English Language & Literature International Conference
Vol. 8 No. 1
https://jurnal.unimus.ac.id/index.php/ELLIC/index
p-ISSN: 2579-7549
e-ISSN: 2579-7263

The Influences Of Social Media Marketing, Perceived Quality, And Environmental Consciousness On Consumer Purchase Intention Towards Electric Cars In Shandong Province, China

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ABSTRACT

Shandong Province is an industrialized province of China ranked as one of the country's highest carbon dioxide emission levels. It was established that current air quality in the province is quite hazardous, especially in large cities, Jinan and Qingdao, where emissions from industries, coal-burning power stations, and traditional automobiles add to poor air quality. Consequently, citizens of Shandong Province are making conscious choices and becoming more aware of environmental impacts – from the sorts of cars they use. Social media marketing has become one of the most significant strategies wherein environmental messages can be promoted to consumers and cultivate feelings of needing new clean energy solutions. Consumers are more likely to trust and purchase an EV from a brand with a reputation for reliability, performance, and technological excellence. Therefore, this study aims to investigate the factors influencing Consumer Purchase Intention based on 4 aspects: Demographic Factors, Social Marketing Media, Perceived Quality, and Environmental Consciousness. The quantitative method is applied. Descriptive statistics such as frequency, percent frequency, arithmetic mean, and standard deviation are introduced. Various inferential statistical methods are used to test the hypothesis, particularly the Independent Samples t-test, the One-way ANOVA, and the Multiple Linear Regression Analysis.

p-ISSN: 2579-7549
e-ISSN: 2579-7263

Keywords: Social Marketing Media, Perceived Quality, Environmental Concerns, Consumer Purchase Intention, Shandong Province.

INTRODUCTION

It has solemn practical and academic meaning for marketers, enterprises, and policymakers in China's fast-changing EV market. This study explores how social media marketing strategies influence the intention to buy an electric vehicle and gives practical suggestions for creating an effective target campaign that may respond better to consumer preference and regional challenges that Shandong Province faces. Perceived Quality and Environmental Consciousness provide an essential basis for a more realistic look into how effective the promotional strategies will be within the Shandong market. It extends this current research to an academic debate on consumer behavior in emerging markets, particularly concerning environmental sustainability and digital marketing. These findings will be of immense use in furthering the cause of EV adoption and contributing to big goals such as Carbon Neutrality and Green Mobility that China has aimed at. Therefore, this research builds stakeholders' capacity by using social media for sustainable consumption and supports national and global sustainability goals.

1.Social Media Marketing (SMM）

Social media users create a strong emotional attachment and a sense of belonging, which can result in increased customer loyalty (Husnain & Toor, 2017; van Asperen et al., 2018). Instead of passively receiving information from businesses, social media users or consumers can actively provide feedback on services or products, and strategically adopting this feedback can help improve these services or products (Appel et al., 2020; Jiang & Zhang, 2016; Kaplan & Haenlein, 2011). Habich-Sobiegalla et al. (2019) reveal that social media communication with regularly provided messages that concern practical aspects of using EVs, their benefits, including environmental impact, costs per mile, and technological characteristics, improves the appearance of the object and leads to positive changes in consumers' psychological state. Real-time consumer experience through consumer-generated content (UGC) has a powerful role in shaping consumer trust and decision-making. While online commerce is booming, consumers increasingly rely on social media when purchasing (Fu et al., 2020).

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2. Perceived Quality

One service quality measurement model is the SERVQUAL model developed by Parasuraman et al. (1985, 1986, 1988, 1991, 1993, 1994; Zeithaml et al., 1990). SERVQUAL, the most often used approach for measuring service quality, has been to compare customers' expectations before a service encounter and their perceptions of the actual service delivered (Gronroos, 1982; Lewis and Booms, 1983; Parasuraman et al., 1985). The SERVQUAL instrument has been the predominant method used to measure consumers' perceptions of service quality. It has five generic dimensions or factors and is stated as follows (van Iwaarden et al., 2003): (1) Tangibles. Physical facilities, equipment, and appearance of personnel. (2) Reliability. Ability to perform the promised service dependably and accurately. (3) Responsiveness. Willingness to help customers and provide prompt service. (4) Assurance (including competence, courtesy, credibility, and security). Knowledge and courtesy of employees and their ability to inspire trust and confidence. (5) Empathy (including access, communication, and understanding the customer). The firm provides caring and individualized attention to its customers.

3. Environmental Consciousness

Zsoka et al. (2013) state that environmental awareness means donating information and awareness about environmental issues and resolutions. Singh and Bansal (2012) indicate that attention to the environment refers to people's awareness of environmental problems and their desire to solve them. Roberts (1996) classified the environmental awareness dimension into consumer efficiency awareness and environmental interest. Chen (2007) concludes that increasing environmental awareness and worries about harmless foods caused individuals to question contemporary farming practices so that the sustainability of the environment can continue. Safari et al. (2018) indicate that it is vital for the well-being of society at a large scale to spread environmental awareness and sensitivity education among the human population. Ascension (2024) indicates that awareness of the environment is important because it not only enhances our appreciation for our earth but also promotes healthy behaviors, inspires future leaders, and improves our social environment. Environmental awareness is

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e-ISSN: 2579-7263

understanding the environment, the impacts of human behaviors on it, and the importance of its protection. It involves understanding and appreciating the natural world and its challenges in protecting it.

4.Consumer Purchase Intention

Habich-Sobiegalla et al. (2019) state that monetary incentives such as subsidies, tax reductions, and rebates collectively influence consumers' intention to buy electric cars. Perceived affordability of EVs, which greatly owes its influence to government subsidies, also greatly boosting consumer purchase intentions. Cong et al. (2023) state that consumers turn to the opinions expressed in reviews and comments, user-generated videos, and testimonials. It also showed that word-of-mouth accounts, in one way or another, through vlogs, posts, or reviews from persons currently using EVs, influence future EV users. Kanchanawongpaisan et al. (2024) reveal that opinion leaders play a vital role in changing consumer behavior. Prospects feel trustworthy and credible when KOL campaigns are conducted, especially when the influencers provide real-life experiences of using EVs. This also resolves concerns about adopting new technology, such as the range of electric vehicles or battery longevity.

5. Related Studies

Jiaqi et al. (2023) found that social media appeals are very appropriate for younger consumers of less than 40 years. Since self- and social-image appeals are important, a blend of rational (utilitarian) and emotional (affective) appeals can greatly impact the consumer's purchasing decisions. Leo (2023) found the effectiveness of Tesla's passive social media strategies, with different variables positively affecting customer purchase intention, to measure its effectiveness. Furthermore, the effectiveness of the different strategies of Tesla shows that the competitors in the industry are not at the same level as the leader, with many EV producers being far away from Tesla, showing that their marketing strategies (along with other factors) are not on par with Tesla. Salhab et al. (2023) find that social media marketing has a noteworthy effect on brand image and trust. In addition, the study found that brand trust and brand image substantially influence purchase intention. Xia et al. (2024) find that social media marketing can positively influence customers' purchase intention, and perceived value plays a mediating

p-ISSN: 2579-7549
e-ISSN: 2579-7263

role between social media marketing and customers' purchase intention. The perceived usefulness of information is the most important factor contributing to the perceived value of airline products. At the same time, marketing strategy is the most significant factor in increasing purchase intention.

According to Cong et al. (2023), automakers that lead in technological innovation—such as developing superior batteries or advanced self-driving systems—are perceived as higher quality and more reliable. Another factor is Brand Reputation since consumers often rely on well-known brands to mitigate the risks associated with new technologies. They also find that brand trust is critical in shaping perceptions of quality. Brands like Tesla and BYD, which have established themselves as leaders in the electric vehicle market, benefit from high consumer trust and are perceived as offering superior-quality products. Zhang et al. (2023) find that hedonic and utilitarian values are positively associated with consumer purchase intention, respectively. Emotional pleasure mediates the relationship between perceived value and purchase intention. At the same time, flow experience positively moderates the relationships between hedonic value and emotional pleasure and between emotional pleasure and purchase intention (Arifah, Maureen, Rofik, Puspila, & Erifiawan, 2025).

Dong et al. (2020) revealed that policy incentives, including tax exemptions and vehicle subsidies, were enhanced when accompanied by social media advocacy on the environmental advantages of EVs in consumption rates. The main result was that when people are concerned about the environment and financial incentives added by governments, consumers also understand that EVs are not only advantageous to the environment but also financially reasonable. The more the consumers are motivated by a combination of personal interests, such as having a small carbon footprint and attractive financial gains, such as incentives, the greater their purchase intention towards EVs. Wang et al. (2020) and Tian et al. (2021) conclude that the use of financial incentives, social media campaigns, as well as government-promoting campaigns also work towards enhancing people's environmental consciousness as well as influencing them to embrace electric vehicles.

Ji & Gan (2022) conclude that consumers' buying intention regarding EVs depends on family, friends, and social networks. Word of mouth remains a positive or negative antecedent to purchase intentions depending on what people around an individual feel or do. In the case of

p-ISSN: 2579-7549
e-ISSN: 2579-7263

the popularity of electric vehicles, the influence of individuals from social networks and the feedback of friends and acquaintances is clearly emphasized. The research also showed that if consumers understand the economic benefits of EVs, like less fuel, maintenance, and insurance prices, they are likely to view the EVs as a wise investment instead of just considering them as technologically wise investments in the right way. Shao and Mišić (2023) reveal that provincial economic and socio-demographic factors and policy mixes play significant roles in shaping this heterogeneity. A robust economy drives EV demand and supports establishing charging infrastructure and new technologies. A thriving automotive sector can also facilitate EV development (Hu, Ho, & Nguyen, 2025). However, protective tendencies exhibited by provincial governments towards existing production hinder the adoption of new technologies and impede EV sector growth. It is also found that policy measures received by governments and variations of policies' realizations in regions significantly influence purchase intentions. They also highlighted the role of government politics within the purchase intention, especially in provinces like Shandong, because financial reward-added and charging station construction are powerful determinants for realizing EV penetration rates. The study also pointed out that variations in the implementation of the policies and the subsidy distribution in one and another part of Chinese provinces are also reasons for adopting new technologies at different rates. He et al. (2023) find that Positive Anticipated Emotion (PAE) has the greatest impact on EV purchase intention, followed by attitude, Negative Anticipated Emotion (NAE), and perceived behavioral control (PBC). In particular, the purchase intention of high-income consumers mainly depends on NAE. In contrast, the purchase intention of low-income consumers mainly depends on PAE. Additionally, PBC has a more significant impact on the intention of high-income groups to purchase EVs.

METHOD

This research employs an exploratory sequential research design based on the quantitative research approach to study the influences of Demographic Factors, Social Media Marketing (SMM), Perceived Quality, and Environmental Consciousness on Consumer Purchase Intention towards EVs in Shandong Province, China. To achieve this research purpose, the study developed a framework based on the results of literature reviews, conducted questionnaire surveys to collect relevant

p-ISSN: 2579-7549
e-ISSN: 2579-7263

data, and analyzed and discussed the findings. Data from this study will be collected through an online survey. The questionnaire will collect information on Demographic Factors, Social Media Marketing (SMM), Perceived Quality, and Environmental Consciousness. An online survey platform will be used to distribute the questionnaire. Potential participants will access the survey via web links or other convenient online means, allowing the respondents to complete the questionnaire electronically. In this study, the researchers compiled the questionnaires. The questions in the questionnaire mainly refer to the reliability and validity questionnaire developed by domestic and foreign scholars, and they are modified according to the context of this study to develop the measurement items for this study. The questionnaire is divided into five parts: Demographic Factors, Social Media Marketing (SMM), Perceived Quality, Environmental Consciousness, and Consumer Purchase Intention.

FINDINGS AND DISCUSSION

1. The Descriptive Statistics

1.1 Demographic Factors

The Demographic Factors, namely, Gender, Marital Status, Age, Educational Level, Monthly Income, Occupation, and Residential Area, are presented in Table 1.

Table 1: The Frequency and Percent Frequency Classified by Demographic Factors

Demographic Factor	Classification	Frequency	% Frequency
1. Gender	Male	218	54.50
	Female	182	45.50
2. Marital Status	Single	142	35.50
	Married	173	43.25
	Divorced/Widowed/Separated	85	21.25
3. Age	20 but less than 30 years old	78	19.50
	30 but less than 40 years old	84	21.00
	40 but less than 50 years old	98	24.50
	50 but less than 60 years old	76	19.00
	60 years old and more	64	16.00

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4. Educational Level	Junior High School	56	14.00
	High School	78	19.50
	Bachelor's Degree	147	36.75
	Master's Degree	93	23.25
	Ph.d and higher	26	6.50
5. Monthly Income	Less than 5,000 RMB	45	11.25
	5,000 but less than 10,000 RMB	70	17.50
	10,000 but less than 15,000 RMB	133	33.25
	15,000 but less than 20,000 RMB	110	27.50
	20,000 RMB and more	42	10.50
6. Occupation	Civil Servants	54	13.50
	State-owned Enterprises	65	16.25
	Private Enterprises	138	34.50
	Owned Business	106	26.50
	Others	37	9.25
7. Residential Area	Urban Area	149	37.25
	Suburban Area	116	29.00
	Rural Area	88	22.00
	Others	47	11.75
Total		400	100.00

It is evident from Table 1 that most of the respondents are male, accounting for approximately 54.50%, while females make up about 45.50%. Most respondents are married, recording around 43.25%, followed by Single status and Divorced/Widowed/Separated status, the shares of which are about 35.50% and 21.25%, respectively. The age group of 40 but less than 50 years old takes the highest share of about 24.50 %, followed by the age group 30 but less than 40 years old and the age group 20 but less than 30 years old, respectively. In comparison, the lowest percentage, recorded at about 16.00%, belongs to the age group 60 and older. Regarding Educational Level, most respondents enjoy a Bachelor's Degree, with a percentage of approximately 36.75%, followed by a Master's Degree and High School, respectively, leaving the smallest

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e-ISSN: 2579-7263

percentage, about 6.50%, for the group of Ph.D and Higher. According to the Monthly Income, approximately 33.25% of respondents earn 10,000 but less than 15,000 RMB, followed by 15,000 but less than 20,000 RMB and 5,000 but less than 10,000 RMB, respectively. Earning 20,000 RMB and more accounts for only 10.50% of all respondents.

Regarding Occupation, most respondents work in Private Enterprises, accounting for about 34.50%, followed by Owned Business and State-owned Enterprises, respectively, leaving the lowest percentage of 9.25% for other jobs. Concerning residential areas, most are from urban areas, occupying about 37.25%, followed by suburban and rural areas, the share of which is recorded at about 29.00% and 22.00%, respectively. Only 11.75% are from other areas.

1.2 Social Media Marketing (SMM)

Table 2: Descriptive Statistics of Social Media Marketing

Classification	Mean	S.D.	Mean Rank	Meaning
Passive Approach	3.8271	.9034	1	Agree
Active Approach	3.8233	.8952	2	Agree
Social Media Marketing	3.8252	.8272	-	Agree

The results from the Table 2 review show that the passive approach is slightly more important than the active approach since the mean of the former is about 3.8271 and that of the latter is about 3.8233. The overall Social Media Marketing mean is about 3.8252, which is on the agree level.

1.3 Perceived Quality

Table 3: Descriptive Statistics of Perceived Quality

Classification	Mean	S.D.	Mean Rank	Meaning

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Tangibles	3.8631	.9559	1	Agree
Reliability	3.8530	.9573	2	Agree
Responsiveness	3.8388	.9651	3	Agree
Assurance	3.6081	.7736	5	Agree
Empathy	3.8235	.9796	4	Agree
Perceived Quality	3.7973	.8890	-	Agree

The results obtained from Table 3 review that Tangibles is the most essential characteristic with a mean of approximately 3.8631, followed by Reliability with a mean of 3.8530, Responsiveness with a mean of 3.8388, and Empathy with a mean of 3.8235. The lowest mean, about 3.6081, belongs to Assurance. Regarding the overall Perceived Quality, its mean is recorded as about 3.7973, which is on the agree level.

1.4 Environmental Consciousness

Table 4.: Descriptive Statistics of Environmental Consciousness

Classification	Mean	S.D.	Rank	Meaning
Environmental Concern	3.8950	.8031	1	Agree
Environmental Awareness	3.8917	.6869	2	Agree
Environmental Consciousness	3.8933	.6779	-	Agree

It is evident from Table 4 that Environmental Concern is slightly more important than Environmental Awareness since the mean of the former is about 3.8950 and that of the latter is about 3.8917. The overall Environmental Consciousness means is about 3.8933, which is on the agree level.

1.5 Consumer Purchase Intention

Table 5: Descriptive Statistics of Consumer Purchase Intention

Classification	Mean	S.D.	Rank	Meaning

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I have a high intention to purchase an electric vehicle within the next 12 months	3.83	1.155	3	Agree
I intend to purchase the products I see on social media platforms whenever necessary.	3.81	1.174	4	Agree
Environmental considerations are a major factor in purchasing an electric vehicle.	3.84	1.074	2	Agree
I am influenced by the positive reviews and user feedback about electric vehicles when making my purchase decision	3.90	1.149	1	Agree
I believe electric vehicles offer long-term cost savings compared to traditional vehicles, which has influenced my purchasing decision.	3.77	1.136	5	Agree
Consumer Purchase Intention	3.8305	.9517	-	Agree

The results from Table 5 indicate that "I am influenced by the positive reviews and user feedback about electric vehicles when making my purchase decision" is the most important question with a mean of about 3.90, followed by "Environmental considerations are a major factor in my decision to purchase an electric vehicle", "I have a high intention to purchase an electric vehicle within the next 12 months", "Whenever I need to purchase, I intend to purchase the product that I saw on Social Media Platform" and "I believe that electric vehicles offer long-term cost savings compared to traditional vehicles, which influences my purchasing decision" with the mean of approximately 3.84, 3.83, 3.81, and 3.77, respectively. Overall, the Consumer Purchase Intention is at the agreed level since its mean is approximately 3.8305.

2 Hypothesis Testing Result (The Inferential Statistics)

2.1 Differences in Demographic Factors Generate Differences in Consumer Purchase Intention

2.1.1 Differences in Gender Generate Differences in Consumer Purchase Intention

$H0 : \mu1 = \mu2$
$Ha: \mu1 \neq \mu2$

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Table 6: The Independent Samples t-test of the Gender Factor

Items	Gender	N	Mean	S.D.	t-value	p-value
Consumer Purchase Intention	Male	218	3.433945	.8797486	-10.240	.000*
	Female	182	4.305495	.8076106		

From Table 6, it can be seen that the p-value of Consumer Purchase Intention with respect to Gender is about .000, much lower than the critical value of 0.05. Therefore, the null hypothesis (H0) is rejected, which implies that differences in Gender generate differences in Consumer Purchase Intention.

2.1.2 Differences in Marital Status, Age, Educational Level, Monthly Income, Occupation, and Residential Area Generate Differences in Consumer Purchase Intention

$H_0 : \mu_i = \mu_j$

$H_a: \mu_i \neq \mu_j$ at the last one pair where $i \neq j$.

Table 7: The One-Way ANOVA of Marital Status, Age, Educational Level, Monthly Income, Occupation, and Residential Area

Factor	Items	SS	Df	MS	F=value	p-value
Marital Status	Between Groups	59.416	2	29.708	39.062	.000*
	Within Groups	301.932	397	.761		
	Total	361.348	399			
Age	Between Groups	5.596	4	1.399	1.553	.186
	Within Groups	355.752	395	.901		
	Total	361.348	399			
Educational Level	Between Groups	26.696	4	6.674	7.878	.000*
	Within Groups	334.652	395	.847		
	Total	361.348	399			
Monthly Income	Between Groups	34.264	4	8.566	10.345	.000*
	Within Groups	327.084	395	.828		
	Total	361.348	399			
Occupation	Between Groups	40.263	4	10.066	12.383	.000*
	Within Groups	321.085	395	.813		
	Total	361.348	399			

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Residential Area	Between Groups	3.933	3	1.311	1.452	.227
	Within Groups	357.415	396	.903		
	Total	361.348	399			

* The mean difference is significant at the 0.05 level.

It can be seen from Table 7 that the p-value of Consumer Purchase Intention concerning Age and Residential Area are approximately .186 and .227, respectively, which are much higher than the critical value of 0.05. Therefore, both aspects' null hypothesis (H0) is rejected, meaning that differences in Age and Residential Area generate no difference in Consumer Purchase Intention. On the other hand, the p-value of Consumer Purchase Intention with respect to Marital Status, Educational Level, Monthly Income, and Occupation are all approximately .000, which is much less than the critical value of 0.05. Therefore, the null hypothesis (H0) of these 4 aspects is rejected, meaning that differences in Marital Status, Educational Level, Monthly Income, and Occupation generate differences in Consumer Purchase Intention.

2.2 The Impacts of Social Marketing Strategy on Consumer Purchase Intention

The results obtained from the study can be seen in equation (1), where $\hat{Y}$ Is the predicted Consumer Purchase Intention. X_1 is a Passive Approach. X_2 is an Active Approach.

$$\hat{Y} = .223 + .228X_1 + .716X_2$$
(.072) (.000) (.000) ……(1)
Adjusted $R^2 = 0.700$

It can be seen from equation (1) that the Active Approach, with a Standardized Beta coefficient of about .673, is much more relatively important than the Passive Approach, with a Standardized Beta coefficient of about .216. The Adjust R^2 of this Multiple Linear Regression is approximately .700, meaning that one unit change of these 2 factors, namely, Passive Approach and Active Approach, will cause the Consumer Purchase Intention to change in the same direction of about .700 units. If other variables are held constant, Active Approach is found to have the highest positive and statistically impact on Consumer Purchase Intention with a p-value of approximately .000. A one-unit increase in Active

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e-ISSN: 2579-7263

Approach is associated with a 0.716 unit increase in Consumer Purchase Intention. As far as the Passive Approach is concerned, it is found to have a second positive and statistical impact on Consumer Purchase Intention with a p-value of approximately .000. A one-unit increase in the Passive Approach is associated with a 0.228 unit increase in Consumer Purchase Intention holding all other variables constant.

2.3 The Influence of Product Quality on Consumer Purchase Intention

The results obtained from the study can be seen in equation (2), where $\hat{Y}$ Is the predicted Consumer Purchase Intention. X_1 is Tangibles. X_2 is Reliability. X_3 is Responsiveness. X_4 is Assurance. X_5 is Empathy.

$$\hat{Y} = -.041 + .077X_1 + .096X_2 + .523X_3 + .076X_4 + .242X_4$$
(.161) (.042) (.049) (.000) (.000) (.000)……(2)
Adjusted $R^2 = 0.985$

It is evident from equation (2) that Responsiveness with a Standardized Beta coefficient of about .530 has the highest relative importance, suggesting that it is the strongest predictor of Consumer Purchase Intention, followed by Empathy, Reliability, Tangibles, and Assurance the Standardized Beta coefficients of which are about .249, .096, 0.77, and .062, respectively. The Adjust R^2 of this Multiple Linear Regression is approximately .985, meaning that one unit change of these 5 factors, namely, Tangibles, Reliability, Responsiveness, Assurance, and Empathy, will cause the Consumer Purchase Intention to change in the same direction about .985 unit. As far as Responsiveness is concerned, it is found to have the highest positive and statistical impact on Consumer Purchase Intention with a p-value of approximately .000. A one-unit increase in Responsiveness is associated with a 0.523-unit increase in Consumer Purchase Intention, holding all other variables constant. If other variables are held constant, Empathy is found to have the second highest positive and statistically impact on Consumer Purchase Intention with a p-value of about .000. A one-unit increase in Empathy is associated with a 0.242-unit increase in Consumer Purchase Intention. Concerning Reliability, the third highest positive and statistical impact on Consumer Purchase Intention with a p-value of approximately .049, it is evident that a one-unit increase in Reliability is associated with a 0.096 unit increase in Consumer Purchase Intention, holding all other variables constant. Tangibles have the fourth highest positive and statistical impact on Consumer Purchase Intention, with a p-

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e-ISSN: 2579-7263

value of approximately .042. A one-unit increase in Tangibles is associated with a 0.077-unit increase in Consumer Purchase Intention, holding all other variables constant. Assurance has the lowest positive and statistical impact on Consumer Purchase Intention with a p-value of approximately .000. A one-unit increase in Assurance is associated with a 0.076 unit increase in Consumer Purchase Intention, holding all other variables constant.

2.4 The Influence of Environmental Consciousness on Consumer Purchase Intention

The results obtained from the study can be seen in equation (3), where $\hat{Y}$ Is the predicted Consumer Purchase Intention. X_1 is an Environmental Concern. X_2 is Environmental Awareness.

$$\hat{Y} = -.633 + .767X_1 + .379X_2$$
$$(.000)\ (.000)\ \ (.000) \quad \ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots(3)$$
Adjusted $R^2 = 0.724$

It can be concluded from equation (3) that Environmental Concern, with a Standardized Beta coefficient of about .647, is much more relatively important than Environmental Awareness, with a Standardized Beta coefficient of about .274. The Adjust R^2 of this Multiple Linear Regression is approximately .724, meaning that one unit change of these 2 factors, namely, Environmental Concern and Environmental Awareness, will cause the Consumer Purchase Intention to change in the same direction of about .724 units. If other variables are held constant, Environmental Concern is found to have the highest positive and statistically impact on Consumer Purchase Intention with a p-value of approximately .000. A one-unit increase in Environmental Concern is associated with a 0.767 unit increase in Consumer Purchase Intention. As far as Environmental Awareness is concerned, it is found to have a second positive and statistical impact on Consumer Purchase Intention with a p-value of approximately .000. A one-unit increase in Environmental Awareness is associated with a 0.274 unit increase in Consumer Purchase Intention holding all other variables constant.

CONCLUSION

As far as the Demographic Factors are concerned, the results obtained from the study indicate that most respondents are Male and Married, with the Ages ranging between 40 and less than 50 years. Most

p-ISSN: 2579-7549
e-ISSN: 2579-7263

of them enjoy bachelor's degrees with a monthly income of about 10,000 but less than 15,000 RMB working in private enterprises in urban areas. Regarding Social Media Marketing, Passive Approach is slightly more important than the Active Approach. Concerning Perceived Quality, Tangibles are the most essential characteristic, followed by Reliability, Responsiveness, Empathy, and Assurance. Regarding Environmental Consciousness, Environmental Concern is found to be slightly more important than Environmental Awareness. As far as Consumer Purchase Intention is concerned, it is at the agreed level.

Based on the Independent Samples t-test Statistics, it can be concluded that differences in Gender generate differences in Consumer Purchase Intention. Under the One-way ANOVA statistics, differences in Marital Status, Educational Level, Monthly Income, and Occupation generate differences in Consumer Purchase Intention. In contrast, differences in Age and Residential Area generate no differences in Consumer Purchase Intention. The results obtained from the Multiple Linear Regression Analyses show significant positive impacts of all aspects of Social Marketing Media (Passive Approach and Active Approach) on Consumer Purchase Intention. All aspects of Perceived Quality, namely, Tangibles, Reliability, Responsiveness, Assurance, and Empathy, are also found to impact Consumer Purchase Intention positively. Concerning Environmental Consciousness, it is evident that Environmental concern and Environmental Awareness are also found to have positive impacts on Consumer Purchase Intention.

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