

THE IMPACT OF SOCIAL MEDIA ADVERTISEMENT ON YOUTH AS CONSUMERS OF GREEN PRODUCTS

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Abstract: This study examines how youngsters are influenced by social media ads when making green product purchases, with a particular emphasis on the variables that influence this intention. A moderating variable as well as dependent and independent variable are used in this investigation. This study develops a conceptual framework by utilising the Theory of Planned Behaviour (TPB) for analysing how youth's desire to buy eco-friendly products is influenced by green value, environmental concern, green advertising, and green product knowledge. In keeping with the expanding influence of social media on consumer behaviour, the suggested framework also incorporates social media usage as a moderating factor between green advertising and green purchase intention. In accordance with the discussion to the study, young people who use social media frequently are exposed to green advertising that encourages sustainable consumption practices, which in turn affects their purchasing decisions. It is anticipated that environmental concern and green values will increase their inclination towards green products. Using social media increases the impact of green advertising since it exposes users to eco-friendly product information continuously. By laying the groundwork for further empirical research and providing guidance for marketers seeking to reach environmentally concerned youngsters through successful social media tactics, the study adds to theoretical and practical implications. Policymakers and companies can use this framework as a guide for devising campaigns that appeal to younger audiences and encourage sustainable purchasing patterns.

Keywords: green purchase intention, social media usage, green consumption, sustainable development goals, environmental concern

INTRODUCTION

The excessive consumption of natural resources and an imbalance in the natural ecosystem are outcomes of rapid economic growth. The primary environmental issues include air and water pollution, global warming, and ozone depletion (Afrifa et al., 2020). The need for swift and substantial cuts in greenhouse gas emissions was stressed by the Intergovernmental Panel on Climate Change to keep global warming to 1.5° Celsius (IPCC) (Bauer et al., 2022; IPCC, 2018). According to a new research study, enterprises are accountable for global warming since they continuously release polluting chemicals and carbon dioxide into the water and atmosphere (Farrukh et al., 2022). Ecological researchers and activists anticipate that companies and consumers will adopt sustainable and eco-friendly consumption patterns. Sustainable consumption of resources, particularly the purchase and use of goods in an environmentally responsible manner is a crucial element of sustainable development (Nekmahmud & Fekete-Farkas, 2020).

Among the 17 Sustainable Development Goals (SDGs) are eco-friendly lifestyle promotion and the reduction of adverse effects on the environment and human health. One of these goals is sustainable consumption (United Nations, 2015). The European Union (EU) has presented a proposal known as the European Green Deal, which seeks to standardize

sustainable products throughout the EU, encourage circular business models, and equip customers for the green transformation (EU, 2019). The new prerequisites state that products should be more energy and resource-efficient, longer lasting, recyclable, fixable, upgradeable and easy to maintain (European Commission, 2021).

Due to climate change and the growing complexity of environmental dangers, many businesses are now viewing environmental protection as part of their social obligation. The first cause is a lack of accountability and a lack of increased awareness of environmental hazards. People typically lack awareness of how their attitudes and behaviours contribute to environmental issues (Leiserowitz et al., 2005; Majeed et al., 2022; Meijnders et al., 2001). The second issue is that, with their limited knowledge of physics, mathematics, and other subjects, people find it challenging to comprehend the scientific complexity of environmental problems (Majeed et al., 2022; Sterman & Sweeney, 2007). Third, it is noted that people's sociocultural ideas and values influence their culture and conceptions of the environment and climate change (Majeed et al., 2022).

Globally, the idea of green marketing is becoming increasingly significant. Green advertising is frequently seen as an efficient marketing strategy that can be used to promote services, products, and company concepts due to its strong ties to the cause of protecting the environment (Hasan & Ali, 2015). The global economy now has a fresh market potential due to the recent rise in green customers. Since the 1980s, environmental preservation strategies and green marketing have piqued the interest of academics. Green marketing and related ideas have gained prominence since the early 1990s (Leonidou et al., 2015).

To mitigate environmental challenges and reduce their adverse impacts on the planet, green products have attracted significant attention from researchers, marketers, and practitioners. These products are considered green as they are composed of recycled material organic and non-toxic ingredients as well as their eco-friendly packaging (Nekmahmud & Fekete-Farkas, 2020). Therefore, people are also gradually paying heed to the notion of consuming green products to make an environmental friendly atmosphere. The importance of using such products is enhancing bit by bit in the public's view (Scientists, 2019). A growing number of businesses are investing in green marketing and using various media platforms to promote their manufactured items and are attempting to reach market opportunities that remain untapped (Wang et al., 2020). Additionally, research has shown that the emphasis on green consumption practices is more common in developed and advanced countries (Bravo et al., 2022; Gomes et al., 2023; Reddy et al., 2023) than in developing countries, especially in South Asia (Ali et al., 2021; Haba et al., 2023; Rahman et al., 2020).

Pakistan is frequently listed as one of the nation's most at risk from climate change, despite making up less than 1% of greenhouse gas emissions worldwide (Sawas Amiera & Kapadia Sobia, 2022). Pakistan became the first nation in the world to officially recognize the Sustainable Development Goals as its own national development goals after making a commitment to the 2030 Agenda for Sustainable Development (Akbar et al., 2021). Through the endorsement of the Industrial Transformation Policy, the Pakistan National Action Plan on Sustainable Consumption, and the Clean and Green Pakistan Campaign, Pakistan is striving towards minimizing carbon emissions (Pervaiz et al., 2019). Climate change and greenhouse gas emissions threaten sustainable growth and significantly affect global socioeconomic conditions (Abbass et al., 2022). The group is most affected in the consuming life-cycle comprises consumers who utilize unhealthy, ecologically harmful products that negatively influence human health (Joshi et al., 2021). In addition to creating environmental risks and negative effects on the environment, the textile sector is seriously harming the social environment through its production methods and disposal habits (Hassan et al., 2022). Over time, the efforts of many governmental bodies, educational institutions, and businesses have enhanced green consumerism, resulting in increased consumer awareness of organic or

environmentally friendly products (Jaiswal et al., 2021). As the environment continues to deteriorate, more businesses are reorganizing their manufacturing processes and implementing sustainable techniques to produce eco-friendly goods (Khan et al., 2022). However, the buying behaviour of customers is the main reason that is a hurdle (Rasheed et al., 2024).

Moreover, Pakistan has been facing issues of land, water, and air pollution over the last twenty years. Lahore and Karachi are considered the most polluted cities worldwide, with Lahore holding the label of being the most polluted city globally (Imran, 2024; Khan et al., 2021; Reuters, 2023). In 2021, Pakistan's GDP growth rate was 6%, and the World Bank projected a growth rate of 4% for the fiscal year 2022-2023 (Haider Mehtab, 2022). By 2023, Pakistan's population is projected to attain 225.2 million, with each individual contributing 0.9 metric tons of CO₂ emissions in 2021, resulting in annual economic losses of \$3.8 billion for the nation (Siddiqui Salman, 2022). According to the Global Climate Risk Index, Pakistan ranks as the fifth most climate-vulnerable country. Its high sensitivity to climate change exacerbates Pakistan's economic and human development issues. The 2022 floods are an example of this occurrence (Ministry of Planning Development & Special Initiatives, 2022; World Bank, 2022b). In view of the escalating sustainability challenges confronting the nation, the Pakistani government emphasized that enhancing green investment in Pakistan is a paramount concern.

Banks in Pakistan have started to show interest in opportunities for commercial loans and financial services that support climate change-related projects (Wijeweera & Rashid Hamid, 2023). Through the adoption of numerous programs and laws targeted at reducing climate change and encouraging green growth, Pakistan has shown a strong commitment to environmental sustainability. The Ten Billion Tree Tsunami Program (TBTTP), a national afforestation program aimed at restoring natural capital, improving carbon sequestration, and supplying livelihoods for disadvantaged populations, is one of these initiatives (World Bank, 2022a). The government has implemented the National Electric Vehicle Policy, which aims for 30% of all new vehicles sold by 2030 to be electric, and the Alternate Renewable Energy (ARE) Policy, which targets 20% of electricity generation from renewable sources by 2025 and 30% by 2030 in order to transition to renewable energy. Additionally, through an Eco-System Restoration Fund (ESRF), the Eco-System Restoration Initiative (ESRI) aims to mainstream climate adaptation and mitigation initiatives and attain land degradation neutrality. In order to create green jobs, the Green Economic Stimulus, which was introduced in reaction to the epidemic, places a strong emphasis on afforestation, the development of nurseries, and the encouragement of honey and olive plantations (Government of Pakistan, 2022).

Programs like Punjab's Green Development Program and Khyber Pakhtunkhwa's Green Growth Initiative highlight the significance of regional initiatives in promoting green growth at the provincial level (World Bank, 2022a). In order to take advantage of technology in renewable energy integration and planning, Pakistan has worked with Denmark on a global scale through the Danish Energy Transition Initiative (DETI) and the Green Framework Engagement Agreement (MOFA, 2022). In addition, Pakistan has launched the country's first carbon market policy to reduce greenhouse gas emissions (Shabbir, 2024). When taken as a whole, these programs offer a strong foundation for building environmental sustainability and transforming the economy, with important ramifications for public awareness and green product adoption behavior.

Sustainability is a phrase that is defined and used in very different manners. It has been more often used for its relation to sustainable development, which is explained as adopting strategies for the social development of the current generation in such a way that the demands of future generations are not jeopardized. The current literature indicates that environmental concern is heightened in emerging countries (Akbar et al., 2021). Research indicates that although consumers are more concerned with the environment than they were in the past, there

are gaps between their beliefs and their actual green purchasing behaviors (Wijekoon & Sabri, 2021).

The development of increasing customer interest in environmentally sustainable products has rapidly expanded globally in the last few years. The COVID-19 pandemic has catalyzed this phenomenon, as consumers' concerns over health and hygiene have resulted in an increased demand for products that are safe for both the environment and their families (Barbu et al., 2022). A green product, or ecological, eco-friendly, and sustainable product, is defined as "a sustainable product designed to minimize its environmental impacts throughout its entire life cycle and even after it is no longer in use," despite the absence of a universally accepted definition. The two primary attributes of a green product are waste reduction and optimization of resource efficiency (Barbu et al., 2022; Das Prinona, 2023). The examined literature analyzed green products from several perspectives, emphasizing their advantages and disadvantages (Tezer & Bodur, 2021). Ecological products are associated with environmental protection, sustainability, reduced manufacturing waste, social quality, economic benefits, low energy usage, low emissions, minimal packaging, and other attributes (Barbu et al., 2022).

Pakistan is gearing up to accomplish sustainable goals, but there are a number of impediments in its path. This conceptual paper comprehensively discusses that how the green advertisement on social media is having an impact on the green purchase intention of youth by including other factors such as social media usage, environmental concern, green perceived value and green product knowledge. The aim is to identify the factors affecting the green purchase intention of the youth as well as to evaluate the moderating relationship of social media usage between green advertisement and green purchase intention. However, being a conceptual paper, the primary focus of this study will be the development of conceptual framework and hypotheses.

Social media and advertisement of green products

Being more customer-centric and better suited to mobile device-driven consumption, this new model is being increasingly adopted by several companies (Cao et al., 2021). There are various media platforms in use, such as print, television, and media based on the internet such as social media. Compared to other channels, social media is heavily utilized to promote green products because of the flexibility of both individual and mass media (Zafar et al., 2021). The purposes of social media extend beyond conventional message transmission. Social networking has become one of the most potent and effective marketing mediums available. Retail enterprises utilize social networking to maintain operations and develop customer relationships (Fauzy & Yuliawati, 2022).

A total of 3.6 billion people worldwide utilized social media in 2020. This amount of social media users is forecasted to reach a growing number estimated at 4.41 billion by 2025 thanks to platforms like Facebook, Instagram, YouTube, LinkedIn, WhatsApp, WeChat, Snapchat, and others. These platforms on social media are becoming popular, among the young generation (Luo et al., 2020). Social media content created by businesses has an enormous impact on consumer behaviour. Among the users on these platforms, 27.7% look for inspiration and ideas for purchases, and 26.3% use them particularly to identify products to buy (Ktisti et al., 2022; Kumar et al., 2016). Businesses can communicate with their customers more directly by using social media for the promotion of green products. (Pop et al., 2020).

The promotion of sustainable strategies and products by companies is leading to the rising significance of incorporating green advertising. With income from social media ads predicted to increase by 7.6% annually over the next five years, social media is quickly becoming an essential medium for advertising. This pattern indicates that companies are using social media more to promote their green initiative efforts (Statista, 2024). As concerns

regarding sustainability and eco-friendly practices have intensified among consumers and businesses in recent years, academic interest in green marketing and green advertising has surged. Green advertising refers to any advertisement that emphasizes the relationship between a product or service and the natural environment. Promotional messages that cater to the interests and desires of environmentally conscious consumers are integral to green advertising. It also promotes and endorses a sustainable lifestyle while fostering a sense of responsibility. Green advertising prioritizes the production process equally with the product itself (Ktisti et al., 2022). Research interest in green advertising on social media has grown dramatically as a result of social media's development as a prominent advertising medium. This estimated 7.6% annual rise in social media advertising revenues over the next five years (Statista, 2022). Thus, the growing usage of social media platforms for advertisement of green products compels investigation about the green purchase intention of young consumers.

Penetration of green products among Pakistani Youth

With over 160 million people living in Pakistan, the likelihood of ecological systems being harmed is growing. Additionally, the scarcity of natural resources brought on by climate change has complicated the problem of environmentally friendly consumerism. Pakistan was one of the first few nations in the world to draft a National Conservation Strategy (NCS) prior to the Earth Summit in 1992. Moreover, the national energy conservation, national sanitation, national environment, and clean water policy was also released ahead of other nations (Fazal, 2019). There are still various roadblocks that are on the course in the preparation to achieve sustainable goals. SGD financing is a major issue in emerging economies with very sluggish growth rates. Pakistan lags in terms of technological and educational growth (Akbar et al., 2021). Pakistan's youthful and dynamic populace presents a promising prospect for the nation's advancement towards enduring economic expansion and affluence. The country's future architects, the youth, who comprise over 64% of the population, have the capacity to propel the country to unprecedented levels of innovation, advancement, and social well-being (Syed Haider Ali, 2023).

By January 2022, 71.70 million people in Pakistan (31.5% of the total population) were using social media. Twitter, WhatsApp, and Facebook are still the most widely used social media networks, after YouTube and Facebook (Datareportal, 2022). Ages 18 to 35 represent nearly 90 percent of the nation's internet and social media users, with males comprising of the majority of Facebook (approximately 80.3%) and Twitter (about 88.2%) users. Additional research on young adults in Pakistan shows that this generation used social media more frequently, with nearly 90% of them accessing social media sites (Nawaz & Khan, 2019). Among those in this category, Facebook and YouTube were identified to be the most visited websites (Tariq et al., 2023).

It is essential to highlight that ecological risk is a major concern for both developed and developing nations. To address this pressing issue, the first world countries have already implemented corrective and preventive measures. In the UK, for example, individuals are embracing healthier lifestyles and displaying a tendency towards pro-environmental behaviour (Siyal et al., 2021; Whitmarsh & O'Neill, 2010). A lack of practice is observed in a developing nation like Pakistan (Hartmann & Apaolaza Ibáñez, 2006; Siyal et al., 2021). Thus, timely initiatives to draw consumers' attention to green product purchasing behaviour should also be undertaken in rising economies (Joshi & Rahman, 2015; Siyal et al., 2021).

On the base of the previous literature, social media platforms are being used for green advertising. However, besides having a greater number of young population and social media users, Pakistan is still far away from adopting green consumption behaviour and fulfilling the

goal of having a healthy environment as well as reduced greenhouse gas emissions. Therefore, in this context, the following discussion analyses the impact of green advertisement, social media usage, environmental concern, green product knowledge and green perceived value on the green purchase intention of the university students in Faisalabad.

Factors influencing green purchase intention

As per the previous literature and the above discussion, to analyze the impact of green advertising on the green buying intention of youth, various factors will be studied in this regard. The Green Purchase Intention (Majeed et al., 2022) is considered as the dependent variable of this study, whereas, green product knowledge (Sun & Wang, 2020), green perceived value (A. Iqbal et al., 2023), green advertising (Anggraeni & Islamy, 2022) and environmental concern (A. Iqbal et al., 2023) are the factors that are considered as independent variables. On the other hand, social media usage (Anggraeni & Islamy, 2022), is taken as a moderating variable in this study which moderates the relationship between green advertising and green purchase intention. The variables included in this study are conceptualized below.

i. Green Purchase Intention

Green purchase intention refers to the attitude and specific type of environmentally friendly behaviour that leads people to favour green products over conventional products as a way to show their concern for the environment (Chekima & Chekima, 2019). In this study, green purchase intention is taken as a dependent variable which is conceptualized as the decision of the young consumer to buy green products.

ii. Green Advertising

Green advertising is also known as environmental advertisement and it refers to a catchy advertising approach that integrates environmental concerns to draw in prospective customers and retain current ones buying eco-friendly goods (Anggraeni & Islamy, 2022). Consumers' opinions and observations of green advertising are influenced by what they see and hear when they see it on social media platforms, which in turn influences how they feel about green brands or green products (Cao et al., 2021). This study conceptualizes green advertising as the promotion of green products on social media platforms through an emphasis on their benefits for the environment.

iii. Green Perceived Value

The term "green perceived value" indicates the way consumers value environmentally friendly items, based on their evaluation of the product's total environmental benefits (Vania & Ruslim, 2023). In this study, green perceived value is conceptualized as the worth of the product for helping the environment based on the belief and satisfaction level of a customer.

iv. Environmental Concern

Green concern and environmental consciousness are other names for environmental concern. Environmental concern is conceptualized as an individual's deliberate awareness of ecological issues and their desire to contribute to finding solutions for these issues (A. Iqbal et al., 2023). The term of environmental concern in this study refers to a person's awareness and sensitivity

to environmental issues, which motivates them to take actions that promote the protection of the environment.

v. *Social Media Usage*

Social media usage refers to the generation of content and having social interaction online via social platforms (Aba & Makinde Osasu Theresa, 2020). It is defined in this study as the degree to which people use social media platforms for tasks including reading, sharing, and interacting with content about green products and environmental issues.

vi. *Green Product Knowledge*

The term "green product knowledge" describes the collection of specific information that a customer has stored in their memory regarding certain green products, including the consumer's familiarity with the characteristics and subjective assessment of those products (Sun & Wang, 2020). This study conceptualizes green product knowledge as the prior understanding, awareness, and information of the environment-friendly products gained by searching for green products after watching green ads on social media.

Theoretical underpinning and hypothesis development

Several approaches have been proposed to understand the concept of "green purchase intention." Therefore, to understand consumers' actual behavior and behavioral intention, the theory of planned behaviour (TPB) was designed (Ajzen, 1985). In the previous couple of decades, researchers have used TPB to assess and examine consumers' pro-environmental behaviour (Chao & Lam, 2011; Chen & Tung, 2014; Wang et al., 2020). The TPB model has been utilised in various studies to predict customers' intentions to make green purchases (Liobikiene et al., 2016; Nekmahmud & Fekete-Farkas, 2020; Tong et al., 2020; Yadav & Pathak, 2017).

Nevertheless, just a handful of research studies have utilized social media to analyze consumers' intentions to make green purchases by incorporating proposed behavioral theories, such as stimulus-organism-response (Luo et al., 2020; Zafar et al., 2021), Social Impact Theory (Bedard & Tolmie, 2018), Theory of Reasoned Action (TRA) (Zafar et al., 2021; Zhao et al., 2019), which emphasize on how social media's green buying intention is impacted by green advertising. A large number of green intentional behaviours were not predicted by those theories. Just a few studies (Pop et al., 2020; Sun & Wang, 2020) used TPB for examining consumers' intentions to buy eco-friendly cosmetics on social media. However, TPB provides a more thorough explanation of the correlation between the intended behaviour and the actual behaviour of green products than does TRA. Furthermore, TPB is frequently used to achieve customers' behavioural intentions in various contexts (Park & Kwon, 2017).

In order to better understand consumer intentions for green purchases, the current study incorporates social media usage, green advertising, green values, environmental concern, and knowledge of green products as antecedents of green purchase intention to the TPB. By applying this theory following hypotheses are developed on the basis of the previous literature.

i. *Green advertisement and green purchase intention*

Environmentally conscious advertisements raise awareness of sustainable products and aid in decision-making. Nowadays, businesses use social media extensively for marketing (Akbar et al., 2021). The main goal of green advertising was to persuade people to purchase products that

are either environmentally friendly or are positively impactful on the environment. Green advertising has a positive impact on consumers' intentions to make green purchases because it raises consumer knowledge and persuades them to buy green products (A. Iqbal et al., 2023). Environmentally conscious advertisements provide more information about sustainable products and aid in decision-making (Akbar et al., 2021). Green advertising is more effective than non-green advertising in shaping customers' views toward advertising and their purchase intentions for environmentally friendly products (Bi et al., 2023).

H1: Green advertising has a positive impact on green purchase intention.

ii. Green Perceived Value and Green Purchase intention

Green perceived value refers to the cognitive appraisal by the user of an eco-friendly product or service's efficacy, determined by their evaluation of the benefits and drawbacks involved (Han, 2021). Customers' intentions to buy an ecologically friendly product are indicated by the benefits they receive from it. The green purchase intention of a consumer is positively and significantly impacted by perceived green value (Zhuang et al., 2021).

According to a study conducted previously, the main factor influencing consumers' intentions to make green purchases is a product's green perceived value (Liao et al., 2020). Intention to make green purchases is strongly influenced by green perceived value (A. Iqbal et al., 2023). In another study it is indicated that customers' views of green value are frequently enhanced by green advertising, hence developing their intention of purchasing green products (Bi et al., 2023). The perceived value of using eco-friendly items is a crucial component. Consumers exhibit reluctance to pay for a product perceived as low value (Vania & Ruslim, 2023). Therefore, the following statement is hypothesized.

H2: Green perceived value has a positive and significant impact on green purchase intention.

iii. Environmental Concern and Green Purchase Intention

Customers who abundantly care about the environment typically take environmental responsibility seriously and participate in eco-friendly activities (Biswas & Roy, 2015). Consumer decision-making is profoundly affected by product information and its environmental implications (Kenton, 2023). Consumers with heightened environmental awareness and knowledge of the benefits of green products decide to purchase them despite higher costs (Ansu-Mensah, 2021). A previous study has demonstrated the direct or indirect effects of environmental concern on pro-environmental behaviour (Zhang & Huang, 2019).. Green concern has a positive relation with consumer green purchase intention (Riva et al., 2022).

H3: Environmental concern positively impacts green purchase intention.

iv. Green Product Knowledge and Green Purchase Intention

Customers' decisions to buy certain products are influenced by their past knowledge of those products (Ritter et al., 2015). Nonetheless, product understanding may assist reduce risks and uncertainties. Customers can make better selections about what to buy if they are more informed about a certain product and can evaluate its quality (Bettman & Park, 1980; Nekmahmud et al., 2022). Knowledge is regarded as one of the key components needed to carry out a successful implementation of an action (Farrukh et al., 2022). Furthermore, Green

product knowledge has a significant and positive influence on green purchase intention, according to research by Sun and Wang (2020).

H4: Green product knowledge has a significant positive impact on the green purchase intention of the consumer.

v. *The moderating Role Social Media Usage*

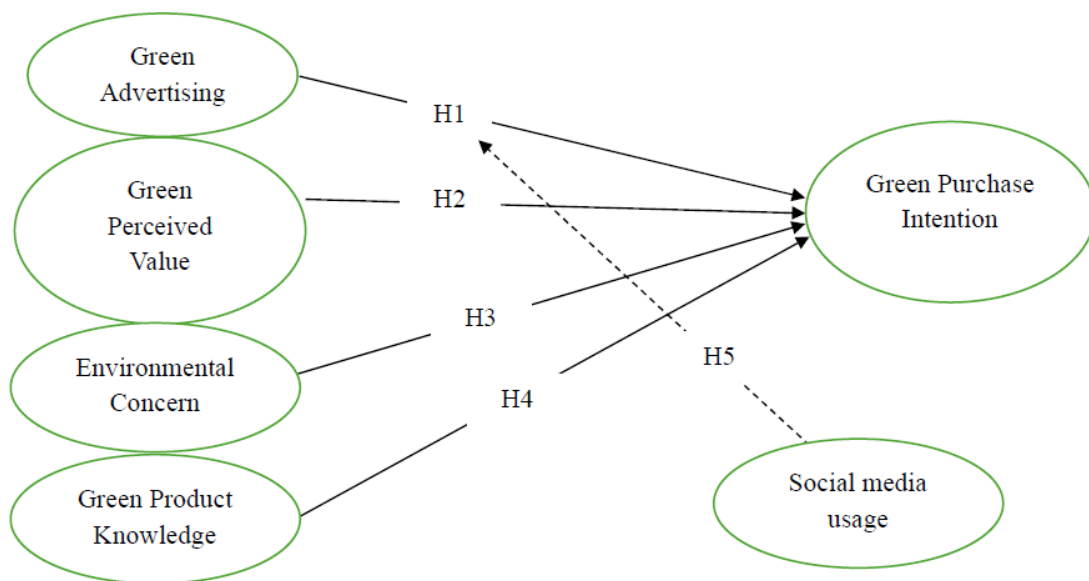
The risk associated with making a purchase is typically mitigated by information provided on social media platforms. Consumers exercise caution and actively seek comprehensive information to prevent poor purchasing decisions. The utilization of social media enhances disposal information and augments the capacity to mitigate environmental impacts. Moreover, it enhances commitment, enjoyment, buying intention, and relationships between users and vendors. The utilization of social media is purported to enhance an individual's ability to do tasks swiftly and with low exertion. It indicates that the customer trusts the facilitator to maintain shared values and provide the expected results (Shiekh & Aziz, 2021).

Social media is regarded as one of the most potent and successful techniques for consumer marketing, and it has transformed the exchange of information between advertisers and customers (Zhao et al., 2019). According to some research, consumers' social media usage positively affects their intention to make green purchases. Social media use and green advertising can raise consumers' awareness of environmental issues and have an impact on their decision to purchase environmentally friendly products (Nekmahmud et al., 2022). Hence it can be hypothesized that:

H5: Social media usage positively moderates the relationship between green advertising and green purchase intention.

PROPOSED CONCEPTUAL FRAMEWORK

Figure 1: Proposed conceptual framework



DISCUSSION

The study demonstrates that excessive usage of social media would lead to an increased exposure to green advertising which will be the reason for enhancing consumer purchase intention. The exposure of youth to green advertising significantly impacts the purchasing intention (Iqbal et al., 2023). Social media use, marketing, advertising, and examining comments made on social media can raise customer awareness of environmental and health issues and encourage them to purchase eco-friendly goods. Customers are more likely to buy green items if they regularly look for products connected to product purchases on social media and participate in online discussions with others about green consumption (Nekmahmud & Fekete-Farkas, 2020). Social media usage facilitates customers' access to knowledge about the advantages of green products and helps them locate retailers.

The knowledge about environment protection in the advertisement on social media platform would grab the interest of the consumer to buy that particular product for the conservation of the environment. Similarly, the green perceived value present in this study focuses on the worth of the product towards helping the restoration of the ecological system which also have a significant impact on the consumer's green purchasing intention (Riva et al., 2022; Vania & Ruslim, 2023).

Moreover, the study reveals that the green advertising of a product should have content regarding the solution to an ecological problem. The positive response of the consumer to the environmental concern and green perceived value impacts significantly the intention of the consumer to buy green products (Vania & Ruslim, 2023). Furthermore, knowledge of green products plays the role of an influencing factor towards adopting green purchase intention as it provides in-depth details to the consumer about the advantages of the product to protect the environment which attracts them to buy such products. Thus, all the factors present in the study persuade the consumer regarding their decision-making to buy the green product.

The findings of this conceptual paper can assist policymakers in enhancing consumer comprehension of the implications of their consumption and purchasing behaviors, mitigating scepticism towards green products, and fostering competence in green products. Policies emphasizing the benefits of transitioning from non-green to green products for both individuals and the environment must be established. Enhanced policies or laws for businesses and organizations can be implemented to bolster client engagement through substantiated green claims made by the respective enterprises. These may enhance consumers' purchasing intentions and mitigate the negative perception of green advertising or products. In addition, with social media usage as significant moderating variables included in the TPB, the model theoretically adds significantly to the body of existing literature.

CONCLUSION

Resource conservation, environmental improvement, and a decrease in resource waste can all be achieved through green consumption. Since young people make up a sizable fraction of the population and are mostly responsible for the environment, this study analyses the impacts posed by social media advertisements on the intent of young consumers to buy environment-friendly products. The current research is conducted in Pakistan as more than half of the population is young and it's still in the development phase. Understanding the buying intention of green products is very interesting because green perceived value, green advertising, environmental concern, social media usage, and green product knowledge become influential factors in building the intention to buy such products. This study examines the impact of different independent variables on the dependent variables in the presence of the planned

behavior theory to get fruitful outcomes from its analysis. The purchasing intention of the consumer is highly influenced by the independent variables included in the study.

In the prevailing times, the marketing of green products using social media platforms is very essential because by using this marketing tool green products will reach more people and the chances of buying eco-friendly products will also increase which will be beneficial for the restoration of natural systems. At the same time, the study suggests that green advertising, environmental concern, green value, and green product knowledge are the predictors of green purchase intention. The study concludes that educating the population from all age groups, especially the young population is very important for a nation with an emerging economy. This will enable them to buy more green products, follow the green initiatives turn their focus on green advertising and acquire more knowledge of the green products.

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