



Impact Of Social Media Promotions On Young Customers For Purchasing Of Green Products

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Citation: Ms. Kasturi L, Dr. Meenakshi A, (2024), Impact Of Social Media Promotions On Young Customers For Purchasing Of Green Products, *Educational Administration: Theory and Practice*, 30(3), 2181-2193

Doi: 10.53555/kuey.v30i3.3328

ARTICLE INFO

ABSTRACT

Today's generation have come to care about their planet- that is a shift towards greener planet. With this young generation witnessing a drastic climate change, they are shifting their preference of usage of green products in their daily activities. This generation is more concerned about environment this may be because they learn about climate change either in their lessons or become aware through various government initiative or advertisement through online media's, television, print or radio. Especially movies on environmental concern create a remarkable impression in the minds of youngsters that they should move towards eco- friendly products.

As this generation are more interested in outdoor activities and are more prone towards social media usage, they like to be trend setter among their peer groups by using such green products. This study makes an attempt to know how social media advertising creates an impact on young generation to use planet friendly products. people are waking up to the urgency to name a few we all witnessed pandemic, floods, out of control wildfires, more infectious diseases, stress at work place, health conscious people, all these factors make youngsters to feel that we already have a broken relationship with nature, which has to be set right with more conscious behavior.

Purpose: Today's youth being more responsible towards sustainable environment and they develop green habits, marketers can concentrate on their marketing strategy especially green products promotion which attracts young generation on various social media platforms. This is because, every youngster in the age group of 20-30 years are on social media and depend on content posted by such platforms.

Methodology: A well-structured questionnaire designed for youngsters who fall in age group between 20-30 years, secondary data will be collected from magazines, articles in newspaper, E- Paper and journal.

Major implications: This paper would help green marketers to employ innovate strategies to make young consumers become aware and purchase planet friendly products either in the form of food for health benefits, fashionable dresses suiting climatic changes, cars or bikes they use, home decors etc. Also Government can bring in awareness about availability of green finance for young entrepreneurs to promote Green start up.

Key words: planet friendly products, social media, consumer awareness, green attitude.

INTRODUCTION:

With fast changing technological world, internet has molded the lifestyle of young generation- it may be either in creating awareness or become aware of the things happening around them. The young customers, who are tech savvy, prefer to buy goods online which are easier and convenient as there is wide range of products available for their choice and also price offered is economical when compared to traditional purchase method. The internet users are increasing day by day and are used by all age group. Let it be 1 year

old child or 70 years old man. Internet has become a major medium of communication and the information spreads faster. So with the advent of internet facilities available at an economical price and easy usage of gadgets, E- advertising such as mail, search engines, social media platforms has played a dominant role in creating awareness about green products and its usage and availability.

DEFINITION:

Green products/planet friendly products:

Eco friendly products are slowly gaining power as the consumers are aware about environmental issues, so in this scenario let's understand what a green product is and its benefits to an individual and society at large.

A green product is a sustainable product designed to minimize its environmental impacts during its whole life cycle and even after it's of no use. Some features of green products are:

- 1) Grown without use of toxic chemicals.
- 2) Green products can be recycled and reused.
- 3) Eco – friendly package.
- 4) Zero carbon foot print.

Examples of eco-friendly products:

Eco- friendly dishwasher
Paper shredders
Solar units,
LED lights,
Energy saving TV sets,
Shopping bags
Pet accessories,
Clothing and shoes.

DIGITAL MEDIA /ONLINE MEDIA:

Digital media means any communication media that operate with the use of any of various encoded machine readable data formats.

Social media is a computer based technology that facilitates the sharing of idea, thoughts and information through the building of virtual networks and communities.

ONLINE STORES:

Online stores enable shoppers to search the product of their choice according to features such as models, brands, price, size, color etc.

EMERGENCE OF GREEN MARKETING AND SOCIAL MEDIA:

The green movement was first initiated in Great Britain where Green consumerism rose up due etc. increased degradation and negligence to the environment. Thus, a workshop on ecological marketing by American Marketing Association was held in 1975.

Environmental awareness created by social media has created a great interest among consumers in green product which led to corporate interest in manufacturing green products through innovations.

Social media as we know today, in the form of interactive websites, discussion forums did not emerge out of a vacuum. These platforms are blending of advanced mobile telephone and emergence of internet. Once the first commercial use of internet began, early forms of social media took shape in the form of instant messaging, user generated content platforms, trading and marketing sites, and the recent ones are Face book, Instagram, twitter, LinkedIn and Google+. All these platforms allow users including brands and companies advertising their products and services to connect with and follow according to the choice of profiles, identities common interest etc.

RESEARCH PROBLEM

In today's modern business, corporates are facing increased force and pressure either through government regulations or community pressures to move their business activity in tune with environmental concern.

Negligence of business firm and society together in protecting the demand from the consumers towards eco-friendly products to safe guard their planet.

Since today's youngsters are tech-savvy they depend more on social for purchase of goods and services. The marketers have also incorporated many modifications in their production process, packing, advertising which will attract the young generation towards use of more planet friendly products.

SCOPE AND IMPORTANCE OF THE STUDY:

As society becomes /move towards having more concern with saving environment, for which social media plays a key role, every business organization has begun to modify their behavior to address societal problems. The young generation began thinking for the future which made them to purchase eco-friendly products which improves their life style and well-being of self and others.

Understanding the various factors affecting the purchase of planet friendly products and how media shapes the lives of these youngsters in any decision making activity, especially the impact of social media towards the purchase of planet friendly products.

PURPOSE OF THE STUDY:

Today's consumers prefer new green products advertised through high sociality advertisements. So when we take various media through which products are advertised, social media takes an upper hand among all the Medias which promotes youngsters towards usage of green products. This is because we are all living in the era of mobile internet, which has become a core driving force for any kind of information and its usage. Well-designed advertisement message on social networking sites which primarily promote interpersonal contact, whether between individuals or groups allow individuals to buy and sell products and services, but they can also exchange and share advice on products and services.

OBJECTIVES OF THE STUDY:

- To understand the concept of green marketing activities
- To analyze the consumers (age group of 20-30 years) preference towards planet friendly products.
- To study the factors affecting purchase behavior of these young generation.
- To examine the impact of online advertising towards use of these products.
- To suggest marketing strategies to corporate companies to satisfy customer requirement.

PERCENTAGE ANALYSIS

1. GENDER OF THE RESPONDENTS

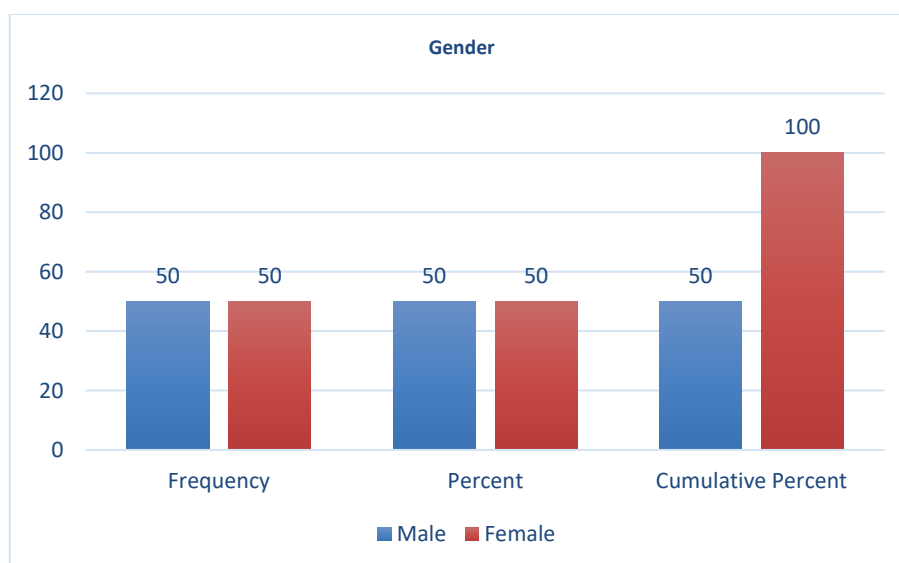
Gender is considered as one of the important socio-economic factors which decide the relationship between Gender and the Impact of Online advertising on young customers towards planet friendly purchases. Hence the Gender of the respondents has been classified in the different categories viz., Male and Female. The details are furnished in the following table.

Sl. No	Gender	Frequency	Percent	Cumulative Percent
1.	Male	50	50.0	50.0
2.	Female	50	50.0	100.0
	Total	100	100.0	

Source: (SPSS. Computed Data)

From the above table it is inferred that, 50(50%) of the respondents are falling under the category of Male, and 50 (50%) are falling under the category of Female.

From the above analysis it is found that, both the respondents that is male and female are evenly distributed without any differences.



2. AGE OF THE RESPONDENTS

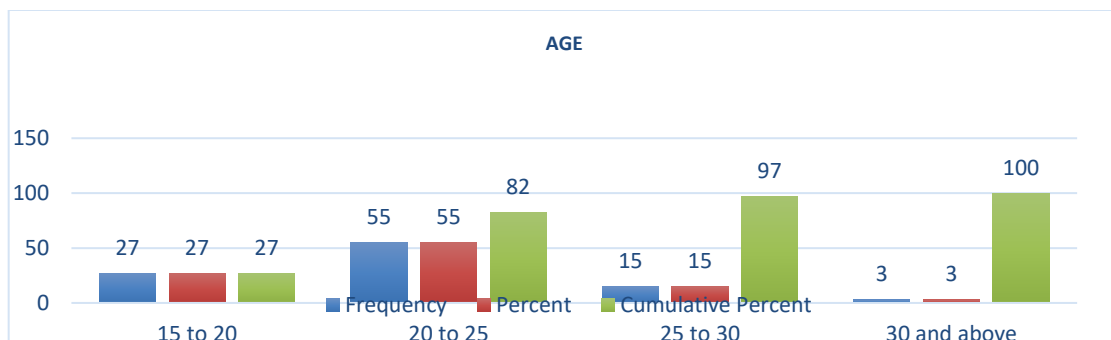
Age is considered as other important socio-economic factors which decide the relationship between Age and the Impact of Online advertising on young customers towards planet friendly purchases. Hence the Age of the respondents has been classified in the different categories viz., 15-20, 20 to 25, 25 to 30, and 30 and above. The details are furnished in the following table.

Sl. No	Age	Frequency	Percent	Cumulative Percent
1.	15 to 20	27	27.0	27.0
2.	20 to 25	55	55.0	82.0
3.	25 to 30	15	15.0	97.0
4.	30 and above	3	3.0	100.0
	Total	100	100.0	

Source: (SPSS. Computed Data)

From the above table, it is inferred that, 27(27%) of the respondents are falling under the age group between 15-20, 55(55%) of the respondents are falling under the age group between 20 to 25, 15(15%) of the respondents are falling under the age group between 25 to 30, 3(3%) of the respondents are falling under the age group of 30 and above.

From the above analysis it is found that the Majority 55(55%) of the respondents is falling under the age group of 20 to 25.



3. EDUCATIONAL QUALIFICATION

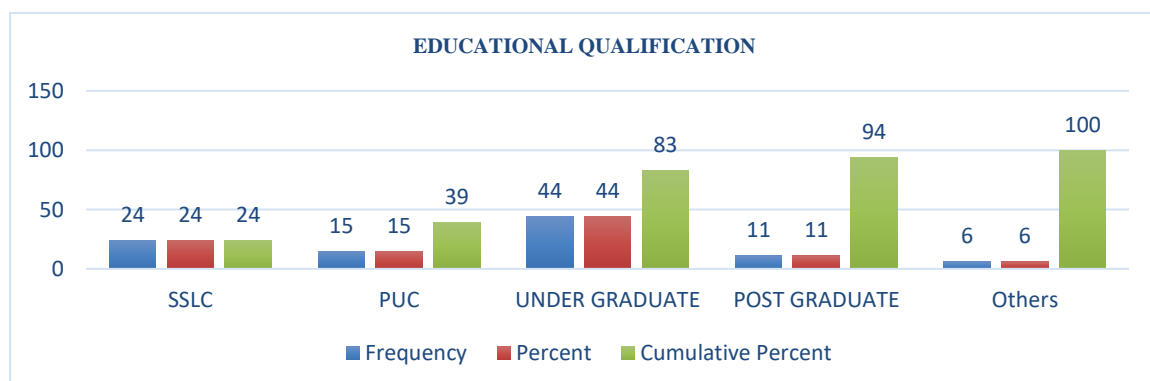
Educational qualification is considered as other important Factor which decide the relationship between Educational qualification and the Impact of Online advertising on young customers towards planet friendly purchases. Hence the Educational qualification of the respondents has been classified in the different categories - SSLC, PUC, Under Graduate, and Post Graduate, others the details are furnished in the following table.

Sl. No	Educational Qualification	Frequency	Percent	Cumulative Percent
1.	SSLC	24	24.0	24.0
2.	PUC	15	15.0	39.0
3.	UNDER GRADUATE	44	44.0	83.0
4.	POST GRADUATE	11	11.0	94.0
5.	Others	6	6.0	100.0
	Total	100	100.0	

Source: (SPSS. Computed Data)

From the above table, it is inferred that, 24(24%) of the respondents are falling under the Qualification of SSLC. 15(15%) of the respondents are falling under the Qualification of PUC, 44(44%) of the respondents are under graduate, 11(11%) of the respondents are Graduates, remaining 6(6%) of the respondents belong to other qualification.

From the above analysis it is found that the Majority are qualified as Undergraduate's and the least respondents belong to other qualifications.



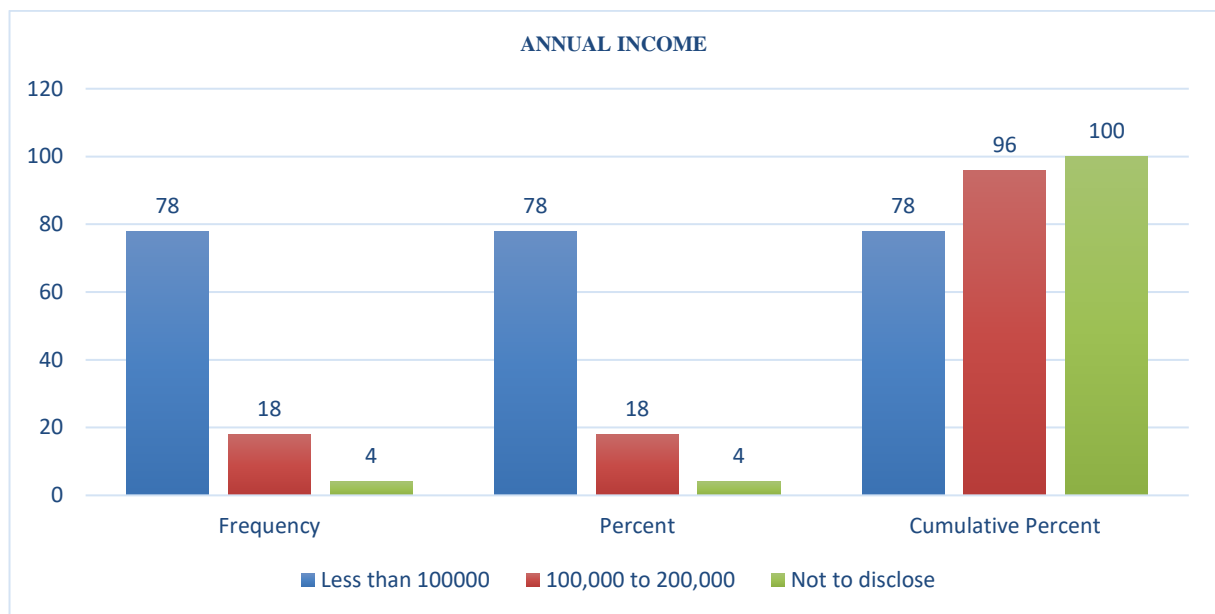
4. ANNUAL INCOME

Annual income is a demographical factor, which influence the purchasing power of the respondents,

Sl. No	Annual Income	Frequency	Percent	Cumulative Percent
1.	Less than 100000	78	78.0	78.0
2.	100,000 to 200,000	18	18.0	96.0
3.	Not to disclose	4	4.0	100.0
	Total	100	100.0	

Source: (SPSS. Computed Data)

The above table represents the Annual income of respondents, which falls between 0 to 2, 00,000. The highest number of respondents (78%) belongs to the category of 0 to 1, 00,000. And the least (4%) have regretted to disclose their Annual income.



5. FAMILY SIZE

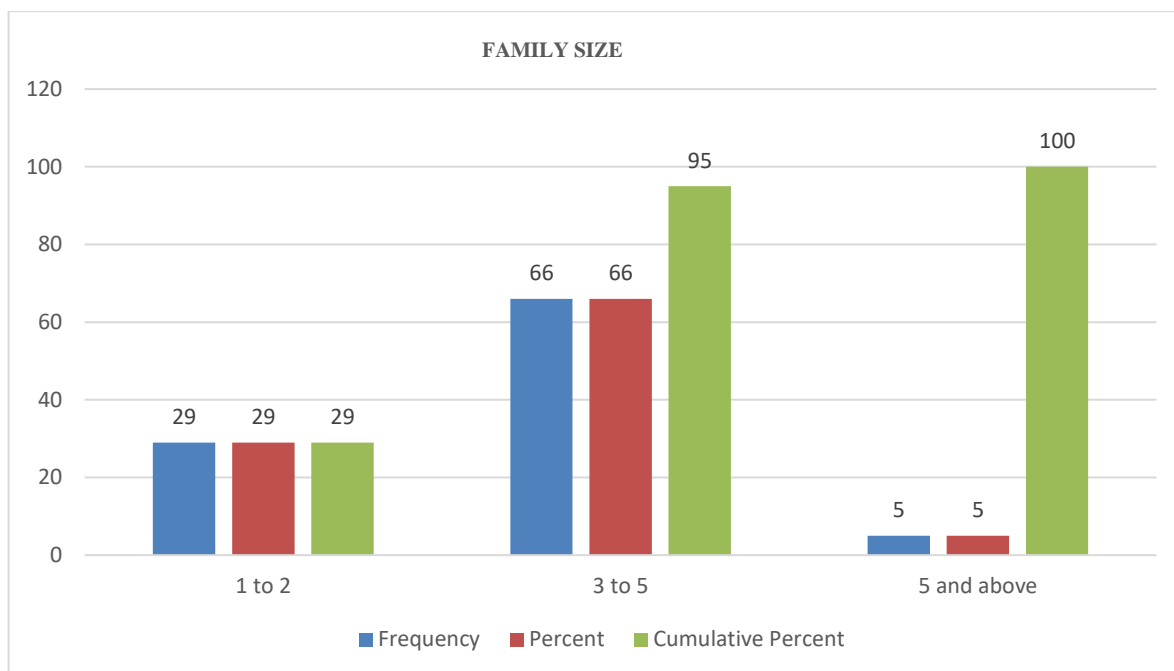
Family size is considered as a important tool towards purchase of green products. So it is segregated based on the size of family.

Sl. No	Family Size	Frequency	Percent	Cumulative Percent
1.	1 to 2	29	29.0	29.0
2.	3 to 5	66	66.0	95.0
3.	5 and above	5	5.0	100.0
	Total	100	100.0	

Source: (SPSS. Computed Data)

With reference to the above Table, family size is segregated based on number of living, 1 to 2, 3 to 5, and 5 and above. Highest number of respondents is from the family size 3 to 5, and lowest number of respondents falls under the category 5 and above. Where are the category 1 to 2 remains moderate?

It is analyzed that Online advertisement can be reached easily to the mass extent because of having maximum family size.



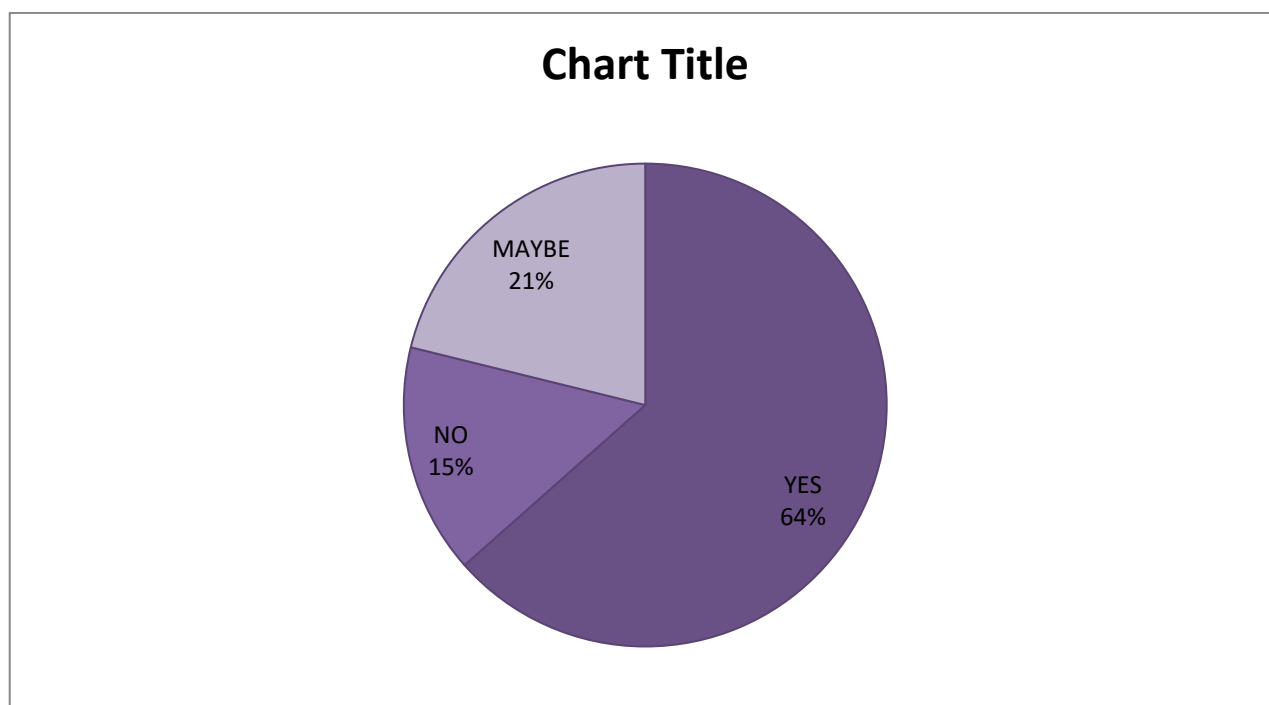
6. ENVIRONMENT CONSCIOUSNESS

The question was raised to know people conscious towards Eco friendly products,

Sl. No	Consciousness about Environment	Frequency	Percent	Cumulative Percent
1.	Yes	77	77.0	77.0
2.	No	6	6.0	83.0
3.	May be	17	17.0	100.0
	Total	100	100.0	

Source: (SPSS. Computed Data)

The above table shows the data interpretation of respondents' conscious towards environment. Out of 100%, 77% respondents stated that they are conscious towards Environment. This figure shows that introducing Eco-friendly products will have a wider market scope.



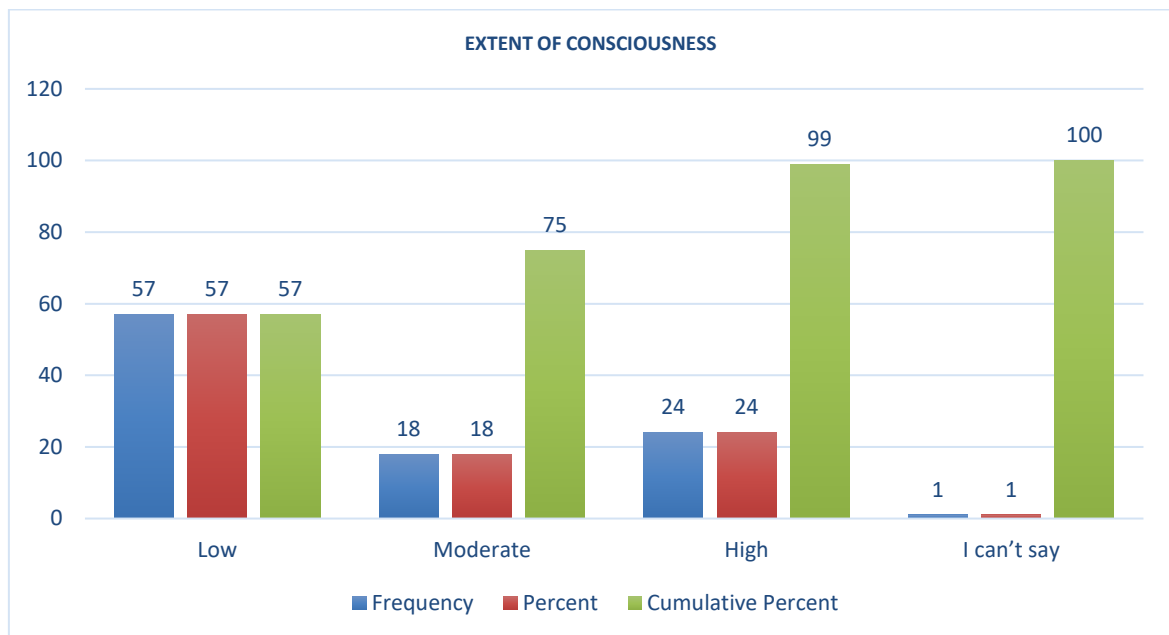
7. EXTENT OF CONSCIOUSNESS

The question rose to know the level of belongingness towards the Environment.

Sl. No	If Yes, to what extent	Frequency	Percent	Cumulative Percent
1.	Low	57	57.0	57.0
2.	Moderate	18	18.0	75.0
3.	High	24	24.0	99.0
4.	I can't say	1	1.0	100.0
	Total	100	100.0	

Source: (SPSS. Computed Data)

The above table shows the percentage of belongingness of respondents towards Environment. 57% of respondents stated that they are least conscious towards Environment. So the advertisement of Eco-Friendly Products should be more effective so as to reach the people.



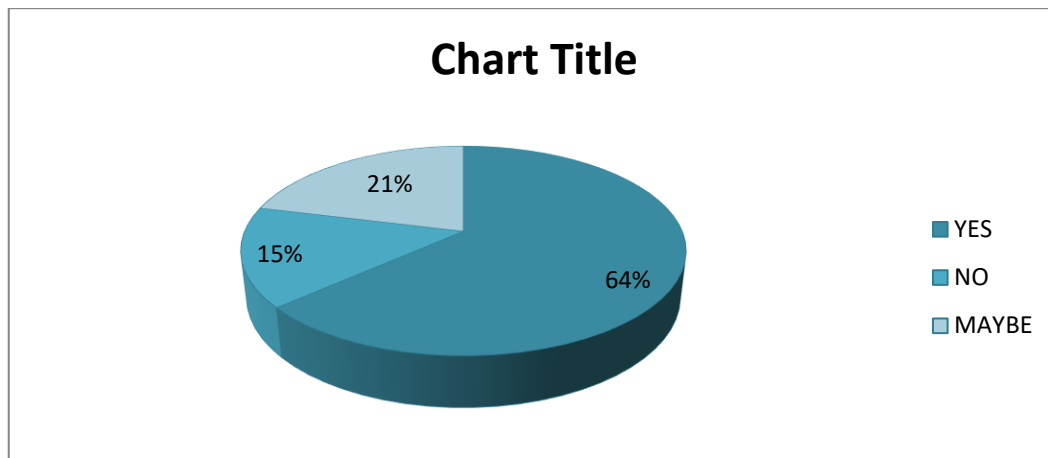
8. AWARENESS OF ECO-FRIENDLY PRODUCTS AVAILABLE IN MARKET

The question rose to know the awareness of eco-friendly products available in market.

Sl. No	Awareness of Eco-friendly products available in market	Frequency	Percent	Cumulative Percent
1.	Yes	62	62.0	62.0
2.	No	16	16.0	78.0
3.	May be	22	22.0	100.0
	Total	100	100.0	

Source: (SPSS. Computed Data)

The above table shows the awareness of eco-friendly products available in market. Out of 100% respondents, 62% of respondents are aware of Eco-friendly products that are available in market. 16% of respondents state that they are not aware. To acquire the market with Eco-friendly products. The organizations have to advertise much effectively.



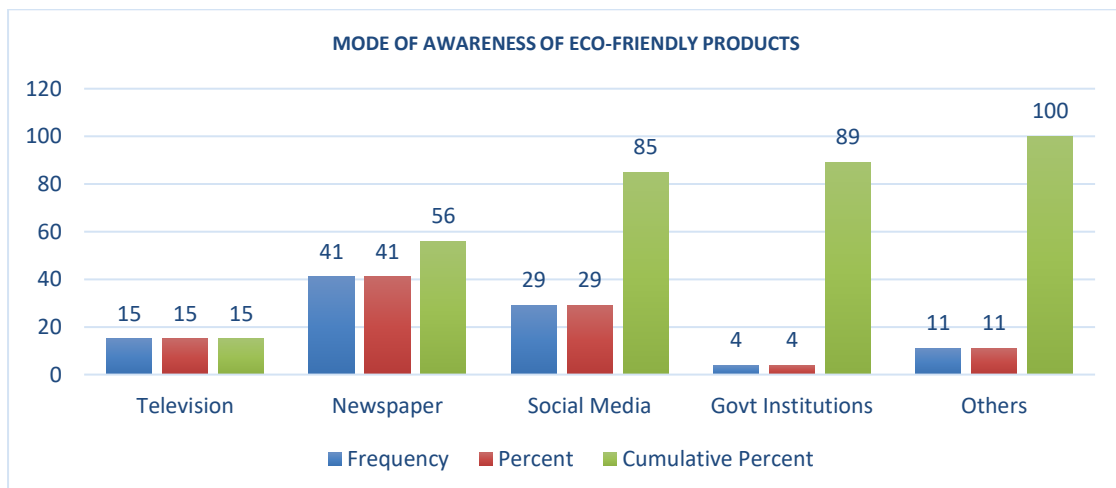
9. MODE OF AWARENESS OF ECO-FRIENDLY PRODUCTS

The question rose to know that, which mode of advertisement has impacted a lot on Eco Friendly products

Sl. No	Mode of awareness of Eco-friendly products	Frequency	Percent	Cumulative Percent
1.	Television	15	15.0	15.0
2.	Newspaper	41	41.0	56.0
3.	Social Media	29	29.0	85.0
4.	Govt Institutions	4	4.0	89.0
5.	Others	11	11.0	100.0
	Total	100	100.0	

Source: (SPSS. Computed Data)

The above table shows that Newspaper has created a better impact on Eco-Friendly products (41%) when compared to other media. Though social media is in much use, it stands second with 29% of respondents. Television, Government initiatives and other Media stands in 3rd, 4th and 5th places respectively.

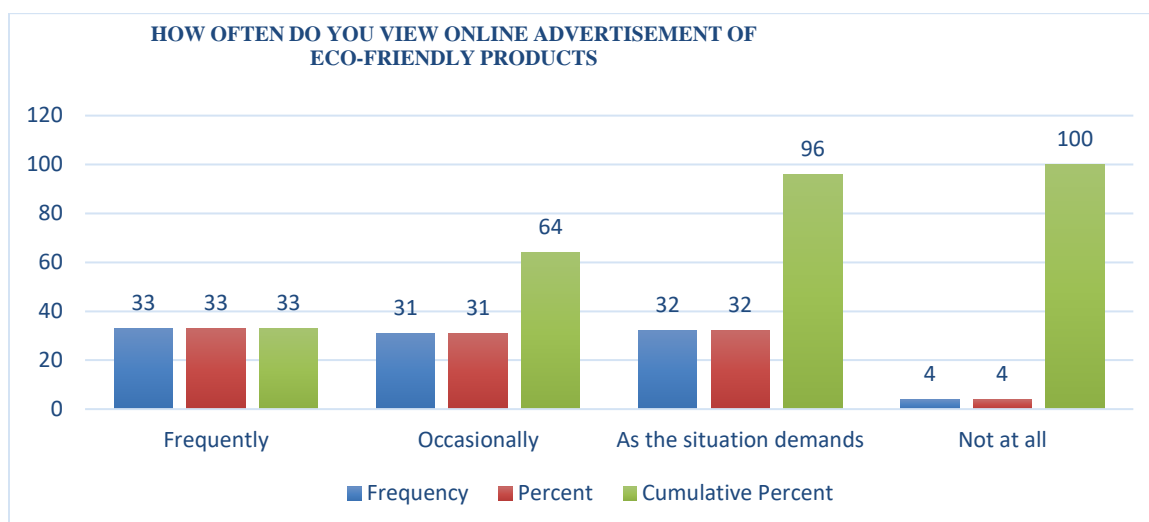


10. HOW OFTEN DO YOU VIEW ONLINE ADVERTISEMENT OF ECO-FRIENDLY PRODUCTS

Sl. No	How often do you view online Advertisement of Eco-friendly products	Frequency	Percent	Cumulative Percent
1.	Frequently	33	33.0	33.0
2.	Occasionally	31	31.0	64.0
3.	As the situation demands	32	32.0	96.0
4.	Not at all	4	4.0	100.0
	Total	100	100.0	

Source: (SPSS. Computed Data)

The above table shows the data of viewers, who view advertisement for Eco-Friendly products. Respondents frequently view advertisement are 33%, which is highest. 32% of the respondents view accordingly to the situation and 31% of respondents occasionally view the advertisement. 4% of the respondents stated that they don't view advertisement to Eco-Friendly products.



11. WHICH MEDIA IMPACTS A LOT ON USAGE OF ECO-FRIENDLY PRODUCTS

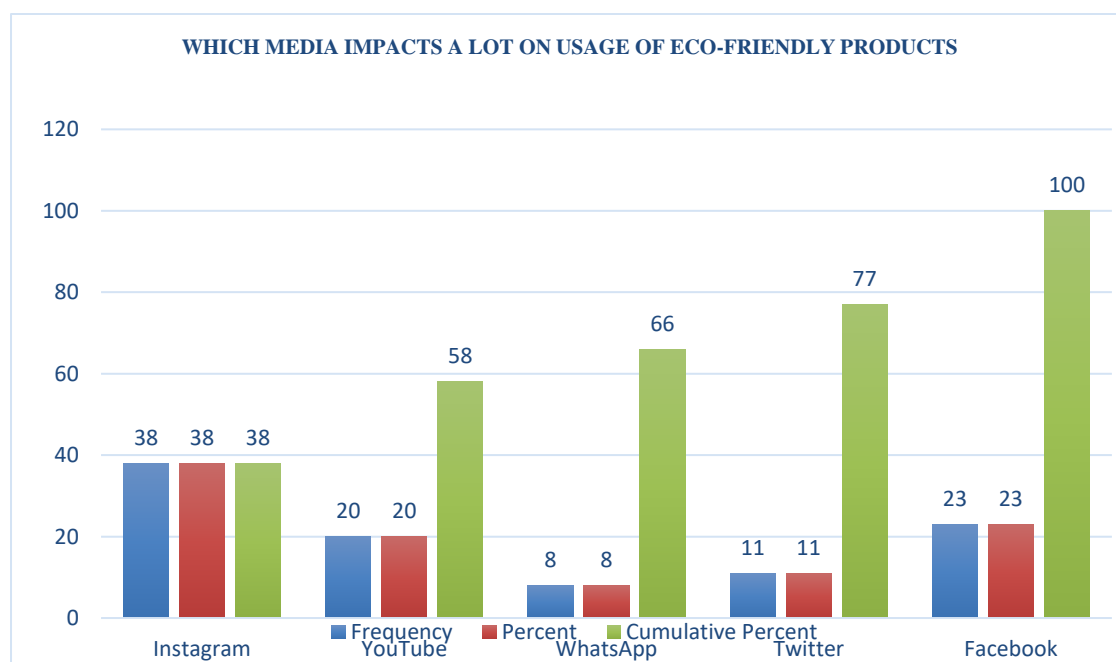
The question rose to know that, which media impacts a lot on usage of eco-friendly products.

Sl. No	Which media impacts a lot on usage of Eco-friendly products	Frequency	Percent	Cumulative Percent
1	Instagram	38	38.0	38.0
2	YouTube	20	20.0	58.0
3	WhatsApp	8	8.0	66.0
4	Twitter	11	11.0	77.0
5	Facebook	23	23.0	100.0
	Total	100	100.0	

Source: (SPSS. Computed Data)

From the above table, it is inferred that, 38(38%) of the respondents are being impacted by Instagram, 20(20%) of the respondents are being impacted by YouTube, 8(8%) of the respondents are being impacted by WhatsApp, 11(11%) of the respondents are being impacted by Twitter, 23(23%) of the respondents are being impacted by Facebook.

From the above analysis, it is found that, the maximum number of respondents impacted by Instagram which comes to 38%.



12. FACTOR DRIVES TO PURCHASE ECO-FRIENDLY PRODUCTS

This variable is considered as the most important aspect which explains the various factors which drives the customers to purchase Eco-friendly.

Sl. No	Factor drives to purchase Eco-friendly products	Frequency	Percent	Cumulative Percent
1.	Brand Loyalty	35	35.0	35.0
2.	Price	27	27.0	62.0
3.	Customer Feedback	17	17.0	79.0
4.	Trend	7	7.0	86.0
5.	Offers and Discounts	12	12.0	98.0
6.	User Friendly	2	2.0	100.0
	Total	100	100.0	

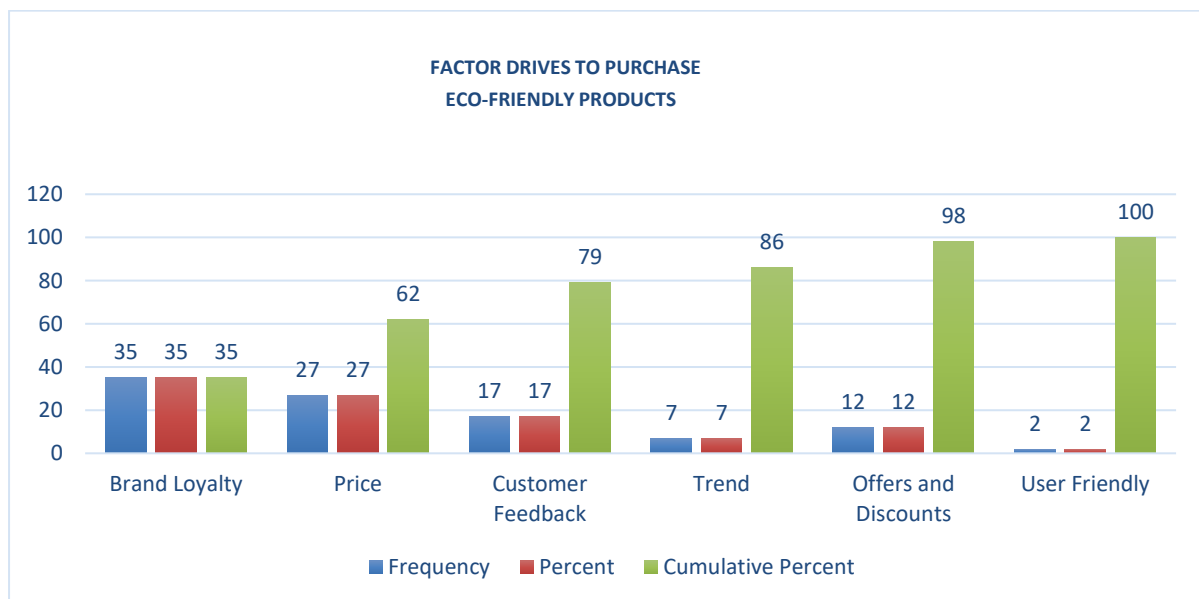
Source: (SPSS. Computed Data)

From the above table, it is inferred that, 35(35%) of the respondents are preferred by Brand loyalty. 27(27%) of the respondents are preferred by the Price, 17(17%) of the respondents are preferred by Customer Feedback, 7(7%) of the respondents are preferred by Trend, 12(12%) of the respondents are preferred by Offers and Discounts, 2(2%) of the respondents are preferred by User Friendly.

From the above analysis, it is found that, the majority of the respondents are being preferred by Brand Loyalty which comes to 35%.

Sl. No	Offers which do you prefer to purchase Eco-friendly products	Frequency	Percent	Cumulative Percent
1.	Big billion days	21	21.0	21.0
2.	Festive Season	20	20.0	41.0
3.	Weekend Promotion	6	6.0	47.0
4.	Budget Savings	40	40.0	87.0
5.	Reward Points	11	11.0	98.0
6.	Others	2	2.0	100.0
	Total	100	100.0	

Source: (SPSS. Computed Data)

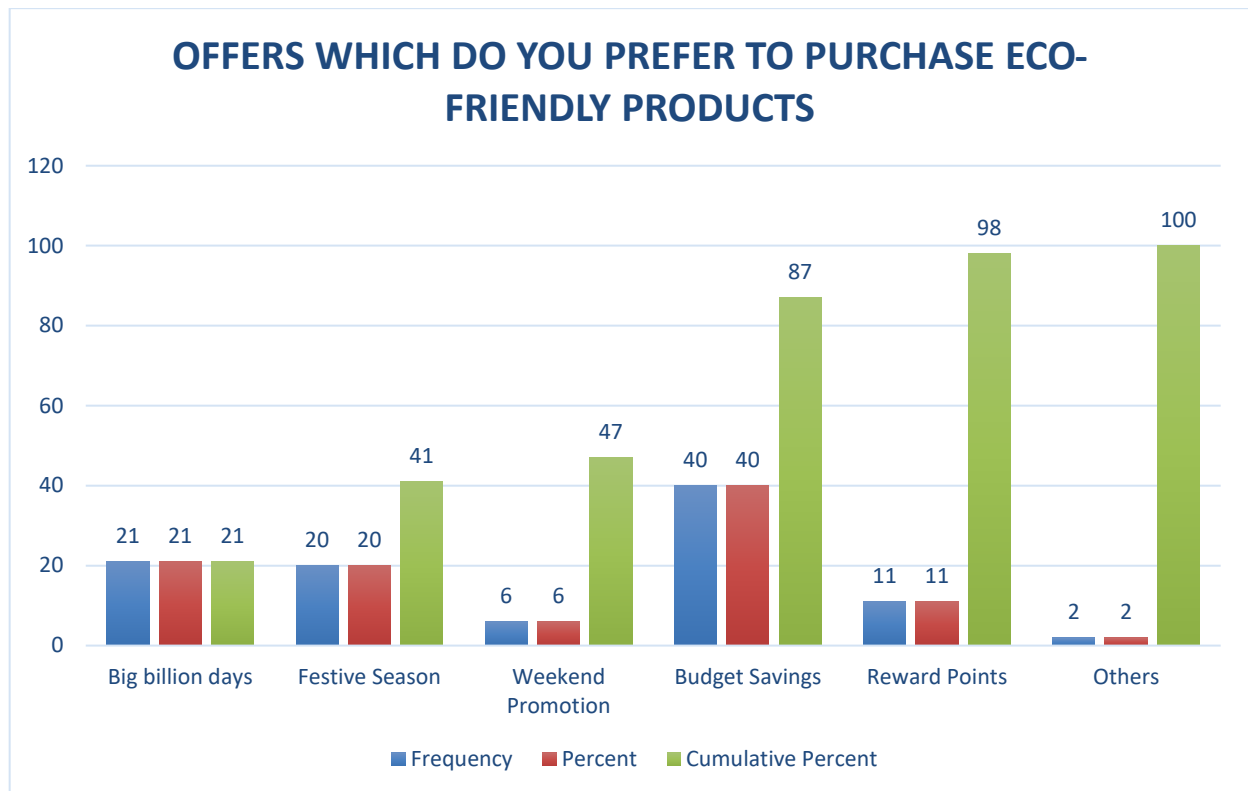


13. OFFERS WHICH DO YOU PREFER TO PURCHASE ECO-FRIENDLY PRODUCTS

This variable is considered as another important factor which explains the relationship between the offers which the customers prefer and the Eco-friendly products.

From the above table, it is inferred that, 21(21%) of the respondents prefer Big billion days, 20(20%) of the respondents prefer Festive Season, 6(6%) of the respondents prefer Weekend Promotion, 40(40%) of the respondents prefer Budget Savings, 11(11%) of the respondents prefer Reward points, 2(2%) of the respondents prefer other offers.

From the above analysis, it is found that, the maximum number of respondents prefer Budget savings which comes to 40%.



14. HAVE YOU EVER PURCHASED ECO-FRIENDLY PRODUCTS

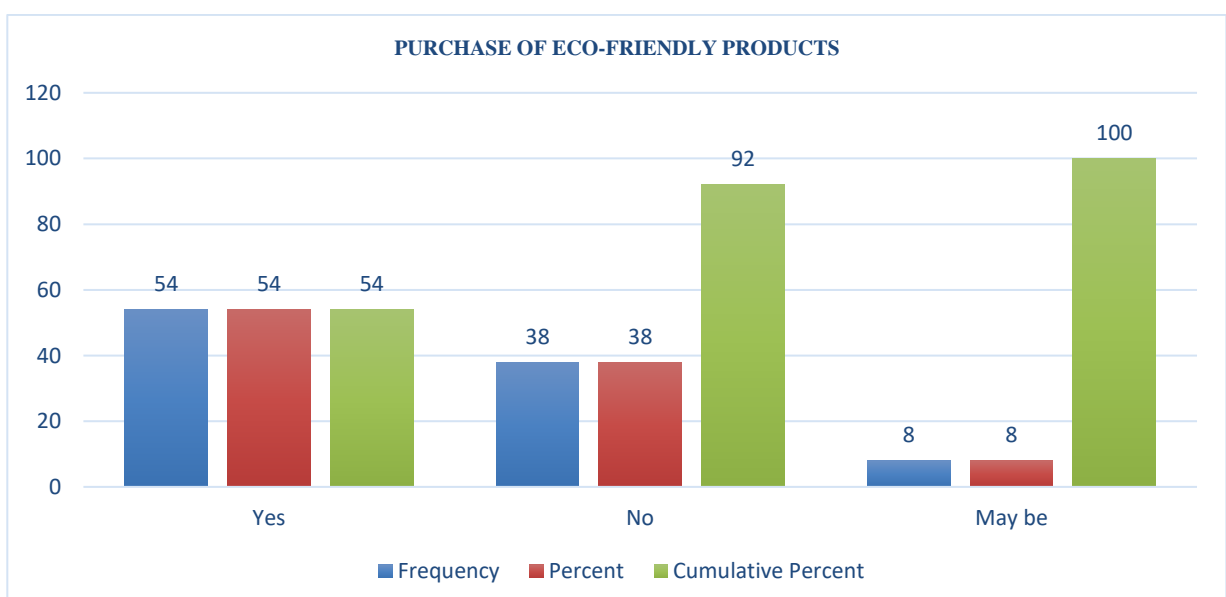
This question knows to know that, whether the customer had purchased Eco-friendly products.

Sl. No	Have you ever purchased Eco-friendly products	Frequency	Percent	Cumulative Percent
1.	Yes	54	54.0	54.0
2.	No	38	38.0	92.0
3.	May be	8	8.0	100.0
	Total	100	100.0	

Source: (SPSS. Computed Data)

From the above table, it is inferred that, 54(54%) of the respondents have purchased Eco-friendly products, 38(38%) of the respondents have not purchased Eco-friendly products, 8(8%) of the respondents have responded May be.

From the above analysis, it is found that, the maximum number of respondents have purchased Eco-friendly products which comes to 54%.



15. WHAT KIND OF ECO-FRIENDLY PRODUCT YOU PURCHASE

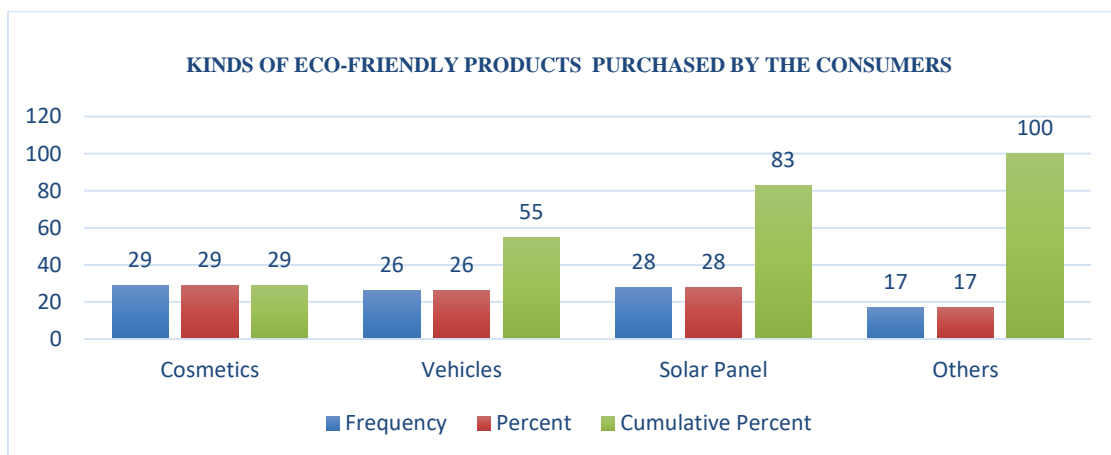
This question rose to find that what kind of Eco-friendly products the customers purchases.

Sl. No	What kind of Eco-friendly product you purchase	Frequency	Percent	Cumulative Percent
1.	Cosmetics	29	29.0	29.0
2.	Vehicles	26	26.0	55.0
3.	Solar Panel	28	28.0	83.0
4.	Others	17	17.0	100.0
	Total	100	100.0	

Source: (SPSS. Computed Data)

From the above table, it is inferred that, 29(29%) of the respondents purchase Cosmetics products, 26(26%) of the respondents purchase Vehicles, 28(28%) of the respondents purchase Solar Panel, 17(17%) of the respondents purchase other products.

From the above analysis, it is found that, the maximum number of respondents purchase Cosmetic products which comes to 29%.



16. PERCEPTION TOWARDS PURCHASE OF ECO-FRIENDLY PRODUCTS

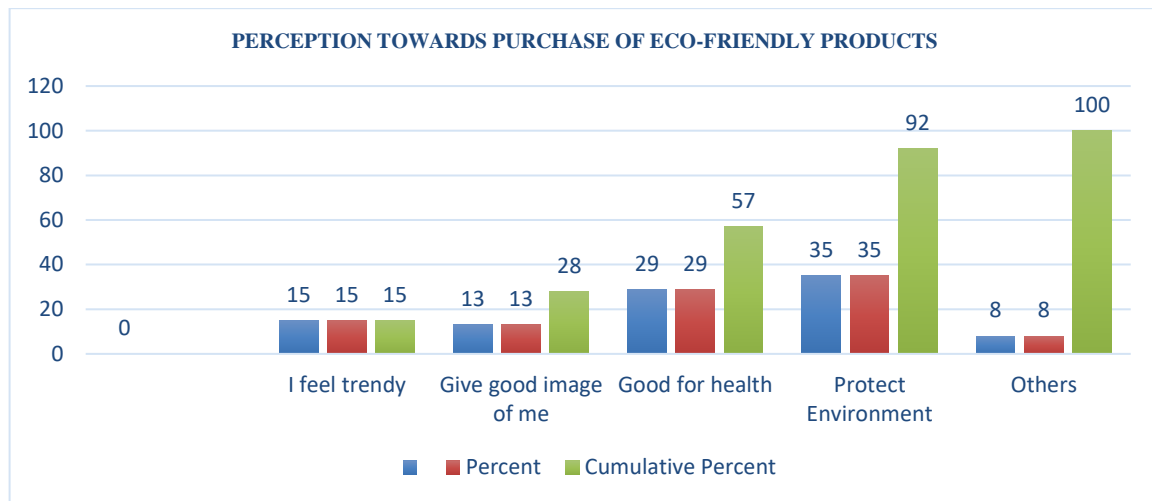
This variable explains the perception of customers towards purchase of Eco-friendly products.

Sl. No	Perception towards purchase of Eco-friendly products	Frequency	Percent	Cumulative Percent
1.	I feel trendy	15	15.0	15.0
2.	Give good image of me	13	13.0	28.0
3.	Good for health	29	29.0	57.0
4.	Protect Environment	35	35.0	92.0
5.	Others	8	8.0	100.0
		100	100.0	

Source: (SPSS. Computed Data)

From the above table, it is inferred that, 15(15%) of the respondents feel trendy by purchasing Eco-friendly products, 13(13%) of the respondents feels that they get good image by purchasing Eco-friendly products, 29(29%) of the respondents feels that, it is Good for health, 35(35%) of the respondents feels that it Protects Environment, 8(8%) of the respondents gives other reasons for purchasing Eco-friendly products.

From the above analysis, it is found that, the maximum number of respondents feels that, it is good for health, which comes to 29%.



FINDINGS:

1. 55% of the respondents are in the age group of 20-25 years who make online purchase and social media advertising is the motivating factor to make planet friendly purchase.
2. Since the young generation is more conscious of the environment they use planet friendly products in their daily activities and it can be seen that 77% respondents say that they are environment conscious and at the same time the extent of their responsibility towards environment protection is low.
3. About 62% of the respondents are aware of availability of eco- friendly products in the market and this awareness is through social media. Since there is frequent pop up message when they are using any social media tools at any given point of time.
4. Among the social media tools that have higher impact on young customers, the advertisement through Instagram has greater impact towards purchase of eco-friendly products.
5. It is also evident that apart from young customers being environment conscious, for purchasing eco-friendly products the important factors that drives them to purchase eco-friendly products in brand loyalty followed by price of the product.
6. Since price is one of the driving factor, discount offers through various online selling platforms will push the sales, so the offers such as big billion days, festive season, budget savings etc., will create more interest and drive the urge towards purchase of such eco-friendly products.
7. About 29% of customers prefer to buy cosmetics, followed by solar panel through online channels. Since these two products are most attractive and used by the youngster.
8. The perception of the youngster towards purchase of eco-friendly products is they feel these eco-friendly products are good for health. We also can notice that this young generation especially millennial generation is more health conscious as they are aware that usage of green products will protect the environment for future generation.

LIMITATIONS AND FUTURE SCOPE OF STUDY:

The current study has certain limitations. Firstly, this study is related to the samples taken only from a small town Kolar Gold Fields. Secondly, the study relates only to younger generation in the age group of 20-25 years and their attitude towards usage of planet friendly products purchase intention through online media advertising. Therefore care should be taken to extend the study beyond small town and include samples from different age group. There could be possibility that peer influence, self-image and environment protection responsibility may push people towards purchase intention.

Further, studies might include various parameters of attitude, awareness level frequent advertisement through proper channel which reaches every individual to have better understanding of online advertisement impact on youngsters towards purchase and use of planet friendly products.

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