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Social Media Marketing, Green Consumption Values, and Brand Image: Two Pathways to Repurchase Intention among Indian Online Green Product Consumers

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Abstract

The market of green products in India has developed dynamically, but most of the customers buy once, with no intention of returning. This paper discusses two routes in which Social Media Marketing Activities (SMMA) have an influence on Repurchase Intention (RI): via Green Consumption Values (GCV) and via Green Brand Image (BI). Pearson correlation and multiple regression were used to analyse a quantitative survey of 130 valid respondents. All the four hypotheses were accepted such that SMMA has a positive positive relationship with GCV (with a 0.41 significant value) and BI (with a 0.51 significant value). The greatest source of the repurchase loyalty is Green Brand Image. The results verify that the commercial value of SMMA is in activating environmental values and brand recognition as opposed to direct persuasion.

Keywords: the activity of social media marketing; the values of green consumption; the intention of repurchase; the brand image; India.

1. Introduction

The market of green products has been growing significantly over the last decade in India, with a rise in health conscience, access to digital products at affordable prices due to so-called Jio Effect and rise of direct-to-consumer (D2C) green brands, such as Mamaearth and WOW Skin Science (Ghosh, 2024; Rukam Capital, 2024). Instagram, and other social media, are now the two predominant channels through which Indian consumers encounter and transact these brands (Begum & Kalpana, 2025). However, one problematic business issue persists: social media marketing produces one purchase but does not always turn the trial customers into loyal and repeat customers (Yadav and Pathak, 2016).

Repurchase Intention, defined as the intentional promise of a consumer to make a repurchase was under-explored within the Indian online context, though the initial purchase intention and the offline behaviour has been well researched within the Indian online context (Hu et al., 2024). Also, although SMMA is commonly evaluated as an aspect of purchasing drivers, little has been studied concurrently about the internal psychological processes by which it develops loyalty. the two gaps are bridged in this study, which examines two theoretically-based media-tive pathways:

Pathway 1: SMMA NC Values of Green Consumption (GCV) NC Repurchase Intention.

Pathway 2: SMMA → Green Brand Image (BI) → Repurchase Intention

The data of 130 Indian online green product consumers locally test four hypotheses and will contribute to the green marketing literature by proving that the loyalty-building role of SMMA acts through the values activation and a brand trust instead of direct persuasion.

2. Review of the Literature and Developing the Hypothesis.

Social Media Marketing Activities (SMMA) include the marketing activities brands undertake on digital platforms, namely, the creation of content, collaboration with an influencer, community interactions, and target advertising (Hu et al., 2024). To the consumers in India, the main platform of brand exploration and product testing is social media to GenZ and Millennial consumers in India (Begum and Kalpana, 2025). According to the literature, one of the significant roles of SMMA as edutainment is content that educates consumers about the safety of ingredients and their certifications and environmental effects and at the same time engages them (Paul et al., 2016). More than creating awareness, SMMA is a brain stimulus, which arouses the latent internal states - environmental values and brand perceptions - that subsequently drive buying behaviour (Hu et al., 2024).

The beliefs (identity linked and environmental) held by consumers regarding sustainability and environmental protection and the ways these beliefs guide purchase decisions are known as **Green Consumption Values (GCV)** (Haws et al., 2014). Studies validate that GCV tend to be dormant (latent) in terms of being held in principle but not necessarily realized through whatever someone needs to do to make a purchase in everyday life (Hu et al., 2024). When the content posted on social media faces health risks of the traditional products or presents sustainable options, the salience of the environment values of the consumers is raised and they become a direct driver of purchase behaviour efforts (Amin and Tarun, 2021). Consumers who identify themselves with green purchase experience Cognitive Dissonance when their purchasing contradicts the identity triggering a consistent repurchase of green products (Amin & Tarun, 2021). Even more recently, repurchase behaviour, prior studies confirm GCV as a important predictor of green purchase intention (Haws et al., 2014) and, via repurchase behaviour, repurchase intention (Hu et al., 2024). This leads to:

H1: There is a positive effect of SMMA on Green Consumption Values.

H2: Green Consumption Values have a positive and significant impact on Repurchase Intention.

Green Brand Image (BI) refers to the overall consumer perception of how a brand is environmentally credible, sustainable in its practices and practices as real (Chen, 2010). Credence qualities of a product in the market of green products include attributes like 'organic' and cruelty-free, among others (Leonidou and Skarmas, 2017). The role of brand image, in this situation of information asymmetry, will be to serve as the primary signal of trust which will direct the consumer to make his or her repurchase decision (Berger, 2019). The creation of Green Brand Image over time is achieved through consistent and transparent social media communication, including displaying certifications, the source of ingredients, and manufacturing standards (Hu et al., 2024). Consumers lose trust in the brands that have used greenwashing as the marketing strategy, which results in the rapid and often irreparable damage to the image that is so widespread (Jog & Singhal, 2024). Some studies confirm that the effect of Green Brand Image as a strong predictor of Repurchase Intention (Chen, 2010; Nekmahmud et al., 2022; Hu et al., 2024) is confirmed. This leads to:

H3: SMMA positively influences Green Brand Image.

H4: Green Brand Image has positive effects on Repurchase Intention.

The researchers use the Stimulus-Organism-Response (S-O-R) model, where SMMA is considered the external stimulus, GCV and BI are the internal states of the organism, and RI is the behavioural response. The Theory of Planned Behaviour (Ajzen, 1991) offers further grounds: GCV influences the attitude towards repurchasing, SMMA-driven engagement with a community shapes subjective norms, and BI reduces the uncertainty level to promote the perception of control over behaviour.

3. Research Methodology

Quantitative cross-sectional survey was the type of design used. A structured questionnaire in terms of five-point Likert scales (1 = Strongly Disagree, 5 = Strongly Agree) was administered through Google Forms via WhatsApp and Instagram Stories. The respondents were filtered to only those who had purchased a green product online in the last six months. Out of 170 total responses received, 130 usable, complete responses were retained to be analyzed (76.5% usability rate) - sufficient to power the regression analyses done. Validated scales of the existing literature were used to measure all the constructs (Table 1). The analysis was accomplished with the help of the IBM SPSS: descriptive statistics, Cronbachs Alpha reliability test, Pearson correlation and multiple linear regression.

Table 1: Construct Measurement

Construct	Items	α	Source
Social Media Marketing Activities (SMMA)	4	0.771	Hu et al. (2024)
Green Consumption Values (GCV)	4	0.812	Haws et al. (2014)
Green Brand Image (BI)	3	0.784	Chen (2010)
Repurchase Intention (RI)	4	0.805	Yadav & Pathak (2016)

4. Results

The sample size (n=130) was comprised of 61.5% female and 98.5% aged 18-24, 82.3% discovered the presence of green brands through Instagram. The most popular are natural personal care products (46.9%) and organic food (38.5) - a health-oriented profile, which is consistent with the Indian green consumption literature (Le, 2024).

Construct	Mean	SD	1	2	3	4
1. SMMA	3.41	0.77	—			
2. GCV	3.78	0.83	0.413**	—		
3. BI	3.53	0.66	0.512**	0.489**	—	
4. RI	3.68	0.67	0.276**	0.521**	0.587**	—

Table 2: Descriptive Statistics and Pearson Correlations (n = 130)

** $p < 0.01$ (2-tailed). All Cronbach's $\alpha > 0.77$ (see Table 1).

All of the correlations are positive and significant ($p < 0.01$). BI is most strongly bivariate correlated with RI ($r = 0.587$), then GCV ($r = 0.521$). The low value of direct SMMA-RI correlation ($r = 0.276$) indicates that SMMA will work mainly through GCV and BI as opposed to a direct effect- according to the proposed mediated pathways.

Table 3: Regression Results - Hypothesis Testing

Model	DV	Predictor	β	R ²	F	Result
1a	GCV	SMMA	0.413	0.171	26.60**	H1: Supported
1b	RI	GCV	0.521	0.272	47.39**	H2: Supported
2a	BI	SMMA	0.512	0.262	43.99**	H3: Supported
2b	RI	BI	0.587	0.344	64.30**	H4: Supported

** $p < 0.001$. β = standardised coefficient. All VIF < 2.0.

All the four hypotheses are corroborated. SMMA positively predicts GCV (H1: $\beta = 0.413$, $R^2 = 0.171$) and BI (H3: $\beta = 0.512$, $R^2 = 0.262$). GCV positively predicts RI (H2: $\beta = 0.521$, $R^2 = 0.272$). The highest positive effect on the model is BI (H4: $\beta = 0.587$, $R^2 = 0.344$) - the single highest effect in the model. Both of the two pathways are operational; the trust-based pathway (SMMA $\rightarrow$ BI $\rightarrow$ RI) is used to explain a larger amount of variance in RI, than the values-based pathway (SMMA $\rightarrow$ GCV $\rightarrow$ RI).

5. Discussion

Confirmation of H1, H2, leads to creation of values-activation pathway. SMMA explains 17.1% of the variance of GCV, and, GCV, explains 27.2% of the variance of RI. This underscores the fact that the content of the social media converts latent environmental values of the Indian consumers not by creating new values, but through the widow effect of raising the salience of the already preexisting values. These values, not in general planetary interest, but in direct personal and familial health interest, are most likely to be successful in the Indian context (Le, 2024): content about pesticide residues, toxic synthetic ingredients and chemical exposure appeal because they are responsive to immediate personal and family direct health care rather than abstract appeals to environmental concerns. When triggered, these identity-contained values would create consistent fortification drive via Cognitive Dissonance reduction (Amin and Tarun, 2021).

The rejection of H3 and H4 proves the pathway of the trust building as functioning and even stronger. There is an explanation of 26.2% of the variance of BI and 34.4% explanation of variance of RI. The leading factor in the repurchase commitment is the Green Brand Image which, according to Berger (2019), is consistent with the Signaling Theory and the quality of credence nature of green product markets. Indian buyers of organic foods or personal care products, which are free of chemicals, are unable to check themselves whether products meet their promises or not. Trust of the brand: the foundation of trusting to repurchase a product is therefore brand trust which is built through consistency, openness and authentication of social media communications. The frailty of such trust as it is being documented by Jog and Singhal (2024) in their research about the harm of greenwashing, reminds us of the importance of authentic brand communication being more significant than the amount of marketing.

Together, the results are affirming: the business value of SMMA is an indirect one: it triggers the values and creates trust, both of which, in turn, are key catalysts of repurchase loyalty. This keeps Hu et al. (2024) as it demonstrates that not only a values-based but also a trust-based pathway occurs simultaneously within the Indian online green product setting, with the explanatory power of a trust-based pathway being stronger.

6. Conclusion, Limitations and Future research.

The paper analyzed two mediated relationships between SMMA and Repurchase Intention towards the green product by the Indian online consumers. Both routes - through Green Con-

sumption Values and through Green Brand Image are both empirically established and statistically sound. Green Brand Image predicts best the repurchase loyalty ($0.587 = 0.344$), which supports the view that trust is the basis of repurchase loyalty in green product markets. To the practitioners, the implications are straightforward; invest in educational content that triggers the environmental values of consumers and invest in transparent, verifiable communication which builds a credibility in the brand amongst the consumers. True authenticity is more important in comparison with marketing volume.

It should be noted that there are three limitations. First, the sample is highly focused in 18-24 group (98.5 percent), restricting made generalisation to older consumers. Second, the type of cross-sectional design is insufficient to conclude whether Repurchase Intention transduces into actual habitual buying behaviour, over time. Third, the factor is not in the model, which includes factors like price sensitivity, and the quality of products. Longitudinal study design, probability sampling using demographic variables and Structural Equation Modelling should be used in future studies to test full mediation in a formal way. The category-specific studies, which would investigate the existence of the two pathways with different relative strength in the area of baby care, organic food and sustainable fashion, would also result in more operational strategic advice.

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