UNDERSTANDING GREEN PRODUCT KNOWLEDGE AND CONSUMERS' PURCHASE BEHAVIOR: SOCIAL MEDIA MARKETING AS MEDIATOR

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ABSTRACT

Product knowledge for green product, based on social media marketing generate consumer purchase behavior is critical issues for market. Empirical research has widely investigated consumer purchase behaviors that govern product purchasing behavior on social media marketing. Nonetheless, the linkage investigated anticipated relationship and desired customer purchasing behavior is less explored. The article aims at identifying product knowledge and their role in customer positive behavior. Also, based on planned theory, our study developed theoretical model to explore mediating factor (such as, social media marketing) affecting consumers to purchase green products. Results demonstrate a positive association between green product knowledge and purchase behavior, as well as a significant influence of social media marketing on consumer purchase behavior. Additionally, social media marketing (SMM) found to mediate relationship among product knowledge and consumer behavior. Findings emphasize importance of effective communication of product knowledge for green product through social media marketing to encourage environmentally conscious consumer behavior.

Keywords: Social media marketing, Theory of Planned Behavior (TPB), Consumer purchase behavior, Green product knowledge.

INTRODUCTION

Green products have significantly increase purchase preference in recent years (Zhang & Dong, 2020). Green product improves environment sustainability through minimal environment negative impact. Consumer green product purchase decisions involve knowledge implication. More, the social media initiatives are mostly influence consumer purchase decisions. Also, social media has practice of how consumers' motivate to prefer green product, also crucial for high demand (Wibowo et al., 2020). Consumer behavior changes, in respect to green product knowledge provided in the SCM context.

Thus, the social media marketing shared information and, improve product perceived credibility. It has been proposed that an adept understanding of the product enhances a firm or product's eco-friendly image through the strategic utilization of environmental claims, thereby appealing to conscientious green consumer behavior (Hwang et al., 2020). Moreover, extant studies have explored the indirect association between consumers' trust and their purchase intentions, mediated by social marketing attributes (Wang et al., 2019).

Previous research focused on marketing initiatives, particularly in the realm of social media marketing, did not delve into its influence on consumer purchase behavior in Pakistan (Liu et al., 2021). Furthermore, numerous platforms have developed in recent times to assist and validate consumer purchasing choices. Most business may also face competition to enhance the market share. Johansson, & Zhu, (2023) also describe that consumer not purchase green product immediately, because of not hold enough information. Therefore, marketer must communicate enough product knowledge efficiently that focus on consumer preference. Previous empirical research examining social media marketing activities predominantly focused on their impact on consumer intention rather than actual consumer purchasing behavior (Liu et al., 2021). Past research suggests that most prior inquiries into SCM activities have primarily discovered direct influence through consumers' purchase intentions. However, paucity of studies investigating SCM features may impact purchase decisions, particularly concerning product knowledge (Hasan & Sohail, 2021).

However, the existing empirical literature lacks sufficient substantiation regarding whether social media marketing truly acts as a mediator in connecting product knowledge features with consumer purchase behavior. The interplay between social media marketing and purchase behavior in context of organic products has received minimal attention. Furthermore, there is a notable scarcity of empirical research on this topic within the Pakistani context. Consequently, study aims for theoretical and practical relationships understanding between product knowledge, social media marketing, and, consumer purchase behavior. Current research endeavors product knowledge, social media marketing, and consumer purchasing behavior via Theory of Planned Behavior (TPB) framework to address gaps and conduct a comprehensive analysis, providing deeper insights into customers' perspectives on consumer purchasing decisions. Utilizing multi-group AMOS-SEM analysis, we explore influence of SMM on consumer purchase. Subsequently, first present the framework & hypotheses, followed by an introduction to the research methodologies and an analysis of the results. Finally, article discuss research findings, their implications, and, acknowledge study's

limitations, thereby introducing new perspectives from the Pakistani context. For instance, in a research study, it was discovered that consumers exhibited a higher inclination to buy environmentally friendly products when they perceived that their social peers were also making such purchases. This suggests that businesses should focus not only on individual beliefs and values but also on creating an environment that fosters social support and encouragement for sustainable choices. Furthermore, businesses can use SMM and influencers to endorse green product & highlight their benefits, which can have a substantial impact on consumers' purchasing intentions. Overall, businesses may effectively well-informed to green product knowledge to consumers and understand their relationship to SMM.

Conceptual Orientation: Theory of Planned Behavior:

TPB theory has developed and widely accepted framework in consumer behavior (Wang et al., 2019). According to TPB, consumer behavior mostly effective by three main factors, like subjective norms, attitudes, and perceive behavioral acts. Hwang et al. (2020) focused on awareness, knowledge, word-of-mouth, customization, and entertainment, for investigating attitudes and behavioral conduct. TPB is well-established psychological theory that provides better understanding and predicts people's behavior. TPB helps researchers' gain comprehensive understanding of why consumers make certain choices and how they can be influenced. Furthermore, TPB's applicability extends beyond studying individual behavior, can also be employed to analyze group dynamics and societal trends, making it versatile and valuable tool for researchers and practitioners alike. Overall, certain elements shape, motivate, and drive eco-conscious consumer behavior. Consumers who engage in sustainable practices are more likely to adopt similar behaviors themselves. Additionally, when eco-friendly products are readily available and marketed effectively, consumers are more likely to opt for them over traditional alternatives. This shift in consumer behavior not only benefits the environment but also encourages businesses to adopt more sustainable practices. Ultimately, the collective efforts of celebrities, activists, businesses, and

consumers are crucial in creating a more sustainable future.

Product Knowledge
In earlier studies, product knowledge was express as deep understanding of benefits, features, and particular product applications (Varriale et al., 2023). It encompasses the ability to accurately convey information about the product's specifications, uses, and advantages to potential customers. In today's highly competitive market, having comprehensive product knowledge is crucial for sales professionals and customer service representatives. It allows them to effectively address customer inquiries, make persuasive sales pitches, and build trust and credibility with clients. With comprehensive product knowledge, sales professionals and customer service representatives can confidently answer any questions or concerns that potential customers may have. They can highlight the unique features and benefits of the product, showcasing its value and addressing any objections. By effectively conveying this information, they can create a persuasive sales pitch that resonates with the customer's needs and preferences, ultimately increasing the likelihood of a successful sale (Nekmahmud et al., 2022). Additionally, having in-depth knowledge of the product helps build trust and credibility with clients, as they can rely on the sales professional or customer service representative to provide accurate and reliable information.

Social Media Marketing:
Social media marketing is process of using social media platforms and websites to create brand awareness and boost sales (Hanaysha, 2022). This strategy entails generating and distributing engaging content across these platforms to connect with the intended audience, boost brand visibility, drive web traffic, and increase sales. The widespread adoption and popularity of SMM like Facebook, and LinkedIn have highlighted substantial potential of social media marketing for businesses, enabling them to reach a broader audience and establish a robust online presence.

Moreover, social media marketing facilitates direct communication between businesses and their customers, enabling feedback collection and relationship building. The capacity to target specific demographics and evaluate campaign performance through detailed analytics underscores its cost-efficiency and effectiveness as a marketing tool. Additionally, the viral nature of social media ensures extensive reach and amplification of brand messages, making it an indispensable element of any well-rounded marketing strategy in today's digital landscape (Wong et al., 2022; Rahman et al., 2022).

Consumer purchase behavior:
In realm of consumer behavior, we delve into intricate process and decision-making entailed in the selection, acquisition, and utilization of services by individuals or households. The comprehensive domain encompasses multitude of factors, including personal needs, preferences, social and cultural impacts, psychological determinants, and economic variables that exert their influence upon the choices consumers make. The comprehension of consumer purchase behavior stands as a pivotal cornerstone for enterprises aiming to proficiently market their offerings while catering to the demands and aspirations of their target clientele (Ebrahimi et al., 2023). For businesses, grasping the intricacies of consumer purchase behavior is instrumental in crafting marketing strategies that resonate effectively with their intended customer base. This entails a systematic examination of consumer requisites and inclinations, a thorough exploration of the pervasive impacts of social and cultural dynamics, and a profound consideration of the psychological drivers underpinning purchase decisions. Additionally, economic considerations show significant for consumer decision making, as individuals and, households must weigh costs and benefits of purchasing a particular product or service. Ultimately, businesses that can successfully navigate these factors will be better equipped to meet the needs and desires of their customers and achieve long-term success in the market.

Green product knowledge and consumer purchasing behavior
In context of green products, an individual's level of awareness regarding these environmentally-friendly offerings is observed positive correlation with inclination to purchase such products' (Mohan & Kinslin, 2022). Existing research has consistently demonstrated that heightened consumer knowledge

regarding the ecological advantages associated with green products significantly heightens their intention to purchase these items. This heightened knowledge empowers consumers to make well-informed decisions, enabling them to grasp the environmental ramifications of their choices when it comes to making purchases. Additionally, increased awareness of green products and their benefits can also lead to a shift in consumer attitudes and behaviors, further driving the demand for sustainable options. As consumers become more educated about the importance of sustainability, they are more likely to prioritize eco-friendly products in their purchasing decisions, leading to a more sustainable future. This shift in consumer behavior can have far-reaching implications, as it can influence companies to adopt more sustainable practices and develop innovative green products. Furthermore, the demand for sustainable options can also create new job opportunities in industries such as renewable energy and recycling. Consumers are becoming increasingly conscious of the environmental impact of their purchasing decisions. This growing awareness has compelled companies to rethink their production processes and source materials from sustainable and ethical suppliers. As a result, we can expect to see a rise in the availability and affordability of eco-friendly products, making sustainable living more accessible to a wider audience. This shift towards a greener economy not only benefits the environment but also enhances the overall well-being and quality of life for individuals and communities worldwide.

H1: The role of product knowledge positively affects consumers purchase behavior.
SCM & consumer purchasing behavior
In recent research, it has been demonstrated that exposure to social media marketing campaigns emphasizing the environmental benefits significantly influences consumers' inclination to purchase green products. This mode of marketing effectively enables businesses to convey their dedication to sustainability and exhibit their eco-friendly initiatives. Leveraging the extensive reach and personal engagement potential of social media platforms, enterprises can connect with a broader audience and establish more personalized interactions with consumers, thereby impacting their intent to opt for environmentally responsible

products. Moreover, social media serves as consumers' platform to share their firsthand experiences & viewpoints, creating a ripple effect that amplifies the affirmative outcomes of green marketing endeavors. This not only allows businesses to obtain valuable insights from their clientele but also facilitates the formation of a community of individuals who share a common passion for sustainability. Cultivating these connections enables companies to foster a sense of belonging and loyalty within their customer base, further reinforcing their dedication to a sustainable future (Nizam & Nordin, 2022).

In essence, social media emerges as a potent instrument for businesses to communicate their sustainability endeavors and instigate constructive shifts in consumer behavior. Concluded SMM platforms, enterprises can showcase their sustainable practices and initiatives, such as carbon footprint reduction and adoption of eco-friendly packaging. By sharing these achievements, companies not only raise awareness about their environmental commitment but also inspire their followers to embrace analogous sustainable behaviors in their own lives. Additionally, SMM offers policy for business to engage directly to customers, addressing queries or concerns about their sustainability measures and upholding transparency and accountability. Thus, social media becomes a catalyst for propelling positive transformations and motivating consumers to make conscientious, eco-sensitive choices.

Social media marketing positively affect consumers' green products purchasing attitudes.
Consumer purchase behavior, social-media marketer and, product knowledge
Nafees et al. (2021) proposed that social media marketing mediates the relationship between product knowledge and consumer purchasing behavior. However, these marketers would provide elaborate products intricacies, during selling propositions. Product knowledge and information effectively communicate, would more value to product feature. According to Wahab et al., (2022), social media marketers informative content, reviews opinion would ensure target audience purchasing behavior and more, product values. Consumers' behavior change as marketers utilizes specific demographics

behavior and interests. Consumers preference and encourage through ads that more interesting and encouraging. Overall, the internet use and social media techniques would providing more additional information, and fostering consumer engagement. Overall, consumers often collaborate more and more because it can provide customer credibility leveraging through social media in-depth knowledge. In short, customer product knowledge implementing is another strategy of social-media marketers (Liu, Yang & Cong, 2022). Social media marketing education profoundly influences the audience, empowering consumers to make informed decisions when it comes to their purchases. By effectively leveraging product knowledge and employing strategies for attract customer, social media marketing act pillar, helping consumers gaining better product understanding and ultimately influencing positive customer behavior. Therefore, we hypothesis:

Social media marketer as mediator between product knowledge and consumer purchase behavior.

METHODS
Research Design
In current study, sample of Saudi Arabia online fast food consumers was selected. The selecting this sample was to understand specific consumer behavior of online fast food consumers in Saudi Arabia, this segment rapidly growing and has unique set of characteristics (Sultan et al., 2021). The specific data collection survey using electronic questionnaires was conducted with 435 online fast food industry consumers in Saudi Arabia. Between March 8 and June 10, 2021, 552 electronic questionnaires were gathered via Google. Missing values questionnaires and identical responses were excluded by the researchers. This led to a final response rate of 83.52% (435/552), resulting in 435 usable questionnaires. Prior to commencing the questionnaire, consumers were informed about its purpose and the anticipated time required for completion. In order to maintain data integrity and confidentiality, participants were assured, that their replies would endure strictly confidential. Additionally, to enhance the response rate, respondents were reminded and contacted at weekly intervals to complete the questionnaire.

Measurement Model
Multiple measurement items were utilized in this study to assess constructs, drawing upon established scales from prior research. The assessment employed five point Likert scale ranging from 1-strongly disagrees to 5-strongly agree. Furthermore, the customer purchase behavior was gauged using four items sourced from Agag & Colmekcioglu (2020), for example: "I believe my purchases of remanufactured products significantly contribute to environmental preservation." Additionally, four items to measure product knowledge was taken from Kang et al. (2013), sample indudes: "I possess substantial knowledge about eco-friendly products." Social media marketing scale encompassed four items derived from Abzari et al. (2014). An example item is: "I receive information from clients on social media who are informed about the positive impact of green products on human health and environmental conservation."

All variables in the study were latent constructs, making direct and precise measurement challenging. Consequently, only observable indicators were employed to indirectly gauge these latent variables, aligning with the approach advocated by (Hair et al., 2006). More, traditional methods are insufficient for efficiently addressing latent variables. Conversely, Structural Equation Modeling (SEM) emerges as a robust technique capable of simultaneously handling latent variables and their respective indicators. SEM allows for the incorporation of measurement error and facilitates estimation of both measurement and, structural models. Furthermore, we deployed SEM for scrutinize associations between latent variables identified in the survey and their corresponding observable indicators. This methodological approach enhances the depth and accuracy of comprehending the relationships among the variables.

DATA ANALYSIS RESULTS:
Cronbach's values and composite reliability values were used to assess construct dependability. All of the Cronbach's values varied from .82 to .88, and composite reliability values ranged from .86 to .91, as shown in Table2. They were all more than 0.70, showing construct was dependable (Fornell and Larcker, 1981). Convergent and discriminant validity were used to assess construct validity. Average variance extracted (AVE) values and item

loadings were used to test convergent validity. The AVE values were larger ideal value of 0.50 (Fornell and Larcker, 1981), and the loadings of all items were greater ideal value of 0.70 (Hair et al., 1998), indicating construct had good convergent validity (Table2). AVE square roots were all bigger than construct correlations, showing construct had good discriminant validity.

Table.1 Step1-Model Fit

	Cmin/Df	TLI	CFI	RMSEA
Product Knowledge (PK)	1.474	.986	.989	.036
Social media marketing (SMM)	3.274	.983	.991	.079
Consumer purchase behavior (CPB)	2.849	.995	.999	.071
Model fit indexes	2.49	.93	.92	.06

Note: Cmin/Df= chi-square/ degrees of freedom; RMSEA= root mean square error of Approximation, TLI= Tucker–Lewis Index; CFI= comparative fit Index

Table.2 Factor loading, CR and AVE

Construct	Items	FL	α	CR	AVE
Product Knowledge (PK)	Pk1	0.74	.87	0.88	0.84
	Pk2	.72			
	Pk3	.75			
	Pk4	.74			
Social media marketing (SMM)	SMM1	0.84	.92	0.90	0.84
	SMM2	.77			
	SMM3	.84			
	SMM4	.83			
Consumer purchase behavior (CPB)	CPB1	.92	.91	.93	0.87
	CPB2	.81			
	CPB3	.94			
	CPB4	.93			

Note: α = Cronbach's alpha; Factor loading= FL; CR = composite reliability; AVE = average variance extracted

Table.3 Hypothesis Testing

	Effects	Estimate	(t-value	Sig	Consequen-ces
H-1	PK → CPB	.54***	5.23	***	Supported
H2	SMM→ CPB	.59***	14.06	***	Supported

Notes: PL-paradoxical leadership, IB-innovative behavior, PE-psychological empowerment at *p<0.05; ***p <0.001

Hypothesis testing:

Structural model demonstrate good fit: $\chi 2/df=2.49$, RMSEA=0.06, Goodness of Fit =.91, CFI=.92.The indicators meet recommended criteria, indicating a strong structural model fit (Hair et al., 2006). The results reveal significant association between green product knowledge and purchase behavior for H-1 (β=.54, t =5.23, significant). Finding aligns to prior research (Dean et al., 2012; Kim and Han, 2010). Additionally, SMM positively impacts consumer purchase behavior (β=.59, t =14.06, significant), which is parallel with earlier studies (Allcott, 2011; Schuitema and De Groot, 2015; Mangold and Faulds, 2009; Laroche et al., 2013). Consequently, H1 & H2 are supported.

To assess social media marketing mediating impact to relationship between product knowledge features and consumer purchase decision, study followed Preacher and Hayes (2008) proposed approach. Initially, indirect effects of independent variables (SMM) on dependent variable (consumer behavior) were computed. According to their recommendations, If 95% CIs do not include zero between lower and upper bound values, the independent factors have mediating influence on

dependent variable. Otherwise, there isn't enough evidence to back up the mediating impact. Overall, the results in Table 6 demonstrate the indirect influence of product knowledge on purchase decision (p-value = 0.00, Lower bound = 0.140, Upper bound = 0.71), hence supporting H3.

DISCUSSION AND IMPLICATIONS

Understanding the importance and relevance of the findings requires a discussion of the findings and their consequences. This section will deconstruct the SEM results and examine their implications for theory, practice, and future study. Furthermore, we will investigate any limits or potential biases that may have impacted the results and offer possibilities for additional inquiry. Overall, the discussion of the findings will help to expand knowledge in the sector and give significant insights for scholars, practitioners, and policymakers. The evaluation of the SEM data indicated substantial connections between variables, validating our initial hypothesis and giving empirical support for existing ideas. These findings have substantial theoretical implications because they give information on the underlying mechanisms and processes that impact the phenomena under investigation. In practice, the findings offer practitioners with direction by highlighting critical aspects to consider in their decision-making processes. Future research should try to solve these limitations by combining diverse data sources and adopting longitudinal approaches. This will allow for a more full understanding of the phenomena and will increase the findings' generalizability. Furthermore, more research is needed to investigate potential moderating variables, affect link among the variables of interest. Individual characteristics, corporate culture, and external environmental influences might all be investigated. Researchers can acquire a better grasp of the complex processes at work and offer more nuanced suggestions to practitioners and policymakers by taking these extra variables into account. Finally, more study in this field will help to develop evidence-based treatments and techniques that may successfully assist individuals and organizations in improving their processes and obtaining desired outcomes.

The aforementioned analyses offer valuable insights into product knowledge, social media marketing, and consumer behavior related to environmentally-friendly purchases. Additionally, these analyses support the development of marketing strategies by business practitioners and provide guidance for government policy formulation. Good consumers' behavior understanding of green products' is more inclined for purchases. Collaboration between manufacturers and the government can be instrumental in promoting a favorable image of green products and encouraging positive purchasing behavior in consumers. Social media marketing significantly influences consumers' green purchase decisions, as individuals are easily swayed by such marketing efforts. Leveraging well-known public figures like celebrities for campaigns that underscore the adverse effects of certain everyday actions and advocate environmentally-conscious practices on social media can aid business practitioners in expanding their market reach while promoting environmental awareness among young consumers. Furthermore, the average product knowledge score was rather low. Green product education can raise awareness among consumers who have less purchasing intentions. Measures should be implemented to increase social media awareness of green products, with an emphasis on sustainable consumption and lifestyle practices. Furthermore, government involvement in raising green products growth must emphasized. To begin, the government should adopt more applicable rules and regulations to further stimulate the growth of green products. Second, the government might use social media to promote awareness about environmental concerns and activate the consciousness of various demographic segments. Thirdly, governmental support could involve offering financial incentives to businesses engaged in producing environmentally friendly products, aiming to spur more firms to enter this sector. Moreover, creating suitable incentives for customers can motivate them to actively choose and buy these eco-friendly items.

CONCLUSION & LIMITATIONS
Conclusion:

In this study, Theory of Planned Behavior (TPB) model was utilized to inspect green purchasing behavior of consumers. The study underscored significance of SMM and, product knowledge, highlighting their positive influences on behavior of

consumers opting for green products. The consequences reaffirm significant and positive influence of product knowledge on consumer purchasing behavior. Additionally, mediating role of brand trust between perceived relevance and purchase decision was also supported. Thus, lack of impact on brand trust may stem from consumer skepticism toward advertisements in the realm of social media. As highlighted by Naeem (2021), tailored brand content shared on SMM has favorable impact on consumer behavior, enhancing the likelihood of engaging with brand advertisements and, consequently, driving purchases (Moslehpour et al., 2021). So, Hewett et al. (2016) further emphasized personalized and pertinent brand messages shared by a company online, coupled with personalized responses, are perceived positively by customers. Therefore, the perception of relevance has been recognized as crucial in predicting purchase decisions. This study provides numerous contributions. First, assessment revealed relatively little study on green consumption in developing economies, indicating that studies in this area merit additional attention. However, study also sought for comprehend emerging economies green consumption and, discovered that SMM had a significant impact on product knowledge and, intentions for green items. Second, study based on consumer groups in SMM, offering in-depth knowledge of desire to purchase green products. More, this study took into account significant influence of market segmentation and green product purchase.

Limitations
It is critical to note the research's shortcomings. First, rather than actual purchasing behavior, this study focused on the desire to acquire green items. Further research might look at the purchasing green products habits have better knowledge in real buying judgments. Another disadvantage of this study is the absence of a clear definition of green products. More, future research might look at particular green items and compare customers' purchasing intentions for various green products.

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