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Promotion of green products on Facebook: insights from millennials

Neeraj Pandey*

Marketing Area,
National Institute of Industrial Engineering (NITIE),
Vihar Lake Road, Powai, Mumbai, India
Email: npandey@nitie.ac.in
Email: neerajpandey100@gmail.com
*Corresponding author

Sumi Jha

Organisation Behaviour and Human Resource Management,
National Institute of Industrial Engineering (NITIE),
Vihar Lake Road, Powai, Mumbai, India
Email: sumijha05@gmail.com

Gaganpreet Singh

Marketing Area,
O.P. Jindal Global University,
Haryana, India
Email: gagan5787@yahoo.co.in

Abstract: This research empirically analyses the factors affecting the promotion of green products through Facebook to the millennials. Extensive literature survey and focus group discussion (FGD) gave probable Facebook related variables that may impact the promotion of green products. The exploratory factor analysis (EFA) was conducted to find key Facebook-related factors influencing the promotion of green products to millennials. The factor structure was further validated using confirmatory factor analysis (CFA). The findings highlight marketing managers should focus on five factors namely value communication (VC), safe navigation (SN), endorsements, webpage content (CW), and e-word of mouth (e-WoM); and its related sub-factors for promotion of green products on Facebook to the millennials. It is a pioneering study as none of the previous studies had analysed Facebook as a platform for promoting green products to millennials.

Keywords: green products; social media marketing; Facebook; millennial.

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Biographical notes: Neeraj Pandey is an Associate Professor of Marketing at the NITIE Mumbai. He did his Post-Doc at the Johns Hopkins University, USA in the area of healthcare pricing. He has authored two books besides publications in reputed journals. His research and teaching interests are pricing, digital marketing, B2B marketing and services marketing.

Sumi Jha is a Faculty of Organisation Behaviour and Human Resource Management. Her areas of interest are strategic leadership, psychological empowerment and employee wellbeing.

Gaganpreet Singh completed his Doctoral program from the NITIE, Mumbai. He has authored one book and published in reputed journals. He has extensively published case studies with Ivey Publishing and Emerald Emerging Markets Case Studies. He is a recipient of early career scholarship from Australia New Zealand Marketing Academy (ANZMAC).

1 Introduction

The sales of green products have not grown as expected, though consumers' awareness has increased over the years (Rahbar and Wahid, 2011). Bonini and Oppenheim (2008) highlighted five obstacles namely lack of awareness, negative perceptions, low availability, distrust and high price that inhibit the increase in adoption of green products. The minimisation of obstacles requires effective positioning of these products through appropriate value communication (VC) strategies regarding the utility of green products among potential buyers. The literature provides evidence for the negative experiences of customers. The study by Terra Choice Environmental Marketing examined 1,753 claims about green products and concluded that many of them gave false information (Bonini and Oppenheim, 2008). There are often credibility issues with the green or eco-labelled brands (Pandey and Kaushik, 2012).

Today, there is pressure from multiple stakeholders on companies to go green (Singh and Pandey, 2018; Boztepe, 2016; Rahbar and Wahid, 2011). The increased environmental awareness among customers had been one of the key drivers for the companies to produce green products (Ottman et al., 2006). Being 'green' portrays the image of an eco-efficient (Baverstam and Larsson, 2009) brand which is very important for any organisation to build brand equity. Green consumerism is found to be steadily moving towards emerging nations (Lee, 2008, 2009). Since substantial environmental awareness is observed in millennials (Singh, 2009), there is a need to understand the factors affecting the environmentally friendly purchase decision making. Researchers (Hersleth et al., 2015) argued that the purchase decisions were based on intrinsic and extrinsic factors of consumers. Environmental responsibility and desire to know more about product aspects forms intrinsic factors; and social image, product quality, and endorsements forms extrinsic factors. Dawson (2018) studied the role of social networking sites (SNS) on decision making characteristics of millennials. This study extends the research by exploring the influence of intrinsic and extrinsic decision making factors on the purchase of green products. In the era where the internet is influencing decision-making, there could be no better option than using SNS like Facebook for promotional activities and getting in touch with consumers.

Mangold and Faulds (2009) concluded that Facebook had made the execution of promotional strategy much easier than conventional ways. The value addition regarding

its reach to the target customers and cost-benefit analysis is high through SNS like Facebook. According to the performance monitoring web portal, <http://www.alexa.com>, the subscribers on Facebook were increasing each day, and this was one of the popular media for the companies to market their product or services. In September 2018, Facebook had more than 220 million active users in India (<http://www.statista.com>). Facebook enables access to potential customers of similar interests (for example – interested in green products) with its promotion applications. Besides, blogs and forums on various social networking act as a convenient, cost-efficient and instant feedback channel for organisations. Case et al. (2001) mentioned that the internet knowledge, income, and education level (Bellman et al., 1999) played a key role in influencing the adoption of green products while browsing SNS. Therefore, there is a need to explore webpage related factors of Facebook which facilitate promotion of green products.

2 Literature review

The technical characteristics of a webpage (Chai and Kim, 2012; Zhang and Von Dran, 2001; Lohse and Spiller, 1998) may influence conversion of leads into customers. Better search mechanism, ease of navigation and security are important aspects of engaging user towards the advertisements running on Facebook and promoting the usage of green products (Shin, 2010; Li, 2015). Bellman et al. (1999) found that homepage and design were important in generating interest of the Facebook users for further exploration of the advertisements being flashed. Further, the creativity used in designing the advertising messages also impacted the adoption of green products especially to the new users (Lee and Hong, 2016). Nowadays, millennials access online reviews (Kozinets, 2016) before purchasing any new products, making it a critical variable for the promotion of the green products.

Awad and Zhang (2007) discovered that online ratings were highly correlated with the intention of the customer to espouse the new products. Also, electronic word of mouth (e-WoM) had the potential to influence consumer behaviour (Luo and Zhong, 2015; Balaji et al., 2016; Kasabov, 2016). A study by Calisir (2003) found that online information was considered to be highly reliable by millennials. Various researchers (Ashley and Tuten, 2015; Kim and Stoel, 2004a, 2004b; Koufaris and Hampton-Sosa, 2002; Kim et al., 2001; Zhang and Von Dran, 2000; Kim, 1999; Lohse and Spiller, 1998) had suggested that relevant information content along with visual demonstration induces the mind of the user while browsing SNS. The promotion of the green products among youth through the celebrities would create a positive impact and would influence the propensity to use the green product (Rahim et al., 2012). The content on profile pages created by companies to promote green products must represent a comparison with traditional products regarding price and performance (Page and Lepkowska-White, 2002). The price comparisons may also include government subsidies (Sheu and Chen, 2012) and coupon rebates (Pandey and Maheshwari, 2017) on green products.

Table 1 List of variables extracted from available literature

<i>S. no.</i>	<i>Notations</i>	<i>Variables</i>	<i>References</i>
1	RI	Reliable online information	Kim et al. (2001) and Kim (1999)
2	LCO	Informing customers about reduced cost in long run	Baverstam and Larsson (2009)
3	END	Endorsement by friends	Malik and Singhal (2016), Cheung et al. (2015) and Dunne et al. (2010)
4	CRD	Developing credibility regarding quality of green products through content	Ashley and Tuten (2015)
5	COMP	Comparative chart of prices or/and performance of green product with similar/substitute products	Baverstam and Larsson (2009) and Page and Lepkowska-White (2002)
6	SR	Enhanced social recognition due to adoption of green products	Polonsky and Rosenberger (2001)
7	EON	Ease of navigation	Zhang and Von Dran (2000)
8	SM	Search mechanism	Zhang and Von Dran (2001)
9	SEC	Security	Li (2015), Shin (2010)
10	CE	Celebrity endorsement	Singh and Pandey (2017)
11	ONR	Online ratings	Awad and Zhang (2007)
12	ONRE	Online product reviews	Kozinets (2016)
13	WD	Webpage design	Koufaris and Hampton-Sosa (2002)
14	IC	Informative content about usefulness	Calisir (2003)
15	LOC	Level of creativity in advertisements	Lee and Hong (2016)
16	BLO	Blogs/forums on green products	Polonsky and Rosenberger (2001)
17	HPD	Homepage design	Grandon and Ranganathan (2001)
18	EWoM	Electronic word-of-mouth (e-WoM)	Balaji et al. (2016), Kasabov (2016) and Yang et al. (2015)
19	MAM	Modest advertising message	Rahbar and Wahid (2011) and Kim and Stoel (2004a)
20	VPA	Visual product appearance	Kim and Stoel (2004b)

Various researchers (Yadav and Pathak, 2016; Barber et al., 2009) have mentioned that consumers attitude towards eco-friendly products played an important role in intention to purchase the green product. Paul et al. (2016) found that in India, the intent to purchase green products was significantly related to the attitude of consumers. Similarly, a study by Mostafa (2009) pointed out that consumers having a positive attitude towards green products would form a positive opinion regarding the purchase of green products. He further stated that for the purchase of green products; consumers rely on branded green products besides the green positioning of the product.

Lin and Huang (2012) developed a questionnaire to measure the value derived by a consumer from the usage of a green product. The questionnaire had variables like functional value quality, functional value price, social value, emotional value, epistemic value, choice behaviour, and environmental concerns. First three factors of Lin and Huang (2012) questionnaire were adapted from Sweeney and Soutar (2001), the emotional value items were adapted from Arvola et al. (2008), epistemic value items were chosen from the work of Dholakia and Bagozzi (2001) and Hirschman (1980). Five items of consumer choice behaviour were proposed by Kim and Choi (2005). The environmental concern dimensions were adapted from Tarrant and Cordell (2002). The paper could not use Lin and Huang (2012) questionnaire as it did not capture the context of an SNS platform. The current paper focused on developing a questionnaire that captures ‘factors that has the potential to influence the adoption of green products while browsing Facebook’.

Many organisations have increased their green product portfolio. According to Suntornpithug and King (2018), consumers preferred to purchase green products from a trusted brand. Bedard and Tolmie (2018) studied the effect of social media usage and online interpersonal influence on the intent to purchase the green product. The study was conducted on millennials residing in the USA. The study showed strong influence of social media on green product purchase intentions. The endorsement by friends about environment-friendly products also influenced product choices of millennials (Malik and Singhal, 2016). The heightened consumer interest in environment-friendly products and in keeping oneself fit has increased the demand for green products (Thøgersen et al., 2015; Norazah, 2013). Various researchers (Yadav and Pathak, 2016; Konuk, 2015) have highlighted that the majority of studies on green products have been conducted in developed countries. There are a quite lesser number of studies on the promotion of green products in emerging markets. This study focused on millennials as green products were getting popular among this target group (Saravanaraj and Pillai, 2017; Smith, 2010).

Table 1 provides the list of variables that may impact promotion of green products to millennials using Facebook.

3 Theoretical framework

This study builds upon the attention, interest, desire, and action (AIDA) communication model proposed by Lewis (Strong, 1925). AIDA are four important cognitive phases felt by customers on any initiative proposed by marketers. The marketers attract attention of consumers by informing about the reduced cost in the long run through *celebrities and friend endorsements*. Marketers create interest by sharing *information* through advertisements, blogs/forums and through effective search mechanisms regarding the usefulness of the product. The ease with which the information regarding the product may be accessed sustains the interest of the consumer. *Visual product appearance* of the webpage, comparative charts, homepage design, and *online product reviews and ratings* help in building desire for the product. Finally, the consumers will take action by purchasing the green product for *enhanced social recognition* and may advocate others through e-WoM.

Table 2 Sample quotes from focused group discussion participants

S. no.	Quote by FGD participants	Keywords	Grouping of keywords (sr. no. source in bracket)	Theme
1	"I think there is nothing more credible than WoM on Facebook for a green product which is outrightly put forth by customers."	Credible, WoM, Facebook, outrightly put by customers	Out rightly put by customers (1), positively mentioned (3), more confident (3), like (4), comment, (4), online feedback (5), trustworthy (5), overall sentiment (8), posted by other customers (12), credibility (14), posts (14)	Online product reviews
2	"I expect my social media experience to be strongly engaging and hassle-free. I should easily get all the information I want with a lot of photos and videos."	Engaging, hassle-free, get all the information I want, photos and videos		
3	"Though it is a strong media, it may be restricted to youth and frequent Facebook visitor"	Strong media, frequent Facebook visitor		
4	"My Facebook friends like the posts about green products and comment on it positively; but I am not sure whether they really buy and use those green products."	Like, comment, buy and use the green products		
5	"I feel more confident if the green product I am buying had been positively mentioned by past customers on social media."	Positively mentioned, more confident, past customers, social media		
6	"I am at times concerned about security aspects while clicking any link on my Facebook page."	Concerned, security, clicking link, Facebook page	Engaging (2), hassle-free (2), get all the information I want (2), clicking the link (4), buy and use the green products (4), shorter video link (6)	Ease of navigation
7	"People talking positively in their online feedback makes me feel trustworthy about the product – like in the case of Patanjali products."	Positive, online feedback, trustworthy		
8	"I prefer shorter video links, infographics, and attractive pictures while browsing Facebook."	Shorter video link, infographic, attractive pictures		
9	"I believe in overall sentiment about a product – positive or negative; while purchasing it online...same is true for green products."	Overall sentiment, purchasing online, green products	Photos and videos (2), Facebook page (4), info-graphic (6), attractive pictures (6), font size (8), colour scheme, homepage (8), animation (8), picture (9), quality of webpage (10), distracts (10), organisational communication (10), promotional content (12)	Homepage design
10	"Facebook distracts focus of consumers from organization communication"	Distracts, organisational communication		
11	"I hate small letters and dull color of product homepage on Facebook – at times it is even without pictures animations."	Font size, colour scheme, homepage, photos, animation		
12	"Lousy homepage makes me feel insecure about the security of that particular Facebook webpage. I avoid clicking any link or picture."	Homepage design, security of webpage, clicking link, picture		

Table 2 Sample quotes from focused group discussion participants (continued)

S. no.	Quote by FGD participants	Keywords	Grouping of keywords (sr. no. source in bracket)	Theme
13	"High quality of web page reduces my fear of data theft and viruses."	Quality of web page, data theft, viruses	Credible (1), WoM (1), strong media (3), frequent Facebook visitor (3), candid comments (13), call a spade a spade (13), on the basis of advice (14), friend and relative (14), browse comments (15), buy or not buy (15)	E-word of mouth
14	"At times I doubt the credibility of posts by customers – is the company, or the customer is really posting it on Facebook?"	Credibility, posts		
15	"I usually check the online review of green products posted by other customers before I make the decision to purchase."	Online review, green products, posted by other customers		
16	"I always ensure Facebook's advanced security settings to avoid any privacy concerns during watching promotional content."	Advanced security settings, privacy concerns, promotional content		
17	"Facebook is the best place to get candid comments about any green product. My friends and relatives call a spade a spade, and that is what I want."	Candid comments, call a spade a spade	Concerned (4), security (4), clicking the link (9), data theft (10), viruses(10), advanced security settings (12), privacy concerns (12), risk (14)	Security
18	"I often choose a green product on the basis of advice I receive from my friend and relative. I do not want to take any risk."	On the basis of advice, friend, and relative, risk		
19	"I browse the comments about a particular green product and then decide to go for it or not."	Browse comments, buy or not buy		

4 Research methodology

The research methodology used in the study involved two phases. Initially, background literature was collected, tabulated and analysed in line with the objectives of the research. Further item was added using focus group discussion (FGD) involving three academicians (professors from the marketing area) and two industry experts who had a good understanding of green products and digital marketing. The average age of respondents for FGD was 32 years. The average years of work experience was nine years. Three of the respondents were male, and two were female. Table 2 presents salient quotes and generation of themes from the quote. The important points from FGD were extracted for inputs in questionnaire design.

Twenty-nine probable items were shortlisted on the basis of extensive literature review and FGD. These items were cross-checked from two senior digital marketing executives. A few of the items were removed as there was duplication or they were found to be irrelevant. After iterations, finally, 20 items with five-point rating scale were found relevant for further analysis. The sample questionnaire was subjected to pilot study on thirty respondents to determine the ability of the respondents to comprehend the sentence wording and structure (Gerbing and Anderson, 1988). Based on the feedback and observation, two questions were reworded. Finally, this exercise resulted in a structured questionnaire intended at capturing Facebook variables that had the potential to impact promotion of green products.

4.1 Data collection

The data were collected from western India. 285 questionnaires were distributed to the respondents. Finally, a total of 239 filled questionnaires were received. The selection of sample was based on four criteria; the respondent should be from the age group of 18 to 34 (millennials), the respondent should be aware about the green product, the respondent had bought any one of the green product once in last one year, and the respondent should be an avid user of Facebook. The qualifier questions in the questionnaire ensured that the survey response was taken into consideration only if all these four criteria were satisfied.

The snowball sampling technique was used to reach out to sample population, i.e., millennials. Using Facebook, a request was sent to management students of the select B-school to join the project on understanding the importance of Facebook on promoting the green products. Students, who responded within 24 hours of the sent request, were called for filling out the questionnaire and they formed the initiator of the snowball sampling. These green product enthusiasts introduced researchers to other respondents. The sample comprised of 58% male and 42% female respondents. The respondent had the qualification of at least graduation level, and all were well-versed with the English language.

4.2 Rationale for sampling

The study was focused on the youth. The average age group of the sample population was 27 years. This sample average age falls into population group which is popularly known as millennials or generation Y (Jang et al., 2011). There is no exact date to define the millennials birth dates (Deal et al., 2010). However, the consensus is that millennials are a group of individuals born between the early 1980s to about 2000 (Howe and Strauss,

2009). Thus, in this research, we define millennials as an individual who has an age of between 18 years to 34 years. In India, there are more than 400 million in this age bracket (<http://www.economictimes.indiatimes.com>). Millennials are quite active on Facebook and voice their opinion candidly (McCorkindale et al., 2013). There is a growing number of millennials who were environmentally conscious in their consumption preferences (Muralidharan and Xue, 2016; Furlow and Knott, 2009). The better education opportunities, exposure to various social media platforms and varied interaction during their outdoor travel have also impacted their perspective towards the environment and green products (Jang et al., 2011; Roberts, 1996). Therefore millennials, who were the most active category on Facebook, were chosen as respondents for this study.

5 Analysis and results

The data was analysed using data reduction technique exploratory factor analysis (EFA) and confirmatory factor analysis (CFA). In EFA, principal component analysis and varimax rotation were used for finding initial Facebook-related variables influencing the promotion of green products. Before extracting the list of factors, the suitability of the data was initially examined through the output of correlation analysis, KMO test of sampling adequacy and Bartlett's test of sphericity (Malhotra, 2004). The value for KMO measure of sampling adequacy was 0.780, which is greater than the threshold value of 0.5. The significant values showed that it was appropriate to move ahead for factor analysis.

5.1 Exploratory factor analysis

The standard protocols to extract factors were followed (Gefen and Straub, 2005). The initial results revealed that two variables had communalities < 0.4 , and therefore, were removed one-by-one from the database. EFA condensed twenty variables into five distinct factors thereby capturing the ideology behind individual's perception regarding the potential of Facebook to influence the promotion of green products. The resultant five factors namely; VC, safe navigation (SN), endorsements, webpage content (CW), e-WoM, explained 57.4% of the variance. The individual factor variance ranged between 8.9 to 17.01%. The item having factor loadings above 0.40 were retained (Table 3) (Singh and Pandey, 2015). Table 4 presents the correlation among factors. The labelling of each of the factors was based on the fundamental rationale that each name must be grounded from the academic literature and the factors must encapsulate the essence of each variable it binds. *VC* (factor 1): the first factor extracted from this study explained 17.012% of the variance. It includes items such as reliable online information, apprising users about the low cost of ownership, endorsement by friends, the comparison between green and substitute products and enhanced social recognition. These all variables relate to the view that millennials can be influenced for the adoption of green products because of the value communicated by the Facebook. Hence, it was named as VC. *SN* (factor 2): the second factor extracted 17.039% of the variance. It encompasses items such as simplicity in navigating Facebook, their easy search mechanism and foolproof security. All these variables relate to the efficiency and safety aspects of Facebook. Hence, it was named as SN. *Endorsements* (ENDO) (factor 3): the third factor extracted 11.098% of the

variance. It embraces items like online ratings, reviews, and endorsements. The three items showcase the potential of direct and indirect advertisements on SNS in influencing the promotion of green products. Hence, it was given nomenclature as endorsements. *CW* (factor 4): the fourth factor extracted 9.087% of the variance. It incorporates variables related to the content and design of Facebook. The list includes webpage design, informative content about their utility and the level of creativity. This factor was named *CW*. *E-WoM* (factor 5): the fifth factor extracted 8.984% of the variance and includes variables such as blogs/forums on green products, homepage design, and e-communication. This factor was named as e-WoM.

Table 3 Factor loadings and descriptive statistics of each item

	<i>Component</i>					<i>Mean</i>	<i>Std. dev</i>
	<i>VC</i> (17.01%)	<i>SN</i> (11.74%)	<i>ENDO</i> (9.84%)	<i>CW</i> (9.80%)	<i>e-WoM</i> (8.98%)		
Reliable information	.542					1.94	0.87
Long run cost	.739					2.21	1.02
Endorsement from friends	.489					2.25	1.05
Credibility	.664					1.85	0.89
Comparative charts	.701					1.87	0.93
Social recognition	.673					2.11	0.96
Ease of navigation		.663				2.47	1.08
Search mechanism		.828				2.40	1.12
Security		.784				2.51	1.15
Celebrity endorsements			.634			2.21	1.09
Online ratings			.848			2.34	0.97
Online product review			.673			2.12	0.90
Web design				.757		2.11	0.99
Informative content				.589		1.83	0.93
Level of creativity				.566		1.95	0.99
Blogs					.725	2.09	0.94
Home page design					.604	2.22	1.07
E-communication					.575	2.42	1.01

Notes: VC – value communication, SN – safe navigation, ENDO – endorsements, CW – webpage content, e-WoM – e-word of mouth. Values in parentheses are variance explained by each factor.

Table 4 Correlations values of extracted factors

		1	2	3	4	5
1	Value communication	1				
2	Safe navigation	.066	1			
3	Endorsements	.189**	.016	1		
4	Webpage content	.610**	.194**	.179**	1	
5	E-word of mouth	.343**	.254**	.168**	.313**	1

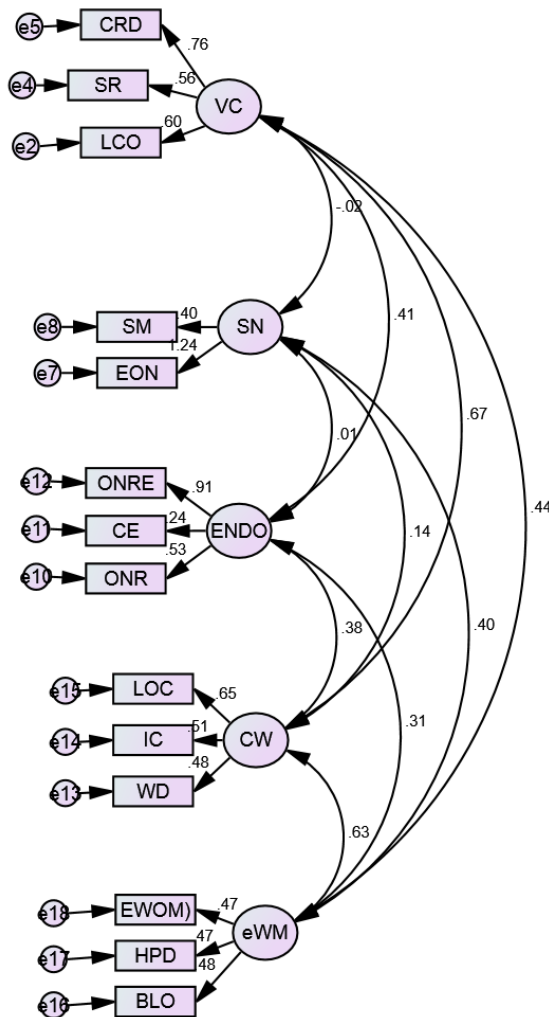
Note: **Correlation is significant at the 0.01 level (2-tailed).

Table 5 Values of CR, AVE and MSV

	CR	AVE	MSV
Webpage content	0.713	0.604	0.349
Value communication	0.787	0.616	0.229
Safe navigation	0.903	0.855	0.156
Endorsements	0.895	0.788	0.169
E-word of mouth	0.664	0.524	0.402

Note: CR – construct reliability, AVE – average variance extracted, MSV – maximum shared variance.

Figure 1 Confirmatory factor analysis output (see online version for colours)



5.2 Confirmatory factor analysis

The output of the EFA containing five factors with respective items was analysed using AMOS to confirm the factors. The model was examined using CFA (Figure 1). The χ^2/df was 2.077 which was within the accepted range. The other goodness of fit indices like GFI, AGFI, and CFI were 0.895, 0.856 and 0.847, respectively. The value of RMSEA equalled .067. Though goodness of fit indices demonstrated significant results, modification indices (MI) were checked for holistic evaluation. It suggested two variables (CE and ONR) belonging to the same factor ENDO (endorsements) to be covaried. By covarying within the same factor (Hu and Bentler, 1999), it suggested the model improvement by 14.389 MI. The final value of χ^2/df reduced to 1.678. The other goodness of fit indices like GFI, AGFI, and CFI equalled 0.936, 0.899 and 0.911, respectively. The value of RMSEA was .053. All the values satisfactorily met the threshold values (Hair et al., 2010). The final values of the model are shown in Table 6.

Table 6 Summary of confirmatory factor analysis values

<i>Model</i>	<i>GFI</i>	<i>AGFI</i>	<i>NFI</i>	<i>CFI</i>	<i>RMSEA</i>	<i>CMIN/DF</i>
Five factor model	.936	.899	.813	.911	.053	1.953
Four factor model	.825	.742	.533	.589	.112	3.956
Three factor model	.856	.795	.546	.610	.106	3.694
Two factor model	.846	.787	.520	.584	.108	3.796
One factor model	.839	.780	.498	.560	.111	3.920

5.3 Scale validity and reliability

Construct reliability (CR), average variance extracted (AVE) and maximum shared variance (MSV) were the metrics that were used to determine the reliability and validity of the factor output (Table 5). The factors had CR values above 0.7, AVE values above 0.5 and MSV values lesser than AVE values. All the values met the required criteria. The CR value of e-WoM was just below threshold value. Common method bias was checked by examining the results of Harman's single factor test. The total variance explained by the chosen single factor was only 22.91%, satisfactorily meeting the benchmark (Podsakoff et al., 2003). The model was further validated by running four factor (SN + VC, ENDO, CW, e-WM), three factor (SN + VC + ENDO, CW, e-WoM), two factor (SN + VC + ENDO + CW, e-WoM), and one factor (all factors together) model. The model fit values of five factor model presented best fit (Table 6).

6 Discussion

In this paper, researchers developed a questionnaire to measure factors which help in promotion of green products on Facebook. The questionnaire was validated by data collected from millennials of India. Due to increasing penetration of mobile phones, internet usage and Facebook usage (Singh, 2004) in all parts of India, the study has practical as well as research implications.

The academic contribution may be analysed in terms of 'what', 'why' and 'how' format as suggested by Whetten (1989). The study found that for millennials the five

factors viz. VC, SN, endorsements, CW and e-communication have to be given special attention while promoting green products on Facebook. These factors, as explained above, follow the four stages of the AIDA model, i.e., by celebrity endorsements and CW consumers' attention would be grabbed, SN would generate interest among the users and would hold users attention, VC would accentuate the desire to own the product, and e-WoM after use is indication of satisfaction from the decision-making process of purchase (action) (Balaji et al., 2016; Kasabov, 2016).

The VC highlights the psychological and monetary benefits that green products provide to the young customers in the long term (Pandey and Singh, 2013; Nagle and Hogan, 2009). The communication made regarding product provides ease of understanding and therefore better connection with the product. The communication made to its target customer in their unique manner makes it more effective. The SN ensures the prospective customer that their Facebook information would not be misused if they visit, share and post on the green product/company webpages (Li, 2015; Awl, 2010; Shin, 2010). The webpages providing engaging content and safe web links also attract unique and repeat visitors. Young consumers, i.e., millennials may get attracted by the latest trends or videos providing information regarding green products. These videos uploaded by the organisations are mostly unique and copyright of the organisation (Pandey and Dharni, 2014). One of the respondents mentioned the concern regarding safety as follows:

“I am at times concerned about security aspects while clicking any link on my Facebook page.”

The endorsements add credibility and engagement to the Facebook webpages which in turn may impact the purchase intention of the young consumers. The updated webpages with attractive and insightful pictures and videos may encourage the visitors to accept green products (Balaji et al., 2016; Kasabov, 2016). The size of the font on webpage can also be a factor which may turn off a consumer, as stated by one of the respondents:

“I hate small letters and dull color of product homepage on Facebook – sometimes it is even without pictures animations.”

The positive mention about benefits in terms of cost saving and reducing carbon footprints with the usage of green products on Facebook webpages would further help in generating interest and purchase of green products.

“I think there is nothing more credible than WoM on Facebook for a green product which is outrightly put by customers.”

The young consumers were more aware of positive impact that green products would create in the long run. They would like to promote or browse the feedback regarding products while they are interested in purchasing. Information shared as reviews by peer group is used by millennials in taking the final purchase decision. Confirming the same one of the respondents commented:

“I usually check the online review of green products posted by other customers before I decide to purchase.”

The 'why' aspect of purchase of green products has been empirically tested as respondents gave clear preference to green products based on their perceived benefits. The finding also provides an answer to 'how' green aspect of products may be leveraged by using Facebook. Once the five factors are taken care of by the Facebook administrator

(designated by the organisation) (Cheung et al., 2015; Dunne et al., 2010; Koufaris and Hampton-Sosa, 2002), the focus should be on monitoring results through Facebook tools including the APIs (application programming interface). It would ensure appropriate changes and thus lead to a better user experience (UX) and user engagement (UE) on the Facebook webpage (Cheung et al., 2015). From the AIDA model perspective, it was realised that the users' psychological states might be captured better by monitoring the interests and values of the consumer on Facebook. Thus, getting more attention of specific interest group and providing relevant information targeted as per the interest group in the content may further lead to greater interest and desire to know more about the product.

The above findings are in line with Kane et al. (2012) which emphasised that social media could influence buyer's perception of the price of green products. The positive e-WoM provides the confidence to all stakeholders in the value chain (Mazar and Zhong, 2010; Todd, 2004). The finding also finds support in the work of Pandey and Singh (2013) which have studied it in the context of value-added services in telecom industry. The study contradicts Bansal and Roth (2000) who found that competitiveness, legitimisation and ecological responsibility are the prime motivation for going green. However, this study did not cover social media context.

7 Conclusions

The objective of the research was to study the factors which help in the promotion of green products on Facebook as a social media platform. The focus of the study was millennials who form a large part of the population in India. The study developed a questionnaire to explore possible factors. The questionnaire was validated by exploratory and CFA. The study contributed to the existing research by exploring millennials perspective on promotion of green product. Kane et al. (2012) pointed that green product perception may vary between different age groups. The study provided five focused areas which millennials look into while purchasing green product. The study also contributed by extending AIDA model to a very new concept of green product marketing.

8 Implications

The study has several implications for academia and practice. This study helps academia to gain an insight into promotion of green products using SNS channels and particularly Facebook. The study provided future researchers relevant factors and sub-factors to analyse the impact of online integrated marketing communication (IMC) practices for green products promotion. The findings of the study would also help academia in refining measurement metrics for return on investments per dollar of green product promotion on Facebook.

Marketing managers may take insights from the AIDA model for marketing communication and can map the strategies with five factors from this study, to positively influence the promotion of green products on Facebook to the millennials. Managers would also be able to segregate the attention given to different areas of promotion based on the factors like endorsement and safe-navigation. The value, both monetary and

psychological, should be properly communicated to the target customer, i.e., millennials using the Facebook webpage.

Managers may use the latest tools to keep an eye on positive e-WoM as it helps in building trust and confidence amongst millennials (Pandey et al., 2019). It catalyses action, i.e., purchase by the target customer, i.e., millennials. Specified training may be given to employees involved in promotional areas for effective results. The manufacturers and marketers may use this study's questionnaire to understand millennials behavioural pattern, demographic and psychographic profiles better. The behavioural pattern may be captured by studying their browsing habit like preference for videos, pictures or text, on the company Facebook webpage. The understanding of behavioural pattern will help the organisation to target their customers better. Celebrities involved in environment-related campaigns may be engaged by the organisation for the promotion of product using company Facebook webpage. These celebrities have a strong influence on the target population as many of them have a large following by millennials on the social media. The organisation can broadcast their green initiatives on their webpages as it will help to create goodwill among generation Y, i.e., millennials.

9 Limitations and scope for future research

Though every standard research protocol was followed at each stage of the research, there remain a few limitations. Larger datasets and comparative results over different regions would give better insights for similar studies on millennials. Using longitudinal data, as compared to cross-sectional data which was used in this study, may provide better results. The future researchers may take into consideration the psychographic aspects like activities, interest, and opinion of millennials in the promotion of green products. The future study may take a specific green product like cotton shopping bags, LED bulbs and an electric car for research. It would help in understanding industry-specific key drivers in the promotion of green products on Facebook.

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