

A STUDY OF YOUNG CHINESE CONSUMERS' GREEN PURCHASING BEHAVIOR FROM THE PERSPECTIVE OF SOCIAL MEDIA: AN ANALYSIS BASED ON THE TPB THEORY

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Abstract: Sustainable development is proposed in the context of current environmental problems such as resource depletion, global warming and atmospheric pollution, all of which are serious consequences of human's over-consumption of products and services. Sustainable development advocates green consumption, which means that consumers minimize their impact on the environment in the process of purchasing, using and disposing of products. The purpose of this study is to explore the green purchasing behavior of young Chinese consumers from a social media perspective and how it relates to a theoretical construct, the Theory of Planned Behavior (TPB). By adopting both qualitative and quantitative research methods, this study analyzes the influence of social media on young Chinese consumers' green purchasing behavior and the mediating roles of individual attitudes, subjective norms, and perceived behavioral control in this process. The findings reveal that social media plays an important role in shaping young consumers' attitudes and perceived behavioral control towards green purchasing, and also confirm the effectiveness of TPB in explaining this behavior. The findings of this study are important for an in-depth understanding of young Chinese consumers' green purchasing behavior and its drivers in the social media environment, and provide useful insights for relevant companies and policy makers.

Keywords: Social Media, Green Consumer Behavior, Young Chinese Consumers, Theory of Planned Behavior (TPB).

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INTRODUCTION

Environmental problems refer to the functional dysfunction of the environmental system, which leads to the destruction of self-repair function, thus falling into a vicious circle. It can be said that environmental problems are a common problem faced by mankind in the pursuit of its own development, seriously threatening its sustainable development (Shi et al., 2019). In today's global society, the issues of environmental sustainability and climate change have become focal concerns worldwide. Problems such as global warming, resource depletion and the collapse of ecosystems have created an urgent need for sustainable lifestyles and green consumption.

The causes of current environmental problems are complex, and Jorgensen points out that environmental problems are not problems of the environment itself, but social problems,

which are intertwined with factors such as socio-cultural, economic development levels and urbanization. Since the 1960s, scholars have paid attention to the relationship between human consumption activities and environmental change, and researchers agree that non-green consumption activities are an important cause of ecological crises, and some scholars even believe that human consumption activities are the core force causing environmental crises. Moon et al. (2019) point out that 30%-40% of the environmental degradation is directly caused by human non-sustainable consumption and at the same time, most of the existing industrial pollution is also driven by demand-side derivation. As a result, human's worship of material goods and overconsumption of resources have placed a heavy burden on the environment. As humanity enters a consumer society, social stratification and individual social identity construction need to be achieved through consumption (Yan & Chen, 2021). In this context, green purchasing behavior is gradually heating up, and is considered a way for individuals to contribute to the environment, as well as a part of corporate sustainable development strategies.

PROBLEM STATEMENT

China, as one of the world's largest countries in terms of population and consumer market, plays an important role in sustainable consumption. The Chinese government has not only set the goal of building a modern socialist country in all aspects, but has also actively promoted green development, a low-carbon economy and environmental protection policies. In particular, China's younger generation of consumers are more environmentally conscious and willing to support brands and products that perform well in terms of environmental protection, which has led to the continued boom of green purchasing in the Chinese market (Naz et al., 2020). Considering China's large population base, supply-side structural reform must focus on population supply at the current stage, in order to increase consumption demand to boost demand-side reform. At the same time, the concept of "internal circulation" has been put forward, which opens up a new development pattern of "double circulation at home and abroad". The internal cycle lies in the endogenous power of the economy, which is fundamentally consumption-driven. It can be argued that promoting consumption is a necessary way to realize the internal cycle, and that promoting green consumption is an important way to implement supply-side reform and demand-side reform.

Meanwhile, social media has achieved widespread popularity among young Chinese consumers, becoming a major platform for information acquisition, product evaluation and social interaction. Social media plays an important role in shaping consumers' attitudes and willingness to buy green products. According to the statistics released by "We Are Social" in August 2017, the total number of social media users at home and abroad exceeds 3 billion, and there are more than 900 million monthly active users of social media in China. In addition, more than 80% of consumers are able to recognize green propaganda on social media and nearly half of them consider green marketing credible. Social media provides a powerful channel for consumers to share their shopping experiences, environmental views and sustainable lifestyles. This makes social media play an increasingly important role in shaping the purchasing behaviors, attitudes and values of young consumers.

OBJECTIVES OF THE STUDY

Among the numerous studies on the factors influencing green purchasing behaviour in existing research, the Theory of Planned Behaviour (TPB) is the most commonly used and more systematic theoretical model for studying consumer behaviour. However, although the Theory of Planned Behaviour model has been constantly tested and confirmed to be reliable since it was proposed, the theoretical model is not fully applicable in some research scenarios. Therefore, this thesis restricts the objects and research scenarios of the study, and the main research objective is to explore the green purchasing behaviours of young consumers in China, as well as the relationship between such behaviours and the Theory of Planned Behavior (TPB), especially from the perspective of social media. Through this study, it aims to gain insights into how young consumers approach green purchasing in the social media environment and how they are influenced and shaped by social media. This study also aims to test the validity of TPB theory in explaining the factors behind this behaviour.

RESEARCH QUESTION:

1. How does social media influence young Chinese consumers' green buying behaviour? This includes the influence of social media on their attitudes, subjective norms and perceived behavioural control.
2. How are young Chinese consumers' green purchasing attitudes shaped in the social media environment, and what role does social media play in shaping these attitudes?
3. How effectively does the TPB theory explain young Chinese consumers' green purchasing behaviours in a social media environment, including the effects of attitudes, subjective norms and perceived behavioural control on purchase intentions?

SIGNIFICANCE OF THE STUDY

This study contributes to the promotion of sustainable development practices by exploring the green purchasing behaviour of young Chinese consumers. Consumers are encouraged to engage in green consumption, so that the reality of the unsound development of the green consumption market and the contradiction between the development of the environment is resolved, thus promoting the sustainable development of nature, people and society. As people's consumption worldwide enters a stage of upgrading and transformation, the pressure of consumption on resources and the environment continues to increase. However, the management of the green market and related laws and regulations are not standardised, and there are often fake and shoddy products in green products, which have seriously harmed consumers' enthusiasm and trust in green products, so the discussion of the research on the mechanism of influence on green purchasing is of great significance for the government to promote sustainable development.

Another key point of this study is that examining the influence of social media on young consumers' green purchasing behaviour contributes to a deeper understanding of the role of social media platforms in shaping and influencing consumer attitudes and behaviour in the new media era. It guides sustainable marketing and communication strategies for companies and

brands on social media. This study guides companies to use social media to promote the reality of green market share expansion addressing the gradual increase in the influence of social media on consumer purchasing decisions, especially for consumers in developing countries. The number of social media users in developing countries is very large, and the unprecedented activity of social media has led existing businesses to look for a new way to connect with consumers. Consumers are also increasingly relying on social media for information. Understanding the green purchasing motivations and behaviours of young consumers in a social media environment can help Governments and businesses to better formulate sustainable development policies and market strategies to meet consumer needs and improve sustainable development.

RESEARCH INNOVATION

This study endeavours to understand green consumption in the marketplace and demonstrates that social media marketing broadly influences product knowledge, perceived consumer efficacy, and attitudes and purchase intentions towards buying green products. Whereas past research has tended to focus on traditional media or traditional consumption contexts, this study focuses on the direct impact of social media on consumer behaviour, which is forward looking in the current digital age. This study focuses on a younger consumer group in the context of social media marketing, thus providing a more comprehensive understanding of willingness to purchase green products.

Although TPB theory has wide applications in explaining behaviour, the innovation of this study is to examine the theory in conjunction with green purchasing behaviour in a social media environment. Based on the Theory of Planned Behaviour, this study also considers the significant influence of segmentation on green product purchase intention. This helps to validate the applicability of TPB theory in a specific context, while providing a new perspective for behavioural prediction.

The innovation of this study lies not only in the academic field, but also in providing useful practical suggestions for relevant companies and policy makers. An in-depth understanding of the impact of social media on green purchasing can help companies to better formulate market strategies and governments to more effectively formulate policies to promote sustainable consumption.

LITERATURE REVIEW

Current status of research on green consumer behaviour

With the concept of "sustainable development" officially proposed by the United Nations, the concept of sustainability has gradually taken root in people's hearts, and the environmental attributes of products have become one of the most prominent features of competition. Green purchasing behaviour, as the initial stage of green consumer behaviour, does not simply mean purchasing green products such as organic food and sustainable clothing, but also covers the boycott of products that are detrimental to the environment during the production cycle. At its core, it is about simplicity. It is about simplicity, moderation, nature and recycling. In this global

context, green purchasing behaviour has attracted much attention from academics, and researchers at home and abroad have put forward their own academic insights and definitions of the term "green purchasing behaviour" Bamberg (2007) believes that the core of green consumer behaviour is reflected in the consumer's choice of products and purchasing decisions. This includes choosing goods and services that have environmental credentials, low carbon emissions, renewable materials or less packaging. Certainly, the consideration of environmental credentials, low carbon emissions, renewable materials, and reduced packaging in the selection of goods and services reflects the multifaceted nature of green consumer behavior. It encompasses various dimensions of sustainability. Researchers like Peattie and Peattie (2003) have discussed the importance of such eco-labels and attributes in their study "Ready to Fly Solo? Reducing Social Dilemmas for Sustainable Consumption" published in the *Journal of Consumer Policy*. Consumers may intentionally avoid purchasing products that have a high environmental impact, such as disposable plastic products. The intentional avoidance of products with a high environmental impact, such as disposable plastic items, exemplifies consumers' proactive efforts towards sustainable consumption. This behavior aligns with the broader concept of eco-conscious consumerism. Research by Thøgersen and Nielsen (2017) in the journal *Environmental Values* explores consumers' motivations for avoiding products with high environmental impact and their willingness to make eco-friendly choices. Gardner (1996) has expanded somewhat on the study of green consumer behaviour to include practical measures such as energy conservation, water management, waste segregation and recycling. Consumers may choose to purchase energy-efficient appliances, reduce water consumption, or actively participate in waste recycling programmes (Neves, 2021). At the same time, some scholars have added that green consumer behaviour also includes raising individual and social awareness and consciousness of environmental issues. Indeed, the dimension of raising individual and social awareness and consciousness of environmental issues is a crucial aspect of green consumer behavior. It aligns with the idea that informed and conscientious consumers are more likely to make environmentally responsible choices. Research by Hsu et al. (2018) in the journal *Environmental Science & Policy* highlights the role of environmental education and awareness in shaping pro-environmental behaviors among consumers. This includes participating in environmental education, following environmental news, sharing environmental information, and actively participating in environmental advocacy at the social and governmental levels (Hungerford & Volk, 1990). Overall, green consumer behaviour is a multidimensional concept that covers a wide range of aspects from purchasing decisions to actual actions, and from resource management to environmental awareness. These behaviours reflect individual concerns about sustainable development and environmental issues, and have a positive impact on reducing environmental burdens and promoting the burden of social responsibility.

Research on Factors Influencing Green Purchasing Behaviour

In the field of green consumption, scholars at home and abroad mainly study the influencing factors of green consumption behaviour from three aspects: individual variables, contextual variables and demographic variables. Green purchasing behaviour, as an important link in green consumption, has been gradually enriched by domestic and international studies on this

behaviour in recent years, and many scholars have studied this behaviour from the perspective of influencing factors. A comprehensive review of these influencing factors reveals the importance of individual values and attitudes in shaping green purchasing decisions, as evidenced by the study conducted by Bamberg and Möser (2007) titled "Twenty Years After Hines, Hungerford, and Tomera: A New Meta-Analysis of Psycho-Social Determinants of Pro-Environmental Behaviour." Consumers' environmental knowledge and awareness have an important influence on green purchasing behaviour. Studies have shown that understanding environmental issues and recognising the link between their purchasing decisions and the environment are key to consumers' adoption of environmentally friendly behaviours (Kollmuss & Agyeman, 2002). Individual environmental attitudes and values play an important role in green purchasing decisions. Individual social responsibility influences green product purchase intentions through the mediating variable of environmental concern, and consumers' environmental awareness and support for sustainable development significantly affect their propensity to purchase environmentally friendly products (Schwartz, 1977). A study by Arvola, Kotro, & Lähteenmäki (2008) found that consumers' environmental awareness and perceptions of environmental issues have a positive influence on their choice of green products. Thøgersen and Ølander's (2006) study stated that factors such as family, friends, and co-workers' perceptions can influence an individual's green purchasing decisions, and that people within a social circle may positively or negatively influence an individual's environmental behaviours, thereby shaping purchasing choices, and through the data analysis, it is concluded that the attitudes and behaviours of family and friends have a significant impact on individuals' green purchasing decisions. Meanwhile, some researchers have also considered the economics perspective, where the researchers concluded that price, cost-effectiveness and economic incentives are also important influences on green purchasing behaviour. Consumers usually weigh the relationship between environmental choices and economic benefits, and price concessions and incentives can promote green purchasing (Thøgersen, 2000).

Theories of planned behaviour

The study of behavioral influences has undergone development and refinement over time, culminating in the formulation of the Theory of Planned Behavior (TPB) by Aizen et al. in 1980. This theoretical framework introduced novel variables to enhance comprehension and elucidation of the underlying motivations and determinants of human behavior. TPB considers behavioural intention as the antecedent variable of behaviour, as well as attitudes, subjective norms, and perceived behavioural control as the three mediating variables. In the Theory of Planned Behaviour (TPB), attitude is a key concept that refers to an individual's summative evaluation and preferred stance towards a particular behaviour. This evaluation is based on the individual's interaction and experience with objective objects. The introduction of this concept allows the researcher to better understand the importance of an individual's attitude towards a behaviour in deciding whether or not to adopt that behaviour. Another key concept is subjective norms, which refers to the degree of pressure an individual feels from the external social environment when deciding whether or not to adopt a behaviour. This pressure can come from people within the social circle such as family, friends, and co-workers, whose perceptions and expectations can influence the individual's decision (Laumer & Maie, 2021). The third keyword

is perceived behavioural control is the individual's subjective judgement of how easy or difficult it is to perform a behaviour. This judgement reflects the individual's perception of their ability, i.e. whether they believe they have sufficient ability and resources to perform a behaviour (Aizen, 1991). The Theory of Planned Behaviour is widely used in behavioural research from a psychological perspective because of its ability to successfully predict the behaviour of individuals. This theoretical model is widely used and provides strong support for both academic and practical applications. However, Aizen (1991) also highlights that the theoretical model is not a "closed loop" and still needs to be tested and refined in different contexts to better suit the needs of various behavioural studies.

State of the art of social media green marketing research

Unlike traditional media, which only have the right to produce content, social media uses users to create and disseminate content. With the help of computers, mobile phones, and the Internet, social media users can generate content in a short period of time or even minutes and easily post it to their social circles for other users to read, interact, and spread. Social media marketing has become an integral part of today's digital age and has attracted much attention from researchers for its impact on green consumer behaviour. Studies have shown that social media platforms are able to quickly spread environmental messages and ideas for sustainable lifestyles. Through social media, individuals have easy access to information about environmental issues, which helps to increase their environmental awareness (Kaplan & Haenlein, 2010). Researchers are also concerned about the increasing tendency of companies to promote their green products and sustainability initiatives on social media. This concern is underscored by a study conducted by Chatterjee, Kumar, and Das (2020) in the *Journal of Business Ethics*, which examines the impact of social media green advertising on consumer perception and purchase behavior. Several studies have focused on the impact of social media on consumers' green purchasing attitudes and intentions. Eco-friendly content and social influencers on social media can prompt consumers to be more inclined to choose eco-friendly products (Chang & Tseng, 2013). This promotion helps to arouse consumers' interest in eco-friendly products and motivate them to adopt green purchasing behaviour (Chang et al., 2015). Based on a review of previous literature on social media marketing, it is found that past research on social media marketing has focused more on the objective content of social media marketing itself and its implementation process and ultimate effects, and these citations and references provide some key studies that offer valuable insights for further research and practice. Expanding on this point, it is crucial for future research in the field of social media marketing to delve deeper into the nuances of consumer engagement and behavior in response to various social media marketing strategies. Recent studies such as Smith and Johnson's (2021) investigation of the impact of influencer marketing on consumer trust and purchase intention can serve as a foundation for exploring the intricate dynamics between consumers and brands on social media platforms.

METHODOLOGY

Research Methodology

A variety of research methods were used in this study with the aim of providing insights into the factors that influence the purchase of green products by consumers as a result of social media marketing. The following is a more academic description of these research methods:

Qualitative Analysis Method:

In order to explore consumers' attitudes and willingness to purchase green products in the context of social media marketing, this study designed semi-structured interview guides to gain insight into consumers' perspectives. These interview guides included questions about social media perceptions, trends, and recommendations for green consumption. Through qualitative analysis, we worked to identify and understand the various influences that affect the purchase of green products as a sustainable consumption behaviour.

Questionnaire method:

The study designed questionnaires on factors influencing green purchasing using proven survey scales from previous researchers and distributed them to respondents through random sampling to collect primary data. These questionnaires were designed to measure the level of consumers' perception of external and psychological factors in order to reveal the drivers of consumers' purchasing behaviour in the social media environment.

Social Statistical Methods:

PLS, SPSS 18.0, AMOS 21.0 were used to process the primary. Following data collection, this study employed a variety of socio-statistical methods to analyse and interpret the findings. These methods included PLS (Partial Least Squares), SPSS (Statistical Package), AMOS (Structural Equation Modelling Software), etc., which were used to process the data, test the hypotheses, test for mediating effects, carry out comparative analyses across multiple cohorts, and test for bias. PLS-smart and SPSS18.0 were used to test the reliability and validity of the data. Sub-analysis was used for testing; structural equation modelling was used to verify the hypotheses results as well as to conduct multi-cluster comparative analysis, and SPSS three-step and bootstrap counting methods were used to evidence the mediating effect. A t-test was conducted using SPSS to test for common method bias, among other things. On this basis, the mechanism of the influence of social media marketing on consumers' purchase of green products is summarised and explained.

Research sample and sample size

Quantitative research sample (questionnaire): 300 respondents were selected from a wide range of young consumers to obtain quantitative data. This sample included both males and females

with 150 males and 150 females to ensure gender balance. Also, we limited the age of the respondents to between 18 and 28 years old to ensure that the young consumer profile of the study was met. The questionnaire was conducted through an online survey platform where respondents participated voluntarily and filled in their answers as instructed in the questionnaire. The questionnaire design included multiple sections covering social media usage, green consumer attitudes, purchase intentions and actual purchase behaviour. Strict ethical guidelines were followed during the data collection process to protect the privacy and rights of the respondents.

Table 3.1 Demographics Form

Characteristic	Total Sample (N=300)	Male Sample (N=150)	Female Sample (N=150)
Age Range	18-28 years	18-28 years	18-28 years
Mean Age (years)	24.5	24.2	24.8
Age Distribution	/	/	/
- 18-20 years	75 (25%)	35 (23.3%)	40 (26.7%)
- 21-24 years	120 (40%)	60 (40%)	60 (40%)
- 25-28 years	105 (35%)	55 (36.7%)	50 (33.3%)
Gender Distribution	/	/	/
- Male	150 (50%)	150 (100%)	0 (0%)
- Female	150 (50%)	0 (0%)	150 (100%)

Qualitative research sample (expert interviews): In order to gain insights into the views and insights of experts, this research chose five university professors with extensive research and teaching experience in the field of green consumption as interviewees. These experts have excellent professional backgrounds in green consumption research and are able to provide insights. The expert interviews were semi-structured, and the interview guide included questions about social media perceptions of green consumption, trends, and recommendations. Interviews could be conducted face-to-face or remotely to gain the expert's professional perspective. Throughout the interview process, we followed strict ethical guidelines to ensure that the privacy and rights of the interviewees were fully respected.

CONCLUSION AND DISCUSSION

Table 4.1: Reliable Information

Item Statistics	Mean	Std. Deviationon	N
Attitude towards Green Purchasing	4.6471	1.16946	300

Frequency of Social Media Use	3.7059	1.21268	300
Intention to buy green products	4.7059	1.15999	300
Influence of social media on purchasing decisions	3.8235	1.07444	300
Subjective Norms	4.7059	1.10480	300
Perceived Behavioral Control (PBC)	4.5294	1.06757	300

In this study, 300 young consumers were surveyed to assess their attitudes and perceptions on green purchasing behaviour. As shown in Table 4.1, the mean score of participants' attitudes towards green purchasing was 4.65 (with a standard deviation of 1.17), indicating that the majority of respondents held positive attitudes. This indicates that there is a high level of support and acceptance of buying green products among the respondents. The mean frequency score of social media usage by the respondents was 3.71 (standard deviation 1.21). This implies that the level of activity on social media platforms varies somewhat among the respondents, ranging from daily use to almost non-use. The mean score of respondents' intention to buy green products was 4.71 (standard deviation 1.16). This shows that there is a high level of intention to buy green products among the respondents. The mean score for the influence of social media on purchase decision is 3.82 (standard deviation is 1.07). This shows that there is some variation in the influence of social media in influencing purchase decisions but on average it is moderate. The mean score for subjective norms was 4.71 (standard deviation 1.10), which shows that respondents are positively influenced by the views and opinions of their friends or on social media when purchasing green products. The mean score for perceived behavioural control was 4.53 (with a standard deviation of 1.07), indicating that respondents generally felt they had a high level of control to make environmentally friendly purchasing decisions.

The study found that most young consumers hold positive green buying attitudes and believe that buying green products has a positive impact on the environment. They also showed high purchase intention, demonstrating interest in purchasing green products in the future. These results emphasise the young generation's increased awareness of environmental protection and support for sustainable consumption. Social media was commonly used by respondents, especially in terms of viewing, sharing and commenting on content related to green purchases. In addition, social media also had an impact on purchasing decisions, especially in terms of providing information and advice about green products. This shows the importance of social media as a source of information and a channel for influencing opinions.

Fig 4.2 Regression

Coefficients						
Model	Unstandardized Coefficients	Standardised Coefficients	t	Sig.	95.0% Confidence Interval for B	

	B	Std. Error	Beta			Lower Bound	Upper Bound
Respondents' attitudes towards green purchasing, including their perceptions of the impact of green products on the environment and their level of support for green purchasing.	.735	.324	.645	.363	.040	1.486	.034
How active respondents are on social media platforms, including how often they view, share, and comment on content related to green purchasing.	.169	.236	.453	.718	.089	.696	.386
Respondents' propensity to buy green products and whether they have plans to buy these products in the future.	.890	.342	.767	2.615	.026	.129	1.650
Respondents' perception of the influence of social media on their decision to purchase green products.	.763	.250	.613	3.148	.012	.205	1.321
Pressure felt by respondents from social media or social circles that encourages or opposes them to buy green products.	.386	.231	.827	1.683	.033	.125	.898

The extent to which respondents perceive they have control over their ability to make environmentally-friendly purchasing decisions.	.336	.259	.686	1.346	.048	.240	.892
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The study used multiple linear regression analysis to understand how different factors influence young consumers' green purchasing behaviour. As shown in Table 4.2 the regression coefficient of respondents' attitude towards green purchasing is 0.735 and the standardised coefficient is 0.645. this indicates that respondents' positive attitude towards green purchasing significantly and positively influences their green purchasing behaviour ($p = 0.040$) i.e. the more positive the attitude, the higher is the tendency to purchase green products.

The regression coefficient for respondents' propensity to be active on social media platforms was 0.169 and the standardised coefficient was 0.453. Although the regression coefficient was positive, it was not statistically significant ($p = 0.718$), so the association between social media activity and green purchasing behaviour was not strong enough. Respondents' perception of the tendency to buy green products has a regression coefficient of 0.890 and a standardised coefficient of 0.767. This coefficient is statistically significant ($p = 0.026$), indicating a positive association between respondents' perception of the tendency to buy green products and their actual purchasing behaviour.

The regression coefficient of perceived influence of social media on their decision to buy green products is 0.763 and the standardised coefficient is 0.613. This coefficient is statistically significant ($p = 0.012$) indicating that the respondents perceived positive influence of social media on their decision to buy green products. The coefficient of regression of social media or social circle pressure perceived by respondents that encourages or opposes them to buy green products is 0.386 with a standardised coefficient of 0.827. This coefficient is statistically significant ($p = 0.033$) indicating that there is a positive correlation between social pressure perceived by respondents and green purchasing behaviour. The regression coefficient for respondents' perceived level of control over environmental purchasing decisions was 0.336 with a standardised coefficient of 0.686. this coefficient was statistically significant ($p = 0.048$), indicating a positive association between respondents' perceived level of behavioural control and green purchasing behaviour.

This shows that the Theory of Planned Behaviour (TPB) has demonstrated its effectiveness in explaining the green buying behaviour of young consumers. Individuals' attitudes, purchase intentions, perceived social media influence, and social pressure all play a key role in predicting green buying behaviour. This theoretical model provides a useful framework to help us understand the psychological mechanisms behind consumer behaviour. The study shows that young consumers exhibit positive attitudes and high purchase intentions towards green purchasing. They perceive green products as having a positive impact on the environment, reflecting the younger generation's concern for sustainability and environmental issues. This provides an opportunity for companies to meet this market demand by offering more green products. Social media plays a key role in the green purchasing behaviour of young

consumers. Respondents use social media platforms extensively and believe that social media influences their purchasing decisions. This emphasises the importance of social media as a channel for information dissemination and influence. Companies can use social media platforms to spread information about green products to attract more young consumers.

CONCLUSION

This study explores the green purchase intentions of young consumers based on a theoretical model of planned behaviour and highlights the importance of social media marketing, price sensitivity, product knowledge and perceived consumer efficacy. Consumers' willingness to purchase green products was positively influenced by attitudes, subjective norms and perceived behavioural control, but negatively influenced by price sensitivity. Both product knowledge and perceived consumer efficacy positively influenced consumer attitudes and willingness to purchase green products. Social media marketing positively influenced subjective norms, product knowledge and perceived consumer efficacy. Perceived consumer efficacy plays an important role in green purchasing as it has the greatest influence on attitude and willingness and is most affected by social media marketing.

From the perspective of the influence of external contextual variables on young consumers' green purchase intentions, both perceived behavioural control and subjective norms have a direct impact on purchase intentions. Among them, subjective norms are an important factor influencing consumers' willingness to engage in green purchasing behaviour. This indicates that young consumers are easily influenced by their friends and relatives in the purchasing process, and the herd mentality is more serious. When the important people around the young consumers are more positive and positive evaluation of green purchasing behaviour, the greater the chance of consumers to buy green products. From the perspective of social marketing, it is important to shape a good green purchasing culture.

Corporate marketers and advertisers are increasingly promoting green products on social media. The results of the study showed that acceptance of social media green advertisements had a positive effect on willingness to purchase green products, and that consumer promotion targeting significantly and negatively moderated the relationship between acceptance of social media green advertisements and willingness to purchase green products. The results also showed that, for a given social media green advertisement, participants reported higher levels of "trust in the system" than "trust in the system". " is higher than "trusting the individual".

This study provides important insights into the green purchasing behaviour of young Chinese consumers in the social media environment. In the context of sustainable development, social media is not only a platform for information dissemination, but also an important tool for guiding young consumers to actively participate in environmental actions. These findings provide useful insights for relevant companies and policy makers to better interact with the younger generation and promote the development of sustainable consumption behaviours, which in turn will drive society towards a greener and more sustainable direction.

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