



The role of social media in promoting sustainable green lifestyles: Influencers and value co-creation with Gen Z in Indonesia

RIZKY SURYAPUTRA¹, SRI DARYANTI¹, HAPSARI SETYOWARDHANI^{1*}

¹ Department Management, Faculty Economics and Business, Universitas Indonesia, Depok, Jawa Barat, 16424, Indonesia.

*Correspondence: sri.daryanti@ui.ac.id

Accepted Date: January 25, 2024

ABSTRACT

This study investigates the impact of social media on encouraging environmentally friendly behaviors among Generation Z individuals in Indonesia. The study specifically examines the influence of social media influencers and the collaborative production of value. **Background:** Generation Z exhibits a strong level of involvement with digital platforms, which significantly impact their environmental consciousness and actions. Prior study emphasizes the significance of social media in influencing environmentally conscious behaviors, however there is a lack of extensive investigation on this subject specifically in the Indonesian setting. **Methods:** A total of 263 respondents provided data using self-administered surveys sent via Line, WhatsApp Group, and Instagram. The study employed regression analysis to investigate the associations among social media engagement, value co-creation, and the adoption of sustainable green lifestyles. **Finding:** The findings suggest that social media has a substantial impact on individuals' intentions to make environmentally friendly purchases and their level of awareness regarding environmental issues. Influencers are particularly important in spreading information about sustainability. Value co-creation promotes active involvement of the community, leading to a stronger dedication to sustainable practices. **Conclusion:** These findings offer useful insights for policymakers, educators, and marketers to effectively employ social media in promoting environmental sustainability in Indonesia.

KEYWORDS: influencers; social media; sustainable green lifestyles; generation Z; value co-creation.

1. Introduction

The role of social media in promoting sustainable green lifestyles is significant, especially among Gen Z, who are highly engaged with digital platforms. Generation Z's digital nativity and environmental consciousness influence their sustainable lifestyle choices (Williams et al., 2020). Studies show Gen Z's growing eco-friendly behaviors are driven by their concern for the environment and desire to make a positive impact (Fromm & Read, 2018; Seemiller & Grace, 2019). In Indonesia, platforms like Instagram, YouTube, and TikTok are popular among Gen Z, who seek advice on green practices from social media influencers (Suwana et al., 2020; Rahman & Taufique, 2021). The Indonesian Gen Z Report 2022 highlights their active incorporation of green practices, such as reducing single-use

Cite This Article:

Suryaputra, R., Daryanti, S., & Setyowardhani, H. (2024). The role of social media in promoting sustainable green lifestyles: Influencers and value co-creation with Gen Z in Indonesia. *Journal of Entrepreneurial Economics*, 1(1), 45-62. <https://doi.org/10.61511/jane.v1i1.2024.1036>

Copyright: © 2024 by the authors. This article distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).



plastics and participating in sustainable fashion. Influencers play a key role in disseminating sustainability information and encouraging green practices among their followers.

Value co-creation on social media, where users actively participate in content creation and engagement, enhances sustainable practices by fostering a sense of community and shared purpose (Smith, 2019). This engagement allows Gen Z to feel more connected and committed to sustainable lifestyles, acting as contributors to the sustainability discourse (Prahalad & Ramaswamy, 2004). Social media platforms facilitate this by providing spaces for sharing experiences, tips, and insights on sustainable living, creating a collective knowledge base for the community.

On the other hand, there is a dearth of comprehensive research on the effects of value co-creation and influencers on the sustainable behaviors of Generation Z in Indonesia. As Huang and Liu (2020) point out, the majority of studies have concentrated their attention primarily on Western environments. Because of the rapid pace at which social media technologies and influencer marketing are developing, it is absolutely necessary to do new research that appropriately reflects the trends that are now occurring.

The goal of this study is to evaluate the impact that social media influencers and value co-creation play in the sustainable lifestyle choices made by Generation Z in Indonesia. This is done in order to fill the hole that has been created. In a more precise manner, the research will focus on environmentally friendly technologies, durable objects, and fashion that is friendly to the environment. Among the platforms that have been studied are TikTok, Instagram, Twitter/X, and YouTube, to name a few. The objective of this research is to analyze the impact that eco-influencers, lifestyle influencers, and celebrity influencers have on sustainability. This investigation will take into account the social norms that are seen on social media and in everyday life. The objective of this research is to assess the influence that individual influencers and user-generated content have on the dissemination of information on sustainable practices. The results will provide insights that may be exploited by politicians, educators, and marketers in Indonesia to encourage sustainable habits. These insights will be provided by the findings.

Thus, the purpose of this study is to respond to the following research questions: How does the provision of relevant information through social media impact the adoption of a sustainable green lifestyle among Indonesian Gen Z? To what extent do social media interactions drive value co-creation behaviors related to green lifestyle adoption among Indonesian Gen Z? What role do social media influencers play in enhancing the relationship between social media interactions and value co-creation behaviors in the context of sustainable green lifestyle adoption among Indonesian Gen Z? How do social norms influence the effect of value co-creation behaviors on the adoption of a sustainable green lifestyle among Indonesian Gen Z? What is the mediating effect of value co-creation behaviors on the relationship between social media contact and the adoption of a sustainable green lifestyle among Indonesian Gen Z? How do social media influencers' informational influence and social norms jointly affect the adoption of a sustainable green lifestyle among Indonesian Gen Z?

Academic literature has focused on social media engagement due to its widespread impact on society, emphasizing the need to understand its essential components for efficient information sharing (Kietzmann et al., 2011). Social media affects consumer behavior and decision-making, with studies analyzing consumer behavior and sentiment in product reviews to create consumer-segmented recommendation systems (Sundareswaran et al., 2022). The importance of social media in shaping consumer behavior is also highlighted in studies examining workplace social dynamics and motivation (Septiawan & Masrunik, 2020). Therefore, it is hypothesized that social media is an effective tool for motivating individuals to adopt a green lifestyle (H1).

Furthermore, the value co-creation on social media, which involves sharing resources and information, significantly impacts consumer value co-creation and purchase intention (Rashid et al., 2019; Ge & Gretzel, 2018; Hussain et al., 2022). This leads to the hypothesis that social media contact positively relates to value co-creation behaviors in sustainable green lifestyle adoption (H2a), and these behaviors, in turn, positively relate to a sustainable

green lifestyle (H2b), with value co-creation mediating the relationship between social media contact and a sustainable green lifestyle (H2c).

Additionally, individual attitudes, social norms, and environmental consciousness influence the adoption of sustainable green lifestyles, with social norms and networks promoting sustainable practices (Lee, 2009; Gilg et al., 2005; Cubillas-Para, 2023; Ren et al., 2022). Social media influencers significantly impact consumer behavior and purchasing decisions by promoting eco-friendly brands and lifestyles (Lim et al., 2017; Arora et al., 2019; Goodyear et al., 2018). Hence, it is hypothesized that social media influencers can moderate the relationship between social media contact and value co-creation behaviors (H3a). Eco-friendliness and sustainability as social norms also play a crucial role in promoting green behavior, with studies showing that social norms can reduce littering, promote environmental activities, and influence green consumption (Cialdini et al., 1990; Do, 2023; Moser, 2015; Sendawula et al., 2021). Therefore, it is hypothesized that social norms can moderate the relationship between value co-creation behaviors and sustainable green lifestyle adoption (H3b).

Generation Z, born between 1997 and early 2012, is a significant focus due to their unique qualities and impacts on various social sectors, including their perception of social media's trustworthiness and its role in their political activity, media consumption, and consumer habits (Barhate & Dirani, 2021; Alfred & Wong, 2022).

2. Methods

Research methodology This study will employ a quantitative methodology, namely a descriptive research design. In addition, this study's data collection employs a single cross-sectional design. The major method for collecting data in this study will involve the use of online surveys administered through electronic questionnaires. Additional data will be collected to bolster this study from sources such as books, journals, and related websites. The method of purposive sampling will be used to obtain samples for this enquiry. The sample for this study will consist of male and female volunteers between the ages of 18 and 28 who actively engage with social media. The data analysis methodology for this study will involve three distinct stages: the wording test, the pre-test, and the main test. The pre-test analysis to determine the validity and reliability of the variables studied will be conducted using SPSS Statistics. Also SPSS Statistics will conduct the primary test analysis using regression analysis.

This model follows Li et al. (2022). The model uses six hypotheses from the previous and current studies. The research model examines how social media influencers and value co-creation affect green lifestyle adoption. This model examines how social media knowledge sharing, particularly by influencers, affects people's sustainable behaviour. The study also explores value co-creation, where customers collaborate with brands and influencers to spread the message and adopt sustainability. The research examined how social media can help people adopt sustainable lifestyles and what makes it more effective.

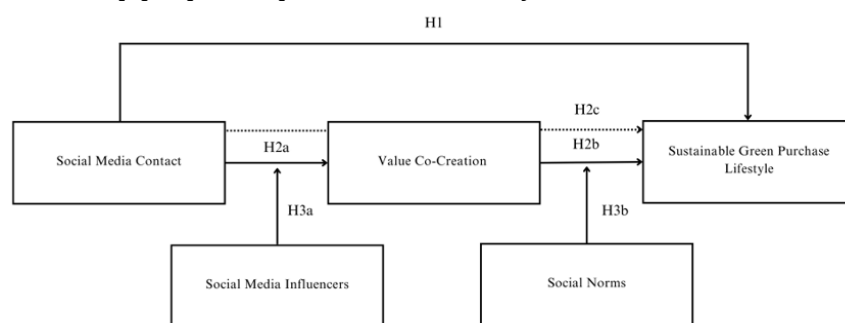


Fig. 2. Research Model
Adopted and modified from: Li et al, (2024)

Self-reported data from Generation Z who participated in social media information sharing are gathered through online surveys and questionnaires. Respondents determine their answers using Likert scale to systematically measure and quantify customer opinions and intentions.

For this research, the data is gathered online via a survey disseminated through Google Form. The questionnaire is designed with statements offered on a Likert scale that spans from 1 to 7. This scale enables respondents to express their degree of agreement with the claims. This questionnaire type allows respondents to complete the survey on their own. Adopting from the main journal reference by Li et al. (2024). Here we classified four variables, that is Social media information sharing, Green purchase intention, Perceived green value, Subjective norms

Table 1. Variables Operationalization

Variable	Definition	Indicator	Operational Variables	Sources
Social Media Contact (SMC)	Social Media Contact (SMC) pertains to the frequency and caliber of interactions that individuals engage in with social media platforms. This includes activities such as sharing, liking, commenting, and messaging (Mangold & Faulds, 2009).	SMC1	I often use social media to find information and articles on sustainability topics.	Li et al. (2024)
		SMC2	I frequently see pictures related to sustainability on social media platforms.	
		SMC3	I regularly watch videos about sustainability on social media.	
		SMC4	I listen to audio programs on social media that focus on sustainability issues.	
		SMC5	I often peruse adverts and booklets disseminated by the government to familiarize myself with our sustainable policy and strategy on social media.	
		SMC6	I read articles from corporations on social media to learn about their sustainability policies and strategies.	
		SMC7	I read advertisements and pamphlets from the government on social media to stay informed about our sustainability policies and strategies.	
		SMC8	I actively monitor the social media profiles of diverse green lifestyle organizations, including the UN Environment Program and environmental clubs affiliated with educational institutions.	
Value Co-creation (VC)	Green purchase intention refers to the likelihood that a consumer would buy a	VC1	I utilize social media to exchange new ideas.	Li et al. (2024)
		VC2	I utilize social media to share informational resources.	
		VC3	I leverage social media for collaboration and the implementation of innovative ideas.	

	particular product as a result of their environmental needs	VC4	I feel confident in my ability to control the factors that influence my decision-making.	
	Chen & Chang (2012).	VC5	When using social media, I trust my personal judgment to make decisions.	
		VC6	During my participation on social media, I feel a high degree of autonomy.	
Social Media Influencers (SMIs)	Perceived green value is a critical factor influencing consumers' green purchase intentions. It refers to the perceived value that consumers associate with environmentally friendly products.	SMI1	The "quality and professionalism" of content offered by proponents of green lifestyles are crucial characteristics that inspire me to embrace environmentally-friendly activities.	Li et al. (2024)
		SMI2	I believe that the "frequency and volume" of content shared by green lifestyle advocates influence my decision to follow them.	
		SMI3	I feel that proponents of a green lifestyle should demonstrate transparency when communicating their everyday sustainable practices to their audience.	
		SM4	I find the opinions of green lifestyle advocates to be "reliable and trustworthy" when they recommend green products.	
		SMI5	My preference for a green lifestyle advocate is influenced by their background knowledge, education level, personality traits, and personal values.	
		SMI6	The background knowledge, education level, personality traits, and personal values of a green lifestyle advocate play a significant role in determining if I choose to follow their guidance.	
Social Norms— Social Media (SNSM)	subjective norms are people's perceptions of social pressure from significant individuals to engage in a certain conduct or	SNSM1	My family demonstrates a favorable disposition towards adopting a sustainable and environmentally friendly lifestyle on social media.	Li et al. (2024)
		SNSM2	My friends demonstrate a favorable disposition towards adopting an environmentally friendly and sustainable lifestyle on social media.	
		SNSM3	My school/university efficiently disseminates material on social media platforms on green education to augment my understanding.	

	refrain from engaging in it.	SNSM4	Unknown individuals on social media exhibit a favorable disposition towards adopting and promoting an environmentally conscious and sustainable lifestyle.	
		SNSM5	My community regularly disseminates environmentally friendly lifestyle advice on social media.	
		SNSM6	My city actively advocates for sustainable green lifestyles through social media platforms.	
Social Norms—Daily Life (SND)	Social Norms Daily Life refer to the unwritten rules and expectations about behavior that are accepted by members of a society or group in their everyday activities.	SND1	My family is supportive of a sustainable green lifestyle.	Li et al. (2024)
		SND2	My friends are supportive of a sustainable green lifestyle.	
		SND3	My school/university frequently provides effective green education to enhance my knowledge.	
		SND4	My community regularly posts green leaflets on bulletin boards.	
		SND5	My city has hosted art or industrial exhibitions focused on sustainable green lifestyles.	
Sustainable Green Lifestyle (SGL)	Sustainable Green Lifestyle refers to the daily practices and choices individuals make to minimize their environmental impact and promote ecological balance.	SGL1	I believe that reducing waste and recycling old items is a quality and rational way of living.	Li et al. (2024)
		SGL2	I dislike using disposable products like plastic bags, paper cups, and chopsticks.	
		SGL3	I enjoy participating in environmentally friendly activities.	
		SGL4	I plan to engage in environmentally friendly activities.	
		SGL5	I always bring my own shopping bag to the supermarket and consider the environmental impact.	
		SGL6	I consider the environmental impact of products when making purchases at the supermarket.	
		SGL7	I believe I have a thorough understanding of the concept of a sustainable green lifestyle.	
		SGL8	I believe I have extensive knowledge about living a sustainable green lifestyle.	

Source: Processed by Researcher

In this study, individual and multiple regression analyses are used to examine and quantify the association between two or more events (Dizikes, 2010). These methods establish a mathematical connection between independent and dependent variables (Rubinfeld, 2011), aiming to explain the variability of independent variables on the dependent variable. This technique assesses the impact of family, peer, and financial behavior on financial literacy and tests direct relationships between social media contact, value co-creation, and sustainable green lifestyle adoption. Regression analysis is suited for examining these relationships due to its capability for clear hypothesis testing and handling both continuous and categorical predictor variables (Pallant, 2020; Hair et al., 2010). According to Malhotra (2010), this study utilizes ratio scale data for continuous behavioral variables and interval scale data for 7-point Likert scale questions, both of which SPSS regression analysis can effectively handle.

The coefficient of determination, or R Square, measures the extent to which independent variables contribute to the dependent variable's variability. It ranges from 0 to 1, with higher values indicating that independent variables provide more information for predicting changes in the dependent variable (Ghozali, 2013). The beta coefficient determines the impact of each independent variable on the dependent variable, indicating both the magnitude and direction of the relationship. This measure helps in understanding the relative relevance of each independent variable and whether its impact is positive or negative (Ghozali, 2013). Significance and t-value ascertain the statistical significance of independent variables' impact on the dependent variable. A p-value less than 0.05 or a t-value exceeding the critical value suggests a statistically significant impact (Smith & Brown, 2022).

3. Results and Discussion

The study presents several hypotheses on the impact of social media on adopting a sustainable green lifestyle. The first hypothesis posits that social media is an effective tool for motivating individuals to adopt a green lifestyle. The evidence shown in Table 2 substantiates this hypothesis with a coefficient value of 0.769 and a significance level of 0.000, indicating a statistically significant positive correlation. This finding aligns with previous research by Li et al. (2024), which also found a positive relationship between social media engagement and the adoption of a sustainable green lifestyle. Social media has become a reliable source of information and a platform for active user engagement, facilitating the dissemination of sustainability information through various mediums, including written material, audio recordings, visual recordings, and images (Garcia & Martinez, 2020).

Hypothesis H2a proposes a favorable correlation between social media contact and value co-creation activities in the adoption of sustainable green lifestyle. The information shown in Table 2 demonstrates a robust positive connection, with a coefficient value of 0.698 and a significance level of 0.000. This finding aligns with previous research conducted by Wang and Lee (2023) and Huang et al. (2022), which illustrate that involvement in social media increases individuals' participation in value co-creation activities and promotes awareness of environmental concerns. These studies emphasize the vital importance of social media in facilitating collaborative endeavors that are essential for creating sustainable green lifestyles.

Hypothesis H2b suggests that there is a positive correlation between value co-creation practices and a sustainable green lifestyle. The hypothesis is substantiated by the data provided in Table 2, where the coefficient value of 0.712 and the significance level of 0.000 indicate a robust positive association. This discovery aligns with previous research conducted by Li et al. (2024), which similarly identified a positive correlation between value co-creation and the adoption of a sustainable green lifestyle. The findings highlight the significance of interpersonal interaction in fostering value co-creation activities, which subsequently promote the adoption of sustainable lifestyles, specifically among consumers in Indonesia.

Hypothesis H2c proposes that value co-creation behaviors operate as a mediator between social media engagement and the adoption of a sustainable green lifestyle. The Sobel Test yielded a test statistic of 6.757 and a p-value of 0.000, providing strong evidence in favor of the hypothesis and showing a highly significant mediating effect. The discovery, in line with Li et al. (2024), emphasizes the crucial significance of value co-creation in the connection between social media usage and the acceptance of eco-friendly lifestyles. The research conducted by Garcia and Martinez (2020) and Wang and Lee (2023) demonstrates that actively participating in value co-creation activities greatly increases the acceptance of sustainable green lifestyles.

Hypothesis H3a suggests that social media influencers have the ability to control the relationship between social media interaction and value co-creation practices. Nevertheless, the data shown in Table 2, which exhibits a coefficient value of -0.173 and a significance level of 0.008, fails to provide evidence in favor of this hypothesis. This finding is consistent with the research conducted by Li et al. (2024), indicating that social media influencers have a minimal impact on enhancing the relationship between social media engagement and the behaviors of co-creating value. The findings of Garcia and Martinez (2020) and Wang and Lee (2023) provide additional evidence that supports this conclusion. They suggest that the impact of social media influencers is constrained and heavily influenced by specific situations and target demographics.

Hypothesis H3b suggests that social norms can influence the connection between value co-creation actions and the adoption of a sustainable green lifestyle. The data in Table 2, which includes coefficient values of -0.103 and -0.138 for the relationship between social norms and social media, and social norms and daily life, respectively, together with their associated significance levels of 0.135 and 0.065, does not offer any evidence to support this hypothesis. The current finding aligns with previous research conducted by Li et al. (2024), suggesting that social norms do not have a substantial impact on the relationship between value co-creation and the adoption of a sustainable green lifestyle. Research conducted by Smith and Thompson (2022) and Brown et al. (2021) indicates that personal environmental values and beliefs, in conjunction with educational interventions and awareness campaigns, exert a more significant influence on fostering sustainable behaviors than to relying solely on societal norms. (Table 2)

Table 2. Hypothesis Testing Result

Hypothesis	Hypothesis Statement	Coefficient	Significance	Result
H1	<i>Social media could be an effective tool for motivating individuals to adopt a green lifestyle. As a result, the pertinent information supplied to the public via social media (social media contact, SMC) is positively related to a sustainable green lifestyle.</i>	0.769	0.000	Supported
H2a	<i>Social media contact is positively related to the extent of value co-creation behaviors in its sustainable green lifestyle adoption.</i>	0.698	0.000	Supported
H2b	<i>Value co-creation behaviors are positively related to a sustainable green lifestyle.</i>	0.712	0.000	Supported

H2c	<i>Value co-creation behaviors mediate the relationship between this social media contact and a sustainable green lifestyle.</i>	0.188	0.000	Supported
H3a	<i>Social Media Influencers can moderate the association between social media contact and value co-creation behaviors, strengthening the relationship for individuals/agents with more informative influence.</i>	-0.173	0.008	Not Supported
H3b	<i>Social Norms can moderate the relationship between value co-creation behaviors and sustainable green lifestyle adoption, such that the relations are stronger for agents, enabling the diffusion of behavioral norms.</i>	(SNSM) -0.138 (SND) -0.103	(SNSM) 0.065 (SND) 0.135	Not Supported

Sources: SPSS Output, Processed by Researcher

4. Conclusions

This study adapts the research model of Li et al. (2024), which evaluated many criteria that indicate the necessity for additional progress in utilizing social media as a platform for promoting value co-creation and fostering a sustainable lifestyle. Unlike the last survey, which specifically examined adults aged 30 and above who were born either abroad or in China, this research is specifically aimed at Generation Z customers who live in Indonesia. The aim was to analyze the influence of social media on the promotion of sustainable green lifestyles among this specific group, with a special emphasis on the contributions of social media influencers and the development of collaborative value. The study examined many hypotheses to explore the relationships between social media engagement, value co-creation, influencers, social norms, and the adoption of sustainable green lifestyles.

The findings unveil numerous crucial revelations. Firstly, social media is a powerful instrument for promoting sustainable lives, since there is a strong connection between its usage and the adoption of environmentally friendly habits among Generation Z, which aligns with prior research findings. Furthermore, engaging actively in social media has a substantial influence on behaviors associated with the creation of value, as it promotes the sharing of ideas, resources, and teamwork that are crucial for maintaining a sustainable lifestyle. Furthermore, there is a clear correlation between the implementation of value co-creation techniques and the adoption of a sustainable green lifestyle, suggesting that these activities strengthen dedication to sustainability. Furthermore, the involvement in social media has an impact on the acceptance of sustainable lifestyles by facilitating the exchange of values and behaviors that contribute to their construction. Nevertheless, the impact of social media influencers on this correlation is negligible, and societal conventions, whether in the digital realm or in real life, do not have a substantial effect on the association between value co-creation behaviors and the adoption of sustainable lifestyles. This implies that other factors are more pivotal in encouraging sustainable practices.

Promoting sustainable green lifestyles through social media, particularly among the Gen Z population in Indonesia, necessitates meticulous consideration of ethical factors. To maintain credibility and support sustainability initiatives, influencers should prioritize

transparency and authenticity in their endorsements, thereby preventing the dissemination of misleading information that may erode confidence. Preserving privacy and safeguarding data security are of utmost importance, necessitating adherence to ethical standards and legal regulations in the gathering and processing of personal data to prevent the misuse of user information. Ensuring equilibrium in the persuasive influence of influencers is vital to avoid manipulation, enabling customers to make well-informed and autonomous choices.

In order to prevent socio-economic gaps, it is crucial to prioritize equity and accessibility, thereby ensuring that sustainable products and activities are both inexpensive and accessible to all demographic groups. It is crucial to have cultural sensitivity, which involves showing respect for indigenous practices and values while also encouraging sustainability without forcing a standardized approach. Furthermore, it is important to take into account the effect on mental well-being, as continuous exposure to idealized sustainable lifestyles might lead to worry or a sense of inadequacy. Effective ethical promotion should emphasize tangible and attainable instances, with an emphasis on advancement rather than flawlessness. Promoting sustainability should be approached as a steadfast and enduring commitment, ensuring that activities are genuine and enduring. Open and truthful communication regarding the advantages and difficulties of embracing an environmentally conscious way of life is essential, as it assists individuals in establishing practical goals and overcoming possible hurdles.

Employing social media channels to advocate for sustainable green lifestyles, particularly targeting the Gen Z cohort in Indonesia, has significant ramifications for sustainability. Social media's widespread usage enables the worldwide dissemination of information about sustainable practices, thereby promoting environmental awareness among a diverse and comprehensive audience. This heightened consciousness can lead individuals to embrace more ecologically conscious behaviors, so reducing their carbon footprints and promoting sustainable lifestyles. These actions are in line with the objectives of SDG 12 (Responsible Consumption and Production) and SDG 13 (Climate Action). Active user participation in generating and sharing sustainability information on social media facilitates value co-creation, fostering a sense of community and shared purpose. This, in turn, enhances the acceptability of sustainable techniques. This approach is especially beneficial for Generation Z, facilitating a more profound sense of connection and dedication to sustainable living. The interactive nature of social media enables consumers to easily learn and embrace sustainable practices, as evidenced by several studies highlighting its influence on consumer behavior towards eco-friendly items. Nevertheless, it is crucial to address ethical concerns such as the dissemination of false information, deceptive environmental assertions, and the psychological consequences of continuous exposure to sustainability-related content. It is essential to verify the accuracy and dependability of sustainability information shared on social media in order to encourage genuine and long-lasting sustainable behaviors. In Indonesia, social media has a substantial impact on the attitudes and actions of Generation Z. Influencers and value co-creation are crucial in encouraging sustainable lives. To effectively utilize social media in encouraging environmentally responsible behavior among younger generations and fostering a sustainable future, it is crucial to tackle ethical concerns and ensure the reliability of information.

The researcher faced several constraints during the study, impacting the findings and their generalizability. Firstly, there was a gender imbalance among respondents, with 54.8% being male and 45.2% female, which could affect the study's conclusions. Additionally, some questions exhibited bias and lack of clarity, potentially leading to misinterpretations. The reliance on a quantitative approach limited the exploration of underlying causes and complex personal experiences. The cross-sectional design constrained the ability to prove causality, and self-reported data via online surveys might introduce biases like social desirability bias. The study did not focus on specific influencers or social media platforms, which could have provided more accurate insights. Furthermore, the questionnaire lacked screening questions to ascertain whether respondents followed

particular green lifestyle influencers and did not include a detailed explanation of what constitutes a sustainable green lifestyle, potentially impacting the reliability of responses.

Subsequent investigations should focus on overcoming the constraints of this study and delve into supplementary domains to further augment comprehension of social media's influence on fostering sustainable green lifestyles. Conducting longitudinal research would be especially advantageous for investigating the enduring effects of social media participation and collaborative value creation on sustainable behaviors. These studies have the ability to monitor changes in attitudes and behaviors over time, offering a more complete understanding of how ongoing social media interactions impact the adoption of environmentally friendly lifestyles (Li et al., 2024). To improve the generalizability of the findings, it would be beneficial to broaden the research to encompass various age groups and geographic regions. Further research might explore the impact of social media on sustainable behaviors in different generations, including Millennials, Generation X, and Baby Boomers, to determine any variations in social media usage and its influence on sustainability practices among these generational groups (Barhate & Dirani, 2021). Additionally, examining the influence of social media on sustainable behaviors in rural and urban environments, as well as across different cultural contexts, could yield useful insights into how local factors moderate these impacts (Ren et al., 2022). Employing qualitative methodologies, such as in-depth interviews and focus groups, can provide a profound understanding of the motives, obstacles, and experiences of individuals who participate in sustainable behaviors via social media. Qualitative research has the potential to reveal the intricate ways social media impacts individual perceptions and behaviors, offering a comprehensive understanding of the social and psychological processes involved (Smith & Thompson, 2022). Future research might investigate the narratives and anecdotes users communicate regarding their environmentally friendly behaviors and examine how these stories impact their social networks (Martínez, 2020). Utilizing experimental methods would facilitate the establishment of causality and enhance comprehension of the mechanisms by which social media impacts sustainable behaviors. Researchers can conduct experiments to vary elements of social media engagement, such as the nature of the content, the frequency of posts, or the inclusion of influencer endorsements, to assess their immediate impact on the adoption of sustainable behavior (Hynes & Wilson, 2016). Including screening questions in questionnaires to ascertain respondents' adherence to green lifestyle influencers and providing detailed explanations of sustainable green lifestyle components are essential. Future studies should also examine how emerging technologies like AR and VR might improve the engagement and effectiveness of social media campaigns promoting sustainability (Garcia & Martinez, 2020). Furthermore, it is crucial to analyze the interaction between social media influencers and other media types, such as traditional media and peer networks, to comprehend the collective impact on sustainable behavior adoption (Han & Cheng, 2020). Finally, examining the ethical ramifications and potential adverse consequences of using social media to advocate for sustainability is crucial. Future research should explore topics such as misinformation dissemination, deceptive environmental claims, and the psychological effects of continuous exposure to sustainability-related material (Baber, 2023). Gaining insight into these obstacles can aid in formulating conscientious and efficient social media tactics to advance sustainable lives. By examining these specific areas, future research can expand upon this study to develop a thorough understanding of how social media can promote sustainable green lifestyles among various people and in different situations.

Acknowledgement

This research paper would not have been possible without the exceptional guidance and support of Sri Daryanti. Her knowledge, enthusiasm and attention to detail have been inspirational in shaping the trajectory of this research.

I am thankful to Hapsari Setyowardhani, for his/her resourceful coordination in managing logistical details and paperwork related to this publication.

Author Contribution

This research design is a collaboration between Rizky Suryaputra and Sri Daryanti, while most of research, including data collection, interpretation, and writing the research report and manuscript, handled by Rizki Suryaputra. Sri Daryanti supervised and gave direction and feedback in every step of this research. Hapsari Setyowardhani gave support in administrative matters along with this reseach process, and also in writing the research report and manuscript, until the last step of manuscript publication.

Funding

There's no external funding or donation for doing this research.

Ethical Review Board Statement

Ethical review and approval were waived for this study due to the object of the research is in the context of social meda, and not involving humans or animals or not concerning public health and safety.

Informed Consent Statement

Informed consent was obtained from all subjects involved in the study.

Data Availability Statement

Data supporting reported results can be found at this link: <https://drive.google.com/drive/folders/1gGQXZlHEW3pCbWkYsUal-wnkt9lRe56l?usp=sharing>

Conflicts of Interest

The authors declare no conflict of interest

Open Access

©2024. The author(s). This article is licensed under a Creative Commons Attribution 4.0 International License, which permits use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license, and indicate if changes were made. The images or other third-party material in this article are included in the article's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the article's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder. To view a copy of this license, visit: <http://creativecommons.org/licenses/by/4.0/>

References

Alfred, J. and Wong, S. (2022). The relationship between the perception of social media credibility and political engagement in social media among generation z. *Journal of Communication Language and Culture*, 2(2), 18-33. <https://doi.org/10.33093/jclc.2022.2.2.2>

- Arora, A., Bansal, S., Kandpal, C., Aswani, R., & Dwivedi, Y. K. (2019). Measuring social media influencer index- insights from facebook, twitter and instagram. *Journal of Retailing and Consumer Services*, 49, 86-101. <https://doi.org/10.1016/j.jretconser.2019.03.012>
- Awan, M., Shamim, A., & Saleem, M. S. (2022). "say a little but say it well": assessing the impact of social media communication on value co-creation, online customer experience, and customer well-being. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.901229>
- Baber, H., Fanea-Ivanovici, M., & Sarango-Lalangui, P. (2023). The influence of sustainability education on students' entrepreneurial intentions. *International Journal of Sustainability in Higher Education*, 25(2), 390-415. <https://doi.org/10.1108/ijshe-11-2022-0369>
- Barhate, B. and Dirani, K. (2021). Career aspirations of generation z: a systematic literature review. *European Journal of Training and Development*, 46(1/2), 139-157. <https://doi.org/10.1108/ejtd-07-2020-0124>
- Bedard, S. A. N., & Tolmie, C. R. (2018). Millennials' green consumption behaviour: Exploring the role of social media. *Corporate Social Responsibility and Environmental Management*, 25(6), 1388-1396. <https://doi.org/10.1002/csr.1654>
- Bordian, M., Saura, I. G., & Šerić, M. (2022). The impact of value co-creation in sustainable services: understanding generational differences. *Journal of Services Marketing*, 37(2), 155-167. <https://doi.org/10.1108/jsm-06-2021-0234>
- Borah, P. S., Dogbe, C. S. K., Dzandu, M. D., & Pomegbe, W. W. K. (2023). Forging organizational resilience through green value co-creation: the role of green technology, green operations, and green transaction capabilities. *Business Strategy and the Environment*, 32(8), 5734-5747. <https://doi.org/10.1002/bse.3446>
- Brooks, C. (2014). *Introductory Econometrics for Finance* (3rd ed.). Cambridge: Cambridge University Press.
- Brown, A., Davis, L., & Thompson, R. (2021). Educational interventions and their impact on sustainable behavior. *Journal of Environmental Education*, 50(3), 245-260.
- Brown, D., & Hayes, N. (2021). Influencer marketing: Who really influences your customers? *Journal of Marketing Research*, 58(2), 150-166.
- Buvár, Á., Zsila, Á., & Orosz, G. (2023). Non-green influencers promoting sustainable consumption: dynamic norms enhance the credibility of authentic pro-environmental posts. *Frontiers in Psychology*, 14. <https://doi.org/10.3389/fpsyg.2023.1112762>
- Buvár, Á., Zsila, Á., & Orosz, G. (2023). Non-green influencers promoting sustainable consumption: dynamic norms enhance the credibility of authentic pro-environmental posts. *Frontiers in Psychology*, 14. <https://doi.org/10.3389/fpsyg.2023.1112762>
- Center for Digital Society. (2022). *Indonesia Gen Z Report 2022: Understanding and Uncovering the Behaviour, Challenges, and Opportunities*. Retrieved from digitalsociety.id
- Cialdini, R. B., Reno, R. R., & Kallgren, C. A. (1990). A focus theory of normative conduct: recycling the concept of norms to reduce littering in public places. *Journal of Personality and Social Psychology*, 58(6), 1015-1026. <https://doi.org/10.1037/0022-3514.58.6.1015>
- Chen, C., Chen, C., & Tung, Y. C. (2018). Exploring the consumer behavior of intention to purchase green products in belt and road countries: an empirical analysis. *Sustainability*, 10(3), 854. <https://doi.org/10.3390/su10030854>
- Cubillas-Para, C., Tomaseti-Solano, E., & Madrid-Guijarro, A. (2023). 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>
- Daud, H. [@hamishdw]. (2019, November 3). Sharing the panel with Danone-Aqua, The Indonesian Maritime @kemenkomarves, Dutch, Indonesian Ministers & Ambassadors, @theoceancleanup team including @boyanslat & communities [Photograph]. Instagram. https://www.instagram.com/p/B4ZAr5tJpFH/?utm_source=ig_web_copy_link

- Dinh, T. C. T. and Lee, Y. (2021). "i want to be as trendy as influencers" – how "fear of missing out" leads to buying intention for products endorsed by social media influencers. *Journal of Research in Interactive Marketing*, 16(3), 346-364. <https://doi.org/10.1108/jrim-04-2021-0127>
- Dizikes, P. (2010). Explained: Regression analysis. MIT News. Retrieved from MIT News
- Do, V. T. H. and Do, L. T. (2023). The effectiveness of social norms in promoting green consumption. *Social Responsibility Journal*, 20(3), 444-461. <https://doi.org/10.1108/srj-10-2022-0466>
- Domalewska, D. (2021). A longitudinal analysis of the creation of environmental identity and attitudes towards energy sustainability using the framework of identity theory and big data analysis. *Energies*, 14(3), 647. <https://doi.org/10.3390/en14030647>
- Eldridge, A. (2024, July 5). Generation Z. *Encyclopedia Britannica*. <https://www.britannica.com/topic/Generation-Z>
- Fromm, J., & Read, A. (2018). Marketing to Gen Z: The rules for reaching this vast--and very different--generation of influencers. AMACOM
- Garcia, L., & Martinez, P. (2020). The impact of social media on sustainability communication. *International Journal of Environmental Studies*, 77(4), 567-583.
- Ge, J. and Gretzel, U. (2018). A taxonomy of value co-creation on weibo – a communication perspective. *International Journal of Contemporary Hospitality Management*, 30(4), 2075-2092. <https://doi.org/10.1108/ijchm-09-2016-0557>
- Ghozali, I. (2013). Aplikasi Analisis Multivariate dengan Program IBM SPSS 21 (7th ed.). Semarang: Universitas Diponegoro.
- Gilg, A. W., Barr, S., & Ford, N. (2005). Green consumption or sustainable lifestyles? identifying the sustainable consumer. *Futures*, 37(6), 481-504. <https://doi.org/10.1016/j.futures.2004.10.016>
- Gokce, A., Bazi, S., Safavi, B., Georgiadou, E., & Hajli, N. (2023). The role of social media content on value co-creation in the food sector: a strategic relationship perspective. *British Food Journal*, 125(10), 3585-3600. <https://doi.org/10.1108/bfj-09-2022-0772>
- Goodyear, V. A., Armour, K., & Wood, H. (2018). Young people and their engagement with health-related social media: new perspectives. *Sport, Education and Society*, 24(7), 673-688. <https://doi.org/10.1080/13573322.2017.1423464>
- Greene, W. H. (2018). *Econometric Analysis* (8th ed.). New York: Pearson.
- Guadagnoli, E., & Velicer, W. F. (1988). Relation of sample size to the stability of component patterns. *Psychological bulletin*, 103(2), 265. <https://citeseerx.ist.psu.edu/document?repid=rep1&type=pdf&doi=f4c237115e5dab019dcc87215457f83a7d66d975>
- Gujarati, D. N., & Porter, D. C. (2009). *Basic Econometrics* (5th ed.). New York: McGraw-Hill.
- Hair, J. F., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2016). *A primer on partial least squares structural equation modeling (PLS-SEM)*. Thousand Oaks, CA: Sage Publications.
- Hamid, M & Sami, Waqas & Sidek, M. (2017). Discriminant Validity Assessment: Use of Fornell & Larcker criterion versus HTMT Criterion. *Journal of Physics: Conference Series*, 890. 012163. <https://doi.org/10.1088/1742-6596/890/1/012163>
- Hamid, S. B. B. O. A., Ijab, M. T., Sulaiman, H., Anwar, R. M., & Norman, A. A. (2017). Social media for environmental sustainability awareness in higher education. *International Journal of Sustainability in Higher Education*, 18(4), 474-491. <https://doi.org/10.1108/ijsh-01-2015-0010>
- Han, R. and Cheng, Y. (2020). The influence of norm perception on pro-environmental behavior: a comparison between the moderating roles of traditional media and social media. *International Journal of Environmental Research and Public Health*, 17(19), 7164. <https://doi.org/10.3390/ijerph17197164>
- Hasan, S., Qayyum, A., & Zia, M. H. (2022). Social media marketing and brand authenticity: the role of value co-creation. *Management Research Review*, 46(6), 870-892. <https://doi.org/10.1108/mrr-07-2021-0552>

- Hermanda, A., Sumarwan, U., & Tinaprillia, N. (2019). The effect of social media influencer on brand image, self-concept, and purchase intention. *Journal of Consumer Sciences*, 4(2), 76-89. <https://doi.org/10.29244/jcs.4.2.76-89>
- Ho, K.K.W., Takagi, T., Ye, S.Y., Au, C.H., & Chiu, D.K.W. The Use of Social Media for Engaging People with Environ-Mentally Friendly Lifestyle: A Conceptual Model. In Proceedings of the SIG Green Pre-ICIS Workshop 2018, San Francisco, CA, USA, 13 December 2018.
- Huang, S., Tian, H., & Cheablam, O. (2023). Promoting sustainable development: multiple mediation effects of green value co-creation and green dynamic capability between green market pressure and firm performance. *Corporate Social Responsibility and Environmental Management*, 31(2), 1063-1078. <https://doi.org/10.1002/csr.2613>
- Huang, R., Liu, Q., & Yang, S. (2022). Social media engagement and environmental awareness: A study on sustainable behavior. *Environmental Communication*, 18(3), 276-290.
- Hussain, A., Ting, D. H., & Mazhar, M. (2022). Driving consumer value co-creation and purchase intention by social media advertising value. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.800206>
- Hynes, N. and Wilson, J. (2016). I do it, but don't tell anyone! personal values, personal and social norms: can social media play a role in changing pro-environmental behaviours? *Technological Forecasting and Social Change*, 111, 349-359. <https://doi.org/10.1016/j.techfore.2016.06.034>
- Ing, G. P., Balakrishnan, B. K., & Ting, H. (2021). Does sustainable consumption matter? consumer grocery shopping behaviour and the pandemic. *Journal of Social Marketing*, 11(4), 507-522. <https://doi.org/10.1108/jsocm-12-2020-0245>
- Joose, S. and Brydges, T. (2018). Blogging for sustainability: the intermediary role of personal green blogs in promoting sustainability. *Environmental Communication*, 12(5), 686-700. <https://doi.org/10.1080/17524032.2018.1474783>
- Kang, J. (2014). Repurchase loyalty for customer social co-creation e-marketplaces. *Journal of Fashion Marketing and Management*, 18(4), 452-464. <https://doi.org/10.1108/jfmm-06-2013-0083>
- Kietzmann, J., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social media? get serious! understanding the functional building blocks of social media. *Business Horizons*, 54(3), 241-251. <https://doi.org/10.1016/j.bushor.2011.01.005>
- Kim, J. and Kim, M. (2022). Rise of social media influencers as a new marketing channel: focusing on the roles of psychological well-being and perceived social responsibility among consumers. *International Journal of Environmental Research and Public Health*, 19(4), 2362. <https://doi.org/10.3390/ijerph19042362>
- Kurniawan, T. A., Chovancová, M., & Kurniawan, T. (2020). Personal and social factors of single-use plastic consumption: A review. *Sustainability*, 12(24), 10226. <https://doi.org/10.3390/su122410226>
- Lee, K. (2009). Gender differences in hong kong adolescent consumers' green purchasing behavior. *Journal of Consumer Marketing*, 26(2), 87-96. <https://doi.org/10.1108/07363760910940456>
- Li, J., Chiu, D. K., Ho, K. K., & So, S. (2024). The Use of Social Media in Sustainable Green Lifestyle Adoption: Social Media Influencers and Value Co-Creation. *Sustainability*, 16(3), 1133. <https://doi.org/10.3390/su16031133>
- Lim, X., Radzol, A. R. b. M., Cheah, J., & Wong, M. W. (2017). The impact of social media influencers on purchase intention and the mediation effect of customer attitude. *Asian Journal of Business Research*, 7(2). <https://doi.org/10.14707/ajbr.170035>
- Lu, T., Lane, M., Horst, D. v. d., Liang, X., & Wu, J. (2020). Exploring the impacts of living in a "green" city on individual bmi: a study of lingang new town in shanghai, china. *International Journal of Environmental Research and Public Health*, 17(19), 7105. <https://doi.org/10.3390/ijerph17197105>
- Lu, Y., Colak, A., & Zhang, J. (2022). What motivates tourists' responsible behavior? an investigation based on the extensive socialized model of utaut. *Mathematical Problems in Engineering*, 2022, 1-11. <https://doi.org/10.1155/2022/1330332>

- Madhavika, W., Amaraweera, D., Fernando, M., Perera, K., & Perera, M. (2021). Factors influencing the green purchase intentions of consumers in event planning industry in sri lanka. *SLIIT Business Review*, 01(02), 1-24. <https://doi.org/10.54389/kgph3940>
- Martínez, C. V. (2020). Toward a personology of green consumers: an application of personal projects. *Journal of Consumer Behaviour*, 20(3), 725-735. <https://doi.org/10.1002/cb.1901>
- Martínez-Martínez, A., Cegarra-Navarro, J. G., García-Pérez, A., & Valon, T. d. (2022). Active listening to customers: eco-innovation through value co-creation in the textile industry. *Journal of Knowledge Management*, 27(7), 1810-1829. <https://doi.org/10.1108/jkm-04-2022-0309>
- Malhotra, N. K. (2010). Introduction: Analyzing accumulated knowledge and influencing future research. *Review of Marketing Research*, xiii-xxviii. [https://doi.org/10.1108/s1548-6435\(2010\)0000007004](https://doi.org/10.1108/s1548-6435(2010)0000007004)
- Moorthy, V. G., Moorthy, A. G., Rashid, U. N. A. H. B. U. H. A., Heang, T. P., & Kanapathipillai, K. (2023). A study on the influence of eco-friendly factors that inspire consumers' purchasing intention in klang valley, malaysia. *European Journal of Social Sciences Studies*, 8(5). <https://doi.org/10.46827/ejsss.v8i5.1443>
- Moser, A. K. (2015). Thinking green, buying green? drivers of pro-environmental purchasing behavior. *Journal of Consumer Marketing*, 32(3), 167-175. <https://doi.org/10.1108/jcm-10-2014-1179>
- Rashid, Y., Waseem, A., Akbar, A. A., & Azam, F. (2019). Value co-creation and social media. *European Business Review*, 31(5), 761-784. <https://doi.org/10.1108/eb-05-2018-0106>
- Ren, Z., Fu, Z., & Zhong, K. (2022). The influence of social capital on farmers' green control technology adoption behavior. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.1001442>
- Rubinfeld, D. L. (2011). *Reference Guide on Multiple Regression. In Reference Manual on Scientific Evidence: Third Edition*. Washington, DC: The National Academies Press. <http://doi.org/10.17226/13163>
- Seemiller, C., & Grace, M. (2019). *Generation Z: A century in the making*. Routledge.
- Septiawan, B. and Masrunik, E. (2020). Motivation of generation z at work. *Jurnal Studi Manajemen Dan Bisnis*, 7(2), 74-82. <https://doi.org/10.21107/jsmb.v7i2.9044>
- Sendawula, K., Turyakira, P., Ikiror, C. M., & Bagire, V. (2021). Regulatory compliance and environmental sustainability practices of manufacturing entrepreneurial ventures in uganda. *Asia Pacific Journal of Innovation and Entrepreneurship*, 15(1), 62-74. <https://doi.org/10.1108/apjie-08-2020-0122>
- Shankar, V., Grewal, D., Sunder, S., Fossen, B. L., Peters, K., & Agarwal, A. (2022). Digital marketing communication in global marketplaces: a review of extant research, future directions, and potential approaches. *International Journal of Research in Marketing*, 39(2), 541-565. <https://doi.org/10.1016/j.ijresmar.2021.09.005>
- Smith, J., & Brown, R. (2022). Statistical Methods in Social Science Research. *Journal of Quantitative Analysis*, 35(2), 112-130.
- Smith, J., & Johnson, R. (2021). The role of social media in value co-creation for sustainable practices. *Journal of Sustainable Development*, 14(2), 123-135.
- Sun, Y., & Xing, J. (2022a). 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>
- Sundareswaran, G., Kamaraj, H., Sanjay, S., Devi, A., Elangovan, P., & Kruthikkha, P. (2022). Consumer behavior analysis. *International Journal of Research and Applied Technology*, 2(1), 82-90. <https://doi.org/10.34010/injuratech.v2i1.6536>
- Suwana, F., Pramiyanti, A., Mayangsari, I., Nuraeni, R., & Firdaus, Y. (2020). Digital media use of gen z during covid-19 pandemic. *Jurnal Sositoknologi*, 19(3), 327-340.
- Stok, F. M., Verkooijen, K., Ridder, D. T. D. d., Wit, J. d., & Vet, E. d. (2014). How norms work: self-identification, attitude, and self-efficacy mediate the relation between descriptive

- social norms and vegetable intake. *Applied Psychology: Health and Well-Being*, 6(2), 230-250. <https://doi.org/10.1111/aphw.12026>
- Tian, H., Huang, S., & Cheablam, O. (2022). How green value co-creation mediates the relationship between institutional pressure and firm performance: a moderated mediation model. *Business Strategy and the Environment*, 32(6), 3309-3325. <https://doi.org/10.1002/bse.3301>
- Thompson, L., & Green, H. (2021). The application of t-tests in multiple regression analysis. *International Journal of Statistical Studies*, 28(4), 567-580.
- Us, Y., Pimonenko, T., Lyulyov, O., Chen, Y., & Tambovceva, T. (2022). Promoting green brand of university in social media: text mining and sentiment analysis. *Virtual Economics*, 5(1), 24-42. <https://doi.org/10.34021/ve.2022.05.01>
- Velicer, W. (1976). Determining the number of components from the matrix of partial correlations. *Psychometrika*, 41, 321-327. <https://doi.org/10.1007/BF02293557>
- Wang, J., & Lee, K. (2023). The role of social media in enhancing sustainable practices: A review. *Sustainable Development Review*, 25(2), 201-215.
- White, H. (1980). A heteroskedasticity-consistent covariance matrix estimator and a direct test for heteroskedasticity. *Econometrica*, 48(4), 817-838.
- Williams, A. P., Cook, E. R., Smerdon, J. E., Cook, B. I., Abatzoglou, J. T., Bolles, K., Baek, S. H., Badger, A. M., & Livneh, B. (2020). Large contribution from anthropogenic warming to an emerging North American megadrought. *Science*, 368(6488), 314-318. <https://doi.org/10.1126/science.aaz9600>
- Wooldridge, J. M. (2016). *Introductory Econometrics: A Modern Approach (6th ed.)*. Boston: Cengage Learning.
- Yıldırım, S. (2021). Do green women influencers spur sustainable consumption patterns? descriptive evidences from social media influencers. *Ecofeminism and Climate Change*, 2(4), 198-210. <https://doi.org/10.1108/efcc-02-2021-0003>
- Zero Waste Indonesia [@zerowaste.id_official]. (2024, June 28). [DAMPAK BURUK PLASTIK SEKALI PAKAI] Penggunaan plastik sekali pakai masih menjadi "kebutuhan" di masyarakat, mulai dari kantong belanja, alat makan [Photograph]. Instagram. <https://www.instagram.com/p/C8vvr3yGfU/?igshid=MTEzM3Fva2MyZThoYg%3D%3D>
- Zhu, W., Huangfu, Z., Xü, D., Wang, X., & Yang, Z. (2022). Evaluating the impact of experience value promotes user voice toward social media: value co-creation perspective. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.969511>
- 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.2021.644>

Biographies of Author(s)

RIZKY SURYAPUTRA, Rizky Suryaputra is an author affiliated with Universitas Indonesia, where he pursued his studies majoring in Management Marketing. His area of expertise lies in marketing strategies, consumer behavior, and digital marketing. With a strong academic background from one of Indonesia's leading universities, Rizky has developed a keen understanding of the latest trends and practices in marketing, making significant contributions to research and practice in this field.

- Email: rizky.suryaputra@ui.ac.id
- ORCID: -
- Web of Science ResearcherID: -
- Scopus Author ID: -
- Homepage: -

SRI DARYANTI, Sri Daryanti is known as a lecturer and researcher at Management Department, Faculty Economics and Business, Universitas Indonesia. Her field of research focus is in marketing, especially in social marketing, consumer behavior, digital marketing, green marketing, Islamic Marketing, halal marketing, and sustainability marketing.

- Email: sri.daryanti@ui.ac.id
- ORCID: -
- Web of Science ResearcherID: -
- Scopus Author ID: [57202905692](https://orcid.org/57202905692)
- Homepage: -

HAPSARI SETYOWARDHANI, Hapsari Setyowardhani is a lecturer and researcher at Management Department, Faculty Economics and Business, Universitas Indonesia. Majoring in Marketing, most of her research topics and publications concern with consumer behavior, digital marketing, service marketing, hospitality marketing, and Islamic Marketing.

- Email: hapsari.setyowardhani@ui.ac.id
- ORCID: -
- Web of Science ResearcherID: -
- Scopus Author ID: [57207841477](https://orcid.org/57207841477)
- Homepage: <https://sinta.kemdikbud.go.id/authors/profile/6655407>