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The Mediating Role of Green Attitude in Generation Z's Green Purchase Intention: Individual and Social Media Influences in Malang City

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Abstract: The purpose of this study is to analyze the influence of environmental knowledge, environmental concern, and social media on green purchasing intention and how the mediating role of green attitude as an intermediary of the relationship between the three independent variables on green purchasing intention of generation Z in Malang City. The research method uses quantitative descriptive with data collection from direct questionnaire distribution and google form to generation Z Malang City aged 17-27 years. The sampling technique is purposive sampling with a total of 154 respondents. The data analysis technique uses PLS-SEM with the help of the SmartPLS application. The findings of this study indicate that environmental concern and social media have a positive effect on green attitudes, while environmental knowledge does not show a significant effect. These three factors, together with green attitudes, significantly influence green purchasing intention. Green attitudes mediate the influence of environmental concern and social media on green purchasing intention, but not environmental knowledge. The novelty of the study shows the importance of the mediating role of green attitudes in predicting the influence of social media on green purchasing intention which has theoretical implications for including social media in the TPB model for further research. Practical implications require educational institutions to maximize the Pendidikan Lingkungan Hidup (PLH) curriculum to foster high environmental morale, and policymakers need to integrate it with behavioral interventions. Companies should also implement green marketing by producing green products and building a positive consumer image.

Keywords: Environmental Concern, Environmental Knowledge, Green Attitude, Green Purchase Intention, Social Media

A. Introduction

In the contemporary world, environmental issues have become a hot topic, making integrating environmental sustainability a crucial imperative in business strategies to preserve resources and ecosystems. Increasing participation in green consumption behavior not only helps environmentally conscious consumers (Ghouse et al., 2024),

but also encourage more manufacturers to improve their environmental performance and adopt their environmentally friendly practices in the market (Vesal et al., 2021).

In Indonesia, environmentally friendly practices are implemented through sustainable development policies, with one of the goals being to preserve the unique and diverse national ecosystem, encompassing all its biodiversity and rich natural resources. However, deforestation, mining expansion, and agricultural exploitation pose significant challenges that hinder the realization of environmental sustainability. For example, In Malang City, various parties have implemented positive trends in environmentally friendly practices through reforestation and environmental conservation. This includes community-based environmental conservation in Purwakarta Village, Blimbing District (Larasati & Satwikasari, 2022), as well as the Zoning Regulations for the East Malang Urban Area 2016–2036 (NA Sari et al., 2023). However, this has not been able to minimize environmental problems such as air pollution, flooding, and global warming. Several contributing factors include the accelerated development of Malang City's infrastructure, suboptimal waste management, and a lack of public environmental awareness, as evidenced by wastewater and plastic waste polluting the Brantas River (Dewantara et al., 2023);(Kurniawan et al., 2023);(Anggayasti et al., 2024).

As the younger generation, Generation Z plays a crucial role in sustainable development and long-term environmental preservation. Generation Z is a highly educated group and consumer group with a strong understanding of environmentally friendly products and sustainability (Carrión Bósquez et al., 2023). A report states that 62% of Generation Z consumers tend to choose to buy sustainable product brands, and 73% of them are willing to spend more (Minazzi & Grechi, 2025). Generation Z is concerned about emerging environmental issues, as many as 69% of them are trying to reduce their negative impact on the environment by minimizing consumption of fast fashion, conserving energy, adopting a vegetarian diet, and reducing car use. In addition, they have active involvement and proficiency in the field of digital technology, which drives their awareness of environmental issues and damage. Generation Z is not only fully aware of and responsible for environmental issues and green behavior, but support through social media also influences their attitudes and behavior (Salinero et al., 2025).

Many studies have explored the psychological and environmental factors that play an important role in shaping environmentally friendly behavior and practices (Tamar et al., 2021). Green attitude and interest in green purchasing are important aspects in green marketing which have attracted the interest of many researchers and experts using the TPB (Theory of Planned Behavior) model from (Ajzen, 1991) that isattitudes, subjective norms, perceived behavioral control, interests, and behavior. Among the first three constructs, mentioning the impact of the three measures can vary, and attitude are the constructs that have the most significant impact. Other important factors in the research literature also highlight the role of environmental knowledge

and environmental concern in predicting green purchasing intentions and behavior (Sinha & Annamdevula, 2024).

Recent research in Indonesia involving green attitudes and interest in purchasing environmentally friendly products has been carried out, such as (Mufidah et al., 2018);(H. Sari et al., 2021);(Harjadi & Gunardi, 2022);(Lavuri et al., 2023);(Maulana et al., 2024), by involving young consumers (Herman et al., 2021);(Ramadhanti et al., 2024), natural dye batik (Sunarjo et al., 2021), green skin care products (Chin et al., 2018), natural care products (Setiawan et al., 2024), green plastic products (Suhartanto et al., 2024). However, no previous research has included social factors (social media) in influencing green attitudes and their impact on purchasing intentions and green behavior.Nowadays social media has a vital role in building the desire to choose a product and how consumer decisions are made (Nekmahmud et al., 2022). Previously, the moderating role of green attitudes on green purchasing intentions of Generation Z was studied, and the results showed a significant impact on determining consumer choices, thus contributing broadly to consumers and society at large (Alam et al., 2023).

Furthermore, previous research only involved the mediating role of other TPB variables such as social norms to analyze the impact of social media on green purchasing intentions of generation Z (Sun & Xing, 2022). The mediating role of social norms proves that social media can shape Generation Z's altruistic preferences to not only prioritize themselves, but also society and the environment. This study is perhaps the first because it combines psychological and social aspects with the mediating role of green attitude in measuring green purchasing intentions and addresses previous research gaps. Therefore, this study aims to analyze the impact of psychological factors (environmental knowledge and environmental concern) and social media with the Theory of Planned Behavior (TPB) which makes green attitude as a mediator variable on Generation Z in Malang City.

B. Methods

This research was conducted descriptively, using a cross-sectional design with a quantitative approach (Hernández-Sampieri & Mendoza, 2020). Data collection used primary data obtained from questionnaires distributed to respondents in the form of Google Forms on social media and directly in the form of closed-ended statements provided. The following is a conceptual framework explaining the research hypotheses and the relationships between the research variables:

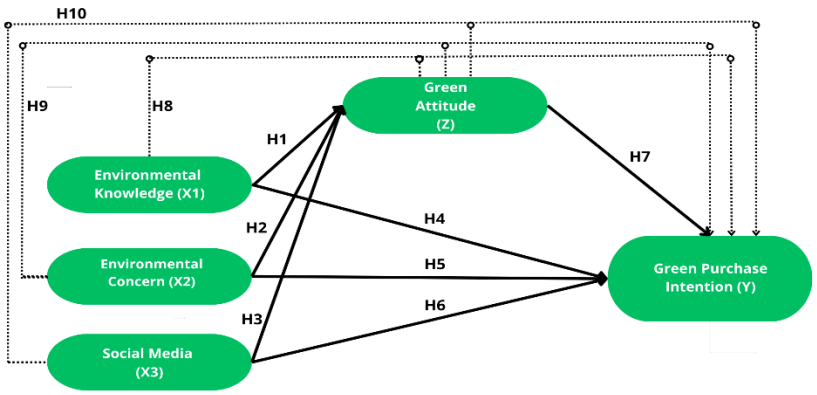

Figure 1. Conceptual Framework of the Research

H1. Environmental knowledge has a positive and significant effect on environmentally friendly attitudes among Generation Z in Malang City.
H2. Environmental concern has a positive and significant effect on environmentally friendly attitudes among Generation Z in Malang City.
H3. Social media has a positive and significant effect on environmentally friendly attitudes among Generation Z in Malang City.
H4. Environmental knowledge has a positive and significant effect on green purchasing intention among Generation Z in Malang City.
H5. Environmental concern has a positive and significant effect on green purchasing intention among Generation Z in Malang City.
H6. Social media has a positive and significant effect on green purchasing intention among Generation Z in Malang City.
H7. Green attitudes have a positive and significant effect on green purchasing intention among Generation Z in Malang City.
H8. Environmental attitudes toward environmentally friendly products positively and significantly mediate the effect of knowledge on green purchasing intention among Generation Z in Malang City.
H9. Environmental attitudes toward environmentally friendly products positively and significantly mediate the effect of knowledge on green purchasing intention among Generation Z in Malang City.
H10. Green attitudes towards environmentally friendly products positively and significantly mediate the influence of social media on green purchasing intentions among Generation Z in Malang City.

The population of this study was Generation Z in Malang City. The researcher targeted this stratum because Generation Z is an educated group that has a greater awareness of green consumption in order to realize the SDGs 2045. The age limit taken is in the range of 17-27 years, because in addition to being part of Generation Z, they are considered by law and the constitution as citizens who have full rights to aspire and contribute to legal actions marked by ownership of an Identity Card (KTP). The non-probability sampling technique was used (Denscombe, 2017), then purposive

sampling was chosen to determine the number of samples with the following criteria: 1) Knowing environmentally friendly products and/or having made previous purchases; 2) Aged 17-27 years; 3) Domiciled in Malang City. Because the number of the research population is infinite, the researcher conducted a trial by distributing the questionnaire first to 30 respondents via Google Form so that it can be said to have good reliability and consistency. The loading factor value and reliability coefficient (α) of each variable are >0.7, which means that the trial of the research instrument is declared valid and reliable.

This study uses Partial-Least-Squares Structural-Equation-Modeling (PLS-SEM) with the help of the SmartPLS version 4 application. This study is a predictive study with an additional variable of green attitude as a mediator that is suitable for PLS-SEM. Furthermore, PLS-SEM is used because it has robustness because it can achieve higher validity and reliability with a small sample (Latan, 2018). The estimated proportion value of the trial was 25 people (83%) who met the criteria and was calculated using a sample size calculator, resulting in a sample size of 154 respondents. Measurement of the research construct variables was adopted and adapted from previously established published research. The measurement scale used a 5-point Likert scale from Strongly Agree (5) to Agree (1). A detailed description of the measurements is explained in the following table:

Table 1. Measurement of Construct Variables

No	Source	Construct Variables	Measurement Items
1.	(Ghouse et al., 2024)	Environmental Knowledge (X1)	1. I know that I am purchasing environmentally safe products and packaging. 2. I know more about recycling than most people. 3. I know how to choose products and packaging that reduce the amount of waste that ends up in landfills. 4. I understand environmental phrases and symbols on product packaging. 5. I am very knowledgeable about environmental issues
2.	(Rusyani et al., 2021) and (Lavuri et al., 2024)	Environmental Concern (X2)	1. Eco-friendly products help in creating a more sustainable environment 2. I am responsible for protecting the environment 3. Environmentally friendly products can reduce waste and be recycled. 4. I feel happy and happy when I use environmentally friendly products
3.	(Choudhury et al., 2024)	Social Media (X3)	1. Advertising helps me make environmentally friendly purchasing decisions. 2. I want to buy green products by referring through social media 3. I want to share information from social media about green products with my friends.

4.	(Rusyani et al., 2021) and (Lavuri et al., 2024)	*Green Attitude*(Z)	1. Eco-friendly goods use fewer agricultural chemicals. 2. Eco-friendly goods always come with eco-friendly packaging, eco-branding, and labeling. 3. Eco-friendly goods are safer and healthier.
5.	(Lavuri et al., 2023);(Maziriri et al., 2023);(Rahnama Haratbar et al., 2024)	Green Purchase Interest (Y)	1. I will buy eco-friendly products because there will be less pollution in the future. 2. For ecological reasons, I would consider purchasing and switching to more environmentally friendly products. 3. I can spend more money on eco-friendly products compared to conventional products. 4. I am willing and will try to purchase environmentally friendly products for my own use.

C. Results and Discussion

Respondent Characteristics

Respondents in this study were 154 people, including 86 women (44.16%) and 68 men (55.84%). Respondents were in the age range of 25 to 27 years as many as 49 people (31.82%), 20 to 23 years as many as 43 people (27.92%), 23 to 25 years as many as 41 people (26.62%), and 18 to 20 years as many as 21 people (13.64%). The majority of respondents had completed undergraduate education as many as 92 people (59.74%), high school/vocational school or equivalent as many as 38 people (24.68%), master's degree as many as 11 people (7.14%), academy as many as 8 people (5.19%), and diploma as many as 5 people (3.25%). Then the respondents' employment status was very diverse, consisting of Students (44.8%), Private Employees (17.5%), Not Working (16.2%), Educators (4.5%), Self-Employed (3.2%), Farmers (3.2%), Nurses (1.9%), Entrepreneurs (1.3%), Freelancers (1.3%), Volunteers (0.6%), Civil Servants (0.6%), Consultants (0.6%), Household Assistants (0.6%), Content Creators (0.6%), and others 2.6%. With a monthly income of "< Rp. 1,000,000" of (68.18%), "Rp. 1,000,000 – Rp. 2,000,000" of (11.69%), "Rp. 2,000,000 – Rp. 3,000,000" of (10.39%), and "> Rp. 3,000,000" of (9.74%).

Descriptive Analysis

Based on the results of respondents' answers from the questionnaire collected about the research variables are explained as follows. The environmental knowledge variable has a total average value of 3.78 which means it has a good interpretation, with the highest average value of 4.01, respondents know how to choose products and packaging that reduce the amount of waste that ends up in landfills (TPA), and the lowest average value of 3.81 which means respondents understand environmental phrases and symbols on product packaging and feel very knowledgeable about environmental issues. The environmental concern variable has a total average value of 4.35 which means it has a very good interpretation, with the highest average value

of 4.37, we found that respondents consider environmentally friendly products can reduce waste and be recycled, and the lowest average value of 4.33 which means respondents are happy and happy when using environmentally friendly products. The social media variable has a total average value of 4.04 which means it has a good interpretation. The highest average value is 4.14, meaning that respondents want to share information from social media about green products with their friends, then the lowest average value is 3.87 that respondents want to buy green products by referring to social media. The green attitude variable has a total average value of 4.06 which means it has a good interpretation. The highest average value is 4.10, which means that respondents consider environmentally friendly products to use fewer agricultural chemicals. The lowest average value is 4.01, meaning that respondents consider environmentally friendly products always come with environmentally friendly packaging, eco-branding, and labeling. The green purchasing intention variable has a total average value of 4.07 which means it has a good interpretation. With the highest average value of 4.21, respondents consider that for ecological reasons, they will consider buying and switching to more environmentally friendly products. The lowest average value is 3.94, meaning that respondents can spend more money on environmentally friendly products compared to conventional products.

Data analysis

Data analysis using SEM-PLS with the help of SmartPLS version 4.0 to test the hypothesis. Analysis using SEM-PLS is an appropriate method for exploratory research and theory development (Hair et al., 2019). The steps of SEM-PLS analysis include measurement model analysis (outer model), structural model analysis (inner model), and hypothesis testing.

Measurement model analysis was conducted with the aim of testing validity and reliability by measuring the relationship between latent variables and their indicators. Measurement model analysis includes: 1. Validity test consisting of convergent validity (loading factor, AVE) and discriminant validity (cross loading, fornell larcker) 2. Reliability test consisting of Cronbach's alpha and composite reliability as described in the table below:

Table 2. Results of Measurement Model Analysis (Outer Model)

Item Variable	Loading Factor	Cross Loading	AVE	Fornell Larcker	Cronbach's Alpha	Composite Reliability
Environmental Knowledge (X1)			0.649	0.806	0.864	0.902
EK1	0.871	0.871				
EK2	0.748	0.748				
EK3	0.795	0.795				
EK4	0.802	0.802				
EK5	0.808	0.808				
Environmental Concern (X2)			0.669	0.818	0.835	0.890

EC1	0.821	0.821				
EC2	0.749	0.749				
EC3	0.839	0.839				
EC4	0.858	0.858				
Social Media (X3)			0.709	0.842	0.794	0.879
SM1	0.798	0.798				
SM2	0.874	0.874				
SM3	0.851	0.851				
Green Attitude (Z)			0.629	0.793	0.707	0.836
GA1	0.790	0.790				
GA2	0.749	0.749				
GA3	0.839	0.839				
Green Purchase Intention (Y)			0.601	0.775	0.779	0.858
GPI1	0.768	0.768				
GPI2	0.784	0.784				
GPI3	0.774	0.774				
GPI4	0.775	0.775				

The loading factor and cross-loading values of all indicators are >0.7, the AVE value has met the recommended criteria of >5, and the Fornell Larcker value meets the criteria so that all variables and indicators are considered valid. Furthermore, the Cronbach's alpha and composite reliability values are greater than the threshold with a range of 0.7 - 0.9 indicating that the research variables are reliable.

Table 3. Results of Structural Model Analysis (Inner Model)

Hypothesis	Influence	Original Sample	T-statistic	p-value	Results
H1	Environmental Knowledge (X1) => Green Attitude (Z)	0.050	0.746	0.455	Rejected
H2	Environmental Concern (X2) => Green Attitude (Z)	0.442	4,691	0,000	Accepted
H3	Social Media (X3) => Green Attitude (Z)	0.442	5,794	0,000	Accepted
H4	Environmental Knowledge (X1) => Green Purchase Interest (Y)	0.184	2,541	0.011	Accepted
H5	Environmental Concern (X2) => Green Purchasing Intention (Y)	0.174	1,995	0.046	Accepted
H6	Social Media (X3) => Green Purchase Interest (Y)	0.209	2,548	0.011	Accepted
H7	Green Attitude (Z) => Green Purchase Interest (Y)	0.287	2,584	0.010	Accepted

H8	Environmental Knowledge (X1) => Green Attitude (Z) => Green Purchase Interest (Y)	0.014	0.653	0.514	Rejected
H9	Environmental Concern (X2) => Green Attitude (Z) => Green Purchase Interest (Y)	0.127	2,111	0.035	Accepted
H10	Social Media (X3) => Green Attitude (Z) => Green Purchase Interest (Y)	0.127	2,469	0.014	Accepted

The Influence of Environmental Knowledge on Green Attitude

The findings show that environmental knowledge (X1) has a positive but not significant effect on the green attitude (Z) of generation Z in Malang City. The results of this study contradict the hypothesis and research conducted (Sinha & Annamdevula, 2024) and (Phan et al., 2023). This study reveals the important role of environmental knowledge (cognitive aspect) in fostering a high level of awareness of environmental issues, which can foster green attitudes (affective aspect), so that environmental knowledge has a positive effect on green attitudes. Furthermore, the results of this study are relevant to previous research conducted by (Chanda et al., 2023) and (Ghouse et al., 2024). The study highlights the importance of integrated environmental sensitivity and digital literacy in promoting environmental knowledge in predicting green attitudes. Meanwhile, the author found several important factors based on the opinions of (Schmuck et al., 2018) and (Candrianto et al., 2023). It can be concluded that there are several possible reasons why the proposed hypothesis was rejected: first, the implementation of the Pendidikan Lingkungan Hidup (PLH) curriculum through learning programs has not been effective. Second, consumers' high environmental knowledge does not guarantee they adhere to environmental moral values that encourage a green attitude. Third, high environmental knowledge has the potential to make consumers skeptical of environmental advertising and greenwashing practices.

The Influence of Environmental Concern on Green Attitude

The findings show that environmental concern (X2) has a significant influence on the green attitude (Z) of Generation Z in Malang City. This study shows that consumers feel responsible and happy in creating a sustainable environment with green products, which can encourage green attitudes. These results strengthen research.previously (Lavuri et al., 2023);(Truc, 2024)And(Hoang & Tung, 2024). The research findings reveal that environmental responsibility plays a significant role in shaping consumers' environmental awareness, particularly regarding green attitudes and environmentally friendly behavior. Generation Z, who care about the environment, will actively strive to follow and support environmentally friendly products, such as minimizing carbon emissions, recycling, and using organic materials, which will

shape their positive attitudes.

The Influence of Social Media on Green Attitude

The findings show that social media (X3) has a significant influence on the green attitude (Z) of Generation Z in Malang City. This study explains that consumers can make purchasing decisions by referring to social media and have a concern for sharing content with their friends, which in turn encourages their green attitude. The results of this study support the research (Phan et al., 2023) and (Truc, 2024) which states that social media plays a significant role in the amount of information young consumers obtain. Furthermore, they can internalize environmental values that support a strong emotional aspect that contributes to a positive attitude toward eco-friendly products.

The Influence of Environmental Knowledge on Green Purchase Interest

This study shows that environmental knowledge (X1) has a significant effect on green purchasing interest (Y) of generation Z in Malang City. This finding reveals that consumers who are aware of environmental issues such as recycling processes, product packaging and how to reduce waste will have green purchasing interest.Relevant to the research conducted (Phan et al., 2023) and (Ghouse et al., 2024). Environmental knowledge can drive green purchasing intentions due to consumer confidence in products that can help prevent environmental damage. As part of environmental knowledge, ecological literacy can be integrated with environmentally friendly practices that can promote sustainable consumption and develop green attitudes among young consumers.

The Influence of Environmental Concern on Green Purchasing Intention

The findings show that environmental awareness (X2) significantly influences green purchasing intentions (Y) among Generation Z in Malang City. Environmental awareness fosters trust and a sense of responsibility toward environmentally friendly products that reduce negative impacts on the environment, thereby triggering consumers' green purchasing intentions. Based on previous research, the results of this study are consistent with those conducted by (Sinha & Annamdevula, 2024), environmental concern is not only able to encourage consumers' green purchasing interest, but is also related to environmental knowledge which forms a high perception of green products so it is important for marketers to promote the benefits of green products.

The Influence of Social Media on Green Purchase Interest

Research shows that social media (X3) has a significant influence on green purchasing intentions (Y) among Generation Z in Malang City. Social media has been shown to facilitate referenceable information and support consumers in making purchasing

decisions, which triggers consumers' green purchasing intentions. These research findings align with research conducted by (Chen & Madni, 2023). Social media effectively drives green purchasing interest, which then actively contributes to shaping green consumption trends. Social media facilitates easy access to information, allowing consumers to compare product prices and features.

The Influence of Green Attitude on Green Purchase Interest

This study proves that green attitude (Z) significantly influences green purchasing intention (Y) among Generation Z in Malang City. The findings indicate that consumers with a positive green attitude believe that green products are made with safer, healthier ingredients and are always packaged with an eco-friendly label, thus attracting their interest in purchasing green products.This research supportsresearch conducted (Kumar et al., 2021);(Nguyen et al., 2024), revealed that every individual with a green attitude will evaluate which products can maintain environmental health, which in turn benefits individuals, families, and the wider community. Furthermore, (Rūtelionė & Bhutto, 2024) stated that besides green attitude being a factor in increasing green purchasing interest, it can also be a strong predictor in encouraging green practices.

The Mediating Role of Green Attitude in the Influence of Environmental Knowledge on Green Purchase Intention

The findings prove that green attitude (Z) is not able to mediate the relationship between the influence of environmental knowledge (X1) on green purchasing interest (Y) of generation Z in Malang City. The results of this study are relevant to those conducted by (Chanda et al., 2023) revealed that environmental knowledge is not enough to foster green purchasing interest through green attitudes, so the research findings emphasize the importance of involving environmental sensitivity in mediating the influence of environmental knowledge on green attitudes and green purchasing interest. In contrast to research (Phan et al., 2023) and (Sinha & Annamdevula, 2024) which supports the proposed hypothesis. Green attitudes are actually the main factor that can build consumer interest in purchasing green products.

The Mediating Role of Green Attitude in the Influence of Environmental Concern on Green Purchasing Intention

The findings show that green attitude (Z) is able to mediate the relationship between environmental concern (X2) and green purchasing interest (Y) of generation Z in Malang City. The results of this study are supported by (Maulana et al., 2024) and (Sinha & Annamdevula, 2024) which explains that environmental concern is related to a person's perspective in managing environmental problems. (Maulana et al., 2024) revealed that among students, environmental awareness can develop awareness of

environmental rules and norms which increases the potential for a positive attitude to want to purchase green products.

The Mediating Role of Green Attitude in the Influence of Social Media on Green Purchase Intention

This study proves that green attitude (Z) is able to mediate the relationship between social media (X3) and green purchasing intention (Y) of generation Z in Malang City. This means that social media helps consumers to make decisions by involving content available on various platforms and sharing the benefits of these advertisements with their friends, thereby fostering a positive attitude and influencing purchasing intention towards environmentally friendly products. The results of this study provide a new contribution to research in the field of green marketing, because it is a cutting-edge discovery that has not been done by previous researchers.

Table 4. R-Square Value

Variables	R-Square Value
Green Attitude	0.614
Green Purchase Intention	0.486

(R-Square) is used to measure how much exogenous variables influence endogenous variables. The R-Square value of green attitude is 0.614, which means the contribution of endogenous variables in predicting green attitude is 61.4%, and the R-Square value of green purchasing interest is 0.486, which shows that the variables of environmental knowledge, environmental concern, social media, and green attitude are able to explain green purchasing interest by 48.6%, and the rest is explained by variables not examined in this study.

D. Conclusions

Based on the results of hypothesis testing, the independent variables (environmental knowledge, environmental concern, and social media) have a positive and significant influence on the dependent variable (green purchasing intention), but the environmental knowledge variable does not have a significant effect on the mediating variable (green attitude) and only affects the dependent variable (green purchasing intention) so that green attitude cannot mediate the relationship between the two. The theoretical implications of this study contribute to the literature regarding the mediating role of green attitude on the relationship between the influence of social media and green purchasing intention that has not been studied previously. The expansion of TPB by involving social media is important for future research. Practical implications require educational institutions to maximize the Pendidikan Lingkungan Hidup (PLH) curriculum well so that students use their environmental knowledge to care about moral values and high positive attitudes so that environmentally friendly behavior is implemented. It is also important to integrate environmental education and behavioral interventions through government control of related institutions such

as the development of an Environmental Education curriculum in schools and incentive programs for environmentally friendly practices. Then, companies are recommended to produce green products that do not harm human health and the environment. The implementation of green marketing also helps companies gain benefits to build a positive brand image for generation Z so that they are increasingly aware of environmental issues. This includes sharing advertisements and promotions for green products through social media campaigns. This study has several limitations, including the quantitative method with purposive sampling technique, which is susceptible to bias in sample selection. The use of a cross-sectional design cannot measure changes, so this study is limited to a single point in time. Future research is also recommended using other young consumers as subjects, such as the millennial generation, by specifically selecting certain green products. Future researchers should explore the mediating or moderating role of other social factors such as culture, social capital and norms, and peer influence using a longitudinal design to deepen the research results and provide a better understanding.

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