

SPLURGE PURCHASING COMPORTMENT IN GREEN AND ECO PRODUCTS THROUGH SOCIAL MEDIA**Rajalakshmi. M¹**

Ph.D. Research Scholar (Full-time)

Alagappa Institute of Management, Alagappa University, Karaikudi.

rajalakshmbalumani@gmail.com**Dr. P.S. Nagarajan²**

Associate Professor,

Alagappa Institute of Management, Alagappa University, Karaikudi.

ABSTRACT:

Consumers today are increasingly aware of their consumption habits and their impact on social and environmental development, as a result of having access to a wealth of information about a product's quality and benefits in this current age of digitization. Over several decades, the idea of environmental sustainability carved out a business niche and attracted customers who were pro-environment. But there are still a lot of hidden factors that prevent consumers from changing their purchasing habits to favour eco-friendly goods. The goal of this review is to examine consumer attitudes and behaviours related to splurging on green and eco-friendly products and to assess whether consumption levels are sufficient. How social media assist consumers in overcoming hurdles to product identification, sustainability in consumption, and social media's obligation to gauge the moral standards and norms of the organic and eco-industry, their strategies, and branding techniques.

Keywords:

Sustainability; Splurge purchasing; social media; Eco products; consumer behaviour

INTRODUCTION:

An investigation on sustainable consumption by Havas Media in 2010 revealed that 86% of consumers looked into sustainability issues before making a purchase. 20,000 clients in ten countries were surveyed for the study. Additionally, it was shown that 80% of customers under the age of 35 preferred permanent choices (Hashmi 2017). The idea of a green economy is not new; it dates back to the 1970s, however its recognition has expanded since 2009. This idea gained momentum after global firms were urged to maintain economic strategies that aim to reduce carbon investments and strengthen portfolios of renewable energy sources (Majeroova 2015). By this way green marketing has developed into a crucial instrument for a sustainable business strategy in recent years. As a result, businesses are implementing green marketing techniques to improve their business performance. The initial definition of green marketing was put forth by Henion and Kinnear in 1976 and read as follows: "concerned about all marketing activities that have served to produce environmental problems and can be utilised to cure environmental concerns." (Dangelico & Vocalelli 2017). Furthermore, some commercial activities create many environmental problems, such as deforestation, increase level of carbon dioxide, greenhouse gases, pollution of water bodies, damage to wildlife, etc. due to these problems, more environmentally friendly corporate practises are required (Kilbourne & Polonsky 2005). The final market share for sustainable items is strangely less than 1%, despite rising consumer demands for sustainability (more than 50% of Europeans say they would be willing to pay extra for sustainable products) (McNeill & Moore 2015). As a result, in order to meet their expectations for green & environmentally friendly sustainable consumption, customers spend more money.

An article in the Wall Street Journal before Christmas began with the headline: "The shopping splurge has begun" (Merrick, 2005). One of the purchases that consumers label as "splurges" is the purchase of extraordinary items, which can be a purchase from their own wish lists, a purchase they can share with others, or a gift for someone else. Consumers and their desire to indulge in upscale items seem to be at clash constantly or occasionally. By examining how consumers identify and portray their own splurge purchases, it may be easier to grasp what sets these expenditures unique from other purchases. Marketers might be better equipped to understand how consumer

indulgences may influence consumers' tendency, timing, and inclination to indulge (Fitzmaurice 2008). In addition social media is one of the finest ways to get people interested in particular trends since social media platforms provide interactive encounters between companies and consumers (Reilly & Hynan, 2014). This study seeks to comprehend the consumer's perspective of splurging behaviour towards consciousness in consumption of green eco-friendly products and to measure the users' equilibrium stage by focusing on consumer's impetus splurge purchase comportment on green and eco-friendly products through social media. This study examines the important performance of social media in identifying consumer products.

REVIEW OF LITERATURE:

The emergence of social media has changed business-to-consumer communication from directional to bidirectional. Social media has shortened the gap in communication between customers and companies, enabling the 21st century to share knowledge and pique customers' interest in certain trends (Schivinski & Dabrowski, 2016). We are social & Hootsuite revealed in their study that 4.14 billion active digital users worldwide spend 149 minutes every day on social networks on averages (We are social & Hootsuite, 2020). In addition Kumar et al proclaimed that social media posts created by businesses can influence consumer behaviour, by leveraging such channels, brands communicate with their fans about more than just themselves; they also emphasise the relevance of environmental considerations. Brands are compelled to take action on this issue by the growing prominence of environmental challenges like global warming or environmental contamination. Furthermore, corporations can be aware of social and environmental issues by projecting a "good citizen" perception through social media content (Kumar et al. 2016). Naz, F et al concluded their study by, the results of the study demonstrated that young students' conduct was not biased by their age, gender, or educational level because they were sufficiently aware of environmental issues and eager to pay for environmentally friendly goods. Young consumers' understanding of their own ecologically responsible shopping habits will be raised by this study (Naz, F et al 2020). Customers' interest in eco-friendly or sustainable items has grown recently (Kim et al 2015). They are prepared to spend more for environmentally friendly premium products (Cervellon and Shammas 2013). Therefore, the sustainable quality of a product serves to indicate conspicuousness. Sustainability raises a user's status in society

SPLURGE PURCHASE COMPORTMENT:

In the journal of consumer marketing Julie Fitzmaurice proposed that, their article's exploratory study offers, the first indications of how customers perceive their own indulgent or splurge purchases. Primarily, consumers thought of a splurge as something they truly wanted but did not necessarily need. This motif, which appeared the most frequently in this study, may suggest that splurge purchases are those that are marked by an internal conflict between desire and reason. Other themes also surfaced suggesting that consumers are aware of making "out-of-character" purchases and can tell them apart from regular/usual purchases (For example, going over budget, making an unusual buy, spending money carelessly, and being indulgent). Additionally, because splurge purchases were self-reported, the decision to label a purchase was made independent of the actual item, by way of illustration One woman thought buying candy was a luxury. Others thought of luxury travel as a splurge, and other people mentioned buying designer clothing, shoes, or cosmetics (Fitzmaurice 2008). Therefore, a splurge purchase is an indication of attitude shoppers knowingly making "out-of-character" and self-referenced independent purchases on expensive things, this study focused on the respondents' splurge purchasing comportment of Indian rural consumers using social media.

CONCLUSION:

This study highlights the evolving dynamics of consumer behaviour toward green and eco-friendly products, particularly as shaped by the immersive influence of social media. It reveals that splurge purchasing—traditionally linked to impulsive or luxury-driven consumption—is increasingly being redefined to include environmentally conscious choices. Especially among younger consumers, willingness to invest in sustainable goods reflects a broader desire to express identity and uphold social responsibility, even when such purchases fall outside routine buying behaviour. Social media platforms have proven instrumental in this shift, not merely as promotional tools, but as powerful enablers of awareness, engagement, and value-driven consumption. Through storytelling, peer influence, and interactive discourse, these platforms help translate sustainability intentions into tangible consumer action. Nevertheless, the relatively modest market share of sustainable products indicates a persistent gap between intention and widespread behavioural adoption. This underscores the need for brands to reinforce eco-conscious purchasing through authenticity, transparent communication, and sustained digital engagement.

In conclusion, cultivating sustainable splurge behaviour depends on the convergence of heightened consumer awareness and the strategic, ethical use of social media to inspire, influence, and normalize green consumption as a desirable and habitual aspect of modern life.

ACKNOWLEDGEMENT:

This research work was funded by the Rashtriya Uchchatar Shiksha Abhiyan (RUSA) – Alagappa University, Theme-Based Research Project 2024 (RUSA ALU –TBRP 2024). The authors sincerely acknowledge the financial support provided, which greatly contributed to this work.

REFERENCES:

- Cervellon, M. C., and L. Shammas. (2013). The value of sustainable luxury in mature markets: a customer-based approach. *Journal of Corporate Citizenship* (52): 90–101.
- Dangelico, R. M., & Vocalelli, D. (2017). “Green Marketing”: An analysis of definitions, strategy steps, and tools through a systematic review of the literature. *Journal of Cleaner production*, 165, 1263-1279.
- Fitzmaurice, J. (2008). Splurge purchases and materialism. *Journal of Consumer marketing*. Vol. 25 Iss 6 pp. 332 – 338
- Hashmi, G. (2017). Redefining the essence of sustainable luxury management: The slow value creation model. In *Sustainable management of luxury* (pp. 3-27). Springer, Singapore.
- Kilbourne, W. E., & Polonsky, M. J. (2005). Environmental attitudes and their relation to the dominant social paradigm among university students in New Zealand and Australia. *Australasian marketing journal*, 13(2), 37-48.
- Kim, J., C. R. Taylor, K. H. Kim, and K. H. Lee. (2015). Measures of perceived sustainability. *Journal of Global Scholars of Marketing Science* 25(4):396–193. 2.
- Kumar, A., Bezawada, R., Rishika, R., Janakiraman, R., & Kannan, P. K. (2016). From social to sale: The effects of firm-generated content in social media on customer behavior. *Journal of marketing*, 80(1), 7-25.
- Majerova, J. (2015). Analysis of Slovak consumer's perception of the green marketing activities. *Procedia Economics and finance*, 26, 553-560.
- McNeill, L., & Moore, R. (2015). Sustainable fashion consumption and the fast fashion conundrum: fashionable consumers and attitudes to sustainability in clothing choice. *International Journal of Consumer Studies*, 39(3), 212-222.
- Merrick, A. (2005), “Make or break?”, Wall Street Journal, Vol. Eastern edition, December 19, p. B1.
- Naz, F., Oláh, J., Vasile, D., & Magda, R. (2020). Green purchase behavior of university students in Hungary: An empirical study. *Sustainability*, 12(23), 10077.
- Reilly, A. H., & Hynan, K. A. (2014). Corporate communication, sustainability, and social media: It's not easy (really) being green. *Business horizons*, 57(6), 747-758.
- Schivinski, B., & Dabrowski, D. (2016). The effect of social media communication on consumer perceptions of brands. *Journal of Marketing Communications*, 22(2), 189-214.