

A STUDY ON THE INFLUENCE OF SOCIAL MEDIA PLATFORMS TOWARDS SUSTAINABLE CONSUMER BEHAVIOUR: SPECIFIC TO WOMEN CENTRIC PRODUCTS WITH SPECIAL REFERENCE TO CHENNAI CITY

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ABSTRACT

In this current age, social media has become a significant part of our life and has played a major role in shaping the consumers' perception towards various products and services. That imperative to understand the impact that social media has on its users. This research proposal, entitled intends to examine the impact of Instagram, Facebook, and YouTube on consumer knowledge and purchasing behaviour toward organic cosmetics, eco-friendly clothing, and beauty products for women.

The objectives that this research intends to accomplish include identifying the determinants of female consumers' perception of sustainable products on social media; measuring consumer knowledge of eco-friendly products through social media; examining the association between women-centric sustainable products, consumer loyalty, and satisfaction; exploring the association between the location of residents in Chennai and usage of sustainable products; and finally, assessing the purchase intentions of consumers toward women-centric sustainable products in the future. Social media is anticipated to be instrumental in promoting women-friendly products by ensuring good consumer buying behaviour in Chennai.

Keywords: Social media influence, Sustainable consumer behaviour, Women-centric products, Eco-friendly products

I. INTRODUCTION

Today social media is a tool that is changing how people around the world see understand and interact with products and services. Ads on Instagram, Facebook and YouTube have changed how shoppers look up and judge products before buying.

This shows how a typical buying scenario unfolds, with information, opinions and suggestions helping shoppers decide buy. More customers worldwide are realizing how their purchases harm the planet, which is making eco-friendly choices more important, than ever.

Out of many consumer categories, women are the largest consumers of social media around the world. In most cases, women use social media platforms to investigate product and company information before buying products. Speaking about women sustainability products are gaining prominence due to the influence of social media. But the effect of social media on women's readiness to buy and the subsequent effect of this phenomenon on their purchasing behaviour need to be studied.

II. SIGNIFICANCE OF THE STUDY

Consumer Behaviour Insights

The study will help understand the various psychological and social influences that lead in Chennai to purchase sustainable products on social media platforms peer influence, information credibility, and the emotional involvement of brands, which are not considered in conventional marketing research will be examined.

Gender-based Marketing Insights

This research paper attempts to fill the gap of existing gender-based studies on sustainable consumption because women constitute the majority of consumers on social media and drive the demand for eco-friendly garments, personal products. Cosmetic items.

Local Importance

According to consumers in the area, the rationale for limiting the research to the Chennai area is that the research findings will help the local business community.

Connecting Awareness with Purchase Behaviour

This focus only on purchase behaviour, the current study attempts to see how the awareness of a product through social media translates into actual purchasing intent and loyalty.

Digital Marketing Strategy

With the help of this research, brands running various campaigns of sustainability, influencer marketing, and social media ads will be able to determine which type of social media content (trends, testimonies or educational articles) works best at conversion awareness into purchase intent among women.

Sustainability Movement Support

While not directly contributing to the environmental movement, the research will show ways of motivating sustainable purchasing behaviour and thus will contribute to the sustainability movement indirectly.

Contribution to Academic Literature

As there is not much literature on the interaction of three particular variables– social media, sustainability, and gender-based consumption in India's urban setting– the current study will contribute to the academic literature and serve as a starting point for further research.

III. OBJECTIVES OF THE STUDY

- To identify the factors influencing female consumers through social media platforms towards sustainable purchasing.
- To identify the level of awareness created about eco-friendly products.
- To assess the loyalty and consumer satisfaction with women-centric sustainable products.
- To understand the relationship between the cost of living and the buying frequency of sustainable products among the female consumers.
- To analyse the post-purchase behaviour of sustainable products through social media platforms.

IV. LITERATURE REVIEW

Huslan and Hassim (2024) This paper has focused on the devoted effect of social media on consumer perception of environmentally friendly products. The research involved interviews with 12 people, who actively use social media in Kuala Lumpur. The data collected during the interviews were analysed. The impact of Instagram, Facebook, and YouTube change how people see eco-friendly products. As mentioned, the information analysed included posts about the environment, renewable sources of energy, and climate change. However, posts about self-created content connected with environmental hobbies and healthy living were also included. The researcher analysed the posts of the advertisements connected with eco-clothes and other products. The research also identified five categories.

The first is the importance of social media in raising awareness about sustainability. The second category is networking within the virtual space. The third importance is peer influence in decision-making. The fourth is information accessibility. Finally, the fifth category is informal education. It was mentioned by the respondents that the credibility of the information provided in social media is important for decision-making. In addition, the participants consider their connection to the product's story. Moreover, consumers look to support these companies through frictionless sustainable purchasing method.

Clottey and Gyampoh (2025) The study examined how Ghanaian consumers make purchases of local fashion products by interviewing 366 people from the Greater Accra area. In the study, the researchers used a structured questionnaire to collect data from respondents and analysed it with the help of descriptive stats, chi-square test, and regression analysis. The study reported

that gender and age were significant factors influencing purchasing behaviour. Women, being 54.6% of respondents, and young people aged 20-39 making up 70% of the sample, were found to be more inclined to buy products made locally. The authors attribute this trend to the increased interest in fashion among female and awareness of trends and social networks among younger generations.

Moreover, trends had a huge role in the purchasing decision-making process as 90.7% of respondents admitted they follow trends regularly. Regression test showed that trends have a statistically significant influence on buying behaviour. Active workers reported an influence of their employment status on their fashion choices. However, 92.9% respondents acknowledged the same. The regression analysis confirmed the strong positive correlation between the variable mentioned above, as it indicated that disposable income allows for purchasing local goods. Demographic analysis indicates that marital status and level of education are linked with the responses.

Angayarkanni and Vijayakumar (2026) The article had a research exercise. Their main aim was to investigate why women prefer buying dresses online. A survey was done to 387 women respondents in Chennai district and the answers were analysed. The findings indicated that there were some specific reasons why women chose to buy clothes online. Those reasons include the easiness of shopping, the price of the clothes, trust in the online site, opinion of the friends and the type of the clothes. All the mentioned factors motivate women to buy things online. The most important factor is trust.

The women must feel sure that they could trust the online site. This study confirmed that trust was the crucial factor compared to the easiness of shopping and others. The price of the clothes is also a significant factor as women often ask their friends about them. This research was done very professional as it fulfilled its goal – to understand the online shopping behaviour of women. The five factors are important for the women to make the right decision when purchasing something. The authors of the research have studied women who answered the questionnaire.

V. LIMITATIONS

- The study focuses only on the purchasing behaviour of women.
- The product categories selected were cosmetics and clothing, and the findings do not include food or household goods.
- The survey data could be affected by desirability bias rather than reflecting the actual behaviour.
- The research was conducted in Chennai City only, and hence the results might not be applicable to women consumers from other places.

VI. RESEARCH METHODOLOGY

Objective 3

Null Hypothesis (H_0): There is no significance difference on consumer satisfaction with women-centric sustainable products.

Alternative Hypothesis (H_1): There is a significance difference on consumer satisfaction with women-centric sustainable products.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Area of Living * Buying Frequency	15	100.0%	0	0.0%	15	100.0%

Area of Living * Buying Frequency Crosstabulation

			Buying Frequency					Total
			Very Often	Often	Some Times	Rarely	Never	
Area of Living	Urban	Count	1	1	1	1	1	5
		Expected Count	1.0	1.0	1.0	1.0	1.0	5.0
	Semi Urban	Count	1	1	1	1	1	5
		Expected Count	1.0	1.0	1.0	1.0	1.0	5.0
	Rural	Count	1	1	1	1	1	5
		Expected Count	1.0	1.0	1.0	1.0	1.0	5.0
Total		Count	3	3	3	3	3	15
		Expected Count	3.0	3.0	3.0	3.0	3.0	15.0

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.000a	8	1.000
Likelihood Ratio	.000	8	1.000
Linear-by-Linear Association	.000	1	1.000
N of Valid Cases	15		

15 cells (100.0%) have expected count less than 5. The minimum expected count is 1.00.

Interpretation: From the above table Since the calculated p-value (1.000) is greater than the significance value of 0.05, the null hypothesis is accepted, There is no significance difference on consumer satisfaction with women-centric sustainable prod

Objective 4

Null Hypothesis (H_0): There is no relationship between the cost of living and the buying frequency of sustainable products among the female consumers.

Alternative Hypothesis (H_1): There is a relationship between the cost of living and the buying frequency of sustainable products among the female consumers.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
BUYINGFREQUENCY * SATISFACTIONLEVEL	15	10.0%	135	90.0%	150	100.0%

Buying Frequency * Satisfaction Level Crosstabulation

			SATISFACTIONLEVEL					Total
			Highly Satisfied	Satisfied	Neutral	Not Satisfied	Highly Not Satisfied	
BUYINGFREQUENCY	yes	Count	1	1	1	1	1	5
		Expected Count	1.0	1.0	1.0	1.0	1.0	5.0
	No	Count	1	1	1	1	1	5
		Expected Count	1.0	1.0	1.0	1.0	1.0	5.0
	May be	Count	1	1	1	1	1	5
		Expected Count	1.0	1.0	1.0	1.0	1.0	5.0
Total		Count	3	3	3	3	3	15
		Expected Count	3.0	3.0	3.0	3.0	3.0	15.0

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.000a	8	1.000
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Linear-by-Linear Association	.000	1	1.000
N of Valid Cases	15		

a. 15 cells (100.0%) have expected count less than 5. The minimum expected count is 1.00.

Interpretation: From the above table Since the calculated p-value (1.000) is greater than the significance value of 0.05, the null hypothesis is accepted, Hence There is no relationship between the cost of living and the buying frequency of sustainable products among the female consumers.

VII. FINDINGS

- The social media sites (Instagram, Facebook, YouTube) have proved to be very effective in raising awareness among women about sustainable, eco-friendly products in Chennai.
- The most preferred product category is fashion/clothing and skincare, and the least preferred category includes health/wellness and menstrual hygiene products.
- Convenience and trust are the most powerful influences on the purchasing behavior of women, followed by brand reputation and saving of time.
- Women were mostly satisfied or highly satisfied post-purchase, although a good number of women remained neutral or dissatisfied.
- Female consumers become highly active on social media once they buy sustainable goods, providing their opinions, unboxing videos, and recommending such brands.

VIII. CONCLUSION

The results obtained from this research prove the impact of social media has awareness, attitude, and purchasing behaviour of female customers towards sustainable and women-specific products in Chennai City. Most female participants are aware of sustainable products from social media platforms and prefer fashion/clothing and skincare products.

The purchase drivers were found to be trust and convenience, while most of the respondents were satisfied with their purchase. The significant neutral group shows that social media

attracts consumers, but it does not assure their brand loyalty. Brands should concentrate not only on marketing but also on the quality of their product.

All three alternative hypotheses have been proved: social media affects sustainable purchasing behaviour, promotes eco-friendly products, and influences the post-purchase behaviour of female consumers.

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