A Multiple Mediation Model: Exploring the Influence of social media on Green Consumption Intention Among Generation Z

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Abstract

One of the key factors in ensuring sustainable consumption is the shift in consumer attitudes toward a more balanced purchase of green products. The fundamental intention of the concerned research is to investigate the influence of social media on consumers' green consumption intention. The mediating roles of environmental responsibility, product knowledge, and green perceived value between social media and green consumption intention. The indirect effects of social media and green consumption intention are also studied. To achieve the purpose, self-administered questionnaires were employed with the aim of accumulating primary data from the young individuals of Generation Z of Lahore. The study is cross-sectional, in non-contrived study settings. The collected data were examined by applying the Process Hayes Model 4 to a sample of 302. The findings of the research stipulate that social media positively impacts environmental responsibility, product knowledge, perceived green value, and green consumption intention. Similarly, environmental responsibility, product knowledge, and perceived green value are also positively associated with green consumption intention. However, there is also a direct and indirect relationship between social media and green consumption intentions. The study is cross-sectional in nature since the data is gathered at a single point in time. Moreover, the research is only administered to Generation Z located in Lahore.

Keywords: Social media, green consumption intention, environmental responsibility, product knowledge, and perceived green value.

INTRODUCTION

Social media is viewed as a highly influential platform that makes it easier for people to network and engage with each other on a personal level while also promoting word-of-mouth by sharing diverse experiences. With the evolution of different social media platforms, many businesses have decided to post sustainability-related content on social media to influence young individuals (Brettel et al., 2015). With the development of the Internet, modern businesses throughout the world use social media to communicate effectively with many stakeholders and customers (Troise et al., 2021). According to Jaiswal and Bihari (2020), there has been a negative impact on the environment due to the excess consumption of goods and services. Excessive consumption is the primary source of environmental degradation, which means that sustainable growth depends on green consumption (Wu & Chen, 2022). According to Lee (2008), social media platforms have the power to encourage and maintain environmental responsibility. Whereas it is estimated that 3.6 billion individuals use social media globally, and by 2025, social media platforms will make this figure rise to 4.41 billion. (Tankovska, 2022).

Hong and Guo (2019) define a green product as one that has been marketed with the intention of being natural and harmless. Green consumption includes minimizing waste, reusing, and recycling waste materials. All these behaviors are greatly related to the information that individuals consume on social media (Saplacan & Marton, 2019). Besides, social media has the potential to influence consumers' actions concerning environmental responsibility (Zahid et al., 2018). Social media is frequently used by customers to investigate products, thus increasing their product knowledge (Heinonen, 2011). It has been further observed that the consumer's intention to make the actual buying decisions is positively impacted by social media usage (Biswas, 2016; Bedard & Tolmie, 2018). Green consumption includes minimizing waste, reusing, and recycling waste materials. All these behaviors are greatly related to the information that individuals consume on social media (Saplacan & Marton, 2019). Besides, social media has the potential to influence consumers' actions concerning environmental responsibility (Zahid et al., 2018). Influencers on social media highlight the financial, practical, and personal benefits of using a green product (Chwialkowska, 2019). Customers view social media as reliable and helpful (Rauniar et al, 2014). Additionally, given the prevalence of customer-centric environmentalism, studies claim that a customer's perceived green value serves as the primary driver of their purchasing behavior (Suki, 2019; Ahmad & Zhang, 2020). According to Woo and Kim (2019), green perceived value refers to how much a client values the advantages of a product relative to the sacrifices made in order to meet their environmental requirements.

This is particularly relevant for consumers in Generation Z, who have grown up with constant exposure to social media, mobile devices, the internet, and the expanding discussion surrounding sustainable development and consumption (Francis & Hoefel, 2018). Generation Z consumers now make up a significant portion of the market for a variety of sustainable product categories. According to Su et al. (2019), Generation Z is a highly educated and tech-savvy group of individuals.

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Significance of Study

This research offers a multifaceted exploration of social media marketing with mediators such as environmental responsibility, product knowledge, and perceived green value in shaping green consumption in intention in consumers. It is essential to investigate the consumption patterns of generation Z. However, prior studies have not given much attention to the impact of social media on influencing the consumption behavior of generation Z regarding the purchase of green products as a subject of their research. This segment of the population will shape future purchasing patterns and attitudes toward environmentally friendly products (Rosen, 2018). Firstly, this study attempts to investigate the effects of social media on green consumption intention. Researchers have discovered that social media influencers may effectively mitigate their followers' ignorance about adopting a green lifestyle by consistently promoting useful content (Chwialkowska, 2019). Secondly, the goal of the study is to examine the green consumption intention of Generation Z by emphasizing their environmental responsibilities, such that individuals start purchasing products that are beneficial and safe for them and the environment.

Furthermore, thirdly, the purpose of this study is to investigate the mediating role of product knowledge and how it influences the relationships between social media and customers' inclinations to buy environmentally friendly products. It focuses on how social media posts containing information on green products increase product knowledge for the users and help consumers adapt to an environmentally friendly way of living. Moreover, higher environmental literacy increases the likelihood of green consumption (Lin & Niu, 2018). Fourthly, this research attempts to look into the intervening role of perceived green value in persuading individuals to consume green through the impact of social media. This helps individuals to follow a clean lifestyle that promotes the consumption of green goods. According to Zhao and Lee (2019), consumer perceptions about environmental sustainability highly influence their choice to buy green products and the perceived value of the product. According to earlier research, consumers' perceptions of green value positively influence their likelihood to buy environmentally friendly items (Gärling et al., 2003). It is expected that this research will help to see how these factors have an effect on consumption values and normal practices, especially in regard to the connection between perspectives, behaviors, and goals towards sustainable products (Fabio, 2017). The findings could shed light on the mechanisms underlying the influence of social media on green consumption intention, offering implications for marketers and sustainability advocates aiming to promote environmentally conscious behaviors in Generation Z.

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

Social Media and Environmental Responsibility

Social media provides mutual interaction between influencers and their followers, which is more interactive than conventional media. Therefore, these social media personalities actively connect with their audience on interactive social media platforms such as Instagram and Twitter. (Bennett, 2014). Social media platforms enable various groups of people to engage in interactive communication with one another. Generation Z, frequently referred to as digital natives, is considered as the first generation to have grown up fully surrounded by digital communication (Smith, 2019; Adeola et al., 2020; Reinikainen et al., 2020). They are likely to be exposed to digital advertising on social media, as per certain research; they check Instagram at least five times a day (Chen, 2018; Raza et al., 2022; Vitelar, 2019).

Environmental responsibility refers to the user's obligation to protect the environment and willingness to take action in order to address environmental issues by ensuring that their actions have no negative influence on the environment (Barr, 2003; Bierhoff et al., 2001). The emergence of green products is an indication that there is a proportion of people in our society who give importance to environmental issues. A green customer is defined as someone who has a strong dedication towards eco-friendly items and is aware of environmental concerns (White, Hardisty, & Habib, 2019). Social media plays a dominant role by creating awareness and sharing knowledge about environmental responsibilities (Chung et al., 2020).

Ones et al. (2015) state that social media is just one of many elements that impact people's decisions to be more environmentally responsible; these decisions indicate their psychological willingness and motivation to act more responsibly. According to a Hong Kong-based study, young people's engagement in green purchasing is strongly impacted by environmental responsibility (Lee, 2009). In addition to that, young individuals rely on social media for environmental knowledge. Therefore, their inclination towards social media shapes their decision to embrace environmentally responsible activities (Williams et al., 2015). Hence, we hypothesize that:

Hypothesis 1: *Social media is positively associated with environmental responsibility.*

Social Media and Product Knowledge

According to studies, using social media has significantly increased a user's exposure to information, which in turn has increased their level of thinking (Rodriguez et al., 2014). As a result, people who are highly attentive may not be able to have an emotional response to a piece of information (Janssen et al., 2016). Customers with a high level of product knowledge are more likely to be familiar with the product since product knowledge is based on personal experience or verified information (Lee & Lee, 2009). Furthermore, customers who possess extensive information about a certain product are less likely to experience anxiety while making a purchase (Cacciolatti et al., 2015). Considering that consumers want to learn about environmental issues and seek trustworthy information, including product pricing (Ganapathy et al., 2014; Thongplew et al., 2014). Customers recognize that their environmentally conscious choices are influenced by their environmental knowledge, so they are prepared to pay extra for ecologically friendly goods and services (Juwaheer et al., 2012). Furthermore, they possess a high degree of product expertise, allowing them to effectively discern the benefits and drawbacks of the product (Roy & Cornwell, 2004; Pillai & Hofacker, 2007). Unlike the previous generation, which communicates through words and seeks new content, Generation Z likes to communicate

through visuals (Prakashyadav & Rai, 2017; Priporas et al., 2017). Growing up with the internet, Generation Z has become accustomed to using social media to share content on various digital platforms and find inspiration (Brewis, 2020). Customers who possess a high degree of product knowledge are inclined to impart that information to others, therefore assisting them in selecting new products (Bock et al., 2005; Hsu et al., 2007). Only when the claims are consistent with their ideas and viewpoints (Ruiz & Sicilia, 2004). Customers are likely to view eco-friendly statements regarding attempts to avoid negative environmental consequences favorably because they are highly aware of environmental advertising (Olsen et al., 2014; Gogichaishvili et al., 2019). Thus, we hypnotize:

Hypothesis 2: *Social media has a positive impact on product knowledge.*

Social Media and Perceived Green Value

Customers' decisions during their purchases are influenced by their consumption of social media. Customers can learn about sustainability and the environment from social media (Zhao et al., 2019). Compared to earlier generations, Generation Z's everyday lives depend more on social media (Wang et al., 2020). The purchase of several popular products is effectively influenced by social media (Wang & Fang, 2021; Madni, 2022; Sharma, 2022). Especially when it comes to micro-celebrities, which they believe to be more genuine (Wolf, 2020). Numerous studies have discovered a direct association between the usage of SM and the purchase of environmentally friendly products (Masuda et al., 2022).

Marketers are able to understand green perceived value due to consumers' desire for both functional and emotional fulfillment (Lin et al., 2017). Customers assess the product by looking at the product details, packaging, and eco-label (Ariffin et al., 2016). A collection of characteristics associated with opinions about a product's overall worth is known as perceived value (Sweeney & Soutar, 2001). A consumer's overall evaluation of a product or service's benefits based on their expectations for sustainability, environmental preferences, and green needs is known as perceived green value (Chen & Chang, 2012). By exchanging personal experiences and information with others, people engage in social interaction and learn new things through social media information sharing. Social media's enormous audience has a big influence on people's everyday lives (Marton, 2020). Generation Z views social media as a place where people can express their thoughts, compare, discover new products and services, show their attitude, get the information they need, and make judgments on what to buy (Thangavel, Pathak & Chandra, 2019). Therefore, knowledge of environmentally friendly products on social media increases consumer trust, which in turn affects the company's green brand value (Jayaram et al., 2015). Therefore, we postulate that:

Hypothesis 3: *Social media is positively associated with perceived green value.*

Social Media and Green Consumption Intention

They primarily shaped users' everyday lives and had the power to change consumers' decisions to make sustainable purchases, which in turn affected sustainable consumption (Zafar et al., 2021). In recent decades, we have seen a rapid shift in consumer behavior. Consumers are now more likely to choose products that are consistent with their values. They also indicate a preference for products that are more sustainable from an ethical, social, and environmental standpoint (Gilg et al., 2005). According to Testa et al. (2020), green consumption is considered a component of environmental reform, a consumption pattern that entails resolving challenges related to the environment. To lessen the harm that is caused by excessive consumption (Connoly & Prothero, 2008). According to Sun et al. (2019), adopting green consumption practices enables individuals to take part in environmental sustainability.

Due to the Internet's significant effect on Generation Z (Duffett, 2020), social media platforms provide individualized information exchange that caters to the generation's social demands. Research already in existence attests to the favorable impact of social media information sharing on sustainable consumption (Pop et al., 2020). Social media can be the most effective catalyst for altering, persuading, and cultivating realistic attitudes and behaviors about environmentally friendly consumption (Tan et al., 2018). Hence, we hypothesize that:

Hypothesis 4: *Social media is positively associated with green consumption intention.*

2.1.5. Environmental Responsibility and Green Consumption Intention

According to Vazifehdoust et al. (2013), green consumption patterns may also be described as the deliberate choice to purchase goods and services that, over their entire life cycle, including production, transportation, usage, recycling, and disposal, minimize adverse environmental effects. It is typically associated with purchasing in an ethical, sustainable, ecologically conscious, and responsible manner (Paco et al., 2019). More significantly, consumers who are environmentally responsible frequently think that they can improve the environment by acting properly (Lee, 2008). Sustainable consumption practices are frequently linked to pro-environmental practices, which are ways for people to lessen the harm they do to the environment (Dhandra, 2019). Research has indicated a favorable correlation between the intention to use green products and environmental responsibility (Attaran & Celik., 2015; Joshi & Rahman, 2019; Yue et al., 2020). The economic survey indicates that 54% of individuals in developed and developing nations have changed their consumption patterns to green products (Sun et al., 2021). Similarly, generation Z is a more socially conscious generation that is very engaged in corporate social responsibility activities (Kim et al., 2020).

Environmental responsibility is the commitment and effort made by consumers to safeguard the environment, as well as personal-level actions meant to protect and improve the quality of the environment (Kumar & Ghodeswar, 2015). As a result of their commitment to environmental responsibility, people may exhibit actions that support the environment and encourage people to protect their surroundings (Lee, 2008; Gadenne et al., 2011). When people practice sustainable consumption, responsibility for the environment is the most fundamental and significant psychological factor (Rodrigues & Domingos, 2008; Wu & Yang, 2018). Thus, we hypothesize that:

Hypothesis 5: *Environmental responsibility has a positive*

association with green consumption intention.

Environmental Responsibility as a Mediator

Environmental conservation is the responsibility of everyone, including organizations and the government (Kumar et al., 2015). Consequently, it's important to comprehend what shoppers may do to preserve the environment and fulfill their social responsibilities (Jaiswal & Bihari, 2020). Research indicates that consumers who care about the environment typically act in an environmentally responsible manner and are even ready to spend more money on green items (Ali et al., 2015). According to Schivinski and Dabrowski (2016), social media platforms are also useful for the rapid sharing of information that allows users to voice their ideas and engage with other users. According to Connoly and Prothero (2008), this concept holds consumers accountable or co-responsible for mitigating environmental issues by adopting eco-friendly practices like using organic products, using clean and renewable energy, and researching products made by businesses with little to no environmental impact. A sustainable decision-making process requires a drive for environmental responsibility (Joshi & Rahman, 2019). According to Su et al. (2019), people in Generation Z are often highly educated and tech-savvy, and they have a strong ambition to take the lead in attaining sustainable development.

People can have positive societal impacts by sharing information on social media and publishing their own or others' product evaluations (Shao, 2009). Customers' desire to buy sustainable products will thus rise when they pay attention to information circulating on social media that supports green consumption (Kang et al., 2017). People who are more knowledgeable about environmental concerns typically exhibit greater environmental responsibility (Fraj et al., 2007; Marquart, 2008). Additionally, it makes sustainable consumption behavior more likely (Hines et al., 1987; Macias, 2015). So, we hypothesize that:

Hypothesis 6: *Environmental responsibility mediates the relationship between SM and green consumption intention*.

Product Knowledge and Green Consumption Intention

Product knowledge is defined as an individual's fundamental understanding of goods or services (Wang & Bai, 2019). Both the subjective assessment of the items and their attributes are included in product knowledge. Product knowledge among consumers may reduce risks and uncertainties (Hamzah et al., 2021). Individuals who care about the environment are more likely to purchase and utilize green items that have the potential to decrease their detrimental environmental effects (Amoako et al., 2020). Al-Swidi and Saleh (2021) discovered that knowledge positively influences consumers' intentions to buy sustainable goods, and environmental attitudes, government actions, and peer pressure play an important role in this regard. According to Rashid (2009), the knowledge about the environmentally friendly product that the customer has may be used in assessing their fundamental consumer motivation for the environmentally friendly product. Simultaneously, it will have the ability to impact customer knowledge of green products, which will enhance consumer intention to purchase environmentally friendly items (Mourad et al., 2012). Environmentally conscious behavior may decline due to false information (Molina et al., 2013).

It is believed that increasing product knowledge might encourage sustainable consumption practices; key elements in this process include the type and presentation of information provided as well as the level of expertise gained (Zsóka et al., 2013; Blankenberg & Alhusen, 2018; Truelove & Gillis, 2018). Information regarding environmental concerns such as climate change, environmental perspectives, and the ecological repercussions of production, which in turn affect green consumption (Pagiaslis & Krontalis, 2014). Thus, we hypothesize that:

Hypothesis 7: *Product knowledge is positively associated with green consumption intention.*

Product Knowledge as a Mediator

When customers are knowledgeable about green products, their perspective shifts from consuming conventional items to endorsing, promoting, and selecting environmentally friendly products (Suki, 2013). This was directly related to customer awareness of environmentally friendly product features (Tjarnemo & Sodahl, 2015). One way to spread product information is to have a prominent figure, such as a leader or celebrity, participate in a promotional film. This can boost the number of views and shares, therefore creating awareness (Roh et al., 2022). Pro-environmental intentions and attitudes are linked to environmental knowledge (Yadav & Pathak, 2016).

Due to a lack of a green marketing strategy, consumers hardly ever recognize environmentally friendly products in the supermarket, such as fruits, vegetables, and rice (Nsairi, 2012). Because of their lack of awareness, consumers are still hesitant to buy environmentally friendly products, even if they do not pose any risks to them. Even if environmentally friendly products pose no risks to the user, limited understanding among (Rashid, 2009).

Social media users are often drawn to well-known online personae when seeking information about specific themes and consumption, such as healthy living, travel, food, beauty, fashion, and so forth (Karp 2016; Varsamis 2018). Social media users connect with these powerful online personae and, after being repeatedly exposed to their content, gradually leads to the development of deep connection with them, where they are able to relate with them. Conclusively, followers' purchasing decisions may be influenced by these online personas (Lou & Yuan 2019). Therefore, we hypothesize that:

Hypothesis 8*: Product knowledge mediates the relationship between SM and green consumption intention.*

Perceived Green Value and Green Consumption Intention

The total valuation of the net benefits that a prospective consumer receives from environmentally friendly products or services is known as perceived green value (Chen et al., 2012). Products that are not harmful to the environment and are produced without the use of chemicals or other hazardous materials and have no adverse effects on the user or the environment are referred to as eco-friendly products (Haghjou et al., 2013; Wu & Chen, 2014; Tjarnemo & Sodahl, 2015; Ellison et al., 2016). According to Francis and Hoefel (2018), members of Generation Z respect individual expression, mobilize for causes, abstain from brand names, and make practical decisions. According to Courtney (2020), Generation Z's shopping behavior was impacted by environmental concerns.

According to research on green consumption, prospective buyers of environmentally friendly items place a higher value on their perceived care for the environment and their anticipation that it would become better, in addition to the functional worth of the product. As a result, buyers evaluate the functionalities, prices, and environmental advantages of green products before making a purchasing decision (Chen & Chang, 2012). When creating their services and marketing their brands, businesses need to consider the expectations and interests of young consumers who belong to Generation Z (Dabija et al., 2019).

Since these generations are in charge of the actions that organizations and society take today and, in the future, which have an impact on the preservation of the environment (Dorion et al., 2012). In order to increase people's quality of life, it is important that they are aware of environmental issues and practice sustainable consumption (Severo et al., 2018). It is essential to dispose of, separate, and recycle household garbage for the local community's efficient and sustainable consumption (Lo and Liu, 2018). Therefore, we postulate that:

Hypothesis 9: *Perceived green value is positively associated with green consumption intention in Generation Z.*

Perceived Green Value as a Mediator

Buying environmentally friendly products contributes to environmental preservation since they are more ecologically friendly to create, use, and discard after their useful lives are up (Ktisti et al., 2022). According to a recent study, more than 73% of SM users follow, approve, and get persuaded by their peers' perspectives. This suggests that social media has a substantial impact on consumer attitudes and behaviors (Sivapalan et al., 2021). Generation Z spends most of their time on social media, so their daily life behaviors are greatly influenced by social media (Jacobsen & Barnes, 2020).

Similarly, as previously said, the world is reverting to its fundamentals; the majority of users are advocating and preaching for environmentally friendly consumption, which has raised public awareness of green consumption and green purchasing (Turi et al. 2018; Demirel & Ciftci 2020). Compared to 26% of the general population, Generation Z makes purchases based on an influencer's advice (Madura et al., 2022). They can easily obtain and evaluate information from a variety of social networks in order to make pragmatic decisions (Priporas et al., 2017).

Consequently, the spread of knowledge on green consumption is greatly aided by social media platforms (Junsheng et al., 2019). Customers are greatly inspired by the blogs and posts of their friends, colleagues, and esteemed statesmen. Businesses are vehemently utilizing their positions to advocate for environmentally conscious consumption in the wake of the greatest natural disasters. Media and academic studies indicate that significant changes are occurring in consumer behavior, attitudes, and consumption patterns (Turi et al., 2018; Mutum et al., 2021; Shuzhang et al., 2021). Therefore, we hypothesize that:

Hypothesis 10: *Perceived green value plays a mediating role between SM and green consumption intention.*

2.2. THEORETICAL UNDERPINNING

The combination of Stimulus Organism Response Theory and the Theory of Planned Behavior serves as the theoretical foundation for the current study. The concept states that behavioral intention is a significant predictor of an actual action (Ajzen, 2002). Ajzen (1985) created the Theory of Planned Behavior, which is primarily utilized to investigate various cases of environmentally conscious and sustainable consumption practices (Vermeir & Verbeke, 2008; Liobikienė et al., 2016). Studies on various eco-friendly, water conservation, and environmental attitudes have recently made extensive use of the TPB (Khare, 2015; Bashir et al., 2019; Adrita, 2020; Souri et al., 2018). Some studies integrate external factors, like one way to positively influence customers' desire to purchase environmentally friendly items is through the promotion of environmental documentaries in the media and the sharing of celebrities' content on Instagram (Holbert et al., 2003; Murwaningtyas et al., 2020).

Social media information sharing is having an increasingly significant impact on how consumers behave (Mangold et al., 2009). When used in combination with the Stimulus Organism Response Theory, social media information sharing can affect consumers' psychological states as an internal factor (stimuli), leading to emotional perceptions (organism), which in turn encourages consumers to respond (response) in response to external stimuli (Mehrabian & Russell, 1974). The SOR model has long been employed by researchers to forecast the purchase intentions of consumers, and it is now regarded as one of the most conventional approaches for researching consumer behavior (Jacoby, 2002). Similarly, prior to making purchases, Generation Z peruses social media information-sharing platforms to obtain more thorough product information and evaluations in order to get a detailed review of them (Smith, 2014).

THEORETICAL FRAMEWORK

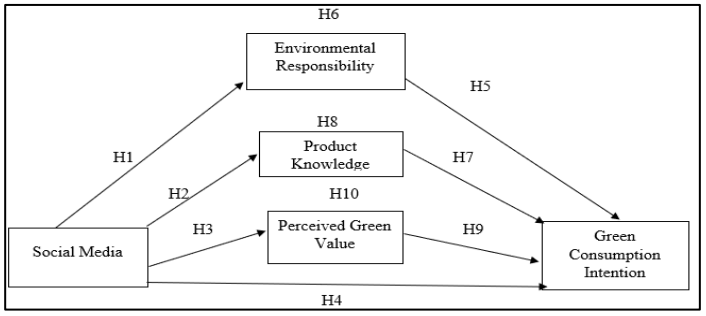


Figure 1: *Theoretical Framework*

X = Social Media (SM)
Y = Green Consumption Intention (GPI)
M1 = Environmental Responsibility (ER)
M2 = Product Knowledge (PK)
M3 = Perceived Green Value (PRG)

METHODOLOGY

The data for this research was collected from the target population, which is generation Z, young individuals in Lahore. For sample selection, we considered the population, including mostly young female and male individuals. The primary objective of the study was to inspect and explore the relationship between the variables, including social media, environmental responsibility, product knowledge, perceived green value, and green consumption intention, as well as to put the proposed hypotheses to the test. 311 total questionnaires were collected for the study, out of which 302 were useful; the total response rate was 97.1%.

The purpose of this study was to look into and explore the relationship between the variables, including social media, green consumption intention, environmental responsibility, product knowledge, and perceived green value, as well as to put the proposed hypotheses to the test. Consequently, the study complies with a quantitative research design in addition to a non-experimental research design. In addition to that, the study was non-contrived since it was conducted with the least possible intervention of the researcher, and the data was gathered from a sample of respondents in routine working circumstances. The demographic variables, including gender (male and female), age (ranging from 14 to 26), and qualification (A intermediate, undergraduate, graduate, and postgraduate), were controlled. All these control variables of the respondents were examined; the above-mentioned variables have potential effects on the variables under investigation.

Since most technological advancements are targeted towards younger audiences, this suggests that older generations have not yet embraced social media to the same extent. Sociodemographic factors like age have an impact on people's beliefs, attitudes, and behaviors regarding green intention (Lee & Coughlin, 2015). Secondly, marital status plays a very important role when choosing green products, as claimed by previous research. A person's marital status influences their purchasing habits for environmentally friendly products (Witek & Kuźniar, 2020). Thirdly, gender; men and women both view advertisements and information differently, and their reasons for buying environmentally friendly products also differ. Therefore, when designing, producing, and marketing products, retailers must take into account the gender disparities regarding preferences for green products (Nanggong & Rahmatia, 2018). Lastly, another demographic factor linked to the research that has been studied is qualification. Environmental behavior is positively influenced by both income and education. (Kreidler & Joseph, 2009). Research shows that those with greater education levels typically participate in more environmentally responsible activities than people with lower levels of education (Klein et al., 2012).

As for this research, the units of analysis would be individuals, especially Generation Z, both males and females, in order to understand their preferences related to green consumption and the influence of social media on their daily lives. Moreover, since green consumption intention and attitude to purchasing green products vary from individual to individual, the unit of analysis also helped us to improve the reliability of our results. Furthermore, because the data for the study was collected at one particular period, so it was cross-sectional in nature. The data was primarily accumulated from the young individuals of generation Z who are either students or young individuals who have just started off with their careers and who reside in Lahore. The population of Lahore was chosen as the target sample since it is one of the main cities with a significant number of young people with a high level of education. For sample selection, we considered the population, including mostly young female and male individuals.

In order to achieve the best level of results for the target population under investigation, the formula was used to calculate the sample size proposed by Nunnally (1978), which multiplies the number of items in the questionnaire by 10 respondents from the target population. This allowed us to generalize the findings of our investigation. Given that there were twenty items in the questionnaire. It was established that the 200-respondent sample was appropriate for both examining the suggested theoretical framework. However, in order to obtain accuracy and reliability of data, 311 questionnaires were used to gather information for the study, out of which 302 questionnaires were used. This study on generation Z employed convenience sampling, a kind of non-probability sampling. As a consequence, the above-mentioned sampling technique involves the researcher using responses that are chosen solely based on their suitable availability from the population, which means using samples that are most convenient to them.

Data collection procedure

Primary data was collected by means of a self-administered questionnaire; this questionnaire comprised two fundamental areas. The first segment A described the demographics of the individual participants, including gender, marital status, age, and education. Whereas segment B contained questions identified with our research variables, specifically social media, green consumption intention, environmental responsibility, product knowledge, and perceived green value. The survey questionnaire was developed in English with close-ended statements. The research instrument was separated into two primary segments: personal information and survey items. The first segment focused on the personal details of the research participants, such as gender, marital status, age, and qualification. The following segment of the survey instrument comprised five divisions. The first division consisted of four items on social media. The second fragment consisted of the five items relating to green consumption intention. Furthermore, the third division accounted for the four items of environmental responsibility. Moreover, the fourth part comprised four items of product knowledge, whereas the last and fifth fragments of the second segment represented three items of perceived green value, respectively.

Scales in the currently available literature reviews have been used to measure all the major constructs. A five-point Likert-type scale was incorporated into each measure, ranging from 1 to 5. Where, strongly disagree is represented by 1 and strongly agree is denoted by 5. Hynes and Wilson (2016) and Abzari et al. (2014) created four items for social media. It uses five-point Likert-type scales, with 1 denoting strongly disagree and 5 denoting strongly agree, and it is comprised of 4 items. “I receive information from consumers on social media who have informed themselves that green products can contribute to human health and protect the environment” is the sample item. Five measurement items for green consumption intention were developed by Kim and Choi (2005). "I make a special effort to purchase paper and plastic products made from recycled materials" is the sample item. It uses five-point Likert-type scales, with 1 denoting strongly disagree and 5 denoting strongly agree, for its five items.

Four measurement items for environmental responsibility were developed by Yue et al. (2020). A sample item is “My actions affect environmental health.” It comprises 4 items and employs five-point Likert-type scales ranging from 1 representing strongly

disagree to 5 showing strongly agree. Kang et al. (2013) created four measures of product knowledge. "I am very familiar with green products" is an example of a sample item. It uses five-point Likert-type scales, with 1 denoting strongly disagree and 5 denoting strongly agree, for its four items. Three measurement items of perceived green value were developed by Chen and Chang (2012). A sample item is "Green products have value against paid money." It comprises 3 items and uses Likert-type scales with five points, where 1 represents strongly disagree and 5 indicates strongly agree.

DATA ANALYSIS

This chapter includes data analysis as well as interpretations and rationale for the study's findings. The purpose of data analysis was to determine, explore, and explain the connection between the study variable and control variables. Descriptive and inferential statistics were employed to enhance the elucidation of research findings.

Table 4.1: Frequency analysis of participants

	Frequency	Percentage
Gender		
Female	208	68.9 %
Male	94	31.1 %
Age		
14 – 17	36	11.9 %
18 – 21	185	61.3 %
22 – 26	81	26.8 %
Marital Status		
Single	264	87.4 %
Married	38	12.6 %
Qualification		
A Level / Intermediate	45	14.9 %
Undergraduate	38	12.6 %
Graduate	193	63.9 %
Postgraduate	26	8.6 %

Table 4.1 shows the frequency analysis subjected to the age, gender, marital status, and qualification of the individuals who participated in the research process. The data demonstrated that the female participants comprised the significant majority of total participants (208, 68.9%), whereas the male respondents constituted only one-fourth of the total responses (94, 31.1%).

Since the research is focusing on Generation Z, the age range of 302 respondents ranged from 14 to 26. 61.3% of the participants were between 18 - 21 years, followed by 26.8% of the respondents who belonged to the 22 - 26 years of age bracket. Additionally, 11.9% of the individuals belonged to the 14 - 17 years of age bracket. Based on the information acquired for this study, 87.4% of the respondents, 264 respondents of the total population, were single and were acquiring education. On the other hand, just 26 individuals, or 8.6%, were married.

Table 4.2: Respondents' Educational Level by Gender

Education Level	Gender				Total	
	Female		Male			
	Freq	%	Freq	%	Freq	%
A Level / Intermediate	32	15.4 %	13	13.8 %	45	14.9 %
Undergraduate	34	16.3 %	4	4.3 %	38	12.6 %
Graduate	25	12.0 %	1	1.1 %	26	8.6 %
Postgraduate	117	56.3 %	76	80.9 %	193	63.9 %
Total	**208**	**100 %**	**94**	**100 %**	**302**	**100 %**

It was also required of the research participants to share other details about their qualifications. The table above displays the distribution of research participants by gender and level of education. Among the 302 responses received for the control variable of education, 63.9% of the respondents were at the post-graduation level, or around 193 respondents. This means that 76 participants were male and the other 117 participants were female. Followed by 14.9% of the individuals were A-level / intermediate-level students.

Followed by 12.6% of the individuals who had completed their graduate-level education, among which 34 were female and the other 4 undergraduate students were male respondents, amounting to a total of 38 individuals. Table 4.2 demonstrates extensive information concerning the frequencies and proportions of the respondents' education level with regard to their gender. Subsequently, 8.6% of the individuals had received postgraduate-level education, of which 25 were female and 1 was male, for a total of 26 individuals. Table 4.3 summarizes the descriptive statistics for each variable subjected to hypothesis testing. The study variables, including social media, environmental responsibility, product knowledge, perceived green value, and green consumption intention, were evaluated employing a Likert – five type scale. The findings for the descriptive statistics exhibited that the items for the social media variable had a mean and SD equivalent to 3.80 and 0.67, respectively.

Table 4.3: Descriptive Study of Study Variables

Variables	Mean	S. D	Skewness	Kurtosis
Social media	3.80	0.67	-0.91	1.63
Green Consumption Intention	3.77	0.71	-0.86	1.22
Environmental Responsibility	4.09	0.59	-0.95	1.05
Product Knowledge	3.43	0.62	-0.88	2.03
Perceived Green Value	4.16	0.62	-0.87	1.27

The green consumption intention items concluded with a mean equal to 3.77 and a standard deviation of 0.71. In addition, the environmental responsibility items had a standard deviation of 0.59 and a mean of 4.09. The mean and SD of the product knowledge items were 3.43 and 0.62, respectively. Finally, the standard deviation and mean of the perceived green value components were 0.62 and 4.16. The measurement of skewness assesses both the amount and direction of asymmetry. On the other hand, the kurtosis metric indicates that there are outliers in the distribution. As a result, the table shows the predetermined ranges of +3 and -3 and -1 and +1, respectively, for kurtosis and skewness (Anderson & Tatham, 2006). Cronbach's alpha values were computed for the purpose of testing the reliability and consistency among the five constructs, namely social media, environmental responsibility, product knowledge, perceived green value, and green consumption intention. As stated by Cronbach (1951), the absolute value needed to substantiate the reliability and consistency of the items must be at least 0.70 or greater. Additionally, it was proposed and advocated that the value of the reliability coefficient, as such, 0.90, can be interpreted as excellent, a value close to 0.80 can be considered very good, and a reliability coefficient of 0.70 can be termed as adequate (Kline, 1998).

Table 4.4: Reliability of Scales

Scales	No. of items	Cronbach's value	Level of Reliability
Social Media	4	0.77	Good
Green Consumption Intention	5	0.83	Very Good
Environmental Responsibility	4	0.73	Adequate
Product Knowledge	4	0.71	Adequate
Perceived Green Value	3	0.74	Adequate

The table indicates the findings of the current study's reliability test, implying that the reliability coefficient, also referred to as

Cronbach's alpha, satisfied the threshold value, ranging from 0.71 to 0.83. Consequently, the values can be elucidated as adequate to very good, inferring that all the constructs have an internal consistency range, and it can be concluded that there is no issue relating to reliability in the data. In addition, the correlation analysis was also performed on the study variables before testing the hypotheses. Thus, it can be determined from the table that correlation coefficients are demonstrating the values in favorable directions, hence providing fundamental support to the proposed hypothesis statements.

Table 4.5: Correlation for Study Variables

Variables	SM	ER	PK	PRG
SM	1			
ER	0.512**	1		
PK	0.514**	0.378**	1	
PRG	0.555**	0.522**	0.471**	1
GPI	0.637**	0.482**	0.485**	0.480**

**. Correlation is significant at the 0.01 level (2-tailed).

Note: SM= social media, ER= Environmental responsibility, PK= Product Knowledge, PRG= Perceived Green Value, GPI= Green consumption intention.

The results are in accordance with the proposed hypotheses, which infer that social media is positively associated with environmental responsibility ($r = 0.512$, $p < 0.01$), thus supporting Hypothesis Statement 1. Moreover, social media positively effects product knowledge ($r = 0.514$, $p < 0.01$), which proves the hypothesis statement 2. Additionally, the results further demonstrate that social media is positively correlated to perceived green value ($r = 0.555$, $p < 0.01$), which validates hypothesis statement 3. The outcomes further demonstrate that social media and green consumption intention are significantly and positively correlated ($r = 0.637$, $p < 0.01$), which provides support for hypothesis 5.

In addition to that, table 4.5 also demonstrates that environmental responsibility is positively associated with green consumption intention ($r = 0.482$, $p < 0.01$), validating hypothesis statement 5. Furthermore, it also shows a positive relationship between product knowledge and green consumption intention ($r = 0.485$, $p < 0.01$), hence supporting the hypothesis statement 7. Lastly, the results further demonstrate that perceived green value is positively correlated to green consumption intention ($r = 0.480$, $p < 0.01$), which validates the hypothesis statement 9. Thus, we can imply that these outcomes are in conformity and accordance with the H1, H2, H3, H4, H5, H7, and H9.

All the proposed hypotheses were put to the test and examined in three steps. Examining the relationship of each mediator between the independent variable social media and the dependent variable green consumption intention via environmental responsibility, product knowledge, and perceived green value. In order to analyze the influence of SM (independent variable) on green consumption intention (dependent variable) could be explained by the means of environmental responsibility (mediating variable) by using SPSS Process Macro Model No. 4 (Preacher & Hayes, 2008). The 1000 bootstrap resampling was executed.

Table 4.6: Social Media, Green Consumption Intention, Environmental Responsibility as a Mediator

Direct Effect Model				
Predictor	**Outcome = M (Environmental Responsibility)**			
	B	**SE**	**T**	**P**
Constant	2.379	0.169	14.111	0.000
X (Social Media)	0.452	0.044	10.323	0.000
Direct Effect Model				
Predictor	**Outcome = Y (Green Consumption Intention)**			
	B	**SE**	**T**	**P**
Constant	0.616	0.227	2.712	0.007
M (Environmental Responsibility)	0.253	0.060	4.190	0.000
X (Social Media)	0.558	0.053	10.487	0.000

Bootstrap Results for Indirect Effect of Social Media on Green Consumption Intention

	M	**SE**	**LL 90% CI**	**UL 90% CL**
Effect	0.114	0.038	0.059	0.189

Note: n = 302; β = Unstandardized Regression Coefficient; SE = Standard Error; Bootstrap Sample Size = 1000; LL = Lower Limit; CI = Confidence Interval; UL = Upper Limit

The results of the SPSS process table 4.6 demonstrate a positive and significant effect of SM on environmental responsibility ($\beta = 0.452$, $t = 10.323$, $p < 0.00$). Thus, this reinforces hypothesis 1. The regression equation so as to predict environmental responsibility is as below:

$$\mathbf{M\hat{} = 2.379 + 0.452x + e_M}$$

Where,

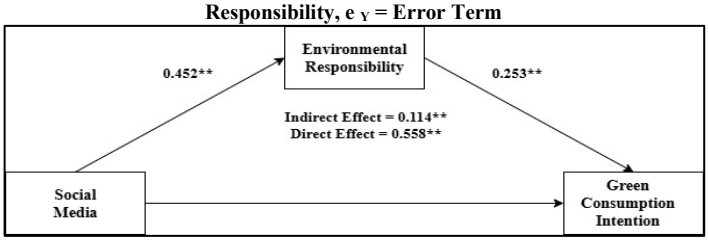
M = Environmental Responsibility, X = Social Media, e_M = Error Term

This further proves the positive relationship between ER and green consumption intention ($\beta = 0.253$, $t = 4.190$, $p < 0.00$). This infers support for hypothesis statement 5. Furthermore, the indirect impact value for the relationship between SM and green consumption intention is 0.114 (0.059, 0.189), supporting the mediating role of ER between the independent and dependent variables. Thus, this supports the hypothesis statement 6. The following regression equation implies that both social media and ER anticipate green consumption intention.

$$\mathbf{\hat{Y} = 0.616 + 0.558X + 0.253M + e_Y}$$

Where,

Y = Green Consumption Intention, X = Social Media, M = Environmental Responsibility, e_Y = Error Term



The influence of social media on green consumption intention was mediated by environmental responsibility employing SPSS macro model 4, ** $p < 0.10$. The SPSS Process Macro Model No. 4 was employed so as to examine whether the impact of SM (independent variable) on green consumption intention (dependent variable) could be explained by the means of product knowledge (mediating variable) (Preacher & Hayes, 2008). The 1000 bootstrap resampling was performed.

Table 4.7: Social Media, Green Consumption Intention, Product Knowledge as a Mediator

Direct Effect Model				
Predictor	**Outcome = M (Product Knowledge)**			
	B	**SE**	**T**	**P**
Constant	1.611	0.178	9.063	0.000
X (Social Media)	0.479	0.046	10.380	0.000
Direct Effect Model				
Predictor	**Outcome = Y (Green Consumption Intention)**			
	B	**SE**	**T**	**P**
Constant	0.827	0.199	4.164	0.000
M (Product Knowledge)	0.242	0.057	4.238	0.000
X (Social Media)	0.556	0.053	10.443	0.000

Bootstrap Results for Indirect Effect of Social Media on Green Consumption Intention

	M	SE	LL 90% CI	UL 90% CL
Effect	0.116	0.035	0.059	0.180

Note: n = 302; β = Unstandardized Regression Coefficient; SE = Standard Error; Bootstrap Sample Size = 1000; LL = Lower Limit; CI = Confidence Interval; UL = Upper Limit

The results of the SPSS process model 4 Table 4.7 validate a positive and significant effect of SM on product knowledge (β = 0.479, t = 10.380, p < 0.00). Thus, this proves the hypothesis statement 2. The total influence of SM and green consumption intention can also be analyzed and estimated by the regression line:

$$M\hat{} = 1.616 + 0.479x + e_M$$

Where,

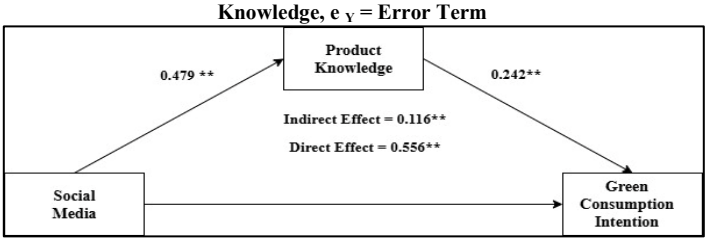
M = Product Knowledge, X = Social Media, e_M = Error Term

This shows the positive relationship between product knowledge and green consumption intention (β = 0.242, t = 4.238, p < 0.00). This shows that the hypothesis statement 7 is supported. Moreover, the indirect impact value for the relationship between SM and green consumption intention is 0.116 (0.059, 0.180), supporting the mediating role of product knowledge between social media and green consumption intention. Thus, providing support to the hypothesis statement 8. The following regression equation implies that both SM and product knowledge anticipate green consumption intention.

$$\hat{Y} = 0.827 + 0.556X + 0.242M + e_Y$$

Where,

Y = Green Consumption Intention, X = Social Media, M = Product Knowledge, e_Y = Error Term



The influence of social media on green consumption intention was mediated by product knowledge employing SPSS macro model 4, ** p < 0.10.

The SPSS Process Macro Model No. 4 was employed to examine whether the impact of SM (independent variable) on green consumption intention (dependent variable) could be explained by the means of perceived green value (mediating variable) (Preacher & Hayes, 2008). The 1000 bootstrap resampling was performed.

Table 4.8: Social Media, Green Consumption Intention, Perceived Green Value as a Mediator

Direct Effect Model				
Predictor	**Outcome = M (Perceived Green Value)**			
	B	**SE**	**T**	**P**
Constant	2.209	0.172	12.866	0.000
X (Social Media)	0.515	0.045	11.556	0.000
Direct Effect Model				
Predictor	**Outcome = Y (Green Consumption Intention)**			
	B	**SE**	**T**	**P**
Constant	0.760	0.221	3.433	0.001
M (Perceived Green Value)	0.207	0.060	3.467	0.001
X (Social Media)	0.566	0.055	10.201	0.000
Total Effect Model				
Predictor	**Outcome = Y (Green Consumption Intention)**			
	B	**SE**	**T**	**P**
Constant	1.218	0.181	6.729	0.000
X (Social Media)	0.672	0.047	14.316	0.000

Bootstrap Results for Indirect Effect of Social Media on Green Consumption Intention

	M	SE	LL90% CI	UL 90% CL
Effect	0.107	0.047	0.474	0.657

Note: n = 302; β = Unstandardized Regression Coefficient; SE = Standard Error; Bootstrap Sample Size = 1000; LL = Lower Limit; CI = Confidence Interval; UL = Upper Limit

The results of the SPSS process model 4 Table validate a positive and significant effect of SM on green consumption intention (β = 0.672, t = 14.316, p < 0.00). hence, supporting hypothesis statement 4. The total influence of SM and green consumption intention can also be analyzed and estimated by the regression line:

$$\hat{Y} = 1.218 + 0.672\ X + e_y$$

Where,

Y = Green Consumption Intention, X = Social Media, e_y = Error Term

In addition to that, the results also show a positive impact of SM on perceived green value (β = 0.515, t = 11.556, p < 0.00). Thus, this proves the hypothesis statement 3. The regression equation to predict perceived green value is:

$$M\hat{} = 2.209 + 0.515x + e_M$$

Where,

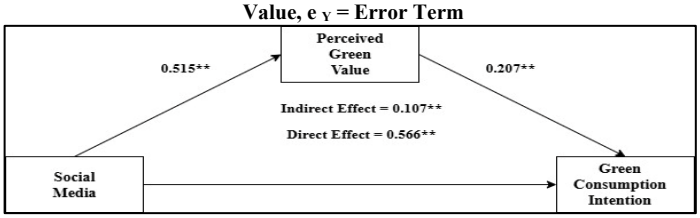
M = Perceived Green Value, X = Social Media, e_M= Error Term

This further demonstrates the positive relationship between perceived green value and green consumption intention (β = 0.207, t = 3.467, p < 0.00). This provides support for the hypothesis statement 9. Moreover, the indirect impact value for the relationship between SM and green consumption intention is 0.107 (0.041, 0.195), supporting the mediating role of perceived green value between the independent variable social media and the dependent variable green consumption intention. Consequently, supporting the hypothesis statement 10. The following regression equation implies that both SM and PRG anticipate green consumption intention;

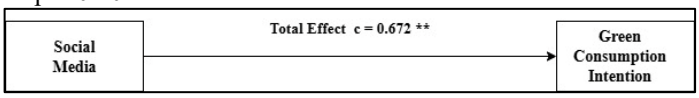
$$\hat{Y} = 0.760 + 0.556X + 0.207M + e_Y$$

Where,

Y = Green Consumption Intention, X = Social Media, M = Perceived Green Value, e_Y = Error Term



The influence of social media on green consumption intention was mediated by product knowledge employing SPSS macro model 4, ** p < 0.10.



DISCUSSION OF RESULTS

To see the impact and understand the techniques that could help in devising ways to turn Generation Z towards green consumption in the future. While simultaneously preserving the environment from the detrimental effects of products and services. Consistent with hypothesis statement 1, the results showed a positive relationship between SM and environmental responsibility. The result is in line with the concept that consuming positive content on social media regarding the environment increases young consumers' inclination to buy green products, thus making them more environmentally responsible (Ktisti et al., 2022). Nonetheless, social media

significantly contributes to increasing consciousness and encouraging environmentally responsible conduct (Jalali & Khalid, 2021). Moreover, favoring hypothesis statement 2, which states that information shared through social media creates awareness among individuals. Customers frequently use social media to gain product knowledge and base their decisions on the information they find (Hajli, 2018). A product that possesses remarkable qualities and is eco-friendly can also encourage customers to buy it (Karavasilis et al., 2015).

In line with hypothesis statement 3, the results disclosed that SM has a positive relationship with perceived green value. The study provides evidence that promoting and consuming good environmental content, highlighting the overall benefits of green products on social media, influences Generation Z consumers' willingness to buy environmentally friendly products (Bedard & Tolmie, 2018). Furthermore, hypothesis statement 4 also demonstrated a positive and significant impact of SM on green consumption intention among consumers. Social media celebrities have the power to influence consumers' consumption intentions about choosing environmentally friendly purchases (Murwaningtyas et al., 2020). Thus, social media can support and promote green consumption behavior (Lee, 2008).

In addition to that, supporting hypothesis statement 5, showing a positive association between environmental responsibility and green consumption intention. People who adopt this pro-environmental mindset are becoming more environmentally responsible, which has a positive impact on sustainability, preservation, and production, effecting the overall green consumption intention (Iqbal et al., 2019). Consistent with hypothesis statement 6, the results indicated that environmental responsibility plays a mediating role between social media and green consumption intention. Influencers hold significant value in social media due to their capacity to subtly shape the beliefs and actions of others. In addition to showing a growing interest in environmental issues, social media can also express consumer concerns towards sustainable consumption (Cho et al., 2012; Xing et al., 2012).

Besides, supporting hypothesis statement 7, the results verified a positive relationship between product knowledge and green consumption intention. Green consumption has been found to be a significant predictor regarding environmental issues through knowledge (Amoako et al., 2020). Consumers' intention toward green consumption is positively impacted by their knowledge about green products (Hessami & Yousefi, 2013). The results were consistent with hypothesis statement 8, which confirmed the mediating role of product knowledge and green consumption intention. Young people look to acquire knowledge, information, and experiences on social media. It is possible to share information and experiences through social media; however, the consumption of green products is significantly influenced by their level of product knowledge (Hull et al., 2010; Asha & Rathiha, 2017).

Moreover, hypothesis statement 9 was favored with the results, which indicated a positive correlation between perceived green value and green consumption intention. Perceived green value is assessed based on how well green products perform concerning the environment. The results imply that consumers' perceptions of green value serve as signals or cues for their future buying decisions (Dash et al., 2021). Lastly, supporting hypothesis statement 10, the results proved the mediating role of perceived green value. Subsequently, companies are posting positive environmental appeals and relevant green product information on SM, increasing readers perceived green value and favorably impacting individual green purchase behavior (Lenne et al., 2017).

Theoretical contribution

This study focuses on green consumption intentions with the aim of playing an integral role in eliminating the harmful impact on the environment caused by excessive consumption. Therefore, by make people aware of how their actions impact the environment and how important it is to be more mindful when purchasing new products. In order to bridge the gap in the promotion of green consumption, this study offers a significant mechanism to explain the positive relationship between consumers' environmental responsibility and their intention to consume sustainably (Song & Luximon, 2019). New and insightful information has been added to the knowledge by the current investigation. According to the research, social media has an impact on generation Z, who account for a sizable section of the population and are environmentally responsible, thus being fundamental to consumerism. Long-term gains can be achieved by making green consumption a socially accepted norm and practice that influences people's intentions, attitudes, and actions toward green products. Perceived value is seen to be a significant factor in both influencing purchase intention and long-term relationships with consumers (Zhuang et al., 2010).

Earlier research focused more on the purchasing intention of green products than their consumption intention, which has a more long-lasting impact on the environment, by evaluating the overall environmentally responsible behavior of the target population. The mediating roles combining environmental responsibility, product knowledge, and perceived green value were not examined in previous studies focusing on Generation Z, the future generation. This study brings a new approach to studying consumer information, providing ways for understanding the target audience's intention and behavior underpinned by the combination of TPB and SOR Theory. While Generation Z's consumer behavior is becoming an important area for research, this study can effectively fill the research gap by focusing on the influence of social media information. The impact of social media on Generation Z's intention to consume green products by raising their awareness of green products, environmental responsibility, and PRG. Perceived green value's relationship with social media and green consumption is explored in this study to understand its role in creating awareness about the benefits of green products on both a personal and environmental level. In order to bridge the gap in the promotion of green consumption, this study offers a significant mechanism to explain the positive relationship between consumers' environmental responsibility and their intention to consume sustainably (Song & Luximon, 2019).

Practical Implications

When creating a sustainable brand, entrepreneurs might benefit from this research. It is necessary to update the business network regularly to attract new prospects in order to sustain the firm

(Sharma & Joshi, 2019). According to Frederick et al. (2012), social media is regarded as an excellent instrument for competitiveness since it appeals to and persuades customers. Social media platforms provide multifaceted advertising, which forces marketers to carefully consider their options when selecting between various advertising campaigns (Pikas & Sorrentino, 2014). Because Generation Z has a short attention span, social media sites are competing and generating more content to draw users' attention.

This study has the potential to be utilized to examine customer purchasing decisions, which may in turn influence the strategic measures that entrepreneurs decide to take in response to social media activity. Using social media as a communication channel for information sharing, retailers of eco-friendly items may spread environmental information, increase public awareness of the value of becoming green, and motivate consumers to purchase eco-friendly products (Lenne & Vandenbosch, 2017). Green consumption would be maximized as a result of social media's increased awareness of environmental issues. According to Ric and Benazić (2022), influencers may increase engagement and consumption intention, so marketers should use them in their social media communication plans.

Participating in corporate social responsibility activities will increase companies' sales and enhance their external reputation. The company's business plan will include green sustainability, which will boost an organization's capacity for competitive sustainability. Lastly, this study will assist decision-makers in formulating plans and regulations that encourage the promotion of social media advertising for environmentally friendly goods. Customers typically turn to other customers who are similar to them for information (Sánchez et al., 2021). Fostering deeper awareness contributes to the preservation of the environment for future generations. It is now imperative for both consumers and corporations to embrace green consumerism.

It has been demonstrated that attitudes and attention toward commercials are influenced by advertising originality and attractiveness (Wulandari & Darma, 2020). Depending on the target demographic, creativity may be produced in Instagram ads or other social media posts by utilizing the many formats offered by digital platforms. An influential person is believable and capable of skillfully influencing the beliefs of those who follow them (Ryu et al., 2021; Atiq et al., 2022).

Limitations

This study has some limitations that should be addressed. Firstly, the study's scope was initially constrained because it only included members of Generation Z as its target population. Secondly, all of the respondents of Generation Z reside in Lahore, which indicates that this sample may not be an actual representative of the country; it was only restricted to one city. Thirdly, in order to broaden and improve the study's scope, more statistical and technical approaches may have been applied. Moreover, to find out if the impact differs across platforms, a comparison of the effects of several social media sites. Finally, another potential limitation of this research might be its cross-sectional design, which ultimately limits its scope. The use of a longitudinal design may help to broaden the scope of potential future research projects.

Future direction

In the future, research on other visual-centric social media sites like Facebook, Pinterest, and TikTok might duplicate this study and use the same structures to ascertain which platform yields the most return on investment. According to research, utilizing social media platforms might affect consumers' purchase decisions, depending on the variety of marketing channels they come across (Kushwaha and Shankar, 2013). Given that technology is changing so quickly and has an impact on consumer attitudes and behaviors, it would be helpful to look at the link between technology and consumption in greater detail in the future. Generation Z consumers' sociodemographic traits, such as family status, income, and level of education, are anticipated to shift along with their purchase habits. This survey was unable to take into account these significant shifts in the demographics of this customer group, varying levels of environmental responsibility, and consumption habits. If not, more demographic data might be included to provide a deeper understanding of the target population's characteristics. Generation Z regularly utilizes a variety of social media platforms, so it's critical to comprehend the psychological and personal elements that influence their consuming habits. To effectively promote their products, businesses need to take into account the tastes and expectations of young consumers (Dabija et al., 2019).

More thorough gender-based studies on green consumption may be conducted in the future to get deeper insights and learn more about the preferences of the participants depending on their distinct genders. Research revealed that there is gender-based variations in how people react to advertisements for green products. Moreover, every generation utilizes social media in a different way, so future research must split the sample into different age groups. According to Jiménez-Castillo and Sánchez-Fernandez (2019), utilizing brand influencers or presenting a captivating message about the product's special characteristics and benefits that appeal to Generation Z consumers may attract attention.

CONCLUSION

This study examined the impact of social media on green consumption intention. The literature also supports that the lives of individuals in Generation Z are highly impacted by social media, which in turn stimulates environmental responsibility. Such that when they see individuals using green products by acting environmentally responsible to protect the environment, it encourages them to do so too. It also keeps them updated and informed about the knowledge of green products through the information they consume on social media. Moreover, perceived green value through social media is also one of the important factors that increases the mindfulness to buy green products based on the overall product benefits, both personally and environmentally. If a consumer is satisfied with the benefits of green products, their perceived green value will increase, which will ultimately increase their commitment to green products, therefore leading to a more sustainable lifestyle.

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