

Impact of User Interaction in Social Media on Green Purchase Intention of Young Customers: with Special Reference to Green Restaurant Industry in Sri Lanka

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This article aims to analyze how social media activities, specifically the brand pages of green restaurants and user interactions with these brand-related activities, affect brands' perception and ultimately influence customer purchase intention. Based on a review of the literature, this study develops an integrative model, and it was tested using data collected from 249 followers of brand pages through an online survey. It applied structural equation modeling with AMOS 23 and AMOS AxB Estimand to examine the mediation effect to test the hypothesis. The findings demonstrate a positive, significant impact of Brand Page Commitment to Green Brand Awareness and e-WOM. The results further indicate that e-WOM and Green Brand Awareness mediate the relationship between Brand Page Commitment and Green Purchase Intention with positive and significant effects. The findings contribute to understanding the value-enhancing potential of social media strategies and illustrate how this medium affects the brands' impressions. In the Sri Lankan context, the effects of social media marketing on the understanding of products and brands by customers and the effects on buying decisions have yet to be better understood.

Keywords: *Brand Page Commitment, e-Word of Mouth, Green Brand Awareness, Green Purchase Intention*