THE IMPACT OF SOCIAL MEDIA MARKETING ON PURCHASE INTENTION OF GREEN PRODUCTS IN NIGERIA

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A DISSERTATION SUBMITTED IN PARTIAL FULFILMENT FOR THE REQUIREMENTS FOR THE DEGREE OF MASTER OF SCIENCE IN INTERNATIONAL BUSINESS TO THE NATIONAL COLLEGE OF IRELAND

SCHOOL OF BUSINESS
NATIONAL COLLEGE OF IRELAND

Submitted to the National College of Ireland, August 2022.

ABSTRACT

The past few years have witnessed a rise in awareness of green products because of the growing influence of sustainable development. Prior studies have paid little attention to the critical impact of social media marketing on the overall consumption of green products, particularly in a developing country such as Nigeria. This research examines how social media marketing (Facebook, Instagram, and Youtube) influences Nigerian youths' intentions to make environmentally friendly purchases. The Consumer Behavior Theory is examined, along with other theoretical frameworks like the Theory of Planned Behavior and Uses and Gratification Theory.

Online questionnaires were distributed, and about 200 complete responses were received and used in this study. Descriptive and inferential statistics were used to analyse the characteristics of the sample and make predictions about the population. Findings illustrated a significant impact of social media platforms on green purchase intention, and in particular, Instagram has a more significant impact when compared to Facebook and Youtube. The results also agree with previous research on the fact that Nigerian youths are unaware of green products despite the rise of social media. It was also discovered that a new social media platform, Twitter, is the second most preferred platform for Nigerian youths with green purchase intentions. In addition to adding to the body of empirical research on Nigerian youths' green consumption, our findings will also help practitioners devise strategies for persuading consumers to change their attitudes and purchasing habits in favour of green products.

Key words: Social Media Marketing, Purchase Intention, Green Products, Nigerian Youth.

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ACKNOWLEDGEMENT

First and foremost, I want to thank Almighty God for His favor throughout my master's program and for providing me the fortitude and wisdom to complete my research thesis. I also want to thank Ruben Ruf, my dissertation supervisor, for all his guidance and help during my research project. Finally, I would like to express my gratitude to my family and friends for their significant and much-appreciated support.

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LIST OF ABBREVIATIONS

GDP: Gross Domestic Product

SMM: Social Media Marketing

SPSS: Statistical Package for Social Science

TPB: Theory of Planned Behavior

TRA: Theory of Reasoned Action

UGT: The Uses and Gratification Theory

UNFPA: The United Nations Population Fund

<div align="center">**CHAPTER 1: INTRODUCTION**</div>

1.1 Introduction

The Internet, social media, mobile applications, and other digital communication technologies have permeated billions of people's daily lives. People are using the Internet more frequently. Regarding customer participation, social media is a successful strategy for achieving a company's marketing objectives (Ziyadin *et al.,* 2019). Social media usage is on the rise. It is becoming a more effective platform for businesses to engage with their customers as the number of users grows. Businesses can utilize social media to promote their products or services. Buyers easily express their thoughts and feelings about products they have used or learnt about on social media. This action may impact a customer's purchasing intention (Caecilia, Kindangen, and Tumewu, 2017).

For Fan *et al.* (2015), consumer purchasing decisions can harm the environment. Although numerous buyers consider environmental factors when purchasing products, firms have recognized the vast market potential for green products and are keen to boost them (Wang, Li and Zhao 2017; Gonçalves, Lourenço and Silva, 2016; Akehurst, Afonso and Martins Gonçalves*,* Kotler, 2011). Businesses have increased their efforts in green marketing and stressed the relevance of social media (e.g., Facebook, Youtube, and Instagram) in promoting green products. Social media significantly influences consumer attitudes and purchasing intentions regarding green products (Zhao, Lee and Copeland, 2019; Zhang *et al.,* 2018; Huang, 2016).

Due to the increasing expansion of the economy and industrial advancement, people's purchasing capacity has significantly increased, resulting in even more environmental degradation (Lin *et al.,* 2017; Wang *et al.,* 2015; Chen and Chai, 2010). Similarly, Kong *et al.* (2014) suggest that increased economic growth and advanced technology make people's lives easier, but they also bring several environmental issues, including air pollution, climate change, and global warming. Nonetheless, individuals and businesses are maximizing green consumption to tackle environmental challenges (Tariq *et al.,* 2019; Gonçalves *et al.,* 2016). However, these challenges significantly affect the economy, the environment, and humanity's long-term survival, which has tended to concentrate among all environmental groups (Kong *et al.,* 2014).

During the past few decades, environmentally aware buyers have substantially increased environmental protection activities, behaviours, and knowledge. People are becoming more environmentally conscious, significantly impacting their purchase behaviour and preferences. Several people are becoming aware that their purchasing intentions affect the environment. Buyers have transformed their behaviour and corporate practices, and green product purchases have increased steadily (Kong *et al.,* 2014). Green products save energy and resources while

minimizing or curbing hazardous waste, pollution, and the use of harmful chemicals (Ottman, Stafford and Hartman, 2006). Compared to typical items, they could be degradable, renewable, reusable, and recyclable, with minimal environmental impact (Dangelico and Pujari, 2010). Green products protect the environment and improve buyers' overall standard of living (Zhuang, Luo and Riaz, 2021).

As sustainability grows, green product creation has become a hot topic of social advancement and commercial development, embracing individuals and businesses. Organizations have started recognizing the green product sector and environmental challenges critical to economic growth. The green product sector reduces the expense of unnecessary waste, provides a safe and healthy workplace for workers, and maintains the firm's long-term viability and efficacy. For this reason, firms have started to aim toward a green economy that balances environmental protection with economic growth. Businesses have produced green products to satisfy consumers and obtain a more comprehensive green customer base (Dangelico and Pujari, 2010). Customers' intentions for green products are shifting, as the urgent need to address environmental challenges is propelling firms to find solutions. Several firms have adopted green manufacturing and marketing approaches to respond to customers' needs and earn long-term organizational efficiency (Sana, 2020; Dangelico and Vocalelli, 2017).

Despite the rising consumer need for green products and firms' readiness to establish green markets, the level of market expansion for green products remains inadequate. In a previous survey, roughly 30% of consumers expressed worry about the environment and attempted to incorporate this into their purchasing decisions (Young *et al.,* 2010). In the same way, Rex and Baumann (2007) believe that the customer base for green products is limited.

Numerous studies sought to establish the general demographic characteristics of the green consumer. For instance, a study shows that females, young and with reasonably proper education and earnings, are far more able to practice green consumer purchase intentions (Straughan and Roberts, 1999). Nevertheless, several studies presented conflicting ideas about the green consumer (Peattie, 2001; Straughan and Roberts, 1999).

Consumer behaviour research is quite challenging due to several determinants that influence behaviour. However, consumer purchasing behaviour is critical to the growth of the green product business. Green purchasing intentions are an essential component of consumers' green behaviour, and businesses must understand the elements that influence consumers' purchase intentions to create marketing strategies (Zhuang *et al.,* 2021).

However, firms are gradually focusing more on social media marketing to promote green products. Businesses use the Internet to increase their market share of green products by

aggressively promoting them on social media. It is, therefore, critical to examine how social media marketing influences customers' green product purchase intentions, particularly in Nigeria (Sun and Wang, 2019), as Zhao *et al.* (2019), Zhang *et al.* (2018), and Huang (2016) believe that social media heavily influences consumer opinions and buying intentions toward green products.

 Although several academics have studied the impact of social media on customers' green behaviours and purchasing intentions (Pop, Săplăcan and Alt, 2020), there has not been much focus on the influence of social media (particularly social media platforms such as Facebook, Youtube and Instagram) on the buying intent of green products in a developing country like Nigeria. Social media has become immensely popular in Nigeria, and it integrates every aspect of the average Nigerian's daily life to the point where non-users are old-fashioned and grouchy (Ndubueze, 2016).

The Nigerian market is the largest in Africa, with over 125 million mobile phone customers, 35 million of whom use the Internet via their phones (Olotewo, 2016). It comprises six geopolitical zones, North Central, North East, NorthWest, South East, South-South, and South West, that divide the 36 states of the federation. According to population statistics, Nigeria is the most populous nation in Africa and has the most prominent black population anywhere in the world, with a gross domestic product (GDP) of around $397 billion. It also has the largest economy in Africa (Whiting, 2019). Studies say that Nigeria still has the largest Internet market in Africa because of its large population of young people (Olutade, 2021), as these youths help businesses thrive through their multiple purchases, improving the economy's overall growth. In the same way, Trumper (2010) is of the opinion that most developing countries have large populations of young people.

1.2 Research Question

As environmental sustainability has become a worldwide issue (Saeed and Kersten, 2019; Jaiswal and Singh 2018), it is crucial to examine how social media marketing, mainly on social media platforms, influences the purchase intentions of green products in Nigeria. Social media is quickly expanding in Nigeria (Olotewo, 2016), and ironically, consumers are less knowledgeable about environmental issues and products despite the rise of social media (Mohiuddin *et al.,* 2018; Butt, 2017; Altarawneh, 2013; Darley and Johnson, 1993).

Although Lee (2008) believes that social media platforms can facilitate and influence environmentally sustainable intentions, there is limited research on how these social media platforms, like Facebook, Youtube, and Instagram, influence green purchase intentions. A new unaddressed question has thus emerged concerning this research topic, which is:

To what extent does social media influence Nigerian youth's purchase intention of green products?

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

This study investigates how social media affects young Nigerians' intentions to make environmentally friendly purchases. As a result, the emphasis of this chapter is examining what has already been said regarding social media, social media marketing, purchase intention, and the Nigerian youth. The social media platforms that Nigerian youths use most frequently—Facebook, Youtube, and Instagram—are also covered in this chapter. Important concepts like green consumerism, green products, and green purchase intentions are examined, along with any gaps in the research that were discovered. This chapter's conclusion looks at a theoretical examination of relevant theories from the literature, such as the Consumer Behavior Theory, the Theory of Planned Behavior, and the Uses and Gratification Theory.

2.2 Defining Social Media

Web 2.0 must be defined to comprehend social media, as it is a term that is regularly mentioned while addressing social media (Thoumrungroje, 2014). Web 2.0 is a network where consumers frequently change information compared to Web 1.0, where information is produced and posted only by people (Kaplan and Haenlein, 2010; Hennig-Thurau *et al.,* 2004). Social media is an integral part of people's lives all over the world currently. At the start of 2020, there were 4.5 billion internet users, with around 3.8 billion active users (Kemp, 2020).

 As social media becomes an important tool, businesses must change their marketing strategies to remain relevant. Individuals use it as an online tool to influence knowledge, material, points of view, and the media itself. Examples include Facebook, Twitter, Instagram, Pinterest, Youtube, and other social networking sites (Abdulraheem and Imouokhome, 2021). Social media has developed into a powerful platform for exchanging knowledge, sharing experiences, and expressing views (Denegri-Knott, 2006). It has changed how customers and businesses interact, especially those offering green products, enabling customers to be more involved in purchasing (Singh and Sonnenburg, 2012).

It is becoming increasingly crucial in the lives of consumers, particularly among the youth, who range in age from 18 to 24 years (Lenhart *et al., 2010*), as they are more likely to utilize social media in their daily lives since they are growing up in a technologically changing society (Carenzio, 2008). Pütter (2017) agrees that most social media users are young people and children, while minor active users are the elderly. Presently, consumer perceptions, attitudes, and buying decisions are all influenced by social media (Glynn Mangold, Miller and Brockway, 1999). If businesses want to thrive in today's culture, they cannot afford to ignore social networking platforms. In today's competitive market, it is no longer enough for businesses to

have a great relationship with their customers and make a profit. Customer satisfaction should be their primary priority, and they must communicate with them one-on-one. It is critical to consider a strategy that focuses not only on a company's profit margins but also on reaching out to customers in the most practical way possible to form a long-lasting and solid relationship. Numerous businesses rely on social media, but they do not always consider the critical challenges of its use, which might influence consumer purchasing intentions (Abdulraheem and Imouokhome, 2021). Consumers have resorted to social media to find information on products and services as the internet has become more widely used (Albors, Ramos and Hervas, 2008). Consumers can now instantly find product and service reviews and suggestions online. The growing availability of high-speed internet access has fuelled the social media frenzy, transforming how businesses connect with their customers (Felix, Rauschnabel, and Hinsch, 2017; Kaplan and Haenlein, 2010). Delisle and Parmentier (2016), and Geho and Dangelo (2012) found that over 70% of businesses use social media to promote their products and services.

People in developing economies spend the most time on social media daily, which could be because these countries have a young demographic, with the 16 to 24-year-old age group influencing worldwide growth. Nigeria is the country that spends the most hours on social media, signing in for over four hours each day (Buchholz, 2022). Filipinos spent nearly as much time on social networking sites daily as Indians and Chinese, with 2.5 and 2 hours, respectively (Buchholz, 2022). Figure 1 shows countries where people spend the most and least time on social media.

Where People Spend the Most & Least Time on Social Media

Average time spent connected to social networks per day in selected countries in 2021 (hh:mm)

Country	Time
Nigeria	04:07
Philippines	04:06
India	02:36
U.S.	02:14
China	01:57
UK	01:48
Germany	01:29
Japan	00:51

More than 900,000 internet users (16-64 y/o) surveyed across 47 markets
Source: Global Web Index via DataReportal

statista
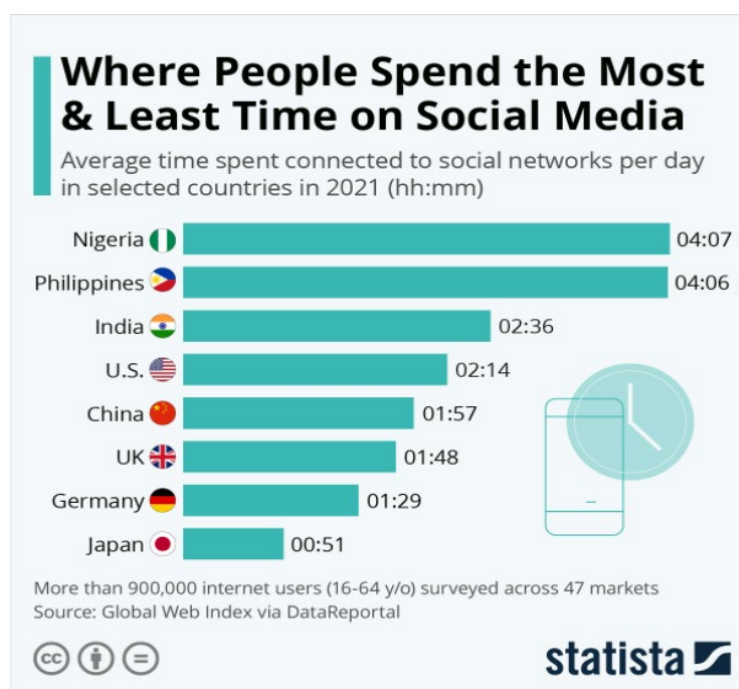
Figure 1: Where People Spend the Most and Least Time on social media (Buchholz,2022).

2.3 Social Media Marketing

One of the most significant developments in business history is the birth of social media marketing (SMM). SMM has become a highly successful and beneficial two-way communication tool for marketers and customers worldwide. Businesses can adjust their tactics to respond to customer wants and desires to remain competitive and effective. Marketers profit from SMM because it allows them to reach a larger audience and build long-term successful customer relationships. As a result of the rise of social media marketing efforts, consumers can now engage electronically with other consumers across the world about any brand or product category (Gautam and Sharma, 2017).

Marketers should know how social media marketing can affect consumers' purchase intentions. Consumer behaviour is essential to marketing because it helps create successful plans and strategies. For instance, companies can introduce new goods or services first sought after by a limited number of customers before achieving traction. Companies use social media to influence consumer purchase intentions and gain repeat purchases (Prasath and Yoganathen, 2018).

For Artemova (2018), social media marketing uses information technology to establish, link, and provide value to target consumers. Olotewo (2016) believes that social media marketing is a strategy for selling a company's products and services through social media platforms. Hence, SMM involves using social media platforms to make products and services known to customers to influence their intention to buy.

Prior studies on green products have validated the beneficial effect of social media marketing on environmentally friendly consumption (Pop *et al.*, 2020; Bedard and Tolmie, 2018; Kang and Kim, 2017). Nevertheless, social media marketing has some unfavourable effects on health and well-being (Luqman *et al.,* 2021). As a result, it is not easy to generalize the findings of the social media marketing studies, and thus, investigations into the impact of social media marketing should focus on a particular research topic (Sun and Xing, 2022).

2.4 Social Media Platforms

Daily, a sizable number of users upload and watch content on social media platforms, which has a significant impact on daily life and the capacity to alter how consumers make sustainable purchasing decisions (Zafar *et al.,* 2021). As such, when social media platforms contain beneficial information on green products, we can predict that it will help to boost the intention to make sustainable purchases (Sun and Xing, 2022).

The term "social media" refers to several different platforms. Facebook (2.89 billion monthly active users), YouTube (1.86 billion monthly active users), Instagram (1 billion monthly active users), WhatsApp (2 billion active users) and Twitter (340 million active users) are the most

popular social media sites (Ceci, 2021; Statista Research Department, 2021a; 2021b; 2021c; 2021d).

For Junsheng *et al*. (2019), social media marketing platforms are essential for promoting environmentally sustainable consumption. According to Busalim and Hussin (2016), not all social media networks have the same influence over purchases. Hutter *et al.* (2013) suggest that SMM, particularly on Facebook, has a beneficial impact on customer purchase intention. This study will examine these platforms to determine how much social media sites like Facebook, YouTube, and Instagram influence consumers' intentions to make green purchases.

As of January 2021, Nigeria had 33.9 million active social media users (Sasu, 2022; Statista Research Department, 2022). With over 90 million users, WhatsApp is the most popular nationwide channel. However, Facebook surpassed WhatsApp users in 2022 (Sasu, 2022; Statista Research Department, 2022). Facebook, YouTube, and Instagram are Nigeria's most widely used social media platforms (Kamer, 2022; Statista Research Department, 2022). Thus, these social media platforms are deemed fit for this research. Figure 2 shows the most used social media platforms in Nigeria as of 2021.
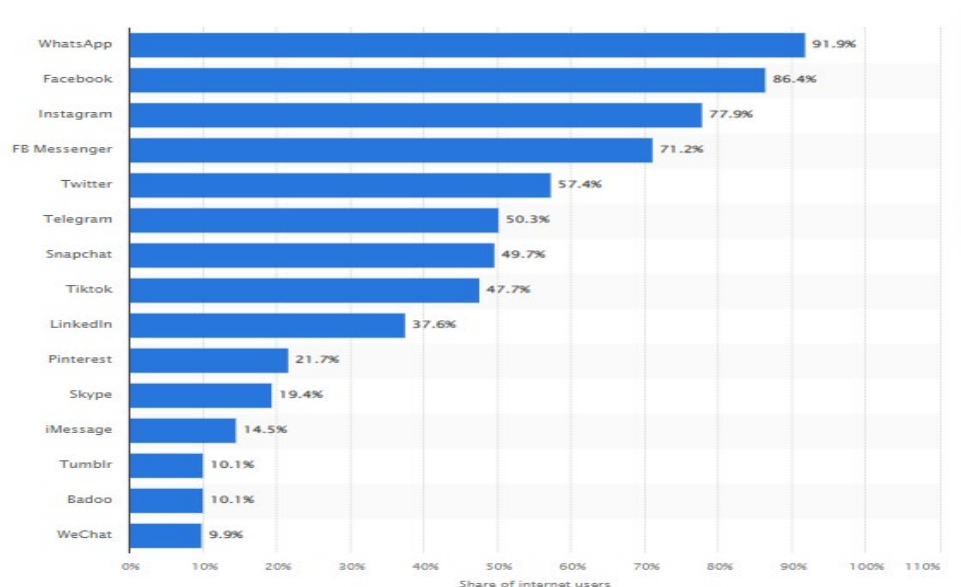
Figure 2: Most used social media platforms in Nigeria as of the third quarter of 2021 (Sasu, 2022; Statista Research Department, 2022).

2.4.1 Facebook

Facebook has recently become one of the world's most powerful technologies. Businesses use Facebook to communicate with their customers (Abdulraheem and Imouokhome, 2021). Tzavara, Clarke, and Misopoulos (2019) and Akpan, Nwankpa, and Agu (2015) agree that Facebook influences customer behaviour. Many consumers rely on social recommendations, Facebook reviews and ratings ("likes") to get advice and product information before making a purchase decision (Otugo, Uzuegbunam and Obikeze, 2015).

It is the most popular social networking site on the internet in terms of both brand recognition and the number of users due to its easy-to-use platform for chatting and doing business worldwide. It has over 3 billion active users (Statista Research Department, 2021a) at all times and places. Facebook has evolved from a simple social networking site to a multi-dimensional networking platform in the last ten years. Facebook produces a website and designs pages that are useful and easy to comprehend for novices. Facebook users are primarily between the ages of 18 to 24 (Satpathy and Patnaik, 2019).

In Nigeria, about 32.2% of Facebook users are between the ages of 18-24, and 32.8% of Facebook users are between the ages of 25-34, which are the highest age groups compared to other age groups (Statista Research Department, 2022). Facebook is, therefore, deemed fit for this research based on the popularity and relevance of the age range that uses such a platform.

2.4.2 Youtube

Another social media platform used in this research is Youtube. Youtube is one of the most widely used social media platforms globally. Advertising agencies can reach out to their target customers on YouTube, who are increasingly interested in video content. With video and content formats determining its quality, YouTube has developed from a static to an evolving social site. It promotes visual content (Martinho, Pinto, and Kuznetsova, 2012). Consumers also look for the best products and services to meet their demands while remaining affordable. Although, consumer satisfaction determines the success of a brand (Hanaysha, 2017). When a company posts informational videos on YouTube about its products and services, it can better satisfy these customers. Customers can also interact with the company. The more reviews customers leave for a product or service, the more likely it is that the business will have an impact on them. YouTube influences customers' purchasing decisions. Consumers regard it as a dependable and trustworthy source of information (Modkowska, 2019).

Additionally, users may use it to search for content that may lead to more purchase decisions and an increased retention ratio (Evans, 2008). As a result, using YouTube to showcase videos of a firm's products and services to enhance the sense of intent is acceptable. Also, YouTube can be used to post videos for businesses that use Google's AdSense program to generate more revenue (Turban, King and Lang, 2009). Companies can respond and engage promptly to consumers' feedback and comments worldwide, resulting in customer satisfaction and loyalty (Sin *et al.,* 2012).

2.4.3 Instagram

Instagram is a relatively new social media platform that has hugely impacted young people's photo and video sharing among peers (Hochman and Schwartz, 2012). Both Stanford graduates, Kevin Systrom and Mike Krieger founded the firm in 2010, which Facebook later bought in 2012 (Setili and Goldsmith, 2018; Messner, Medina-Messner, and Guidry, 2016). It is an online platform where users can share visual content in images or videos, and followers are encouraged to respond with shares, comments, and likes to engage with one another (Chante *et al.,* 2014). According to a survey, 72 per cent of Instagram users said they had a purchasing intention relating to garments, cosmetics, hair, or jewelry after seeing something on Instagram, compared to what is accessible on Facebook and Twitter combined with people who are primarily consumers (Miller, 2020). Businesses use Instagram to market new products by posting photographs of them and running contests to enhance brand recognition. A businessperson can use Instagram to reach out to their target market, sell any product, give online service, obtain more followers, and showcase a collection of the company's products (Totoatmojo, 2015).

2.5 Purchase Intention

It is reasonable to infer that no behaviour occurs without intent (Mohiuddin *et al., 2018*). According to the Theory of Planned Behaviour, intentions are the best predictors of behaviour (Ajzen,1991). Researchers discovered causal links, intention, and behaviour variations (Fishbein and Ajzen, 1975). In this study, purchase intention significantly influences a consumer's purchase behaviour.

Yoong and Lian (2019) define consumer purchase intention as an individual's desire to buy a specific product or service. Purchase intent is a helpful tool for anticipating the purchase process. It can be seen as the likelihood of a specific behaviour being executed (Lilima, 2020). Alnsour *et al.* (2018) also agree that purchase intention is a consumer's likelihood of acquiring a product or service in the future that is linked to a consumer's attitude and preference.

Consumers are frequently prompted to make purchases by relevant information that is suggested to them on social media. Customers can use social media to critique or discuss products or companies. Consumers commonly seek other people's advice and comments on the internet. After assessing their alternatives, customers may then choose to make a purchase. The purchase intention is based on information received and analyzed from social media. The post-purchase decision is the final stage of the consumer's purchase decision, in which the customer compares what they received to what they saw on social media.

This study focuses on purchase intentions for green products. Examining the basic concepts of green consumerism, green or sustainable products, and green purchase intention is essential.

2.5.1 Green Consumerism

Green consumerism is a concept that refers to utilization that balances the social, economic, and environmental costs of purchasing, using, and disposing of things to meet current and subsequent requirements (Phipps *et al.,* 2013; Luchs *et al.,* 2011). A green buyer avoids things that directly or indirectly impact environmental sustainability and well-being or consume excessive energy (Elkington and Hailes, 1988). A green consumer avoids purchasing things that rely on the unnecessary exploitation of animal life (Gajewski, 2018). According to Pogutz, Russo and Migliavacca (2009), people who are conscious of the environment and want to participate in any activities that will assist in safeguarding the environment are known as "green consumers." Sustainable consumption, also known as green consumption, is influenced by people's selections of sustainable commodities. It is defined as "the use of goods and services that meet basic needs and increase the quality of life while lowering the use of natural resources, toxic materials, waste, and pollution emissions over the life cycle to ensure that future generations' needs are not jeopardized" (International Institute for Sustainable Development, 1994). These actions are driven by a desire to purchase environmentally friendly products and societal well-being (Dhandra, 2019).

2.5.2 Green Products

In recent decades, as pollution and climate change have become global social concerns, there has been a surge in interest in green products (Zhang *et al.,* 2018). Unlike a conventional product, a green product, also known as a sustainable product, contributes to ecological stability by persistently conserving natural resources (Ottman, 1992). A sustainable product is readily recyclable, uses less plastic packaging, and uses fewer environmentally hazardous agents, such as pesticides (Gajewski, 2018; Chen and Chai, 2010). For Sun *et al.* (2018), green products conserve resources like electricity and water while being less polluting and reusable. Green products are a component of green marketing strategies that can be viewed as a manufactured commodity that helps to lessen the environmental impact of the production process (Albino, Balice, and Dangelico, 2009). As a result, designing things with the least amount of environmental impact possible during the production process can be classified as a "green product."

According to research undertaken in the last decade by Boztepe (2012), Maheshwar and Malhotra (2011), and Rahbar and Abdul Wahid (2011), consumers in Europe and India are conscious of going green and are keen to do so. A green product incorporates recycling methods, is made from

recycled or recyclable materials, and employs fewer toxic components to reduce environmental impact. Chen and Chang (2012) suggest that to increase customer loyalty, businesses should manufacture items with both green traits and high-value attributes. They also explained that improving customer perceptions of green product value could reduce uncertainty and boost purchase intent. Figure 3 and 4 shows the attributes and examples of green products respectively.
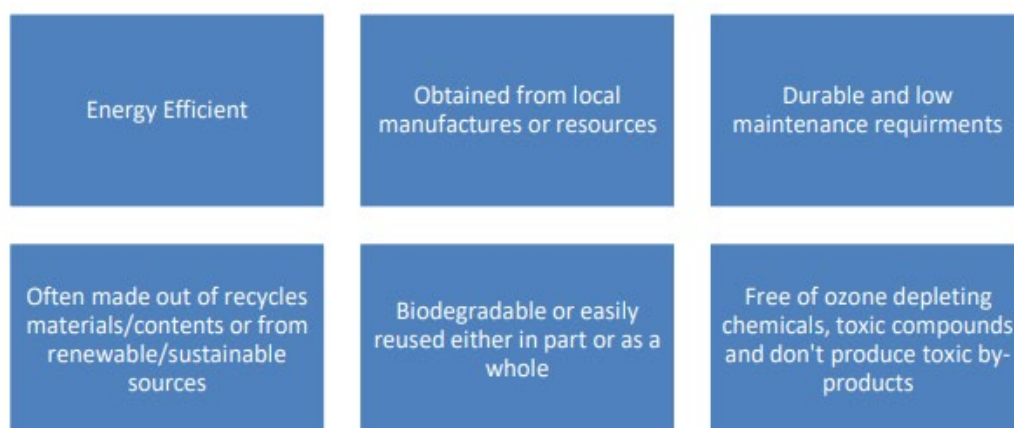

Figure 3: Attributes of green products (Gajewski, 2018; Speer, 2011; Air Quality Sciences, 2010).

Figure 4: Examples of green products (Gajewski, 2018; Speer, 2011).

2.5.3 Green Purchase Intention

Purchasing intention is a requirement for influencing people to purchase goods and services. Several studies explored consumers' intentions to determine how they behave. Green purchasing

intention, however, is an indicator that shows buyers' present and potential intentions to purchase green or environmentally sustainable products. It also helps predict customer demand for green products (Zhuang *et al.,* 2021). According to Rashid (2009, p.134), green purchasing intention is "the likelihood and predisposition to choose green products over traditional products in his purchase considerations." According to the theory of planned behaviour, an individual's behavioural intention is defined by his or her attitude toward behaviour. It shows how an individual's attitude toward a particular behaviour influences their behavioural intentions, influencing whether that behaviour is adopted or rejected (Butt, 2017). "Green buying intention" is a metric that measures a person's desire to purchase environmentally friendly things (Yadav and Pathak, 2016).

Similarly, Chen and Chang (2012) defined "green purchase intention" as the possibility of a consumer purchasing a product based on environmental concerns. Consumers purchase green products to protect or not harm the environment (Roe *et al.,* 2001). Chan (2001) offered three indicators to measure green purchase intentions: considering buying green products, switching to other brands for environmental grounds, and moving to green versions of products.

2.6 The Nigerian Youths

When purchasing, youths think about how well-being and the environment are preserved when purchasing. Youth appreciate healthy, environmentally conscious lives and have a unique affinity for sustainable products. Therefore, more examination of this group's intentions to purchase ecologically friendly products is necessary (Sun and Xing, 2022).

According to Enahoro (2009), most people who access the Internet are young people across the globe. Various organizations and governments describe the term "youth" differently depending on the circumstances. According to Honwana and De Boeck (2005), many firms and countries define what it means to be a young person based on the community's expected climax and duties.

The United Nations Population Fund (UNFPA) defines *youth* as a person who is transitioning from childhood to adulthood (United Nations, 2014). Global firms categorize people as youths based on different age ranges, which are influenced by societal expectations, culture, faith, and several unidentified circumstances. However, for this research, ages 18 to 35, which the Nigerian National Youth Development Commission uses, will be the age range for this research (Uzoma *et al., 2016*). Another reason this age group is appropriate for this study is that 70 per cent of youths in Nigeria aged 18 to 35 years have an internet connection, compared to 56 per cent of those aged 36 to 60 years and 61 years and beyond (NOIPolls, 2019).

2.6.1 Characteristics of a Nigerian Youth

1. High Dependency Rate: The transition from a child to an adult is represented in a range of methods throughout Nigeria's several ethnic groups, including the general populace accomplishment of certain customary rites or a personal accomplishment of a milestone, for example; in Igbo culture, a well-known ceremonial festival of celebrating being a fully grown male adult is called "Iwa Akwa," and refusal to participate in this ceremonial ritual might lead to an Igbo man being considered a child, regardless of his maturity in years. People may be unable to engage in the "Iwa Akwa" because of financial constraints, religious beliefs, or marital status (Nwanaju, 2013).

Nigeria's high dependency ratio has been aggravated by the nation's rising unemployment rate, in addition to its refusal to execute traditional ceremonies. In Nigeria, a person's marriage position is commonly seen as a benchmark to assess whether a person is grown up, hence adversely impacting the number of persons considered as youths or independent adults; Bash (cited in Uzoma *et al.*, 2016), notes that many Nigerians start a family in their mid-30s because of the age at which such individual completes higher education (on average-24 years), in addition to the compulsory one-year National Service, the time spent seeking employment, and finally being financially stable.

2. Tribalist: According to Uzoma *et al.* (2016), tribalism and ethnicity are the foundations on which many Nigerians accept or reject certain opinions while debating or answering questions about several national problems. Since adolescence, Nigerians have been conditioned to function and make decisions based on their tribe or ethnic group, which affects their political views, formal and informal connections, length of the job, and religious values; for example, the northerner sees the southerner as having distinct beliefs than them, and vice versa, whereas the southeasterner sees the rebels in the south (Uzoma *et al.,* 2016). For Lewi and Bratton (2000), ethnic group and tribe offered the largest self-image to 48.2% of the Nigerians studied, followed by profession with 28.4% and religion with 21%.

3. Religion: Nigerians have two forms of religion: Christianity and Islam, with traditional indigenous beliefs being practiced by only a tiny percentage of the population. Notwithstanding the apparent richness of Nigeria's spiritual depth and differences, internal conflicts concerning religious principles persist (Uzoma *et al.,* 2016). Adeyanju (2014) argues that religion is a lifestyle for the Nigerian youth rather than a once-in-a-while ritual.

4. Western Infused Consumerism: According to Uzoma *et al.* (2016), the Nigerian youth is primarily attracted to new fashion and prefers to enjoy the seemingly expensive things in life instead of knowing how to make such items themselves. His buying decisions are highly affected

by the foreign lifestyle. As a result, Nigerian youth place a higher value on imported goods than domestically produced goods.

5. Extremely Dedicated (Hardworking): Even though western society has a significant impact on Nigerian youths' buying behaviour, the average Nigerian is deeply involved in whatever career he or she chooses to pursue, as seen by the numerous instances of profitable Nigerian youth enterprises across the globe (Uzoma *et al.,* 2016).

2.7 Theoretical Frameworks
2.7.1 Consumer Behaviour Theory and Theory of Planned Behaviour

Consumer behaviour theory is one of the most prominent theoretical frameworks in marketing. According to the theory of consumer behaviour (Engel, Blackwell and Miniard*,* 1995), three factors impact consumer purchasing decisions: psychological factors, individual attributes, and social connections. Individual traits such as interest, attitude, and lifestyle influence consumer behaviour, and so do social aspects such as family, reference group, and socioeconomic class. Psychological aspects such as demand, motivation, and cognitive processes dominate and affect people's behaviour. Consumer behaviour theory helps explain green purchase intention because consumer purchase intention is a representation of consumer purchase behaviour. According to this theory, the factors that influence customers' green purchase intentions are divided into three groups: cognitive factors, individual consumer attributes, and social factors (Zhuang *et al.,* 2021).

However, the theory of planned behaviour (TPB) is one of the most often used behavioural decision theories (Ajzen, 1991). TPB is based on the theory of reasoned action (TRA) (Fishbein, Ajzen and Belief*,* 1977), which explains how non-volitional variables, social context, and individual determinants influence intention (Han and Kim, 2010). The creation of an intention is influenced by a range of attitudes toward the activity, subjective norms, and perceived behavioural control, and so intention is regarded to be the antecedent to actual behaviour. Once again, the individual's intention to engage in a certain behaviour is a crucial component of the Theory of Planned Behavior. Intentions are considered to influence the underlying factors that drive conduct. They predict how much effort someone can put in to carry out the behaviour. Put another way, the greater the desire to engage in a specific behaviour, the more likely it will be carried out (Ajzen, 1991).

Attitude is a general assessment of one's behaviour (Ajzen, 1991), and it is used to assess green product purchases in the context of anticipating green buy behaviours. According to previous research, consumer attitudes toward green products are an important anterior variable of purchase

intentions (Ru *et al.,* 2018; Han *et al.,* 2017; Wang, Yan and Chen, 2016; Dickinger and Kleijnen, 2008). The more positive consumers' attitudes toward green products, the stronger their purchase intentions are. Consequently, consumers who have a favourable attitude toward green products are more inclined to purchase them. According to research by Göçer and Sevil Oflaç (2017) and Kim and Han (2010), good attitudes toward green products impact purchasing intentions.

Subjective norms are an individual's response to social pressure and are defined as "the sensations of social pressure from people that are relevant to a person's performance in some way" (Ajzen, 1991). Various research by Javed, Degong and Qadeer (2019), Sun *et al.* (2017) and Khare (2015) suggest that subjective norm is a significant variable that influences intentions to buy organic food (Dean, Raats and Shepherd, 2012; Ha and Janda, 2012) and engage in environmentally friendly consumption (Chen and Tung, 2014; Teng, Wu and Liu, 2014).

Perceived behavioural control refers to how easy or difficult it is to do a specific behaviour (Ajzen, 1991). While purchasing green items, external factors such as time, money, experience, and skills may be beyond an individual's control. Individuals' perceived behavioural control will be higher, and their green purchasing intentions will be better if they believe they have more resources and options and foresee fewer roadblocks. Previous research claims that consumers are more likely to engage in green purchase behaviours when they believe they have control over the circumstances (Wang, Lin, and Li, 2018).

2.7.2 The Uses and Gratification Theory

The Uses and Gratification Theory (UGT), proposed by Katz and Blumler (1974), is another theoretical basis for this research. This concept is mainly applied to traditional media to understand consumers' intentions. Nevertheless, this theory has been significantly applied to social media studies since the internet's emergence and new communication platforms such as emails, Facebook, Instagram, skyping, and other types of communication (e.g., Ngai, Taoa, and Moon, 2015).

The UGT is used in this research because the buyer is rational and self-aware of media choice, and individual goals, rather than media influence, motivate the buyer. As a result, according to this hypothesis, individuals will find media that satisfies their desires and hence their satisfaction. As a result, it will be the satisfaction of the buyer that will lead to repetitive media consumption. Consequently, the media selection of the buyer is regarded as objective and value-oriented (Dahl, 2014).

Several social media studies have used the UGT to investigate the uses and reasons for using social media platforms (Khan, 2016; Wang *et al.*, 2016; Bolton *et al.,* 2013; Lee and Ma, 2012; Dunne, Lawlor and Rowley, 2010), for investigating social media content (Dolan *et al.,* 2016), for examining the gratification of favourable purchase behaviour with other concepts such as users intension, market share, and repeat purchases ((De Vries and Carlson, 2014), and for examining mobile social media marketing (Wu, 2016). The UGT has been used on traditional and digital platforms to explain how buyers' behavioural, cognitive, and other new requirements are met; it has also been used in specific scenarios to explain how several media have effectively drawn buyer consumption. The UGT is thus claimed to be a good choice for the present research, which aims to examine how social media influences buyers' purchase intention based on its extensive and practical usage (Toor, Husnain, and Hussain, 2017).

To satisfy the needs of social media users, businesses that supply services and products are reconsidering their marketing methods and practices. One of these is the inclusion of social media in their marketing approach, which is part of a more considerable change aimed at promoting their products, services, and brands to the public (Toor *et al.*, 2017).

The UGT has previously been used to justify reasons people use social media, such as prestige, information gathering, interaction, and fun (Husnain *et al.,* 2016; Khan, 2016; Wang *et al.,* 2016; Lee and Ma, 2012; Dunne *et al.,* 2010). Due to the extensive use of social media, more research is needed to investigate its influence on buyer purchases and the marketing success of products and services. It is also vital to examine how effectively social media influences buyers' purchasing intentions (Toor *et al.,* 2017). Currently, the relevance of social media has been emphasized (Toor *et al.,* 2017), but very little is known about how consumers' green purchase intentions in Nigeria are influenced by social media usage.

2.8 Conclusion

This review has shown that social media marketing influences consumers' purchase intentions. Although with regards to green products, particularly in a developing country like Nigeria, consumers are less aware of environmental products, and thus there is a need for marketers to utilize social media to inform consumers about such products. Most developing countries have large populations of young people, implying that they will have large workforces and high consumption in the future. Emerging economies are rapidly industrializing and making the shift to a consumer society. As a result, it is crucial to investigate these fast-growing demographic segments in terms of both numbers and purchase behaviour for environmentally friendly things like green products. Hence, this proposed research intends to help fill this gap.

CHAPTER 3: METHODOLOGY

3.1 Introduction

The previous chapter discussed relevant literature on social media marketing, green purchase intention, the theory of planned behaviour and the uses and gratification theory. The theory of planned behaviour was often applied in the context of attitudes, subjective norms, and perceived behavioural control, and thus intention was regarded as the antecedent to actual behaviour. For the uses and gratification theory, it thinks that individual goals, rather than media influence, motivate the buyer. Nonetheless, it has been used to explain how several media have effectively drawn buyer consumption. However, little is known about how social media platforms influence green purchase intention in a developing country such as Nigeria, leaving a research gap in the literature. This chapter discusses the methodology used to conduct primary research in response to the research aim of "examining the impact of social media marketing on green purchase intentions of Nigerian youths." This chapter will justify the usability and usefulness of the methodology and data analysis tools used. The philosophical position includes discussions of ontological, epistemological, and methodological issues.

3.2 Research Philosophy

Research philosophy is a set of beliefs and assumptions that inform a person's knowledge creation approach (Saunders *et al.,* 2015; Johnson and Clark, 2006). The ontology and epistemology decisions influence the research design and execution and the investigation's comprehension (Sekaran and Bougie, 2016; Johnson and Clark, 2006). It is critical to openly discuss and identify the study's primary beliefs to implement the most appropriate procedures for optimal results.

3.2.1 Ontology

Ontology, which comes from the Greek word "being", is defined as the study of being or reality (MacIntosh and O'Gorman, 2015, p.55), and establishing the most suitable ontological approach is an essential part of research philosophy (Montessori, 2012; Hay, 2007; Grix, 2002). Since Ajzen (1991), Katz and Blumler (1974), and Fishbein et al. (1977) had provided theoretical frameworks and information was easily accessible, an objectivist method was considered suitable. An objectivist method is an excellent way to achieve realistic responses because it is nonbiased, reliable, and similar to facts (Bailey, 1978). As the different social media platforms can have varying effects on Nigerian youths' green purchase intention, objectivism could be used in this study to see how the different social media platforms affected the Nigerian youths' green purchase intention. To the greatest extent feasible, all sources of prejudice were reduced, and subjective views were removed.

3.2.2 Epistemology

Ontology is followed by epistemology. Choosing the most appropriate epistemology method is another crucial aspect of research philosophy (Montessori, 2012; Hay, 2007; Grix, 2002). Instead of critical realism, most theses take a positivist or interpretivist approach to research methodology (Edson *et al.,* 2017; MacIntosh and O'Gorman, 2015). However, for this research, a post-positivist stance was used to analyze the characteristics of reality and articulate a way of reaching knowledge. Post positivism serves as an ontological as well as an epistemological viewpoint. It can be interpreted as a challenge to positivist epistemology and ontology, which oppose positivist assumptions about the objectivity of reality and the ability of science to ascertain that reality. Interpretation instead of description is often the aim of post-positivist research, but the contributions of situation and uncertainty sometimes limit this. The relevance of critical reflection in research methods and the researcher's position as an observer of the facts are entirely accepted by post-positivism, was applied in this study (Nick, 2008).

3.3 Research Approach

Following the research philosophy, the data collection method was carefully chosen. There are two types of research methods: qualitative and quantitative (MacIntosh and O'Gorman, 2015; Naoum, 2013; Goertz and Mahoney, 2012). Qualitative research is characterized by an ambiguous approach to study, which is helped by interviews and observations. Quantitative research, on the other hand, can be quantified and is concerned with quantifying data, which is made possible by surveys and experiments (MacIntosh and O'Gorman, 2015; Minichiello *et al.,* 1990). Since this study aims to examine the impact of social media marketing on the purchase intention of Nigerian youths, a measurable result is needed to quantify the impact. Thus, a quantitative research method is more appropriate for this study. Although this research topic tends to be qualitative, the aims and objectives are more quantitative. Similar research work also adopted a quantitative method in their study even though the research topic was qualitative (Olutade, 2021; Makudza *et al.*, 2020; Sun and Wang, 2019; Suki, 2017).

3.4 Research Design

According to Cohen *et al.* (2007), a research design is a method of selecting the most effective research approach for conducting a study to achieve consistent results (Toledo-Pereyra, 2012). When deciding on the appropriate research design for a research project, a comprehensive assessment of the research questions is essential (Cohen *et al.,* 2007). The researcher will then decide whether to conduct explanatory, evaluative, exploratory, or descriptive research, according to Saunders *et al.* (2015).

The researcher has chosen to use descriptive and explanatory research after gaining a clear view of the research questions. Descriptive research will be used to acquire important information from respondents while explanatory research will be utilized to establish possible causes and effects between two variables. This form of research is known as descripto-explanatory research (Saunders *et al.,* 2015).

3.5 Survey

According to Cohen *et al.* (2007), a survey is a tool for acquiring data from a sample of respondents or the overall populace at a specific time to find actual occurrences or define the link between specific situations. As a result, this study aims to gather data from respondents by conducting and administering internet-based self-completed questionnaires.

Survey data will be collected from youths in Nigeria aged 18 to 35, as Nigeria is the largest internet market in Africa, of which most of her population who use the internet are young people. Multiple choice questions and a 5-point Likert scale were adopted.

The purpose of the multiple-choice questions was to understand the characteristics of the sample group. Questions included aspects such as age, gender, occupation, educational status, marital status, and geographical zone. Also, questions about social media concerning the green product purchase experience were asked. The purpose of the 5-point Likert scale was to understand critical variables about social media platforms such as Facebook, Instagram, and Youtube and how they influence green product purchase intentions, thus testing hypotheses 1, 2 and 3. The survey employed in this study was based on previously used questions by Mlodkowska (2019), Sun and Wang (2019), Chin *et al.* (2018), Norazah and Norbavah (2016), Gunawan and Huarng (2015), Joshi and Rahman (2015), Kong *et al.* (*2014*), Tseng and Hung (2013), Chen and Chang (2012), Spangenberg *et al.* (2010), Leire and Thidell (2005), Goldsmith, Lafferty and Newell (2000).

Some of the more prevalent justifications for using questionnaires in this study are as follows: To begin, Xerri (2017) and DeVaus (2014) state that questionnaires are appropriate tools for collecting data in a research project with a large scale of respondents since each respondent must answer the same set of predetermined questions. Second, to avoid bias and tainted results, surveys limit respondents from giving comments they believe the researcher approves of (Dillman *et al.,* 2014). Finally, surveys make data collection for statistical analysis quick and easy.

Nevertheless, there are certain limitations to using a questionnaire, such as difficulty in gathering relevant data for the study while designing the questionnaire (Saunders *et al.,* 2015; Bell and Waters, 2014). Individuals may also recruit the aid of a third party to complete the survey, resulting in biased or inaccurate responses. To obtain correct results despite the limitations of

using a questionnaire, the researcher will take the appropriate steps below to ensure the validity and reliability of the results: Firstly, the questions were based on relevant research and expert guidance; secondly, the questions were prepared in an easy-to-understand format. Finally, the participants were given explicit instructions on how to complete the surveys without assistance from others (Xerri, 2017; Saunders *et al.,* 2015; Cohen *et al.,* 2007).

Since the research could be immediately evaluated, self-administered online questionnaires were considered a suitable method to examine the immediate results of social media marketing and green purchase intention at individual levels. Quantitative approaches are appropriate for surveys and questionnaires because they create reliable results (Okur *et al.,* 2017). Online questionnaires are seen to be more impartial and well-suited to many people (Omar *et al.,* 2011; Kerlinger, 1973). Since there is no need to pay for an interviewer and no need to pay for phone calls, the online questionnaire is a cost-effective research method for the study. Online surveys could be conducted by large numbers of individuals simultaneously, saving time. Therefore, since there was no interviewer present and participants were allowed to complete the questions at their discretion, they were more likely to be honest, while completing self-administered surveys.

3.6 Population of the Study

A population is defined as the whole of linked activities or people that focus one's attention. It can also be defined as a group of people or things that share specific characteristics (Hanlon and Larget, 2011). As a result, the study's research population includes 61,306,413 Nigerian youths (ages 18 to 35) from each of the country's 36 states (Federal Ministry of Youth Development, 2009; Webmaster, 2017).

3.6.1 Sample Size Determination

According to Saunders, Lewis, and Thornhill (2015), the sample size is the total number of people or things involved in a research study. It is critical to choose a sample size that is substantial enough to establish that the study findings are valid and reliable when compared to the entire population. Yamane's formula estimates the sample size of this research study, which is 400 (see Appendix A), as it comprises a of finite population.

3.6.2 Sampling Techniques

The term "sampling technique" refers to selecting parts of a population in a sample while avoiding bias. Probability sampling and non-probability sampling are the two types of sampling methods. The research problem typically affects the approach chosen in a study. This research will use a "snowball sampling" approach to choose its sample participants, a non-probability sampling type. Snowball sampling is used when accessing participants in a population that is challenging. As a result, recruiting one or two individuals from the population and getting them

to find other individuals, as well as requesting new individuals to identify new participants, continues until no new participants can be found or sufficient sample size is attained (Saunders *et al.,* 2015).

3.6.3 Pilot Testing

The survey was tested in a pilot study before being used in the primary research project. A pilot test is required to guarantee viability (Saunders *et al.,* 2015). It entails gathering data from a small group of respondents in order to obtain insight and assist the researcher when undertaking the main research (Sreejesh, Mohapatra and Anusre, 2014). The survey was sent to 40 youths in Nigeria, with a 50/50 split between females and males. The aim of this is to evaluate the survey to discover where there is a potential need for improvement. The duration of the survey and the need for more explanation of the term "green products" were both mentioned in the feedback received. This was updated in response to the feedback to satisfy respondents' requests.

3.6.4 Distribution

Surveys will be created and distributed using Google Forms, a web-based platform. The Google form is a good tool for people who do not have much knowledge of programming because the results can be compiled into reports and transferred into software systems. Surveys will be sent to respondents via links on social media platforms such as Instagram, Facebook, WhatsApp, and LinkedIn.

3.7 Data Analysis

It is necessary to evaluate and interpret research data to ensure it is comprehended and relevant (Huysamen, 1997). As a result, the data from the questionnaires were evaluated and interpreted once it had been obtained. Inductive and deductive approaches are the two types of data interpretation (Bryman and Bell, 2011). The study is more relevant and practical when the most appropriate approach is used (Bryman and Bell, 2011; Huysamen, 1997). Inductive reasoning starts with research question and proceeds to secondary research, hypotheses, and finally, a theory. Whereas a deductive approach begins with a well-accepted and recognized theory, then moves on to hypotheses that will guide the research, and lastly to a clear consensus (Neuman, 2013; Asheim *et al.,* 2006; Dooley and Gullickson, 1995).

A deductive approach was applied because the research used well-recognized theories as well as it was structured with a specific aim. For this research, descriptive statistics were used to analyze the characteristics of the sample demography, while inferential statistics, that is, multiple linear regression, were used to indicate the impact of the independent variables on the dependent variable, test hypotheses, and make predictions about the population.

3.8 Reliability and Validity

According to various authors, a study design should be reliable and valid (Naoum, 2013; Morse, 1994; Chelladurai *et al.,* 1987). The studies indicated that a variety of elements, such as participant bias, researchers' mistakes, and respondents' inaccuracy, might undermine the validity of their findings (Thomas, 2011; Saunders, Lewis and Thornhill, 2007). By conducting pilot research and distributing self-administered surveys to respondents, all concerns about the researcher's bias and mistakes were reduced. Respondents were given the option to complete the survey whenever it was suitable for them, and as such, there was less chance of prejudice and mistakes.

The researcher noticed that the study's internal and external validity were at risk (Saunders *et al.,* 2015; Thomas, 2011; Creswell, 2003). A consistent choice of data analytics tools was made to lower the risk of internal validity. Questionnaires were given out to respondents at irregular intervals rather than to the researcher's friends and relatives to reduce the risk of external validity. The internal consistency of the social media and green purchase intention questionnaire scale was evaluated using a Cronbach Alpha analysis. According to Hair *et al.* (2010), the acceptable value for a Cronbach Alpha is a value greater than or equal to 0.7.

Out of the 200 participants in the study, only 113 had full valid responses on the total scale items associated with social media and green purchase experience. The result of the Cronbach Alpha analysis indicated that this scale has internal reliability relative to the demographic interest. The Cronbach Alpha is reported as 0.714 for the 12 items which is shown in Table 3.1.

Table 3.1 Reliability Statistics

Case Processing Summary		N	%
Cases	Valid	113	56.5
	Excluded[a]	87	43.5
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.714	12

Out of the 200 participants concerning questions on social media and its influence on green purchases, only 189 had full valid responses on the total scale items. The result of the Cronbach Alpha analysis indicated that this scale has internal reliability relative to the demographic interest. The Cronbach Alpha is reported as 0.814 for the 9 items. This is shown in Table 3.2.

Table 3.2 Reliability Statistics

Case Processing Summary		N	%
Cases	Valid	189	94.5
	Excluded[a]	11	5.5
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.814	9

Out of the 200 participants in this study, only 193 had full valid responses on the total scale items associated with Facebook and green purchase intention. The result of the Cronbach Alpha analysis indicated that this scale has internal reliability relative to the demographic interest. The Cronbach Alpha is reported as 0.898 for the 6 items. This is shown in Table 3.3.

Table 3.3 Reliability Statistics

Case Processing Summary		N	%
Cases	Valid	193	96.5
	Excluded[a]	7	3.5
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.898	6

Out of the 200 participants in this study, only 193 had full valid responses on the total scale items associated with Youtube and green purchase intention. The result of the Cronbach Alpha analysis indicated that this scale has internal reliability relative to the demographic interest. The Cronbach Alpha is reported as 0.895 for the 5 items. This is displayed in Table 3.4.

Table 3.4 Reliability Statistics

Case Processing Summary		N	%
Cases	Valid	193	96.5
	Excluded[a]	7	3.5
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.895	5

Out of the 200 participants in this study, only 194 had full valid responses on the total scale items associated with Instagram and green purchase intention. The result of the Cronbach Alpha analysis indicated that this scale has internal reliability relative to the demographic interest. The Cronbach Alpha is reported as 0.892 for the 5 items. This is displayed in Table 3.5.

Table 3.5 Reliability Statistics

Case Processing Summary

		N	%
Cases	Valid	194	97.0
	Excluded[a]	6	3.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.892	5

Out of the 200 participants in the study, only 187 had full valid responses on the total scale items associated with green product purchase intention. The result of the Cronbach Alpha analysis indicated that this scale has internal reliability relative to the demographic interest. The Cronbach Alpha is reported as 0.901 for the 18 items. This is displayed in Table 3.6.

Table 3.6 Reliability Statistics

Case Processing Summary

		N	%
Cases	Valid	187	93.5
	Excluded[a]	13	6.5
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.901	18

3.9 Ethical Considerations

Diener and Crandall (1978) outlined four key elements of research ethics; the absence of a consent form, dishonesty, confidentiality breach, and harm to respondents. A consent form is absent when respondents are not given enough information before deciding to participate in the research (Saunders *et al.,* 2007). All respondents were informed of the study's objectives, given enough time to get involved, and made aware that they might choose not to participate at any time. The researcher followed the participants' consent throughout the entirety of the study after acquiring full and informed consent. Another essential part is confidentiality, which implies that each participant will continue to stay anonymous (Saunders *et al.,* 2007). The researcher took

care to keep all participant information confidential to uphold this principle. Respondents were not asked for any personally identifying information; therefore, the researcher had no access to their names or residences. According to Bryman and Bell (2018, p. 144), the fourth essential element is dishonesty, which happens "when researchers portray their work as something different than what it is." The researcher did not provide any misleading information to avoid deception; all participants were informed of the research aims.

3.10 Conclusion

This chapter covered secondary research that identified gaps in the literature that needed to be filled. The explanation for the philosophical stance chosen was then presented. This chapter presented the rationale for the chosen study method and research design. Online questionnaires were chosen for the study because they allowed more people to access the questions at their convenience. The questionnaire was created to achieve the goals of the study. Data analyses were identified, and any limits were addressed, to ensure the study's reliability and validity.

CHAPTER FOUR: DATA ANALYSIS AND DISCUSSION OF FINDINGS

4.1 Introduction

This chapter focuses on the presentation, analysis, and interpretation of data obtained from the responses to the online questionnaires that were used to collect the information. It also contains an empirical assessment of the hypotheses regarding this study and each interpretation thereof. The IBM Statistical Package for Social Science (SPSS) was employed to evaluate frequencies and test study hypotheses.

4.2 Presentation of data

The expected response rate for this study was 400, however the study had 200 responses due to time constraint or lack of interest of the participants regarding the subject matter of the questionnaire. Although, Bagozzi and Yi (2012) suggests that a study's sample size be greater than 100, ideally greater than 200. These questionnaires were distributed through several social media platforms such as Instagram, Facebook, WhatsApp, and LinkedIn to Nigerian Youths.

4.2.1 Demographic Characteristics of Participants

Table 4.1 Participants' Age

		Count	Column N %
Respondents Age	18-20 years	69	34.5%
	21-25 years	53	26.5%
	26-30 years	34	17%
	31-35 years	44	22%

Table 4.1 shows the age variable is made up of 69 representing 34.5% which are within 18-20 years, 53 representing 26.5% are within 21-25 years, 34 representing 17% are within 26-30 years and 44 representing 22% are within 31-35 years. This implies that majority of people that answered the questionnaire are within the age bracket of 18-20 years and 21-25 years, representing 34.5% and 26.5% respectively.

Table 4.2 Participants' Gender

		Count	Column N %
Respondents Gender	Female	111	55.5%
	Male	89	44.5%
	Prefer not to say	0	0.0%

Table 4.2 shows 55.5% of the participants are female and 44.5% of the participants were male. This means that more females responded to the questionnaire that was distributed than male.

Table 4.3 Participants' Occupation

		Count	Column N %
Respondents Occupation	Full time student	91	45.5%
	Part time student	4	2.0%
	Employed	79	39.5%
	Unemployed	10	5.0%
	Entrepreneur	12	6.0%
	Other	4	2.0%

Table 4.3 shows the occupation of the participants. 91 representing 45.5% are full time student, 4 representing 2.0% are part time student, 79 representing 39.5% are employed, 10 representing 5.0% are unemployed, 12 representing 6.0% are entrepreneur and 4 representing 2.0% are other.

Table 4.4. Participants' Educational Status

		Count	Column N %
Educational Status	First leaving school certificate	1	0.5%
	Junior school certificate	1	0.5%
	Senior secondary certificate	49	24.5%
	Bachelor's degree certificate	102	51%
	Master's degree certificate	35	17.5%
	Doctoral degree certificate	12	6.0%
	Other	0	0.0%

Table 4.4 represents the participants' educational status. In the educational status variable, 1 (0.5%) have First leaving School Certificate, 1 (0.5%) have Junior School Certificate, 49 (24.5%) have Senior Secondary Certificate, 102 (51%) have Bachelor's Degree Certificate, 35 (17.5%) have Master's Degree Certificate and 12 (6.0%) have Doctoral Degree Certificate. Therefore, majority of the respondents have bachelor's degree Certificate.

Table 4.5. Participants' Geopolitical Zone

		Count	Column N %
Geopolitical Zone	North central	43	21.5%
	North east	8	4%
	North west	17	8.5%
	South east	27	13.5%
	Southsouth	29	14.5%
	Southwest	76	38%

Table 4.5 represents the participants' geopolitical zone. In the geopolitical zone variable, 43 (21.5%) are in the North Central, 8(4 %) are in the North East, 17 (8.5%) are in the Northwest,

27 (13.5%) are in the South East, 29 (14.5%) are in the South South and 76 (38%) are in the South West.

Table 4.6 Participants' Marital Status

		Count	Column N %
Marital Status	Single	161	80.5%
	Married	37	18.5%
	Divorced	1	0.5%
	Separated	0	0.0%
	Other	1	0.5%

Table 4.6 shows the marital status of the participants. 161 representing 80.5% are Single, 37 representing 18.5% are Married, 1 representing 0.5% is divorced and other.

4.2.2Questions with regards to social media and Green Product Purchase Intension

99% of respondents said they used social media platforms. Figure 5 shows that about 43% of respondents use Instagram, 23% of respondents use Facebook and 13% use Youtube and 9% use Twitter.
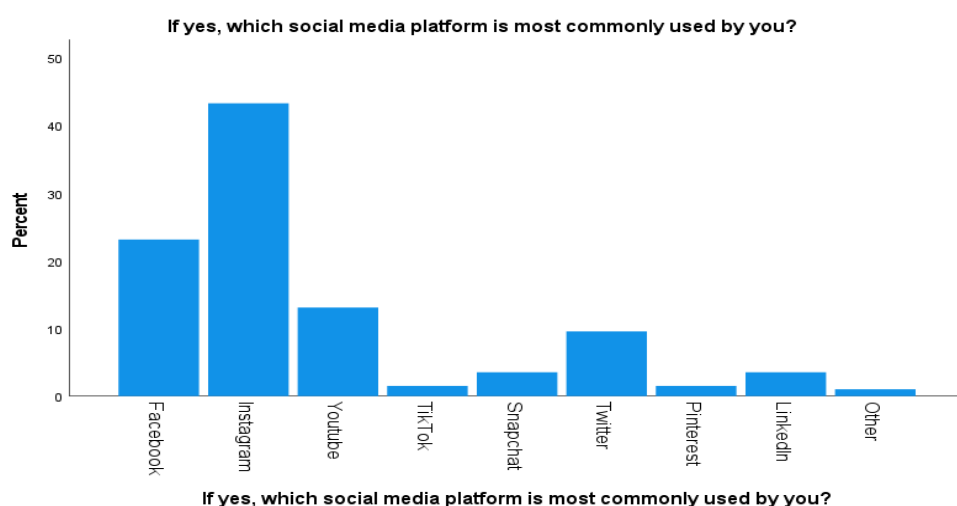

Figure 5: If yes, which social media platform is most commonly used by you?

With regards to the question which states what type of green products do you purchase? Figure 6 shows that 35.9% of respondents do not purchase green products, 34.8% purchase organic foods, 14.6% purchase sustainable household items, 8.6% purchase green clothing 6.1% choose other.
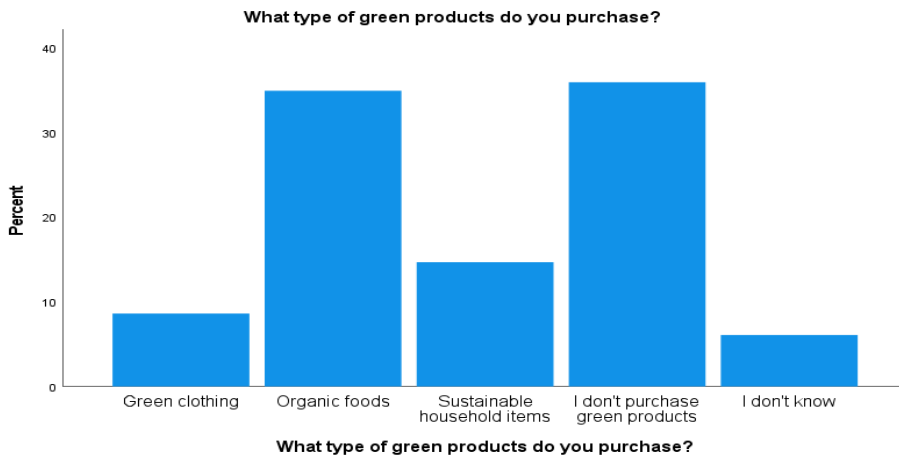

Figure 6: What type of green products do you purchase?

The next question states, have you ever seen any advertisement on green products on any social media platform? Figure 7 shows that 78.5% of respondents said yes, 17.1% of respondents said No, while 4.4% of respondents chose, I don't know.
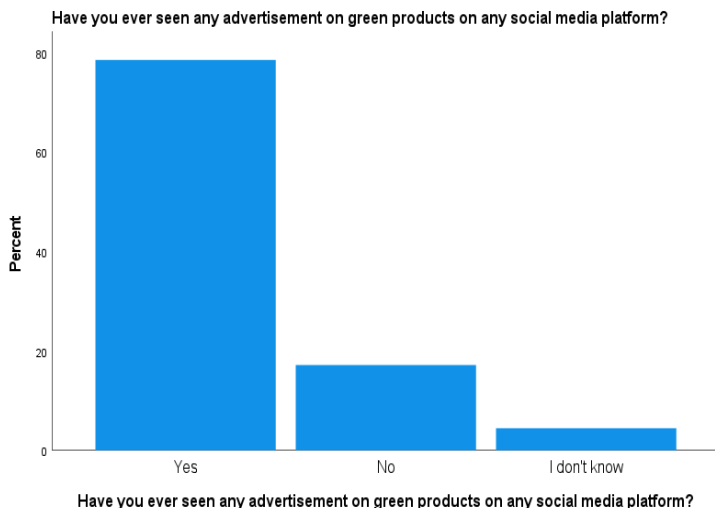

Figure 7: Have you ever seen any advertisement on green products on any social media platform?

Regarding the previous question, 50.3% of respondents chose Instagram, 24.2% of respondents chose Facebook, 10.5% chose Twitter and 9.8% chose Youtube. Hence, Instagram has more respondents regarding advertisement seen on social media platform compared to Facebook and Youtube as seen in Figure 8.
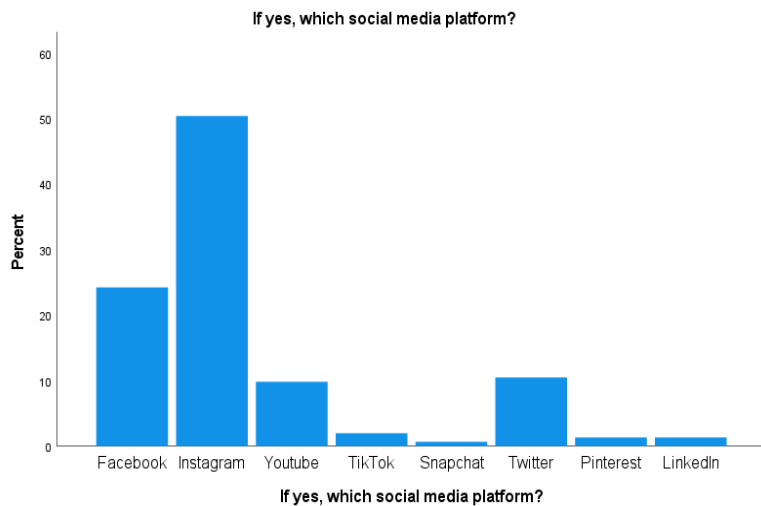
Figure 8: If yes, which social media platform?

Figure 9, shows the question asked, how often to you see advertisement of green products on social media? About 36.5% of respondents chose "Sometimes", 31.5% of respondents chose "Rarely" while 17.8% chose "Often".
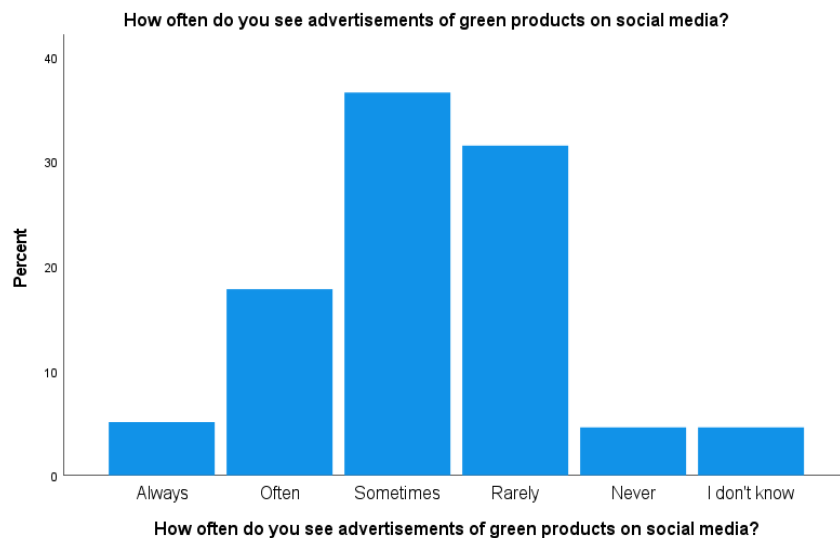
Figure 9: How often do you see advertisements of green products on social media?

The question, do you follow any social media that talks about sustainability, had about 50.5% of respondents that said yes, and 44.4% of respondents that said no, while 5.1% said they don't know as seen in Figure 10.
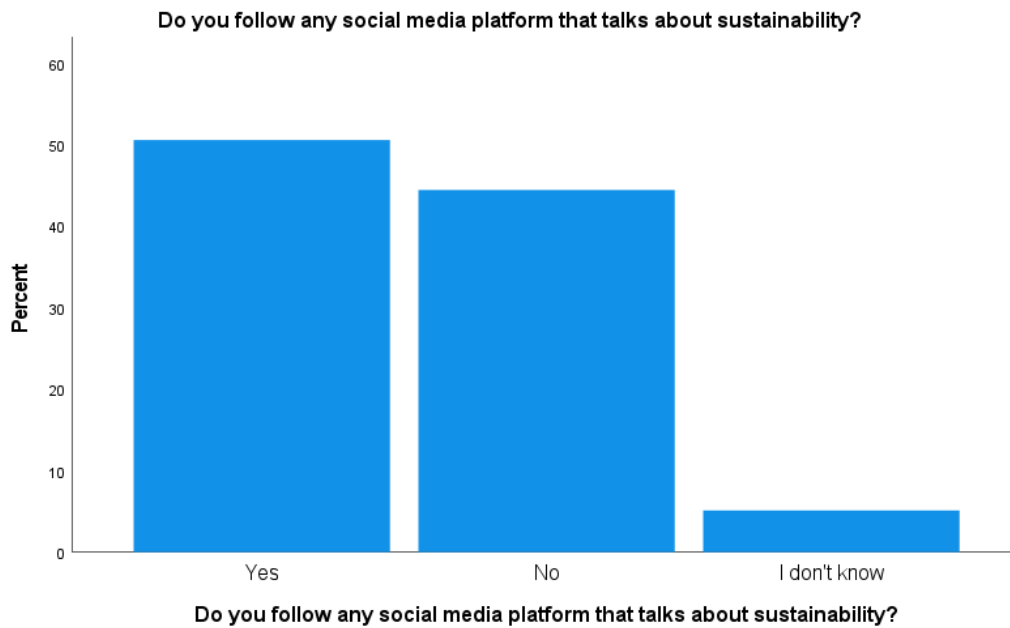
Figure 10: Do you follow any social media platform that talks about sustainability?

Regarding the previous question, about 32.4% of respondents chose Instagram, 28.3% of respondents chose Twitter, 20.0% chose Facebook while 9.0% of respondents chose Youtube, as seen in Figure 11. Thus, Instagram has more respondents regarding sustainability when compared to Facebook and Youtube.

Figure 11: If yes, which social media platform do you follow?

In relation to the question, what is your most preferred social media platform in relation to buying green products, about 42.9% of respondents chose Instagram, 20.9% of respondents chose Twitter, 20.3% of respondents chose Facebook and 10.7% of respondents chose Youtube, as seen in Figure 12. Although, Instagram has more respondents than Facebook and Youtube,

Twitter seems to have more respondents compared to Facebook and Youtube yet again with regards to buying green products.

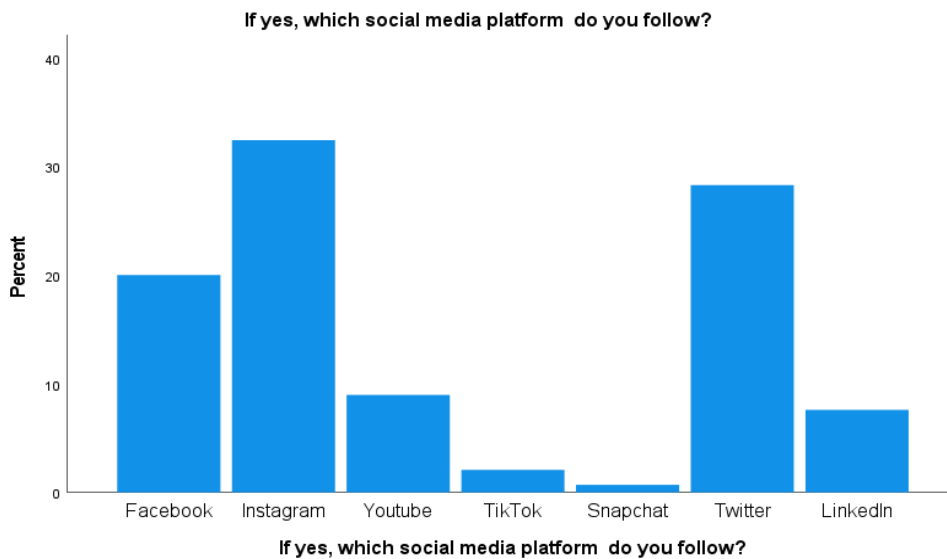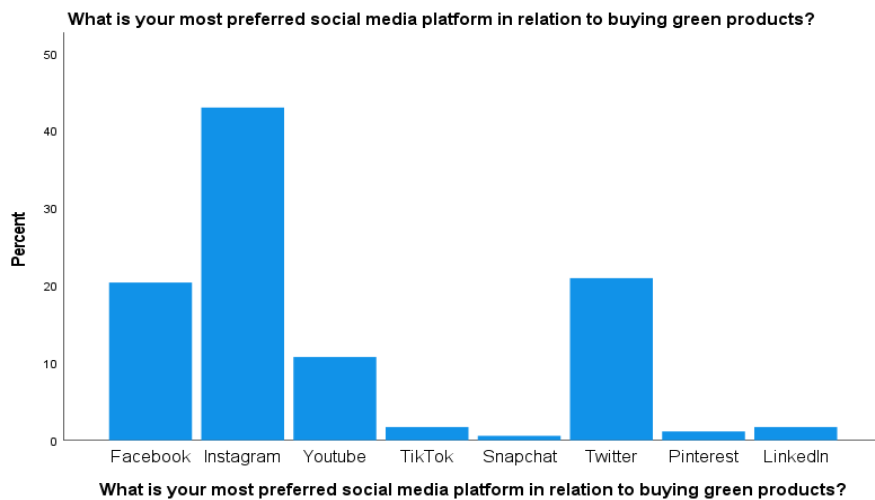Figure 12: What is your most preferred social media platform in relation to buying green products?

The question, what is your frequency of green products purchased on average in a month, about 51.6% of the respondents (Majority) chose 0-2 times while 26.3% of the respondents chose, I don't know, as seen in Figure 13.
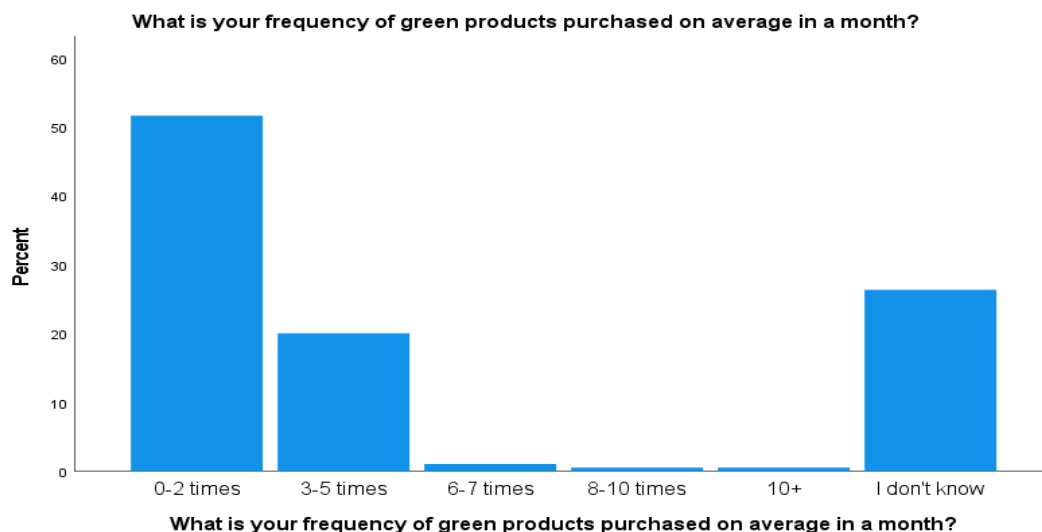
Figure 13: What is your frequency of green products purchased on average in a month?

In relation to the question, on an average how much do you spend on green products monthly, about 62.5% of the respondents chose ₦0 - ₦25,000 while 27.9% of the respondents chose ₦76,000 - ₦ 100,000, as seen in Figure 14.
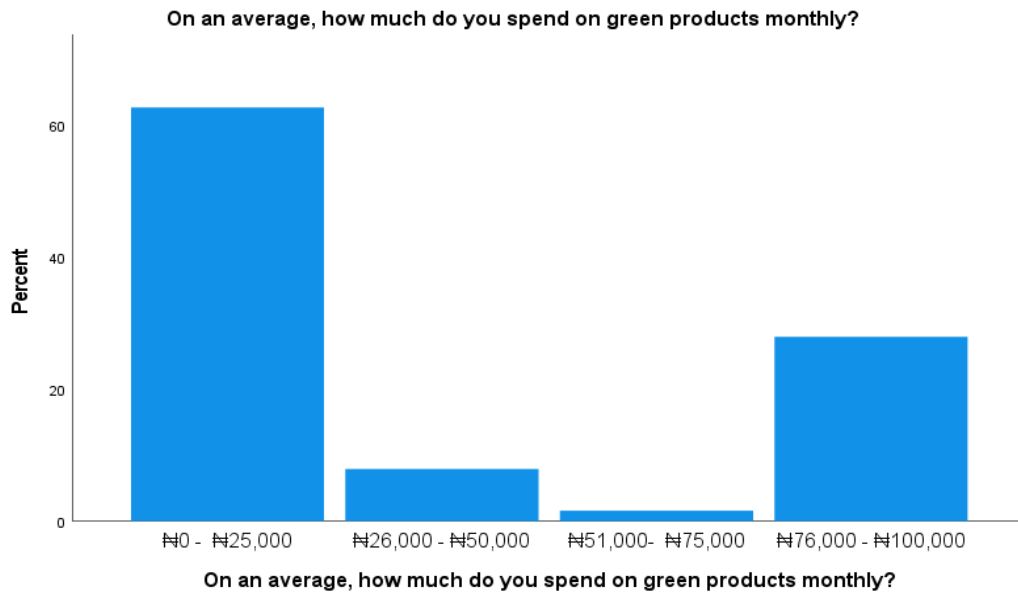
Figure 14: On an average, how much do you spend on green products monthly?

Finally, the question relating to experience with respect to green products, about 37.4% of respondents are yet to learn about green products, 21.7% of respondents chose I don't know and 20.7% of respondents prefer using green products, as seen in Figure 15.

Figure 15: What is your experience with respect to green products?

The next set of questions were in relation to social media and green products which was based on a 5 point- Linkert Scale (1= Strongly disagree to 5= Strongly agree).

Figure 16 shows questions asked by respondents as to whether their engagement on social media platforms influences their green purchase. About 34.7% of the respondents which constituted the majority were neutral.
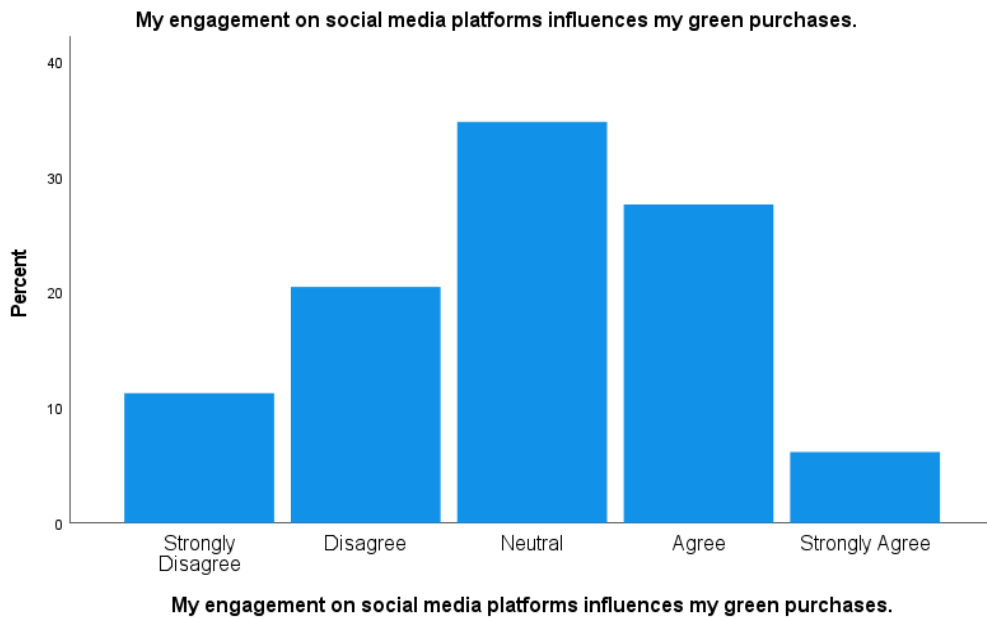
Figure 16: My engagement on social media platforms influences my green purchases.

Respondents were also asked whether they use social media platforms to search for information about green products. About 29.4% of the respondents which constituted the majority disagreed and were neutral, as seen in Figure 17.
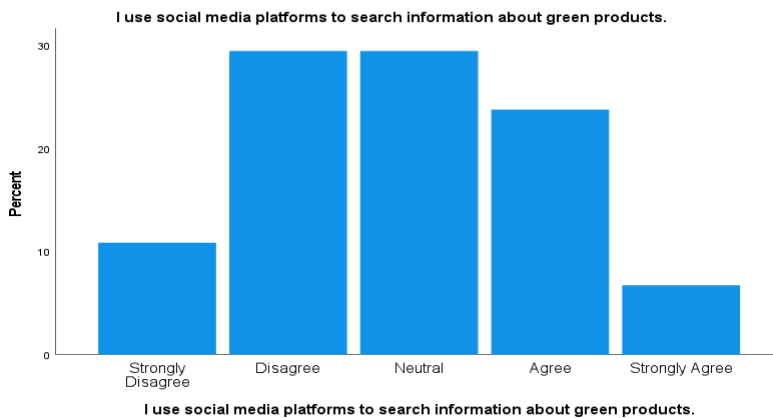
Figure 17: I use social media platforms to search information about green products.

Respondents were further asked if the content about green products are trustworthy, reliable as well as relevant to their daily life. About 55.1%, 57.1% and 43.6% of the respondents which constituted the majority were neutral respectively, as seen in Figure 18, 19 and 20.

Content about green products on social media are trustworthy.
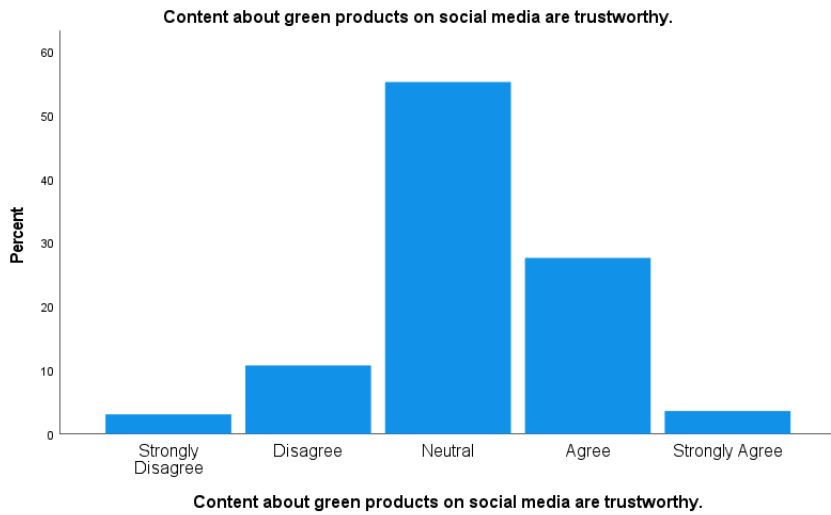
Figure 18: Content about green products on social media are trustworthy.

Content about green products on social media are reliable.
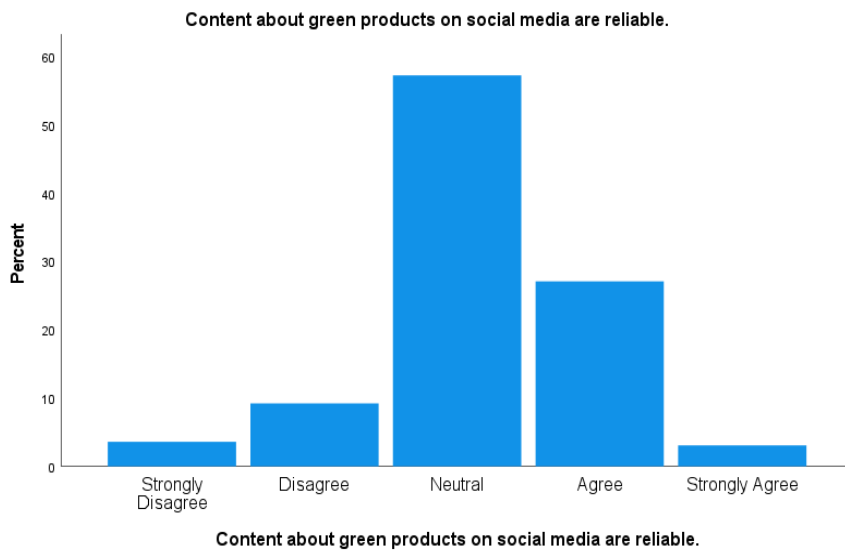
Figure 19: Content about green products on social media are reliable.

The content of social media on green products is relevant to my daily life.
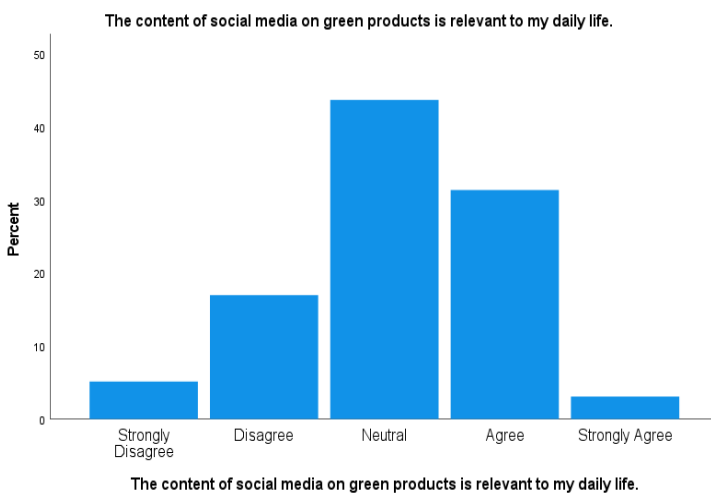
Figure 20: Content of social media on green products is relevant to my life.

The next question, which asks if respondents were satisfied with the information currently available on social media in relation to green products purchased shows in Figure 21 that about 49.5% of participants which consists of the majority were neutral.
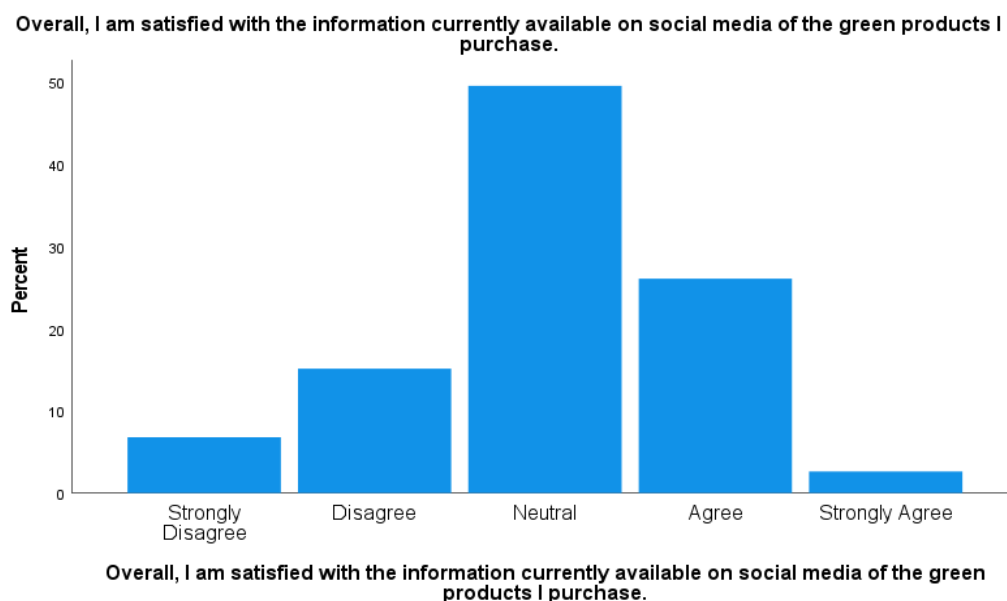
Figure 21: Overall, I am satisfied with the information currently available on social media of the green products I purchase.

Question about having more information about green products on social media would influence my decision to buy had about 47.2% of majority of the respondents' response to "agree", as seen in Figure 22.
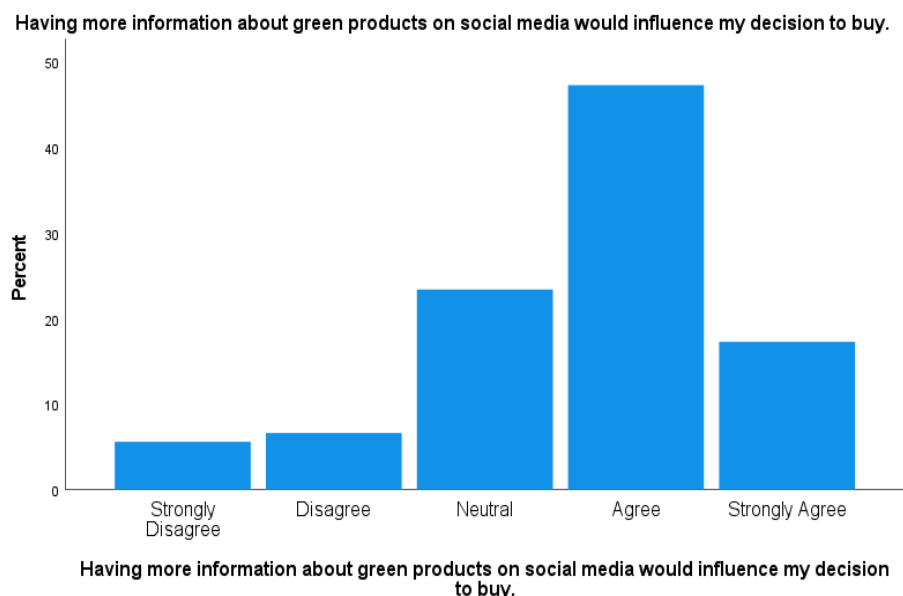
Figure 22: Having more information about green products on social media would influence my decision to buy.

In Figure 23, respondents had about 52.3% which consists of the majority agreed to the question that explaining the benefits of green products through social media would influence the decision to buy.
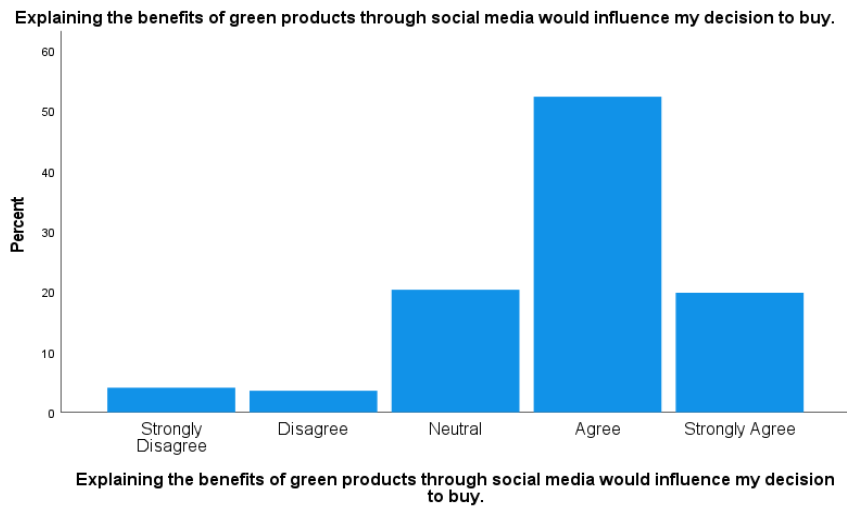
Figure 23: Explaining the benefits of green products through social media would influence my decision to buy.

Finally, with regards to the question, does information about environmental problems through social media platforms drive your consumption of green products, about 52.8% which constituted the majority agreed to this statement, as shown in Figure 24.
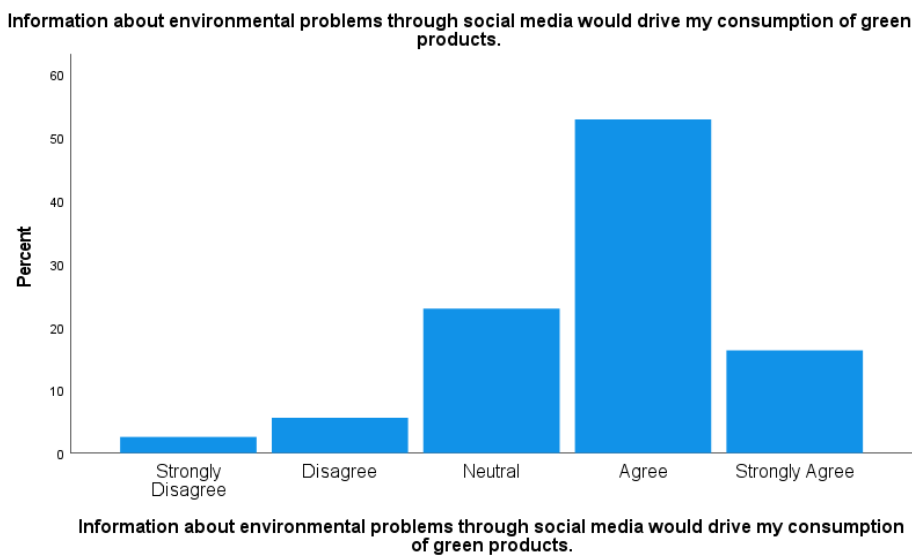
Figure 24: Information about environmental problems through social media would drive my consumption of green products.

4.2.3 Multiple Linear Regression

The statistical method of linear regression is used to model the dependent variable (the responses Y) and one or more independent variables (independent; predictor, X). When there is only one independent variable, there is a simple linear regression; when there are several independent variables, there is a linear regression. The impact of independent variables and dependent variables is expressed using multiple regression. At least three objectives are achieved through regression analysis: data collection on the phenomenon under study, situational management, and prediction (Caecilia *et al.*, 2017). In this study, the method of multiple regression analysis was used to ascertain how these qualities affected the capacity of social media marketing to influence green purchase decisions. The multiple linear regression was used to test the hypotheses.

4.2.3.1 Testing of Hypotheses

Three separate hypotheses, each with a null and alternative hypothesis will be used in testing the hypotheses and discussion of results. These hypotheses include;

1. H_0: There is no significant impact to which Facebook influences Nigerian youths purchase intension of green products.

   H_1: There is a significant impact to which Facebook influences Nigerian youths purchase intension of green products.

2. H_0: There is no significant influence on which Youtube affects Nigerian youths purchase intension of green products.

   H_1: There is a significant influence on which Youtube affects Nigerian youths purchase intension of green products.

3. H_0: There is no significant impact to which Instagram influences Nigerian youths purchase intension of green products.

   H_1: There is a significant impact to which Instagram influences Nigerian youths purchase intension of green products.

These hypotheses were tested to answer the question, to what extent does social media influence Nigerian youths purchase intension of green products?

The level of significance below 0.05 indicates that the level of confidence is above 95% according to the decision-making standard. Thus, when P-value is less than 0.05 in such cases, we reject the null hypotheses and while accepting the alternative hypotheses.

Multiple Regression Coefficient of Correlation(R) and Multiple Regression Coefficient of Determination (R^2) (Model Summary Table)

Table 4.7 Table of R and R2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.665[a]	.442	.433	7.29605

a. Predictors: (Constant), INSTAGRAM, FACEBOOK, YOUTUBE

Table 4.7 shows the coefficient correlation R is 0.665; It means that there is a significant relationship between independent variables with dependent variables. The coefficient of determination (R^2) according to the table is 0.442 which shows that the linear relationship in this model can explain 44.2% green purchase intension while the remaining 55.8% is explained by the factors which are not discussed in this research.

Table 4.8. ANOVA

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7389.192	3	2463.064	46.270	<.001[b]
	Residual	9315.668	175	53.232		
	Total	16704.860	178			

a. Dependent Variable: GREENPURCHASEINTENSION
b. Predictors: (Constant), INSTAGRAM, FACEBOOK, YOUTUBE

Table 4.9 (Coefficient Table)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	34.643	2.580		13.429	<.001	29.552	39.735
	FACEBOOK	.559	.111	.310	5.047	<.001	.340	.778
	YOUTUBE	.553	.173	.244	3.205	.002	.213	.894
	INSTAGRAM	.692	.177	.289	3.914	<.001	.343	1.040

a. Dependent Variable: GREENPURCHASEINTENSION

Table 4.9 shows that Facebook, Youtube and Instagram have a positive relationship with green purchase intension. It shows the Sig value of each independent variable with p value all < 0.05, which means that the null hypotheses should be rejected for all the three variables (Facebook, Youtube and Instagram) in relation to green purchase intension.

4.3 Discussion of Findings

The body of literature with regards to social media marketing and green purchase intentions is quite extensive, as several studies believe that social media marketing influences green purchase intentions (Pop, Săplăcan and Alt, 2020; Sun and Wang, 2019; Zhao *et al.,* 2019; Zhang *et al.,* 2018; Huang, 2016). However, there has been limited research on the Nigerian population concerning the influence of social media marketing on the purchase intention of green products. As a result, this research focused on investigating the influence of social media marketing on the purchase intention of green products in Nigeria, particularly among Nigerian youths, because they help enterprises thrive through their multiple purchases, stimulating the overall economic growth (Olutade, 2021).

Studies in this research demonstrate that most Nigerian youths influenced by green products via social media are between the ages of 18–20 years and 21–25 years, demonstrating their ability to make sound decisions regarding green products. It also implies that they are self-reliant in making green purchase decisions, which agrees with existing research (Straughan and Roberts,1999). It was also discovered that there were more females, by about 55.5% than males, which means that

they are more significantly influenced to engage in green purchase intention, which is supported by existing literature. Most participants had educational backgrounds, as 51% of respondents had a bachelor's degree, which signifies that they can make informed judgments about their green purchases (Straughan and Roberts, 1999). In addition, about 38% of respondents were in the Southwestern parts of Nigeria, of which most ethnic groups from the Southwest are Yoruba, as cited in previous work (Chiaka, Zhen and Xiao 2022). Given that nearly all respondents use social media, Instagram, Twitter, Facebook, and Youtube are the respondents' top four choices when it comes to green products (Kamer, 2022), and this shows the importance of social media in disseminating information which can promote or hinder consumers' decisions to buy sustainable goods.

Moreover, most participants, comprising 35.9%, do not purchase green products, although 34.8% purchase organic foods, which has brought about a new finding regarding green products. This suggests that most Nigerian youths do not think about making purchases of green products, which does not support the existing literature (Sun and Xing, 2022). Regarding advertisements for green products, most of the respondents, 78.5%, said yes. This implies that marketers are using social media platforms to promote green products, thus following the findings of Sun and Wang, (2019), Zhao *et al.* (2019), Zhang *et al.* (2018), and Huang (2016).

Furthermore, regarding the frequency of times advertisements for green products are seen on social media, most of the respondents said "sometimes." This indicates that although there are advertisements for green products, such advertisements need to be run continuously for consumers to be constantly reminded about green products. Regarding respondents' most preferred platform for green buying intentions, the result showed that Twitter is the second-most popular social media network after Instagram, with about 20.9% and 42.9% of respondents, respectively, which has led to a new finding. Additionally, research revealed that about 79% of respondents appear to see green product advertisements on Instagram, Facebook, Twitter, and Youtube. This led to yet another discovery regarding Twitter as one of the social media channels where green product marketing is displayed.

Findings show that about 51.6% of respondents, which comprises the majority frequency of green product purchases, on average spend about 0–2 times, which is relatively low in a month. This indicates that most Nigerian youths do not purchase green products frequently. Most of the respondents, about 62.5%, spend ₦0 - ₦25,000 on green products each month, thus spending less on green purchases, which contradicts the existing literature (Sun and Xing, 2022).

Also, most of the participants, which comprise 37.4%, are yet to learn about green products (Mohiuddin *et al.,* 2018; Butt, 2017; Altarawneh, 2013; Darley and Johnson, 1993) and,

therefore, spend a small amount making green purchases a few times on average in a month. It is, therefore, the responsibility of marketers and businesses to provide more information, knowledge, and experience about how consumers can quickly obtain green products. Consumers should be better informed about the characteristics and benefits of green products, and social media should be used to promote the advantages of green products as well as emphasize how individual consumer decisions can affect the environment.

Concerning respondents' engagement on social media platforms and their influence on green purchases, most respondents, 34.7%, were neutral. This implies that the Nigerian youth do not necessarily engage in the use of social media for green purchases. When asked where they use social media platforms to search for information about green products, most of the respondents, which constituted about 29.4%, disagreed and were neutral. This means that the Nigerian youth do not make a conscious effort to know about green products. Most respondents, about 47.2% and 52.3% agreed that more information about green products on social media and explaining the benefits of green products would influence their decision to buy. This means that Nigerian youths will engage in green purchases when there is sufficient information on the benefits of green products via social media (Sun and Xing, 2022).

Finally, regarding testing the hypotheses, it was found that the null hypothesis was rejected with Facebook and its influence on the green purchase intentions of Nigerian youths. This infers that there is a significant impact on which Facebook influences Nigerian youths' purchase intentions for green products. The second null hypothesis was also rejected as the p-value was less than 0.05, which significantly influences how Youtube affects Nigerian youths' purchase intentions for green products. Finally, concerning the last hypothesis, the null hypothesis was rejected, indicating a significant impact through which Instagram influences Nigerian youths' purchase intentions for green products. Although, when comparing the three platforms, Instagram has a more significant impact on the green purchase intentions of Nigerian youths.

CHAPTER FIVE: CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter will conclude the study by summarizing the key research findings related to the research aims and questions, as well as the value and contribution thereof. It will also review the study's limitations and propose opportunities for future research.

5.2 Summary of Findings

The research shows that social media marketing (Facebook, Youtube, and Instagram) has a significant impact on the green purchase intentions of Nigerian youths, and in particular, Instagram has a more significant impact when compared to the other platforms. In terms of green buying intentions, the result showed that Twitter is the second-most popular social media network, after Instagram. According to this research, 79% of participants reportedly encounter green product advertisements on Instagram, Facebook, Twitter, and Youtube. As a result, Twitter was found to be another social media channel for promoting eco-friendly goods. Finally, many of the participants, are yet to learn about green products, which supports existing research (Mohiuddin *et al.,* 2018; Butt, 2017; Altarawneh, 2013; Darley and Johnson), and thus, spend a small amount to make green purchases a few times on average in a month.

5.3 Implication of Findings

A significant implication of these findings for the business world is to recognize the importance of social media platforms and their influence in promoting green product purchases, given that present research shows they have a significant impact on green purchase intentions, as 52.8% of respondents believed that information about environmental problems through social media platforms drives their consumption of green products. This research also shows a possible demand for sustainable products in the Nigerian market, mainly organic foods, as 34.8% of respondents make purchases of such items.

Additionally, these evaluations help ensure that business experts formulate marketing plans and offer policymakers recommendations on how to formulate guidelines for green products. To enhance the growth of green products, the government should implement more practical guidelines. Also, to arouse the attention of various population characteristics, the government should use social media to inform the public about environmental challenges. Furthermore, the government can fund the sustainable product sector to promote more businesses to produce eco-friendly goods. Finally, buyers should be motivated to purchase green products by providing them with sufficient rewards.

5.4 Contribution to the Body of Knowledge

This study makes several contributions to the body of knowledge. First, a literature review found that there has not been much study to examine green consumption in developing countries regarding social media and green purchase intention. Hence, this study has expanded the body of knowledge, although further research is required. This research showed how social media marketing, especially regarding social media platforms such as Facebook, Youtube, and Instagram, has a substantial impact on the intention to buy green products. Its main goal was to examine green consumption in a developing country like Nigeria. Second, this study provided a more detailed understanding of consumer groups, especially the Nigerian youths, who are the highest percentage of users of social media compared to other demographics. Finally, this study considered the significant influence that marketing has on consumers' intention to purchase eco-friendly products.

5.5 Research Limitations

This study had a few limitations, although it significantly contributed to the field. Firstly, due to the limited time for the dissertation or lack of interest of the participants regarding the subject matter, only 200 respondents filled the questionnaire to a total of 400. Therefore, more time for the research would have allowed for more respondents and ensured robust findings, as the 200 responses may not be a complete representation of the population. Thus, a more comprehensive sample size should be used in future studies. Furthermore, this research focused more on the intention to purchase green products than the actual purchasing behaviour. More studies can be done to understand the patterns of actual purchase behaviour better. Although green products were examined, future studies could look at specific green products and compare and contrast consumers' intentions to purchase different green products. Also, since the questionnaire was in Google form, some of the completions of data by some of the respondents were incomplete, which makes it challenging to use some of the participant's responses. Finally, the results of this study were based on Facebook, Instagram and Youtube. Other platforms could have been considered, such as Twitter, Snapchat and TikTok, to mention but a few. As it was discovered in this study, that Twitter is the second most popular social media site for young people in Nigeria to look for eco-friendly products.

5.6 Recommendation for future research

As sustainability and green products are relatively new concepts in developing countries, it is suggested that further research into this field should be investigated. The current research findings show that Nigerian youths are not fully aware of green products. It would also be interesting for future researchers to examine other social media platforms, as results could differ, and this could help marketers concentrate more on social media platforms that are not as effective as others.

The research focuses on Nigerian youth, hence the study's population can impact the outcomes. Future research should, therefore, examine a similar topic in a different setting to widen the study's scope. Researchers should also combine quantitative and qualitative research techniques and adopt bigger sample sizes to improve the quality and dependability of their investigations. Furthermore, future research should address the constraints of the current study and look at the modifications as it has some limitations.

Given how important social media has become in the lives of young people, it would be intriguing to examine how firms can incorporate living a healthy lifestyle amongst consumers within their marketing strategies to help protect the environment. This could also be undertaken as corporate social responsibility, thus boosting corporate image and reputation.

5.7 Conclusion

Social media is one of the most popular channels for advertising, so businesses must use these platforms to spread awareness of the idea and advantages of green products, as this will help to improve consumers' quality of life and protect the environment.

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APPENDICES

Appendix A: Sample Size Calculation

The Yamane's formula is given thus;

$$n = \frac{N}{1 + N(e^2)}$$

Where n = sample size

N = population

e = Accepted error limit 0.05% based on 0.95% (95%) confidence level.

N = 61,306,413

$$n = \frac{61,306,413}{1 + 61,306,413(0.05^2)}$$

$$n = \frac{61,306,413}{1 + 61,306,413(0.0025)}$$

$$n = \frac{61,306,413}{1 + 153266.03}$$

$$n = \frac{61,306,413}{153267.03}$$

n = 399. 997

n = 400

Appendix B: Questionnaire

The Impact of Social Media Marketing on Purchase Intention of Green Products in Nigeria Questionnaire.

Dear Participants,

You are invited to participate in a research study which aims to "examine the impact of social media marketing on purchase intention of green products in Nigeria" particularly among youths between the ages of 18-35 years, as part of my dissertation for my master's degree in International Business. This survey should take an average of 10 minutes to complete. It is totally voluntary, anonymous, and any information provided will remain strictly confidential, and will only be used for scholarly purposes. Answering each part is totally optional but it will be greatly appreciated if you could please fully complete it honestly and to the best of your ability without any assistance, for the accuracy of results.

Thank you for your contribution and support.

Section A: Demographic Information

1. Age
a. 18- 20 years b. 21-25 years c. 26-30 years d. 31-35 years.

2. Gender
a. Male b. Female c. I prefer not to say

3. Occupation
a. Full Time Student b. Part-time Student c. Employed d. Unemployed e. Entrepreneur f. Other

4. Your educational status
a. First leaving school certificate
b. Junior School certificate
c. Senior Secondary certificate
d. Bachelor's degree certificate
e. Master's degree certificate
f. Doctoral degree certificate
g. Other

5. What is your geopolitical zone?
a. North Central
b. Northeast
c. Northwest
d. Southeast
e. South south
f. Southwest

6. Your Marital status
a. Single
b. Married
c. Divorced
d. Separated
e. Other

7. Do you use social media? a. Yes b.No

8. What social media platforms do you use?
a. Facebook
b. Instagram

c. Youtube

d. TikTok

e. Snapchat

f. Twitter

g. Pinterest

h. LinkedIn

i. Other

9. What type of green products do you purchase?

a. Green clothing

b. Organic foods

c. Sustainable household items

d. Other

e. I don't purchase green products.

10. Have you ever seen advertisements on green products on any social media platform?

a. Yes b. No

11. If yes, which social media platform (s)

a. Facebook

b. Instagram

c. Youtube

d. TikTok

e. Snapchat

f. Twitter

g. Pinterest

h. LinkedIn

i. Other

12. How often do you see advertisements of green products on social media?

a. Always

b. Often

c. Sometimes

d. Rarely

e. Never

f. I don't know

13. Do you follow any social media platform that talks about sustainability? a. Yes b. No

14. If yes, which social media platform (s) do you follow?

a. Facebook

b. Instagram

c. Youtube

d. TikTok

e. Snapchat

f. Twitter

g. Pinterest

h. LinkedIn

i. Other

15. What is your most preferred social media platforms in relation to buying green products?

a. Facebook

b. Instagram

c. Youtube

d. TikTok

e. Snapchat

f. Twitter

g. Pinterest

h. LinkedIn

i. Other

16. Frequency of green products purchased on average in a month

a. 0-2 times

b. 3-5 times

c. 6-7 times

d. 8-10 times

e. 10+

f. I don't know

17. On an average, how much do you spend on green products?

a. N0- N25,000

b. N26,000 -50,000

c. N51,000- N75,000

d. N76,000- N100,000

e. N100, 000 and above.

18. What is your experience with respect to green products?

a. I prefer using green products.

b. I am yet to learn about green products.

c. I would like to recommend others to buy green products.

d. I always try to buy new green products.

e. I would like to use green products in the coming days.

f. I don't know.

Section B

Please answer the following statements regarding social media, particularly Facebook, Youtube and Instagram and its influence on Green Purchase Intentions. Where, SA is Strongly Agree, A is Agree, N is Neutral, D is Disagree and SD is Strongly Disagree.

S/N	QUESTIONS	SA	A	N	D	SD
	Adopted from, Gunawan, D.D.; Huarng, K.-H, 2015; Goldsmith, R.E.; Lafferty, B.A.; Newell, S.J, 2000					
1.	My engagement on social media (platforms) influences my green purchases					
2.	I use social media (platforms) to search information about green products.					
3.	Contents about green products on social media are trustworthy.					
4.	Contents about green products on social media are reliable.					
	Adopted from, Kong, Harun, Sulong and Lily, 2014					
5.	The content of social media on green products is relevant to my daily life.					
6.	Overall, I am satisfied with the information currently available on social media of the green products I purchase.					
	Adopted from, Tseng and Hung (2013) Spangenberg *et al.,* (2010); Leire and Thidell (2005) and Lai (1993)					

7.	Having more information about green products on social media would influence my decision to buy.					
8.	Explaining the benefits of green products through social media would influence my decision to buy.					
9.	Information about environmental problems through social media would drive my consumption of green products.					

	Adopted from Mlodkowska (2019)					
10.	I often want to buy green products via Facebook post/ page.					
11.	I am going to buy green products recommended on Facebook Sponsored Ads.					
12.	I happen to buy green products via Facebook Market.					
13.	Thanks to pictures and videos on Facebook, I have found out about new/ interesting green products.					
15.	I often come across environmental related issue/ topics on Facebook (Joshi and Rahman, 2015)					
16.	I would like to share information from Facebook about green products with friends (Sun and Wang, 2019)					

	Adopted from Mlodkowska (2019)					
17.	I am going to buy green products seen on Youtube sponsored Ads.					
18.	I happen to buy green products reviewed on Youtube through vlogs.					
19.	Thanks to vlogs, I have found out about new/ interesting green products.					
20.	I often come across environment-related topic/ issues on Youtube (Joshi and Rahman, 2015)					

21.	I would like to share information from Youtube about green products with friends (Sun and Wang, 2019)					
	Adopted from Mlodkowska, (2019)					
22.	I am going to buy green products seen on Instagram posts.					
23.	I happen to buy green products that appear on Instagram sponsored Ads					
24.	Thanks to pictures and videos on Instagram, I have found out about new/ interesting green products.					
25.	I often come across environment-related topic/ issues on Instagram posts (Joshi and Rahman, 2015)					
26.	I would like to share information from Instagram about green products with friends (Sun and Wang, 2019)					
	Adopted from Chen and Chang (2012)					
27.	I avoid buying products/ brands that are potentially unsustainable.					
28.	When I have to choose between two similar products/ brands, I chose the one that is more sustainable.					
29.	I would not consider sustainability related issues when making a purchase.					
	Adopted from Sun and Wang (2019); Adam (2017); Norazah and Norbayah, (2016)					
30.	I will consider buying products because they are less polluting.					
31.	I plan to switch to a green version of a product.					
32.	I intend to pay more for green products.					

33.	Overall, I am glad to purchase green products because it is environmentally friendly.					
34.	I will recommend green products to other people (Chin *et al.,* 2018)					
35.	I like the idea of purchasing green products.					
36.	I have an attitude toward purchasing a green version of a product.					
37.	I feel good about myself when I use environmentally sustainable products.					
38.	I believe that the use of environmentally sustainable products by me will help in conserving natural resources.					
39.	I believe that the use of environmentally sustainable products by me will help in reducing wasteful use of natural resources.					
40.	My family thinks that I should purchase green products.					
41.	My friends think that I should purchase green products.					
42.	I am familiar with the availability of environmentally sustainable products.					
43.	I can easily get environmentally sustainable products when I need them.					
44.	I have complete control over the number of environmentally sustainable products that I need to buy for personal use.					
45.	My budget is sufficient to buy green products.					