THE ASSOCIATION BETWEEN SOCIAL MEDIA MARKETING AND CONSUMERS' GREEN PRODUCT PURCHASING INTENTION IN CHINA

ABSTRACT: Green consumption, originating from the consumption phase, fosters a resource-efficient and environmentally friendly societal model. This approach proves advantageous in addressing green development by influencing the source and establishing a sustainable and ecological economic growth model. The rise of social networks facilitates widespread exposure to novel products through live broadcasts, enticing consumer purchasing impulses. This trend allows individuals to make purchases conveniently from their homes via online platforms. The increased use of social media prompts citizens to actively engage with social and environmental issues, thereby enhancing awareness within the social business environment. The primary objective of this research is to examine the impact of social media marketing campaigns on the green purchasing behaviour of Chinese consumers. The study aims to elucidate the influence of social media marketing on the environmentally conscious buying patterns of Chinese consumers and investigate the mechanisms through which this impact occurs. Specifically, this investigation explores the potential mediating role of brand image in the relationship between social media marketing and the adoption of environmentally friendly products by consumers. To empirically test the hypotheses proposed in this article, quantitative analytical methodologies were employed. A questionnaire-based approach yielded five hundred first-hand data points, subsequently processed and analysed using statistical software programs such as AMOS and SPSS. The empirical findings of this study affirm the correctness of each hypothesis.

Keywords: Social Media Marketing, Purchasing Intention of Green Products, Brand Image.

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1. Introduction

Various global challenges have surfaced, encompassing issues such as soil pollution, drastic deforestation, significant soil and water depletion, substantial air and water contamination, land degradation and shrinkage, climate warming, severe ozone layer depletion, species extinction, marine environmental concerns, and ecosystem deterioration. The adoption of green products, characterized by recyclability or manufacturability, serves as a mitigating measure to alleviate their environmental impact and address the associated challenges. Consequently, environmentally conscious consumer behaviour is gaining prominence as consumers recognize the importance of eco-friendly practices. The COVID-19 pandemic has underscored the imperative of addressing environmental concerns, further motivating specific segments of the population to actively participate in sustainable practices (Lucarelli et al., 2020). Green consumption, as a paradigm, originates in the consumption process and endeavours to establish a society characterized by resource conservation and environmental friendliness. This approach proves advantageous in addressing the root causes of green development challenges, thereby facilitating the creation of a sustainable and ecologically sound economic growth model (Jin & Lu, 2019).

Green consumption constitutes a paradigm that commences at the consumption stage, fostering a society characterized by resource conservation and environmental friendliness. This approach proves advantageous in addressing the fundamental challenges of green development, culminating in the establishment of an economically sustainable and ecologically sound growth model. The ubiquity of social networks has facilitated an increasing number of individuals becoming acquainted with novel products through live broadcast platforms, thereby stimulating consumer purchasing desires. This trend allows consumers to make purchases conveniently from the comfort of their homes, placing orders exclusively through online platforms. The widespread use of social media not only amplifies awareness of social and environmental issues within the context of the social business environment but also instigates active citizen engagement in addressing these concerns. The focal point of this study is the exploration of how social media marketing initiatives influence the eco-friendly purchasing behaviour of Chinese consumers. The overarching objective is to elucidate the mechanisms through which social media marketing shapes the decisions of Chinese consumers regarding environmentally conscious purchases. Additionally,

the study seeks to investigate the potential mediating role of brand image in the connection between social media marketing utilization and consumer adoption of eco-friendly products. Employing quantitative analytic methodologies, this article rigorously tests the research hypotheses outlined. Utilizing a questionnaire, the study amassed a comprehensive dataset of five hundred first-hand responses, subsequently subjecting the data to processing and analysis through statistical software programs such as AMOS and SPSS. The empirical investigation presented in this article unequivocally demonstrates the validity of each hypothesis.

This paper posits that brand image acts as a mediator in the relationship between social media marketing and consumers' green product purchases. Social media marketing directly influences consumers' intent to purchase green products and, indirectly, impacts this intent through the mediation of brand image. With the growing consumer preference for certified products, green products backed by strong brand advantages can gain a competitive edge in the market. Cultivating a positive brand image enhances consumer sentiments toward enterprises, thereby stimulating purchasing behaviour through emotional connections.

In this research endeavour, our aim is to infer the impact of social media marketing on environmentally conscious purchasing choices made by Chinese consumers and ascertain the statistical significance of this influence. The study delves into the relationship between social media marketing and the ecological purchasing behaviours observed in the context of the Chinese market.

- Objective 1: To explore the direct influence of social media marketing on consumers' green purchasing behaviour in China.
- Objective 2: To explore the indirect influence of social media marketing on consumers' green purchasing behaviour in China by considering brand image.

2. Literature Review
The Effect of Social Media Marketing on Consumers' Purchasing Intention of Green Products
Research on the impact of social media marketing on consumers' intentions to purchase environmentally friendly products has advanced our understanding of how such campaigns influence purchasing decisions. This review not only provides an overview of the current state of knowledge but also highlights existing gaps in the research literature. Leveraging social media platforms offers businesses an unparalleled means to engage with their target audiences, constituting a versatile and effective advertising tool. The concept of Web 2.0, characterized by user-generated content, commonly referred to as social media, plays a pivotal role in this context, as articulated by Kaplan and Haenlein (2010). It is plausible that Web 2.0 has contributed to the evolution of social media. According to Mangold and Faulds (2009), marketers can employ social media for interactive discussions with consumers, fostering a sense of connection and brand loyalty among customers.

As environmental knowledge advances, the proliferation of green products, characterized by environmentally friendly attributes, is on the rise. The consumption of eco-friendly goods is driven by individual values, societal norms, and environmental consciousness (Laroche et al., 2001). In this context, social media marketing plays a crucial role in shaping these determinants by educating consumers about green products and fostering a social milieu that advocates environmental preservation. Numerous studies have scrutinized the impact of social media marketing on consumers' intent to purchase green products. As Cheung and Thadani (2012) observe, social media marketing campaigns wield considerable influence over brand purchasing decisions by augmenting brand awareness, trust, and emotional connections with the brand. Content emphasizing the environmental advantages of green products, incorporating interactive discussions and eco-friendly challenges, proves appealing to users (Chu & Kim, 2011). Acknowledging influencers' impact on social media as substantial is crucial, as influencers, perceived as trusted sources and relatable figures, wield considerable influence over consumer perceptions and behaviours toward environmentally friendly products. Dwivedi et al. (2019) assert that influencers exert influence on products, shaping consumer attitudes and, consequently, impacting purchase intentions.

The interconnection between social media brand marketing and consumers' purchasing intentions has been extensively theorized. The Theory of Planned Behaviour (Ajzen, 1991) offers valuable insights by positing that marketing strategies for environmentally friendly products on social media can impact customers' perceptions of their agency, subjective norms, and attitudes towards such products. This perspective aligns with the adapted Technology Acceptance Model (Davis, 1989), elucidating how the perceived utility and ease of use of social media platforms influence consumers' acceptance and inclination to purchase environmentally friendly goods.

The influence on consumer perceptions of brands has transitioned from marketers to their online networks and the content they consume, primarily driven by the impact of social media (Tsai & Men, 2013). Lei (2009) study, employing situational simulation experiments, in-depth interviews, and a literature review, explored potential determinants of consumer behaviour, including social media sociality (community, connectivity), social media dependence, and social media usefulness. Results indicated a positive relationship between online sociality and purchase intention, with online trust and perceived value serving as mediating factors. Furthermore, Nekmahmud et al. (2022) identified key elements—engagement, openness, communication, discourse, socialization, and connectedness—within social media influencing impulsive purchases. These elements, as suggested by their findings, contribute significantly to customers' overall perceptions of product value, thereby fostering a heightened inclination towards impulsive purchasing. By focusing on Weibo as their research subject, the study concludes that social media provides search utility, engagement, and sociality. An individual's propensity to purchase is positively impacted by the sociality, participation, and utility of their online search activities. The findings presented in the article contribute to the advancement of several theories based on the aforementioned data.

"H1: Social media marketing impacts consumers' purchasing intention of green products."

This literature provides the contextual foundation for elucidating the interdependence between social media marketing and the purchasing motivations of consumers for green products. Emphasizing the importance of strategic engagement on social media platforms, it underscores the role of such engagement in fostering sustainability and environmental awareness among consumers. The substantial impact of social media marketing on the purchasing intentions of green products is evident. Leveraging the interactive capabilities of social media platforms, marketers can effectively advocate for eco-friendly products, disseminate information to consumers, and foster the development of a sustainable community. Future research endeavours should scrutinize the enduring ramifications of social media marketing on consumer behaviour and explore emerging technologies that enhance the efficacy of green marketing strategies.

The Mediation Effect of Brand Image
This section delves into the mediation role of brand image in the nexus between social media marketing and consumer acceptance of environmentally friendly products. The interrelation between these elements is examined, with a specific focus on elucidating the intricate dynamics between social media marketing and brand image. The article conducts a comprehensive analysis of the intricate connections among social media marketing, brand image, and consumer behaviour, providing a nuanced understanding of the subject matter. The review incorporates recent research findings that indicate the heightened efficacy of the Green Product Marketing campaign in shaping consumer behaviour through the mediating influence of brand image, and these results are integral to the overall evaluation. Social media emerges as a pivotal marketing avenue for promoting green and eco-friendly products, as Kaplan et al. (2010) assert its capability to facilitate interaction and communication with expansive audiences in a personalized manner. This underscores the significance of social media platforms in enabling public engagement, allowing for the dissemination of the firm's values and the merits of its environmentally conscious products. The direct communication facilitated by social media assumes a potent role in green product marketing, as it empowers individuals to acquire in-depth knowledge about the environmental attributes of the product and the underlying principles of eco-friendliness. The consumer's choice, particularly concerning the consumer's image, is intriguing. The brand concept, formed in consumers' minds, encompasses the brand's attributes and the associations evoked when thinking about it (Keller, 1993). A positive brand image fosters increased confidence and trust in environmentally friendly promises, influencing consumer behaviour. The production of eco-friendly goods contributes to this enhancement. Social media marketing (SMM) activities link values, sustainability objectives, and green responsibility with a brand, thereby shaping or modifying the brand image (Tafesse, 2015). SMM activities serve as mediators of brand image, reinforcing the firm's image and persuading customers to make environmentally friendly purchases.

Various empirical research studies incorporate the mediation of brand image in the context of green product development. For instance, Kim et al. (2018) observed that brand image plays a crucial role in shaping the relationship between consumers' intentions and social marketing of green products through social media. Consequently, a positive green brand image cultivated through social media interactions positively impacts consumers' decisions to purchase green products. The research conducted by Singh and Sonnenburg (2012) further underscores the significance

of social media marketing in influencing customers' purchasing decisions, particularly emphasizing the establishment of a positively perceived brand image centred around environmental considerations. These endeavours encompass activities such as sharing engaging posts related to environmentally friendly actions, customer reviews, and messages highlighting the impact of green products on the environment.

The Theory of Planned Behaviour (Ajzen, 1991) and the Elaboration Probability Model (Petty & Cacioppo, 1986) exemplify theoretical frameworks applicable to elucidate the mediating influence of brand image. These frameworks posit that advertising and marketing efforts on social media can impact the brand image (attitude), subsequently influencing customers' behavioural intentions, specifically urging them to purchase a particular product. The portrayal of environmentally friendly products in social media marketing is contingent upon brand image acting as the primary mediator. Leveraging social media marketing strategies to their full potential establishes a positive association, fortifies the business's image, and prompts the majority of customers to acquire environmentally friendly products. Finally, a crucial aspect for future research entails examining the enduring impacts of social media marketing on brand image and purchase intentions, considering the ubiquitous presence of social media platforms and the dynamic nature of consumer behaviour.

Hartzel et al. (2011) have emphasized that the adoption of interactive marketing strategies involving social media links can lead to an elevation in positive brand perception and the fortification of the brand-consumer relationship. The expansive reach of social media enables significant brand discussion and identification within a broad audience (Kumar et al., 2007) Findings from the research conducted by Tsimonis and Dimitriadis (2014) indicate that ineffective social media marketing strategies may result in less favourable impressions of a company's brand. Singla and Durga (2015), by highlighting studies that underscore the efficacy of social media in creating and enhancing brand image, draw attention to the implications of such research findings.

Favourable associations with a brand engender positive attitudes, subsequently influencing the associated product due to their consequential impact. Consequently, when consumers hold a positive brand perception, their attitude toward the branded product and its underlying representations tends to be positive. Savitri et al. (2022)

found that consumers exhibit a higher inclination to make online purchases for products affiliated with well-established brand names. In a parallel study conducted by Alwan and Alshurideh (2022) during the same year, it was revealed that a positive perception of a product's brand contributes to increased purchase intentions. In product categories where, physical examination is often necessary, hindering online accessibility to critical information, such as in the case of environmentally friendly items, brand image can serve as a surrogate for unavailable core product characteristics on the internet. This rationale underpins the formulation of the hypotheses presented herein.

"H2: Social media marketing has an impact on brand image."
"H3: Brand image impacts consumers' purchasing intention of green products."
"H4: Brand image mediates social media marketing and consumers' purchasing intention of green products."

This segment of the literature review delineates the moderating function of brand image within the nexus of social media marketing and consumer purchasing intent, particularly concerning eco-friendly products. The article underscores the importance of adept management of a company's social media presence in portraying a favourable image and fostering consumer inclination towards sustainable product acquisitions. Figure 1 elucidates the conceptual framework guiding the current study.
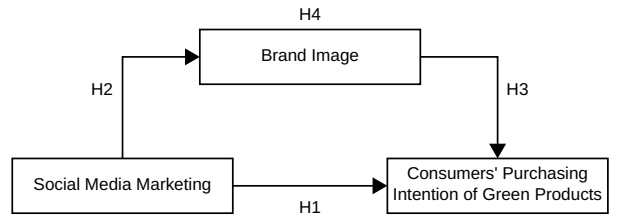

Figure 1: Conceptual Framework.

3. Research Methodology
Population and Sampling
This study focuses on Chinese Internet users residing in Jiangxi Province, China, who possess accounts on Weibo, WeChat, and Q.Q. Given the substantial scale and identifiability of the overall article, a probability sampling approach is employed. Specifically, to account for the similarity in overall characteristics and the absence of categorization, this article opts for a simple random sampling method.

Cattell and Cattell and Cattell (1978) recommended maintaining a ratio between three and six for N: N/p,

where N denotes the minimum sample size, and p represents the number of measurement items. Gorsuch (1983) advocated for a minimum of five in, while Everitt (1975) proposed a ratio of at least ten for nitrogen to phosphorus. In the current investigation, the chosen ratio is tenfold. Given that the survey questionnaire comprises 24 measurement questions, resulting in a minimum sample size of 240, the research aims to collect 500 questionnaires.

Instrumentation
This study utilized the social media marketing measurement scale developed by Yadav and Pathak (2016), consisting of four measurement items. The measurement of brand image drew upon the scale devised by Kim et al. (2018), encompassing a total of six measurement items. The assessment of purchasing intention for green products was guided by the scale crafted by Shin and Hancer (2016), featuring three measurement items. All scales employed in this research adhered to a 1 to 5 range, wherein 1 represents "strongly disagree," 2 signifies "disagree," 3 denotes "not clear," 4 corresponds to "agree," and 5 indicates "strongly agree.".
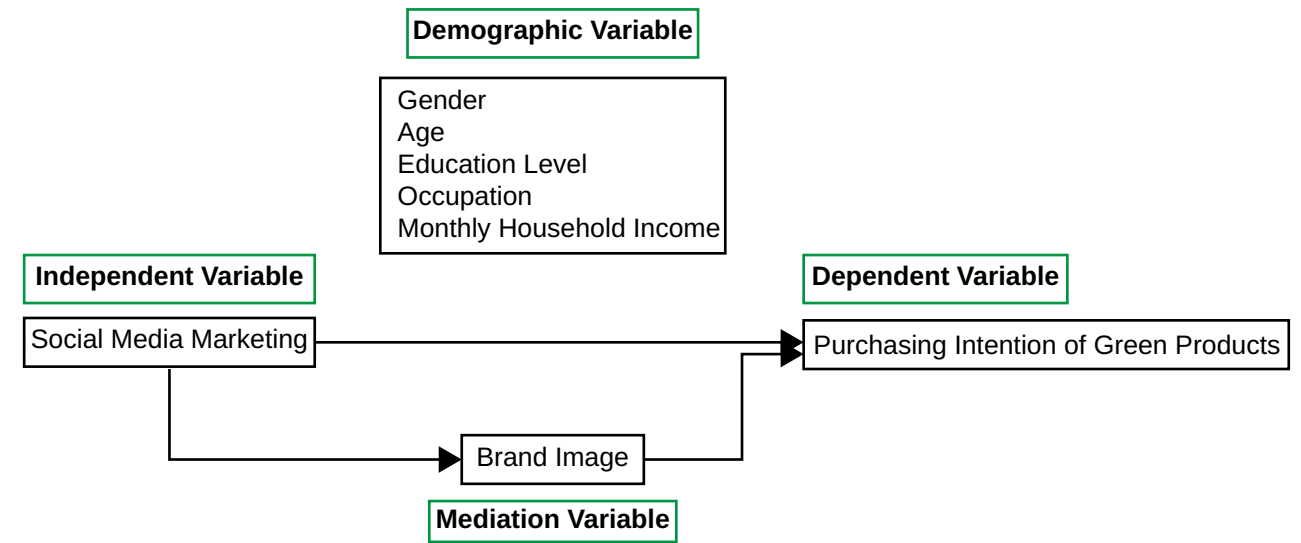

Figure 2: Conceptual Framework

Data Analysis Techniques
This study commenced by subjecting the questionnaire data to reliability and validity assessments. Subsequently, the structural equation model was applied using AMOS software to validate the research hypotheses.

4. Framework of Analysis
Data Preparation
Table 1 presents the abbreviations of variables within the conceptual framework.

Table 1: Variable Abbreviation.

Variable Type	Variable Name	Abbreviation
Independent variable	Social Media Marketing	SMM
Mediation variable	Brand Image	B.I.
Dependent variable	Purchasing Intention of Green Products	PIOGP

Table 1 delineates three distinct categories, each featuring primary factors and corresponding acronyms, where brand image serves as a mediator in the relationships between the stakeholders. The table is centred around "social media marketing," representing the primary focus of the investigation into the role of social media marketing in the outcome generation

process concerning the acquisition of environmentally friendly products, with the moderating influence of brand image. The study seeks to assess both the immediate impact of social media marketing on purchasers' intent to make acquisitions and the degree to which the brand image cultivated through these campaigns influences consumer purchasing behaviours.

The focus of our investigation is the independent variable, denoted as "Social Media Marketing" (SMM), representing a marketing approach utilizing social media strategies for the direct promotion of environmentally friendly products to consumers. The research suggests that SMM may influence the brand image as a mediating factor, exerting control over the intention to purchase environmentally friendly items.

Timberlahs is the dependent variable, with an intermedium serving as the mediation variable, determined by the independent variable. The independent variable explicates the pathway determining the relationship between itself and the dependent variable. In this context, B.I represents business intelligence, encompassing perceptions of the quality of green goods and the brand. The

investigations show that SMM mediates PIOGP, albeit to the extent of influencing the stability of B.I.

The "dependent variable" denotes the outcome or effect that researchers seek to explain or predict in their study. PIOGP, representing the Purchasing Intention of Green Items, aims to determine whether customers are inclined to buy products that have been environmentally enhanced. The primary objective of this study is to ascertain the relationship between SMM and B.I within the framework of SMM and understand the influence of SMM on customers' purchase intentions.

Demographic Characteristics
Table 2 presents the demographic attributes of the data obtained through the survey.

Table 2: Characteristics of The Sample.

Characteristics		Frequency	Percentage (%)
Gender	Male	247	49.4
	Female	253	50.6
Age	18-30 years old	77	15.4
	31-40 years old	171	34.2
	41-60 years old	251	50.2
	More than 60 years old	1	0.2
Education Level	Lower than a bachelor's degree	63	12.6
	Bachelor's degree	151	30.2
	Master's degree	227	45.4
	Higher than a master's degree	59	11.8
Occupation	Student	62	12.4
	Government civil servants	215	43.0
	Enterprise employees	136	27.2
	Others	87	17.4
Monthly Household Income	Less than 10,000 Yuan	108	21.6
	10,000 – 30,000 Yuan	176	35.2
	30,001 – 50,000 Yuan	135	27.0
	More than 50,000 Yuan	81	16.2

Table 2 provides a comprehensive overview of the demographic characteristics within the research sample, encompassing variables such as gender, age, education level, job position, and monthly household income. The gender distribution is nearly equitable, with 247 males (49.4%) and 253 females (50.6%). In terms of age distribution, the majority of respondents fall within the 41-60 years age bracket (50.2%), followed by those aged 31-40 (34.2%), 18-30 (15.4%), and a small percentage over 60 (0.2%). Regarding education, the majority hold a Master's degree (45.4%), followed by a Bachelor's degree (30.2%), postgraduate

education beyond Master's (11.8%), and education below the Bachelor's level (12.6%). Occupation-wise, the largest cohort comprises government civil servants (43.0%), followed by enterprise employees (27.2%), individuals categorized as "others" (17.4%), and students (12.4%). The predominant monthly household income falls within the range of 10,000 to 30,000 Yuan (35.2%), succeeded by 30,001 to 50,000 Yuan (27.0%), less than 10,000 Yuan (21.6%), and more than 50,000 Yuan. This demographic profile of the survey sample enhances the understanding of its diverse characteristics.

Reliability and Validity Tests
Reliability Test
Table 3 reveals that the SMM scale comprises four items, with a Cronbach's alpha of 0.869 (>0.7),

indicating robust consistency. Similarly, the remaining two scales also exhibit favourable reliability, satisfying the prerequisites for questionnaire analysis.

Table 3: Reliability Test Results of Pilot Study.

Scale	Number of Items	Cronbach's Alpha
SMM	4	0.869
BI	5	0.889
PIOGP	3	0.888

Confirmatory Factor Analysis of the Five Variables
Utilizing confirmatory factor analysis (CFA), this study seeks substantiation for the questionnaire scale's "convergent and discriminant validity." The results of the CFA are detailed in Table 4, illustrating that all fit indicators of the confirmatory factor analysis measurement model meet the criteria deemed satisfactory.

Table 4: Model Fit Indicators of CFA Measurement Model.

Model Fit Indicators	Threshold	Estimate
χ^2/df	[1,5]	1.064
NFI	>0.9	0.972
IFI	>0.9	0.998
TLI	>0.9	0.998
CFI	>0.9	0.998
GFI	>0.9	0.969
RMSEA	<0.08	0.011

Table 4 presents the fit indices of a Confirmatory Factor Analysis (CFA) measurement model, including thresholds, loading estimates, and standardized regression weights employed in the study. The χ^2/df ratio is calculated as 1.064, falling within the acceptable range of 1 to 5, with df representing the degrees of freedom in the analysis. A well-fitted model, indicative of accuracy, is evidenced by the consistency between the model and observed data. All indices, namely the Normed Fit Index (NFI), Incremental Fit Index (IFI), Tucker-Lewis Index (TLI), and Comparative Fit Index (CFI), surpass the requisite threshold of >0, with respective values of 0.972, 0.998, 0.998, and 0.998. The RMSEA estimate of 0.011 suggests excellent model-data fit, well below the recommended threshold of 0.08, further affirming the model's appropriateness for the data. Overall, the variables indicate that the CFA measurement model aligns well with the data, underscoring the precision of the assessed constructs.

Convergent Validity Analysis
The outcomes of the "convergent validity" assessment in this study are depicted in Table 5. The table illustrates that the standardized factor loadings, C.R, & AVE for

each variable measurement item in this article meet the stipulated criteria. Consequently, the three variable scales employed in this article exhibit commendable convergent validity.

Table 5: Convergent Validity Analysis.

Latent variable	Observation Variable	Standardised Factor Loading	S.E.	C.R.	P	CR	AVE
SMM	S1	0.788				0.870	0.625
	S2	0.788	0.060	17.719	0.000		
	S3	0.799	0.056	18.372	0.000		
	S4	0.787	0.058	17.775	0.000		
BI	S5	0.785				0.897	0.637
	S6	0.791	0.052	18.802	0.000		
	S7	0.771	0.053	17.842	0.000		
	S8	0.813	0.054	19.093	0.000		
	S9	0.767	0.055	17.583	0.000		
PIOGP	S10	0.863				0.889	0.727
	S11	0.846	0.043	22.806	0.000		
	S12	0.848	0.044	23.100	0.000		

For SMM, the observed variables (S1 to S4) exhibit factor loading coefficients standardized between 0.787 and 0.799, indicating a robust and positive relationship with the latent variable. The factor loadings are statistically significant (p = 0.000), signifying a dependable measure of SMM. The C.R for SMM is 0.870, indicating high internal consistency, and the AVE is 0.625, denoting a satisfactory level of explained variance.

B.I encompasses 5 variables (S5 to S9) with substantial factor loadings ranging from 0.767 to 0.813, indicating a robust association between B.I. and all variables are statistically significant (p = 0.000). The C.R. for B.I. is 0.897, signifying excellence in internal consistency, and the AVE is 0.637, reflecting a commendable amount of variance captured by the latent construct.

Three observed variables (S10 to S12) within PIOGP exhibit factor loadings ranging from 0.846 to 0.863, signifying a robust correlation with PIOGP. The loadings are statistically significant (p = 0.00), affirming the validity of the measures. The C.R is high at 0.889, indicating the reliability of the latent variable, and the AVE is 0.727, denoting substantial explanatory power.

The findings demonstrate robust and statistically significant associations between the observed variables and their respective latent constructs, along with high reliability (as indicated by C.R. values) and satisfactory variance explanation (as indicated by AVE values) for each construct. These outcomes underscore the measurement model's capacity to effectively capture the constructs of interest.

Discriminant Validity Analysis
As per Table 6, the square roots of AVE values for each variable surpass the correlation coefficients between variables. This observation leads to the conclusion that the discriminant validity of the questionnaire employed in this study adheres to the established standard.

Table 6: Discriminant Validity Analysis.

	SMM	BI	PIOGP
SMM	**0.791**		
BI	0.271	**0.786**	
PIOGP	0.375	0.477	**0.852**

Note: "The bold numbers on the diagonal represent the square root of the AVE values of each variable, while the remaining numbers represent the correlation coefficients between variables."

Structural Equation Model (SEM)
Model Fit Indicators of the SEM
To substantiate hypotheses H1-H4, this study formulates a SEM and scrutinizes the influence relationships among SMM, B.I., and PIOGP variables. Table 7 presents the model fit indicators of the SEM. The results from Table 7 indicate that the model fit indicators of the SEM have all attained a satisfactory level.

Table 7: Model Fit Indicators of the SEM.

Model Fit Indicators	Threshold	Estimate
χ^2/df	[1,5]	1.471
NFI	>0.9	0.968
IFI	>0.9	0.990
TLI	>0.9	0.987
CFI	>0.9	0.990
GFI	>0.9	0.965
RMSEA	<0.08	0.031

Direct Effect Analysis
As indicated in Table 8, the analysis reveals that SMM exerts a significant positive influence on PIOGP (r = 0.199, p < 0.01), substantiating hypothesis H1. Additionally, SMM demonstrates a significant positive impact on B.I. (r = 0.321, p < 0.01), supporting hypothesis H2. Furthermore, B.I. exhibits a significant positive effect on PIOGP (r = 0.356, p < 0.01), confirming hypothesis H3.

Table 8: Direct Effect Analysis.

Direct effects	Standardised Estimate	S.E.	C.R.	P	Unstandardized Estimate	Hypothesis
PIOGP ← SMM	0.199	0.045	4.209	0.000	0.191	H1
BI ← SMM	0.321	0.051	6.191	0.000	0.315	H2
PIOGP ← BI	0.356	0.047	7.461	0.000	0.348	H3

Indirect Effect Analysis
In Table 9, the standardized estimate of the indirect effect of SMM on PIOGP through B.I. is recorded as 0.104, with a 95% confidence interval of [0.065, 0.150], excluding 0. This observation suggests that SMM holds a statistically significant indirect effect on PIOGP through B.I. Consequently, B.I. acts as a mediating factor between SMM and PIOGP. Thus, hypothesis H4 receives support.

Table 9: Indirect Effect Analysis.

Indirect Effect Analysis	Standardised Estimate	S.E.	Lower	Upper	Hypothesis
PIOGP ← BI ← SMM	0.104	0.022	0.065	0.150	H4

5. Discussion
Social Media Marketing Positively Impacts Consumers' Purchasing Intention of Green Products
The research findings in this study affirm that social media marketing can effectively influence consumers to adopt positive, environmentally friendly behaviours. Viewed from a marketing standpoint, social media serves as a marketplace where sellers and buyers coexist, engaging through various platforms and interaction modes. Previous research has indicated that social comparison has the potential to induce behavioural changes, particularly within specific contexts (Allcott, 2011). Within the realm of green consumption, social media can strategically emphasize the "symbolic" aspects of green consumption, effectively fostering consumers' initiative in engaging with environmentally conscious practices. Östman (2014) identified a significant correlation between consumer environmental behaviour and the utilization of social media marketing.

Mediation Effect of Brand Image
This study explores the mediating role of customer brand perceptions in the association between marketing environmentally friendly products and social media-driven sales. The interconnection between the two entities is also examined within this research. According to Yu and Yu and Yuan (2019)24, marketers can cultivate consumer relationships on social media through collaboration, content sharing, and engagement with customers. Consequently, many businesses and governmental entities allocate a substantial portion of their advertising and marketing resources to social media, recognizing its increasing significance. Ismail (2017) suggests that these platforms are optimal for expanding client base, value, and reputation. A favourable brand perception is often shaped by customers' holistic shopping, consumption, and product experiences, influencing their satisfaction with the brand and their inclination to make purchases (Brakus et al., 2009). Dwivedi (2015) identified that customers are more inclined to make a purchase if they establish an emotional connection with the brand image.

6. Conclusion and Implications
Conclusion
This research employed brand image as a mediating variable to construct its theoretical framework and systematically scrutinized the impact of social media marketing on customers' intent to purchase environmentally friendly products. The central objective of this study is to explore the influence of green marketing initiatives on social media platforms on the consumption patterns of environmentally conscious customers in China. Additionally, the secondary objective is to examine, through the mediating role of brand image, how social media marketing indirectly shapes the eco-friendly purchasing behaviour of Chinese consumers. This paper employs quantitative analytical methodologies to assess the research hypotheses postulated within its framework. A total of 500 primary data points were collected through a questionnaire, and subsequent data processing and analysis were conducted using the statistical software programs AMOS and SPSS. The empirical analysis presented in this paper affirms the validity of all proposed hypotheses.

Implications of the Study
Theoretical Implications
The article introduces the impact and processes of SRHRM. Theoretical implications highlight the novel examination of the relationship between social media marketing, brand image, and consumers' intentions to purchase environmentally friendly products. Unlike previous studies that primarily explored the correlation between two variables, this study quantifies the link between all three, contributing to the theoretical understanding of this relationship.

Managerial Implications
The favourable impact of the informational and expressive use of social media on consumer green consumption behaviour suggests that enterprises have an opportunity to disseminate pertinent information about green products, particularly emphasizing the environmental attributes of such products, via social media channels. This strategy can enhance consumers' swift recognition and trust in green products. For companies, especially those engaged in the production of environmentally friendly goods, it is advisable to bolster their brand recognition. This can be achieved by participating in green brand certification programs domestically and internationally, establishing distinctive green brands, and elevating their visibility. Additionally, businesses can optimize their advertising

and marketing strategies by tailoring them to specific demographics through a thorough understanding of their preferences and needs.

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