
Original Research Article

Impact of Green Marketing on Consumer Purchase Intention: The Mediating Roles of Social Media Engagement and Environmental Awareness.

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Abstract: This research examines how green marketing affects consumer purchase intention, focusing on the roles of social media engagement and environmental awareness. A structured questionnaire was distributed to 105 people to conduct the research. A five-point Likert scale was used to collect responses that range from ‘strongly disagree’ to ‘strongly agree’. The data were analysed using SPSS V25 and Smart PLS 4 software. Results indicate that green marketing has a positive and significant impact on consumer purchase intention, social media engagement and environmental awareness. Moreover, social media engagement has a positive and significant relationship with consumer purchase intention, whereas environmental awareness fails to exhibit a positive and significant relationship with consumer purchase intention. Results also show that social media engagement mediates the relationship between green marketing and consumer purchase intention, whereas environmental awareness fails to mediate the relationship between green marketing and consumer purchase intention. Marketers and businessmen can get valuable insights from these research findings for developing green marketing strategies and strengthening consumer engagement with environmentally friendly products. The empirical results will help to design effective marketing strategies, initiate sustainable consumption, and promote environmentally responsible behavior. Future research can be conducted by combining qualitative interviews and quantitative surveys. This mixed-methods research will provide a deeper understanding of consumer purchase intention.

Keywords: Consumer Purchase Intention, Green Marketing, Environmental Awareness, Social Media Engagement.

INTRODUCTION

In recent years, environmental consciousness has had a greater influence on consumer purchase intention, as customers prioritise companies that are engaged in sustainable activities. Sustainable manufacturing, renewable energy, eco-friendly products, green marketing, eco-conscious activities and other sustainable activities are being adopted by companies so that they can get the attention of consumers (Mataraci & Kurtulus, 2020). Companies are choosing sustainable practices to get the trust of consumers, and green marketing is a part of this process. Green marketing has become an essential strategy for businesses to attract customers and influence their purchase intention nowadays. Satisfaction of needs, profit generation and helping the environment are the goals of green marketing (Sedky & AbdelRaheem, 2022). Environmental awareness, enhanced consumer demand, improved brand reputation, gaining competitive advantages in the market, and higher customer engagement are a few major advantages of green marketing.

Consumer purchase intention is important, as it is the probability that consumers are willing to buy a product or a service. Attitude, trust, recommendation, perceived value, advertising, cultural influence, environmental awareness, brand image, social media engagement, celebrity endorsement, etc., influence customers to buy products and services (Dai & Sheng, 2022; Nguyen-Viet, 2022). On the other hand, high price, green washing, poor service or product quality, negative experience, perceived risk, etc. influence customers not to purchase products or services. In green marketing, there are uncertainties in consumer purchase intention if there are green scepticisms (Pham & Huynh, 2026). Exaggerated green advertisements, inconsistent sustainability practices, false packaging, fake green campaigns, etc., can create green scepticism. Green claims or environmental marketing claims might create legal risks if they are false, misleading or not supported by appropriate evidence (Sinha & Annamdevula, 2023).

Social media is an important medium of communication among millions of people nowadays due to the convenience of information sharing, awareness raising, networking opportunities, business promotions and staying connected. Famous journalist, Tom Whyman, mentioned in *The Guardian* that, once upon a time, social media was used for global conversation; however, private activities on social media are getting priority nowadays. The journalist added his life experience, mentioning that he met his girlfriend on Twitter (Whyman, 2026). People of all ages, including doctors, lawyers, journalists, marketers, engineers, teachers, actors and other professionals, use social media for their professional and non-professional activities. Therefore, it can be said that social media engagement is common among the general public regardless of their demographic backgrounds. Social media can significantly increase consumer purchase intention by providing product information through advertisements. Influencer marketing is commonly used nowadays for product promotion on social media, where celebrities work as brand ambassadors. On the contrary, environmental awareness can enhance consumer purchase intention by encouraging people towards eco-friendly activities. Environmental awareness is the consciousness of people about pollution, waste management, climate change, deforestation, global warming, etc.

Green marketing is becoming popular among companies day by day, and its influence is felt everywhere in the corporate world. For example, Nike launched a campaign named 'Move to Zero' that focuses on using recycled and sustainable materials, reducing emissions of carbon dioxide, methane and other gases in the supply chain, and designing low-waste products. This initiative not only enhanced Nike's brand image among customers but also positively influenced customer loyalty and increased sales. Moreover, IKEA promotes a shopping bag named 'FRAKTA' which is a reusable shopping bag that reduces the use of plastics in the stores. Due to its environmental friendliness, durability and low cost, this shopping bag got huge popularity among customers. Enhancing brand image and raising customer awareness are the green marketing strategies of IKEA through this campaign. Furthermore, the 'World Without Waste' campaign is a green marketing strategy launched by Coca-Cola. The company works on eco-friendly packaging, and it pledges that it will collect and recycle all the bottles that they sold. Through this campaign, Coca-Cola not only achieved consumer trust and loyalty but also contributed to environmental sustainability.

Objectives of the Study

The objective of this research is to examine how green marketing affects consumer purchase intention, focusing on the roles of social media engagement and environmental awareness.

Research Problem

Empirical research on green marketing is not sufficient to understand its influence on consumer purchase intention, although it is evident that green marketing strategies are evolving. More studies need to be done, especially to unveil the roles of mediating factors. Moreover, green marketing and consumer purchase intention have been examined in many ways; it has been proven that green marketing mix elements (green product, green price, green place, green promotion) have positive relationships with consumers' purchase intention (Mahmoud, 2018); however, the mediating roles of social media engagement and environmental awareness have not been studied before. Most importantly, there is no doubt that businessmen can achieve success by implementing green marketing strategies in their businesses; nonetheless, many of them don't know the proper uses of social media engagement and environmental awareness. More research needs to be done on these issues.

What's more, it is necessary to scrutinize how social media engagement can work as a mediator between green marketing and consumer purchase intention. Investigations are required to explore how green marketing strategies influence social media platforms and whether these interactions influence customers' buying behaviors. On the other hand, green marketing encourages people towards environmental awareness, and it is needed to investigate through empirical research whether this awareness can genuinely lead people to buy products or services.

Novel Contribution

In accordance with the gaps mentioned above, this study integrates green marketing, environmental awareness and social media engagement into a single framework and provides insights into how these factors influence consumer purchase intention. The mediating roles of social media engagement and environmental awareness are investigated, as research in these areas is not yet developed. Also, two mediators, environmental awareness and social media engagement, are examined in the same study. Moreover, the findings of the research will be helpful for companies to develop their marketing strategies. By implementing various green marketing strategies through social media engagement and environmental awareness campaigns, companies will be able to enhance brand image and customer loyalty; therefore, consumer purchase intention will be increased. Furthermore, this study enhances environmentally responsible behavior by using green marketing practices towards consumer purchase intention.

LITERATURE REVIEW

Theoretical Background:

Signaling theory explains how companies convey information to customers to minimize information uncertainty and influence their purchasing decisions (Nguyen, 2025). In green marketing, companies use green advertising, eco-labels, waste reduction campaigns, tree planting campaigns, reuse and refill programs, etc., as signals to communicate, and the purpose is to make people aware that their companies are environmentally responsible. In this research, through green marketing, environmental signals are sent by companies, and social media works as an amplifier to validate the signal, whereas environmental awareness can develop the green marketing signals. Finally, customers receive positive green signals that develop trust toward the brand and encourage them to buy products or services from those companies. Moreover, Ajzen's Theory of Planned Behavior explains that a person's behavioral intention is determined by attitude, subjective norm and perceived behavioral control (Ajzen, 1991). In this research, green marketing (e.g. advertisements of sustainability, green packaging) and environmental awareness (e.g., awareness-raising programs, responsibilities towards nature) form people's attitude, whereas social media engagement (e.g. opinions, influencers' impacts) influences subjective norms. Moreover, perceived behavioral control is influenced by environmental awareness (e.g., recyclable packaging, eco-labels). Furthermore, Message framing theory describes how information is presented and can affect people's decision-making, attitudes and behaviors. According to message framing theory, customers are encouraged to buy eco-friendly products through green marketing messages (Kim & Chon, 2022). Social media engagement increases customers' interest in environmentally friendly products, and environmental awareness informs people about the benefits of the environment. Both social media engagement and environmental awareness can increase people's purchase intentions.

Green Marketing:

Green marketing refers to a strategic approach that aims to promote products and services in an environmentally responsible way (De Oliveira et al., 2024). García-Salirrosas and Rondon-Eusebio (2022) said that the concept of green marketing was introduced by companies in the market in the late 1980s. Companies want to get a competitive advantage in markets by offering green value propositions. Green marketing is used by companies as a strategic policy that companies implement through sustainable management practices to increase their profits so that environmentally concerned customers can be attracted. Green labelling, green advertising, eco-efficiency, reusing materials, and using resources in a sustainable way are common forms of green marketing. García-Salirrosas and Rondon-Eusebio (2022) also mentioned that environmentally concerned customers are interested in purchasing green products, and these types of customers value companies that practice sustainable practices in their business activities.

Firms can improve their market positions by adopting green marketing strategies; therefore, brand name and organizational performance will be enhanced (Shankar et al., 2009). Green marketing is a good approach to survive and gain a competitive advantage in the market (Chahal et al., 2014). De Oliveira et al. (2024) pointed out that green marketing is considered an effective strategy for influencing customers' purchasing intentions, and companies can gain the attention and trust of customers by adopting sustainable practices.

H1: Green marketing has a positive and significant impact on consumer purchase intention.

Social Media Engagement:

Social media engagement refers to the interactions, participations and connections among users on social media platforms. Facebook, LinkedIn, Instagram, YouTube, Pinterest, TikTok, WhatsApp, and Telegram are popular social media platforms nowadays. Social media is used for product showcasing, marketing and sales, brand promotion, customer engagement, etc. (Krowinska & Dineva, 2025). When social media was introduced, it became popular due to socializing, but as time passed, people understood its business potential. Due to the flexibility of instant communication and viral opportunities, social media has gained huge popularity throughout the world (Singh & Singh, 2025).

Social cognitive theory says that people learn and adopt behaviours through observing others, imitation, and social interactions (Schunk & Dibenedetto, 2020). When people see eco-friendly posts on social media, they feel interested and are more likely to purchase. Moreover, self-congruence theory indicates consumer behaviour focusing on similarities between customers' self-concept and brand image (Zogaj, 2023). Exposure to green products increases the enjoyment level of consumers compared to conventional products on social media, as social worth gets priority among people.

H2: Green marketing has a positive and significant impact on social media engagement.

Environmental Awareness:

Environmental awareness refers to the understanding of environmental issues and the need to preserve nature. Green marketing has a significant influence on environmental awareness by messaging people about eco-friendly products, recycling materials, sustainable development, etc. Social Cognitive Theory says that attitudes of customers are initiated and developed by observing information and behaviours in their social environment (Schunk & Dibenedetto, 2020). Green marketing can spread information through media, and these messages raise concerns among people, especially people who are concerned with the environment and feel a strong interest. These media can be events and activations, influencer and celebrity engagements, word of mouth, traditional and digital media platforms, advertising campaigns, etc. Moreover, Diffusion of Innovations (DOI) theory explains how a new idea, product, practice or technology is disseminated in society (Garcia-Aviles, 2020). Through green marketing processes, customers get updates on various types of new ideas, like waste reduction practices, recyclable packaging, sustainable business practices, etc. Here, eco-labelling, eco-friendly branding, tree plantation campaigns, and promotion of electric vehicles are a few examples of green marketing activities that can operate as a communication medium to introduce green innovations to potential customers.

H3: Green marketing has a positive and significant impact on environmental awareness.

Consumer Purchase Intention:

Consumer purchase intention refers to a consumer's desire to buy a product or service. Consumer purchase intention is important in business, as it helps to determine future sales (Lestari et al., 2025). Social media engagement can significantly increase consumer purchase intention by creating interactions between customers and sellers. Marketers display their products through social media along with attractive discounts or promotions (Jennedy & Maupa, 2025). Also, consumer purchase intention can be increased through environmental awareness by making people aware of sustainability. Consumers prefer eco-friendly products as they believe that their support or contribution can protect the environment (Chernev et al., 2025).

The influence of external factors on human action and behaviour is explained in the Stimulus-Organism-Response Model. This model describes how people interact with their environment. Customers are influenced by stimuli, which are external factors that can affect the organism. The organism is considered to have internal cognitive and emotional states created by the stimulus. Finally, this influence leads to response and decision-making (Jacoby, 2002). In this research, green marketing activities are considered external stimuli, and social media engagement and environmental awareness work as customers' internal intellectual and sentimental responses, which in turn increase consumer purchase intention that is considered as a response. In short, the mediators (social media engagement and environmental awareness) can serve as mechanisms that support green marketing to shape consumer purchase intention.

H4: Social media engagement has a positive and significant impact on consumer purchase intention.

H5: Environmental awareness has a positive and significant impact on consumer purchase intention.

The Mediating Role of Social Media Engagement & Environmental Awareness:

Persuasion theory says that people's attitudes, beliefs, and behaviours can be shaped through marketing, advertising and social interactions. In short, people's minds can be changed through effective communication (El Hedhli & Zourrig, 2023). Green marketing has a direct influence on consumer purchase intention. Moreover, green marketing can influence consumer purchase intention through other media (social media engagement and environmental awareness). In this research, green marketing is considered a persuasive message. Mediators (social media engagement and environmental awareness) can contribute to mental and behavioural processing routes. These two mediators can confirm that the messages are working properly through interactions.

H6: Social media engagement mediates the relationship between green marketing and consumer purchase intention.

H7: Environmental awareness mediates the relationship between green marketing and consumer purchase intention.

METHODOLOGY

This part will describe hypotheses, research design, sampling procedure, independent and dependent variables.

A survey was conducted with the respondents by distributing questionnaires. The questionnaire was made according to the literature from the past, and contains two sections. In the first section, demographic information was asked, and in the second section, the questionnaire focused on the variables of the research. A convenience sampling method was used to collect data, whereas questionnaires were distributed in several shopping malls in Melbourne, Australia. The sample size was 105 in this research. A five-point Likert scale was used to collect responses that range from 'strongly disagree' to 'strongly agree'. Primary data were collected from the feedback of the respondents. These data were used to conduct an analysis and get the desired answers in the research. The data were analysed using SPSS V25 and Smart PLS 4 software. On the other hand, secondary data were collected from books, journals, newspapers and conference articles, and were used to review previous studies, create a research framework, write a literature review, develop hypotheses and compare final results with previous research.

In this research, green marketing is considered the independent variable. The scale for measuring this variable has been adopted from Simanjuntak et al. (2023). Moreover, consumer purchase intention is considered the dependent variable. To measure this variable, scales were taken from Husnain & Toor (2017) and Nabivi (2025). Furthermore, environmental awareness and social media engagement work as mediating variables. To

measure environmental awareness, scales were taken from Simanjuntak et al. (2023), and to measure social media engagement, scales were taken from Poturak & Softic (2019) and KV et al. (2021). Table 1 contains the measures and item statements.

All the scales were modified to suit the research. Figure 1 shows the conceptual framework for this research, where the relationships among the dependent variable, independent variable and mediators are visualized.

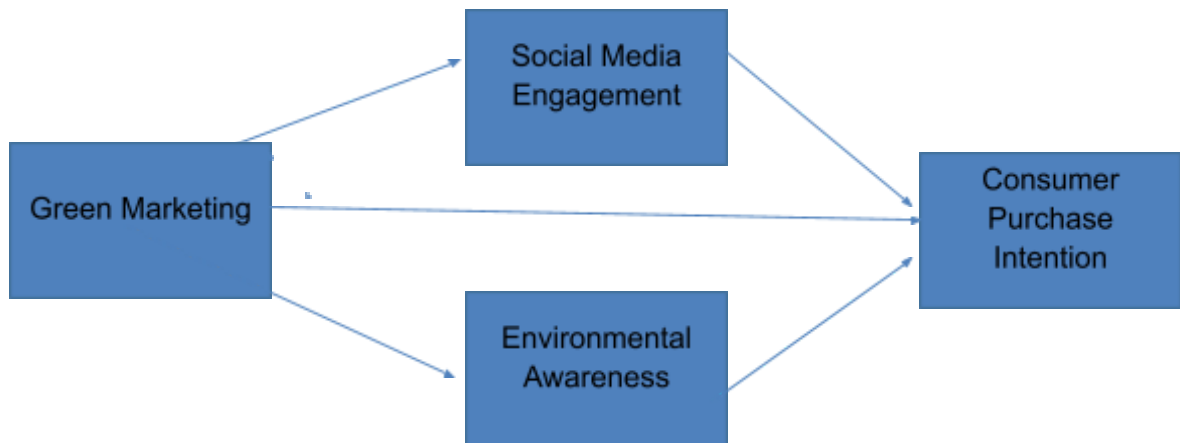


Figure 1: Conceptual framework.

Table 1: Measures & Item Statements

Measures	Statements	Sources
Green Marketing	1. Environmentally friendly companies are preferred by me. 2. I always look for eco-friendly advertisements. 3. Environmentally responsible brands are favourite to me. 4. I prefer green labels and certifications in products or services.	(Simanjuntak et al., 2023)
Social Media Engagement	1. I look for environment friendly pages on social media. 2. I prioritize brands those promote sustainability on social media platforms. 3. I am influenced by eco-friendly products and services on social media platforms. 4. I am active in social media by liking, sharing and commenting posts about green marketing.	(Poturak & Softic, 2019; KV et al., 2021)

Environmental Awareness	1. Deforestation, loss of biodiversity, pollution and other environmental issues are concerned by me. 2. I am aware of my purchasing decisions on the environment. 3. I feel that protecting environment is my responsibility. 4. I always search for latest updates about environmentally friendly products.	(Simanjuntak et al., 2023)
Consumer Purchase Intention	1. I have a preference for purchasing eco-friendly products. 2. I like eco-conscious products than other alternatives. 3. I pay extra when I buy eco-products. 4. My purchasing intention increases when I see green products.	(Husnain & Toor, 2017; Nabivi, 2025)

RESULTS & DISCUSSION

Table 2: Descriptive Data

Demography of Respondents	Frequency	Percent
Gender		
Male	65	61.9
Female	40	38.1
Age		
Below 20	6	5.7
21-30	45	42.9
31-40	35	33.3
41-50	3	2.9
Above 50	16	15.2
Education		
HSC	14	13.3
Bachelor's	57	54.3
Master's	28	26.7
PhD	6	5.7

Occupation		
Student	9	8.6
Employed (Part-time)	51	48.6
Employed (full-time)	13	12.4
Businessman	19	18.1
Unemployed	13	12.4

From Table 2, it can be said that out of 105 respondents, 65 are male and 40 are female. It can be said that 42.9% people are aged between 21 and 30, indicating that most of them are young. Moreover, the results show that 54.3% respondents have completed a bachelor's degree. Furthermore, it can be seen that most of the people are working people, whereas only 8.6% respondents are students.

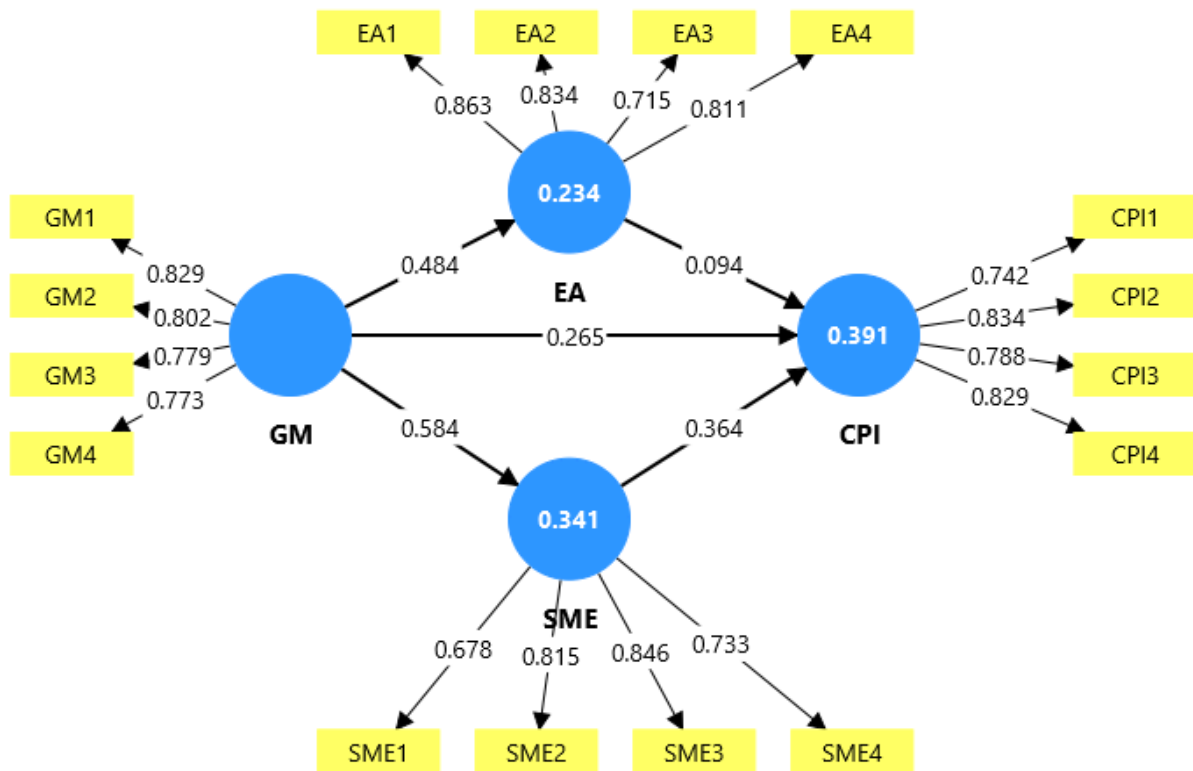


Figure 2: PLS Algorithm Output.

Figure 2 shows the PLS (Partial Least Squares) Algorithm Output. It is demonstrating cause-and-effect relationships among the variables. In this model, GM (green marketing) is the independent variable, CPI (consumer purchase intention) is the dependent variable, whereas EA (environmental awareness) and SME (social media engagement) are working as mediators. GM1, GM2, GM3 and GM4 are the four survey questions based on GM (green marketing). Moreover, CPI1, CPI2, CPI3 and CPI4 are the four survey questions based on CPI (consumer purchase intention). Furthermore, SME1,

SME2, SME3 and SME4 are the four survey questions based on SME (social media engagement). Lastly, EA1, EA2, EA3 and EA4 are the four survey questions based on EA (environmental awareness).

Table 3: Path coefficients - Matrix

	CPI	EA	GM	SME
CPI				
EA	0.094			
GM	0.265	0.484		0.584
SME	0.364			

Table 3 shows the path coefficients matrix among the four variables: GM (Green Marketing), EA (Environmental Awareness), SME (Social Media Engagement), and CPI (Consumer Purchase Intention). GM is the independent construct that has direct and indirect pathways in the model. The strongest path coefficient is GM → SME, which is 0.584. On the other hand, the weakest path coefficient is EA → CPI, which is 0.094.

Table 4: Outer Loadings - Matrix

	CPI	EA	GM	SME
CPI1	0.742			
CPI2	0.834			
CPI3	0.788			
CPI4	0.829			
EA1		0.863		
EA2		0.834		
EA3		0.715		
EA4		0.811		
GM1			0.829	
GM2			0.802	
GM3			0.779	
GM4			0.773	
SME1				0.678
SME2				0.815
SME3				0.846
SME4				0.733

From Table 4, it can be seen that outer loading ranges from 0.742 to 0.834 for CPI, and outer loading ranges from 0.773 to 0.829 for GM. Similarly, outer loading ranges from 0.715 to 0.863 for EA, and outer loading ranges from 0.678 to 0.846 for SME. All the

values above 0.70 indicate strong convergent validity; however, only one value (the value of SME1 is 0.678) is below 0.70.

Table 5: Construct Reliability & Validity

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
CPI	0.811	0.817	0.876	0.639
EA	0.825	0.852	0.882	0.652
GM	0.810	0.827	0.874	0.634
SME	0.770	0.786	0.853	0.594

From Table 5, it can be said that all the values of Cronbach's Alpha are above 0.7, which indicates that the questionnaire is acceptable and reliable. Moreover, composite reliability measures internal consistency, and it can be seen from the table that all values above 0.70 show consistency and reliability of the indicators. Lastly, it can be seen that all AVE values are above 0.50, which demonstrates strong convergent validity.

Table 6: Discriminant validity – Heterotrait-monotrait ratio (HTMT) – Matrix

	CPI	EA	GM	SME
CPI				
EA	0.516			
GM	0.640	0.563		
SME	0.721	0.767	0.714	

Table 6 shows that values of HTMT below 0.85 indicate that variables are uniquely independent and very distinct from one another. It can be seen that the highest HTMT value is 0.767, which is between SME and EA. SME & EA are the closest pair; however, they are empirically distinct. The lowest HTMT value is 0.516, which is between EA and CPI.

Table 7: Discriminant validity – Fornell-Larcker criterion

	CPI	EA	GM	SME
CPI	0.799			
EA	0.450	0.808		
GM	0.523	0.484	0.796	
SME	0.578	0.625	0.584	0.771

Table 7 shows the results of the Fornell-Larcker criterion that can assess discriminant validity. Discriminant validity measures a unique concept, able to confirm that a construct is distinct from other constructs. The square root of the AVE for each construct must be higher than all other correlations listed in the column or row. The main score (0.799) is greater than the other connections (0.450, 0.523, 0.578) for CPI. Moreover, for EA, the main score (0.808) is greater than the other connections (0.450, 0.484, 0.625).

Furthermore, for GM, the main score (0.796) is greater than the other constructs (0.523, 0.484, 0.584). Lastly, for SME, the main score (0.771) is greater than the other constructs (0.578, 0.625, 0.584).

Table 8: Discriminant validity – Cross loadings

	CPI	EA	GM	SME
CPI1	0.742	0.232	0.408	0.430
CPI2	0.834	0.355	0.366	0.448
CPI3	0.788	0.355	0.450	0.427
CPI4	0.829	0.471	0.444	0.531
EA1	0.431	0.863	0.450	0.553
EA2	0.465	0.834	0.397	0.516
EA3	0.169	0.715	0.349	0.443
EA4	0.312	0.811	0.355	0.498
GM1	0.455	0.541	0.829	0.571
GM2	0.384	0.371	0.802	0.438
GM3	0.393	0.284	0.779	0.400
GM4	0.427	0.287	0.773	0.416
SME1	0.506	0.405	0.352	0.678
SME2	0.392	0.471	0.469	0.815
SME3	0.505	0.607	0.564	0.846
SME4	0.359	0.410	0.387	0.733

In Table 8, for CPI1, the value of CPI (0.742) is higher than EA (0.232), GM (0.408) and SME (0.430). Moreover, for CPI2, CPI3 and CPI4, the values of CPI are higher than EA, GM and SME. Similarly, it can be observed from the table that for EA1, EA2, EA3 and EA4, values of EA are higher than CPI, GM and SME. Furthermore, it can be seen that for GM1, GM2, GM3 and GM4, values of GM are greater than CPI, EA and SME. Lastly, it is seen in the table that for SME1, SME2, SME3 and SME4, values of SME are greater than CPI, EA and GM. Therefore, it can be said that this model has passed cross-loading evaluation for discriminant validity.

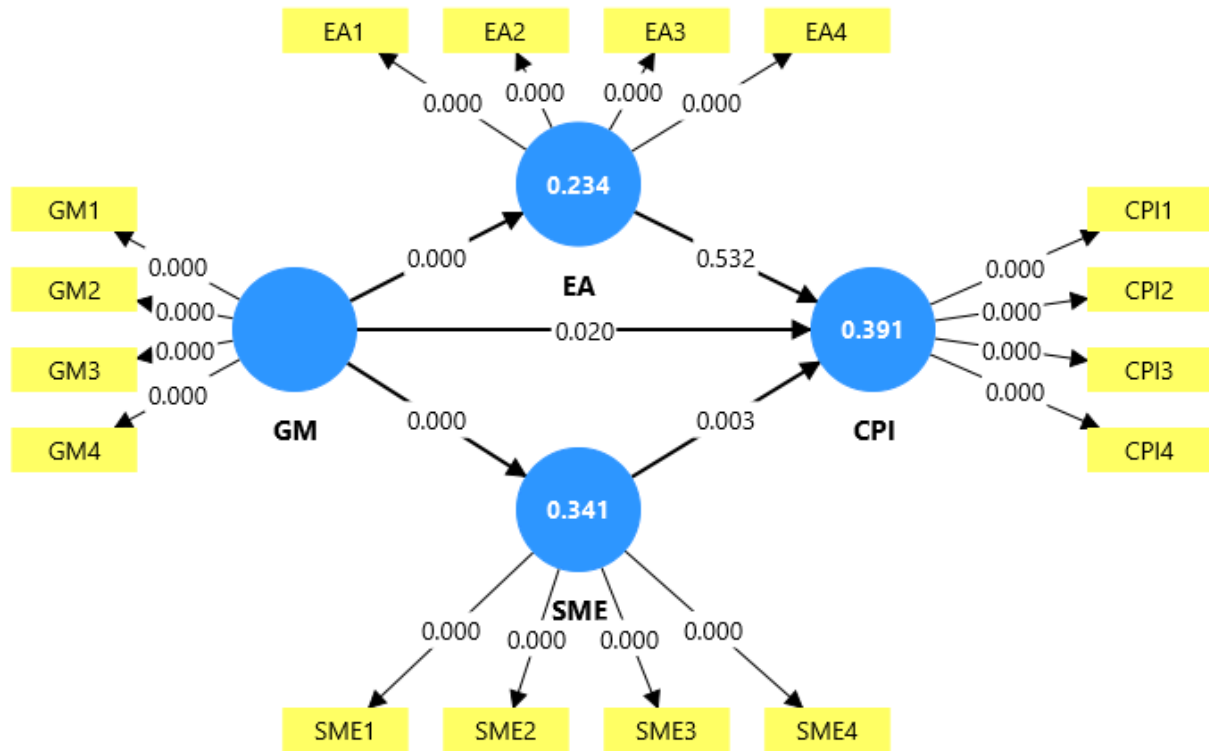


Figure 3: Bootstrapping Output.

Figure 3 shows bootstrapping output to test relationships in the model and whether relationships are statistically significant. The primary goal for analysing this model is to test the hypothesis and evaluate the significance. Table 9 and table 10 demonstrate why H1, H2, H3, H4, H5, H6 and H7 are accepted or rejected.

Table 9: Path coefficients – Mean, STDEV, T values, p values

Hypothes is	Relationship	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Decision
H1	GM -> CPI	0.265	0.275	0.114	2.325	0.020	Accepted
H2	GM -> SME	0.584	0.590	0.067	8.768	0.000	Accepted
H3	GM -> EA	0.484	0.491	0.095	5.074	0.000	Accepted
H4	SME -> CPI	0.364	0.365	0.121	3.001	0.003	Accepted
H5	EA -> CPI	0.094	0.092	0.150	0.625	0.532	Rejected

In this model, GM has a direct effect on EA and SME, plays a powerful role, and CPI is influenced by GM and SME. From Table 9, it can be seen that GM -> CPI, GM -> EA, GM -> SME and SME -> CPI all relationships are accepted, whereas GM -> SME is the strongest as it has the highest path coefficient value (O = 0.584). P values are less than 0.05 in H1, H2, H3 and H4. On the other hand, EA -> CPI is rejected, as the P value is greater

than 0.05. Therefore, it can be said that H1, H2, H3 and H4 are accepted, whereas H5 is rejected.

Table 10: Specific Indirect Effects – Mean, STDEV, T values, p values

Hypothesis	Relationship	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics (O/STDEV)	P values	Decision
H6	GM -> SME -> CPI	0.213	0.216	0.078	2.734	0.006	Accepted
H7	GM -> EA -> CPI	0.045	0.041	0.074	0.618	0.537	Rejected

Table 10 shows the mediation analysis. SME mediates the relationship between GM and CPI. Value of P is 0.006, which is lower than 0.05. In contrast, EA is unable to mediate the relationship between GM and CPI. Value of P is 0.537, which is higher than 0.05. Therefore, it can be said that H6 is accepted and H7 is rejected.

LIMITATIONS AND STUDY FORWARD

Several recommendations can be given for future research to make the study broader and more reliable. Firstly, this research is quantitative research, whereas future research can be done with a combination of qualitative interviews and quantitative surveys that will be mixed-methods research. Mixed-methods research will help to provide a deeper understanding of consumer purchase intention. Secondly, more variables can be added in future research, such as green trust, green brand awareness, green brand image, etc. Therefore, it will be helpful to explore and understand consumer purchase intention in broader ways. Thirdly, in this research, the sample size is 105, which can limit the generalizability of the findings and can be considered a limitation. If the sample size is bigger, the results may be different.

CONCLUSION

This research investigates the influence of green marketing on consumer purchase intention, whereas environmental awareness and social media engagement work as mediators. The results show that green marketing can positively influence consumer purchase intention, whereas green marketing has a positive influence on social media engagement and environmental awareness. Social media engagement has a positive influence on consumer purchase intention, and environmental awareness does not have a positive influence on consumer purchase intention. Lastly, social media engagement mediates the relationship between green marketing and consumer purchase intention, whereas environmental awareness fails to mediate the relationship between green marketing and consumer purchase intention. Satisfactory reliability and validity have been demonstrated by the measurement model, whereas all constructs meet reliability and convergent validity criteria. Sufficient discriminant validity among the constructs is confirmed by the Fornell–Larcker results.

Marketers and businessmen can get valuable insights from these research findings for developing green marketing strategies and strengthening consumer engagement with

environmentally friendly products. Moreover, social media engagement and environmental awareness are used in this research as mediators. The empirical results of these variables will help to design effective marketing strategies, initiate sustainable consumption and promote environmentally responsible behavior. Furthermore, this research can be used by the government to implement strong environmental policies and generate impactful use of social media, which can contribute to attaining sustainable goals.

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