

Influence of Social Media on Consumers' Green Purchase Intention of Air Conditioners: The Mediating Role of Behavioral Attitude

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ABSTRACT

This study explores the factors influencing green purchase intentions among Chinese consumers in the context of air conditioners, focusing on the roles of behavioral attitudes and social media. The research examines three key hypotheses: the relationship between favorable behavioral attitudes and green purchase intentions, the influence of social media on shaping these attitudes, and the mediating role of social media in enhancing green purchase intentions. The findings support all three hypotheses, demonstrating a significant positive relationship between behavioral attitudes and green purchase intentions, a strong influence of social media on shaping favorable attitudes, and the mediating effect of social media in amplifying these attitudes' impact on purchase intentions. These results underscore the importance of leveraging social media for effective marketing strategies and fostering positive behavioral attitudes to promote environmentally friendly products. The study offers practical implications for businesses and policymakers aiming to enhance consumer engagement and drive green purchases. Future research directions include longitudinal studies, cross-cultural comparisons, and investigations into emerging technologies' impact on consumer behavior. This research contributes to the growing body of knowledge on digital consumer behavior and provides actionable insights for optimizing marketing strategies in the digital age.

Keywords: Social media, Green Purchase Intentions, Air conditioners, Behavioral attitude, Environmental Sustainability.

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1. INTRODUCTION

In recent years, the global discourse on sustainability and environmental responsibility has gained significant momentum, driven by increasing concerns over climate change and environmental degradation (Cartwright, Liu, & Raddats, 2021). This heightened awareness has led to a notable shift in consumer preferences towards eco-friendly products and practices, as individuals seek to align their purchasing behaviors with their

environmental values (Dong & Lian, 2021). Within this context, the air conditioning industry stands out as a critical sector, given its significant energy consumption and environmental impact (Tandoc Jr. et al., 2018).

Understanding the determinants of consumers' green purchase intentions regarding air conditioners has thus become imperative, particularly in dynamic markets such as China. China, as one of the world's largest markets for air conditioning products, presents a unique landscape characterized by rapid urbanization, technological advancements, and shifting consumer preferences (Park et al., 2021). In this evolving context, the role of social media emerges as a crucial factor influencing consumer behavior and purchase decisions (Seo & Park, 2018).

Air conditioners have gradually become an indispensable household appliance in Chinese families, serving as a representative example. Similarly, refrigerators have also become a must-buy for most households. Moreover, these products are evolving towards green and low-carbon technologies. Other appliances such as televisions and washing machines are following suit. Therefore, researching and analyzing purchasing behaviors related to green air conditioners can, to a certain extent, shed light on Chinese consumers' attitudes and willingness towards green consumption.

This study's research objectives are as follows:

- To review Existing Literature on Social Media Influence and Consumer Behavior in the Context of Air Conditioner Purchases.
- To investigate the Relationship Between Behavioral Attitude and Consumers' Green Purchase Intention of Air Conditioners.
- To Explore the Mediating Role of Behavioral Intention in Shaping Social Media and Green Purchase Intentions.

2. LITERATURE REVIEW

In recent years, the intersection of consumer behavior, social media influence, and sustainability has garnered increasing attention from researchers and practitioners alike. This literature review synthesizes existing studies to elucidate the role of social media in shaping consumer attitudes and behaviors, particularly in the context of green purchase intentions related to air conditioners.

Social Media Influence on Consumer Behavior:

Social media platforms have emerged as powerful tools for information dissemination, opinion sharing, and brand engagement (Cartwright, Liu, & Raddats, 2021). Studies have highlighted the significant impact of social media on various aspects of consumer behavior, including purchase decisions, brand perceptions, and product evaluations (Seo & Park, 2018). Through user-generated content, peer recommendations, and interactive features, social media platforms facilitate consumer engagement and influence decision-making processes (Dong & Lian, 2021). Moreover, social media serves as a platform for building and maintaining brand relationships, fostering trust, authenticity, and loyalty among consumers (Tandoc Jr. et al., 2018). The dynamic

nature of social media interactions enables brands to communicate directly with consumers, respond to feedback, and tailor marketing messages to specific audience segments (Park et al., 2021). Consequently, social media has become an integral component of marketing strategies, offering unparalleled opportunities for brand promotion and customer engagement (Mason et al., 2021).

Behavioral Attitudes and Green Purchase Intentions:

Consumer attitudes play a pivotal role in shaping purchase intentions, with behavioral attitudes reflecting individuals' cognitive, affective, and conative responses towards products or brands (Graa & Dani-el Kebir, 2012). In the context of sustainable consumption, behavioral attitudes towards environmental issues, product attributes, and corporate responsibility influence consumers' willingness to engage in eco-friendly purchasing behaviors (Mason et al., 2021). Positive attitudes towards sustainability, energy efficiency, and environmental stewardship are associated with higher green purchase intentions and willingness to pay premium prices for eco-friendly products (Seo & Park, 2018).

The Mediating Role of Social Media in Consumer Behavior:

Recent research has highlighted the mediating role of social media in shaping consumer attitudes and behaviors (Park et al., 2021). Social media platforms serve as intermediaries through which information, opinions, and recommendations are disseminated, influencing individuals' perceptions and decision-making processes (Tandoc Jr. et al., 2018). By facilitating social interactions, fostering community engagement, and providing access to user-generated content, social media platforms shape consumer attitudes towards brands, products, and social issues (Dong & Lian, 2021).

In summary, the literature review underscores the complex interplay between social media influence, behavioral attitudes, and green purchase intentions. Social media platforms serve as influential channels for brand communication, consumer engagement, and opinion formation, thereby shaping consumer perceptions and purchase behaviors. Understanding the mechanisms underlying social media influence is essential for marketers, policymakers, and industry stakeholders seeking to promote sustainable consumption practices and foster environmental stewardship in the marketplace.

3. METHODOLOGY AND DATA ANALYSIS

A documentary review methodology is employed to systematically examine and synthesize existing literature relevant to the research objectives. This approach involves identifying, selecting, and analyzing scholarly articles, reports, and other relevant documents to gain insights into the research topic. A comprehensive search is conducted across academic databases, including but not limited to PubMed, Scopus, Web of Science, and Google Scholar, to identify relevant literature on social media influence, consumer behavior, and sustainability in the context of air conditioner purchases. Articles and documents are selected based on their relevance to the research objectives and inclusion of key concepts such as social media, consumer behavior, green purchase

intentions, and air conditioners. Only peer-reviewed articles published in reputable journals and reports from credible sources are included. Relevant information, including author(s), publication year, research objectives, methodology, key findings, and theoretical frameworks, is extracted from selected documents to facilitate analysis and synthesis.

In order to analyze and verify the hypothesis, a questionnaire survey was carried out, the paper carries out quantitative analysis by designing questionnaires, using SPSS software for analysis, and releasing questionnaires. See the link for detailed questionnaires (<https://www.wjx.cn/vm/PX6c0rh.aspx#>.)

A total of 600 valid sample data were obtained, among which 292 were males and 308 were females, and the ratio of males to females was close to the same. In the age distribution of educational background statistics, the undergraduate sample accounted for the highest proportion, reaching 63.5%, followed by the subjects with a master's degree and a bachelor's degree or less, while the samples of doctoral students were relatively small. In the monthly income distribution statistics of the subjects, the number of low-income people (less than 3,500 RMB) and middle-income people (3,501-10,000 RMB) is relatively large, accounting for more than 35%, and the number of high-income people (more than 10,000 RMB) accounts for 26.7%. In the regional distribution of consumers, East China and South China accounted for 20% each, and the other regions accounted for 15% respectively. As shown in Table 1.

Table 1 Description of interviewees' characteristics

Factor	Category	Frequency	Percent
Gender	Male	292	48.7
	Female	308	51.3
Age	Generation Z	195	32.5
	Generation Y	208	34.7
	Generation X	197	32.8
Education	Below bachelor's degree	85	14.2
	Bachelor's degree	381	63.5
	Master's Degree	104	17.3
	Doctoral Degree	30	5.0
Monthly Income (RMB)	Less than 3,500	229	38.2
	3,501 —10,000	211	35.2
	Over 10,000	160	26.7
Occupation	Student	32	5.3
	Personal Business	149	24.8
	Sales and Retail	87	14.5
	Healthcare and Medicine	30	5.0
	Finance and Accounting	85	14.2
	Marketing, Advertising, and PR	78	13.0
	General administration	123	20.5
	Unemployed	16	2.7
Live or Work Part	North China	90	15.0

Northeast China	90	15.0
Northwest China	90	15.0
East China	120	20.0
South China	120	20.0
Southwest China	90	15.0

The mean value of each variable and dimension in this questionnaire survey is basically between 3.1 and 3.4, and the score is moderately above, while the absolute values of skewness and kurtosis coefficient are both less than 2, and the data meet the conditions of approximate normal distribution. As shown in Table 2.

Table 2 Descriptive statistics of variable scores

	Mean	SD	Min	Max	Kurtosis	Skewness
Social Media	3.27	1.03	1.17	4.83	-1.139	-0.349
Behavioral Attitude	3.17	1.12	1.00	4.83	-1.411	-0.258
Behavioral Intention	3.23	1.02	1.33	4.78	-1.417	-0.338

Kolombach α coefficient is used as the evaluation index of scale reliability test. Among them, the overall reliability of all variables in the questionnaire survey results is above 0.8, and the reliability of all dimensions is also no less than 0.8. Therefore, the data results are stable and highly reliable on the whole. As shown in Table 3.

Table 3 Reliability test of questionnaire survey results

Factor	Dimension	Item	CITC	CAID	Dimension α	Factor α
Social Media	Frequency of social media use	SM1_1	0.648	0.872	0.873	0.884
		SM1_2	0.720	0.861		
		SM1_3	0.699	0.864		
	Degree of trust in social media	SM2_1	0.701	0.864	0.884	
		SM2_2	0.700	0.864		
		SM2_3	0.710	0.862		
Behavioral Attitude	Perceived Importance of Green Purchasing	BA1_1	0.718	0.880	0.897	0.898
		BA1_2	0.709	0.882		
		BA1_3	0.729	0.878		
	Perceived Benefits of Green Purchases	BA2_1	0.718	0.880	0.906	
		BA2_2	0.728	0.879		
		BA2_3	0.734	0.878		
Behavioral Intention	Purchase intention	BI1_1	0.703	0.895	0.877	0.907
		BI1_2	0.679	0.897		
		BI1_3	0.656	0.899		
	Recommendation intention	BI2_1	0.666	0.898	0.882	
		BI2_2	0.692	0.896		
		BI2_3	0.721	0.894		
		BI3_1	0.659	0.899	0.879	

Environmental	BI3_2	0.699	0.896
action intention	BI3_3	0.678	0.897

The validity of the survey results for each variable in the scale was tested using exploratory factor analysis. Specifically, for the Social Media variable, the overall Kaiser-Meyer-Olkin (KMO) value was 0.849, which is greater than 0.7, and the Bartlett's Test of Sphericity was significant at the $p < 0.001$ level. Therefore, this variable is highly suitable for factor analysis. According to the results based on eigenvalues and other criteria, the variables consist of two factor components, with a cumulative variance explanation rate of 80.533%, which can represent the majority of variance variability. In the rotated loading matrix results, the first three items belong to one dimension, and the last three items belong to the second dimension, which is completely consistent with the theoretical classification. The communality index of each item's factor is above 0.5, indicating that the factors have a strong representative capacity for the items. As shown in Table 4.

Table 4 Exploratory factor analysis of Social Media

	Component		Extraction
	1	2	
SM1_1	0.214	0.862	0.790
SM1_2	0.324	0.833	0.799
SM1_3	0.279	0.856	0.810
SM2_1	0.867	0.259	0.818
SM2_2	0.862	0.264	0.813
SM2_3	0.849	0.287	0.802
KMO	0.849		
Bartlett's Test	2131.804		
Sig.	0.000		
Eigenvalues	2.443	2.389	
% of Variance	40.718	39.815	
Cumulative %	40.718	80.533	

Using the same method, the factor analysis results for the remaining variables were calculated separately. For the Behavioral Attitude variable, the overall Kaiser-Meyer-Olkin (KMO) value was 0.849, which is greater than 0.7, and the Bartlett's Test of Sphericity was significant at the $p < 0.001$ level. Therefore, this variable is highly suitable for factor analysis. According to the results based on eigenvalues and other criteria, the variable consists of two factor components, with a cumulative variance explanation rate of 83.583%, which can represent the majority of variance variability. In the rotated loading matrix results, the first three items belong to one dimension, and the last three items belong to the second dimension, which is completely consistent with the theoretical classification. The communality index of each item's factor is above 0.5, indicating that the factors have a strong representative capacity for the items. As shown in Table 5.

Table 5 Exploratory factor analysis of Behavioral Attitude

	Component		Extraction
	1	2	
BA1_1	0.277	0.868	0.830
BA1_2	0.255	0.882	0.842
BA1_3	0.306	0.851	0.818
BA2_1	0.887	0.258	0.854
BA2_2	0.859	0.296	0.826
BA2_3	0.873	0.289	0.845
KMO	0.849		
Bartlett's Test	2504.154		
Sig.	0.000		
Eigenvalues	2.523	2.492	
% of Variance	42.050	41.533	
Cumulative %	42.050	83.583	

The overall Kaiser-Meyer-Olkin (KMO) value for the Behavioral Intention variable is 0.890, which is greater than 0.7, and the Bartlett's Test of Sphericity is significant at the $p < 0.001$ level. Therefore, this variable is highly suitable for factor analysis. According to the results based on eigenvalues and other criteria, the variable consists of three factor components, with a cumulative variance explanation rate of 80.677%, which can represent the majority of variance variability. In the rotated loading matrix results, the first three items belong to one dimension, items 4-6 belong to another dimension, and the remaining three items belong to the third dimension, which is completely consistent with the theoretical classification. The communality index of each item's factor is above 0.5, indicating that the factors have a strong representative capacity for the items. As shown in Table 6.

Table 6 Behavioral Intention exploratory factor analysis

	Component			Extraction
	1	2	3	
BI1_1	0.231	0.824	0.286	0.814
BI1_2	0.253	0.813	0.240	0.783
BI1_3	0.213	0.852	0.206	0.814
BI2_1	0.228	0.211	0.846	0.813
BI2_2	0.217	0.266	0.840	0.824
BI2_3	0.304	0.268	0.795	0.796
BI3_1	0.844	0.207	0.226	0.807
BI3_2	0.834	0.246	0.255	0.822
BI3_3	0.819	0.243	0.241	0.789
KMO	0.890			
Bartlett's Test	3416.477			
Sig.	0.000			
Eigenvalues	2.434	2.416	2.411	

% of Variance	27.047	26.844	26.786
Cumulative %	27.047	53.891	80.677

4. RESULTS

Based on theoretical analysis, the paper proposes research hypotheses and employs SPSS software along with structural equation modeling to compare the causal relationships among variables. The data analysis shows that Social Media has a significant positive impact on Behavioral Attitude. The standardized regression coefficient $\beta=0.553$, and the significance test result $p<0.001$, so the original hypothesis H1 is valid. Behavioral Attitude has a significant positive impact on Behavioral Intention. The standardized regression coefficient $\beta=0.199$, and the significance test result $p<0.001$, so the original hypothesis H2 is valid. As shown in Table 7.

Table 7 Test the influence relationship of variables

	Path		b	β	SE	CR	p	Label
SM	→	BA	0.766	0.553	0.080	9.629	<0.001	H1
BA	→	BI	0.213	0.199	0.060	3.551	<0.001	H2

Hypothesis 1: Influence of Social Media on Behavioral Attitudes of Chinese Consumers towards Air Conditioners

This hypothesis explores the impact of social media exposure on shaping consumers' behavioral attitudes towards air conditioners. With the widespread use of social media platforms in China, it's plausible that exposure to content related to air conditioners on these platforms could influence how individuals perceive and evaluate these products. Social media content may include user reviews, advertisements, educational content about energy efficiency, or discussions about environmental impact.

Implications:

- Social media platforms serve as influential channels for disseminating information and shaping consumer perceptions.
- Marketers can leverage social media to strategically promote eco-friendly features of air conditioners, engage with consumers through interactive content, and build brand reputation in terms of sustainability.
- Understanding the role of social media in influencing consumer attitudes can inform targeted marketing campaigns aimed at promoting green products.

Hypothesis 2: Relationship Between Behavioral Attitude and Consumers' Green Purchase Intention

This hypothesis essentially suggests that consumers who have a positive behavioral attitude towards air conditioners are more inclined to opt for environmentally friendly models. The "behavioral attitude" here refers to how consumers perceive and evaluate air conditioners in terms of their functionality, design, and environmental impact. A positive behavioral attitude might encompass perceptions of energy efficiency, eco-

friendliness, and overall satisfaction with the product.

Implications:

- Understanding consumers' behavioral attitudes towards air conditioners is crucial for predicting their green purchase intentions.
- This finding underscores the importance of marketing strategies that highlight the environmental benefits of air conditioners, such as energy efficiency ratings or eco-friendly features, to appeal to consumers who prioritize sustainability.

Hypothesis 3: Mediating Role of Behavioral Attitude in the Relationship Between Social Media and Green Purchase Intention

Based on the results of the direct influence relationship tests, further analysis was conducted to examine the significance of various indirect influence relationships within the model. Specifically, the bootstrap method was employed to draw 5,000 samples for bias correction in calculating each mediation effect. According to the mediation relationship test results, the indirect influence of Social Media on Behavioral Intention, mediated by Behavioral Attitude, reached a significant level. The 95% confidence interval does not contain 0. H3 is valid This conclusion is illustrated in Table 8.

Table8 Intermediate effect test

	Estimate	BootSE	Lower	Upper	p
SM→BA→BI	0.164	0.040	0.086	0.256	0.001

This hypothesis posits that behavioral attitude acts as a mediator between social media towards air conditioners and their green purchase intentions. In other words, behavioral attitude not only directly influences attitudes but also indirectly affects purchase intentions by social media. This mediation suggests that exposure to social media content serves as a catalyst for translating positive attitudes into actual purchase decisions.

The study's findings highlight the interconnectedness of behavioral attitudes, social media influence, and green purchase intentions in the context of air conditioner purchases in China. By understanding these dynamics, marketers can develop targeted strategies to promote environmentally friendly products, leverage social media platforms effectively, and ultimately drive consumer behavior towards sustainable choices.

5. CONCLUSION

This study examined the relationship between behavioral attitudes, social media influence, and green purchase intentions of air conditioners among Chinese consumers. Through the analysis of three hypotheses, significant insights have emerged regarding the factors that shape consumer behavior in the context of environmentally conscious purchasing decisions. The findings of this study provide robust support for the hypotheses proposed. Firstly, it was established that consumers with positive behavioral attitudes towards air conditioners are more likely to express intentions to purchase environmentally friendly models. This emphasizes the importance of understanding

consumer perceptions and preferences in driving sustainable consumption choices.

Secondly, the influence of social media on shaping behavioral attitudes towards air conditioners was confirmed. Exposure to social media content related to air conditioners was found to positively impact consumers' attitudes, highlighting the role of digital platforms in influencing consumer perceptions and preferences.

Thirdly, behavioral attitudes were identified as a mediating factor in the relationship between social media and green purchase intentions. By serving as a channel through which consumers engage with information and opinions about air conditioners, social media plays a pivotal role in translating positive attitudes into tangible purchase decisions.

Collectively, these findings underscore the complex interplay between individual attitudes, external influences, and consumer behavior in the context of sustainability. They provide valuable insights for marketers and policymakers seeking to promote environmentally friendly products and practices in the Chinese market.

Moving forward, further research could explore additional factors influencing green purchase intentions, such as cultural influences, economic considerations, and regulatory frameworks. Additionally, longitudinal studies could provide deeper insights into the long-term effects of behavioral attitudes and social media influence on consumer behavior.

In conclusion, this study contributes to the growing body of knowledge on sustainable consumption behavior and highlights the importance of considering both individual attitudes and external influences in shaping consumer choices towards a more environmentally sustainable future.

6. DISCUSSION

The findings of this study confirm the hypothesized relationships between behavioral attitudes, social media influence, and green purchase intentions in the context of air conditioners among Chinese consumers.

Behavioral Attitude and Green Purchase Intention (Hypothesis 1):

The analysis supports the hypothesis that consumers with favorable behavioral attitudes towards air conditioners are more likely to exhibit intentions to purchase environmentally friendly models. This aligns with prior research, which suggests that positive behavioral attitudes towards green products significantly enhance purchase intentions (Novak, Hoffman, & Yung, 2000; Song & Shi, 2013). The results further corroborate findings by Gao, Waechter, and Bai (2015) that a supportive attitude can act as a critical driver for sustainable purchasing decisions. These insights underline the necessity for companies to cultivate positive attitudes towards their green products through effective marketing strategies. Emphasizing environmental benefits, superior performance, and long-term cost savings can be instrumental in shaping consumer preferences. Moreover, Phan and Nguyen (2024) highlight that key opinion consumers (KOCs) on platforms like TikTok play a pivotal role in shaping consumer attitudes and purchase intentions, especially among Generation Z, making them an invaluable part of green product marketing strategies.

Influence of Social Media on Behavioral Attitudes (Hypothesis 2):

The study demonstrates that social media significantly influences consumers' behavioral attitudes towards air conditioners. Exposure to air conditioner-related content on social media platforms fosters more favorable attitudes among Chinese consumers (Chen, Hsu, & Lu, 2018; Furner, Racherla, & Babb, 2014). The findings reinforce the view that social media is a powerful tool for shaping consumer perceptions. Brands should strategically employ social media to deliver engaging content, promote user testimonials, and implement interactive campaigns. Mason, Narcum, and Mason (2021) also emphasize that businesses should capitalize on social media's growing influence post-COVID-19 to connect with eco-conscious consumers effectively. Furthermore, Choi, Hwang, and Chiu (2024) suggest that leveraging governance mechanisms, including transparent environmental and social disclosures, can further enhance brand credibility and positively influence consumer attitudes toward green products shared on social media.

Mediating Role of Social Media (Hypothesis 3):

Social media is identified as a mediator between behavioral attitudes and green purchase intentions. The study finds that social media amplifies the effect of behavioral attitudes on green purchase intentions, operating as a critical intermediary alongside the direct relationship (Preacher & Hayes, 2008; Chiu, Wang, Fang, & Huang, 2014). This mediation effect underscores the dual necessity of fostering positive behavioral attitudes while actively engaging with consumers on social media platforms. Pappas, Kourouthanassis, Giannakos, and Chrissikopoulos (2017) suggest that interactive and personalized digital experiences enhance consumer persuasion, thereby increasing purchase intentions. In addition, Phan and Nguyen (2024) advocate for targeted social media campaigns that utilize KOCs to resonate with younger, environmentally conscious consumers, while Choi, Hwang, and Chiu (2024) emphasize the importance of coupling these strategies with governance mechanisms to sustain consumer trust and loyalty.

These findings collectively highlight the interplay between behavioral attitudes, social media, and green purchase intentions, offering actionable insights for marketers aiming to influence sustainable consumer behaviors.

7. CONTRIBUTION

This research significantly contributes to the understanding of consumer behavior in the context of green purchase intentions, specifically focusing on the Chinese market for air conditioners. Firstly, it provides empirical evidence supporting the direct positive relationship between favorable behavioral attitudes and consumers' intentions to purchase environmentally friendly products. This finding underscores the importance of cultivating positive attitudes through effective marketing and communication strategies. Secondly, the study highlights the influential role of social media in shaping consumers' behavioral attitudes towards green products. By demonstrating that exposure to social media content related to air conditioners is associated with more favorable attitudes, the research emphasizes the necessity for companies to strategically leverage social media to enhance consumer perceptions. Thirdly, the research identifies the mediating role of social media in the relationship between behavioral attitudes and

green purchase intentions, suggesting that social media not only shapes attitudes but also amplifies their impact on purchasing decisions. This insight is crucial for marketers aiming to maximize the influence of positive attitudes on consumer behavior through active social media engagement. Overall, this research provides valuable implications for businesses seeking to promote environmentally friendly products, offering practical strategies to enhance consumer engagement and drive green purchase intentions through the strategic use of social media. Additionally, it offers a foundation for future research to further explore the dynamics of consumer behavior in digital contexts, particularly in relation to emerging technologies and cultural differences.

8. FUTURE RESEARCH

Future research could explore several promising avenues to further enhance our understanding of consumer behavior in the context of green purchase intentions and the influence of social media. Firstly, longitudinal studies could provide insights into the long-term effects of behavioral attitudes and social media influence on green purchase decisions, allowing researchers to identify trends and changes over time. Additionally, comparative studies across different cultural contexts could deepen our understanding of how cultural differences impact the relationship between behavioral attitudes, social media influence, and green purchase intentions. This would help in developing more tailored marketing strategies for diverse cultural groups. Moreover, with the increasing prevalence of mobile commerce, future research could investigate the specific dynamics of mobile platforms in shaping consumer attitudes and purchase intentions towards green products. Another important area of exploration is the impact of different types of social media content (e.g., user-generated content, influencer endorsements, branded content) on consumer perceptions and behaviors. The role of emerging technologies such as artificial intelligence and virtual reality in influencing consumer attitudes and behaviors towards green products also warrants further investigation. These technologies have the potential to create more immersive and personalized consumer experiences, which could significantly impact green purchase intentions. Additionally, examining the ethical considerations, privacy concerns, and trust issues associated with social media and digital marketing practices could provide valuable insights for businesses and policymakers aiming to build trust and credibility in digital commerce.

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