



Environmental Factors Influencing Green Consumer Behaviour in the Digital Age Among the Millennial Generation

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ABSTRACT

In Indonesia, millennials' awareness of environmental conservation is increasing, with social media serving as the main channel to promote sustainable development. However, a gap remains between awareness and actual green purchase behavior. Limited research has examined the link between buying environmentally friendly products and the role of social media in influencing millennial behavior. This study investigates how social media marketing, price perception, and environmental awareness shape attitudes toward green products and, ultimately, the intention to purchase them. Using a survey method with purposive random sampling, respondents were highly educated, active social media users, and residents of the Special Region of Yogyakarta. Data were collected via Google Forms and analyzed using structural equation modeling (SEM). The majority of respondents, aged 20–21, were active on social media but had limited knowledge of green products available in the market. High prices and limited availability were perceived as the main barriers to purchase. Waste, pollution, and global warming were identified as the most urgent environmental issues in Indonesia. Based on results showed that environmental awareness and social media marketing significantly influenced consumer attitudes, whereas price perception did not. This suggests millennials still perceive green products as more expensive than conventional ones, consistent with market realities. Nevertheless, creative social media content on platforms like Instagram and TikTok can effectively encourage millennials, as their environmental awareness is growing. Furthermore, a positive attitude toward green products significantly affects green purchase intention, with climate change awareness motivating young people to adopt environmentally responsible practices.

Introduction

The advent of environmental awareness

initiatives can be traced back several decades, with scholars and scientists progressively acknowledging the tripartite foundation upon which life depends:

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namely, the social, economic, and environmental dimensions (Purvis et al., 2019). Consequently, the preservation and safeguarding of the environment have emerged as paramount for sustaining life. The degradation of the environment can lead to the inability of companies or communities in affected areas to maintain their existence. Such degradation may trigger catastrophes, including flooding, desertification, the extinction of plant and animal species, and the disappearance of water sources like springs and rivers. Consequently, the surrounding environment may become unsuitable for industrial activities, markets may cease to function effectively as platforms for buyer-seller transactions, and residential areas may become uninhabitable. Actions taken by corporate leaders or individuals can contribute to environmental decline. A lack of concern will exacerbate existing damage and hasten the onset of these catastrophes.

In recent times, extensive campaigns by environmentally conscious groups have led to increased awareness among companies and the general public regarding the significance of environmental preservation. This growing awareness has led to a collective movement, primarily driven by factors such as rising global temperatures (Wang et al., 2024), climate change (Shruti et al., 2024), and environmental degradation due to plastic usage (Khoaele et al., 2023). It is evident that the actions of corporate leaders and individuals have the capacity to contribute to environmental decline, and a lack of concern will exacerbate existing damage and hasten the

onset of these catastrophes. In recent times, extensive campaigns by environmentally conscious groups have led to increased awareness among companies and the general public regarding the significance of environmental preservation. This growing awareness has led to a collective movement, primarily driven by factors such as rising global temperatures (Wang et al., 2024), climate change (Shruti et al., 2024), and environmental degradation due to plastic usage.

In response, various groups have initiated a range of collective initiatives, demonstrating their commitment to environmental conservation. These efforts encompass the creation and implementation of sustainable technologies (Söderholm, 2020), the adoption of eco-friendly energy sources (Androniceanu & Sabie, 2022), the reduction of single-use plastic consumption (Rabiu, M, K, & Jaeger-Erben, 2024) and the adoption of environmentally friendly products (Ansu-Mensah, 2021). The tendency to utilise eco-friendly products is influenced by individual attitudes and awareness regarding environmental sustainability (Mohd Suki, 2016). The propensity to procure environmentally friendly products is driven by environmental attitudes (Chelliah et al., 2017).

Concurrently, companies persist in their endeavours to innovate in the development of environmentally sustainable products and the marketing strategies that are associated with them. These innovations appear to be progressing at an accelerated rate. These innovations convey a message

that aims to raise public awareness, particularly among generation, regarding social, moral, and ethical responsibilities in protecting the Earth as their living environment. The prevailing sentiment regarding environmental preservation appears to have resonated with students, who, in turn, have exhibited the requisite attitude, knowledge and awareness to contribute to environmental conservation (Naz, Oláh, Vasile, & Magda, 2020). (Ansu-Mensah, 2021) also found that there has been a growing awareness and intention among students to use environmentally friendly products.

The present study seeks to explore the factors that influence the purchasing behavior of environmentally friendly products among students. Their heightened environmental awareness has prompted a shift in their purchasing habits, leading them to reject products packaged in single-use plastic. This shift in purchasing habits appears to be accompanied by a perceived adoption of environmentally friendly products as part of their identity.

Environmental damage and intensive campaigns to save the earth have inspired university students. Field observations showed that a number of students have begun to adopt lifestyles that avoid the use of single-use plastics. In addition, some student activities have promoted efforts to conserve water and participate in tree planting along riverbanks, barren hills, and coastal areas. Their lifestyles and activities are shared through social media to gain feedback, as well as to invite their peers to join in.

This research investigates the potential role of social media in raising awareness about eco-friendly products. The study will delve into how various social media platforms enable information sharing among , specifically examining how social media might shape 's identities through the adoption of environmentally conscious products. The research aims to assess the extent to which social media impacts students' knowledge of green products and the possible consequences of this influence. If a significant effect is discovered, it could have ramifications for eco-friendly product manufacturers, who might develop marketing strategies centered on social media to promote their offerings. Additionally, the research explores how Price Perception and Product Value Perception affect millennial's purchases of environmentally friendly items, as these factors often play a crucial role in the buying decisions of students who typically rely on parental financial support. While social media has been shown to increase awareness of eco-friendly products, these items have also experienced considerable price inflation, often becoming more expensive than their conventional counterparts (Zhang & Dong, 2020). The study seeks to understand how this price increase impacts 's purchasing choices and whether the heightened awareness generated by social media can offset the effects of rising costs, an area that requires further exploration.

From the discussions above, much research has been conducted on the environment; various factors that motivate consumers to

care about environmental crises have often been studied, such as awareness of the need for environmental preservation, the role of social media, and consumer attitudes toward green marketing. However, in Indonesia, especially among the millennial generation, there has not been much research on consumer behavior towards green products by analyzing price perceptions in relation to attitudes and purchase intentions. Young people in Indonesia still consider green products to be relatively expensive, so it is necessary to educate them about the benefits of these products for environmental sustainability. In the future, they will continue environmental preservation efforts through green marketing campaigns using various media, including social media.

Literature Review

Millennial Environmental consciousness

Millennial are defined as individuals who are pursuing higher education at collegiate institutions, typically ranging in age from 18 to 25 years. Despite their relative youth, those who have received formal education from an early age possess knowledge about the environment that engenders awareness of their role in its preservation. This awareness is cultivated through socialisation and environmental education programmes delivered within academic institutions. These students have been shown to be cognizant of the advantages of consuming environmentally friendly products and to demonstrate a predisposition towards prioritising such products (Solomon

Abekah Keelson, 2021).

According to established theory, attitude is defined as an individual's evaluation of the positive or negative aspects of behaviour towards specific objects, actions, issues, or persons (Çavuşoğlu et al., 2023). Furthermore, attitude is conceptualised as a set of beliefs regarding a particular entity or action, which can be interpreted as an intention to act. Research indicates that individuals with a positive attitude towards environmentally friendly products are more inclined to purchase such products and can make significant contributions to environmental issues (Laela et al., 2022).

Purchase intention is defined as the probability (Nikou & Maslov, 2023) that an individual will acquire a specific product in the future (Liu et al., 2018; Moslehpour et al., 2018). The decision to purchase a product or service is largely contingent upon the anticipated benefits, wherein the individual intends to gather pertinent information about a product or service by relying on shared personal experiences of others, such as acquaintances or other sources like social media, and evaluating all information that leads to purchasing behaviour. A substantial body of research has demonstrated that an individual's trust or belief (self-efficacy) enhances the intention to purchase a product and the willingness to pay even at a premium price (Maqsoom et al., 2023; Nikou & Maslov, 2023). This study aims to identify a similar pattern regarding students' trust in companies with a high reputation for sustainability and their willingness to pay premium prices for products. (Ansu-

Mensah, 2021) found that Perception of Green Product Value refers to the overall characteristics, benefits, and performance of an environmentally friendly product. Green Perceived Value, in turn, is defined as the buyer's evaluation of the overall quality and benefits derived from environmentally friendly products. A study conducted at Quetta University revealed that students' decisions to purchase environmentally friendly products were significantly influenced by product quality. Additionally, other factors influencing the decision to purchase environmentally friendly products include price and product uniqueness (Gulzar et al., 2024).

The present study hypothesizes that advertisements which elicit negative emotions, such as disgust, guilt, and fear of environmental damage, can influence students' intentions to use environmentally friendly products. However, the intention formed by the advertisement does not necessarily guarantee the purchase of environmentally friendly products. Purchases are more influenced by attitudes of concern for the environment (Akter et al., 2023; Balaskas et al., 2023). The act of purchasing environmentally friendly products has been demonstrated to elicit positive feelings, or to be perceived as a sign of personal pride, among the general population, including students. The positive sentiments evoked are attributed to the perception that individuals have engaged in morally sound actions to preserve the sustainability of life (Venhoeven et al., 2020).

Social Media-Based Environmentally Friendly Product Marketing

Contemporary social media platforms have emerged as a significant means of raising environmental awareness among students. Social media refers to internet-based channels that facilitate user interaction within large or specific communities, benefiting from user-generated content and fostering a sense of connectedness with others, either synchronously or asynchronously. Social media marketing strategy encompasses the integrated activities of an organization that are in a state of flux. Social media communication (network) and interaction (influence) serve as strategies and means to achieve desired marketing outcomes (Wibowo et al., 2021). Various social media platforms can be utilized to disseminate messages, share knowledge, conduct environmentally friendly marketing, or place advertisements for environmentally friendly products (Herman, Udayana, & Farida, 2021), including: Instagram, Twitter, Facebook, Youtube, LinkedIn, TikTok and others. Each social media platform possesses its own distinct characteristics, such as the presentation of textual messages, animations, audio, and video content to address the curiosity of young individuals, particularly students, regarding environmentally friendly products (Sethuraman, G, & M, 2023). Among young people in China, research has identified a correlation or positive impact between information presented on social media and the consumption of environmentally friendly products (Sun et

al., 2022; Xie & Madni, 2023). Furthermore, active engagement with social media can influence user behavior towards the purchase of environmentally friendly products (Nekmahmud, Naz, Ramkisson, & Farkas, 2022). The content presented on social media warrants attention, as the information disseminated has a significant influence on Generation Z youth, a demographic that includes students. This information can shape their perspectives, habits, attitudes, and behaviors regarding the consumption of environmentally friendly products (Confetto, Covucci, Addeo, & Normando, 2023). Social media also functions as a medium for cultivating an environmentally friendly lifestyle (green lifestyle) among its users (Li, Chiu, Ho, & So, 2024). Through social media platforms, companies have leveraged the role of influencers as a strategy to convey messages and promote lifestyles (Sahaf & Nazir, 2024). The role of influencers has proven effective in capturing the attention of social media users, particularly their followers, and has demonstrated the capacity to increase their intention to purchase products (Patmawati & Miswanto, 2022).

Price Perception

Generally, the price of environmentally friendly products exceeds that of non-environmentally friendly products. The elevated cost of environmentally friendly products is attributed to several factors: a) high costs for research and development of innovative products, b) the cost of raw materials for environmentally friendly products remains high, c) high production costs while the scale of demand is still low,

d) certification costs for high environmental standards, e) the substantial product marketing efforts to raise awareness, intentions, and form an environmentally friendly lifestyle incur significant expenses. This situation has resulted in the formation of distinct consumer groups, namely price-sensitive consumers and environmentally sensitive consumers (Meng, Zhao, Shen, & Zhai, 2022). Price criteria typically constitute the primary obstacle or determining factor for consumers in purchasing environmentally friendly products. Price Perception is a perception that arises when consumers observe the price, leading to associations of expensiveness, affordability, or fairness. The price of environmentally friendly products, according to students and the general public, is currently perceived as more expensive when compared to conventional products (Suprihartini et al., 2022). The high price presents a challenge for students to continue to acquire environmentally friendly products (Sofia Gomes et al., 2023). On one hand, they are confronted with the idealism of environmental stewardship, while on the other hand, they must expend more to consume environmentally friendly products, despite their limited purchasing power. Amidst these choices, there is a tendency for students to persist in consuming environmentally friendly products if awareness of environmental sustainability continues to be fostered. Additionally, their purchase intention can be reinforced by incorporating sustainability labels and attractive designs on product packaging (Davies et al., 2020), as well as establishing

intensive interactions between consumers and producers or retailers or among consumers, presenting entertainment as marketing content, and offering environmentally friendly products tailored to demand (customization) (Gupta & Syed, 2022).

In consumer behavior research, there are several key components that drive a consumer's behavior towards a product or brand, namely attitude and purchase intention. Most consumer behavioral structures logically culminate in how the consumer feels; if they have a positive and favorable attitude, there is a likelihood that they will make a purchase. The factors that shape consumer attitudes largely depend on the type of product involved. Discussion of the previous three constructs shows that in this era of sustainable products and sustainability, both globally and in Indonesia, especially among millennials, the role of environmental awareness among young people, the vital role of social media in shaping millennials' perceptions, and the challenge posed by green products being more expensive than conventional products, will simultaneously shape a person's attitude, which in turn determines their intention to purchase green products.

Attitude

An individual's attitude represents their consistent response to the perceived benefits or drawbacks of a particular object, shaping preferences or aversions in their mind and influencing their decision to engage with or avoid it (Wachidatun Tara Gading et al., 2024). When it comes to green products, attitude significantly

influences their purchase decisions for these items (Bonisoli et al., 2024), but some researchers question the role of attitudes in consumer studies, arguing that they have not been fully explored within green purchase behaviour (Palomino Rivera & Barcellos-Paula, 2024). However, as consumers become more environmentally aware, they are more likely to change their purchasing habits to support the environment. Recent studies have even found that many consumers are willing to pay premium prices for environmentally friendly products (Chang, 2024).

Purchase Intention

Green product intention describes a consumer's actual purchase of a green product or brand after recognising its environmental benefits. Research shows that positive attitudes and perceived green value significantly influence a consumer's purchase intention (Mohd Suki, 2016). Using green products in daily life can benefit the environment by reducing pollution, which can directly improve human health (Ng et al., 2024). And willingness to pay for green products requires moderating variables, and certain important variables may not have a direct influence (Li et al., 2021).

Hypotheses:

H₁ = Environmental Consciousness influences Attitude

H₂ = Social Media influences Attitude

H₃ = Prices perception influences Attitude

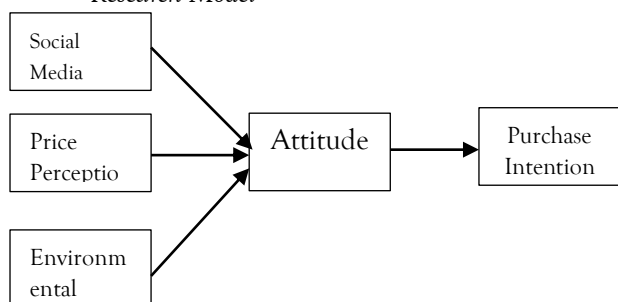
H₄ = Attitude influences purchase intention

Based on literature review above, following figure below presents proposed research

model:

Figure 1.

Research Model



Method, Data, and Analysis

Research methodology used in this research is survey method, which recently been widely used in business, management, natural sciences, and social sciences (Mohajan, 2020). It systematically gathers information from respondents, focusing on their opinions and behaviour to understand the population behaviour.

The first part of the questionnaire covers the respondent's profile, which includes gender, age, region of origin, type of social media used, the respondent's perceptions of environmental issues in Indonesia, as well as their perceptions of green products. Second questionnaire's structure concerns questions related to the variables used in the research. The environment-friendly product quality variable includes the superiority of green products compared to conventional products, the tangible benefits of green products, and concern for the existence of green products. Meanwhile, the price perception variable covers the higher price of green products, benefits of the

product in accordance with its price, and availability of the product at the time of purchase. The influence of promotion on social media includes the frequency of social media posts and sharing green products, as well as the accuracy of this information. The consumer attitude variable encompasses positive attitudes towards the existence and benefits of green products and liking news available on social media. Meanwhile, the purchase intention variable includes the intention to buy out of concern and feeling that the product is beneficial for the environment, as well as the future intention to purchase green products.

Sampling technique using purposive random sampling; The criteria used for the samples to be taken for the research, referred to as 'purposive', is educated millennials, students in college, and domiciled in the Special Region of Yogyakarta. It is used by millennials living in the Special Region of Yogyakarta because Yogyakarta has a heterogeneous composition of residents and newcomers, making it possible to represent the attitudes of millennials in Indonesia.

In this research, a sample of 89 respondents was collected. The sample size was relatively small, which creates some limitations in drawing conclusions from this research. However, considering the number of indicators (18 in total) for the entire research model, the sample size already meets the minimum threshold, which is more than five times the number of indicators ($5 \times 18 = 90$), still less than the 89 samples. The structural equation

modeling software used is AMOS, a covariance-based software for measuring model goodness-of-fit; the covariance-based approach is superior compared to correlation-based calculations (such as the SMARTPLS software), which prioritize predictive capability.

The collected data will be analyzed utilizing cross-tabulation for profile data and structural model analysis to examine the research model. Structural Equation Modeling (SEM) testing procedures encompass several critical stages. The initial step involves defining the existing constructs, followed by the development of a measurement model. Subsequently, the process proceeds with the evaluation of the measurement model. Various goodness of fit criteria have been established to interpret a structural equation model, determining the degree of fit between a model and the empirical data obtained. Commonly employed goodness of fit criteria are predicated on a comparison of the observed data covariance matrix with the estimated covariance matrix, utilizing multiple measures, including Chi-Square, Goodness of Fit Index (GFI), Adjusted Goodness of Fit Index (AGFI), Root Mean Square Error of Approximation (RMSEA), Non-Normed Fit Index or Tucker Lewis Index (TLI), Normed Fit Index (NFI), and Comparative Fit Index (CFI). The following table presents goodness of fit criteria in a structural equation model.

Table 1.

Goodness of Fit Criteria

Goodness of fit criteria	Recommendation
χ^2 / df	< 5

RMSEA	< 0,10
IFI	> 0.90
TLI	> 0.90
CFI	> 0,90

Source: (Hair, Babin, Anderson, & Black, 2022)

Result and Discussion

The author needs to report the results in sufficient detail so that the reader can see which statistical analysis was conducted and why, and later to justify their conclusions. The “Discussion and Analysis” part, highlights the rationale behind the result answering the question “why the result is so?” It shows the theories and the evidence from the results. The part does not just explain the figures but also deals with this deep analysis to cope with the gap that it is trying to solve.

The profiling results show that most respondents in this study are female, largest age group is > 21-22 years old, and the majority respondents are from Jawa Island. Regarding the type of social media used by respondents, Instagram and TikTok are the two most frequently used social media. These findings show that the millennial generation in Indonesia likes social media that has images and short video features (reels) that display short and concise information. Table 2 details these respondent characteristics.

Table 2.

Demographic Characteristics of Respond

Percentage (%)	
Gender	
Male	71.9

Female	28.1
Age	
>20 – 21 years old	80.2
>21 – 22 years old	11.1
>22 years old	8.6
Regional Origin	
Java Island	52.8
Kalimantan Island	9.0
Sumatera Island	9.0
Others (Papua, Maluku etc)	29.2
Social Media	
Instagram	56.2
TikTok	23.6
Youtube	18.0
Facebook	2.2

The primary environmental challenges in Indonesia are waste management and air pollution, which are becoming increasingly concerning. Furthermore, the majority of respondents perceive that green products and environmentally friendly alternatives remain scarce in retail establishments and marketplaces.

Table 3.

Environmental Problems Opinion Indonesia

Environmental Problems	Percentage (%)
Flood	8.33
Global Warming	21.05
Water Pollution and Plant	
Waste	17.44
Air Pollution	21.43
Garbage problem	31.74

Table 4.

Opinion About Green Products Availability

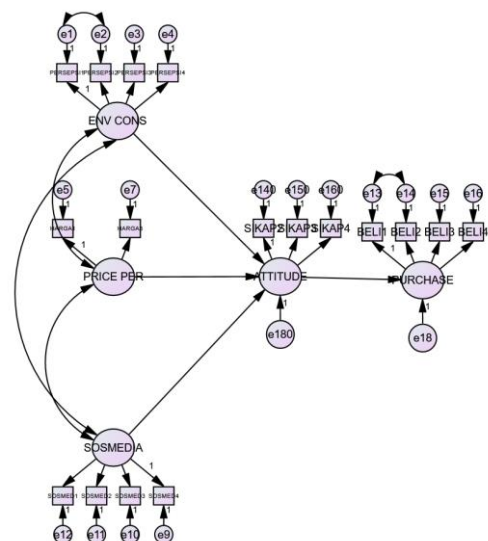
Opinion About Green Products Availability	Percentage (%)
Almost nothing green products	9.0
Little and inadequate	69.7
A lot of green products	21.3

Hypothesis Test

If presented in the AMOS model, the conceptual model above will be as follows (see Figure 2)

Figure 2.

Research Model Using AMOS Software



Evaluation of the Measurement Model

The goodness of fit test yields the values presented in the following table:

Tabel 5.

Goodness of Fit Criteria Test Results

Goodness of fit criteria	Value
χ^2 / df	1.339
RMSEA	0.062
IFI	0.929
TLI	0.907
CFI	0.925

Given that IFI, TLI, and CFI is more than 0.9, while CMIN/DF is less than 5, and the RMSEA is below 0.1, it can be concluded that the test has demonstrated satisfactory results, thus permitting the progression to the subsequent phase, namely hypothesis testing.

Evaluation of the Structural Model

Below is Hypothesis test reults as a Evaluation of the Structural Model

Table 6.
Hypothesis Test Reults

Hypothesis test	Significant Value
Environmental Consciousness → Attitude	0.000
Price perception → Attitude	0.141
Media Social → Attitude	0.002
Attitude → Purchase Intention	0.000

The table above demonstrates that respondents' attitudes are not influenced by their price perception of green products. However, attitudes towards green products are more significantly influenced by the respondents' perception of social media news and opinions about environmental issues. Similarly, respondents' environmental consciousness (desire to protect the environment, concern for green issues) influences attitudes. The significant value for environmental consciousness, which is smaller than the social media variable (0.000 compared to 0.002), indicates that consumers are more influenced by environmental consciousness than by social media promotions about environmentally friendly products. A positive attitude subsequently influences

the respondents' purchase intention towards green product or organic food.

Discussion

The findings presented in Table 4 support the acceptance of hypothesis 1, which posits that environmental consciousness exerts a positive influence. This outcome aligns with previous research (Maqsoom et al., 2023; Simanjuntak et al., 2023) suggesting that as individuals become more knowledgeable and cognizant of environmental concerns, their level of environmental awareness tends to increase, potentially leading to the adoption of pro-environmental behaviors. Fundamentally, comprehension of environmental protection can serve as a catalyst for modifying one's behavior towards a pro-environmental stance. Consumers who understand the advantages of eco-friendly products are more likely to consider a product's environmental impact prior to making a purchase decision. Those with extensive environmental knowledge typically demonstrate a favorable attitude towards safeguarding the environment and, consequently, exhibit a strong propensity to purchase environmentally sustainable products (Balaskas et al., 2023).

In Indonesia, the number of millennials who recognize the importance of environmental preservation is growing. The increasing negative impacts of environmental damage, such as flooding, pollution, and rising global temperatures, have raised awareness among millennials in many major Indonesian cities, prompting them to change their purchasing habits and opt for environmentally friendly products.

For example, www.beeza.id, an eco-friendly e-commerce application in Indonesia, is gaining popularity among millennials.

Consumer behavior regarding the purchase of eco-friendly products is influenced by news, videos, and images disseminated through social media (H2 is also accepted). Multiple studies have demonstrated a positive relationship between social media usage and green product purchases. For young people in Indonesia, platforms like TikTok, Instagram, and YouTube are particularly popular and serve as powerful tools for shaping opinions in the digital age (Xie & Madni, 2023). Additionally, research has shown that social media use can affect environmentally conscious attitudes and consumers' intentions to make purchases (Zhao et al., 2019).

A comprehensive study in the Italian retail sector (Crapa et al., 2024) suggests that integrating environmentally friendly elements in social media messaging on platforms like Facebook, Instagram, and Twitter has a positive impact on consumer engagement, as evidenced by increased likes, comments, and shares. The study also shows that content with green themes generally receives a stronger response compared to non-green content, highlighting the effectiveness of social media in encouraging eco-friendly behaviors. Additionally, research by (Sun & Wang, 2020) indicates that younger consumers are more inclined to purchase green products than older generations. This younger demographic is particularly aware of how their current actions may affect the environment in the future. A noteworthy

investigation examining cosmetic purchasing behaviors has employed the Theory of Planned Behavior, focusing on altruistic and egoistic consumer perspectives. The findings revealed that external influences, particularly social media as an information source, significantly impact the development of consumer motivation and intentions to purchase environmentally friendly products (Rebeka-Anna Pop, 2020). Many Indonesian millennial celebrities, such as Raline Shah, Manohara, and Nadine Chandrawinata, are becoming green influencers. They promote and post green content on various social media channels. These celebrities' efforts have greatly influenced Indonesian millennials to care about the environment and purchase environmentally friendly products.

Nevertheless, one hypothesis fails to gain acceptance (H3 is rejected), as the perception of price shows no significant impact on attitudes toward environmentally friendly products. Research conducted in Indonesia by (Rafadi Khan Khayru, 2021) revealed that price does not significantly influence purchasing decisions for green products. Consumers tend to prioritize product functionality over price when making buying choices. A comparable outcome was observed in a study carried out in Malaysia (Chekima et al., 2016), which demonstrated that premium pricing has no moderating effect, thus dispelling the notion that it serves as a primary obstacle for consumers in acquiring eco-friendly products. According to a study by (Kreczmańska-Gigol & Gigol, 2022),

consumers may be reluctant to buy environmentally friendly products due to green skepticism and greenwashing concerns. Additionally, the research suggests that people are less willing to pay premium prices when they have a negative perception of companies' corporate social responsibility efforts. In fact, many millennials in Indonesia understand the importance of green products, but they don't immediately make purchases. The higher price is the main factor, and their trust in the benefits of green products is not yet strong. They are more likely to take real actions in their daily activities other than buying green products, such as reducing waste or cutting down on plastic bottle use.

Likewise, it was also found in Table 4 the acceptance of hypothesis 4, which posits that attitude influence purchase intention. This same outcome aligns with previous research (Bunga Alfausta Amallia) and (Ying Sun 2019) demonstrates that favorable consumer attitudes towards the environment correlate with an increased propensity to purchase environmentally friendly products. Studies have shown that green perceived value, attitude, and green trust significantly and positively affect green purchase intention (Zhuang et al., 2021).

The influence of environmental attitude on the purchase of green products is not limited to Indonesia but is also observed in research conducted abroad. In Thailand, a study by (Maichum et al., 2017) involving hundreds of young consumers of green products demonstrates that a positive attitude among the millennial generation correlates with a positive purchase

intention. Similarly, research in India by (Naman Sreen et al., 2018), applying the theory of planned behavior to green product purchases, indicates that positive consumer attitudes encourage consumers' intention to purchase green products. Comparable results were obtained in a study conducted on hundreds of respondents across two countries, South Korea and Vietnam (Nguyen-Thi-Phuong et al., 2022). According to consumer behavior theory, three primary factors influence a consumer's purchasing decision: internal antecedents, antecedents based on the perception of external factors, and moderators. Attitude, an internal factor, directly contributes to predicting the consumer behavior variable under study, which is the willingness to pay a premium (Arun et al., 2021). In the context of purchasing green products, awareness of the need for a sustainable environment encourages the younger generation to develop a positive attitude towards green products. This, coupled with green trust, exerts a strong influence on green behavior.

Conclusion

A Environmental consciousness and sustainable practices are increasingly significant to younger generations. Awareness of climate change has prompted numerous young individuals to advocate for and adopt environmentally responsible practices. The results of this empirical study indicate that environmental consciousness and social media marketing influence consumer attitude, but price perception does not. Additionally, attitude towards

green products influences green purchase intention. The result is expected to contribute to the development of theoretical and practical implications, particularly in digital consumer behavior to green behavior fields. Research findings indicate that social media can serve as an educational and persuasive tool for millennials to increase their environmental awareness. For future research, it is recommended that collaborate with environmental activist influencers for green marketing campaigns among millennials to generate positive word of mouth about green products.

Suggestion

This study contributes to the development of green promotion through popular social media platforms in Indonesia, specifically Instagram and TikTok; moreover, currently the use of electronic social media among the millennial generation in Indonesia is increasingly intensive. Short videos depicting the dangers of environmental damage on Earth and the numerous benefits of green product usage can be disseminated more frequently. Furthermore, it is advisable to implement promotional strategies to elucidate the pricing of environmentally friendly products, which are comparatively more expensive than conventional alternatives due to unrealized economies of scale, and emphasize the necessity of supporting the purchase of such products for environmental sustainability on Earth.

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