosen given its extensive use in marketing literature (Roy and Shaikh, 2024; Zhou and Jiang, 2025). Moreover, PLS-SEM does not require the assumption of normality and is appropriate for studies with sample sizes below 500 (Hair et al., 2019), making it particularly effective for analyzing complex, prediction-oriented models (Hair et al., 2019; Sarstedt et al., 2021).

Furthermore, the study assessed common method bias (CMB) using Harman's single-factor test, which showed that a single factor explained 24.629% of the variance, well below the 50% threshold (Hair et al., 2014b). In addition, the study

employed the full collinearity assessment method through the Variance Inflation Factor (VIF). The results indicated VIF values ranging from 1.324 to 1.907, all below the 3.30 cutoff (Kock, 2017), which could signal potential bias. Hence, these results confirm that the dataset is free from CMB concerns.

### **Measurement Model**

The study applied the PLS bootstrapping method to assess all variables. Convergent validity was examined using factor loadings, composite reliability (CR), and average variance extracted (AVE) (Refer Table 2). Items with factor loadings below 0.50 (AS3, PC1) were removed, following the guidelines of Hair et al. (2014a). Both CR and AVE values exceeded the recommended thresholds of 0.70 and 0.50, respectively (Fornell and Larcker, 1981; Hair Jr et al., 2020). Internal consistency was evaluated through Cronbach's alpha, with all constructs meeting the 0.70 benchmark (Nunnally, 1978; Hair Jr et al., 2020), except for AS5 (0.676). However, this value was still considered acceptable, as  $\alpha$  values between 0.60 and 0.70 are permissible when supported by other reliability measures (Hair et al., 2010; Roy and Shaikh, 2024).

**Table 2** Reliability and validity

|     | Items | Loadings | Cronbach's alpha | CR    | AVE   |
|-----|-------|----------|------------------|-------|-------|
| SMM | SMM1  | 0.735    | 0.786            | 0.854 | 0.538 |
|     | SMM2  | 0.723    |                  |       |       |
|     | SMM4  | 0.733    |                  |       |       |
|     | SMM5  | 0.741    |                  |       |       |
|     | SMM6  | 0.736    |                  |       |       |
|     | SMM6  | 0.736    |                  |       |       |
| PEE | PEE1  | 0.760    | 0.828            | 0.863 | 0.559 |
|     | PEE2  | 0.798    |                  |       |       |
|     | PEE3  | 0.760    |                  |       |       |
|     | PEE4  | 0.797    |                  |       |       |
|     | PEE5  | 0.774    |                  |       |       |
| EC  | EC1   | 0.897    | 0.828            | 0.874 | 0.637 |
|     | EC2   | 0.811    |                  |       |       |
|     | EC3   | 0.690    |                  |       |       |
|     | EC4   | 0.779    |                  |       |       |
| AS  | AS1   | 0.855    | 0.676            | 0.860 | 0.755 |
|     | AS4   | 0.883    |                  |       |       |
| NS  | NS1   | 0.767    | 0.676            | 0.860 | 0.755 |
|     | NS2   | 0.798    |                  |       |       |
| UM  | NS3   | 0.801    | 0.761            | 0.848 | 0.583 |
|     | NS4   | 0.683    |                  |       |       |
|     | UM1   | 0.838    |                  |       |       |
|     | UM2   | 0.819    |                  |       |       |
|     | UM5   | 0.848    |                  |       |       |
| GPA | GPA1  | 0.760    | 0.837            | 0.885 | 0.605 |
|     | GPA2  | 0.798    |                  |       |       |
|     | GPA3  | 0.760    |                  |       |       |
|     | GPA4  | 0.797    |                  |       |       |
|     | GPA5  | 0.774    |                  |       |       |
| GPI | GPI2  | 0.769    | 0.723            | 0.843 | 0.642 |
|     | GPI4  | 0.788    |                  |       |       |
|     | GPI5  | 0.846    |                  |       |       |
| GPB | GPB1  | 0.813    | 0.738            | 0.851 | 0.655 |
|     | GPB2  | 0.805    |                  |       |       |
|     | GPB4  | 0.810    |                  |       |       |
| PC  | PC2   | 0.701    | 0.817            | 0.866 | 0.566 |
|     | PC3   | 0.777    |                  |       |       |
|     | PC4   | 0.886    |                  |       |       |
|     | PC5   | 0.677    |                  |       |       |
|     | PC6   | 0.701    |                  |       |       |

**Note:** CR: Composite Reliability, AVE: Average Variance Extracted, SMM-Social media marketing; PEE- Perceived environmental effectiveness; EC- Environmental Concerns; AS-Adventurous spirit; NS-Novelty seeking; GPA-Green purchase attitude; GPI-Green purchase intention; GPB-Green purchase behavior; PC-Price consciousness

Additionally, discriminant validity was assessed using the heterotrait–monotrait (HTMT) ratio. After removing items such as SMM3, AS2, AS6, UM3, UM4, GPI1, GPI3, GPI6, and GPB3, all HTMT values fell below the 0.90 threshold, confirming construct distinctiveness (Fornell and Larcker, 1981; Franke and Sarstedt, 2019) (see Table 3).

**Table 3. Discriminant Validity (HTMT)**

|                | AS    | BA    | EC    | NS    | PB    | PC    | PEE   | PI    | SMM   | UM    |
|----------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| <b>AS</b>      |       |       |       |       |       |       |       |       |       |       |
| <b>BA</b>      | 0.739 |       |       |       |       |       |       |       |       |       |
| <b>EC</b>      | 0.189 | 0.136 |       |       |       |       |       |       |       |       |
| <b>NS</b>      | 0.700 | 0.822 | 0.063 |       |       |       |       |       |       |       |
| <b>PB</b>      | 0.162 | 0.111 | 0.711 | 0.110 |       |       |       |       |       |       |
| <b>PC</b>      | 0.668 | 0.880 | 0.064 | 0.775 | 0.097 |       |       |       |       |       |
| <b>PEE</b>     | 0.080 | 0.102 | 0.719 | 0.052 | 0.747 | 0.071 |       |       |       |       |
| <b>PI</b>      | 0.099 | 0.075 | 0.621 | 0.097 | 0.886 | 0.082 | 0.723 |       |       |       |
| <b>SMM</b>     | 0.875 | 0.818 | 0.075 | 0.733 | 0.123 | 0.739 | 0.099 | 0.103 |       |       |
| <b>UM</b>      | 0.840 | 0.753 | 0.116 | 0.612 | 0.137 | 0.661 | 0.058 | 0.107 | 0.787 |       |
| <b>PC x PI</b> | 0.137 | 0.094 | 0.083 | 0.095 | 0.149 | 0.067 | 0.133 | 0.081 | 0.073 | 0.026 |

### Structural Model

The model fit was assessed using the standardized root mean squared residual (SRMR), which produced a value of 0.057, falling below the recommended threshold of 0.080, indicating a good fit (Henseler et al., 2016). The R<sup>2</sup> values obtained were 0.410 for AS, 0.576 for GPA, 0.445 for GPB, 0.326 for NS, and 0.384 for UM, reflecting moderate explanatory power. In contrast, PEE showed an R<sup>2</sup> of 0.002, while EC and GPI had R<sup>2</sup> values of 0.000, indicating weak

explanatory power (Hair et al., 2011; Sarstedt et al., 2014). Effect sizes (f<sup>2</sup>) and predictive relevance (Q<sup>2</sup>) were also evaluated following Cohen (1988), with f<sup>2</sup> values ranging from 0.000 (negligible) to 0.694 (large) (see Table 4). Hypotheses were tested using path coefficients (β), t-statistics, and p-values at a 5% significance level. The detailed findings of the path analysis and structural model are presented in Table 5 and Figure 2.

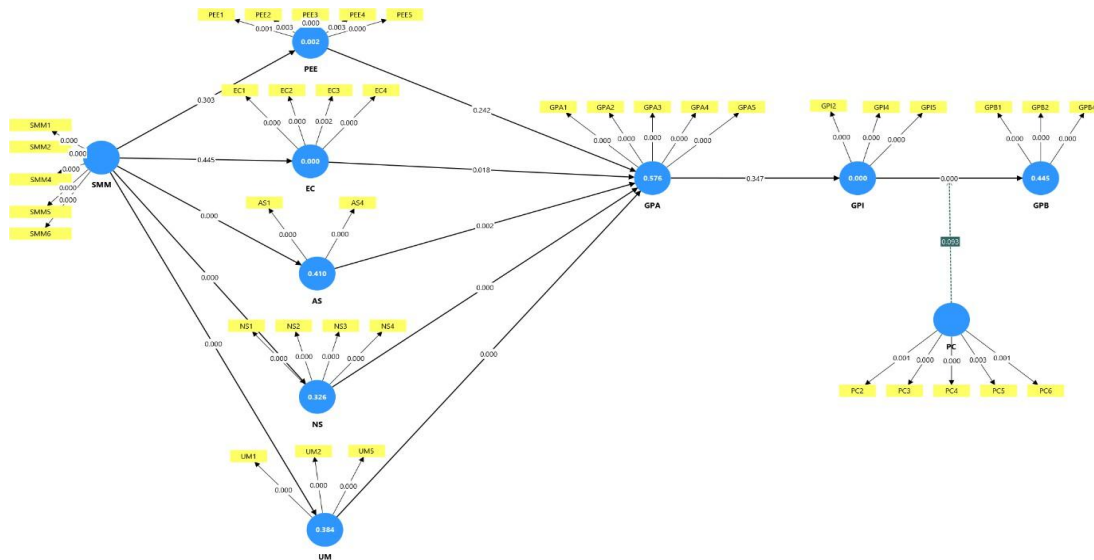
**Table 4. Explanatory Power**

| Predictors | Outcomes | R-Square | f-Square |
|------------|----------|----------|----------|
| SMM        | PEE      | 0.002    | 0.002    |
|            | EC       | 0.000    | 0.000    |
|            | AS       | 0.410    | 0.694    |
|            | NS       | 0.326    | 0.484    |
|            | UM       | 0.384    | 0.624    |
|            | PEE      |          | 0.003    |
|            | EC       |          | 0.028    |
|            | AS       |          | 0.034    |
|            | NS       |          | 0.304    |
|            | UM       | 0.576    | 0.139    |
| GPA        | GPI      | 0.000    | 0.000    |
| GPI        |          |          | 0.765    |
| PC         | GPB      | 0.445    | 0.008    |

### Direct Effects

The study identified SMM as a predictor to influence users' motivation to purchase green products. In line with this, the study observed that SMM significantly influenced AS ( $\beta = 0.640$ ,  $t = 16.561$ ,  $p < 0.05$ ), NS ( $\beta = 0.571$ ,  $t = 10.669$ ,  $p < 0.05$ ), and UM ( $\beta = 0.620$ ,  $t = 17.220$ ,  $p < 0.05$ ), highlighting its strong role in shaping attitudes, social norms, and user motivation. However, its effect on EC ( $\beta = 0.012$ ,  $t = 0.138$ ,  $p > 0.05$ ) and PEE ( $\beta = -0.048$ ,  $t = 0.517$ ,  $p > 0.05$ ) was not significant. Among the antecedents of GPA, NS ( $\beta =$

$0.431$ ,  $t = 5.951$ ,  $p < 0.05$ ) and UM ( $\beta = 0.316$ ,  $t = 5.660$ ,  $p < 0.05$ ) exerted the strongest positive influence, followed by AS ( $\beta = 0.161$ ,  $t = 2.930$ ,  $p < 0.05$ ), while EC ( $\beta = -0.139$ ,  $t = 2.087$ ,  $p < 0.05$ ) showed a significant negative relationship. In contrast, PEE with GPA ( $\beta = 0.048$ ,  $t = 0.700$ ,  $p > 0.05$ ) was non-significant. Further, GPA did not significantly predict GPI ( $\beta = -0.022$ ,  $t = 0.394$ ,  $p > 0.05$ ), but GPI strongly predicted GPB ( $\beta = 0.652$ ,  $t = 16.814$ ,  $p < 0.05$ ), underscoring intention as a key determinant of behavior (see Table 5).



**Figure 2** Structural Model

**Table 5.** Hypothesis Testing

| Hypothesis | Paths     | Path coefficient | t-Value | P-Value | Result |
|------------|-----------|------------------|---------|---------|--------|
| H1a        | SMM→EC    | 0.012            | 0.138   | 0.445   | NS     |
| H1b        | SMM→PEE   | -0.048           | 0.517   | 0.303   | NS     |
| H2a        | SMM→AS    | 0.640            | 16.561  | 0.000   | S      |
| H2b        | SMM→NS    | 0.571            | 10.669  | 0.000   | S      |
| H3         | SMM→UM    | 0.620            | 17.220  | 0.000   | S      |
| H4a        | EC→GPA    | -0.139           | 2.087   | 0.018   | S      |
| H4b        | PEE→GPA   | 0.048            | 0.700   | 0.242   | NS     |
| H5a        | AS→GPA    | 0.161            | 2.930   | 0.002   | S      |
| H5b        | NS→GPA    | 0.431            | 5.951   | 0.000   | S      |
| H6         | UM→GPA    | 0.316            | 5.660   | 0.000   | S      |
| H7a        | GPA→GPI   | -0.022           | 0.394   | 0.347   | NS     |
| H7b        | GPI→GPB   | 0.652            | 16.814  | 0.000   | S      |
| H8         | PC→GPI*GP | -0.089           | 1.321   | 0.093   | NS     |

p < 0.05 is considered to be statistically significant; S-Supported; NS- Not Supported

### **Moderating Effect**

The proposed moderating effect of PC on the relationship between Green Purchase Intention (GPI) and Green Purchase Behavior (GPB) was examined. The analysis revealed in Table 5 reveals that the moderation was not statistically significant ( $\beta = -0.089$ ,  $t = 1.321$ ,  $p > 0.05$ ). While the negative coefficient suggested a possible weakening of the intention–behavior link, the result confirms that PC does not exert a meaningful moderating influence on this relationship, thereby rejecting our H8.

### **DISCUSSION AND CONCLUSION**

Drawing on the existing body of work in SMM, a noticeable gap emerges in understanding how such marketing efforts influence consumers' motivation to purchase green products. While prior research has largely examined the role of altruistic and egoistic drivers in shaping green purchasing decisions (Ghazali et al., 2017; Pop et al., 2020), limited attention has been paid to other critical motivational dimensions namely environmental motivation, hedonic motivation, and utilitarian motivation. To overcome this oversight, the current study hypothesize an integrated model that unites these different sources of motivation, evaluate their respective effects on the green attitudes of consumers, intentions to purchase green products, and, finally, their actual consumer behavior. Notably, the available

literature also indicates that not every intention can be translated into practical actions, which is typically predetermined by demographic characteristics, including gender, age, income, and education (Wijekoon and Sabri, 2021). Along these lines, the paper goes a step further to provide the discourse with PC as a moderating variable in the correlation between GPI and GPB thus providing a more detailed explanation of the intention–behavior gap.

The outcomes show that the three motivational drivers, including AS, NS, and UM, predominantly define consumer activity regarding the use of SMM in green products. AS became one of the most important forces, which confirms the earlier findings that hedonic consumers are attracted to the delight, discovery, and sensual pleasure of the green buy process (Kumar and Yadav, 2021; Jung et al., 2016). The positive effect was also influenced by novelty-seeking which implies that people prefer to use something new and fresh and the highly innovative people responded to creative and trend-driven green messages in particular (Choi and Johnson, 2019; Nekomahmud, 2022; Hasudungan and Saragih, 2024). On the same note, SMM had a positive effect on UM, which contrasts with the earlier literature that indicates that both hedonic and utilitarian variables determine

consumer intentions in social media (Sharifi Fard et al., 2019; Arul Rajan, 2020). One reason that may be credited to this effect is the character of content shared on such sites. The content of social media is often informative, functional, and practical and draws the attention of consumers and supports the process of informed decision-making (Jiang, 2024). Elements such as comprehensive product descriptions, customer reviews, tutorials, comparison posts, real-time updates, promotional offers, and peer feedback enable consumers to assess the utility and performance of green products (Ngo et al., 2024; Zhao et al., 2024). Such content enhances the perceived usefulness of information, reduces uncertainty and perceived risk, and thereby strengthens UM. In contrast, SMM demonstrated only a limited influence on EC and PEE, suggesting that exposure to green-related content through SMM does not necessarily strengthen intrinsic environmental motivation or perceptions of individual impact. This outcome may be explained by heightened consumer skepticism toward sustainability claims, largely driven by the prevalence of greenwashing practices, which diminishes message credibility and weakens motivational influence (Fang, 2024; Cg and G, 2025; Nabivi, 2025). Therefore, fostering deeper environmental awareness requires marketing campaigns that deliver

credible, authentic, and strategically framed messages designed to resonate with consumers who are environmentally motivated.

The other set of hypotheses examined the relationship between motivational factors and green purchase attitude, revealing several notable findings. EM was observed to have a partial influence on GPA, with EC demonstrating a significant effect. To a large extent, these results can be related to the previous studies that have indicated that environmentally consistent consumers tend to develop more positive attitude to green consumption and thus encourage the actual practice of green purchasing (Nguyen et al., 2023; Kim and Lee, 2023). Nonetheless, in this research, EC was discovered to have the adverse impact on GPA. The first reason that can be put forward is that there is a possibility of the incidence of cognitive dissonance among highly environmentally conscious consumers. These individuals can be more conscious of the constraints of individual action as compared to larger scale systemic environmental problems and this may undermine their attitudinal basis of green purchasing. This increased level of awareness can also bring about a degree of doubt or judgement as to the true nature of green products and strengthen the argument that it will take structural level interventions to change the situations such as government controls or industry-wide

changes and not just individual level consumption decisions. Conversely, PEE exhibited a non-significant impact on GPA, which indicates that certain customers consider environmental preservation not their personal responsibility, indicating a lack of commitment or desire to take responsibility in ensuring the environment is not destroyed (Zheng et al., 2020). However, other researchers found that there is a positive effect of PEE on GPA indicating that the effect can depend on the context and can be weakened by cultural norms and social expectations and access to plausible environmental information (Hussain and Huang, 2022; Zhuang et al., 2021). Taken collectively, these results imply that even though EC is a consistent predictor of green attitudes, the perceived efficacy of individual environmental behavior might need other facilitating factors, including education, awareness campaigns, or social support that would turn it into more GPA. In addition to environmental factors, HM also demonstrated a significant positive influence on GPA. Consumers with an AS are attracted to green products for the exploratory and enjoyable experiences they offer, while novelty-seeking individuals value uniqueness and innovation, which enhances their favorable attitudes toward green consumption (Choi and Johnson, 2019; Matin et al., 2022; Lin, 2022).

Together, these hedonic drivers make the consumption experience personally rewarding and reinforce the likelihood of adopting sustainable behaviors. Furthermore, UM was found to strongly shape GPA by emphasizing functionality, efficiency, and essential benefits (Matin et al., 2022). Consumers are influenced not only by EC but also by practical advantages such as health, safety, durability, and cost savings. While hedonic products can attract attention through novelty and enjoyment, it is the rational, benefit-driven appeal of utilitarian products that primarily drives positive attitudes toward green consumption (Wei et al., 2023).

While environmental, hedonic, and utilitarian motivations contribute to shaping GPA, these attitudes do not always translate into purchase intentions. The present study found an insignificant relationship between GPA and GPI, suggesting that certain intervening factors weaken this link. This outcome is consistent with prior research, which highlights the presence of multiple barriers that create a gap between attitude and behavior. For instance, Margariti et al. (2024) argue that heightened concerns over greenwashing diminish the positive influence of favorable attitudes on purchase intentions, as skepticism toward environmental claims undermines consumer trust. Similarly, Essiz et al. (2023) demonstrate that consumers with

lower risk aversion and greater subjective knowledge of green products exhibit stronger attitude–intention alignment, whereas gender differences reveal women to be more positively inclined toward green purchasing. Beyond these psychological and demographic factors, structural barriers such as perceived inconvenience, higher costs, and insufficient information further inhibit the conversion of positive attitudes into actual purchase behavior (ElHaffar et al., 2020). Henceforth, considering the above discussions, the study established a significant and positive relationship between GPI and GPB. Previous studies collectively reinforced that GPI is a robust predictor of GPB, providing empirical support that intentions can translate into actual green consumption. To be more specific, despite challenges such as consumer skepticism, GPI significantly contributes to behavior when consumers perceive green claims as credible (Margariti et al., 2024). Similarly, according to the Theory of Planned Behavior, past behavior and trust in green food not only strengthen purchase intentions but also facilitate their conversion into actual purchase behavior (Witek and Kuźniar, 2023). In line with this stronger intentions consistently predict pro-environmental actions, particularly when supported by social norms and contextual enablers, thereby reducing the intention–behavior gap (Zhuang and Liu, 2022).

Collectively, these findings highlight that while intention strongly predicts green purchasing, its translation into behavior is contingent upon factors such as trust, credibility, and supportive social or contextual influences.

Finally, this study investigated the moderating role of PC in the relationship between GPI and GPB. The results revealed that PC did not significantly moderate the GPI–GPB relationship. A plausible explanation for this outcome lies in the demographic profile of the sample, which was skewed toward highly educated and higher-income consumers. Such consumers tend to prioritize sustainability over price considerations, with values, ethics, and EC playing a dominant role in their purchasing decisions. In this context, respondents appeared to demonstrate strong green values that motivated them to engage in sustainable purchases irrespective of price sensitivity. For example, a consumer committed to reducing plastic waste may opt for reusable bags even at a higher cost. This finding aligns with prior evidence that consumers with strong ethical consumption consciousness and favorable attitudes toward eco-friendly products are generally willing to pay a premium for sustainable alternatives (Sun and Yoon, 2022). In conclusion, this study underscores the importance of “value-driven consumer behavior” in the context of GM, suggesting

that ethical and environmentally conscious consumers place greater emphasis on their values than on cost considerations

### **Theoretical Implications**

The current research contributes to the literature of green consumption in a number of ways. To begin with, it contributes to the study of consumer behavior since it combines Theory of Motivation (Westbrook and Black, 1985) and the Theory of Planned Behavior (TPB) (Ajzen, 1991) to describe the behavior in purchase of green products. Through the application of shopping motives, namely, environmental, hedonic, and utilitarian, the study offers a new understanding of sustainable consumption since these aspects are commonly identified as one of the primary factors influencing the decision-making process of a consumer (Kumar and Yadav, 2021; Choi and Johnson, 2019). Also, the research builds upon the TPB theory by looking into the connections between the motivational dimensions and social media marketing, thus fulfilling the objectives of identification of the drivers of GPB in an online environment. Second, the study is a contribution to the interdisciplinary intersection of the topics of social media and green marketing literature (Zeqiri et al., 2025; Banerji and Singh, 2024; Tan et al., 2025; Akram et al., 2024) and supports the study by showing

how social media affects different consumer motives and, consequently, GPB. This research adds value to the theoretical knowledge on environmental, utilitarian, and hedonic motivation and the novelty of the study is that the interaction between these motivational dimensions and the contribution to GPB remains a relatively under-investigated area of sustainability marketing research (White et al., 2025; Rastogi et al., 2024; Bulmer et al., 2024). Evidently, social media is emerging as a critical platform for shaping GPI and GPB, highlighting the importance of both digital influence and consumer motivation.

Third, while prior research has examined the attitude–intention–behavior relationship in various contexts (Joshi and Rahman, 2019), this study bridges the “attitude–intention–behavior” gap within the framework of social media and sustainable consumption, offering a more contextualized understanding of consumer actions. Finally, the study proposes a comprehensive conceptual model and investigates the moderating role of PC, making it among the earliest to explore these dynamics. By incorporating PC as a moderator, the research extends TPB by demonstrating that financial considerations can either facilitate or hinder the translation of intentions into actual behavior. This underscores the multi-dimensional nature of consumer decision-making, where

intentions alone may not fully predict sustainable consumption unless contextual and economic factors are accounted for. Overall, the study enhances theoretical knowledge of the barriers to green purchasing behavior, emphasizing that affordability and pricing strategies are pivotal in shaping pro-environmental consumer actions (Li, 2025; Huang et al., 2025; Tosa et al., 2024).

### **Managerial Implications**

The results of the study can also be of significant value to practitioners in the field of SMM and GM as a managerial standpoint. The findings reveal that GPA are greatly influenced by AS, NS and UM, and these attitudes influence GPB. This implies that marketers of social media should ensure that their social media campaign and content resonate with the emotional and rational aspects of consumer motivation. In particular, to appeal to consumers with high AS and NS, hedonic appeals like novelty, excitement, and enjoyment must be emphasised, whereas utilitarian appeals based on cost-effectiveness, durability, health and safety should be used to appeal to rational decision-makers. The high impact of NS shows that consumers will tend to react to marketing tactics that emphasize uniqueness of the product, innovation, and according to the trends. It is on this basis that companies ought to

focus more on the messages that highlight product uniqueness and fashionable qualities so that consumers can connect green products with social status and expression of personal identity. This method can be used to reinforce GPA, and consequently purchase intentions.

However, the findings also reveal that SMM does not significantly influence EC or PEE, suggesting that traditional campaigns relying solely on eco-claims may not build intrinsic motivation. To address this, managers should adopt transparent, authentic, and credible messaging that reduces consumer skepticism about greenwashing. Incorporating influencer endorsements, third-party certifications, and user-generated content can enhance perceived authenticity and strengthen trust, ultimately narrowing the gap between consumer attitudes and behaviors. Interestingly, EC negatively but significantly influences GPA, which may indicate that heightened concern can sometimes evoke consumer fatigue or feelings of helplessness. To mitigate this, marketers should frame campaigns around collective efficacy, showing how small, individual actions aggregate to create measurable environmental impact. Communicating concrete outcomes—such as “X tons of waste reduced” or “Y liters of water saved”—and partnering with credible

sustainability organizations can reinforce consumers' confidence in the effectiveness of their actions. Similarly, the non-significant link between PEE and GPA implies that many consumers remain unconvinced that their individual contributions matter. In such cases, social media campaigns should shift the narrative from individual responsibility to shared responsibility and collective success, thereby increasing motivation through a sense of belonging to a wider sustainability movement.

Another important finding is that GPA does not directly translate into GPI, highlighting the role of structural and psychological barriers. Marketers must therefore address constraints such as high costs, perceived inconvenience, and lack of information. This can be achieved through cost incentives, subscription models, convenience-enhancing services, or consumer education initiatives that reduce barriers to action and facilitate the transition from attitude to intention. Once formed, however, GPI strongly predicts GPB, underscoring the importance of strengthening trust and credibility to ensure behavioral conversion. Managers should cultivate consumer confidence by reinforcing the ethical, environmental, and societal value of green products, thereby fostering not only purchases but also long-term loyalty and advocacy. Finally, the

results show that PC does not significantly moderate the GPI–GPB relationship, suggesting that consumers with strong environmental values or higher levels of education and income are relatively less sensitive to price. This implies that firms should avoid overemphasizing discount-driven promotions. Instead, they should highlight intrinsic product value, focusing on ethical production, sustainability impact, and social contribution to attract and retain consumers who prioritize long-term benefits over short-term savings. In sum, the findings underscore the need for a balanced and integrative strategy that combines hedonic, utilitarian, and social appeals with authenticity, collective efficacy, and structural support. Such an approach can strengthen GPA, translate them into intentions, and ultimately drive sustainable consumption behaviors.

### **Limitations and future scope**

This study provides meaningful insights into how SMM affects GPB through environmental, hedonic, and utilitarian motivations, yet it is not without limitations. The cross-sectional design constrains the ability to draw causal inferences, suggesting that longitudinal research would better capture shifts in attitudes and behaviors over time. Although PC was included as a moderator between GPI and GPB, other influential moderating factors such as income, cultural

background, or peer influence were not examined and could play a significant role. Additionally, the study's focus on a particular demographic or geographic context may limit the broader applicability of the findings. Future research could employ longitudinal or experimental approaches to determine causal links and assess the enduring impact of SMM on green consumption. Including additional predictors, such as psychological, social, and economic factors, would provide a more comprehensive understanding of GPB determinants. Investigating the effects of different social media platforms and content formats could further refine strategies for promoting green products. Finally, comparative analyses across regions or cultures would shed light on how societal and cultural variations influence green consumption, enabling more tailored and effective marketing and policy interventions.

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