

Social Media Marketing Effect on Green Product Purchase Intention: The Mediating Role of the Bandwagon Effect¹

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Sosyal Medya Pazarlamasının Yeşil Ürün Satın Alma Niyeti Üzerindeki Etkisi: Bandwagon Etkisinin Aracılık Rolü²

Abstract

This study examines the mediating role of the bandwagon effect in the relationship between social media marketing and green product purchase intention. Data collected from 2,233 participants through an online survey were analysed using SPSS for reliability, descriptive statistics, correlation analysis, and mediation analysis. The results show that the bandwagon effect mediates the impact of social media marketing on green product purchase intention. The emphasis on the mediating role of the bandwagon effect in this relationship, combined with the limited research on this topic, makes this study original.

Keywords : Social Media Marketing, Bandwagon Effect, Green Product Purchase Intention.

JEL Classification Codes : M30, M31, M39.

Öz

Bu çalışma bandwagon etkisinin sosyal medya pazarlaması ve yeşil ürün satın alma niyeti arasındaki aracılık rolünü incelemeyi amaçlamaktadır. Çevrimiçi anketle 2.233 katılımcıdan toplanan veriler, SPSS aracılığıyla güvenilirlik, betimsel, korelasyon ve aracılık analizleriyle değerlendirilmiştir. Bulgular, sosyal medya pazarlamasının yeşil ürün satın alma niyeti üzerinde bandwagon etkisinin aracılık role sahip olduğunu göstermektedir. Sosyal medya pazarlaması ve yeşil ürün satın alma niyeti arasındaki ilişkide bandwagon etkisinin aracılık rolüne odaklanılması ve bu ilişkiyi inceleyen çalışmaların eksikliği, bu araştırmaya özgünlük katmaktadır.

Anahtar Sözcükler : Sosyal Medya Pazarlama, Bandwagon Etkisi, Yeşil Ürün Satın Alma Niyeti.

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1. Introduction

The increasing daily use of social media affects not only individuals but also businesses, leading to its active use for advertising and marketing (Kim & Ko, 2012: 1481). While companies benefit from engaging with customers, increasing sales, and boosting brand awareness through social media marketing (Choi et al., 2016: 772), consumers can utilise social media to gather information about products and services, read reviews, and observe other users' experiences before making a purchase decision (Constantinides, 2014: 42).

The bandwagon effect refers to increased demand for a product when others are using it (Leibenstein, 1950: 189). In marketing literature, it is termed herd behaviour, a mental process in which individuals mimic the actions of those around them (Prechter, 2001: 120-121). This occurs when consumers imitate the opinions, intentions, or behaviours of other buyers when selecting a product (Ali et al., 2021: 348).

Green products conserve resources such as energy and water, minimise pollution and toxicity, cause less environmental damage, and provide a healthier alternative (Luo et al., 2020: 374). Green product purchase intention denotes consumers' willingness and readiness to purchase green products (Paul et al., 2016: 124).

Previous studies have often explored the impact of social media marketing on green product purchase behaviour. Meanwhile, the bandwagon effect has typically been discussed in relation to general purchase intention or consumer behaviour. However, no research has investigated the mediating role of the bandwagon effect in the relationship between social media marketing and green product purchase behaviour, nor has it directly examined the bandwagon effect in the context of green product purchase intention. This study addresses these gaps by analysing how social media marketing influences green product purchase intention and the direct and mediating roles of the bandwagon effect in this process, providing valuable insights from both theoretical and practical standpoints.

This study examined whether the bandwagon effect mediates the relationship between social media marketing and the intention to purchase green products. To achieve this, data were collected from 2,233 social media users aged 18 or older via an online survey. The data were analysed using reliability testing, exploratory factor analysis (EFA), descriptive statistics (frequency, mean, and standard deviation), correlation analysis, and mediation analysis with SPSS.

2. Theoretical Background

2.1. Social Media Marketing

Digital communication technologies (Internet, social media, and mobile applications) have become a vital part of people's daily lives (Stephen, 2016: 17), enabling quicker and easier access to other individuals, activities, and conversations (Yapraklı & Mutlu, 2023:

169). The increasing popularity of social networks has attracted the interest of both individuals and businesses, encouraging them to adopt social media as a new communication tool and actively use it for advertising and marketing purposes (Kim & Ko, 2012: 1481), leading traditional media advertising platforms to shift to social media platforms and prompting businesses to invest more in these platforms for social media advertising (Hamouda, 2018: 426).

According to Sarıtaş & Akgün (2023: 2622-2623), social media marketing encompasses all direct and indirect marketing activities that utilise various social media platforms, including microblogs, blogs, media sharing, and social networks. These activities offer opportunities for a business, brand, product, or individual to build awareness, recognition, and recall.

Social media marketing provides benefits to both consumers and businesses. Through social media platforms, businesses can create online marketing offers, communicate and disseminate these offers (Yadav & Rahman, 2017: 1296), foster word-of-mouth communication, increase customer loyalty to the company, and influence their purchase intentions for the company's products or services (Choi et al., 2016: 772). Consumers may use social media to research, evaluate, and select products and services before making a purchase (Constantinides, 2014: 42).

2.2. Bandwagon Effect

The bandwagon concept was introduced by Harvey Leibenstein in the 1950s (Rook, 2006: 6). According to Leibenstein (1950), a bandwagon is an increase in demand for a good when others consume it (Leibenstein, 1950: 189). Individuals influenced by the bandwagon effect act based on others' attitudes and decisions without rigorous questioning (Konak et al., 2022: 123) and are more willing to change their attitudes and behaviours to meet the conditions of a group they seek to join (Telli et al., 2021: 114).

In marketing literature, the bandwagon effect also signifies herd behaviour and appears in consumer purchasing patterns (Konak et al., 2022: 122). Banerjee (1992: 798) describes herd behaviour as individuals perceiving others' actions as more correct than their own beliefs. Prechter (2001: 120-121) defines it as a mental process where individuals model themselves on those around them. Chen (2008: 1978) characterises it as a situation in which individuals make decisions influenced by others, even though they know the correct answer.

The herd effect is defined as a change in a customer's product choice, purchasing behaviour, or other behaviour resulting from exposure to the opinions, intentions, and purchasing habits of others (Chen, 2008: 1978). In essence, it is a situation in which consumers mimic the thoughts, intentions, or behaviours of others when selecting products (Ali et al., 2021: 348).

2.3. Green Product Purchase Intention

In recent years, there has been a notable increase in consumer awareness of environmental issues, which has led to a rise in the purchase of green products that cause little or no harm to the environment (Onurlubaş, 2018: 7). Green products save resources such as energy and water, reduce pollution and toxicity, cause less environmental damage, and provide healthier alternatives (Luo et al., 2020: 374).

Intention refers to the willingness or preparedness to engage in a specific behaviour. In the context of green products, the intention to purchase reflects consumers' desire to buy environmentally friendly products (Paul et al., 2016: 124). Moreover, it is often a motivating factor for green purchases (Bozpolat, 2021: 708). Consumers' intention to purchase green products strongly indicates their willingness to buy them in the future (Onurlubaş, 2018: 7). However, despite having the intention to purchase green products, many consumers may face specific barriers when trying to turn this intention into actual purchases. Limiting factors such as price and lifestyle constraints are among the obstacles to purchasing green products (Bozpolat, 2021: 708). Furthermore, individuals with greater knowledge of ecological issues generally form more positive perceptions of green products and exhibit favourable purchase intentions. This knowledge also enhances positive perceptions of companies that produce green or environmentally friendly products (Costa et al., 2021: 2).

3. Methodology

3.1. Research Purpose and Importance

The main aim of this study is to examine whether the bandwagon effect mediates the influence of social media marketing on the intention to purchase green products among individuals aged 18 and above who use social media. The originality of this research lies in the need for further studies to examine the impact of the bandwagon effect on green product purchase intentions and its mediating role between social media marketing and these intentions.

3.2. Hypothesis Development and Research Model

A review of previous studies shows that many investigations have concentrated on social media marketing and the intention to buy green products (Bedard & Tolmie, 2018; Pop et al., 2020; Yang & Ha, 2021; Gupta & Syed, 2022; Alam et al., 2023; Arora et al., 2023; Nazish et al., 2024). The bandwagon effect has generally been studied in relation to overall purchase intention or consumer behaviour (Akturan & Bozbay, 2018; Cho et al., 2022; Anantharaman et al., 2023; Su et al., 2023; Andriana et al., 2024; Meydiawati et al., 2024); however, no studies have addressed the direct or mediating effects on green product purchase intention, and the theoretical and empirical links between these three variables are not sufficiently explained in the literature. To address this gap and establish a robust theoretical foundation for the study's model, the relationships among social media

marketing, the bandwagon effect, and green product purchase intention are examined in detail below.

Social media marketing can shape consumers' purchasing decisions at every stage of the buying process (Deshpande & Whiting 2016: 84). The ability of individuals with similar interests to form shared networks, along with the opportunity for people to choose lifestyle groups with common traits, makes advertisements a vital part of social media marketing (Sun & Wang, 2020: 864).

Interaction rates measure the effectiveness of advertisements. Ads that receive likes on social media can positively influence the attitudes of other individuals (Ekşi et al., 2022: 72), and this influence can encourage herding behaviour in individuals (Langley et al., 2014: 18; Can, (2017); Ekşi et al., 2022: 72). Numbers of likes, comments, and shares on social media can also trigger the bandwagon effect (Lim, et al., 2021: 853).

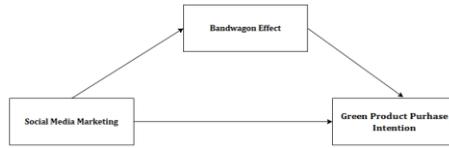
The rising use of social media is also reshaping individuals' consumption habits (Zafar et al., 2021). Sharing more information, experiences, opinions, and recommendations about products on social media may further encourage consumers to purchase green products.

Social media marketing has a strong and positive connection with green product purchase intention (Nekmahmud et al., 2022; Bedard & Tolmie, 2018), making social media an effective tool in green marketing (Gupta & Syed, 2022: 681) and a key platform for businesses to promote green products (Sun & Wang, 2020: 861; Nekmahmud et al., 2022: 2). Various social media platforms, including Facebook, microblogs, WeChat, wikis, and YouTube, serve as effective channels for green advertising because of their ability to facilitate interpersonal interactions (Luo et al., 2020: 372). Businesses can increase their market share by actively promoting green products on these platforms (Sun & Wang, 2020: 861). Additionally, sharing positive experiences on social media indicates that social media marketing positively influences consumers' green purchase intentions (Pop et al., 2020: 447; Armutcu et al., 2024).

Lasuin & Ching (2014: 5) state that social interaction effectively influences consumers' green product purchase decisions. The increasing number of green consumers on social media will generate a herd mentality, affecting individuals' green purchasing behaviours (Yang et al., 2023: 3). Kelkar et al. (2014: 44) suggest that consumers' motivation to buy green products can be linked to fashion. This connection can foster a herd psychology effect in green purchasing.

Figure 1 shows the research model.

Figure: 1
Research Model



The research model comprises three variables: social media marketing, the bandwagon effect, and green product purchase intention, as shown in Figure 1. Based on this model and the available information, the following research hypotheses were formulated.

H1: Social media marketing is effective on the bandwagon effect.

H2: Social media marketing is effective in influencing green product purchase intention.

H3: The bandwagon effect is effective on green product purchase intention.

H4: The bandwagon effect mediates the relationship between social media marketing and green product purchase intention.

3.3. Sampling Process, Data Collection Method, and Measurement Items

The research population consists of social media users. The chosen data collection method was an online survey. The survey access link was distributed to participants via social media (e.g., WhatsApp, Facebook, Instagram) using convenience sampling. Participants who completed the survey were asked to share the link on their social media networks to increase and diversify the sample, thereby employing a snowball sampling method. According to the Digital 2024 Türkiye report, as of January 2024, there are 54.30 million social media users in Türkiye (Kemp, 2024). The formula $n = \frac{NPQZ^2}{(N-1)d^2 + PQZ^2}$ was applied to calculate the sample size in this study (Oktay et al., 2013). In this formula, n = sample size, N = population size (the number of people using social media), P = rate of use of social media, Q = social media non-usage rate ($1 - P$), Z = Z value at the $(1 - \alpha)$ confidence level, α = significance level, and d = margin of error (tolerance). The minimum sample size for the population is 384, with a 5% significance level and a 5% margin of error. In this study, data were obtained from 2233 participants.

In this study, the eight-item bandwagon scale was adapted from the normative influence scale used by Bearden et al. (1989). The four-item social media marketing scale and the four-item green product purchase intention scale were adapted from Sun and Wang (2020). Permission to use the scales has been obtained from the authors via email.

The Ataturk University Social and Human Sciences Ethics Committee granted ethics approval (Decision dated: 31 May 2024; Number: E.88656144-000-2400176129, Session Number: 12; Decision No: 156).

4. Data Analysis & Evaluation

The data were analysed using SPSS, including reliability analyses, exploratory factor analysis (EFA), descriptive statistics, correlation analyses, normality tests, and mediation analyses.

4.1. Reliability Analysis and Exploratory Factor Analysis (EFA) for the Research Variables

Reliability analyses were conducted to evaluate the internal consistency of each factor. It is recommended to remove an item from the scale if the Cronbach's Alpha value increases following its exclusion (Pallant, 2020: 116). In conducting exploratory factor analysis (EFA), the corrected item-total correlations should exceed 0.30 (Field, 2009: 678).

Exploratory factor analysis (EFA) was conducted to assess whether the factor structure of this study, using a different sample, aligns with prior research. Kaiser-Meyer-Olkin (KMO) and Bartlett's test were utilised to evaluate the adequacy of the sample for factor analysis and the suitability of the dataset (Pallant, 2020; Shrestha, 2021: 6). The number of factors was determined based on Eigenvalues (Field, 2009: 644).

The results of the reliability and EFA analysis for the social media marketing bandwagon effect and green product purchasing intention variables are presented in Table 1.

Table: 1
Reliability and Exploratory Factor Analysis for Research Variables

Scale	Items	Cronbach's α	KMO	Bartlett's p	% Variance Explained
Social Media Marketing	4	0.898	0.828	<0.001	76.53
Bandwagon Effect	6	0.904	0.897	<0.001	67.88
Green Product Purchase Intention	3	0.917	0.755	<0.001	85.81

Table 1 shows that the Cronbach's alpha for the social media marketing variable was 0.898, indicating acceptable internal consistency. Examination of the corrected item-total correlations revealed all values exceeded 0.30. Furthermore, an analysis of Cronbach's Alpha values for item removal indicated that removing any item would not improve the scale's reliability; instead, it would decrease it. The Kaiser-Meyer-Olkin (KMO) measure for the social media marketing scale was 0.826, and Bartlett's Test of Sphericity was significant at p (Sig) = 0.000. These results suggest that the sample size for the social media marketing scale is excellent and that the data are suitable for factor analysis. This scale accounted for 76.533% of the total variance within one factor, with factor loadings ranging from 0.869 to 0.885. According to the Cronbach's Alpha column, removing items bndwgn2

and *bandwgn1* would increase reliability, and these items were therefore excluded from the analysis (Field, 2009: 681; Pallant, 2020: 116).

Cronbach's Alpha for the bandwagon effect variable was 0.904, indicating high internal consistency. All corrected item-total correlations exceeded 0.30. The Kaiser-Meyer-Olkin (KMO) value was 0.897, and Bartlett's Test of Sphericity was significant at p (Sig) = 0.000. These findings suggest that the sample size for the bandwagon effect scale is perfect and suitable for factor analysis. This scale accounted for 67.88% of the total variance within a single factor, with factor loadings ranging from 0.792 to 0.871. According to the Cronbach's Alpha column, removing item *GPPI4* would improve reliability, so it was excluded from the analysis (Field, 2009: 681; Pallant, 2020: 116).

The Cronbach's alpha for the green product purchase intention variable was 0.917, indicating high internal consistency. Examination of the corrected item-total correlations showed all values exceeded 0.30. The Kaiser-Meyer-Olkin (KMO) value for the green product purchase intention scale was 0.755, and Bartlett's Test of Sphericity yielded a significance level of p (Sig) = 0.000. These results suggest that the sample adequacy for the green product purchase intention scale is moderate, and the data are appropriate for factor analysis. This scale accounted for 85.81% of the total variance in a single factor, with factor loadings ranging from 0.915 to 0.926.

4.2. Participants' Demographic Characteristics

A total of 69.9% ($n = 1,561$) of participants were female, and 30.1% ($n = 672$) were male. Regarding educational attainment, most participants held an undergraduate degree, accounting for 59.5% ($n = 1,328$) of the sample. Followed by associate degree holders at 20.6% ($n = 461$), high school graduates at 13.4% ($n = 300$), master's or doctoral degree holders at 3.0% ($n = 66$), secondary school graduates at 2.1% ($n = 47$), and primary school graduates at 1.4% ($n = 31$). The mean age of participants was 24.43 years, and the average monthly income was calculated as 11,001.47 Turkish Lira.

4.3. Participants' Social Media Usage of Frequency and Percentage Distributions

When examining the duration of social media use among participants, the largest group comprised those who had used social media for over 7 years, accounting for 39.9% ($n = 892$) of the sample. This group was followed by users with 4–6 years of experience at 33.6% ($n = 751$), 1–3 years at 20.9% ($n = 466$), and less than 1 year at 5.6% ($n = 124$). Regarding daily social media use, 44.5% ($n = 994$) of participants reported spending 3–4 hours per day, 25.8% ($n = 576$) spent 1–2 hours, 22.9% ($n = 511$) spent 5–6 hours, and 6.8% ($n = 152$) used social media for more than seven hours daily.

The most frequently used social media platforms were identified as WhatsApp (94.3%; $n = 2,106$), Instagram (90.3%; $n = 2,016$), and YouTube (82.1%; $n = 1,833$). These platforms were followed by Twitter (43.6%; $n = 974$), Snapchat (36.4%; $n = 813$), Facebook

(23.6%; n = 527), Pinterest (21.6%; n = 482), TikTok (21.4%; n = 477), LinkedIn (7.0%; n = 157), and Facebook Messenger (6.4%; n = 144). Instagram was the most preferred platform, with 47.0% (n = 1,049) of participants selecting it as their primary platform. WhatsApp was the next most popular at 29.5% (n = 658), followed by YouTube at 12.0% (n = 267). The preference rates for other platforms were relatively low: Twitter (5.1%; n = 113), Facebook (2.3%; n = 51), TikTok (2.0%; n = 45), Snapchat (1.3%; n = 28), Pinterest (0.4%; n = 9), LinkedIn (0.4%; n = 8), and Facebook Messenger (0.2%; n = 5).

4.4. Correlation Analysis Result

A correlation analysis was performed to identify relationships among variables; the results are shown in Table 2.

Table: 2
Correlation Analysis Results for Social Media Marketing, Bandwagon Effect, and Green Product Purchase Intention

Variables	SMM	BE	GPPI	Skewness	Kurtosis	Mean	Std. Deviation
SMM	1			-0.444	-0.811	3.16	1.090
BE	0.203**	1		1.085	0.784	1.91	0.870
GPPI	0.410**	0.126**	1	-0.772	0.948	3.57	0.863

*SMM: Social Media Marketing; BE: Bandwagon Effect; GPPI: Green Product Purchase Intention; ** p<.001.*

According to Table 2, there is a weak connection between social media marketing and the bandwagon effect ($r = 0.203, p < .001$), and between the bandwagon effect and green product purchase intention ($r = 0.126, p < .001$). However, a moderate connection is observed between social media marketing and green product purchase intention ($r = 0.410, p < .001$). The skewness and kurtosis values for all variables range from -2.0 to +2.0, indicating that the research data follow a normal distribution (George & Mallery, 2019: 115).

The overall mean score for participants' responses on the social media marketing scale was 3.16. Of the items, the highest mean value was 3.27, associated with the statement, "Using social media to search for information about green products I am considering purchasing is a very current behaviour." This was closely followed by a mean score of 3.23 for the statement, "I would like to share information about green products on social media with my friends."

For the bandwagon effect scale, the overall mean score was 1.91. The highest mean value within this scale was 2.10, associated with the statement, "When I want to buy a product, I generally buy products that I think others will approve of," followed by a score of 1.96 for the statement, "I do not purchase trendy products until I am sure that my friends accept them."

Regarding the green product purchase intention scale, participants' overall mean score was 3.57. The highest mean on this scale was 3.65 for the statement "I want to purchase green products," followed by 3.56 for the statement "I have plans to buy green products in the future."

4.5. Mediation Analysis of the Social Media Marketing Impact on Green Product Purchase Intention with the Mediating Role of the Bandwagon Effect

To examine whether the bandwagon effect mediates the impact of social media marketing on the intention to purchase green products, Model 4, developed by Hayes, was utilised. The results are shown in Table 3.

Table: 3
Mediation Analysis

Paths		P-Value	Effect	LLCI	ULCI
Direct Effect	SMM → GPPI	0.0000	0.3174	0.2868	0.3479
	SMM → BE	0.0000	0.1619	0.1294	0.1944
	BE → GPPI	0.0232	0.0443	0.0061	0.0826
Total Effect	SMM → GPPI	0.0000	0.3245	0.2946	0.3545
Indirect Effect	SMM → BE → GPPI		0.0072	0.0012	0.0136

Social Media Marketing: SMM; Bandwagon Effect: BE; Green Product Purchase Intention: GPPI.

According to Table 3, social media marketing ($\beta=0.3174$, $p<0.05$, 95% CI= [0.2868, 0.3479]) significantly and positively influences green product purchase intention, as does the bandwagon effect ($\beta=0.1619$, $p<0.05$, 95% CI= [0.1294, 0.1944]). The bandwagon effect ($\beta=0.0443$, $p<0.05$, 95% CI= [0.0061, 0.0826]) also significantly influences green product purchase intention. Additionally, because the bootstrap confidence interval does not include zero, the bandwagon effect ($\beta=0.0072$, 95% CI= [0.0012, 0.0136]) mediates the relationship with green product purchase intention. Therefore, hypotheses H1, H2, H3, and H4 are supported.

5. Conclusion

This study aimed to determine whether the bandwagon effect mediates the relationship between social media marketing and green product purchase intention. Data were collected from 2233 individuals aged 18 and older via an online survey to achieve this goal, and the data were then analysed.

All variables exhibited high reliability.

The participants were predominantly women, with a mean age of 24.43 years and an average income of 11,001.47 Turkish Liras; most held university degrees.

Based on the participants' responses to the items in the social media marketing scale, it was found that participants use social media to understand the positive effects of green products on human health and the environment, are inclined to express their opinions about the green products they are considering purchasing on social media, view social media as a current source for accessing information and exchanging ideas, and are eager to share the information they obtain about green products with those around them.

Regarding the participants' responses to the items in the bandwagon effect scale, it was observed that participants tend to adopt an individualistic and unique approach to consumption choices, selecting products based on their preferences and values rather than to align with others or gain approval, making consumption decisions that prioritise personal interests, and remaining true to their preferences independently of their friends' likes.

Based on participants' responses to the green product purchase intention scale, they intend to purchase green products and are committed to doing so.

The correlation analysis showed that the bandwagon effect has a weak positive association with both social media marketing and green product purchase intention. In contrast, social media marketing shows a moderate, positive, and significant association with green product purchase intention.

The following results were derived from the mediation analysis:

According to this study's findings, social media marketing has a significant effect on the intention to purchase green products. This result largely aligns with some previous academic studies. For example, Bedard & Tolmie (2018) found that social media use is positively associated with green purchase intention. Similarly, Pop et al. (2020) demonstrated that social media plays a vital role in shaping consumer attitudes and is an antecedent of green cosmetic purchase intention. Yang & Ha (2021) found that TikTok use effectively influences purchase intention, whereas Gupta & Syed (2022) found that social media marketing activities positively influence attitudes toward green products. Furthermore, Alam et al. (2023) and Kumar & Pandey (2023) reported that social media strengthens the intention to purchase green products. Similarly, Arora et al. (2023) found that social media influences sustainable consumption behaviours, while Sethuraman (2023) revealed that social media affects the environmentally conscious behaviours of Generation Y and Z individuals. Additionally, Sun & Xing (2022) found that information sharing via social media positively affects green purchase intentions. In contrast, Xie & Madni (2023) found that information shared on social media is positively associated with green consumption among the younger generation in China. In more recent studies, Armutcu et al. (2024) found that green food purchasing behaviour is influenced by social media use and interactions with digital marketing. In contrast, Nazish et al. (2024) demonstrated that social media can shape consumers' preferences for environmentally friendly products.

Another important finding of this research is that the bandwagon effect influences the intention to consume green products. This finding aligns with the study by Akturan & Bozbay (2018), who showed that the bandwagon effect impacts purchase intention and willingness to pay higher prices. Similarly, Cho et al. (2022) emphasised that the bandwagon effect directly affects purchase intention and is a key factor for Generation Z in relation to luxury brands. Anantharaman et al. (2023) observed that the bandwagon effect boosts trust and purchase intention, which is strategically significant in social commerce. Su et al. (2023) demonstrated that online word-of-mouth and spokesperson credibility enhance purchase

intention by fostering herd behaviour among consumers. More recent studies expand on these findings. For example, Andriana et al. (2024) found that the bandwagon effect directly influences purchase intention alongside materialism, while Meydiawati et al. (2024) revealed that the effect shapes purchase intention both directly and through reference groups and the attitude's value-expressing function. While these studies generally focus on purchase intention, this research places particular emphasis on green product purchase intention and, given the lack of similar studies on this topic, makes a unique contribution.

Furthermore, the study found that social media marketing influences the bandwagon effect, which in turn mediates the relationship between social media marketing and green product purchase intention. The scarcity of research exploring the mediating role of the bandwagon effect between these two variables adds originality to this study.

Consumers should utilise social media platforms as a source of information when selecting green products. However, they must consider product popularity and environmental impacts. Positive reviews and social media posts can help foster sustainable consumption habits. Therefore, guiding individuals' social media interactions to raise ecological awareness can promote the widespread adoption of eco-friendly products and encourage the acceptance of sustainable consumption practices.

Businesses can utilise social media platforms as a strategic tool to promote green products and showcase their environmental benefits. In particular, they can harness the bandwagon effect by forming influencer partnerships to boost the popularity of green products. These collaborations, which may reward consumers who try the products, can help promote green products to a broader audience via social media and increase environmental awareness. Such strategies can grow the market share of sustainable products and influence consumer behaviours, encouraging environmentally friendly habits.

The research faced several limitations. First, because the data used in the study were collected from a specific sample, the generalisability of the results is limited. The study focused exclusively on social media marketing, green product purchase intention, and the bandwagon effect; psychological, cultural, or economic factors were not incorporated into the model. Additionally, because the data were collected via self-report, participants' responses may have been influenced by social desirability bias or by differences in subjective perception. Future research should focus primarily on studies conducted in diverse cultural contexts and with larger samples to enhance the validity of the findings. Consumer behaviour can be more comprehensively examined by incorporating other social influences, such as the snob effect and the Veblen effect, into the model alongside the bandwagon effect.

The limited number of studies on the impact of social media marketing and the bandwagon effect on green product purchase intentions highlights the need for more academic research on these topics. Future research could expand this area by examining how social media marketing and social influence mechanisms shape sustainable consumption

habits and phenomenon-based marketing among different demographic groups. Including other types of social influences—such as the snob and Veblen effects—into the model could also offer a more complete understanding of consumer behaviour. Additionally, it is essential to examine how green product purchase intentions are influenced by social media marketing, traditional media, face-to-face communication, and digital word-of-mouth. Longitudinal studies could track changes in consumers' environmental awareness over time, while cross-cultural and cross-socioeconomic comparative research may uncover the varied ways in which social influence affects green product adoption, providing practical insights for international marketing strategies.

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