

JEL Classification: M31

The Role of Digital Social Media in the Formation of Attitudes towards Green Products among Information Literate Youth

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Purpose: This article aims to know to what extent the practice of using social media in Indonesia can influence the attitudes of young people, who already have digital technology literacy, towards current global issues, especially environmentally friendly products.

Design/Method/Approach: The research design is a quantitative approach using a survey method with a questionnaire to find out the opinions of respondents. Using structural equation modeling (SEM), the research will test a number of hypotheses developed in this article. A sample size for this research is 137 respondents.

Findings: According to SEM analysis using AMOS, green product knowledge does not affect attitudes towards green products, but communication through social media marketing and value consciousness of products are proven to affect consumer attitudes. Furthermore, attitude is proven to affect intention to purchase green products positively and significantly.

Theoretical Implications: In conclusion, it turns out that product knowledge has no effect on determining consumer attitudes. It shows the need for other relevant variables in the research model as there is an interesting phenomenon of products that are classified as unique among young people in developing countries.

Practical Implications: Social media activists and big companies in Indonesia can influence their young followers to care about the environment and promote affordable green products.

Originality/Value: It includes awareness of the importance of using green products among young people, as well as a research model to determine buying behavior while purchasing green products.

Research Limitations/Future Research: This research has several limitations. Most importantly, the sample in this study was limited by selecting a sample of the younger generation in Indonesia. It would be more useful for future studies to use a wider sample of income levels. In addition, for future empirical research it is more useful to add many independent variables, such as product quality and the country of origin of the product.

Paper Type: Empirical

The use of social media as part of social interaction activities in society and at the same time as a medium for companies to promote their products is increasing. This condition opens opportunities for companies engaged in environmentally friendly products or often called green products to take advantage of social media in disseminating their products to consumers. This study aims to test whether understanding of green products, communication through electronic social media and value consciousness when buying a product will influence consumer behavior to buy environmentally oriented products. For the purposes of the survey, a questionnaire was designed using Google Form. The questionnaire was distributed to 200 students. The results obtained show that Green Product does not affect Attitude, but Social Media marketing and Value Consciousness are proven to affect consumer Attitude. Attitude is proven to affect Purchase Intention.

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Роль цифрових соціальних медіа у формуванні ставлення до екологічно чистих продуктів серед інформаційно грамотної молоді

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Мета роботи: Ця стаття має на меті з'ясувати, якою мірою практика використання соціальних мереж в Індонезії може вплинути на ставлення молодих людей, які вже володіють цифровою технологічною грамотністю, до актуальних глобальних проблем, особливо до екологічно чистих продуктів..

Дизайн / Метод / Підхід дослідження: Дизайн дослідження - це кількісний підхід з використанням методу опитування за допомогою анкети для з'ясування думок респондентів. Використовуючи моделювання структурних рівнянь (SEM), дослідження перевірить низку гіпотез, розроблених у цій статті. Розмір вибірки для цього дослідження становить 137 респондентів.

Результати дослідження: Згідно з SEM-аналізом з використанням AMOS, знання про екологічно чисті продукти не впливають на ставлення до екологічно чистих продуктів, але доведено, що комунікація через соціальні мережі та усвідомлення цінності продуктів впливають на ставлення споживачів до них. Крім того, доведено, що ставлення позитивно і суттєво впливає на намір купувати «зелені» продукти.

Теоретична цінність дослідження: У підсумку, виявляється, що знання про продукт не впливає на визначення ставлення споживачів. Це свідчить про необхідність включення інших релевантних змінних у дослідницьку модель, оскільки серед молоді в країнах, що розвиваються, існує цікавий феномен продуктів, які класифікуються як унікальні.

Практична цінність дослідження: Активісти соціальних мереж та великі компанії в Індонезії можуть впливати на своїх молодих підписників, щоб вони дбали про навколишнє середовище та просували доступні зелені продукти.

Оригінальність / Цінність дослідження: Дослідження включає усвідомлення важливості використання зелених продуктів серед молоді, а також дослідницьку модель для визначення купівельної поведінки при купівлі зелених продуктів.

Обмеження дослідження / Майбутні дослідження: Це дослідження має кілька обмежень. Найголовніше, вибірка в цьому дослідженні була обмежена вибором молодого покоління в Індонезії. Для майбутніх досліджень було б корисніше використовувати ширшу вибірку за рівнем доходу. Крім того, для майбутніх емпіричних досліджень було б корисно додати багато незалежних змінних, таких як якість продукції та країна походження продукту.

Тип статті: Емпіричний

Використання соціальних медіа як частини соціальної взаємодії в суспільстві і водночас як засобу просування компаніями своєї продукції зростає. Цей стан відкриває можливості для компаній, які займаються виробництвом екологічно чистих продуктів або часто називають їх "зеленими продуктами", скористатися перевагами соціальних медіа для поширення своєї продукції серед споживачів. Це дослідження має на меті перевірити, чи впливає розуміння екологічності продукції, комунікація через електронні соціальні мережі та усвідомлення цінності при купівлі товару на поведінку споживачів щодо купівлі екологічно орієнтованої продукції. Для проведення опитування було розроблено анкету за допомогою Google Form. Опитувальник було розповсюджено серед 200 студентів. Отримані результати показують, що «зелений» продукт не впливає на ставлення, але доведено, що маркетинг у соціальних мережах та Свідомість цінностей впливають на ставлення споживачів. Доведено, що ставлення впливає на намір покупки.

Ключові слова: ставлення, цифрові соціальні медіа, екологічно чистий продукт, намір покупки, ціннісна свідомість.

1. Introduction

Currently, the use of social media as part of social interaction activities in the community and at the same time as a medium for companies to promote their products is increasing. In 2019, social media users in Indonesia are estimated to have reached 150 million or 56% of the total population. The number is up 20% from the previous survey. Meanwhile, mobile social media users (gadgets) reached 130 million or about 48% of the population.

On the other hand, nowadays many consumers, both at the national and global levels, are starting to be interested in buying environmentally friendly products. For example, Starbucks, an international company engaged in the coffee shop retail business, realizes the importance of caring for the environment to preserve the earth. This prompted Starbucks in Indonesia to produce such as tumblers and reusable Cups. In 2008 Starbucks launched disposable cups, new plastic cups that are more environmentally friendly. Starbucks is also committed to doing more and is constantly looking for new ways to reduce the environmental damage from their single-use cups and other packaging (Starbucks, 2020). The green economy market in Indonesia currently tends to increase, along with the increasing public awareness of the environment. In the global market, the trend of green products has existed for a long time and is taking place more massively. To make the green movement in Indonesia more massive, government support is indeed needed in the form of consistent regulations. For example, the prohibition of the use of plastic bags and plastic straws without tolerance. In reality, there are indeed several obstacles in implementing green products in Indonesia, such as the lack of awareness of producers, doubts about products labeled as green products, and products labeled as green products are relatively more expensive.

According to Rath (2013), green products are defined as industrial products that are produced through environmentally friendly technology and do not cause harm to the environment. There are a number of criteria regarding green products, one of which is from (D'Souza et al., 2006), in their research explaining aspects in green products or environmentally friendly products, namely consumers see green products or environmentally friendly products as products that are not harmful to the environment and animals. The product presents certain elements and is seen as being environmentally conscious by the customer, and recycled materials can justify limited use and lower overall usage claims, as well as minimal damage to the environment.

Combining the two facts above, the role of electronic social media, which is currently used by almost all netizens in Indonesia, has played a role in increasing public awareness in Indonesia to better understand, be aware of the existence of environmentally friendly products, and encourage people to be interested in buying environmentally friendly products.

2. Theoretical Background

To build a research model on the basis of the research on the purchase intention of a consumer and its relation to social media marketing activities, several related variables are explained below.

2.1. Social Media Communication

Currently, although the presence and penetration of electronic social media is very high in Indonesia, in order for consumers to want to make purchases of goods through communication in social media, there must be consumer involvement in the product or brand that will be consumed. If a product or brand provides continuous satisfaction, in the long term it is possible that brand loyalty will emerge. Also, in social media, consumers need to connect to the source of emotions and feelings about the brand, which facilitates the formation of long-term bonds between consumers and brands. In addition, it is also necessary to have a high and positive level of emotional involvement associated with a high level of brand loyalty. Based on these aspects, consumers can

develop trust and can be emotionally attached to a brand. In other words, building long-term relationships with consumers in social media is practically the right way to deepen a consumer's brand loyalty (Gunelius, 2011).

Communication through social media can be interpreted as a source of digital information that is created, initiated, circulated, and consumed by internet users as a way to connect with certain products, brands, services or others (Chauhan & Pillai, 2013). Marketing managers expect the social media they manage can engage in communication with loyal consumers and influence consumer perceptions of the company's products or brands, spreading this information.

2.2. Product Knowledge

Product knowledge in this case can be interpreted as the amount of information about a product category and product-related matters stored in the memory of a consumer, concerning expertise and familiarity with products (Nurhayati & Hendar, 2020). Product knowledge is one of the important factors that can influence consumer attitudes to engage in purchasing behavior for pro-environmental products or green products (Lin et al., 2018).

Consumers' overall evaluation of a particular product can be determined by product knowledge; when consumers have more knowledge and information about green products, they will more easily understand the product compared to other consumer products. Thus, knowledge about green products is useful for shaping consumers' green attitudes and intentions to carry out sustainable consumption.

2.3. Value Consciousness

Value awareness is defined as "attention to pay a low price, subject to some quality constraints" (Ailawadi et al., 2001). Value-conscious customers tend to pay attention to low prices and good product quality. They also tend to be accustomed to using social media platforms to save money by allowing customers to get the lowest prices, identify the right product to meet their needs and compare with the price and performance of other brands (Ismail, 2017). Therefore, acquiring goods at lower prices is relatively important than good product quality or good brand image in many consumers' purchasing decisions.

2.4. Attitude

Attitude is an overall evaluation of a person's behavior, and in this sense, it can be interpreted as an evaluation of a green product in the context of predicting the purchase of the product.

Previous research has shown that attitude is an important variable of the purchase intention variable (Han, Kim, & Lee, 2018) and the more positive consumers' attitudes towards environmentally friendly products are, the stronger their intention to buy these products is. This finding is in line with the previous research which states that attitudes towards environmentally friendly products have a positive effect on intention to buy these products (Gocer & Oflac, 2017).

2.5. Purchase Intention

Purchase intention is part of consumption behavior and can be interpreted as a consumer's tendency to act before the buying decision is actually implemented. Purchase intention is basically a consumer's tendency to buy a green product with a certain brand or take action related to a purchase which is measured by the level of probability that consumers make a purchase.

3. Research Question

This study aims to examine whether understanding of green products, communication through electronic social media and price awareness when buying a product will affect consumer behavior to buy environmentally oriented products.

From the explanation above, the proposed research model is on Fig.1.

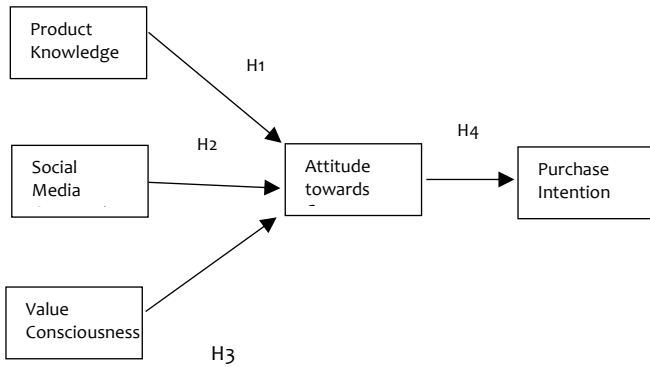


Figure 1: Research Framework

Source: Research Results, 2023

The following hypotheses:

- H1** – Product Knowledge influences Attitude towards Green Product
- H2** – Social Media Communication influences Attitude towards Green Product
- H3** – Value Consciousness influences Attitude towards Green Product
- H4** – Attitude towards Green Product influences Purchase Intention

4. Data and Methods

4.1. Research Design and Process

The research design is a survey using a questionnaire, with the research process as follows:

- a. Researchers took a sample of 30 people. The sampling technique used is purposive sampling, namely respondents who use social media in various types (Instagram, Facebook, Tiktok, Line, etc.)
- b. Respondents who were given a questionnaire are those who use social media and have received news/promotions/other forms of communication about green products.
- c. Respondents were given a questionnaire which was uploaded using Google Form media. The questionnaire consists of two parts; the first part is information about their profile, such as gender, age and monthly expenses. While the second part is a questionnaire containing questions to determine their perceptions of Social Media Communication, Value Consciousness, Product Knowledge, Attitude, and Purchase Intention.
- d. Conducted validity and reliability tests; After passing the two tests, questionnaires were distributed to 137 students using purposive sampling method.
- e. After the questionnaires were collected, preliminary processing was carried out to ascertain how much data was missing (missing), entries that were considered incorrect, etc.
- f. Data processing for the structural model above using AMOS software to determine the feasibility of the model and test hypotheses was performed.

The research location was carried out in the Special Region of Yogyakarta. The research time was from March 2022 till October 2022.

4.2. Data Analysis Method

The analysis tool uses Structural Equation Modeling (SEM) with several stages of data processing. First is to define the existing constructs, then develop a measurement model (measurement model). After that, the process continues with testing the measurement model. Then the specification of the structural model

and the assessment of the validity of the structural model is carried out.

Several goodness-of-fit criteria have been developed to interpret a structural equation model and to determine the degree of suitability of a model with the empirical data obtained. The goodness-of-fit criteria that are commonly used are based on the comparison of the observed data covariance matrix with the estimated covariance matrix, with several measures, including Chi-Square, Goodness of Fit Index (GFI), Adjusted Goodness of Fit Index (AGFI), Root Mean Square Error of Approximation (RMSEA), Non-Normed Fit Index or Tucker Lewis Index (TLI), Normed Fit Index (NFI), and CFI.

For Chi-Square (χ^2) criteria, a low 2 number and a probability level above 0.05 indicates that there is no difference between the observed data and the estimated data. However, the magnitude of the number 2 is sensitive to the number of samples; if the sample exceeds 200, the number 2 tends to increase. In addition, the number 2 is also sensitive to deviations from the assumption of normality of the data. To minimize the impact of the number of samples, a criterion for the ratio of 2 to degrees of freedom (df) was developed; the ratio of 2/df for a good model is between 2:1 to 3:1 (Hooper et al., 2008).

Table 1: Goodness of Fit Criteria

Criteria	Value
RMSEA (root mean square error of approximation)	< 0,08
GFI (Goodness of fit index)	> 0,9
AGFI (Adjusted Goodness of fit index)	> 0,9
CMIN / df	2 - 5

Sources: Hair et al. (2014)

5. Results and Discussion

5.1. Respondent Profile Analysis

From 137 respondent, here are their profiles (Tab. 2, Tab. 3).

Table 2: Student Respondent Profile

Variables	Percent
Gender	
Male	53.3
Female	46.7
Ages	
Up to 18 Years Old	13.0
>18 Years Old - 19 Years Old	25.5
>19 Years Old - 20 Years Old	25.5
>20 Years Old - 21 Years Old	16.3
>21 Years Old	19.6
Money Spending	
< US\$ 66.67 / month	50.0
> US\$ 66.67 / month - US\$ 100 / month	30.4
> US\$ 100 / month - US\$ 133.3 / month	9.8
> US\$ 133.3 / month	9.8
Region in Indonesia	
Jawa	55.7
Klimantan	13.0
Sulawesi	8.6
NTT/NTB	9.2
Others	4.0
Department	
Information System	48.1
Information Technology	7.0
Management	25.9
Product Design	7.0
Others	2.0

Source: Research Results, 2023

Table 3: Social Media Profile

Variables	Percent
Usage	
< 1 hour per day	3.3
< 1 hour per day to 3 hour per day	36.6
> 3 hour per day	60.1
Social Media Platform	
Instagram	91.4
Facebook	23.8
WhatsApp	95.7
Tik Tok	54.6
Twitter	24.3
Youtube	74.6
Others	1.1
Line	2.7
Telegram	2.7
Social Media Activities	
Watching Friends and Relatives Activities	78.8
Watching Favorite Selebgram	51.6
Brand Promotin and Activities	53.8
Exploring New Things (News, Brand etc.)	46.7
Others	13

Source: Research Results, 2023

From the basic profile, it can be seen that the majority of respondents are male, aged 16-20 years, monthly pocket money is low to medium (< IDR 1,000,000 / month and > IDR 1,000,000 to IDR 1,500,000,- per month), most of them come from the island of Java and the respondents study in the Information Systems and Management study program.

Most respondents access more than 3 hours per day for activities in social media. And it can be seen that the most frequently used social media platforms are Instagram, WA and Youtube (above 70%); while Tik Tok, although around 50% is used, but seeing its popularity, this platform in the future will be more popular with millennials. It is also seen that seeing the activities of friends and family is the thing most respondents do. This shows that respondents still use social media for social activities with their closest people. Then getting to know new people and also following favorite celebgram activities are two types of activities that are also popular among respondents.

However, knowing and following the activities of brands that are popular and known to the respondents are among the activities that are mostly carried out. This shows that social media can also be used by companies to promote their brands intensively.

5.2. Model Test Results

Using AMOS software, the research model (Fig. 1) is described as Fig. 2.

The results of CMIN/DF are less than 5, and RMSEA is less than 0.1, so the data can be said to have fit (according to) the existing theoretical model. Likewise, the GFI and AGFI figures are already above 0.9, so the model can be analyzed further (Tab. 4).

Hypothesis testing results are in Tab. 5.

From the Tab. 5 it can be seen:

- Green Product does not affect Attitude (because the number of Prob/probability > 0.05);
- Social Media affects Attitude (because the number of Prob/probability < 0.05);
- Value Consciousness affects Attitude (because Prob/probability < 0.05);
- Attitude affects Purchase Intention (because the number of Prob/probability < 0.05).

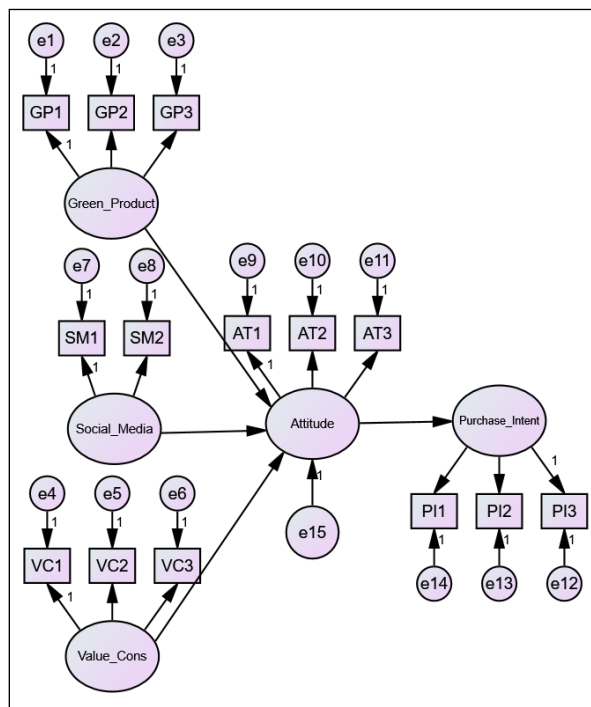


Figure 2: The research model using AMOS

Source: Research Results, 2023

Table 4: Goodness of Fit results:

Criteria	Value
RMSEA (root mean square error of approximation)	0.042
GFI (Goodness of fit index)	0.934
AGFI (Adjusted Goodness of fit index)	0.902
CMIN / df	1.321

Source: Research Results, 2023

Table 5: Hypothesis Testing Results

	Estimate	S.E	Prob,
Green Product --> Attitude	-0.227	0.193	0.239
Social Media --> Attitude	0.471	0.228	0.039
Value Consciousness --> Attitude	0.340	0.158	0.031
Attitude --> Purchase Intention	0.844	0.101	0.000

Source: Research Results, 2023

Policies regarding green products or whether the company used green products or not did not affect consumer attitudes towards a product or brand because, like most other Asian countries, Indonesian people actually do not care about environmental issues, including the use of green products for a sustainable environment. Indonesians consider their land fertile and sustainable. For them money-making jobs and productivity are much more urgent, even though the environment is becoming polluted. However, the social media that exists and is owned by a consumer, or he is part of a social media community, as well as the consumer's concern for the price of a product or brand, will significantly affect his attitude. Also, in shopping, most consumers in Indonesia are very value-conscious, because their average opinion is still low, so cheap goods are favorites during shopping activities and their attitude is positive towards cheap goods even though the quality is not good and the manufacture may have damaged the environment. Then the consumer's attitude towards an item will affect the purchase intention of the item.

Gautam and Jaitly (2021) theoretical research on the role of electronic social media concludes that the closer consumers are to

the social media used, the greater the influence of social media on the formation of brand loyalty and positive brand perceptions is. (Cheng *et al.*, 2021) in their research on the role of corporate social activities (CSR) that are echoed through social media have shown a positive influence on consumer perceptions, and it is also proven that CSR activities through social media have been shown to influence consumer attitudes, which in turn affects product purchase intentions. This is also evidenced by the research (Oncioiu *et al.*, 2021) which shows that intense interactions through electronic social media can build company brand equity and good relationships with consumers. Similarly, (Yasir *et al.*, 2021) in Pakistan on the effect of restaurants (products) being viral through social media, it was concluded that if this was done consistently, it would have a positive and significant effect on consumer purchase intentions.

The research by Khaleeli, Oswal, and Sleem (2021) in the United Arab Emirates shows that buying interest in green products is not related to the price of these products, because continuous education on environmental awareness will encourage consumers to buy green products. Similarly, the research by Zheng, Akter, Siddik, & Masukujjaman (2021) in Bangladesh on the intention to buy organic products which are also perceived as green products, it was found that the price conscientiousness variable was significantly related to the purchase intention of the product, and the regression coefficient was negative; this is the same as the research findings by (Sun & Wang, 2020) in China which stated that there was a significant but negative relationship between price conscientiousness and purchase intention. Saleki, Quoquab, & Mohammad (2019) in Malaysia also concludes that the price conscientiousness variable moderates the relationship between buying interest and actual buying behavior. This slightly different result proves that if the price of the product is high, consumers tend not to buy a product, even though the product is environmentally friendly. This shows that purchasing green products cannot stand alone, but must be accompanied by other factors, such as continuous learning and education for consumers. Also naturally, consumers who are not sensitive to the influence of prices will easily realize their buying intentions compared to consumers who are more sensitive to the price of a product.

Another interesting finding from the research by Kartawinata, Maharani, Pradana, and Amani (2020) in Indonesia concluded that the green marketing mix will have a positive impact on consumer attitudes towards green products, which in turn has a positive effect on intentions to buy environmentally friendly products. Meanwhile, Cheung and To (2019) research in China stated that consumer attitudes have a positive and significant effect on purchasing green products, but the quality factor of green products is also important to moderate the relationship between the two variables. So it can be concluded that not only education for consumers, but the quality of green products, environmental awareness instilled in consumers, rational prices, as well as promotional activities and inclusion of eco-labels on green products also influence the purchase of environmentally friendly products (Tan, Ojo, & Thurasamy, 2019).

From the findings and discussion above, it can be concluded that to promote and popularize the use of green products among consumers, electronic social media is currently playing an important role because the use of social media for communication between consumers or consumers and companies is very popular. With the formation of a positive attitude towards green products and other derivative products from environmentally friendly products, consumers will gradually switch to purchasing green products.

6. Conclusion

Based on the respondent's profile, it can be seen that the majority of respondents are male, aged 16 – 20 years, the monthly allowance is low to medium (< US\$ 66.7 /month and > US\$ 66.7 /month – US\$ 100 / month), most of them come from Java and the respondents study in the Information Systems and

Management study program. Also, the respondents access more than 3 hours per day for activities in social media, with the most frequently used social media such as Instagram, WA and Youtube (above 70%); while Tik Tok, although around 50% is used, but seeing its popularity, this platform in the future will be more popular with millennials.

Based on SEM analysis using AMOS, it can be concluded that Green Product does not affect Attitude, but Social Media marketing and Value Consciousness are proven to affect consumer Attitude. And Attitude is proven to affect Purchase Intention to green products.

7. Funding

This study received no specific financial support.

8. Competing Interests

The authors declare that they have no competing interests.

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