

Social Media Influence on Green Product Perception and Purchase Behaviour among Millennials and Gen Z Consumers in Ernakulam District

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Abstract - The article explores the effect of social media on the green product perception and attitude among Generation Z and Millennials. Quantitative data were collected from 116 respondents (58 Millennials, 58 Gen Zs) through a stratified survey administered online via questionnaires. The data concerning the connection between social media influence, green product perception, and purchase behaviour were analysed with the help of Confirmatory Factor Analysis. The results indicate that both generations, to a great extent, are influenced by social media to form perceptions about green products, with Gen Z being more responsive to the influence since it spends more time on social media. Yet, a higher intention-action gap in green purchasing is exhibited by Millennials. The research paper has defined the mediators suggested by perceived Sustainability Value and judgmental norms, bridging the gap in the research study on the generational variations of social media-induced green consumption. Marketers' and policymakers' implications are provided with a focus on different approaches to each generation. In the context of sustainable consumption, social media's influence on consumer behaviour is increasingly relevant. The results from the MGA showed that both generations had positive effects from social media on how view green products. The impact was stronger for Generation Z ($\beta = 0.75, p < 0.01$) compared to Millennials ($\beta = 0.62, p < 0.01$), and this difference was statistically significant ($p = 0.03$). This is consistent with the use of social media by the Gen Z respondents, as more time was spent on social media, with 46% using it for more than 4 hours per day compared to just 28% of Millennials. The impact of social media on the perception and purchase intention of green products was investigated on the basis of two generations (Gen Z and Millennials) using Factor analysis and Multigroup analysis of the association between social media exposure, credibility, green product perception, and intention to purchase green products. The results found that the impact of media content varied among generations when it came to trust and intention to buy green products.

Keywords: Social Media Influence, Green Products, Consumer Behaviour, Purchase Intention, Sustainable Consumption, Millennials, Generation Z

I. INTRODUCTION

Social media has become a very influential digital media that influences consumers' environmental awareness, perception of green products, and sustainable purchases, especially among young generations like Millennials and Generation Z. Prior research found that the exposure to social media plays a very significant role in the adoption of green purchasing behavior through enhanced environmental awareness, product awareness, and consumer involvement in sustainable brands (Sethuraman, 2023). The use of social media influencers and promotional techniques has been found to be an important variable that influences the attitudes, trust, and decision making in digital environments and is related to the promotion of green products among young consumers (Darma et al., 2025). Behavioral variables, ethical awareness, and motivations are important components of sustainable consumption research that emphasize the role of environmental products adoption among emerging urban consumer groups (Alias & Jacob, 2025). Increased awareness about conscious consumerism among Generation Z shows the role of digital media in promoting environmental responsibility and sustainability (Gowrishankar et al., 2026).

Motivation factors, lifestyle, and interpersonal communication become significant aspects of the consumer buying decision process. This shows the importance of social elements when purchasing online (Simanjuntak & Hutajulu, 2024). Studies carried out comparing Millennials and Gen-Z people show that there are generational differences when it comes to attitudes toward sustainable marketing (Roy & Lakshmi, 2023).

Research on social media marketing contexts suggests that it enhances green purchase intentions through the provision of environmental information, consumer interactions, and perceived value related to green products (Sun & Wang, 2020). The benefits of social media interactions with respect to green product marketing arise from increased awareness,

consumer engagement, and perception of green brands (Gupta & Syed, 2022). Information relevance and the creation of green trust are vital factors for determining the consumers' intentions towards environmentally friendly purchases (Wu & Long, 2024). Social media-based subjective norms and green value perceptions play an important role in determining the green consumption behavior among young consumers (Xie & Madni, 2023). Moreover, green authenticity and greenwashing discussions in the digital context influence consumer perceptions regarding sustainable products (Fang, 2024).

Considering the above results, social media plays a crucial role as an important determinant of the perceptions and purchasing behavior related to green products through such factors as awareness, trust, social influence, value, and intention to consume sustainably. The above knowledge offers a basis for studying the perceptions of green products among Millennials and Generation Z consumers in Ernakulam District through social media platforms.

Key Contribution

- Another contribution of this study is that it provides a comparative study of Millennials and Gen Z consumers to see the role of social media in shaping green product perception and purchase behaviour. In contrast to other studies which have considered younger generations as one homogeneous group, this study recognizes their generation-based differences when responding to sustainability issues.
- The current study proposes a unified theoretical framework of Social Media Influence, Green Product Perception, Subjective Norms, and Purchase Behaviour on the basis of (TPB) and (SOR) framework. Thus, the transformation process of digital influence into sustainable purchasing behavior is better understood.
- Empirical support in terms of Confirmatory Factor Analysis (CFA) and Multi-Group Analysis (MGA) is provided by the current study. The results of MGA give useful insights to marketers as well as policymakers regarding green marketing strategies among different generations in the digital environment.

The rest of the paper is structured as follows. In section II, the literature review provided, covering past research on the influence of social media, green product perception, sustainable consumption behaviour, and differences between generations of Millennials and Gen Z. In section III, the research methodology is explained, covering research design, sample selection, measurement constructs, and data analysis. The findings and discussion in section IV explain the various statistical analyses for comparison between Millennials and Gen Z. The conclusion of the study drawn in section V.

II. LITERATURE REVIEW

The recent literature emphasizes that social media has emerged as an important platform for impacting the

awareness of consumers, their sustainable attitude and behavior with regard to green products in the case of young digital consumers. Social media marketing strategies have the capability to impact awareness, engagement, and positive perception of consumers through the promotion of socially responsible and value-based interactions of consumers on these platforms (Satish et al., 2026). The process of information dissemination through social media has a great effect on the green purchase intentions of Generation Z by virtue of their environmental awareness, social influence, and positive attitudes towards sustainable products (Sun & Xing, 2022; Zahid et al., 2018). The green products' adoption by the consumers depends on a number of behavioral and psychological determinants, including digital marketing and online activities (Armutcu et al., 2024).

Facebook and Instagram, being social media networks, have proven their effectiveness in changing green product awareness, consumers' attitudes and buying behavior due to interactive content and sustainable brand communication via them (Tazeen & Mullick, 2023). Availability of green products along with exposure to social media contributes to increased purchase intention because of lower levels of uncertainty and accessibility of eco-friendly options (Sharma et al., 2025). Green advertising, online interpersonal influence and social media endorsement by celebrities make considerable contribution to the green reaction of consumers, impacting their trust, value perception and purchase willingness of sustainable products (Sun et al., 2026). Social media influence, environmental self-identity and pro-environmental attitudes are crucial factors among Generation Z that impact green purchase intention (Bhutto & Rütelioné, 2026).

Strategies used in digital sustainable marketing have an effect on the green consumer through factors such as the green perceived value and green skepticism. The above mentioned studies collectively show how social media affects green product perception and purchasing behavior through awareness building, sharing of information, social influence, development of trust, perceived value, and environmental consciousness (Alkhofaily & Nouredin, 2026).

Research Gap

Previous research on the use of social media in green buying has focused on either the Millennials or the Gen Z, and there is limited research directly comparing the two generation groups, especially in relation to the impact of social media on perceptions and buying decisions. Earlier research generally discusses young people as a unified target audience, overlooking the differences in values, digital interaction and economic contexts of the various generations. In addition, how social media affects environmentally responsible purchasing has been poorly researched. In particular, a limited number of studies have focused on perceived green value and subjective norms as intervening constructs between the use of social media and green purchasing behaviours, especially across different cultural contexts.

Statement of the Problem

There is significant research on social media and green consumption, but few studies focussed on the differences between Millennials and Generation Z perceptions and responses to green products. A lot of literature merges these two generations into a single generation and emphasizes the lack of differences in values, in the use of digital technologies, and even in economic conditions. Such an approach may obscure generation-specific behaviors and lead to generalized findings. Additionally, knowledge about the mechanisms influencing green purchase decisions through social media is limited. Mediating effects, such as perceived green value and subjective norms, have been largely overlooked, especially in multicultural environments. Comparative studies on Millennials and Generation Z have not been conducted sufficiently enough to develop targeted marketing strategies that stimulate sustainable consumption through social media.

Objectives of the Study

1. To determine the impact of social media influence on green product perception.

2. To compare the influence of social media on purchase behaviour across Millennials and Gen Z.

Scope of the Study

This study has utilized the theories of planned behavior and stimulus-organism-response theory to understand the influence of exposure to social media on green consumer behavior. This research was conducted in the state of Kerala, which is known to be composed of educated people with high environmental awareness and social media presence. The data for this study will be collected using a structured questionnaire from individuals aged between 18 and 44 years.

Research Hypothesis

- H1: Positive effects of Social Media Influence on Green Product Perception by Millennials and Generation Z.
- H2: Perception of Green Products impacts Buying Behavior in Generation Y and Generation Z Consumers.
- H3: Subjective Norms act as intermediaries between Social Media Influence and Purchase Behaviour.

III. RESEARCH METHODOLOGY

3.1 Overall Conceptual Framework for Proposed Methodology

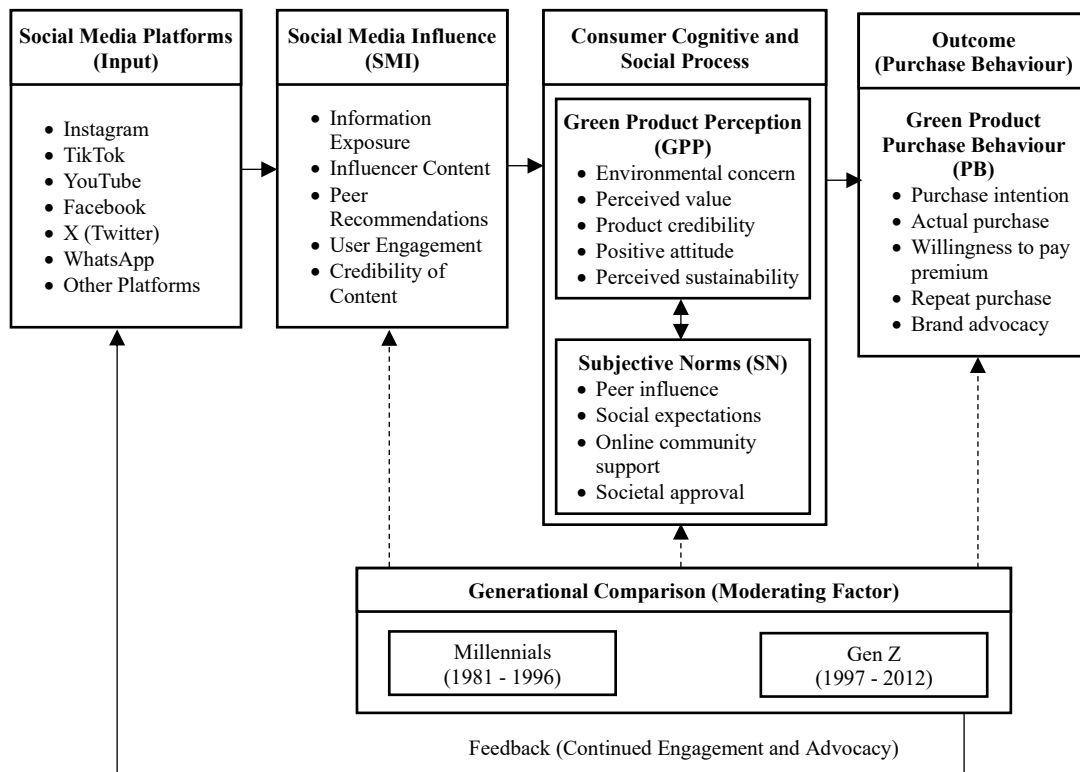


Fig. 1 Overall Conceptual Framework for Proposed Methodology

The conceptual framework is an explanation of the interaction between social media influence, green product perception, subjective norms, and green product purchase behavior in Millennials and Generation Z consumers in fig. 1. Social media influence is the first element in the conceptual

framework, which emanates from the interaction with information on social media platforms. Social media influence is affected by information exposure, influencer content, peer recommendations, user engagement, and content credibility. Social media influence then affects

consumers' green product perception in terms of environmental concern, value, product credibility, attitude, and sustainability. The subjective norms element is influenced by peer pressure, social norms, online community support, and social approval. It is also highlighted in the framework that the green product perception and subjective influences result in green product purchase behaviors such as purchase intention, actual purchase, price premium willing to pay, repurchase, and brand advocacy. Moreover, a generational comparison of the Millennials and Gen Z as a moderator variable has been made to study the differences in response of both generations towards the social media-based sustainability messages. The feedback process emphasizes on ongoing consumer participation and advocacy which can impact the future interactions on social media for sustainable purchasing behaviors.

3.2 Research Design

The research method used to address the proposed research is a quantitative method, which is implemented through a cross-sectional survey design. The theoretical model is supported by the TPB and SOR frameworks, which involve the stimulus as social media, the organism as green product perception, and the response as purchase behaviour. A wide range of software packages were used during the process of data processing, statistical analysis, and testing of the suggested research model. Online questionnaires were created using Google Forms and distributed via the Internet, and data was collected from 116 respondents (Millennials and Gen Z consumers). Data was organized and coded using Microsoft Excel and prepared for further statistical analysis. SmartPLS software package was used to conduct the various analyses mentioned in the results section.

3.3 Sample and Sampling Technique

A sample of 116 respondents (58 Millennials, 58 Gen Z) was selected, and a questionnaire was distributed through social media. Participants were in between the age of 18–44, ensuring representation of both generations. Purposive sampling ensured balanced representation by age, gender, and region (urban/semi urban/rural)

Geographic scope: Ernakulam District, Kerala

Tool: Structured online questionnaire (Google Forms)

3.4 Measurement

The survey incorporated validated scales to measure the constructs that form the basis of the green consumer behaviour. The social media influence construct was measured using a 5-item scale that assessed how the information available on the internet influences the perception of the green product among the respondents. The construct of Green Product Perception was measured using a 6-item scale that measured the green value and trust. The Purchase Behavior construct was measured using a 4-item scale that reflected the actual purchasing behavior of the green products.

3.5 Limitations

The study has some limitations:

1. Restricted Geographic Coverage

Entire study was carried out in Kerala, India. Since the social, cultural and economic contexts vary depending on the region, the results may not reflect the expectations and actions of consumers in other areas.

2. Limited Number of Respondents

The overall population size was 116, with 58 respondents from each generation. The size of this sample may be quite limited and hence may result in less sensitivity to detect small differences and limit the generalizability of the findings.

3. Reliance Upon Responses from Participants

The data collected were based on a self-administered questionnaire, and the study somewhat relied on the honesty and accuracy of the respondents. Socially desirable responses (notably for environmentally responsible purchasing) may have been given by the participants.

4. Single-Time Data Collection

The study was cross-sectional, so data were collected at one time. As a result, no causal conclusions can be drawn, and changes in attitudes and buying behavior over time are not possible.

5. No Platform-Level Analysis

The effects of social media overall have been studied; however, individual applications such as Instagram, Facebook, or TikTok have not been analyzed. Similarly, the various forms of content such as influencers, advertisements, and user-generated content were not studied individually either, which would affect consumers in a distinctive way.

3.6 Significance of the Study

The two-framework theory is very good for understanding the cognitive and behavioral aspects of the green purchase decision process. The results, from a practical point of view, can be very helpful for marketers and policymakers in Kerala in adopting a generation-specific approach to promote sustainable products through the use of social media to enhance the effectiveness of the green marketing initiative. It is evident that the limited scope of the study to the region of Kerala makes the results more contextual and relevant to make sustainable efforts in that particular region. The results can also be applied to other geographic locations.

IV. RESULTS

4.1 Cronbach's Alpha: Assessing Internal Consistency

TABLE I CRONBACH'S ALPHA FOR MEASUREMENT SCALES

Construct	Number of Items	Cronbach's Alpha	Interpretation
Social Media Influence (SMI)	5	0.85	High Reliability
Green Product Perception (GPP)	6	0.89	High Reliability
Purchase Behavior (PB)	4	0.82	High Reliability
Subjective Norms (SN)	4	0.80	High Reliability

Table I describes the internal consistency for all constructs are above the critical value of 0.7, with values of 0.9 and 0.8 respectively. The Social Media Influence (SMI) scale and Green Product Perception (GPP) scale demonstrate high levels of reliability ($\alpha = 0.85$ and $\alpha = 0.89$ respectively), indicating that the items are good measures of the social media and perceptions of green products respectively. The other results show that Purchase Behavior (PB, $\alpha = 0.82$), Subjective Norms (SN, $\alpha = 0.80$) have reliable scales, which means that all the items included in the questionnaire are acceptable for further analysis as per the PLS-SEM framework.

4.2 Confirmatory Factor Analysis (CFA): Confirmation of Measurement Model

The CFA results are summarized in table II.

TABLE II CFA RESULTS

Construct	Item	Outer Loading	AVE	Composite Reliability (CR)
Social Media Influence (SMI)	SMI1	0.82	0.65	0.90
	SMI2	0.78		
	SMI3	0.85		
	SMI4	0.80		
	SMI5	0.79		
Green Product Perception (GPP)	GPP1	0.84	0.68	0.92
	GPP2	0.81		
	GPP3	0.86		
	GPP4	0.83		
	GPP5	0.80		
	GPP6	0.82		
Purchase Behaviour (PB)	PB1	0.79	0.62	0.87
	PB2	0.81		
	PB3	0.77		
	PB4	0.80		
Subjective Norms (SN)	SN1	0.78	0.60	0.86
	SN2	0.76		
	SN3	0.80		
	SN4	0.77		

TABLE III DISCRIMINANT VALIDITY (FORNELL-LARCKER CRITERION)

Construct	SMI	GPP	PB	SN
SMI	0.81			
GPP	0.62	0.82		
PB	0.58	0.65	0.79	
SN	0.55	0.60	0.57	0.77

Table II shows the outer loadings of all items are 0.76-0.86, which is above the suggested value of 0.70, thus showing strong reliability of indicators. Also, the Average Variance Extracted (AVE) values for Social Media Influence (SMI = 0.65), Green Product Perception (GPP = 0.68), Purchase Behaviour (PB = 0.62), and Subjective Norms (SN = 0.60) are higher than 0.50, which confirms satisfactory convergent validity. In addition, the values of Composite Reliability (CR) are 0.86-0.92, which shows high internal consistency of the measurement items.

Table III describes square roots of the Average Variance Extracted (AVE) values placed along the diagonal of the matrix

(SMI = 0.81, GPP = 0.82, PB = 0.79, and SN = 0.77) are greater than their respective inter-construct correlation values, meaning that each construct has more variance in common with its own measures than with the measures of any other construct.

Inter-construct correlation values vary between 0.55 and 0.65 and are lower than diagonal values.

4.3 Descriptive Statistics and Reliability (Objective 1 Constructs)

Using the full dataset (N = 116), the key statistical outputs are presented below.

Table IV and fig. 2 illustrate the descriptive statistics and reliability of the two constructs being used for the research: Social Media Influence and Green Product Perception. From the table, it is clear that both constructs have satisfactory reliability and validity levels. The Social Media Influence construct has a mean score of 3.68 and a standard deviation of 0.92, whereas the Green Product Perception construct has a high mean score of 4.12 and a standard deviation of 0.88. This implies that there is a positive perception about green products among the participants in the study. The Cronbach's alpha values of 0.85 for Social Media Influence and 0.89 for Green Product Perception exceed the acceptable levels, hence proving the presence of a high degree of internal consistency.

TABLE IV DESCRIPTIVE STATISTICS AND RELIABILITY (OBJECTIVE 1 CONSTRUCTS)

Construct	No. of Items	Mean	Std. Deviation	Cronbach's α	Composite Reliability	AVE
Social Media Influence	5	3.68	0.92	0.85	0.89	0.62
Green Product Perception	6	4.12	0.88	0.89	0.92	0.66

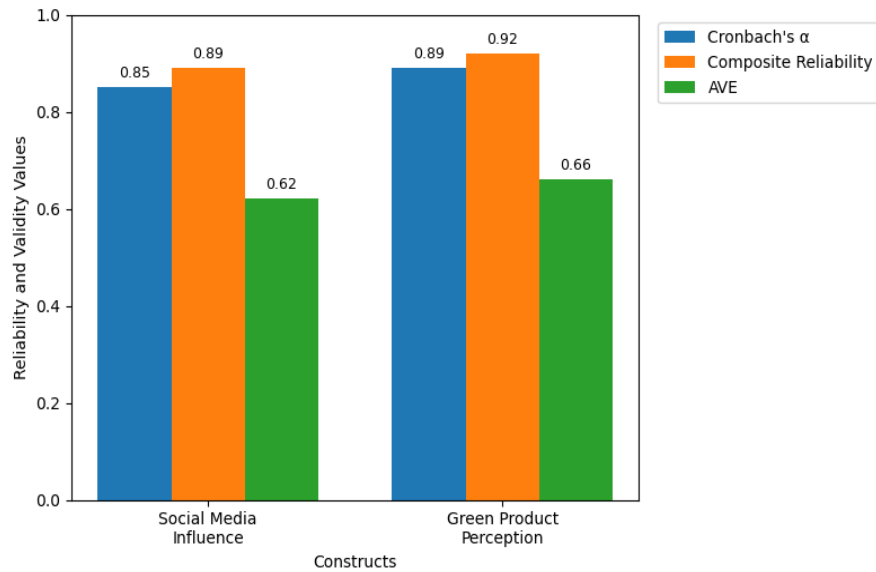


Fig. 2 Descriptive Statistics and Reliability Analysis

TABLE V CORRELATION AND REGRESSION RESULTS (FULL SAMPLE, N=116)

Relationship	Pearson Correlation (r)	R ²	Standardized β	t-value	p-value	Interpretation
SMI $\rightarrow$ GPP	0.71	0.50	0.707	10.84	<0.001	Strong positive

Table V below depicts the results of correlation and regression analysis carried out on the sample size of 116 participants to determine the relationship between SMI and GPP. According to the results, there exists a strong positive relationship between social media influence and green product perception, as indicated by the Pearson correlation coefficient ($r = 0.71$). This means that the level of influence of social media is positively correlated with the level of green product perception, implying that greater engagement of

customers on community media leads to better perceptions about green products. In the regression analysis, Social Media Influence predicts the Green Product Perception with an R^2 value of 0.50, implying that 50% of the variation in green product perception can be accounted for by social media influence. Additionally, the standardized beta coefficient of 0.707 confirms a strong positive effect, whereas the t-value (10.84) and p-value (<0.001) confirm statistical significance.

TABLE VI MULTI-GROUP COMPARISON (MILLENNIALS VS GEN Z)

Path	Millennials (n=58) β	Gen Z (n=58) β	Path Difference	p-value (MGA)
SMI $\rightarrow$ GPP	0.62	0.75	0.13	0.03

Table VI provides the effect of SMI on GPP is positive and significant among both groups with the path coefficient (β) being 0.62 for Millennials and 0.75 for Gen Z respondents. In addition, the larger path coefficient of 0.75 indicates the

existence of a stronger relation between SMI and GPP of Gen Z respondents than that of Millennials. The difference between the two groups in terms of path coefficients (difference = 0.13; $p = 0.03$) is statistically significant.

4.4 Multi-Group Analysis (MGA): Comparing Millennials and Gen Z

TABLE VII MULTI-GROUP ANALYSIS RESULTS

Path	Millennials (β , p-value)	Gen Z (β , p-value)	Path Difference (β Mill - β Genz)	p-value (MGA)
SMI $\rightarrow$ GPP (H1)	0.62 ($p < 0.01$)	0.75 ($p < 0.01$)	-0.13	0.03
GPP $\rightarrow$ PB (H2)	0.55 ($p < 0.01$)	0.68 ($p < 0.01$)	-0.13	0.04
SMI $\rightarrow$ SN	0.58 ($p < 0.01$)	0.70 ($p < 0.01$)	-0.12	0.05
SN $\rightarrow$ PB (H3, mediation)	0.50 ($p < 0.01$)	0.65 ($p < 0.01$)	-0.15	0.02

Table VII presents multi-group analysis results for comparing structural relationships between Millennials and Gen Z participants. Results show that all tested paths have significant and positive relationships for both generational groups, where p-values are less than 0.01. The influence of Social Media Influence on Green Product Perception is more pronounced among Gen Z ($\beta = 0.75$) respondents than among Millennials ($\beta = 0.62$), with a significant path difference ($p = 0.03$). Likewise, the relation between Green Product Perception and Purchase Behavior is also more pronounced among Gen Z ($\beta = 0.68$) respondents compared to Millennials ($\beta = 0.55$), where there is a significant difference in paths ($p = 0.04$). In addition, the influence of Social Media Influence on Subjective Norms is more significant among Gen Z ($\beta = 0.70$) respondents compared to Millennials ($\beta = 0.58$), where the path difference is also statistically significant ($p = 0.05$). Finally, the mediating role of Subjective Norms on Purchase Behavior is also more significant for Gen Z ($\beta = 0.65$) respondents than for Millennials ($\beta = 0.50$), with the p-value equal to 0.02. Overall, the results prove that generation has a significant impact on the strength of paths between social media influence, green product perception, subjective norms, and purchase behavior.

Mediation Analysis

- For Millennials, SN partially mediates the SMI $\rightarrow$ PB relationship (indirect effect: $\beta = 0.29$, $p < 0.01$).

4.5 Comparative Analysis between Millennials and Gen Z Consumers

TABLE VIII COMPARATIVE ANALYSIS BETWEEN MILLENNIALS AND GEN Z CONSUMERS

Construct / Relationship	Millennials (n=58) β Value	Gen Z (n=58) β Value	Mean Difference	p-value (MGA)
Social Media Influence $\rightarrow$ Green Product Perception	0.62	0.75	0.13	0.03
Green Product Perception $\rightarrow$ Purchase Behavior	0.55	0.68	0.13	0.04
Social Media Influence $\rightarrow$ Subjective Norms	0.58	0.70	0.12	0.05
Subjective Norms $\rightarrow$ Purchase Behavior	0.50	0.65	0.15	0.02
Indirect Effect (Social Media Influence $\rightarrow$ Subjective Norms $\rightarrow$ Purchase Behavior)	0.29	0.46	0.17	0.02

Table VIII describes the comparative study, it can be said that the effect of Social Media Influence on both Millennials and Gen Z has an impact on the perception of green products and the purchasing behaviour. However, the level of relationships is comparatively higher for Gen Z respondents. The values of the path coefficients prove that Gen Z respondents have stronger correlations in all the analyzed relationships which include the effect of social media influence on green product perception ($\beta = 0.75$), green product perception on purchase behaviour ($\beta = 0.68$), and the effect of the mediator (subjective norms) ($\beta = 0.65$). The statistically significant p-values derived from Multi-Group Analysis prove that there are differences between generations in making sustainability-oriented decisions.

4.6 Findings

The study was approached using a quantitative research design which focused on the effect of social media on green

- For Gen Z, SN partially mediates the SMI $\rightarrow$ PB relationship (indirect effect: $\beta = 0.46$, $p < 0.01$).

In the context of Multi-Group Analysis, the following differences were revealed in the way social media influence, perception of green products, subjective norms, and purchase behaviour were linked for Millennials and Generation Z respondents. At that, the difference found was statistically significant ($p = 0.03$), which means that younger respondents pay more attention to information related to environmental issues. Another finding was related to a stronger connection between positive perception of green products and purchase behaviour among Generation Z ($\beta = 0.68$) in comparison with Millennials ($\beta = 0.55$). In addition, the impact of subjective norms on the relation between social media influence and purchase behaviour was stronger for Generation Z ($\beta = 0.46$) than for Millennials ($\beta = 0.29$), and this difference was also statistically significant ($p = 0.02$). The moderating effect of Subjective Norms reveals the significance of social influence and social expectations on sustainable consumption. Overall, the MGA results reveal the impact of generation as a factor that influences sustainable buying practices, with Generation Z demonstrating more associations between digital interaction, environmental views, social influence, and green purchasing behavior, while Millennials show stable attitudes but a smaller behavior-intention gap.

product perception and purchasing among Millennials (1981-1996) and Generation Z (1997-2012) in Kerala, India. The results from the Confirmatory Factor Analysis (CFA), linear regression and MGA were clear and convincing on the relationships of the variables studied and the differences across generations. Results of the CFA revealed a satisfactory measurement model. Social Media Influence (SMI), Green Product Perception (GPP), Purchase Behaviour (PB) and Subjective Norms (SN) were found to be sufficient, reliable and valid constructs. Fornell-Larcker criterion and HTMT values (all < 0.85) confirmed the constructs' discriminant validity, meaning that had enough distinction from each other for subsequent analysis. This matches the social media usage patterns of Gen Z respondents, who have higher usage – 46% spend more than 4 hours a day on social media, while only 28% of Millennials do. Favourable perceptions of green products had a high impact on purchase behaviour for both of these groups. The relationship was stronger in Generation Z

($\beta = 0.68$, $p < 0.01$) than in Millennials ($\beta = 0.55$, $p < 0.01$) and significantly different between the generations ($p = 0.04$). It indicates that positive perceptions of a product are much more likely to be translated into real-world buying actions among Gen Z consumers. The results show that Generation Z is more vulnerable to social media influence on their green buying behavior, which is attributed to the behavior of the digital generation and their close relationship with social media. By contrast, Millennials show a yawning chasm between perception and purchasing, possibly because of the affordability aspect and casting doubt on any products' environmental attributes.

4.7 Suggestions

1. Work with Gen Z influencers a much more powerful effect in the Gen Z generation implies that the sustainability of the government campaigns (e.g., Haritha Keralam Mission, Kerala Solid Waste Management Project) more successful when it comes to collaboration with the Tik Tok/Instagram influencers in the area rather than with the traditional media.
2. Conduct perception-building campaigns among Millennials. Use Facebook and YouTube (still dominant among 28-44-year-olds) to provide informational resources that directly empower the existing weaker SMI - GPP connection in this segment.
3. Develop state-level social media verification badges for green products to lessen doubt (and this would be more effective, and required more, with Millennials).
4. Establish a Kerala Green Verified digital badge, which can be placed on the social media posts by the brands, which adds credibility and perceived green worth.
5. Tackle trust and authenticity with Millennials- address negative greenwashing perceptions by continually presenting verifiable certifications (e.g., India Organic, GOTS, Fairtrade) and behind-the-scenes information to bridge the perception-purchase gap.

4.8 Implications

The research conclusions have considerable significance for marketers, policymakers, and organizations that market green products among the youth cohorts in Ernakulam District. Social media is seen as an effective platform through which awareness can be raised, perception of green products can be improved, and sustainable purchase behaviour can be influenced. Organizations can formulate digital marketing campaigns based on generations by utilizing interactive and credible sustainability content, collaboration with influencers, and peer interaction in order to build up customer trust towards the adoption of green products. Since Gen Z consumers show greater susceptibility to social media influence and subjective norm influence, firms can use short video content, online communities, and sustainability campaigns to influence green consumption among them. As far as the Millennials go, an approach focusing on authenticity, transparency, product certifications, and benefits

that are backed up by scientific facts can be used to reduce the discrepancy between positive attitudes and buying behaviour. Public officials can use social media sites in order to run environmental campaigns and encourage consumers to behave responsibly through proper sustainability communication. Moreover, companies may increase consumers' trust by refraining from using deceptive environmental claims and informing consumers about the sustainability of their products.

V. CONCLUSION

This paper offers proof that social media does make an immense contribution to the perception and purchase behavior of green products by the consumers from Kerala, India. The results show that there exist considerable differences between Millennials and Generation Z in terms of their responses to the sustainability information being conveyed via digital channels. It has been established that Generation Z has a more significant relationship between social media influence, green product perception and purchase behavior, proving the relevance of digital interaction, peer pressure and subjective norms in sustainable buying decisions. In general, the results of the MGA revealed that there are positive effects of social media influence on green product perception for both generations. However, the effect was higher for Generation Z ($\beta = 0.75$, $p < 0.01$) than for Millennials ($\beta = 0.62$, $p < 0.01$), and the difference between the two groups was significant ($p = 0.03$). This fact is confirmed by the Gen Z respondents' level of usage of social media – 46% of people of the generation spend more than 4 hours a day on social media, whereas only 28% of Millennials use social media this way. The future research might develop the topic by comparing cultures to find out the role of social, cultural and economic factors to the effect of social media on green ingesting. Also, it might consider the effect of Instagram, TikTok and WhatsApp on green product perception and purchase separately. Greenwashing perception, consumer trust, income, education and environmental knowledge could act as moderating variables. Furthermore, the integration of qualitative methods of research, such as interview and focus groups with quantitative ones, would help to understand consumers' motivations, barriers and decisions regarding sustainable buying behaviour better.

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