

Impact of Social Media Influencers' Credibility on Millennial Consumers' Green Purchasing Behaviour: A Study on Personal and Social Identities

Arani Rodrigo

Trevor Mendis

Abstract

The global environment, during the last few decades, has undergone abrupt metamorphosis in terms of technological disruptions and changes in lifestyles within the ecological landscapes. As a result, the environmental degradation that led to the adoption of green practices in businesses and households became visible. The existing literature evinces a lacuna in addressing these concerns. This study, therefore, focuses on identifying the contribution of identities in creating Green Purchasing Intention (GPI), Green Purchasing Behaviour and the role played by Social Media Influencers (SMI).

The conceptual framework was designed encapsulating Personal Identity (PI) and Social identity (SI) as antecedents of GPI, which leads to Green Purchasing Behaviour (GPB). The study was underpinned by the Social Identity Theory (SIT), the Theory of Planned Behaviour (TPB) and the Source Credibility Model. A quantitative research design has been adopted for this research with a self-administered structured questionnaire. The unit of analysis was each millennial consumer. Findings reveal that PI has a positive and significant impact on GPI, while SI has a positive, yet insignificant impact on the GPI. Also, GPI has a positive relationship with GPB while only the expertise component of source credibility has a significant moderating impact on GPB. Finally, the study discusses the implications, limitations and the areas for future research.

Keywords: Personal identity, Social identity, Green purchasing intention, Green purchasing behaviour, Social media influencers.

Ms. Arani Rodrigo is a Temporary Lecturer, Department of Economics and Decision Sciences, NSBM Green University, Sri Lanka. E-mail: arani.r@nsbm.ac.lk

Dr Trevor Mendis is a Senior Management Consultant / Faculty Member at the Postgraduate Institute of Management (PIM), University of Sri Jayewardenepura, Sri Lanka. E-mail: trevor@pim.sjp.ac.lk

DOI: <https://doi.org/10.33939/SLJM.28.01.02.2023>