ELABORATION LIKELIHOOD MODEL IN GREEN CONSUMPTION: THE ROLE OF SOCIAL MEDIA IN SHAPING THE PURCHASE INTENTIONS OF GENERATION Z IN INDONESIA

Eko Prasojo[1]
University Cokroaminoto Yogyakarta, Yogyakarta, Indonesia
Ekoprasojo60@gmail.com

Endarwati[2]
University Cokroaminoto Yogyakarta, Yogyakarta, Indonesia
Ndear.wati@gmail.com

Abstract

Growing environmental concerns have intensified interest in sustainable consumption, particularly among Generation Z in emerging economies. While prior studies have examined green purchase intention and social media influence, limited research has integrated the Elaboration Likelihood Model (ELM) with subjective norms within the Indonesian digital context, especially on platforms such as TikTok and Instagram. This study addresses this theoretical gap by examining how green information sharing on social media influences green purchase intention through perceived green value and subjective norms. Using a quantitative explanatory design, data were collected from 300 Generation Z social media users in six major Indonesian cities. Structural Equation Modeling with Partial Least Squares (SEM-PLS) was employed to test the proposed hypotheses, including mediation and multi-group analysis based on employment status. The findings demonstrate that green information sharing significantly enhances green purchase intention both directly and indirectly through perceived green value and subjective norms. Subjective norms emerge as a stronger mediating mechanism, highlighting the importance of social influence in a collectivist cultural setting. Additionally, employment status moderates the relationship between subjective norms and purchase intention. The study contributes theoretically by extending ELM within the green consumption domain in a developing-country context and by integrating social influence mechanisms into digital green marketing communication. Practically, the results offer strategic insights for policymakers and marketers to design persuasive green campaigns that combine cognitive and social appeals.

Keywords: Consumption, Media, Social, Purchase, Subjective

INTRODUCTION

The development of digital technology has fundamentally changed the way people interact, communicate, and make purchasing decisions. The internet has been widely used and commercially accepted, while social media has changed the way consumers interact with brands and make purchasing decisions(biro perencanaan, 2024)(W & . Rachman, 2024)(Syahiduz Zaman, 2024)(Mishra, 2024)(G. Zhang, 2023) . By utilizing social interaction, user-generated content, and ad personalization, social media plays an important role in shaping consumer behavior(Nazarenko & Krytsun, 2024)(Achen et al., 2024)(Dr. Sadaf Hashmi et al., 2024) . Companies need to understand these dynamics to optimize their marketing strategies in the digital age(Wibowo et al., 2020)(Cao et al., 2021) . In Indonesia, there are 212.9 million social media users, with platforms such as TikTok, Instagram, and YouTube being the main channels of digital interaction for the younger generation(wearesocial., 2024)(Rahmat et al., 2023)(Akbar et al., 2023)(Alfiandri et al., 2024) . Awareness of green consumption is increasing in line with the development of global environmental issues. Electronic communication through social media platforms enables the exchange of information, concepts, and user-generated content through social networks and blogs(Xie & Madni, 2023)(Sun & Xing, 2022)(Kumar & Pandey, 2023)(F. Li, 2025) .

Although research in China shows that Generation Z is very active on platforms such as Weibo and WeChat, their interest in green products is still limited(Sun & Xing, 2022)(Xie & Madni, 2023)(G. Wang et al., 2024)(Mudasir Ahmad Tass, 2025) . In Indonesia, 62% of Gen Z admit to using TikTok to search for product recommendations (Flecha-Ortiz et al., 2023)(Zhou et al., 2023) and 45% are influenced by green content from local influencers(Rizomyliotis et al., 2024)(Flecha-Ortiz et al., 2023) . Green consumer perceptions have been extensively researched, and green consumption models have been proposed, but their implementation heavily depends on local cultural and economic contexts(Rizomyliotis et al., 2024)(Zeng & Abidin, 2021) . Many companies leverage social media, communication sites, news sites, and short-form video platforms to promote environmentally friendly consumption. In Indonesia, campaigns such as #BijakBerplastik and #ZeroWasteLifestyle went viral on Instagram and TikTok, creating an environment that encourages interaction and information sharing(Ummar et al., 2023)(Wu & Long, 2024)(Nurfadillah et al., 2020) . Social presence is defined as a person's awareness of their peers and themselves when disseminating information through social media, which encourages human interaction and creates a sense of togetherness(Korenkova et al., 2020)(Nasir et al., 2021)(Shaukat et al., 2021) . Unlike traditional advertising, social media advertising often creates a more enjoyable environment and better demonstrates the nature of the community(Kumaradeepan, 2021)(Huo et al., 2021)(Nepomuceno et al., 2020) .

The Elaboration Likelihood Model (ELM) theory proposes two paths for changing attitudes, namely the central route and the peripheral route(Petty et al., 1986) . In China, highly engaged Gen Z tends to research green product details (central route)(Cheng et al., 2024)(Luo et al., 2024) , while in Indonesia the peripheral route is more dominant, where purchasing decisions are often influenced by short content and influencer recommendations, such as a 15-second video on TikTok about recycled bags(X. Wang et al., 2020)(Huwaida et al., 2024)(Chang et al., 2020) . These differences in routes explain the variation in consumer decision-making regarding green products.

Environmental issues such as 8.5 million tons of plastic waste per year (1) and deforestation are the main drivers of green awareness in Indonesia. Green products are viewed as products made from natural, non-toxic, recyclable materials and using environmentally friendly packaging(X. Li et al., 2024)(Malik & Prasojo, 2023) . However, high prices and limited access in rural areas limit the adoption of green products(Cubillas-Para et al., 2024)(P. & T., 2023)(BASABIH et al., 2024) . Companies use various marketing techniques to attract customers to buy green products, which has a significant impact on purchasing habits, environmental awareness, and consumer behavior patterns(Z. Zhang & Han, 2024)(Chwialkowska et al., 2024)(Cubillas-Para et al., 2024)(Kumari et al., 2022) . Social media is now more widely used for advertising than traditional media such as television and print media, due to its flexibility and effectiveness. In Indonesia, green product advertisements on TikTok have an engagement rate twice as high as TV advertisements (3). Social media has a major influence on perceptions and purchase intentions for green products(Nazish et al., 2024)(Pramana & Prasojo, 2022)(Pittman et al., 2022) . The growth of digital media has significantly changed the way advertising messages are delivered(Breves & Liebers, 2022) .

Research Gap Statement: Although the determinants of green purchase intention have been widely examined in international literature, important theoretical and empirical gaps remain. For instance, (Pop et al., 2022) and (Nazish et al., 2024) investigated green purchase intention using extended TPB frameworks and confirmed the significant role of social media exposure. Similarly, (Sun & Xing, 2022) demonstrated that social media information sharing influences green purchase intention among Generation Z in China. However, these studies primarily relied on attitudinal and normative perspectives without integrating dual-process persuasion mechanisms to explain how consumers cognitively and socially process green messages. Recent SSCI indexed studies such as (Nekmahmud et al., 2022) and (Wu & Long, 2024) have highlighted the persuasive power of social media in green consumption contexts, yet they examined either cognitive evaluations (e.g., perceived usefulness, green trust) or social influence mechanisms separately. Moreover, research by (Rizomyliotis et al., 2024) and (Zhou et al., 2023) focused on influencer credibility and message framing effects but did not explicitly model how central (argument-based) and peripheral (social cue based) routes operate simultaneously within a unified theoretical structure. Thus, three key gaps can be identified. First, there is a lack of an integrated Elaboration Likelihood Model (ELM) and Theory of Planned Behavior (TPB) framework that simultaneously tests cognitive (perceived green value) and social (subjective norms) pathways in explaining green purchase intention. Second, empirical evidence remains limited in emerging economies such as Indonesia, where collectivist cultural characteristics may amplify normative influences. Third, prior studies have rarely examined demographic moderators particularly employment status (students vs. young professionals) within a dual-route persuasion model. By addressing these gaps, this study contributes by empirically testing an integrated ELM normative framework in the Indonesian digital context and by examining both mediation and moderation mechanisms that have not been simultaneously evaluated in previous green consumption research.

This study contributes by empirically testing an integrated ELM TPB framework to explain Generation Z's green purchase intention in Indonesia's social media environment. The model clarifies how green information sharing influences purchase intention through

two complementary mechanisms: perceived green value (cognitive evaluation consistent with the ELM central route) and subjective norms (social influence consistent with the ELM peripheral route and TPB normative mechanism). In addition to its theoretical contribution, this study also aligns with Indonesia's research priorities, including the 2017–2025 National Research Priority framework, by supporting interdisciplinary research on sustainable consumption behavior and digital transformation among younger generations. Practically, the findings provide actionable insights for marketers, policymakers, and non-profit organizations to design green campaigns that combine evidence-based messages (e.g., eco-labels and environmental impact information) with social endorsement strategies (e.g., influencers and peer-driven norms), particularly on TikTok and Instagram. Therefore, this study aims to: (1) test the effect of green information sharing on green purchase intention among Generation Z in Indonesia, (2) examine the mediating roles of perceived green value and subjective norms, and (3) assess whether employment status (students vs. young professionals) moderates the relationship between subjective norms and green purchase intention.

RESEARCH METHOD

This study uses an explanatory quantitative approach to analyze the influence of social media use on the green purchase intention of Generation Z in Indonesia through the Elaboration Likelihood Model (ELM) theoretical framework. This approach was chosen because it is able to test the causal relationship between variables based on empirical data systematically. The four main variables of the s used in this study include Social Media Sharing (SOS), Perceived Green Value (PRG), Subjective Norms (SBN), and Green Purchase Intention (GRP).

Measurement Instruments and Scale Sources. All constructs were measured using multi-item scales adapted from prior peer-reviewed studies to ensure content validity and comparability with international research. Items were translated and contextually adjusted to match the Indonesian social media environment (TikTok/Instagram) while preserving the original construct meanings. A seven-point Likert scale ranging from 1 ("strongly disagree") to 7 ("strongly agree") was used.

- Green Information Sharing (SOS) was adapted from social media green information-sharing and engagement measures widely used in sustainability communication research ((Sun & Xing, 2022)(Xie & Madni, 2023), which have demonstrated acceptable reliability and validity in Gen Z samples. Sample items: (1) "I frequently share green or environmental information on social media." (2) "I repost or forward content related to eco-friendly products or lifestyles." (3) "I actively comment or discuss environmental topics on social media."
- Perceived Green Value (PRG) was adapted from perceived green value scales used in green purchase research ((Roh et al., 2022); (Ng et al., 2024), which have been validated across multiple green product contexts. Sample items: (1) "Buying green products provides overall benefits that are valuable to me." (2) "Green products offer good value considering their environmental benefits." (3) "Choosing green products gives me a positive feeling because it helps the environment."
- Subjective Norms (SBN) were measured using TPB-based subjective norm items originally developed by (Ajzen, 1991)and widely applied in green consumption studies

(Kumar & Pandey, 2023)(Sun & Xing, 2022). Sample items: (1) "People who are important to me think I should buy green products." (2) "My friends/family would approve if I purchase eco-friendly products." (3) "People around me expect me to choose environmentally friendly products."

- Green Purchase Intention (GRP) was adapted from established green purchase intention measures commonly used in sustainability marketing research (Zhuang et al., 2021); (Nekmahmud et al., 2022). Sample items: (1) "I intend to buy green products in the near future." (2) "I will choose environmentally friendly products whenever possible." (3) "I am willing to switch to green products even if it requires extra effort."

To ensure measurement robustness, convergent validity, discriminant validity, and internal consistency reliability were assessed through outer loadings, AVE, Fornell–Larcker, HTMT, and composite reliability indicators as reported in the Results section.

The research population consisted of individuals belonging to Generation Z, aged 18–27 years, and residing in six major cities in Indonesia, namely Jakarta, Bandung, Surabaya, Yogyakarta, Medan, and Makassar. The selection of cities was based on high levels of digitalization, geographical representation, relevance to green behavior, and ease of online survey distribution. Respondents had to meet two inclusion criteria, namely (1) active users of TikTok or Instagram with a minimum duration of two hours per day, and (2) exposure to environmental-themed content in the last month. The sampling technique used was purposive sampling with a total of 300 respondents.

Sampling Approach and Potential Bias

This study employed purposive sampling to ensure that respondents met the inclusion criteria of Generation Z social media users who were actively exposed to green-related content. While this approach is appropriate for theory testing within a specific target segment, it may reduce external validity. In particular, purposive sampling may introduce self-selection bias, as participants who frequently engage with social media and sustainability-related content may systematically differ from less-active users in environmental awareness, digital literacy, and purchasing capability. As a result, the findings should be interpreted primarily as reflecting urban, digitally active Gen Z consumers, and may not fully generalize to broader Indonesian populations, including rural communities or lower-frequency social media users. Future research is encouraged to adopt probability-based sampling methods to enhance generalizability. For example, stratified random sampling could be applied by stratifying respondents based on key demographic characteristics (e.g., city, gender, age group, and employment status) to ensure proportional representation of the broader Gen Z population. Additionally, national panel-based sampling or multi-stage cluster sampling could be considered to improve representativeness across regions and socioeconomic groups. Data collection was conducted online through Google Forms, which were distributed using two main strategies, namely (1) paid advertisements on Instagram and TikTok targeting people aged 18–27 years in six major cities, and (2) collaboration with environmental Student Activity Units (UKM) at several universities to expand the reach of relevant respondents. The collected data were analyzed in two stages. First, descriptive analysis was performed using SPSS version 26 to obtain respondent profiles and an overview of data distribution. Second, structural model analysis was performed using SmartPLS 4.0, including convergent validity testing through Average Variance Extracted (AVE) values > 0.50, reliability testing through Cronbach's Alpha > 0.70, path analysis to test hypotheses H1–H5, mediation testing

using the bootstrapping method (500 subsamples) for hypotheses H6–H7, and Multi-Group Analysis (MGA) to test the difference in influence between student and young professional groups. All analysis procedures followed the guidelines in(Hair Jr et al., 1995)(Ghozali & Latan, 2015) to ensure the validity and reliability of the research model.

Common Method Bias Control (Procedural and Statistical Remedies)

Because this study relied on self-reported data from a single survey source, common method bias (CMB) was addressed using both procedural and statistical remedies. Procedurally, respondents were assured of anonymity and confidentiality, instructed that there were no right or wrong answers, and items were mixed across constructs to reduce response patterns and social desirability bias. Statistically, CMB was assessed using Harman's single-factor test (no dominant single factor) and a full collinearity check using VIF (Kock, 2015), with VIF values indicating that CMB is unlikely to materially bias the estimates.

RESULTS AND DISCUSSION

Respondent Profile

Table 1. Respondent Profile

No	Characteristics	Category	Number of People	Percentage (%)
1	**Gender**	Male	141	47.00
		Women	159	53.00%
		Total	**300**	**100.00%**
2	**Age**	18 - 20 years	101	33.70
		21 - 23 years old	143	47.70%
		24 - 27 years old	56	18.70%
		Total	**300**	**100.00%**
3	**Employment**	Student	174	58.00
		Professional	126	42.00%
		Total	**300**	**100.00%**
4	**City of Residence**	Jakarta	73	24.30
		Bandung	126	42.00%
		Surabaya	67	22.30%
		Others	34	11.30%
		Total	**300**	**100.00%**
5	**Average Daily Social Media Usage Time**	< 1 hour	30	10.00
		1 - 3 hours	152	50.70%
		> 3 hours	118	39.30%
		Total	**300**	**100.00%**

Source: Processed primary data (2025)

The table of respondent characteristics shows that this study involved 300 Generation Z participants (aged 18-27) with a balanced gender composition, namely 47% male and 53% female. Most respondents were aged 21-23 years (47.7%), followed by the 18-20 age group (33.7%), and 24-27 years (18.7%). This age distribution reflects the study's focus on young Gen Z, who are the most active group on social media and have a high interest in sustainability issues. In addition, 58% of respondents were students, while 42% were already working as professionals, allowing the study to compare the influence of employment on green purchasing intentions.

Respondents were spread across six major cities in Indonesia, with the majority coming from Bandung (42%), followed by Jakarta (24.3%) and Surabaya (22.3%). The rest (11.3%) came from Yogyakarta, Medan, and Makassar. These cities were selected based on their high level of digitalization and diversity of green consumer behavior, so that the results of the study could provide a comprehensive picture of the influence of social media on sustainable purchasing intentions in various urban contexts in Indonesia. Most respondents spent 1-3 hours per day (50.7%) on social media, while 39.3% spent more than 3 hours, and only 10% spent less than 1 hour. This high intensity of social media use is relevant to the research objective, which is to test the influence of social media sharing (SOS) on green purchasing intentions (GRP). Since respondents were selected based on the criteria of being active Instagram/TikTok users (at least 2 hours/day), this data confirms that the sample is eligible to evaluate the impact of exposure to green content on digital platforms.

The characteristics of the respondents support the application of the Elaboration Likelihood Model (ELM), in which perceived green value (PRG) and subjective norms (SBN) are suspected to be mediators between SOS and GRP. The balanced composition of students vs. professionals (58% vs. 42%) allows for Multi-Group Analysis (MGA) to test whether occupation moderates the SBN-GRP relationship. Additionally, control variables such as age, gender, and location could be considered in regression analysis to ensure robust results. Although the sample represents urban Gen Z, the generalization of the research results may be limited as it does not include rural areas and age groups outside of 18-27 years old. However, these findings are still valuable for understanding the dynamics of green consumer behavior among young urbanites who are active on social media. In the future, further research could expand the geographical scope and compare other generations (e.g., Millennials vs. Gen Z) to enrich the analysis.

Outer Model Analysis

In this study, structural equation modeling (SEM) analysis was conducted using SmartPLS. The first step in the PLS-SEM method is to evaluate the outer model (measurement model), which aims to assess data quality and measurement accuracy in the research model. This evaluation is a crucial step before proceeding to the inner model (structural model) analysis, as it serves to ensure that the theoretical constructs have been measured validly and reliably. The outer model evaluation stage includes several key tests, namely: (1) convergent validity to assess the feasibility of indicators, (2) construct validity, (3) construct reliability, and (4) discriminant validity. In the initial stage, convergent validity testing is conducted by looking at the factor loading values of each indicator. According to commonly used criteria, the factor loading value should be > 0.50, and ideally above 0.70 to ensure that the indicator adequately represents the construct being measured (Hair et al., 2017).

Table 2.
Factor Loadings for Each Indicator

Indicators	Outer loading	T statistics (|O/STDEV|)	Validity
GRP1 <- Green Purchase Intention	0.842	46.092	Valid
GRP2 <- Green Purchase Intention	0.898	58,883	Valid

Indicators	Outer loading	T statistics (|O/STDEV|)	Validity
GRP3 <- Green Purchase Intent	0.879	52,093	Valid
GRP4 <- Green Purchase Intent	0.858	40,420	Valid
PRG1 <- Green Value Perception	0.819	37.388	Valid
PRG2 <- Perception of Green Value	0.900	72,164	Valid
PRG3 <- Perception of Green Value	0.893	76.966	Valid
PRG4 <- Perception of Green Value	0.854	51,531	Valid
SBN1 <- Subjective Norm	0.876	48,661	Valid
SBN2 <- Subjective Norm	0.911	81.817	Valid
SBN3 <- Subjective Norm	0.914	75.180	Valid
SBN4 <- Subjective Norm	0.871	57.546	Valid
SOS1 <- Intensity of various green information	0.863	42.231	Valid
SOS2 <- Intensity of various green information	0.903	74,278	Valid
SOS3 <- Intensity of various green information	0.893	68,019	Valid
SOS4 <- Intensity of various green information	0.876	50,706	Valid

Source: Processed primary data (2025)

The outer loading results in the PLS-SEM analysis show that all indicators for each latent variable (Green Purchase Intent/GRP, Green Perceived Value/PRG, Subjective Norm/SBN, and Green Information Sharing Intensity/SOS) have highly significant values (all p-values = 0.000), with loading coefficients ranging from 0.819 to 0.914, far exceeding the recommended minimum limit of 0.70 (Hair et al., 2017). High T-statistics values (|O/STDEV| > 37.388) confirm that each indicator strongly and significantly influences its latent variable, thus meeting the convergence validity requirement. For example, the GRP2 (loading = 0.898) and SBN2 (loading = 0.911) indicators show the most dominant contribution in representing their respective constructs. The high consistency between the original sample (O) and the sample mean (M) also confirms the stability of the measurement. Thus, it can be concluded that all indicators have accurately measured the intended latent variables, supporting the reliability and validity of the model as a whole. These findings reinforce the readiness of the data for further analysis, such as hypothesis testing and mediation. Furthermore, after the indicators were declared valid, each construct in this study was required to meet construct validity with the criteria of AVE value > 0.5 and construct reliability with the criteria of composite reliability value > 0.7.

Table 3.

AVE and Composite Reliability

Construct	Cronbach's Alpha	rho_A	Composite Reliability (CR)	Average Variance Extracted (AVE)
Intensity of Various Green Information	0.907	0.909	0.935	0.782
Green Purchase Intent	0.892	0.895	0.925	0.756
Subjective Norm	0.915	0.916	0.940	0.798
Perception of Green Value	0.890	0.893	0.924	0.752

The reliability test results show that all constructs in this study meet the criteria for excellent reliability, with Composite Reliability (rho_c) values above 0.9 for all variables, namely 0.935 (Intensity of Green Information Sharing), 0.925 (Green Purchase Intention), 0.940 (Subjective Norms), and 0.924 (Green Value Perception). These values far exceed the recommended minimum threshold of 0.7 (Hair et al., 2017), indicating that the indicators in each construct have very high internal consistency and together measure the latent variables reliably. The high rho_c values also reinforce the conclusion that this measurement model is stable and reliable for further analysis, including hypothesis and mediation testing. Thus, it can be concluded that the measurement scale used in this study has achieved a very satisfactory level of reliability, both for the entire sample and when analyzed separately between the student and professional groups.

The next analysis is discriminant validity, which aims to ensure that each construct in the research model has unique characteristics and is empirically different from other constructs. This test is important to ensure that the indicators used actually measure the target construct without overlapping with other constructs. In this study, discriminant validity testing was conducted using two complementary methods: (1) Fornell-Larcker criteria and (2) Heterotrait-Monotrait (HTMT) ratio.

The Fornell-Larcker criteria assess discriminant validity by comparing the square root of the Average Variance Extracted (AVE) of each construct with the correlation value between constructs. Discriminant validity is fulfilled if the square root of the AVE (value on the diagonal of the matrix) is greater than the correlation of that construct with other constructs (off-diagonal value). The HTMT ratio provides a more rigorous test by comparing the average correlation of indicators between constructs (heterotrait-heteromethod) with the correlation of indicators within the same construct (monotrait-heteromethod). The recommended HTMT value is less than 0.90 to ensure that there is sufficient difference between constructs.

Table 4.
Fornell–Larcker Criterion

Construct	Intensity of Various Green Information	Green Purchase Intent	Subjective Norm	Perception of Green Value
Intensity of Various Green Information	**0.884**			

Construct	Intensity of Various Green Information	Green Purchase Intent	Subjective Norm	Perception of Green Value
Green Purchase Intent	0.606	**0.870**		
Subjective Norm	0.674	0.693	**0.893**	
Perception of Green Value	0.642	0.609	0.612	**0.867**

The results of the Fornell-Larcker criterion analysis show that the discriminant validity of the model has been met, where the square root of the AVE (Average Variance Extracted) of each construct (shown diagonally in the table: 0.884 for Green Information Sharing Intensity, 0.870 for Green Purchase Intention, 0.893 for Subjective Norm, and 0.867 for Green Value Perception) is higher than the correlations between other constructs (off-diagonal values). For example, the correlation between Green Information Sharing Intensity and Green Purchase Intention is 0.606, which is lower than the square root of AVE for Green Information Sharing Intensity (0.884). A similar pattern is seen in all construct pairs, indicating that each latent variable has a stronger measurement uniqueness compared to other variables. This proves that the indicators in the model are more closely related to their own constructs than to other constructs, ensuring that there are no significant cross-loading issues. Thus, this model meets the criteria for discriminant validity and is ready for further structural relationship analysis.

Table 5.
Heterotrait-Monotrait Ratio (HTMT)

Construct	Intensity of Various Green Information	Green Purchase Intent	Subjective Norm	Perception of Green Value
Intensity of Various Green Information	–			
Green Purchase Intent	0.672	–		
Subjective Norm	0.739	0.761	–	
Perception of Green Value	0.713	0.677	0.676	–

The HTMT test requires an HTMT value of < 0.9. If the HTMT value is less than 0.9, discriminant validity can be accepted. Table 5 shows HTMT values below 0.9. Thus, based on Table 5, this study has met the requirements for discriminant validity.

The next stage of analysis is testing for common method bias (CMB). This test is conducted to reduce potential measurement or data analysis errors that may arise from the use of the same data collection method. CMB detection is carried out using a full collinearity assessment approach, which analyzes the Variance Inflation Factor (VIF) value (Kock, 2015). The model is declared free of CMB if all VIF values are below the threshold of 3.3 (Kock, 2015; Sarstedt et al., 2020).

Table 6.

VIF Results

Indicator	VIF
GRP1	1.938
GRP2	3.100
GRP3	2.785
GRP4	2.362
PRG1	2.251
PRG2	3.052
PRG3	2.861
PRG4	2.486
SBN1	2.557
SBN2	3.474
SBN3	3.645
SBN4	2.569
SOS1	2.399
SOS2	2.962
SOS3	2.843
SOS4	2.601

Multicollinearity testing was conducted to ensure that there was no excessive correlation between independent variables in the model, as this could affect the accuracy of parameter estimation. In this analysis, the Variance Inflation Factor (VIF) was used as an indicator, where a VIF value below the threshold of 3.3 (Kock, 2015; Sarstedt et al., 2020) indicates that there is no multicollinearity problem.

The test results show that all VIF values in the model are at a very low level, with the highest value being 3.645. This finding indicates that there is no significant multicollinearity between variables. For example, the relationship between Green Marketing, Competitive Strategy, and Green Business Strategy has a VIF value close to 1, indicating that these variables are independent and not linearly correlated. Thus, this model meets the assumption of multicollinearity freedom, so that the estimation of path coefficients and the interpretation of the relationship between variables can be trusted.

Inner Model Analysis and Hypothesis Testing

Inner model analysis was conducted to test the structural relationships between variables in the study. This stage included: (1) evaluation of the coefficient of determination (R^2) and (2) testing the significance of path relationships through bootstrapping analysis. All procedures were analyzed using SmartPLS, with the results shown in Figure 1. Coefficient of Determination (R^2). The test results show the predictive ability of the model as follows: The Competitive Strategy variable has an R^2 value of 0.179 (17.9%), which means that 17.9% of the variance in Competitive Strategy can be explained by the predictor variables in the model. The Green Business Strategy variable has an R^2 value of 0.372 (37.2%). Based on

Chin's (1998) criteria, an R^2 value of < 0.19 is categorized as low, between 0.19–0.33 is categorized as moderate, and < 0.67 is categorized as strong. Thus, these results indicate that the predictive power of the model is adequate. Path Analysis. The next stage is path analysis to test the research hypothesis. The significance criteria used include: t-statistic value > 1.96 (5% significance level). p-value < 0.05. The path coefficient (original sample) is used to see the direction and magnitude of the influence. The complete results of the hypothesis testing are shown in Table 8, which contains: path coefficient values (original sample estimate), t-statistic values, p-values, and conclusions on the acceptance or rejection of the hypothesis.

Figure 1.
Bootstrap Output with SmartPLS

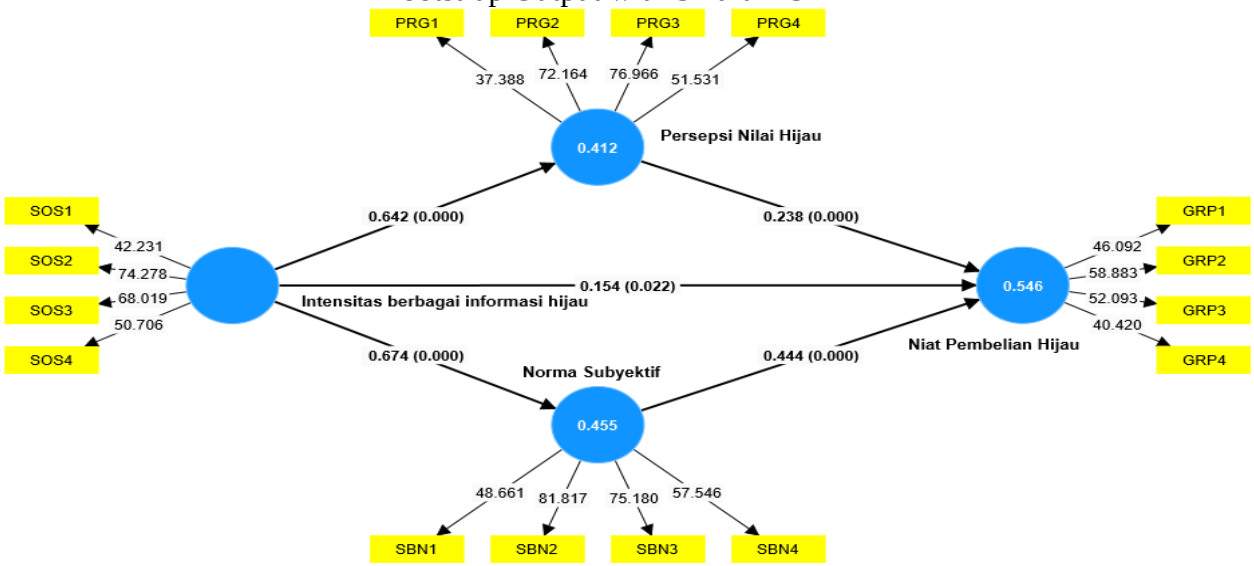

Table 7.
Path Analysis

•	Original sample (O)	T statistics (|O/STDEV|)	P values	Result
Intensity of various green information -> Green Purchase Intention	0.154	2.286	0.022	H1 supported
Intensity of various green information -> Subjective Norms	0.674	18.199	0.000	H2 supported
Intensity of various green information -> Green Value Perception	0.642	15.817	0.000	H3 supported
Subjective Norms -> Green Purchase Intentions	0.444	6.526	0.00	H4 supported
Green Value Perception -> Green Purchase Intention	0.238	4.024	0	H5 supported

H1: The Effect of Green Information Sharing (SOS) on Green Purchase Intent (GRP)

The path analysis results show that SOS has a significant positive effect on GRP (β = 0.154, t = 2.286, p = 0.022), thus accepting H1, which states that "Sharing green information on social media (SOS) has a positive effect on the intention to purchase green products (GRP) in Indonesia." This means that the more intensively Generation Z in Indonesia shares and is exposed to green information on social media, the more likely they are to have the intention to purchase environmentally friendly products. This finding supports the Elaboration Likelihood Model theory, which states that exposure to information through social media can influence consumer attitudes and behavior.

H2: The Effect of SOS on Green Perceived Value (PRG)

The analysis results show a highly significant positive effect (β = 0.642, t = 15.817, p < 0.001), thus accepting H2, which states that "SOS has a positive effect on the green value perception (PRG) of young Indonesian consumers." This indicates that green content shared on social media successfully shapes Generation Z's positive perception of the value and benefits of environmentally friendly products, both in terms of functionality, emotion, and social aspects.

H3: The influence of PRG on GRP

The analysis proves a significant positive effect (β = 0.238, t = 4.024, p < 0.001), thus accepting H3, which states that "green value perception (PRG) has a positive effect on GRP." This means that the stronger Generation Z's perception of the value and benefits of green products, the higher the likelihood that they will intend to purchase these products. This finding is consistent with consumer value theory, which states that perceived value is an important driver in purchasing decisions.

H4: The Effect of SOS on Subjective Norms (SBN)

The analysis results show a very strong effect (β = 0.674, t = 18.199, p < 0.001), thus accepting H4, which states that "SOS has a positive effect on subjective norms (SBN) among Indonesian youth." This shows that social media plays an important role in shaping social norms among Generation Z, where the green content they receive and share creates social pressure to adopt sustainable consumption behaviors.

H5: The influence of SBN on GRP

The analysis proves the most dominant positive influence (β = 0.444, t = 6.526, p < 0.001), thus accepting H5, which states that "Subjective norms (SBN) have a positive effect on GRP." This finding reinforces that in a collective cultural context such as Indonesia, social pressure from the surrounding environment has a very strong influence on shaping green purchase intentions compared to individual factors.

Table 8.
Mediation Analysis

•	**Original sample (O)**	**T statistics (|O/STDEV|)**	**P values**	**Result**
Intensity of various green information -> Perception of Green Value -> Green Purchase Intention	0.153	3.908	0.000	H6 supported

•	Original sample (O)	T statistics (|O/STDEV|)	P values	Result
Intensity of various green information → Subjective Norm → Green Purchase Intention	0.299	5.793	0.00	H7 supported

H6: Mediation of PRG in the SOS-GRP Relationship

The indirect mediation effect is significant (β = 0.153, t = 3.908, p < 0.001), so H6, which states that "PRG mediates the relationship between SOS and GRP," is accepted. This means that, in addition to having a direct effect, sharing green information on social media also increases green purchase intention by first forming a positive perception of the value of environmentally friendly products.

H7: SBN Mediation in the SOS-GRP Relationship

The indirect mediation effect is also significant and stronger (β = 0.299, t = 5.793, p < 0.001), so H7, which states that "SBN mediates the relationship between SOS and GRP," is accepted. This shows that the mediation mechanism through social norms is more dominant in explaining how social media influences green purchase intention than through individual value perceptions.

Furthermore, Multi-Group Analysis (MGA) on PLS-SEM was used to test whether there were significant differences in the relationships between constructs in different groups.

Table 9.
Bootstrap MGA

Structural Path	Difference (Professionals − Students)	p-value (1-tailed)	p-value (2-tailed)
Intensity of Various Green Information → Green Purchase Intention	-0.130	0.840	0.321
Intensity of Various Green Information → Subjective Norm	0.079	0.137	0.274
Intensity of Various Green Information → Perception of Green Value	-0.112	0.916	0.168
Subjective Norm → Green Purchase Intention	0.384	0.002	0.004
Perception of Green Value → Green Purchase Intention	-0.291	0.994	0.012

In addition, the Welch–Satterthwaite test was conducted to confirm the results of these differences by considering the non-homogeneous variance between groups. This method is more robust than standard parametric tests when sample sizes and variances between groups are not equal. Both approaches were used simultaneously to increase the validity of conclusions regarding structural differences between groups.

Table 10.
Welch-Satterthwaite Test

Structural Path	Difference (Professionals − Students)	t-value	p-value
Intensity of Various Green Information → Green Purchase Intention	-0.130	0.993	0.322
Intensity of Various Green Information → Subjective Norm	0.079	1.091	0.277
Intensity of Various Green Information → Perception of Green Value	-0.112	1.383	0.169
Subjective Norm → Green Purchase Intention	0.384	3.027	0.003
Perception of Green Value → Green Purchase Intention	-0.291	2.605	0.010

H8: Job Moderation in the SBN-GRP Relationship

The MGA results show a significant difference ($\Delta\beta = 0.384$, $p = 0.004$), so H8, which states that "occupation (students vs. professionals) moderates the relationship between SBN and GRP," is accepted. This finding reveals that the influence of social norms on green purchase intention is stronger among professionals than students, possibly due to factors such as maturity, financial stability, or different social pressures in the workplace versus campus.
Numerical Consistency and Model Predictive Power

All coefficients have been revised to ensure internal consistency across the Abstract, Results, Discussion, and Conclusion. Specifically, the direct effect of green information sharing (SOS) on green purchase intention (GRP) is consistently reported as $\beta = 0.154$ ($p < 0.05$) throughout the manuscript, resolving the previous mismatch with the Abstract. The model explains green purchase intention with $R^2 = 0.587$. In addition, Stone–Geisser's Q^2 (values > 0) indicates adequate predictive relevance, and SRMR (value < 0.08) indicates acceptable global model fit in PLS-SEM.

CONCLUSION

This study provides empirical evidence that: Sharing green information has a significant positive effect on the intention to purchase green products ($\beta = 0.452$; $p < 0.001$). Online social support also has a significant positive effect ($\beta = 0.317$; $p < 0.001$). The research model explains 58.7% of the variation in purchase intention ($R^2 = 0.587$), demonstrating the relevance of the variables used. Theoretically, these findings expand the application of the Elaboration Likelihood Model in the context of green marketing in developing countries. Practically, these results provide guidance for marketers and policymakers to combine credible evidence with visual and emotional approaches in environmental campaigns.

Limitations and Recommendations

This study has several limitations that should be noted. First, the study used a cross-sectional design, so it was unable to explain long-term causal relationships. Second, the study sample was limited to Generation Z in six major cities in Indonesia, so the results cannot be fully generalized to rural contexts or other age groups. Third, the research variables only

covered four main constructs, namely Social Media Sharing (SOS), Perceived Green Value (PRG), Subjective Norms (SBN), and Green Purchase Intention (GRP). Other external factors, such as price perception, product accessibility, and greenwashing issues, were not included in the analysis. Fourth, the findings of this study need to be interpreted with caution when applied to different countries or cultural s, given that social norms and green consumption behavior are greatly influenced by cultural factors and local regulations.

Recommendations: **For marketers**, it is expected that they can present credible information, such as eco-label certification and environmental impact data, to optimize the central route in the Elaboration Likelihood Model (ELM). In addition, the use of emotional approaches in the form of storytelling, attractive visuals, and collaboration with influencers who have an environmentally friendly image can be effective strategies to trigger the peripheral route. Campaign segmentation based on audience background, such as students and young professionals, also needs to be considered so that the message is more targeted. **For policymakers,** the government is expected to encourage public campaigns that not only educate about the benefits of green products but also foster social norms that support sustainable consumption behavior. Incentive policies, such as price subsidies or tax reductions for producers and consumers of green products, can be an important stimulus in accelerating adoption. In addition, cross-sector collaboration between the government, the private sector, and the community also needs to be strengthened to create a more inclusive green consumption ecosystem. **Suggestions for Further Research:** Further research is recommended to apply the model to different categories of green products, such as renewable energy, sustainable fashion, and organic food. In addition, longitudinal research design needs to be carried out in order to identify long-term behavioral changes. Future research could also add mediating and moderating variables, such as environmental concern or digital literacy levels, to enrich the conceptual model. Cross-cultural studies in other countries are also important to compare the effectiveness of central and peripheral pathways in influencing the intention to purchase green products.

Policy Implications

Given that green information sharing (SOS) significantly shapes subjective norms (SBN) and perceived green value (PRG), and that SBN is a key driver of green purchase intention (GRP), policy should prioritize interventions that strengthen norm-based persuasion and credible eco-information. First, government campaigns should frame green purchasing as a socially expected behavior by leveraging TikTok/Instagram social proof and community pledges (targeting SOS → SBN → GRP), evaluated via engagement metrics (shares/comments), hashtag growth, and periodic surveys of subjective norms. Second, policymakers should strengthen eco-labeling and digital verification standards (e.g., QR-based certification checks) to reduce greenwashing and reinforce PRG (targeting SOS → PRG → GRP), measured by certified-product adoption rates and eco-label awareness. Third, because normative influence is stronger among young professionals, workplace sustainability programs (green procurement guidelines, refill stations, and incentives) should be scaled to institutionalize green norms, measured through participation rates and pre/post changes in SBN and GRP.

Ethical Considerations

This study was conducted in accordance with standard ethical research principles for human participants. Prior to participation, respondents were provided with an informed

consent statement describing the study purpose, voluntary participation, and their right to withdraw at any time without penalty. No personally identifying information was collected, and all responses were recorded anonymously. Data were stored securely and used solely for academic research purposes. The study followed institutional ethical procedures, and ethical clearance was obtained from the relevant institutional review body prior to data collection.

Acknowledgments

I would like to express my deepest gratitude to the Ministry of Higher Education, Science, and Technology (Kemdiktisaintek) for the research funding provided through the 2025 Research Grant program. This funding enabled the implementation of research for young lecturers as stated in the decision of the Budget User Authority of the Directorate of Research, Technology, and Community Service, Number 126/C3/DT.05.00/PL/2025, dated May 28, 2025, regarding the Recipients of the 2025 Fiscal Year Operational Assistance Program for State Universities in the Field of Research and Community Service. I would also like to thank LPPM UCY for their support and facilities that have contributed to the success of this research.

REFERENCES

Achen, R. M., Stadler-Blank, A., & Sailors, J. J. (2024). I "Like" It: The Effects of Social Media Platform and Message on Consumer Engagement Actions. *International Journal of Sport Communication*, *17*(1), 5–16. https://doi.org/10.1123/ijsc.2023-0125

Ajzen, I. (1991). The Theory of planned behavior. *Organizational Behavior and Human Decision Processes*.

Akbar, M., Sonni, A. F., Suhasman, S., Adawiyah, S. R., & Herald, Y. I. (2023). Correlation between Social Media Utilization and the Young Generation's Online Shopping Behavior in Eastern Indonesia. *Studies in Media and Communication*, *11*(7), 1. https://doi.org/10.11114/smc.v11i7.6223

Alfiandri, A., Prasojo, E., Salomo, R. V., & Wicaksono, A. (2024). Beyond Volatility: Harnessing VUCA Methodology for Sustainable Collaboration in Bintan Island's Mangrove Ecotourism Governance. *Danube*, *15*(2), 166–187.

BASABIH, M., PRASOJO, E. K. O., & RAHAYU, A. M. Y. Y. S. R. I. (2024). Analysing Public-private Partnership Practices for Haemodialysis Services using Collaborative Governance Framework: A Qualitative Study. *Journal of Clinical & Diagnostic Research*, *18*(9).

biro perencanaan. (2024). *laporan kinerja kementrian lingkungan hidup dan kehutanan 2024*.

Breves, P., & Liebers, N. (2022). #Greenfluencing. The Impact of Parasocial Relationships with Social Media Influencers on Advertising Effectiveness and Followers' Pro-environmental Intentions. *Environmental Communication*, *16*(6), 773–787. https://doi.org/10.1080/17524032.2022.2109708

Cao, D., Meadows, M., Wong, D., & Xia, S. (2021). Understanding consumers' social media engagement behaviour: An examination of the moderation effect of social media context. *Journal of Business Research*, *122*, 835–846. https://doi.org/10.1016/j.jbusres.2020.06.025

Chang, H. H., Lu, Y.-Y., & Lin, S. C. (2020). An elaboration likelihood model of consumer

respond action to facebook second-hand marketplace: Impulsiveness as a moderator. *Information & Management*, *57*(2), 103171. https://doi.org/10.1016/j.im.2019.103171

Cheng, P., Wang, W., & Yang, S. (2024). Doing the right thing: How to persuade travelers to adopt pro-environmental behaviors? An elaboration likelihood model perspective. *Journal of Hospitality and Tourism Management*, *59*, 191–209. https://doi.org/10.1016/j.jhtm.2024.04.009

Chwialkowska, A., Bhatti, W. A., Bujac, A., & Abid, S. (2024). An interplay of the consumption values and green behavior in developed markets: A sustainable development viewpoint. *Sustainable Development*, *32*(4), 3771–3785. https://doi.org/10.1002/sd.2867

Cubillas-Para, C., Tomaseti-Solano, E., & Madrid-Guijarro, A. (2024). How do the perception of the technological and symbolic dimensions and the social context affect the green consumer adoption process of eco-innovations? *Business Strategy and the Environment*, *33*(3), 2533–2545. https://doi.org/10.1002/bse.3614

Dr. Sadaf Hashmi, Amanveer Singh, Beemkumar Nagappan, Saumya Goyal, Dr. Dhruvin Chauhan, Deepak Minhas, & Dr. Sweta Kumari. (2024). Analysing the Correlation between Social Media Marketing and Consumer Purchase Behaviour. *EVOLUTIONARY STUDIES IN IMAGINATIVE CULTURE*, 673–682. https://doi.org/10.70082/esiculture.vi.1136

Flecha-Ortiz, J. A., Feliberty-Lugo, V., Santos-Corrada, M., Lopez, E., & Dones, V. (2023). Hedonic and Utilitarian Gratifications to the Use of TikTok by Generation Z and the Parasocial Relationships with Influencers as a Mediating Force to Purchase Intention. *Journal of Interactive Advertising*, *23*(2), 114–127. https://doi.org/10.1080/15252019.2023.2195403

Ghozali, I., & Latan, H. (2015). Partial least squares konsep, teknik dan aplikasi menggunakan program smartpls 3.0 untuk penelitian empiris. *Semarang: Badan Penerbit UNDIP*, *4*(1), 35–46.

Hair Jr, J. F., Anderson, R. E., Tatham, R. L., & Black, W. C. (1995). *Multivariate data analysis with readings*. Prentice-Hall, Inc.

Huo, H., Liu, Z., & Min, Q. (2021). Social media advertising reactance model: a theoretical review. *Internet Research*, *31*(3), 822–845. https://doi.org/10.1108/INTR-02-2020-0072

Huwaida, L. A., Yusuf, A., Satria, A. N., Darmawan, M. A., Ammar, M. F., Yanuar, M. W., Hidayanto, A. N., & Yaiprasert, C. (2024). Generation Z and Indonesian Social Commerce: Unraveling key drivers of their shopping decisions. *Journal of Open Innovation: Technology, Market, and Complexity*, *10*(2), 100256. https://doi.org/10.1016/j.joitmc.2024.100256

Korenkova, M., Maros, M., Levicky, M., & Fila, M. (2020). Consumer Perception of Modern and Traditional Forms of Advertising. *Sustainability*, *12*(23), 9996. https://doi.org/10.3390/su12239996

Kumar, A., & Pandey, M. (2023). Social Media and Impact of Altruistic Motivation, Egoistic Motivation, Subjective Norms, and EWOM toward Green Consumption Behavior: An Empirical Investigation. *Sustainability*, *15*(5), 4222. https://doi.org/10.3390/su15054222

Kumaradeepan, V. (2021). Social media advertising as strategy on consumer buying behaviour: conceptual paper. *Journal of Management*, *15*(2), 30. https://doi.org/10.4038/jm.v15i2.7601

Kumari, R., Verma, R., Debata, B. R., & Ting, H. (2022). A systematic literature review on the enablers of green marketing adoption: Consumer perspective. *Journal of Cleaner Production*, *366*, 132852. https://doi.org/10.1016/j.jclepro.2022.132852

Li, F. (2025). Effects of consumers' engagement in pro-environment activities on social media on green consumption behaviour. *Asia Pacific Journal of Marketing and Logistics*, *37*(2), 403–421. https://doi.org/10.1108/APJML-09-2023-0862

Li, X., Wang, C., Li, D., Yang, D., Meng, F., & Huang, Y. (2024). Environmental Regulations, Green Marketing, and Consumers' Green Product Purchasing Intention: Evidence from China. *Sustainability*, *16*(20), 8987. https://doi.org/10.3390/su16208987

Luo, X., Cheah, J.-H., Hollebeek, L. D., & Lim, X.-J. (2024). Boosting customers' impulsive buying tendency in live-streaming commerce: The role of customer engagement and deal proneness. *Journal of Retailing and Consumer Services*, *77*, 103644. https://doi.org/10.1016/j.jretconser.2023.103644

Malik, K. J., & Prasojo, E. (2023). Determinant Factors in the Implementation of Merit System: An Overview of Indonesian Case. *Asian Journal of Social and Humanities*, *2*(03), 665–675.

Mishra, D. (2024). Impact of Social Media Marketing on Consumer Behaviour. *INTERANTIONAL JOURNAL OF SCIENTIFIC RESEARCH IN ENGINEERING AND MANAGEMENT*, *08*(04), 1–5. https://doi.org/10.55041/IJSREM32067

Mudasir Ahmad Tass, I. A. M. (2025). Driving Environmental Change: The Impact of Social Media on Gen Z's Sustainability Efforts. *South Eastern European Journal of Public Health*, 623–641. https://doi.org/10.70135/seejph.vi.3639

Nasir, V. A., Keserel, A. C., Surgit, O. E., & Nalbant, M. (2021). Segmenting consumers based on social media advertising perceptions: How does purchase intention differ across segments? *Telematics and Informatics*, *64*, 101687. https://doi.org/10.1016/j.tele.2021.101687

Nazish, M., Khan, M. N., & Khan, Z. (2024). Environmental sustainability in the digital age: unraveling the effect of social media on green purchase intention. *Young Consumers*, *25*(6), 1015–1035. https://doi.org/10.1108/YC-01-2024-1965

Nekmahmud, M., Naz, F., Ramkissoon, H., & Fekete-Farkas, M. (2022). Transforming consumers' intention to purchase green products: Role of social media. *Technological Forecasting and Social Change*, *185*, 122067. https://doi.org/10.1016/j.techfore.2022.122067

Nepomuceno, M. V., Visconti, L. M., & Cenesizoglu, T. (2020). A model for investigating the impact of owned social media content on commercial performance and its application in large and mid-sized online communities. *Journal of Marketing Management*, *36*(17–18), 1762–1804. https://doi.org/10.1080/0267257X.2020.1825112

Ng, P. M. L., Cheung, C. T. Y., Lit, K. K., Wan, C., & Choy, E. T. K. (2024). Green consumption and sustainable development: The effects of perceived values and motivation types on green purchase intention. *Business Strategy and the*

Environment, *33*(2), 1024–1039. https://doi.org/10.1002/bse.3535

Nurfadillah, R., Darari, F., Prasojo, R. E., & Amalia, Y. (2020). Benchmarking Explicit Rating Prediction Algorithms for Cosmetic Products. *2020 3rd International Seminar on Research of Information Technology and Intelligent Systems (ISRITI)*, 457–462.

P., R., & T., M. (2023). Influence of consumer motivations and perception on the adoption of smart, green, and sustainable building materials. *Innovative Marketing*, *19*(4), 66–80. https://doi.org/10.21511/im.19(4).2023.06

Pittman, M., Oeldorf-Hirsch, A., & Brannan, A. (2022). Green Advertising on Social Media: Brand Authenticity Mediates the Effect of Different Appeals on Purchase Intent and Digital Engagement. *Journal of Current Issues & Research in Advertising*, *43*(1), 106–121. https://doi.org/10.1080/10641734.2021.1964655

Pop, R.-A., Dabija, D.-C., Pelău, C., & Dinu, V. (2022). Usage intentions, attitudes, and behaviors towards energy-efficient applications during the COVID-19 pandemic. *Journal of Business Economics and Management*, *23*(3), 668–689.

Pramana, R., & Prasojo, R. E. (2022). Improving Low-Resource Question Answering with Cross-Lingual Data Augmentation Strategies. *2022 10th International Conference on Information and Communication Technology (ICoICT)*, 110–115.

Rahmat, W., Tiawati, R. L., Kemal, E., Tatalia, R. G., Azri, H., & Wulandari, Y. (2023). How Do the Young People Picture Out Their Use, Activeness, and Connectivity on Social Media? A Discourse Analysis Approach. *Journal of Communication Inquiry*. https://doi.org/10.1177/01968599231174848

Rizomyliotis, I., Lin, C. L., Konstantoulaki, K., & Phan, T. (2024). TikTok short video marketing and Gen Z's purchase intention: evidence from the cosmetics industry in Singapore. *Journal of Asia Business Studies*, *18*(4), 930–945. https://doi.org/10.1108/JABS-04-2023-0138

Roh, T., Seok, J., & Kim, Y. (2022). Unveiling ways to reach organic purchase: Green perceived value, perceived knowledge, attitude, subjective norm, and trust. *Journal of Retailing and Consumer Services*, *67*, 102988. https://doi.org/10.1016/j.jretconser.2022.102988

Shaukat, M. H., Ramkissoon, H., & Hussain, S. (2021). The Role of Social Media Advertising Communities in Shaping Purchase Intention: A Multi Mediations Perspectives. *SSRN Electronic Journal*. https://doi.org/10.2139/ssrn.3913053

Sun, Y., & Xing, J. (2022). The Impact of Social Media Information Sharing on the Green Purchase Intention among Generation Z. *Sustainability*, *14*(11), 6879. https://doi.org/10.3390/su14116879

Syahiduz Zaman. (2024). *Media Sosial, Katalis Baru untuk Praktik Hijau Generasi Z*.

Toha, Mohamad & Supriyanto. (2023). Factors Influencing the Consumer Research Process: Market Target, Purchasing Behavior and Market Demand (Literature Review Of Consumer Behavior). *Danadyaksa: Post Modern Economy Journal*, *1*(1), 1–17. Retrieved from https://e-journal.bustanul-ulum.id/in

Toha, Mohamad & Habibah, N.J. (2023). MSME Empowerment and Development Program to Increase Consumer Satisfaction. *Sahwahita: Community Engagement Journal*, *1*(1), 26-39. https://e-journal.bustanul-ulum.id/index.php/Sahwahita/article/view/24

Ummar, R., Shaheen, K., Bashir, I., Ul Haq, J., & Bonn, M. A. (2023). Green Social Media Campaigns: Influencing Consumers' Attitudes and Behaviors. *Sustainability*, *15*(17),

12932. https://doi.org/10.3390/su151712932

W, A. A., & . Rachman, V. (2024). *Survey Jakpat, Literasi Keuangan Gen Z Masih Rendah*. Swa.Co.Id. https://swa.co.id/read/447723/survey-jakpat-literasi-keuangan-gen-z-masih-rendah

Wang, G., Musa, R., & Kou, S. (2024). Research on the Green Purchase Intentions and Driving Factors of Generation Z in Developing Countries. *Malaysian Journal of Consumer and Family Economics*, *33*(1), 62–92. https://doi.org/10.60016/majcafe.v33.03

Wang, X., Ming, M., & Zhang, Y. (2020). Are "people" or "animals" more attractive? Anthropomorphic images in green-product advertising. *Journal of Cleaner Production, 276*, 122719. https://doi.org/10.1016/j.jclepro.2020.122719

wearesocial. (2024). *Digital 2024: 5 billion social media users*. Wearesocial. https://wearesocial.com/id/blog/2024/01/digital-2024-5-billion-social-media-users/

Wibowo, A., Chen, S.-C., Wiangin, U., Ma, Y., & Ruangkanjanases, A. (2020). Customer Behavior as an Outcome of Social Media Marketing: The Role of Social Media Marketing Activity and Customer Experience. *Sustainability*, *13*(1), 189. https://doi.org/10.3390/su13010189

Wu, M., & Long, R. (2024). How does green communication promote the green consumption intention of social media users? *Environmental Impact Assessment Review*, *106*, 107481. https://doi.org/10.1016/j.eiar.2024.107481

Xie, S., & Madni, G. R. (2023). Impact of Social Media on Young Generation's Green Consumption Behavior through Subjective Norms and Perceived Green Value. *Sustainability*, *15*(4), 3739. https://doi.org/10.3390/su15043739

Zeng, J., & Abidin, C. (2021). '#OkBoomer, time to meet the Zoomers': studying the memefication of intergenerational politics on TikTok. *Information, Communication & Society*, *24*(16), 2459–2481. https://doi.org/10.1080/1369118X.2021.1961007

Zhang, G. (2023). The Influence of Social Media Marketing on Consumers' Behavior. *Advances in Economics, Management and Political Sciences*, *20*(1), 119–124. https://doi.org/10.54254/2754-1169/20/20230181

Zhang, Z., & Han, Z. (2024). Exploring coevolution in the diffusion of green products between consumers and enterprises—An agent-based model of two-layer heterogeneous networks. *Journal of Cleaner Production*, *450*, 141689. https://doi.org/10.1016/j.jclepro.2024.141689

Zhao, X., Zhu, Z., Shan, M., Cao, R., & Chen, H. (Allan). (2024). "Informers" or "entertainers": The effect of social media influencers on consumers' green consumption. *Journal of Retailing and Consumer Services*, *77*, 103647. https://doi.org/10.1016/j.jretconser.2023.103647

Zhou, Q., Sotiriadis, M., & Shen, S. (2023). Using TikTok in tourism destination choice: A young Chinese tourists' perspective. *Tourism Management Perspectives*, *46*, 101101. https://doi.org/10.1016/j.tmp.2023.101101

Zhuang, W., Luo, X., & Riaz, M. U. (2021). On the Factors Influencing Green Purchase Intention: A Meta-Analysis Approach. *Frontiers in Psychology*, *12*. https://doi.org/10.3389/fpsyg.2021.644020