The Impact of Social Media on Purchasing Intentions of Green Products

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Abstract- Social media **is an essential part of people daily life worldwide. For building awareness among people social media is a way to go beside all those advantages that we have seen previously and the latest statistics shows that social media influences buying behavior of people as well. Also it is important how consumer behave mainly towards green product with being aware of high cost invested in developing green products. Buying green product is a new concept in Malaysia and Malaysia government have long term plan to make a culture in the market. In this research investigated to identify the elements impacting of social media on purchasing intention and the relationship between purchasing intentions of green product among Malaysian customers.**

Keywords: Social Media in Malaysia, Social Media Strategy Marketing, Social Media User Content, Green Products, Green product and consumer behavior

1. INTRODUCTION

Tuesdays, Social media is a necessary part of people day life worldwide. Basic definition of social media is to make and share online information and it's a place wherever people connect with each other, they discuss and share their opinion. The media aspect has modified over past few years, traditional media have replaced by Social media like blogs and online activities and communities. It's fascinating to know that nowadays social media isn't simply just for younger internet users who are more open to accept new technologies, however it's for more people from any age group and it covers wide range of population. These days, Internet access availability with high speed, variety of devices for easy connection, and different online services such as twitter, YouTube, and weblogs, and many more, helps percentage of fast moving content of web pages on the Internet that is originated by internet users the movement to social media means that content which is created by users are now playing an important role in people's life. Social media offers a stage for consumers to share their personal estimation and knowledge with others globally moreover as word of mouth communication. Supported latest researches, online word of mouth features a important warm-heartedness on purchase behavior of consumers. On the other hand, social media is employed by marketers trying to find ways that to achieve their target market. Consumer even have convenience to plenty of knowledge on the media, they'll compare totally different information quickly, they'll access to have peoples review on the product which supplies them power to appear for a more robust choice for themselves. There are specific advantages of using social media to interact with people and know their behavior better and easily in comparison with other channels. Obviously, it is cheaper to use social media both for individual and business use because they are free [1]. Even for personal use it is easier to connect with people and interact with your friends and followers on social media websites, whereas, it is a bit more tough for business because they need to do lot of social media strategies to connect with their fans and followers and they have to build a campaign to keep their people engagement and through that they can know their likes and dislikes and their expectation from that business and this is the way that everyone nowadays are in social media websites. Social media have changed people buying behavior during past few years, people have an access to all information and experiences of other people about specific matter and product and services and it has changed their buying behavior because they can see what their friends and followers an social media websites sharing their idea about every little things from movie that they have been watched in cinema to the smallest activity of their favorites, they can ask their friends opinion about things and can get information at the spot.

2. LITERATURE REVIEW

2.1. Social Media in Malaysia

Social media, especially the networking sites are emerging as a powerful online platform. The main aim was to have a continuous base for communication. The web they created gave access without location dependency, communication channels accessible at any given time, and a network for interaction. This interaction enables networking for people and groups, mainly via social media [2]. There are numerous mainstream platform styles

as well as which embodies social media. There are collaborative websites, blogs as well as communities of content including social networking sites. Collaborations such as Wikipedia enable web users for updating as well as posting and revising information on the site pages. Blogs which indicates the earliest social media form allows users to write and displaying information regarding personal subjects of interest where comments, as well as communication from others, are encouraged. Communities of content such as YouTube are websites where people can upload videos or images instantly. At last large social networking websites such as FaceBook are the ones for self-disclosure as well as interaction via the profiles of individuals and updates of the same. The period 1997-2014 saw some such small and big social networking sites coming into the scene. They all allowed people customization regarding individual profiles and friend's connections. From the year 2001, there has been a main advancement in the field of social media every year, and the frequency rose in 2014. In the year 2009, FaceBook was recognized as the most widely used social networking site across the globe. Facebook has over a billion users by now [3].

2.2. Social Media Strategy Marketing

For effective and productive web 2.0 century, Social Media strategy must be consolidate with marketing strategy. Based on [4], contribution and awareness need to be combined with different nonsocial media ones. For example, facebook page, twitter account, have to be on all advertisement including print, television advertisement to engage people with social media community and people can get updates and all other information through that community. Social Media marketing strategy works when users are aware of and they use it in a effective way, hence, with selecting relevant policy, whether it is weblog, specific social network, viral video and email it plays important role in social media marketing strategy's success plan. A effective social media marketing strategy can gather feedback from target audience and it gives good information to marketers to measure their performance based on the gathered real feedback [4].

2.3. Social Media User Content

In accordance with [5], enrolling in social media communication, interests more users and fans and this is something that all social media marketers needs to understand in order to engage more with its potential and as well as their new comers supporters. Social media marketers have to focus more on content freshmen and have to be sure that content is relevant to their message and campaign that they are running, to be successful in social media platform, they need to make information understandable in a easy way and be simple to share with other consumers. [6] Claimed some attributes that makes content worth to share among social media users. Most major one was that content should be new, diverting and it even have to give valuable info. In social media the goal is to create user feel special and it has to be done by effective social media strategy to urge and keep customers. Social Media web site needs to be fun and perceivable simply. Challenges to social media marketers is that they need to be honest with customers if they're searching for effective community, social media goal isn't to sell, it's to create with customers and make a social primarily based community [7].

2.4. Green Products

Green Products is part of Green Marketing activities that can be interpreted as a packaged product to reduce the environmental impacts caused by the production process (Albino et al., 2009). Thus, green product can be defined as an activity of designing goods by minimizing environmental impact during the production cycle. Research done in the last decade [8], [9], [10] has indicated that consumers are aware and are willing to Go Green. Green product refers to a product that incorporates the strategies of recycling or is manufactured using recycled or recyclable content and/or uses less toxic material to reduce the impact on the environment. [11] Investigated the consumer behavior towards green products and how they will make their green purchase decision. The data was collected from 200 respondents through questionnaire and hypotheses were tested using Pearson correlation. It was found that brand and gender difference have a very weak relationship with consumer green behavior while price, quality and green marketing have a strongly positive one. [12] Conferred that in general, consumers engage in green products for the benefits of environmental improvement they live in. In some cases, direct personal benefits, such as perceived health advantages of organic foods or the energy saving of an eco-friendly air conditioner, are mostly observed. [13] Inspected the roles of green perceived value, green perceived risk, and the mediating effect of green trust on the green purchase intention of information and technology products in Taiwan. The independent variable of green perceived value was conceptualized as a uni-dimension variable and was measured by five items. [13] study was adopted from who documented green perceived value as consumers" overall appraisal of the net benefit of a product or service between what is received and what is given based on consumers" environmental desires, sustainable expectations, and green

needs. Therefore, for the purpose of this study, the green product value was conceptualized as a single dimension variable based on the study by [13]. Hence, [13] suggested that companies should develop products with both green features and high-value attributes to attract consumers. They further argued that increasing consumer perceived value about green products may ease customer skepticism about green products and enhance consumer purchase intention.

2.5. Green product and consumer behavior

Green consumers are those who care about the environmental issues and and are interested to participate in any activities to prevent it from damages. Nevertheless, recent literature highlighted consumers pay more and more attention and interest in environmental issues, and, in some cases, they even change their attitude towards green products [14]. Moreover, whether products are made in factories, brands are instead, produced in the consumers' minds; that is why the consumer is gaining an increasingly important role. Some researches has shown that this growing interest in environmentally sustainable products has led consumers to be willing to pay more for green products rather than non-green ones [15], [16]. Nevertheless, consumers are not necessarily pro-green and changes in their attitudes depend on corporate reliability [17]. [18] Reveal how environmental degradation and pollution can be considered significant and cause anger in environmentally aware people, as concerned for themselves and for the future life of their loved ones. On the other hand, the consumers are not only attentive to environmental issues, but also to the product characteristics and quality. Over the past 10 years, several studies have been conducted in order to understand how consumers perceived green products, and from a first analysis green products were considered qualitatively lower than non-green products. Recent research shows an improvement in green products quality, which consequently led to the rise of attitude changes toward them [19]. Therefore, as noted by [20], a main characteristic influencing consumers when evaluating green products is the opinion about their effectiveness.

3. PROBLEM STATEMENT

The lack of awareness of the benefits of utilizing green product, even customers, is at a value-sensitive price, but with a sturdy culture and a green habit, we are able to predict a decent result, as a result of in keeping with statistics, and Malaysian consumers spend time on the internet and particularly on the social website.

4. RESEARCH QUESTIONS

There are two research questions in this study.

1. What are the elements Impacting of Social Media on purchasing intention?
2. What is the relationship between purchasing intentions of green products?

5. OBJECTIVE OF THE STUDY

This research concentrates on social media effect on purchasing intention of green product among Malaysian customers.

6. METHODOLOGY

The paper has extensively reviewed the literature for identifying the relationship between the elements impacting social media on purchasing intention of green products. Thus the methodology adopted is systematically review approach‖ of the literature.

7. DATA ANALYSIS

The researcher has developed following propositions primarily based on the review of the literature which can be utilized in destiny empirical studies research.

Proposition 1: social presence influences the green purchasing intentions.
Proposition 2: convenience influence on the green purchasing intentions.
Proposition 3: personalization influence on the green purchasing intentions.
Proposition 4: social surveillance influence on the green purchasing intentions.
Proposition 5: purchasing intentions influence on the green products.

8. RESEARCH FINDING

Earlier study done by [21], [22], **[23]**, social presence has been described as an experience and senses of other's presence by the interpersonal interaction in the communication process. It has additionally been stated that social presence has made an impact towards the consumer purchase intention among the online retailers. primarily based on the previous study, the gain of users have interaction, keep up a correspondence, exchanging ideas or suggestions and staying connected to the online social media has made a positive effect towards the purchase intention of consumers towards the online retailers.

Established on the earlier research by [24], [25], [26], convenience is defined as an advantage of consumers gain access easily to online content and advantage such as navigate and search information effortlessly and time-oriented. It has been reviewed as convenience has made a significant impact towards the purchasing intention of users. The characteristics of convenience based on previous research are the advantage of easy to navigate, easy to search information, easy to share and easy to stay connected with other consumers and online retailers.

Primarily based on the previous research completed by [27], [28], [29], [30], personalization is described as customized services that are provided by the online social media by acquiring customer's information by online where customers are willing to share their information and creates value relationships. According to previous studies, it has been stated that personalization which possess the characteristics of personal preference, other user's preference, item characteristics and individual demographics has make a positive impact towards the customer purchasing intention.

Based on previous research by [31], [32], [33], the social surveillance is defined as a strategy utilized by an individual through the verbal exchange technology to be conscious and renowned a different person's behavior to identify the developments. In line with the prior research, social surveillance which is sometimes called interpersonal digital surveillance has made an affect closer to the end result of client purchase intention. Established on earlier research, the characteristics of social surveillance are situated on friend's evaluate, knowledge which is shared, expertise that are appreciated with the aid of other customers and educator's valuable knowledge that are perceived by users by way of surveillance on on-line social media.

In green marketing area, the consumer intention to purchase green products is influenced by the consumer emotions [34]. The intention to purchase the green products is strongly influenced by the positive attitude towards the environment [35]. However there are scholars who argue that environmental attitude has nothing to do with the purchasing of green products. [36] Has mentioned that green awareness do not influence on the green preference. The actual availability of resources might hinder the ability of the consumers in creating an intention to purchase green products which effect on the willingness to pay [37], [38].

9. CONCLUSION

To make it a bit clear through social media it is easier to build a culture and awareness because as statistics show nowadays people are spending more of their daily times on social media websites and they even get their latest favorite news from that. For building awareness among people social media is a way to go beside all those advantages that we have seen previously and the latest statistics shows that social media influences buying behavior of people as well. Therefore it is important how consumer behave mainly towards a green product with being aware of the high cost invested in developing green products. The increase of the environmental consciousness has had a thoughtful effect on consumer behavior, with the green product market expanding.

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