

Social Media and Green Marketing impact on Customer's buying behavior in fast food industry in Pakistan

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In current environmental issues, green marketing is prevailing among nations. People have more understanding of unethical products/services just because of social media. Over the last decade, social media is becoming an innovative development in consumer buying behavior. All in all, the purpose of the study is to explore the relationship between green marketing and consumer's buying behavior. Another relationship between social media and consumer's buying behavior was also observed. Data was collected from a city, "Lahore". It is the primary city of the province of Punjab. The quantitative study was conducted via questionnaire.

Keywords: *Green Marketing, Social Media, Consumer's Buying Behavior*

Introduction

The phenomena "Globalization" has emerged in our human lives. Globalization is described as the rising interconnection of world's social, cultural and markets. Cross border trade has been emerged among nations and ultimately globalization has an enormous impact on the organizational structure. The structure of the organization has rapidly changed as many alliances took place between brokers, contestants, and buyers due to the complex nature of the business in global market (Ristovska & Ristovska, 2014). Furthermore, the trade of goods and services is increasing day by day. This trade of goods and services takes place in heavy exchange of investment, logistics, supply chains and communication which ultimately gives the new mindset in account to customer's buying behavior (Awuah, & Amal, 2011; Theodore, 2015). As a result, the behavior of the customer is not as before. Certainly, speedy orientation and advancement of technologies through globalization have stimulated change in consumers' buying behaviors.

Now the customers are choosier and more selective in the selection of brands/ items. It is all

because of the globalization. Nevertheless, technological advancements, the ability to digitally connect, and the rise of social media have a huge impact on buying behavior (Voramontri & Klieb, 2019). Social media is considered as the plant of communication (Lee, 2013) and this earth of communication influence customer's buying behavior positively (Forbes, 2013). The uprising of social media has given a innovative way of gaining the information on the products as well as on services. One consumer's opinion and feedback on products and services can be dominated by strangers on Social media, which subsequently influence the opinions in the offline world also (Varghese & Agrawal, 2021). Supplementary, the others opinions and recommendations of specific products change customer's behavior. Change in buyer behavior means that industries need to change their strategies accordingly. Customer's awareness and consciousness about environmental issues are imposing to organizations to build and maintain harmless products (Mokha, 2017).

Customers now have fears about their comfort zones. They have bigger apprehension about ecological and wellbeing matters. Countless consumers ready to pay more for friendly items. Buyers have motivation to buy eco-friendliness products in submission of super safety and quality. In highest technology phase, where social media is prevailing and addressing to countless individuals, customers don't want to buy toxin items. Eco-friendly and harmless product are the most given importance by customers. The demand of the high quality and eco-friendly products is addressing to adopt green marketing strategy. Customers' demands have increased of environmental friendly products. (George, & George, 2022 ; Ottman, Stafford & Hartman, 2006) .Organizations have been forced to adopt green marketing production process to come up with environmentally friendly products that consumer's needs (George, & George, 2022).

Literature review Buying Behavior

Buyer behavior is referred to implementation of buying products and services. Buying decisions refer to the probability that a shopper would buy a product (Sallam, & Algammash, 2016). It relates to individual customers in comparison to industries. Individual's purchasing decision is critical to understand for business growth. It's crucial to understand why and how people buy.

The consumer's behavior does not relate to final decision "just buy". But it includes in buying process. The procedure begins need recognition, information search, alternatives evaluation, purchase decision and post-purchase evaluation. Behavior of customer is step by step. Where marketing mix impact on buying behavior, the other factors also cannot be overlooked. (Alzoubi et al., 2022 ; Forbes, 2013; Kotler, 1999).

Buying behavior is driven and compound, involving multiple stages, with various external forces (Alzoubi et al., 2022; Kotler, 1999; Forbes, 2013) such as culture, society, location, and family. Similarly, the other factors like marketing strategies also matter in influencing consumer decisions.

Green Marketing:

Green marketing is the invention of Eco-friendly products or services. The Eco- friendly products mean the products are inoffensive and user friendly. In today's ecologically conscious world, environmental issues have been rapidly increased. These issues play an acute role in businesses (Zulfiqar, Z., & Shafaat, 2015). The profit and loss of the business rotates with these issues. Either profit is high with overcome these environmental issues or loss due to increasing in production of environmental effective products. Nonetheless, customers are now more demanding. Therefore, business is struggling to establish and sustain environmentally friendly products. Further, there are several strategies that are dealing in the increase of production of Eco-friendly products. Green marketing is one of the strategies which consist of unbiased trade practice, product alteration, production progression and packaging that are ecofriendly.

Research Gaps:

The behavioral study is vital in marketing research. The study of shopper behavior supports every common man in all its practical sense. In a competitive environment, behavioral studies have critical importance. With respect to buyers behavior, different studies have been conducted in world. Review of previous studies discloses the works and studies done by individual researchers and institutions help to establish further the need for the study. The previous studies identified important gap that will be explored in this research. These mostly studies were conducted in Europe, USA, UK, Oman and UAE. A retail stores' customers were observed by Ramanathan, Subramanian, Yu, & Vijaygopal (2017). Ramanathan et al., (2017) carried out this study in UK. On the other hand, Dima (2022) organized the customer' behavior study in Romania. He mentioned buying behavior in his own region's perspective. A study also from Hanaysha (2022) in UAE has reviewed in literature review. The review of these studies gives a sufficient literature gap in global and local context. Additionally, In Asian countries, Pakistan is in highly needed of research in customer perspective, especially in fast food industry (Ali, Khan. Anwaar, Ishaq, & Sadaf , 2021). Fast food industry has recently emerged in Pakistani food. There are a large numbers of fast food franchises. These food franchises are targeting their audience via social media apps like Facebook, whatsapp, Tiktok.

Furthermore, social media users are not less in Pakistan. 72.9 million active users are present on social media in Pakistan on a monthly basis with an annual growth rate of 4.3 % in 2021-22. With the evidence of this growth, a study is needed to explore the relationship between social media and customer's buying behavior. Auxiliary, there is no research executed to find the combine effect of social media and green marketing in context of customer's behavior.

Research Hypothesis:

There is a significant relationship between social media and buying behavior

There is a significant relationship between green marketing & buying

behavior There is a significant relationship between green marketing and social media.

Methodology:

The quantitative study was conducted. The sample size was calculated with the help of Krejcie, & Morgan (1970). The Estimate response rate was also taken before making the final sample size. The instruments will be taken from the previous related studies. A table Krejcie, & Morgan (1970) is given in the next page. Lahore is considered the hub of fast food. Therefore, respondents were taken from this city. Convenience sampling was conducted.

Research Framework and Theoretical Framework

Signaling theory is a body of theoretical work examining communication between individuals. This theory deals with asymmetric information, which was developed in the 1970s. It indicates about the information gaps about the goods and services between the seller and the buyer. As the buyers don't have enough information, they are unable to distinguish between the low-quality product and the high-quality product. Hence, both high-quality and low-quality products can be sold at the same price. By using signaling theory, green signals can be highlighted to attract the customers.

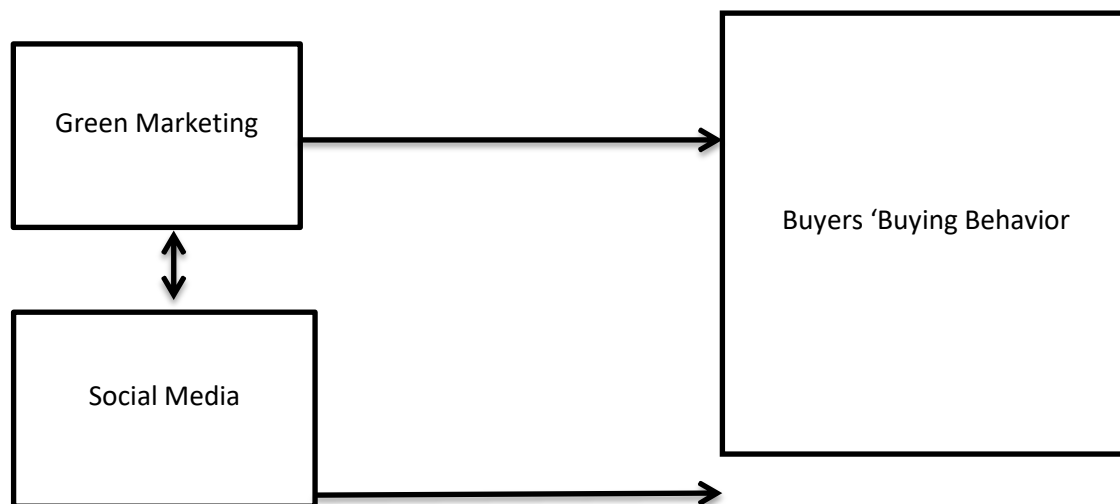


Figure1.1: Proposed Research Model

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	1000	274	4000	351
30	28	140	103	340	181	1100	278	4500	351
35	32	150	108	360	186	1200	285	5000	357
40	36	160	113	380	191	1300	291	6000	361
45	40	180	118	400	196	1400	297	7000	364
50	44	190	123	420	201	1500	302	8000	367
55	48	200	127	440	205	1600	306	9000	368
60	52	210	132	460	210	1700	310	10000	373
65	56	220	136	480	214	1800	313	15000	375
70	59	230	140	500	217	1900	317	20000	377
75	63	240	144	550	225	2000	320	30000	379
80	66	250	148	600	234	2100	322	40000	380
85	70	260	152	650	242	2200	327	50000	381
90	73	270	155	700	248	2400	331	75000	382
95	76	270	157	750	256	2600	335	100000	384

Source: Krejcie, & Morgan (1970)

Table:1.1

Results:

The three hypotheses were included in this study. SPSS and PLS-SEM were used for testing hypothesis. Very first, outliers were removed. A mahalanobis test was done to remove the outliers. A rule of thumb (Minimum 14.15 and maximum 73.40= χ^2) from Ferdinand (2002) was set to observe the outliers.

.Reliability between actual survey and pilot study was also observed. All factors were having the strong factor loading. Three hypotheses were generated for this and all these three were accepted. There was no one insignificant hypothesis.

$\beta=0.51$ and $P<0.05$ indicate the significance relationship between social media and buying behavior. Hair et al. (2010) also acknowledged that the level of significant is acceptable at $P < 0.05$. Consequently, H1 was accepted. The worth outcome of H1 is in line with prior studies. The second and third hypotheses were also tested in order to path coefficient with P-value.

Conclusion:

Social media provides the strength to construct the communication among users. It gives awareness which ultimately provides benefits among individuals in order to make decision of buying. The customers perceive green signals and give positive response to green items. Social media plays an important role in publicity of green signals and ultimately direct influence to customer's buying behavior. Further, green marketing boosts the use of eco-friendly products. The responsiveness about the foodstuffs should be done through advertising so that individual buying behavior can be changed which can have an impact on the welfare of the environment.



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