DOES ENVIRONMENTAL AWARENESS VIA SNSS CREATE SUSTAINABLE CONSUMPTION INTENTION AMONG THE MILLENNIALS?

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ABSTRACT

Globalization as well as digitalization is changing not only the business formats but also the environmental scenario of this planet. It is quite imperative to move the society towards sustainable consumption. As social networking sites are believed to be capable of influencing user's perspective, its role in creating sustainable consumption intention must be explored. This research, thus, explores the impact of Environmental Awareness via Social Networking Sites (SNSs) and Environmental Concerns on Green Product Purchase Intention i.e. sustainable consumption intention. It also strives to uncover reasons for and against the green consumption of millennials. A total of 300 questionnaires were administered to students and young professionals of North Indian Tier-2 cities, out of which 281 were found to be complete and relevant for the study. The data analysis was done using the IBM SPSS Statistics v25 and IBM SPSS Amos v22 to explore the impact of Environmental Awareness via Social Media and Environmental Concerns on Green Product Purchase Intention. The results demonstrate that environmental concern as well as environmental awareness via SNSs have a significant impact on green product purchase intention. The study also highlights environmental sustainability (concern) and personal consciousness as reasons for green consumption and Unavailability as a reason against it regarding millennials. Moreover, the study suggests the tested variables to be considered for theory building or modification of existing ones like Theory of Planned Behavior, Technology Acceptance Model, etc.

Keywords: Environmental Awareness, Environmental Consciousness, Purchase Intention, Green Product, Green Consumer Behavior, Sustainability, Social Media Marketing, Social Networking Sites.

Introduction

Recent times are characterized as an era of unprecedented needs and want that directly or indirectly lead to environmental degradation. To meet the needs and wants of society, the strict production processes combined with reckless consumption & disposition had been degrading the environment for long (Jain et al., 2021; Chen & Chai, 2010; Mayell, 2004). Approximately 55 billion tons of Earth's natural resources, including fossil energy, minerals, metals, and biomass, are extracted each year for meeting out different consumption requirements, which has, to date, caused a loss of around 4/5th of the world's forest cover (The World Counts, 2021). With the current consumption and production pattern, the world's consumption rate of resources is exceeding its generation rate (Sustainable consumption and production policies, 2021).

Talking specifically about India, around one-third of the total land area is reported to be already degraded (Tripathi, 2019). It is also predicted that if air pollution continues to rise at the current rate, people would need oxygen kits to breathe by 2030 and may also cause premature aging ("What will happen if the Air Pollution Continues to Increase? | Future Prediction", 2021). The climatic change may also have an adverse effect on the GDP of countries. As per the World Bank report, the per capita GDP of select Indian districts may decline by 10% by 2050 (Padmanabhan et al.,

2019). As suggested by studies, India needs to control the harmful emissions arising out of consumption of different power sources assisting the household and the production in the economy (Pandey & Rastogi, 2019; Shearer et al., 2017; Tiwari, 2011). However, with increasing awareness about the environment, consumers and producers are becoming conscious for its protection (Xu et al., 2020; Shrinkhal, 2019; Shamsi & Siddiqui, 2017).

The improvement in consumer's attitude towards the consumption of green products is quite evident worldwide (Wang et al., 2021, Kumar & Yadav, 2021, Al Mamun et al., 2018). Even low-income households are reported to have initiated green product consumption (Al Mamun et al., 2018). Multinationals, as well as domestic units across the globe, are hence using green production as well as marketing as a tool to gain competitive advantage, maintain firm reputation, earn maximum profit, and engage their consumers and other stakeholders (Giantari & Sukaatmadja, 2021; Baah et al., 2021; Zameer et al., 2020). Even in emerging economies like India, firms adopt green marketing orientation (Chahal et al., 2014; Bailey et al., 2016).

According to the American Marketing Association, green or ecological marketing refers to "the study of the positive and negative aspects of marketing activities on pollution, energy depletion, and non-energy resource depletion" (Henion & Kinnear, 1976). This definition is narrow in scope as it focuses on a narrow range of environmental issues. Hence, Green marketing needs to be broadly defined and studied. Polonsky (1994) defines green marketing as "consisting of all activities designed to generate and facilitate any exchanges intended to satisfy human needs, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment."

It centres around executing all marketing activities while safeguarding the environment. The products which are being promoted through green marketing are known as green products. The terms "green" often refers to products, services or practices that allow for economic development along with conserving for future generations or the product which has less environmental impacts and is less detrimental to human health as compared to other products. Consumers' engagement also plays a prominent role in promoting and consuming green products (Mark & Law, 2015) (especially millennials). To promote green products and increase their consumption among millennials, it is imperative to study their behavior to analyse their consumption pattern. It is the marketer's role to redirect its strategies to influence the consumers for promoting environment friendly consumption among them (Ottman, 1998). In fact, even for researchers "Green products" is a trendy area in the present era. Many aspects of Green product/ consumerism/ marketing/ behavior are being studied worldwide (Saleem et al., 2021; Nguyen & Nguyen, 2020; Bhardwaj et al., 2020, Kumar, 2016; Fraj & Martinez, 2006). However, a major chunk of such studies is carried on in the western part of the world, creating a gap in terms of studies in Asian countries (Lee, 2014; Mark & Law, 2015; Shamsi & Siddiqui, 2017; Poonia et al., 2021).

Some studies have been carried out in the Indian context too (Adnan et al., 2017; Narula & Desore, 2017; Uddin & Khan, 2016; Kumar, 2016); however, there is a lack of substantial research exploring the impact of environmental awareness created through SNSs and environmental concern on green product purchase intention concerning Millennials (Prigita & Alversia, 2022) Keeping in mind the said gap (lack of relevant research for the emerging economies, lack of research studying the hypothesized relationships and lack of study considering the millennial population), the present study is undertaken to explore this research domain. The study of consumer behavior would enable marketers to formulate better marketing mix strategies, advertisers & broadcasters to develop influential communication messages and governments to devise effective policies for green products (Gomes, Jeive, & Lim, 2020).

The present study thus enquires about the relationship of environmental concern and its awareness with green product purchase intention among the millennials, along with discovering factors motivating and demotivating them for such consumption. The study focuses on millennials as young consumers' behavior is quite different from the older consumers (Grace, Zaiton, & Cheuk, 2018). Moreover, digitalization is on the rise

worldwide which is not only transforming processes into digital form but also connecting people rapidly through social networking (social media) sites (Saxena, 2021). The exposure to social networking platforms can have a strong influence towards shaping up consumer's response to products, brands, promotion campaigns and so on (Syed-Abdul et al., 2016; Tran, 2017; Jawaid & Rajadurai, 2021). Thus, the role of SNSs cannot be ignored when studying young population's behavior. Thereby, the study extends the enquiry examining the impact of environmental awareness via SNSs and environmental concern on green product purchase intention.

Most of the previous researches on green product intention have utilized different theories of intention like TRA, TPB, TAM, etc which does not incorporate environmental awareness and concern as predictors of intention (Prigita & Alversia, 2022; Xu et al., 2020). The study's findings will thus open a new gateway for academia in the form of association of the studied constructs. Furthermore, the variables associated can also be used by future researchers to model advance theoretical framework for studying the consumer behavior concerning green products as well as green marketing. Specifically, Environmental awareness, environmental concern and role of SNSs can be used to extend TRA, TPB, TAM or other alike theories for determining the behavioural intention of individuals. Moreover, the industry practitioners and managers can also benefit from the research outcomes. It may help them formulate better strategies to reach out to their target consumers, specifically the young consumers, i.e., Millennials.

LITERATURE REVIEW
Green Products
Green Products are environment friendly products that cause no harm/reduced harm to the environment compared to their conventional counterpart products. Berchicci & Bodewes (2005); Fraccascia, Giannoccaro, & Albino (2018); Shamsi & Siddiqui (2017); Al Mamun et al. (2018); Saleem et al. (2021) also opined that Green Products could lower environmental risk and contribute towards a better future. However, many different aspects are associated with the term 'green,' namely ecological, political, corporate social responsiveness, fair trade, conservation, new-consumerism, and sustainability (McDonagh & Prothero, 1996).

The term "green" can also be associated with sustainability, conservation, non-profit, ecological, humanitarian, etc. (Garg & Sharma, 2017). Consumers are gradually shifting their consumption towards green products with increased environmental awareness and concern among the masses (Chen & Chai, 2010; Cherian & Jacob, 2012). Even in low-income households, green product consumption picks up the pace (Al Mamun, 2018). The development and export of green products are even found to impact a country's GDP positively (Fraccascia et al., 2018).

Environmental Awareness
Environmental awareness is indeed an important variable that would influence consumer behavior towards green products. Environmental awareness can be understood as the level of knowledge or literacy about the concepts and phenomena related to the environment and its condition (Lira et al., 2022; Ham et al., 2016; Mark & Law, 2015; Yeung, 2004). Many researchers have argued in favour of awareness bearing a significant effect on consumer behavior (Shah et al., 2021; Stöckli & Dorn, 2021; Rachmawati et al., 2020; Liao & Chu, 2013; Lee et al., 2019). Even for green products, it influences consumer behavior (Zhang et al., 2019). It has a positive effect on attitude towards green products (XU et al., 2020; Al Mamun et al., 2018), which subsequently impacts green product consumption and purchase intention (Al Mamun e al., 2018). EA can be so powerful that it may stimulate willingness to pay more, subjective norms, and perceived behavioural control among the consumers (Xu et al., 2020; Singh & Singh, 2015). It may even moderate the consumption of products based on the manufacturer's/firm's sustainability exposure (Rustam et al., 2020). EA is growing rapidly and thus has started influencing consumer behavior (Chen & Chai, 2010) so much that it is opening opportunities for companies to use green marketing as a strategy to increase their sales volumes (Singh & Singh, 2015). Environmental awareness among the consumers is, thus, an essential factor to be kept in mind by the marketers to formulate effective marketing strategies for green

products (Shamsi & Siddiqui, 2017; Sheikh et al., 2014).

Environmental Concern

Consumer's environmental concern can be another essential factor to be considered by the marketers of green products. It may refer to consumers' emotional responses and empathy towards the elements of the environment and thoughtfulness about its problems (Mark & Law, 2015; Milfont & Gouveia, 2006; Yeung, 2004). The environmental values of the consumers that would shape up the concern influence green consumption in a significant manner (Wang et al., 2021). Consumers are consistently developing environmental concerns due to increasing awareness which is taking consumption of green products to heights (Chen & Chai, 2010). To promote the consumption of green products, governments across different countries provide subsidies for motivating the usage and consumption of specific green products. However, environment-friendly consumption behavior is triggered more based on values, concern, and self-consciousness than government schemes or promotions (Gadenne et al., 2011).

The level of EC among the consumers shapes up their behavior towards the companies' marketing activities (Shamsi & Siddiqui, 2017; Mark & Law, 2015; Cherian & Jacob, 2012). Thus, the companies must focus on the consumers' environmental concerns and include the sustainability aspect in their products and businesses (Rustam et al., 2020).

Social Networking Sites

Social Networking Sites (or Services) are common virtual platforms where users can mark their virtual presence and interact with people across globe sharing common interests and can also build communities to discuss & share content of common interest (Chadwick, 2012; Griffiths et al., 2014). It has become such an integral part of youngsters' life that their day isn't complete without checking notifications and feed on their SNSs (Agarwal & Mewafarosh, 2021). Its usage is so actively taken up by the youths that it may become a concern for mental wellbeing of the users (Griffiths et al., 2014). It is this addiction and popularity of SNSs that opens up opportunities for marketers to target different segments (Constantinides et al., 2013). However, SNSs usage addiction should not only be linked to its negative perspectives. Studies suggest that SNSs can be a great tool for bringing out a larger positive change in the society. In fact, it can be very effectively used for promoting health practices among the masses at even individual levels (Syed-Abdul et al., 2016). It can be a great tool to reach out to the target population (Hanaysha et al., 2021) at individual level with personalized messages as well as a source of knowledge sharing too (Sharma, 2021). Researchers found that young population uses SNSs quite regularly, particularly Facebook, for collecting news and information, search facts and be aware of environmental issues too (Rahim & Jalaladeen, 2016).

Purchase Intention

Intention is a very significant factor to be studied when exploring behavior as the former is believed to be very strong predictor of the latter (Sharma et al., 2021; Sharma et al., 2022a, 2022b). Theory of Reasoned Action determines the behavior of individuals on the basis of their intention (Fishbein & Ajzen, 1975; Ajzen & Fishbein, 1980). The theory argues that a person's attitude as well as subjective norms define his/her behavioural intention which in turn is a quite strong predictor of actual behavior (Fishbein & Ajzen, 1975; Netemeyer et al., 1993). TRA has been extensively used by previous researches to predict the intention of consumers for various products, technologies as well as services (Atal et al., 2022, Ezati Rad et al., 2022; Roh et al., 2022; Rahmayanti et al., 2021; Mishra et al., 2021; Jhamb et al., 2021). However, TRA was later thought to be narrow in its approach. Thereby, a new theory, Theory of Planned Behavior, was formulated (Ajzen, 1985).

TPB incorporated behavioural control as an additional predictor to intention that claimed to make the theory more adequate to define the behavior of the individuals (Ajzen, 1985). Similar to TRA, TPB is also popularly used to explain the intention of individuals (Elahi et al., 2022; Xu et al., 2020; Judge et al., 2019; Khan et al., 2019; Carfora et al., 2019; Razaei et al., 2019). Additionally, researches have also used Technology Acceptance Model (Davis, 1989) for measuring behavioral intentions. TAM works on the relationship of attitude-intention-acceptance for defining the behavior of individuals towards a technology (Davis, 1989).

The models of measuring intention have been used by most of the previous studies (Ezati Rad et al., 2022; Roh et al., 2022; Rahmayanti et al., 2021; Rashid et al., 2022; Mishra et al., 2021; Xu et al., 2020; Judge et al., 2019; Khan et al., 2019; Carfora et al., 2019; Razaei et al., 2019) with integration of some or the other factors. Based on the significance of Environmental Concern & Awareness (Xu et al., 2020) and the importance of SNSs in creating awareness, we propose to test these variables to predict the purchase intention of green products.

Hypotheses Development
Environmental Awareness via SNSs & Green Product Usage/Intention to use
Environmental awareness can be described as knowing the condition of all the elements that form our natural surroundings. With growing Environmental Awareness, the public started demanding its safeguard measures, and their concern over its degradation also increased (Letcher & Vallero, 2011). Undoubtedly, Environmental Awareness is positively changing the behavior of the consumers in favour of eco-friendly or green products (Rustam et al. (2020); Al Mamun et al., 2018; Alwitt & Pitts, 1996; Rahbar & Wahid, 2011). Recent researches also evident a growing sales graph of such products due to increased awareness of environmental issues (Al Mamun et al., 2018; Cherian & Jacob, 2012). Zhang et al. (2019) and Lee & Shin (2010) also provide evidence in favour of a positive link between Awareness and Purchase Intention. Studies suggest that SNSs can be powerful tool for raising environmental awareness among the younger generation (Singh Kushwaha, 2013; Rahim & Jalaladeen, 2016; Tlebre et al., 2016). Keeping in view the above-discussed relationships and concepts, the following hypotheses have been framed for better inquiry about the subject concerned:

H1: - Environmental Awareness via social networking sites significantly impacts Green Product Purchase Intention.
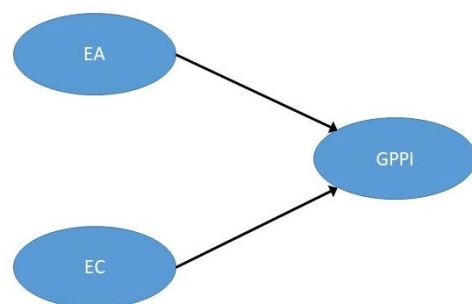
Environmental Concern & Green Product Usage/Intention to use
Mark & Law (2015) states that "Environmental concern refers to consumers' emotional reactions such as worries, dislikes, and compassions, toward the environmental problems" (Milfont & Gouveia, 2006; Yeung, 2004; Habeeb et al., 2021). It has become a topic of general concern and research due to accelerating environmental degradation (Rahbar & Wahid, 2011).

In the recent past, many studies attempted to find out the relationship between environmental concern and green consumer behavior (Wang et al., 2021; Chen, 2009; Kim & Seock, 2009). Environmental concern or value plays an essential role in motivating consumers to purchase and using Green Products (Wang et al., 2021, Shamsi & Siddiqui, 2017; Jacob & Cherian, 2012). It has been noticed that consumers with a high degree of environmental concern show a positive attitude and behavior towards using environment friendly products, i.e., Green Products (Suki, 2014; Karatu & Mat, 2014). However, few researchers don't agree with the link between environmental concerns and purchase behavior (Bamberg, 2003; Davis, 1995). Due to the importance of this concept as evident from the discussion, lack of research in the Indian context, and slight conflict in previous findings, the following hypotheses have been proposed:

H2: - Environmental Concern significantly impacts Green Product Purchase Intention

Figure 1 Theoretical Model

Methodology
The present study is descriptive, as it describes the behavior of Millennials concerning Green Products. The association of Environmental Awareness via SNSs, Environmental Concern is sought with Green Product Purchase Intention. These associations must be studied as the world needs robust research to cope with the rising environmental degradation or, say, pollution (Bhardwaj et al., 2020; Zhang et al., 2019; Kumar, 2016). The emerging economies around the globe are working towards strengthening research in the green (sustainable) production and consumption

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domain (Giantari & Sukaatmadja, 2021; Amoaka et al., 2020). Hence, India being a major emerging economy in Asia and the world, needs such research that would have scope across different emerging economies. The present study, thus, has been conducted using responses from young Indian consumers, or say, millennial consumers. The study has considered millennials as the informed decision-makers (Schawbel, 2015) exposed to a lot of information over the internet (Schawbel, 2015; Vogels, 2019) and other mediums of communication. The data has been collected through primary source using structured questionnaires targeting Millennials in tier-2 cities of North India. The items for measuring the constructs in the questionnaire were developed involving various academicians' suggestions as well as review of scales provided in earlier researches (Maloney et al., 1975; Chan, 2001; Jain & Kaur, 2006; Suki, 2016; Chin et al., 2019). For collecting responses, convenient sampling has been used as the number of sampling elements was quite high and widespread. The researchers used both online as well as offline modes for collecting data. The social media network and mall intercept method were utilized to reach out to the respondents and get the questionnaires filled. The authors distributed the questionnaire links on Facebook and Instagram inbox of young users who were part of online consumer communities. The malls (names can be shared by corresponding author upon request) were also visited to get responses using mall intercept method. A sample size of 300 was considered for the study based on similar previous studies (Roh et al., 2022; Hasan et al., 2022; Qi & Ploeger, 2019; Arya et al., 2018, 2019, 2021; Suki, 2016), out of which 281 responses (93.6%) were found to be relevant for data analysis. The collected responses were screened, filtered, and coded using MS Excel and SPSS v25.

Lastly, confirmatory factor analysis (CFA) was used for confirming the model fit as well as validity of the scale subsequently testing the hypothesis using structural equation modelling (SEM) with the help of Amos v22.

Data Analysis
For analysing the data, SPSS v25 & Amos v22 has been used. Since the study's main objective was to know whether the Environmental

Awareness via SNSs and Environmental Concern create Green Product Purchase Intention, the regression estimates are extracted using Structural Equation Modelling, while motivating and demotivating factors are presented based on a percentage of responses. However, before analysing the data, reliability and validity of the scale was also enquired.

Table 2: Demographic Profile of Respondents

Variable		Frequency	Percentage
Gender	Male	123	43.77
	Female	158	56.23
Age	18-22	180	64.1
	22-26	84	29.9
	26-30	17	6.0
Educational Qualification	High School	26	9.3
	Intermediate	30	10.7
	Graduate	142	50.5
	Postgraduate	83	29.5
Total		281	100

Source: Authors' own

Table 1 shows the detailed demographic profile of the respondents. The sample observed is reasonably distributed as it is evident from Table 1. 56% of the respondents were female while the remaining were male; 64% belonged to the age group 18-22, 30% between 22 and 26, while 6% belonged to 26-30 years of age; a proper distribution can also be seen in terms of highest educational qualification ranging from High School to Post Graduation.

Table 3: Factors motivating for Green Product usage/purchase.

Factor	Frequency (out of 281)	Percentage (of 281)
Social recognition	74	26.33%
Government incentives/ policies	43	15.30%
Environment sustainability	**195**	**69.4%**
Personal consciousness	**149**	**53.02%**
Peer pressure	20	7.12%
Cost of installation/ usage	27	9.61%

Source: Authors' own

One of the main objectives of this study is to learn about the factors that motivate millennials for Green Product usage/ purchase. The respondents were asked about

the same. They were asked to select multiple factors if more than one factor influences them. The results presented in Table 2 interestingly reveal two factors that were chosen by a clear majority of people, Environmental Sustainability (69%) and Personal Consciousness (53%).

Table 4: Factors de-motivating the Green Product usage/purchase

Factor	Frequency (out of 281)	Percentage (of 281)
Unawareness	100	35.6%
Unavailability	**158**	**56.2%**
Resistance to change	38	13.5%
Inefficiency perception	42	14.9%
Peer/social pressure	19	6.8%
Cost of installation/ usage	62	22.1%

Source: Authors' own

Another essential objective of the study is to highlight the factor(s) that restrict the consumers from using Green Products. As evident in Table 3, for 56% of respondents, Unavailability of the product is a big issue among the consumers, followed by unawareness (35%) of such products in the market.

Sample Adequacy, Factor Loadings and Common Method Bias
The sample adequacy has been checked using KMO sample adequacy test achieving a value 0.87 which is more than the acceptable value of 0.5 (Hair et al., 2010), thus considered significant for carrying out factor analysis. The study used exploratory factor analysis (EFA) for getting the factor loadings of each item and to see if the items intended for same construct are loading together or not. The items with factor loadings above 0.4 were considered useful for the study however item EA4 was dropped due to low loading. Furthermore, since the data is collected using self-structured questionnaire and both the predictor as well as dependent variables responses came from same source, there may arise an issue of common method bias (Arya et al., 2019). To address the doubt of common method bias, Harman's single-factor test has been used during the EFA. The test produced 40% as the total variance explained by the first factor which is below 50% and thus acceptable (Podsakoff et al., 2012).

**Confirmatory Factor Analysis- Reliability and Validity**
Before proceeding further with hypothesis testing, the reliability and validity of the scale is checked. The internal consistency of the constructs is tested using Cronbach's α and composite reliability. The α for all the constructs is found to be greater than 0.7 (Table 4) which confirms the reliability of the scale. Furthermore, the CR values are also achieved above the threshold level, i.e., 0.7 (Table 4).

The convergent validity checks whether the items of same latent construct converge together or not (Byrne, 2010). For testing CV, composite reliability must be greater than 0.7 and average variance extracted (AVE) must be greater than 0.5 (Hair et al., 2010). For ensuring discriminant validity the square root of AVE is used. As a rule, the square root of AVE of each item must be greater than the correlation between each construct. The values for all the reliability and validity tests are found to be satisfactory (Nunnally & Bernstein, 1994) as shown in the table 4. However, for GPPI, AVE is 0.49 which is clearly extremely close to 0.5 while CR is quite above the accepted value. Thus, this validity is also deemed to be accepted based on the recommendations of Fornell & Larcker (1981).

Table 5 Reliability & Validity

Construct	EC	EA	GPPI	α	CR	AVE
EC	**0.728**			0.80	0.805	0.53
EA	0.607	**0.714**		0.71	0.712	0.51
GPPI	0.674	0.585	**0.70**	0.74	0.740	0.49

*Source: **Authors' own***
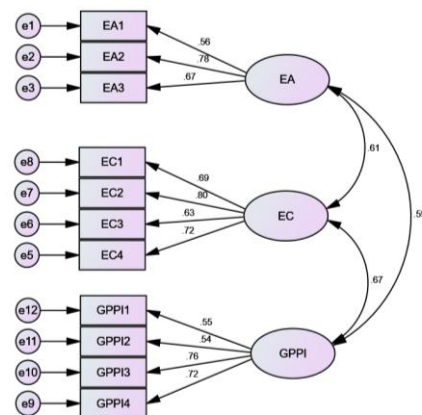
Figure 2 CFA Model

Model Fit

As the reliability and validity measures were satisfactory, the model fit indices of measurement model were assessed. With the help of Amos v22, measurement model was run which resulted in satisfactory values (Table 5) of CMIN/DF, Goodness of Fit Index (GFI), Tucker Lewis Index (TLI), Normed Fit Index (NFI), Comparative Fit Index (CFI) and Root Mean Square Error of Approximation (RMSEA).

Table 5 Model Fit Indices

Fit Index	CMIN/DF	GFI	TLI	NFI	CFI	RMSEA
Value	2.583	0.934	0.91	0.90	0.93	0.075
Threshold	3	> 0.9	> 0.9	> 0.9	> 0.9	<0.08

Source: Authors' own

Hypotheses Testing

The Structural Equation Modelling had been applied to test the relationship between the testing variables. The results of regression weights for each set of variables have been compiled in Table 6. It is clearly evident that Environmental Awareness via Social Media as well as Environmental Concern has significant impact on the Purchase Intention for Green Products among the Millennials with p value less than 0.05. Thus H_1 and H_2 are both accepted.

Table 6 Hypothesis Testing (Path Analysis)

Path	Estimate	β	C.R.	P	Remark
GPPI <--- EA	.227	0.28	2.897	.004	H_1 Accepted
GPPI <--- EC	.501	0.50	5.118	.000	H_2 Accepted

Source: Authors' own

DISCUSSION

This study was conducted to know various aspects of millennial consumers concerning Green Product usage. The findings highlighted many valuable points, including the motivating and demotivating factors for the usage of environment-friendly products. It is pretty clear from Table 2 that millennial consumers are highly motivated to use Green Products mainly due to their concern for Environmental Sustainability. Approximately 70% of the respondents reacted positively to environmental sustainability as their reason to buy or use Green Products, followed by 53% of respondents being motivated by Personal Consciousness. This is somewhat consistent with the findings of Rustam et al. (2020), Zhang et al. (2019, Gadenne et al. (2011), and Shamsi & Siddiqui (2017). However, previous studies (Chen & Chai (2010); Gadenne et al. (2011); and Shamsi & Siddiqui (2017) found out that personal norms and personal consciousness of a person play a significant role in shaping positive attitude towards such products but the present study highlights that millennials are more motivated for the cause of environmental sustainability. This difference could be due to growing environmental awareness and concern in society in general and among the youth in particular. Table 3 lists out the demotivating factors in which it is observed that Unavailability is the most dominating factor that acts as a hurdle in the consumption or usage of green products. This contrasts with Kumar (2015) which says that unawareness is the critical factor followed by cost. This difference shows that awareness about such products is increasing gradually, and consumers, especially millennial consumers, seek information on environment-friendly products. A similar study conducted in the recent past (Shamsi & Siddiqui, 2017) lists unawareness as one of the significant demotivating players, but the present results show a decline in unawareness.

H_1 was formulated to study the impact of Environmental Awareness via SNSs on Green Product Purchase Intention. The result of the hypothesis shows that there is a significant impact of EA on GPPI. It can be understood as increasing awareness on social networking sites about environmental degradation is influential for a consumer to decide a future intended purchase/usage of Green Product. This result is consistent with the findings of Zhang et al. (2019), Al Mamun et al. (2018), Lee & Shin (2010), Alwitt & Pitts (1996); Rahbar & Wahid (2011); and Vallero & Letcher (2011), as these all studies highlight the significant impact of environmental awareness on purchase intention. Previous researches provided positive evidence for these variables in the context of different countries. However, the present study confirms the same for millennial consumers of India. In contrast to it, Saxena (2021) found that purchase intention is independent from presence on social media platforms. H_2 tested the impact of Environment Concern on Purchase Intention

of environment-friendly products. The results accepted the hypothesis, and it is found that there exists a significant relationship between the two. The results are consistent with Wang et al. (2021), Shamsi & Siddiqui (2017), Jacob & Cherian (2012); Suki (2014); and Karatu & Mat (2014), but in contrast with Bamberg (2003); Davis (1995). It can be understood as the concern over environmental change and degradation can create an intention to buy or use eco-friendly products among millennial consumers. It is mentioned by many studies that millennials are rational consumers, so we can attribute the tested association with their analytical approach towards different walks of life. As per (Schawbel, 2015) most companies are striving hard to capture the millennial consumer's market share. It also states that they are more rational consumers and can be brand loyal based on product quality. So it makes it quite essential to understand their behavior, especially concerning Green Products, to ensure sustainable consumption.

Theoretical Contribution
Academicians and students can use the associations among the variables to understand the underlying concepts better. In addition, those associations can also be used for model/theory formulation by researchers of the concerned field. For example, the impact of Environmental Awareness via SNSs and its Concern on Green Product Usage Intention can formulate a model on Green Intention, taking along other related variables. Additionally, a standardized scale can also be developed by researchers for studying the abovementioned variables and associations in other settings. Thus, the knowledge body in the emerging economies context regarding the subject studied will be enhanced by the contents of this research. Furthermore, the theories or models with purchase intention can use the present study model and (or) findings for advancing or validating their model. In fact, theories like, Theory of Reasoned Action, Theory of Planned Behavior, Technology Acceptance Model, Unified Theory of Acceptance and Use of Technology, Theory of Sustainable Consumption etc can integrate environmental awareness, environmental concern as well as role of social media for better explanation of green consumption.

Managerial Contribution
The outcomes of the study can also be used by industry practitioners, i.e., manufacturers, marketers as well as online broadcasters. They should identify different sectors of the environment that are being degraded by their manufacturing process or using their products. The products should be manufactured using environment friendly tools and techniques. A millennial consumer is quite concerned about the environment, and their buying behavior is connected with it. Continuous research by the manufacturers and marketers could result in better products posing less harm to the environment. As shown in Table 3, the Unavailability of such products acts as a barrier for them. Manufacturers and marketers should ensure proper product distribution and maintain a smooth supply chain. The communication process between the market and the production facility must be strengthened to ensure smooth and consistent supply of sustainable products. The government bodies involved in policymaking can also implement the results of this study for improving the consumption of environment friendly products. Policies can be made for encouraging environmental awareness programs as well as green product awareness programs across social networking sites. This increased awareness can create a sense of concern among the consumers. Furthermore, advertisers, media portals as well as influencers may ensure broader content circulation over SNSs related to environmental issues and products that contribute to sustainability. Millennials, who are the young decision-makers, often characterized as rational, will readily purchase and use these products to ensure a safer environment for future generations.

CONCLUSIONS
The environment is being degraded at a rapid rate which is quite visible around us. The consumers, producers, and the government have started considering it, and steps for environment-friendly production, consumption, and distribution are being taken worldwide. In India too, every section of the society has started participating in the conservation of the environment, including the younger generation. The present study highlights the environmental awareness vis SNSs and concern of the Millennials, and it is

pretty evident that their Green Product Purchase Intention is being associated with their respect for the environment. They are concerned about the future of the country as well as the world. A large chunk of them is already using some or the other Green Product with a high intention to purchase more in the future. The producers and government should raise the awareness level about the environmental degradation among the masses using social media so that those who are not using sustainable products should develop the intention due to their awareness and concern of the same. It is also demonstrated from the findings that millennials are motivated to use sustainable products to ensure environmental sustainability and their self-consciousness. So the advertisements or awareness programs should focus on highlighting these two factors for increasing the participation of consumers. However, the Unavailability of the product and lack of awareness about these products stop the consumers from going for environment-friendly products. The proper distribution of these products, ensuring comprehensive coverage of the market may increase its usage, and educating masses about the use of these products, their availability and clearing myths about them could also add to their increased consumption.

FUTURE SCOPE AND LIMITATION

Although the research has been performed with utmost care on the inclusion of respondents from different walks of life, still a broader and larger sample covering more cities of India could have provided more credible information. Moreover, the study has been conducted with Indian respondents, which opens the gateway for future researches in a cross-cultural setting that may enhance the generalization of the results. The studied variables can be studied along with other variables of the Theory of Planned Behavior or other similar theories/models.

Appendix A: Items of Questionnaire

Construct	Items	Mode	Source
Environmental Awareness via Social Network Sites (SNSs)	EA1 Environment is degrading at a rapid rate.	C	Self (Discussions with experts)
	EA2 Social Networking Sites provide ample content related to environmental degradation.	C	
	EA3 I come across many posts on SNSs about environment.	C	
	EA4 My usage of SNSs have enhanced my knowledge about environment degradation.	C	
Environmental Concern	EC1 I am worried about the environment future generations are going to get.	M	Maloney et al. (1975); Chin et al. (2019); Jain & Kaur, 2006
	EC2 I would be willing to change my lifestyle if that could bring reduction to pollution	M	
	EC3 The government should impose stricter laws for protecting our environment.	M	
	EC4 I keep on collecting information on how we can protect our environment.	M	
Green Product Purchase Intention	GPPI1 I expect to purchase green product in the future because of its environmental benefits	A	
	GPPI2 I intend to buy green product because of my environmental concern	A	Suki, 2016
	GPPI3 We should purchase green products to contribute to environmental protection	A	
	GPPI4 I would prefer buying green products alternatives in future over the conventional products.	M	

A: Adapted; C: Created; M: Modified

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