

Social Media Green Messaging and Its Impact on Eco-Friendly Baby Products Purchase Behaviour Among Gen Z Mothers

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ABSTRACT

Sustainability has become a mainstream expectation in family-centered markets, particularly in baby products where health, safety, and parental responsibility are paramount. Gen Z mothers, as digitally savvy and socially conscious consumers, are highly influenced by social media platforms that promote eco-friendly choices through green messaging. This study investigates the impact of social media green messaging on the purchase behaviour of eco-friendly baby products among Gen Z mothers in Chennai city. Using a quantitative research design, data were collected from 150 respondents through a structured questionnaire and analyzed with percentage and regression techniques. The findings reveal that influencer attributes such as credibility, message clarity, engagement, authenticity, and attractiveness significantly shape mothers' sustainable habits and green purchase behaviour. The regression model demonstrated a strong explanatory power confirming that social media green messaging has a substantial positive effect on eco-friendly baby product purchases. The study contributes to bridging the gap between sustainability communication and consumer action, offering insights for marketers, policymakers, and educators to design effective digital campaigns that not only raise awareness but also drive responsible consumption among young mothers.

Keywords: Social Media Green Messaging, Eco-Friendly Baby Products, Gen Z Mothers.

INTRODUCTION

In recent years, sustainability has moved from being a niche concern to a mainstream expectation, especially in markets tied to family and child care. Baby products, in particular, carry strong emotional weight because they are directly connected to health, safety, and parental responsibility. Among today's parents, Gen Z mothers stand out as a group that is both digitally savvy and socially conscious. They are not only looking for products that meet practical needs but also align with their values around environmental care and ethical consumption.

Social media plays a central role in shaping how these mothers discover, evaluate, and choose eco-friendly products. Through green messaging—posts, campaigns, and influencer content that highlight sustainability—brands are able to connect with this audience on a deeper level. These messages often combine emotional appeal with trust-building cues, encouraging mothers to see eco-friendly options as both responsible and desirable. While research has explored green consumer behavior in general, there is still limited understanding of how social media messaging specifically influences the choices of Gen Z mothers when it comes to baby products.

This study aims to fill that gap by examining how social media green messaging affects the purchase behavior of eco-friendly baby products among Gen Z mothers. It looks at the interplay between values, trust, and digital communication, offering insights that can help both academics and marketers understand how sustainability narratives translate into real-world consumer decisions.

Statement Of The Problem

Sustainability has become a pressing concern across industries, and eco-friendly baby products are gaining attention because they directly affect child health and parental responsibility.

Gen Z mothers, who are highly active on social media and often motivated by environmental values, represent a unique consumer group. They are constantly exposed to green messaging—campaigns, influencer endorsements, and brand narratives that highlight eco-conscious choices. However, despite this exposure, there is still uncertainty about how these messages actually influence their purchasing behavior.

Most existing studies on green consumerism focus broadly on environmental attitudes or general product categories, leaving a gap in understanding the specific link between social media communication and eco-friendly baby product purchases among Gen Z mothers. Without clarity on this relationship, brands risk creating campaigns that raise awareness but fail to drive real buying decisions. This lack of insight also limits policymakers and educators who aim to encourage sustainable consumption in family-centered markets.

Therefore, the problem lies in the insufficient knowledge of how social media green messaging shapes the purchase behavior of eco-friendly baby products among Gen Z mothers. Addressing this issue is essential to bridge the gap between sustainability communication and consumer action, ensuring that digital campaigns not only inform but also inspire meaningful change in consumption patterns.

LITERATURE REVIEW

Fontes, et al., (2021) in their paper “The influence of ecological concern on green purchase behavior” (DOI: 10.2478/mmcks-2021-0015) aimed to examine how ecological concern, inward and outward environmental attitudes, environmental behavior, and purchase intention act as antecedents of green purchase behavior, while also analyzing gender differences. Grounded in the Theory of Planned Behavior (Ajzen, 1991), the study employed an online survey of 530 Portuguese respondents and analyzed data using Structural Equation Modelling–Partial Least Squares (SEM-PLS) along with t-tests. Findings revealed that ecological concern, environmental attitudes, environmental behavior, and purchase intention are strong predictors of GPB, with women scoring higher than men across all variables, confirming their stronger environmental orientation. Limitations include the cultural specificity of Portuguese consumers and reliance on self-reported survey data.

Hermanto, et al., (2024) in their paper “Can green attitude complement the influence of green marketing on green purchase intention for fast food products?” investigated whether consumers’ green attitudes strengthen the effect of green marketing on purchase intention for eco-friendly fast-food products. Anchored in the Theory of Planned Behavior (Ajzen, 1991), the study employed a quantitative survey of 500 respondents from East Java who had purchased fast food, analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS, alongside validity, reliability, and normality tests. Findings revealed that green promotion, product, and place significantly enhance purchase intention, while green price plays a lesser role; moreover, green attitude complements green marketing by positively shaping consumer willingness to buy eco-friendly fast food. Limitations include the regional scope (East Java) and reliance on non-probability sampling, which restricts generalizability.

Hoffmann et al. (2025), How Attractive Is Sustainability in Products: A Systematic Review About Eye-Tracking Studies on Sustainability Labels - The study’s objective was to synthesize findings from eye-tracking research on eco-labels and their influence on consumer attention and choice behavior. Drawing on theories of visual attention and consumer decision-making, the authors systematically reviewed 51 papers (52 studies, 2010–2024)

using PRISMA guidelines. Methodologies included both remote and mobile eye-tracking, analyzing fixation counts, durations, saccades, and areas of interest across product packaging and labels. Statistical tools varied but included descriptive and inferential analyses, with quality assessed via the Joanna Briggs Institute checklist. Findings showed that sustainability labels (organic, carbon footprint, energy, local origin, etc.) do attract visual attention and can influence willingness to pay and choice, though results are fragmented and often lack ecological validity. Limitations include overreliance on screen-based stimuli, small samples, and limited real-world shopping contexts.

Hossain et al. (2025), The Influence of Celebrity Credibility, Attractiveness, and Social Media Influence on Trustworthiness, Perceived Quality, and Purchase Intention for Natural Beauty Care Products — The study aimed to examine how celebrity credibility, attractiveness, and social media influence shape consumer trust, perceived quality, and purchase intention for natural beauty products. Grounded in the Stimulus-Organism-Response (SOR) Model, Theory of Planned Behavior (TPB), Source Credibility Theory (SCT), and Elaboration Likelihood Model (ELM), the authors used Partial Least Squares Structural Equation Modeling (PLS-SEM) to test their framework. Data were collected from social media users engaging with natural beauty care products. Findings revealed that celebrity credibility had the strongest effect on trustworthiness, followed by attractiveness and social media influence; trustworthiness and social media influence significantly impacted perceived quality, which in turn drove purchase intention. Limitations include reliance on self-reported survey data, focus on one product category, and lack of cross-cultural validation.

Khalfallah & Keller (2025), Authenticity, Ethics, and Transparency in Virtual Influencer Marketing: A Cross-Cultural Analysis of Consumer Trust and Engagement — The study's objective was to synthesize global research on virtual influencers (AI-generated personas) and their impact on consumer trust, engagement, and ethical concerns. Drawing on social presence theory, para-social interaction, Uncanny Valley theory, and AI ethics frameworks, the authors conducted a systematic literature review of 51 studies (2020–2025) using PRISMA guidelines, keyword co-occurrence analysis (VOSviewer), and cross-disciplinary perspectives. They proposed the Virtual Influencer Trust and Engagement Model (VITEM), which links authenticity, disclosure transparency, and cultural context to consumer trust and engagement. Findings showed that while virtual influencers can enhance brand engagement, concerns about authenticity, transparency, cultural sensitivity, and consumer deception limit their effectiveness. Limitations include reliance on secondary literature, fragmented empirical evidence, and uneven cultural/regulatory coverage.

Campagna, Donthu & Yoo (2022), Brand Authenticity: Literature Review, Comprehensive Definition, and an Amalgamated Scale — The study's objective was to consolidate fragmented definitions and scales of brand authenticity into a comprehensive framework and measurement tool. Drawing on consumer-based authenticity theories, indexical vs. iconic authenticity, and existential perspectives, the authors conducted an extensive literature review of over 25 years of research. Their methodology involved synthesizing prior conceptual and empirical studies, comparing definitions, and integrating dimensions such as heritage, continuity, credibility, integrity, originality, and symbolism into an amalgamated scale. Findings emphasized that authenticity is multidimensional, evolving with cultural and social contexts, and strongly linked to consumer trust, loyalty, and brand equity. Limitations include reliance on secondary literature, lack of cross-industry empirical validation, and potential cultural bias in existing scales.

Ananda, Putra & Pasaribu (2025), Virtual Influencers, Real Impact: A Narrative Review on Credibility, Generational Trust, and Purchase Intention in Digital Marketing — The study's objective was to synthesize literature on influencer marketing, focusing on credibility dimensions (trustworthiness, expertise, attractiveness, authenticity, consistency), parasocial relationships, generational differences, and the role of virtual influencers. Grounded in Source Credibility Theory, Parasocial Interaction Theory, Theory of Planned Behavior, and the Stimulus-Organism-Response (SOR) framework, the authors employed a narrative review methodology using Scopus, Web of Science, Google Scholar, and bibliometric tools (VOSviewer, CitNetExplorer). Findings showed that influencer credibility strongly predicts trust and purchase intention, parasocial bonds mediate brand loyalty, Gen Z responds more to emotional/visual content while Millennials value expertise, and virtual influencers offer consistent branding but face authenticity challenges. Limitations include reliance on secondary literature, lack of empirical testing, and fragmented integration of credibility dimensions across cultures.

Jamal, Othman, Saleh, Nurhana & Rohmah (2021), Evaluating Information Credibility Toward Green Marketing in Indonesia — The study's objective was to examine how information credibility influences brand trust in the context of green marketing. Drawing on Elaboration Likelihood Model (ELM) and Technology Acceptance perspectives, the authors tested six variables (credible source, social endorsement, negative comment, website interactivity, medium transparency, and argument strength). Using Structural Equation Modeling (SEM) with AMOS and System Dynamics simulation (Powers) on 400 consumer questionnaires from the Indonesian real estate sector, they found five variables significantly supported information credibility, which in turn strengthened brand trust. Findings emphasized that credible sources, endorsements, transparency, and strong arguments enhance trust, while negative comments weaken it. Limitations include the focus on one industry (real estate), single-country sample, and reliance on survey data without longitudinal validation.

Setiawan, Wibisono & Purwanegard (2022), Defining Event Marketing as Engagement-Driven Marketing Communication — The study's objective was to reconceptualize event marketing beyond promotion, focusing on engagement-driven communication that builds consumer-brand relationships. Drawing on experiential marketing, customer engagement theory, value co-creation, and network management perspectives, the authors conducted a systematic literature review of 40 empirical studies (2010–2020, Scopus database). They analyzed event types (sports, festivals, concerts, trade shows, meetings) and attendee outcomes (purchase intention, visit intention, word-of-mouth, loyalty, brand equity). Findings emphasized that attendee engagement is shaped by event content, involvement, brand-event congruency, and experiential interaction, which in turn drive loyalty and purchase behavior. Limitations include reliance on secondary literature, lack of longitudinal studies, and limited integration of engagement constructs across diverse event contexts.

Allal-Chérif, Puertas & Carracedo (2023), Intelligent Influence: How AI-Powered Virtual Influencers Outperform Human Influencers — The study's objective was to analyze why AI-driven virtual influencers are increasingly favoured by brands and how they compare to human influencers in terms of engagement, authenticity, and risk management. Grounded in storytelling theory, parasocial interaction, and uncanny valley considerations, the authors used a mixed qualitative methodology: three retail case studies in Brazil and 16 expert interviews. Findings revealed that virtual influencers' lack of human fallibility is an advantage (no scandals, no aging, no reputational risks), their storylines matter more than appearance in driving engagement, and they often appear more authentic than human influencers because audiences know they are fictional yet still connect with them. They also deliver higher engagement rates (up to three times more than human influencers) and allow brands full creative control. Limitations include the focus on Brazilian retail, qualitative scope, and evolving consumer perceptions across cultures.

Volkmar, Fischer & Reinecke (2022), Artificial Intelligence and Machine Learning: Exploring Drivers, Barriers, and Future Developments in Marketing Management — The study's objective was to investigate how marketing managers can effectively adopt AI and ML, identifying both drivers and barriers. Grounded in AI capability frameworks, decision-making theory, and ethics in technology adoption, the authors used a mixed-methods approach: a two-round Delphi study with experts, a quantitative survey of marketing managers, and two focus groups. Their framework linked AI methods (esp. ML) → AI capabilities (understanding, reasoning, learning) → AI applications (personalization, automation, decision support). Findings highlighted three domains: (1) Culture, strategy, and implementation — organizational readiness and trust in AI are critical; (2) Decision-making and ethics — transparency, explainability, and bias mitigation are essential; (3) Customer management — personalization must balance privacy concerns. Limitations include reliance on expert consensus and managerial perceptions rather than large-scale empirical testing, and the study's focus on European contexts.

Nordin & Ravald (2023), The Making of Marketing Decisions in Modern Marketing Environments -The study's objective was to understand how marketing managers make decisions in today's volatile, complex, and data-intensive environments. Grounded in Naturalistic Decision-Making (NDM) and the situated perspective on cognition and action, the authors conducted a qualitative study of 15 companies in Sweden and Finland, using semi-structured interviews, workshops, and abductive thematic analysis. Findings revealed three key characteristics of modern marketing decision-making, summarized in the AIR model: Agility (rapid adaptation to environmental volatility), Inventiveness (creative problem-solving under uncertainty), and Reflexiveness

(continuous reassessment and learning from actions). Managers often rely on heuristics, intuition, and situated cognition rather than purely analytical models. Limitations include the regional sample, qualitative scope, and lack of quantitative validation across industries.

Ahmed, Streimikiene, Qadir and Streimikis (2023) in their paper *Effect of Green Marketing Mix, Green Customer Value, and Attitude on Green Purchase Intention: Evidence from the USA* aimed to study how customer attitudes, perceived value, and the green marketing mix (product, packaging, price, promotion, and place) influence consumers' intention to buy eco-friendly products. The study was grounded in the Theory of Planned Behavior (TPB), Attitude-Behavior Context (ABC) theory, and Signaling theory. Using a survey of 896 U.S. consumers familiar with green products, the authors applied Structural Equation Modeling (SEM) with SPSS 26, AMOS 26, and conditional process modeling to analyze the data. The findings revealed that positive attitudes, strong customer value, and a well-executed green marketing mix significantly increase green purchase intention. Psychological benefits such as self-expression, warm glow, and nature experience acted as mediators, while green advertising and word-of-mouth strengthened the relationships as moderators. The study was limited to U.S. urban consumers, relied on self-reported survey data, and lacked longitudinal or cross-cultural validation.

Maziriri (2020) in *Green Packaging and Green Advertising as Precursors of Competitive Advantage and Business Performance among SMEs in South Africa* examined how eco-friendly packaging and advertising help SMEs gain competitiveness and improve performance. Grounded in the Natural Resource-Based View (NRBV) theory, the study used a quantitative survey of marketing managers in Gauteng SMEs, analyzed with SPSS 25 and AMOS 25 SEM. Results showed that both green packaging and advertising positively influence competitive advantage, which boosts business performance. The study emphasized that sustainable practices can strengthen profitability, though it was limited to one province, relied on self-reported data, and used subjective performance measures.

Fischer (2024) in *The Power of Clarity: Understanding How the Effective Use of Data Storytelling Can Improve the Decision-Making Process* examined how poor communication often blocks companies from turning analytics into action. The study reviewed existing literature and proposed a framework showing how data storytelling—structuring insights into clear, engaging narratives—can improve decision-making, customer engagement, and innovation. Findings stressed that storytelling helps overcome complexity and cultural resistance, making data more persuasive and actionable. The work is conceptual, with no statistical testing, and its limitation lies in relying on secondary sources rather than empirical evidence.

Jusuf (2024) in *Integrated Marketing: A Powerful Strategy for Increasing Brand Awareness* explored how integrated marketing strategies strengthen brand awareness and consumer engagement in competitive markets. The study's objective was to analyze the effectiveness of consistent messaging across multiple communication channels. Grounded in integrated marketing communication theory, the research used a qualitative approach with in-depth interviews and case study analysis, supported by content analysis of secondary data. Findings showed that integrated marketing improves productivity, expands audience reach, reduces costs, and builds consumer trust by ensuring message consistency. The study emphasized that integrated marketing helps businesses differentiate themselves, foster loyalty, and achieve sustainable growth. Limitations include reliance on qualitative data and secondary sources, without large-scale quantitative testing.

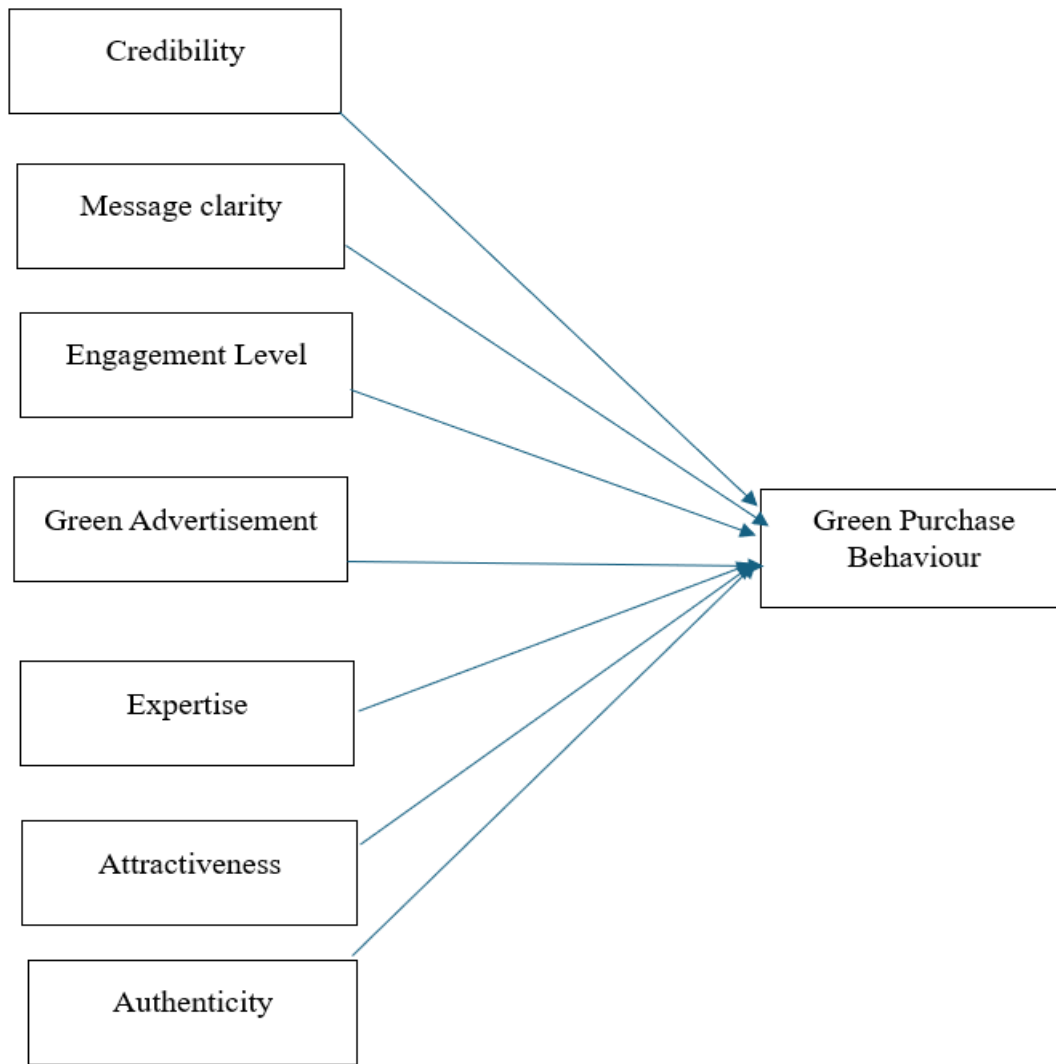
Research Objectives

To analyse the impact of social media green messaging on the eco-friendly baby products purchase behaviour among Gen Z mothers in Chennai city.

Hypotheses

H1: Social media green messaging has a significant positive impact on the eco-friendly baby products purchase behaviour among Gen Z mothers in Chennai city.

CONCEPTUAL FRAME WORK



RESEARCH METHODOLOGY

The research methodology adopted for this study is Quantitative research. Data was collected from 150 respondents using a purposive sampling technique to ensure that the selected sample is relevant to the research objectives. The study aims to identify the influence of social media influencer attributes on green purchase behaviour among consumers in Chennai city. Data collection was carried out with the help of a well-structured questionnaire consisting of three sections – first Section covers the personal details of respondents, Second Section focuses on influencer attributes, and third Section explores consumer green purchase behaviour. The collected data was processed using MS Excel and SPSS. To analyse the outcomes with reference to the objectives and hypotheses, the study employed Percentage Analysis, Regression Analysis as the key statistical techniques.

Data Analysis And Interpretation

Table 1 showing demographic profile of the respondents

Variable	Category	Percent
Age	18–22 years	14.0
	23–26 years	35.3
	27-29 years	50.7
Marital status	Married	86.0
	Single mother	14.0

Number of children	1	52.7
	2	45.3
	3 or more	2.0
Age of child	0-1 Year	31.3
	1-3 Year	40.0
	3-5 Year	28.7
Education Level	Higher Secondary	14.0
	Undergraduate	26.0
	Postgraduate	46.0
	Others	14.0
Occupation	Homemaker	29.3
	Employed (Private)	34.0
	Employed (Government)	13.3
	Self-Employed	8.7
	Student	14.7
Monthly Family Income	Below 25,000	26.0
	25,001 - 50,000	34.7
	50,001-1,00,000	29.3
	Above 1,00,000	10.0
Social Media usage	0	13.3
	Less than 1 hour	22.0
	1 - 3 hours	38.0
	3 - 5 hours	21.3
	More than 5 Hours	5.3
Preferred Social Media Platform	Instagram	50.7
	YouTube	20.0
	Facebook	9.3
	WhatsApp	18.7
	Others	1.3
Experience with Eco-Friendly Baby Products	Regular User	31.3
	Occasional User	40.0
	Not Used	28.7
Awareness of Eco-Friendly Products	High	40.7
	Moderate	38.7
	Low	20.7

Source: Author Work

The demographic profile reveals a vivid portrait of modern mothers who are young, educated, and socially connected. Most belong to the 27–29 year age group (50.7%), followed by 23–26 years (35.3%), with only (14%) between 18–22 years, and the vast majority are married (86%) and single mother category of (14%). Family size is typically small, with (52.7%) having one child and (45.3%) having two, while just (2%) have three or more, and children are mostly toddlers aged 1–3 years (40%), alongside (31.3%) below one year and (28.7%) between 3–5 years. Education levels are notably high, with nearly half being postgraduates (46%), an undergraduate (26%), and smaller groups at higher secondary (14%) or other qualifications (14%). Occupations are diverse, led by private employees (34%), homemakers (29.3%), government employees (13.3%), students (14.7%), and self-employed (8.7%). Income levels cluster in the middle range, with (34.7%) earning ₹25,001–50,000 and (29.3%) earning ₹50,001–1,00,000, while (26%) earn below ₹25,000 and (10%) exceed ₹1,00,000. A significant portion, (38%), spend 1–3 hours daily on social media, making this the most common usage pattern. Another (21.3%)

spends 3–5 hours, indicating a fairly high level of digital engagement. At the lighter end, (22%) use social media for less than an hour, while (13.3%) do not use it at all. Only a small group, (5.3%), are heavy users spending more than 5 hours daily. Adoption lags behind, as only 31.3% are regular users, while 40% use them occasionally and (28.7%) have not tried them at all, yet Awareness of eco-friendly baby products is encouraging, with (40.7%) reporting high awareness and (38.7%) moderate awareness (20.7%) have low awareness, Altogether, this demographic represents digitally engaged, well-educated young mothers who are aware of eco-friendly choices but still transitioning from knowledge to consistent practice.

Table 2: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.958 ^a	.918	.914	.33315

Source: Author Work

The regression model demonstrates a very strong fit, with an R value of 0.958 indicating a high correlation between predictors and the dependent variable. The R Square of 0.918 shows that nearly 92% of the variation in the outcome is explained by the model, and the Adjusted R Square of 0.914 confirms that this explanatory power remains robust even after accounting for the number of predictors. The relatively low standard error of 0.33315 suggests that the model's predictions are precise, meaning the chosen independent variables are highly effective in explaining and forecasting the dependent variable.

Table 3:ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	176.443	7.000	25.206	227.105	.000 ^b
	Residual	15.7605	142	0.111		
	Total	192.204	149.000			

Source: Author Work

The ANOVA results show that the regression model is statistically significant at the 5% level, with an F-value of 227.105 and a p-value of .000. Since the significance value is less than 0.05, the null hypothesis (H_0) is rejected. This confirms that there is a significant difference between the regression model and the residuals, meaning the set of independent variables collectively have a strong and meaningful impact on the dependent variable.

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.076	0.107		0.708	0.480
Trustworthiness	-0.075	0.077	-0.069	-0.975	0.331
Message Clarity	0.313	0.070	0.293	4.461	0.000
Engagement Level	-0.029	0.066	-0.028	-0.436	0.664
Green Advertisement	0.556	0.115	0.527	4.832	0.000
Influencer Expertise	0.404	0.153	0.414	2.636	0.009
Influencer Attractiveness	0.017	0.105	0.016	0.158	0.875
Influencer Authenticity	-0.171	0.125	-0.177	-1.364	0.175

Source: Author Work

The regression coefficients indicate that among the predictors, **Message Clarity** ($B = 0.313$, $p < .001$), **Green Advertisement** ($B = 0.556$, $p < .001$), and **Influencer Expertise** ($B = 0.404$, $p = .009$) have significant positive effects on the dependent variable, meaning they strongly contribute to explaining the outcome. In contrast,

variables such as **Trustworthiness, Engagement Level, Influencer Attractiveness, and Influencer Authenticity** show non-significant effects ($p > .05$), suggesting they do not meaningfully influence the dependent variable in this model. The constant is also non-significant, indicating that without the predictors, the dependent variable is not substantially explained. Overall, the findings highlight that clarity of the message, the presence of green advertising, and the expertise of influencers are the most impactful drivers in predicting the outcome, while other factors play a limited role.

FINDINGS

- Majority are young mothers aged 27–29 years (50.7%), followed by 23–26 years (35.3%).
- Vast majority are married (86%), with 14% single mothers.
- Predominantly small families: 52.7% have one child, 45.3% have two, only 2% have three or more.
- Mostly toddlers aged 1–3 years (40%), followed by below 1 year (31.3%) and 3–5 years (28.7%).
- Highly educated group: 46% postgraduates, 26% undergraduates, 14% higher secondary, 14% other qualifications.
- Diverse: private employees (34%), homemakers (29.3%), government employees (13.3%), students (14.7%), self-employed (8.7%).
- Middle-income dominance: 34.7% earn ₹25,001–50,000, 29.3% earn ₹50,001–1,00,000; 26% below ₹25,000; 10% above ₹1,00,000.
- Most spend 1–3 hours daily (38%), followed by 3–5 hours (21.3%). Light users (<1 hour) are 22%, non-users 13.3%, heavy users (>5 hours) 5.3%.
- Only 31.3% are regular users, 40% occasional users, and 28.7% non-users.
- Encouraging levels: 40.7% high awareness, 38.7% moderate awareness, 20.7% low awareness.
- The major finding is that the regression model is highly reliable, with predictors collectively explaining over 91% of the variation in the dependent variable and producing precise, accurate forecasts.
- The ANOVA results confirm that the regression model is highly significant, with the independent variables collectively exerting a strong impact on the dependent variable.
- Message Clarity, Green Advertisement, and Influencer Expertise significantly influence the dependent variable, while Trustworthiness, Engagement Level, Attractiveness, and Authenticity show no meaningful impact.

Suggestion

- **Emphasize the power of clear communication, eco-friendly advertising, and credible influencer expertise**, as these are the elements that truly drive mothers' decisions and create the strongest impact.
- Revisit factors like **trustworthiness, engagement, attractiveness, and authenticity**, as they didn't show much influence; maybe they need to be measured differently or communicated better.
- Design campaigns that speak directly to **young, educated, socially active mothers**, since they form the majority of your audience.
- Work on turning **awareness into consistent adoption** of eco-friendly baby products by offering incentives, building trust, and showing practical benefits.
- Use **social media as the main channel**, keeping content simple, engaging, and credible, because most mothers spend 1–3 hours online daily.
- Highlight **affordability and value for money**, as many respondents fall into middle-income groups.
- Support adoption with **educational outreach and workshops**, helping mothers move from knowing about eco-friendly products to actually using them regularly.

Limitations And Future Studies

The present study, while offering valuable insights into how social media green messaging influences eco-friendly baby product purchase behaviour among Gen Z mothers in Chennai, is subject to certain limitations. The research was confined to a relatively small sample size of 150 respondents within one urban location, limiting generalizability across diverse regions and cultures. Moreover, the cross-sectional design captures behaviour at a single point in time without accounting for evolving attitudes or long-term behavioural change. The analysis focused primarily on influencer attributes and purchase behaviour, leaving out potential mediating

or moderating factors such as cultural norms, peer influence, or product quality perceptions. Future research should therefore expand to larger and more diverse samples across rural and international contexts, adopt longitudinal or experimental designs to assess sustained impacts, and conduct platform-specific analyses to compare the effectiveness of Instagram, YouTube, WhatsApp, and Facebook. Including fathers and other caregivers, exploring cross-generational differences, and integrating behavioural purchase data alongside survey responses would strengthen validity. Additionally, examining the roles of trust, authenticity, and transparency in influencer messaging, as well as policy or educational interventions, could provide a more holistic understanding of how sustainability narratives translate into consistent consumer action.

CONCLUSION

This study provides valuable insights into the profile and behavior of modern mothers, showing them to be young, educated, socially active, and digitally engaged. While awareness of eco-friendly baby products is encouraging, consistent adoption is still evolving. The statistical results confirm that the regression model is strong and reliable, with clear communication, eco-friendly advertising, and influencer expertise emerging as the most impactful factors. At the same time, other variables such as trustworthiness, engagement, attractiveness, and authenticity appear less influential, suggesting scope for further exploration. Overall, the findings highlight both opportunities and challenges: marketers and educators can build on the high awareness and digital presence of mothers, while focusing on strategies that convert knowledge into sustained eco-friendly practices. This study thus contributes to understanding consumer behavior in the context of sustainability and offers practical directions for future campaigns and research.

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