

How social media marketing influence green purchase intention: based on Theory of Planned Behavior

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Abstract

To promote eco-green products, social media information may serve as the center of business development. Consumers buy the product after gaining knowledge developed throughout social media. Social media, cognitive, and marketing factors combine to influence consumer purchase intentions for green products. This study aims to implement marketing in social media, LOHAS, and PCE into TPB, conducting a comprehensive research to understand consumer attitudes towards green products and their purchase intentions. The theory of planned behavior (TPB) explains and predicts human behavior in the context of PCE and LOHAS. Lifestyles of Health and Sustainability (LOHAS) represent a consumer segment focused on health, sustainability, and social responsibility. Perceived consumer effectiveness (PCE) refers to the context of consumer activism and ethical consumption. The questionnaire survey method was employed to gather data on consumers in Indonesia with a sample size of 172 people. Purposive sampling was conducted to obtain insights from participants. Smart PLS 3.0 was used to analyze the data. Social media plays a part in the dissemination of information as a promotion of environmentally friendly products. Social media marketing has the potential to affect consumer attitudes through PCE and LOHAS. PCE and LOHAS contribute significantly to green purchase intentions.

Keywords: *green product, lifestyle of health and sustainability, perceived consumer effectiveness, sustainable consumption, theory of planned behavior.*

Introduction

Going green implies taking responsibility for the environment, inviting people the different trade fragments like generation, fabricating, showcasing warehousing, marketing, etc. This may well be related to buyers being more impacted by social perspective. Environmental awareness greatly impacts individuals' behavior in areas related to sustainability. Consequently, the growing need for eco-friendly products has compelled companies to focmore on environmental considerations in their production processes (Liao et al., 2020). Separated from customer behavior with down-to-earth ways of life, there is expanding open mindfulness in different part of the world, almost the significance of protecting the elogical. Ecological values playa vital role in shaping consumers' purchase intentions, making it essential to enhance their readiness to purchase eco-friendly products for the sustainable advancement of ecological environments (Li et al., 2021).

To promote environmentally friendly products, information on social media can become development center for the business world. Green advertising is believed to enhance a company's or product's eco-friendly reputation by using environmental claims to attract environmentally conscious consumers (Luo et al., 2020). Consumers buy environment friendly or green product after getting information developed through social media. Businesses are increasingly for promote using market social media their green products. Enterprises the internet may use to boost share the green products at that market and aggressively promote them on social media. Therefore, it is essential to grasp the significance of social media marketing in advocating for eco-friendly products. and to Analyze how the affect of marketing insocial media influences consumers' willingness to buy eco-friendly products (Sun et al.,

2020). In board terms, social media cognitive and marketing variables combine to impact consumer purchase intention. This article extends the TPB theory and replaces personal beliefs (insecurity, motivation, hedonism) with LOHAS and PCE.

Perceived Consumer Effectiveness (PCE) is commonly described as a consumer's belief in their capability to attain desired outcomes aligned with their personal values and goals (Hanss & Doran, 2020). Green marketing on social media by perceived consumer effectiveness (PCE) refers to how consumers regarded their potential to make a positive impact on environmental concerns after interacting with eco-green friendly marketing platforms on social media content. These perceptions Can impact consumers' decision attitudes, behavior and purchasing decisions towards environmentally friendly products through social media. This measure reflects an individual's perception of how much their actions can influence and contribute to solving environmental issues. In this way, their self-confidence plays a role in addressing the ecological challenges faced by society (Jaiswal et al., 2020)

LOHAS (Lifestyle of Health and Sustainability) is described as a way of living that reflects perceptions, attitudes, and behaviors focused on Individual health and wellness. It also prioritizes Ecological and societal maintainability, aiming to achieve a harmonious balance between individual prosperity, broader societal concerns, the society, and ecological (Cheng, C. C., et al., 2019). Consumer interested in health, personal development, sustainable and social justice living is demographic term of "Lifestyle of Health and Sustainability (LOHAS)". Green marketing on social media often targets LOHAS consumers because they are more receptive to messages about environmentally friendly product and practices. LOHAS are people who cultivate a "lifestyle of health and sustainability" (Errichiello, O., & Zschiesche, A. 2022).

Evaluation Previous research (Sun, 2020) a limitation of the research is that it Emphasizing the desire to purchase eco-friendly products instead of the actual purchasing behavior. While intentions can provide valuable insights into consumer preferences, they do not always align with the actual purchasing decisions that consumers make in real-world settings. Moreover, future studies could also define and explore specific green products in greater detail. Previous research use using PCE, price consciousness, Although some studies have been conducted with the aim of understanding LOHAS, such as The creation of a scale that is psychometrically reliable for measuring its dimensions, comprehensive research in this area remains scarce. (Choi, 2021). Besides that, another variable LOHAS It was found that U.S. consumers tend to bought eco-green friendly products more frequently than the consumer typical (Choi, S., & Feinberg, R. A. 2021).

This study intends to include marketing in social media, LOHAS, and PCE into TPB to solve restrictions and undertake thorough research to understand the consumers' better attitudes regarding green products and buy intentional. This study employs Smart PLS analysis to examine the effect of demographics variable on intentions purchase's customer.

Methods

This study seeks to explore the influence of media social on consumers' perceptions of eco-friendly products and services. This research focuses on the Sukin brand, an Australian skincare brand known for its natural, vegan and eco-friendly products. The brand features formulas free from harsh chemicals such as parabens, sulfates, and artificial colors. In particular, the study aims to determine how the introduction of social media messages about these products and services affects consumers' beliefs about the credibility of such messages, their capacity to differentiate between them, and their willingness to adopt sustainable lifestyles. These factors, in turn, influence consumers' intentions to purchase green items. Sukin has an Instagram account, https://www.instagram.com/sukinskincare_idn/#

Selective sampling methods differ from random sampling techniques and are intended to ensure that particular types of cases, which might otherwise be missed, are represented in the final research sample (Greenwood, M., et al, 2020). Possibility sampling methods are most useful when the target population is large, and differences from actual population parameters can be detected. These differences, known as sampling errors, are most effectively identified when appropriately large samples are selected (Berndt, A. E 2020).

Table 1. Construct item

Variable	Item	Questionnaire	Source
Social Media Marketing	SMM1	I received information about the SUKIN body care brand from social media about healthy living and protecting the environment	(Sun & Wang, 2020)
Perceived Consumer Effectiveness	PCE4	Purchasing environmentally friendly products from the SUKIN brand can make a difference to the environment	(Zinoubi, 2020)
	PCE5	Buying environmentally friendly products from the SUKIN brand is an effort we can make towards the surrounding environment	
A lifestyle focused on health and sustainability	LOHAS1	I tend to choose SUKIN products for a healthy lifestyle and sustainability	(Pícha& Navráti, 2019)
	LOHAS2	In my opinion, the role of SUKIN products is important for the surrounding environment and health	
	LOHAS3	I want healthy products for me and my family	
Purchase Intention	INT1	I plan to purchase SUKIN products in the future	(Sun & Wang, 2020), (Pop & Zsuzsa, 2020)
	INT3	I would recommend SUKIN products to others	
	INT4	I will tell others about the eco-friendly SUKIN brand	
	INT5	From now on, I plan to buy SUKIN products for health and environmental sustainability	

Result and Discussions

This research has 172 respondents. Using purposive sampling with criteria according to Table 1. Survey results included 139 women and 33 men. The highest age of participants was in the age range 22 - 24 years 50% participants, lowest participants aged 15 – 18 years on 4,10%, and participants aged 19 -21 years were 45.90%. The academic credentials of the respondents was mostly a bachelor's degree with a percentage of 82.6%, then occupied by respondents from high school at 10.50%, the lowest was at the master's degree with a percentage of 7%.

The criteria for the length of time respondents spent on their social media pages was that the highest result was 4-6 hours spent on social media with 81 participants, then the second highest percentage 41.9% spent more than 6 hours, and the lowest percentage 11% spent time on social media less than 1-3 hours. The highest income from participants was less than 600,000 - 1,500,000 totaling 36 participants.

We evaluated the structural equation model with 5000 bootstraps using the Smart PLS program. In our research result on Table.3, CR values ranging from 0.6 to 0.7 might be tolerable for investigation, while values between 0.7 and 0.9 are generally considered satisfactory for more advanced studies. To ensure adequate internal consistency, CR values should exceed 0.7 (Kamis, A., et al, 2020). At that point check for any critical distinction within the outer loadings of constructs that come up short to realize compositional invariance. As with any statistic, the apparent question is what a specific value of α represents. Does a value of 0.6 suggest $\alpha > 0.9$ (Excellent), > 0.8 (Good), > 0.7 (Acceptable), > 0.6 (Questionable), > 0.5 (Poor), and < 0.5 (Unacceptable) (Schrepp, M. (2020). The value of AVE and CR ranges from 0 to 1, where a higher value represents more than level of reliability. An AVE value of 0.5 or higher confirms the presence of convergent validity (Shrestha, N. 2021). According to the recommended thresholds, the HTMT value should be below 0.85 or 0.9. Additionally, to apply inferential statistics, The hypothesis HTMT=1 must be dismissed (Rasoolimanesh, S. M. 2022).

Table 2. Geographic Variable

Demographic Variables	Frequency	Percentage
Gender		
Female	139	80.80%
Male	33	19.20%
Age		
15-18	7	4.10%
19-21	79	45.90%
22-24	86	50%
Educational background		
Senior high School	18	10.50%
Bachelor's degree	142	82.60%
Master's degree	12	7%
How long do you visit social media		
1-3 hours	19	11%
4-6 hours	81	47.10%
more than 6 hours	72	41.90%
Income per month		
Less than Rp. 500.000	47	27.30%
Rp 600.000 - Rp 1.500.000	62	36%
Rp. 1.600.000 - Rp. 2.500.000	31	18%
More than Rp. 2.600.000	32	18.60%

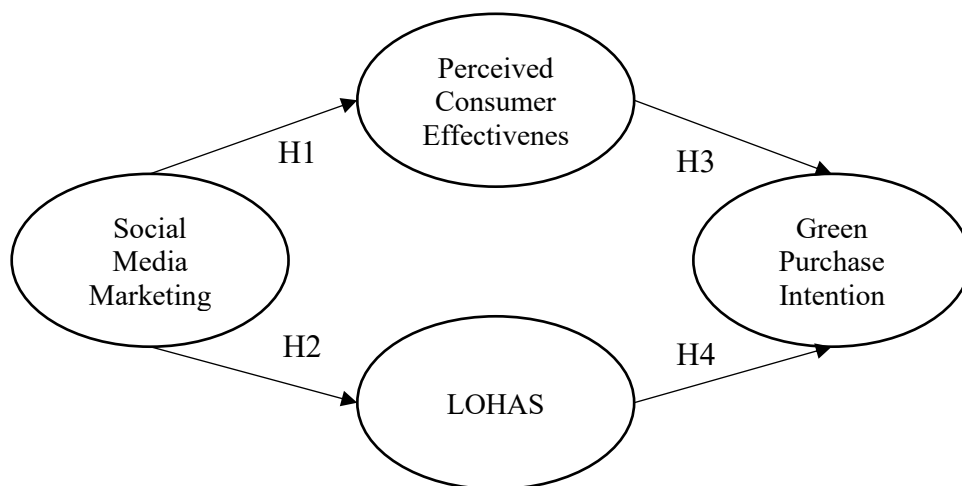


Figure 1. Conceptual model

Table 5 and Figure 2 demonstrate that customer confidence in environmental protection is positively impacted by green product marketing activities on social media ($t = 6.850$ $p = 0.000$). As a result, creating product content for social media marketing can offer crucial information on preserving the environment. Provide value to your audience instead of just selling. Provide informational content that informs users about the features, benefits, and usability of the product. Meanwhile, keep them entertained with thought-provoking narratives, user-generated material, and behind-the-scenes videos. If the information is seen as entertaining,

excellent, and pertinent, the degree of commitment will also rise.

Table 3. Construct Validity

Construct	Items	Outer Loadings	VIF	Chonbach's Alpha	Composite Reliability	AVE
Social Media Marketing	SMM1	1.000	1.000	1.000	1.000	1.000
Perceived Consumer Effectiveness	PCE4	0.846	1.286	0.641	0.848	0.736
	PCE5	0.869	1.286			
Lifestyle of Healthy and Sustainability	LOHAS1	0.851	1.512	0.718	0.718	0.639
	LOHAS2	0.800	1.453			
	LOHAS3	0.744	1.319			
Interaction Intention	INT1	0.726	1.418	0.785	0.788	0.608
	INT3	0.806	1.725			
	INT4	0.791	1.653			
	INT5	0.793	1.544			

Table 4. Discriminant Validity

Construct	Lifestyle of Health and Sustainability	Perceived Consumer Effectiveness	Purchase Intention	Social Media Marketing
Lifestyle of Health and Sustainability				
Perceived Consumer Effectiveness	0.906			
Purchase Intention	0.905	0.877		
Social Media Marketing	0.497	0.486	0.611	

Table 5. Construct Hypothesis

Hypothesis	Path coefficient	Standard Deviation	T Value	P Values	Decision
H1	0.391	0.057	6.850	0.000	Supported
H2	0.425	0.060	7.088	0.000	Supported
H3	0.321	0.071	4.513	0.000	Supported
H4	0.488	0.063	7.763	0.000	Supported

Furthermore, the study supported hypothesis H2 by demonstrating a strong correlation between social media use and LOHAS ($t = 7.088$, $p = 0.000$). These findings suggest that content producers should concentrate on raising public knowledge of the value of environmentally friendly practices and healthy lives. arouse sentiments of happiness. If the content is engaging, people will be more willing to engage and show their intention to do so. It's also critical that LOHAS customers respect openness and sincerity. Be truthful about the impact of your products or services, environmentally friendly practices, and passion projects for your brand. There is a substantial correlation between LOHAS and purchase intention ($t = 7.763$; $p = 0.00$) and between PCE and decided purchase ($t = 4.513$; $p = 0.00$). Thus, because eco-friendly products help the local living ecosystem. People's purchase inclinations toward environmental curiosity are positively impacted by LOHAS and PCE.

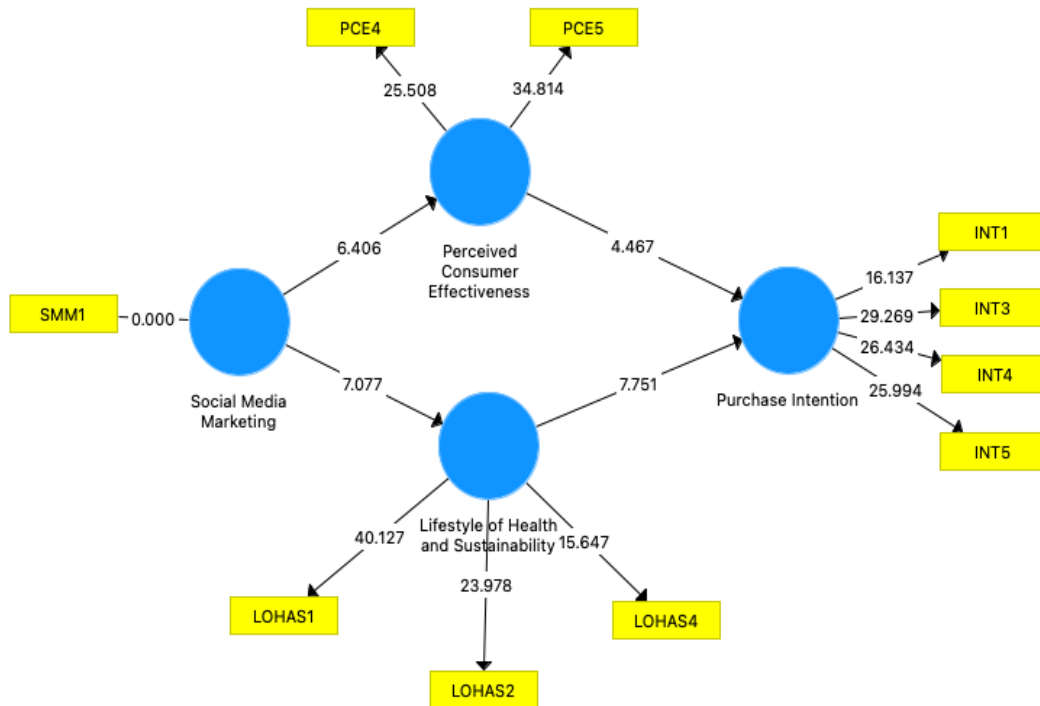


Figure 2. PLS Output of the Structural Model

Discussion

It can be reasonably assumed that most individuals in the contemporary world make use of technology on a daily basis. This indicates that, despite the advanced features of the platform, in social media may be still capable of persuading individuals to make purchases through social media by providing content that is relevant to their interests. Therefore, to maximize the effectiveness of a social media marketing activity, businesses must recognize the significance of the content or message format they aim to convey and its influence on consumers' experience, which can ultimately result in achieving the company's marketing objectives (Wibowo, A., et al 2020). Social media platforms offer various opportunities, including product marketing. By emphasizing customer engagement, these two approaches help explain differences in consumer decision-making. Consumers following central pathways pay closer attention to information, conducting detailed research, analysis, and evaluation, whereas those using peripheral routes rely on less extensive processing (Xie, S., & Madni, G. R. 2023).

The aim of this study is to examine the role of social media in product marketing, with a specific emphasis on green products. A mark that clearly conveys its commitment to environmental values and maintains a strong market presence can influence comprehension of eco-friendly products and consumer perceptions. As consumers become more informed about a brand's sustainable practices, their awareness of the environmental impact of their purchasing decisions increases (Gading, W. T., et al. 2024). Social media users can reach any information easily, one of which is green product information. Therefore, we examine the influence consumer's on social media of intentions purchase for environmentally friendly products. Pro-environmental behavior is an individual action that shows environmental concern indicating to preserve the ecological or Minimize harm to natural resources (Kuswati, R., et al. 2021).

Through the mediation of PCE and LOHAS we tested purchase intentions in consumers who spend time viewing social media pages. By examining social media content, it becomes possible to recognize groups enthusiastic in management and conservation, identify symbolic representations of monitor, conservation and evaluate conduct cultural impact assessments, natural resources and analyze public and policies concerns (Pickering, C. M., & Norman, P. 2020). The results are very significant that social media can influence them towards lifestyle and environmental awareness.

Conclusion

This findings of study contribute for the accumulation on new expertise and insights regarding marketing strategies, with a particular focus on green products. Given the dearth of awareness regarding obtaining acquisition of sustainable products, that study contributes to the identification of skincare brands that contribute positively to the environment. The study reveals that marketing at social media holds a considerable, beneficial effect on green purchasing decisions. The suggests that efficacious marketing in social media strategies can augment consumers' proclivity to buy environmentally eco-friendly products. The perceived influence of consumer actions, which refers to consumers' beliefs about their ability to make the impact through their buying intentions, is a substantial mediator between marketing in social media and green purchase decisions. This indicates that when consumers recognize themselves as effective in promoting sustainability through their purchases, they are more inclined to participate in green purchases. The study also reveals a positive correlation between lifestyles that prioritize health and sustainability, encompassing values such as environmentalism, health, and wellness, and green purchase intentions. This indicates that consumers who prioritize these values are more inclined to participate in eco-friendly consumption.

The report underscores the pivotal role of social media marketing in promote the eco-green products. Companies can leverage social media to cultivate sustainable consumption habits among customers and disseminate information about the ecological benefits of their items. The insights underscore the influence of consumer efficacy perceptions on consumers' inclination to make green purchases. Campaigns that enable customers to perceive themselves as making a meaningful contribution to sustainability through their purchases should be a priority for businesses. The survey indicates that companies should prioritize customers who adhere to sustainable and health-conscious lifestyles, as they are more likely to make green purchases. This may necessitate the development of marketing plans that align with the goals and values of these customers.

This study is also subject to certain limitations. The study explains the relationship between social media knowledge sharing, subjective standards, and intention to make green purchases using a single theoretical framework (SOR). However, several frameworks could offer a more thorough comprehension of the phenomenon. Furthermore, the possible influence of additional variables, which might be significant in real-world situations. Expand the theory and replace other attitude variables or personal beliefs according to the context. For future studies, a deeper insight into the lasting impacts of social media marketing on green consumption may be achieved through the implementation of longitudinal studies, which would enable the monitoring of changes in customers' intentions to make green purchases over time.

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APPENDIX 1.

Green marketing on SUKIN Instagram Account

