

Implementation of Green Marketing Concept Through Social Media Activities

Given the unprecedented reach of social networks, companies rely on social networks as a channel for successful marketing communication. Moreover, the growing importance of environmental issues such as global warming or environmental pollution forces them to act on this subject. In this study, I would like to combine two mega-trends influencing contemporary consumer behavior: social media and green marketing. Two primary goals of the project are to discover what type of content generated by companies on social media and related to green marketing is engaging for customers and find the factors related to green marketing activities on social media that impact purchasing decisions. In order to realize research goals, I plan to conduct two studies. (1) With content analysis, I will analyze 1-year historical data of social media content of selected 7 FMCG corporate accounts and identify the most engaging green marketing-related content types in terms of likes, shares, retweets, and comments. (2) Through the survey study, I will examine the impact of green marketing activities on marketing strategic objectives such as green purchase intention and green purchasing behavior. This research will bring a new perspective to the implementation of green marketing in social media studies and dramatically advance our understanding of environmental issues and help us understand consumers' expectations.

Keywords: green marketing, social media, consumer behavior.