

# Small Things, Big Impact: The Role of Social Media in Promoting Green Consumerism of Ecofurniture Products

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## Abstract

**Objective:** This study investigates the role of social media as a tool for promoting ecofurniture as a green product on purchase intention, using variables from the theory of planned behaviour; attitude, subjective norms, and perceived behavioural control as mediating variables. Additionally, this study examines the role of trust and price consciousness as mediators in the relationship between social media as a promoting instrument of green products and purchase intention.

**Design/Methods/Approach:** The data were gathered by conducting a survey questionnaire among 320 respondents who knows ecofurniture through social media. The PLS-SEM technique was used to analysing the collected data.

**Findings:** The study indicates that attitude, trust, product knowledge and perceived consumer effectiveness significantly impact purchase intention. It also finds that perceived social media marketing positively affects subjective norms, perceived consumer effectiveness and product knowledge, while price consciousness, subjective norms, and perceived behavioural control do not have a significant effect on purchase intention.

**Originality/Value:** This study enriches new insights on how perceived consumer effectiveness and purchase intention show inconsistent result from the previous studies. This research seeks to explore this relationship specifically within the ecofurniture context to see if these patterns hold true or vary.

**Practical/Policy implication:** The study demonstrates that consumer attitudes and perceptions of social media significantly impact the intention to purchase eco-furniture products. These findings suggest that eco-furniture producers should strategically utilise social media to emphasise positive attributes, such as the benefits, manufacturing process, and environmental impact of eco-furniture, to shape consumer attitudes and increase the likelihood of actual purchases.

**Keywords:** Theory of planned behaviour; Product knowledge; Trust; Price consciousness; Sustainability

**JEL Classification:** M31, Q56



## 1. Introduction

Environmental issues, such as the depletion of natural resources and the increasing amount of plastic waste, have become pressing global concerns. One innovative solution being developed is transforming recycled plastic into eco-furniture products. Unlike green furniture which only takes environmental factors into account in the manufacturing process (Xu et al., 2020a), eco-furniture emphasises an eco-friendly approach, meaning it is made from sustainable and environmentally friendly raw materials, produced in an environmentally friendly manner, and carries social responsibility, with chemical residues below standard levels and recyclability (Cai et al., 2017). Most of the materials considered as green have some basic specifications: (1) impact on environment should be minimum; (2) low energy consumption during transportation; (3) low energy demand during construction; (4) ability to retain maximum temperature inside the structure without using artificial means of keeping temperatures in check; (5) easy recycling method; (6) environment positive; and (7) sustainable life cycle (Dangelico & Pujari, 2010). Eco-furniture products not only have the potential to significantly reduce plastic waste, but also contribute to environmental sustainability by reducing carbon emissions, utilising environmentally friendly raw materials, and reducing the demand for new raw materials, (Cai et al., 2017; Dangelico & Pujari, 2010; Marsahala et al., 2023).

The consumption data for eco furniture, indicate a notable increase among various regions, with U.S. consumers experiencing a 3% rise from 2010 to 2017, while China saw a significant 30% increase. Additionally, Baltic consumers grew at an annual rate of 8%, and Canada reported a 10% annual increase. Furthermore, both European and U.S. consumers demonstrated a willingness to pay an additional 5% for green products, highlighting an emerging trend towards sustainable consumption in the eco furniture market (Shahsavari et al., 2020).

While previous related research has been mainly devoted to exploring green furniture (e.g., Xu et al., 2020a, 2020b; Yu et al., 2024), very limited research explores eco-furniture. For example, Papadopoulos et al. (2014) explored the viability of the current demand on ecological furniture, business strategy and planning in introducing eco-furniture products in Greek and Cypriot market. They found moderate to minor trend towards eco-furniture in both countries. Papadopoulos et al. (2016) explored third-age consumers' behaviour and interest in purchasing smart and eco-friendly wooden furniture and found that the third age consumer group appears to have a great awareness regarding environmental issues and prefers multifunctional furniture, which will furthermore contribute towards the reduction of everyday living cost through the satisfaction of a wider range of needs. Rather than paying attention to consuming behaviour, the extant studies disregard antecedents of purchase intention of eco-furniture products. Therefore, the current research aims to fill the gap by exploring antecedents of eco-friendly product purchase intention. To address the gaps, this study applies the theory of planned behaviour (TPB) by Ajzen (2002) to develop a framework of eco-furniture consumption process. In addition to the main variables of TPB (i.e., attitudes, subjective norms, and perceived behavioural control) we also include trust and price consciousness, product knowledge, and perceived consumer effectiveness, and perceived social marketing in the framework to investigate the underlying mechanism of purchase intention of eco-furniture product.

Building upon this focus, the study contributes both theoretically and practically to understanding consumer behaviour towards eco-furniture, offering a novel perspective by integrating the impact of social media on environmental awareness and sustainable purchasing behaviour. This study introduces a unique angle by examining how psychological factors—such as trust, attitude, perceived behavioral control, subjective norms and price consciousness—work together to shape consumer intentions for eco-friendly products. This novel approach expands academic insights within the theory of planned behaviour, particularly in understanding how sustainable product knowledge influences consumer behaviour in new ways. The study also provides actionable insights for marketers and policymakers by demonstrating the potential of social media marketing to elevate consumer awareness and foster a sustainability-oriented marketplace. These findings offer strategic guidance for businesses aiming to promote eco-friendly practices and drive broader adoption of eco-furniture.

This study utilised a survey questionnaire distributed to 320 respondents, with the data analysed using PLS-SEM. The introduction discusses pressing environmental issues, focusing on eco-furniture as a sustainable solution. The literature review and hypotheses development explore the theoretical framework using the theory of planned behaviour and develop hypotheses related to consumer behaviour. In the methodology, the research design, participant demographics, and data collection procedures are detailed. The results and discussion section presents findings from the data analysis, including hypothesis testing. Finally, the conclusion summarises key insights and provides theoretical and managerial implications.

## 2. Literature Review and Hypotheses Development

### 2.1. Theoretical Background

The theory of planned behaviour (TPB) is a central theme in this research, utilising the variables of attitude, subjective norm and perceived behavioural control. These variables evaluate an individual's intention towards performing a specific action (Ajzen, 2002). TPB has been extensively utilised in research, either incorporating all three variables or focusing on a subset (Chen & Chang, 2013; Saleki et al., 2019; Sun & Wang, 2020a). Attitude is influenced by an

individual's beliefs about the attributes of an object or action and the evaluation of these attributes. Positive outcomes from actions foster positive attitudes (Montano et al., 2015). Factors influencing attitude include demographics, socioeconomic status, culture, religion, persuasive messages, target audience, nature of the action, identity, values, and knowledge (Yzer, 2013). Subjective norms refer to how individuals think they should behave, influenced by social environments and observed behaviours (Cialdini et al., 1990; Shan et al., 2020.). They are divided into normative trust and motivation to comply (Dillard & Shen, 2002). Perceived behavioural control is about individuals' beliefs in their ability to act (Ajzen, 2002). This behaviour is shaped by perceived barriers and the ability to buy environmentally friendly products (Kumar et al., 2022; Thøgersen, 2009). This concept addresses situations where individuals may not fully control certain behaviours.

Saleki et al. (2019) demonstrated that TPB can explain the influence of positive attitudes towards organic food but emphasised that subjective norms and perceived behavioural control play critical roles in overcoming social and psychological barriers to purchasing organic products. Sun and Wang (2020b) highlight that, in the context of social media marketing, subjective norms formed by public opinion and social influence can significantly alter perceived behavioural control, thus modifying intentions and actions towards purchasing green products, illustrating the power of social networks in shaping eco-friendly behaviour. The research by Al-Swidi et al. (2014) asserts that while positive attitudes towards eco-friendly products are essential, subjective norms are more dominant in determining purchase intentions in collectivist societies like Bangladesh, where reference group opinions heavily influence consumer decisions. These three studies show that TPB is relevant and critical in analysing the complex dynamics influencing consumer behaviour towards eco-friendly products, providing deep insights for marketers to develop effective strategies.

While previous study investigated purchase intentions for organic food and general green products, this research focuses explicitly on eco-friendly furniture in Indonesia. This thesis emphasises the unique regional and product-specific contexts that significantly influence consumer behaviour, which contrasts with the broader approaches of the other studies. These differences underscore the importance of considering localised factors, as the impact of social pressures and perceived control can vary significantly. Thus, the application of TPB must be context-sensitive to predict consumer behaviour towards eco-friendly products accurately.

## *2.2 Hypotheses Development*

### *2.2.1 The Influence of Attitude on Purchase Intention*

As a variable, attitude assesses an individual's disposition towards an object, determined by the beliefs associated with that object (Ajzen, 2012). It is a pivotal variable in predicting consumer motivation to purchase a product (Honkanen et al., 2015). This assertion is substantiated by numerous studies, indicating that attitude is a reliable predictor for measuring consumer purchase intentions towards a product (Higueras-Castillo et al., 2019; Mostafa, 2007; Nekmahmud et al., 2022). Previous research from Sun et al. (2022) shows that positive attitudes towards green products significantly boost consumers' purchase intentions. According to the theory of planned behaviour (TPB), attitudes, subjective norms and perceived behavioural control collectively influence behavioural intentions. Following the pandemic, heightened environmental awareness has led to more favourable attitudes towards sustainable consumption. Moreover, more excellent product knowledge and supportive social norms enhance these positive attitudes, resulting in stronger purchase intentions. Therefore, we propose:

**H1:** Attitude positively influences Purchase Intention

### *2.2.2 The Influence of Subjective Norms on Purchase Intention*

Subjective norms play a crucial role in shaping consumers' purchase intentions. Subjective norms are variables that seek to understand an individual's intentions when a particular behaviour occurs (Shan et al 2020.). Subjective norms are divided into normative beliefs and motivation to comply. Both are individual perceptions that can be measured continuously. Subjective norms tend to have a smaller impact on a population than attitude. Research indicates that social pressure and the influence of significant others can significantly affect a consumer's intention to buy a product. A study by Ham et al. (2015) found that subjective norms, attitudes and perceived behavioural control have a significant positive relationship with the intention to purchase green food. The study demonstrated that incorporating social and descriptive norms increases the predictive power of the model for purchasing intentions, emphasising that social influences are vital in consumer decision-making processes.

Similarly, another study by Wang and Chou (2021) highlighted that subjective norms significantly affect personal norms and attitudes towards fair trade products, which in turn influence purchase intentions. These findings underscore the importance of social influences in shaping consumers' purchase behaviours. However, the population influenced by subjective norms shows a modest but reliable effect on purchase intention (Trafimow & Finlay, 2014). Therefore, the hypothesis proposed is:

**H2:** Subjective Norms have a positive influence on Purchase Intention.

### 2.2.3 The Influence of Perceived Behavioural Control on Purchase Intention

Perceived behavioural control refers to an individual's belief in their ability to perform a particular action (Ajzen, 2002). Perceived behavioural control (PBC) significantly impacts consumers' purchase intentions by influencing their confidence in managing and completing purchasing tasks. Research by Li et al. (2018) highlights that PBC enhances self-efficacy, which in turn boosts purchase intention in online shopping scenarios. The study found that higher levels of perceived control, facilitated by customer services like live support, lead to stronger purchase intentions among consumers. Similarly, research (Fadilla et al., 2018) demonstrated that PBC, alongside attitudes and subjective norms, directly affects consumers' decisions to repurchase through their influence on behavioural intentions. PBC occurs when consumers possess the financial resources, time, knowledge and ability to purchase eco-friendly products. Consequently, consumers with high levels of self-control exhibit positive purchase intentions (Kumar et al., 2022). Therefore, the hypothesis proposed is:

**H3:** Perceived Behavioural Control has a positive influence on Purchase Intention.

### 2.2.4 The Influence of Price Consciousness on Purchase Intention

According to Lichtenstein et al. (1993), price consciousness is described as the consumer's focus on paying lower prices for products. Price-conscious consumers tend to refrain from purchasing a product if their memory recalls a lower price than what is currently observed (Campbell et al., 2014). Price consciousness significantly influences consumers' purchase intentions, often leading to a cautious approach when deciding to buy. Research by Konuk (2015) found that price-conscious consumers are more likely to have a strong intention to purchase products priced based on their expiration dates, as they perceive these products as offering better value for money. This study revealed that price consciousness directly affects consumers' purchase intentions towards perishable foods with expiration date-based pricing. Additionally, another study by Hansen (2013), demonstrated that price consciousness negatively impacts purchase intentions for new products, especially among consumers with high product category knowledge, highlighting the critical role of price in shaping purchase decisions. Similarly, a study by Katt and Meixner (2020) revealed that in the context of organic food, price consciousness negatively affects purchase intentions, even in discount settings where lower prices are expected. These findings underscore the importance of price sensitivity in consumer decision-making and its potential to discourage purchases. Therefore, the hypothesis proposed is:

**H4:** Price Consciousness has a negative influence on Purchase Intention.

### 2.2.5 The Influence of Trust on Purchase Intention

Trust plays a crucial role in consumers' purchase intentions, especially in the context of online shopping and social platforms. Trust is the willingness of an individual to make themselves vulnerable to the actions of others. This willingness is based on the expectation that the other party will take certain actions that are important to the individual, regardless of the ability to monitor or control the other party (Mayer et al., 1995). Research indicates consumer trust in sellers or online platforms significantly enhances purchase intentions. Wang et al. (2015) revealed that trust reduces uncertainty and risk, thereby increasing consumers' willingness to purchase products through mobile banking services.

Additionally, Hajli et al. (2017) found that trust in social commerce platforms, such as social media, positively influences purchase intentions by increasing familiarity and social presence on the platform. The researcher also aimed to determine the partial influence between trust and purchase intention in this study. Trust is defined as an individual's belief in another entity (Mayer et al., 1995). When consumers trust an object strongly, they tend to evaluate and adopt it (Xingyuan et al., 2010). Therefore, building and maintaining consumer trust is key to enhancing purchase intentions in various online contexts. Therefore, the hypothesis proposed is:

**H5:** Trust has a positive influence on Purchase Intention.

### 2.2.6 The Influence of Perceived Behavioural Control on Price Consciousness

Perceived behavioural control is one of the variables used in this study. Perceived behavioural control refers to an individual's belief in their ability to perform a particular action (Ajzen, 2002). Environmentally friendly products with a high perceived value may lead consumers to avoid purchasing such products. When consumers have higher perceived behavioural control, they are less focused on price because they feel confident in their ability to handle their purchasing choices. This confidence makes them to prioritise product quality and personal preferences over price (Hampson et al., 2021; Sutanto & Wulandari, 2023). Therefore, perceived behavioural control is assumed to be related to price consciousness. This study aims to examine the influence between both variables. Therefore, the following hypothesis is proposed:

**H6:** Perceived Behavioural Control has a negative influence on Price Consciousness.

### 2.2.7 The Influence of Product Knowledge

Individual knowledge related to attributes or the product itself is called product knowledge (Brucks, 1985). Consumers with good product knowledge will understand the quality of the product itself, which can influence attitude, trust and perceived consumer effectiveness. Through evaluations conducted by consumers on the product, they can

determine the purchase of a product (Sun et al., 2022; Sun & Wang, 2020a; Wang et al., 2019). Product knowledge is one of the independent variables in this study. Consumers who are knowledgeable about many products will know about alternative products. Therefore, an individual's product knowledge is closely related to their attitude towards eco-furniture products (Berger et al., 1994). Sufficient product knowledge can influence the psychological aspects of consumers to have the intention to purchase eco-furniture. Therefore, the hypotheses proposed are:

**H7a:** Product Knowledge has a positive influence on Attitude

**H7b:** Product Knowledge has a positive influence on Purchase Intention

Previous research (Sun & Wang, 2020a; Wang et al., 2019) explains that product knowledge is closely related to the level of consumer trust based on information about product attributes. Consequently, consumers can evaluate and determine whether a product can be trusted (Wang et al., 2019). Consumers who have solid and positive trust in the usefulness and impact of a product can influence individual purchasing behaviour (green purchasing behaviour). Perceived consumer effectiveness is defined as the consumer's belief that they can make an impact in solving environmental problems (Ellen et al., 2013). Therefore, it is assumed that consumers with extensive knowledge of product attributes can strengthen their trust and perceived consumer effectiveness. Therefore, the hypotheses proposed are:

**H7c:** Product Knowledge has a positive influence on Trust

**H7d:** Product Knowledge has a positive influence on Perceived Consumer Effectiveness

#### *2.2.8 The Influence of Perceived Consumer Effectiveness*

Perceived consumer effectiveness refers to an individual's belief in their ability to make an impact in solving a problem (Ellen et al., 2013). Consumers with high perceived consumer effectiveness also exhibit high concern (Kinnear et al., 1974). Given their concern and desire to make an impact, it is assumed that perceived consumer effectiveness is related to purchase intention as a manifestation of their concern. On the other hand, if perceived consumer effectiveness is assumed to influence a broad spectrum of behaviours, its significance might be overestimated or underestimated, based on the particular behaviours examined (Ellen et al., 2013). The researcher examines perceived consumer effectiveness's influence on attitude and purchase intention.

Sun and Wang (2020a) found that perceived consumer effectiveness positively influences consumer attitudes towards environmentally friendly products, which in turn enhances purchase intention. In this study, perceived consumer effectiveness refers to the belief that consumers' individual actions can bring about positive changes to environmental issues. The findings indicate that when consumers believe their efforts are important and effective, they are more likely to have a positive attitude towards environmentally friendly products. This positive attitude then translates into a stronger intention to purchase such products. These findings highlight the importance of increasing consumer awareness and belief in the effectiveness of individual actions in green product marketing campaigns to promote sustainable purchasing behaviour (Sun & Wang, 2020a). Therefore, the hypothesis proposed is:

**H8a:** Perceived Consumer Effectiveness has a positive influence on Attitude

Perceived consumer effectiveness is closely related to purchase intention and has a significant positive impact. Other studies have shown that perceived consumer effectiveness enhances consumers' positive attitudes towards environmentally friendly products, subsequently increasing their intention to purchase these products. This research emphasises that consumers who believe their actions can make a difference in environmental issues are more enthusiastic about purchasing environmentally friendly products (Sun & Wang, 2020a). Furthermore, other studies reveal that perceived consumer effectiveness strengthens the relationship between positive attitudes and purchase intention, particularly in the context of electric vehicle adoption. This indicates that perceived consumer effectiveness enhances the impact of attitudes on purchase intention when consumers have strong beliefs about the effectiveness of their actions (Higuera-Castillo et al., 2019). Therefore, the hypothesis proposed is:

**H8b:** Perceived Consumer Effectiveness has a positive influence on Purchase Intention.

#### *2.2.9 The Influence of Perceived Social Media Marketing*

Perceived social media marketing refers to the activities of communicating promotional messages to consumers and building and maintaining relationships with stakeholders (Yadav & Rahman, 2018). By posting information and content on social media, consumers can gain product knowledge and perceptions related to that product. Consumers exposed to information about eco-furniture users or followers can influence their subjective norms, as social media facilitates comparisons with others (Sun & Wang, 2020a). On the other hand, social media can also be used to promote the advantages of eco-furniture, making the attractive features of the product overshadow its price. Consequently, consumers may exhibit low price consciousness (Sun & Wang, 2020a).

The relationship between social media marketing and subjective norms is an important topic in the context of consumer behaviour. Research shows that social media marketing can influence individuals' subjective norms, which are their perceptions of what is considered important by others in their social sphere (Sun & Wang, 2020a). For instance, a

study found that social media marketing significantly affects subjective norms related to consumers' intentions to watch online video ads on social media, demonstrating that social norms and interpersonal influence can enhance engagement with marketing content (Lee et al., 2017). Additionally, other research indicates that social media use is associated with subjective norms that influence perceptions of ethics and consumer behaviour intentions during corporate crises, highlighting the importance of subjective norms in shaping attitudes and behavioural intentions towards organisations (Brock Baskin et al., 2023).

**H9a:** Perceived Social Media Marketing has a positive influence on Subjective Norms

The relationship between social media marketing and price consciousness demonstrates a significant negative influence. Research indicates that social media marketing tends to decrease consumers' focus on price and instead encourages awareness of the value and quality of the product. A study revealed that social media marketing positively affects subjective norms, product knowledge and perceived consumer effectiveness, while price consciousness negatively impacts purchase intention. This indicates that social media marketing can shift consumers' attention away from price and emphasise other factors that can enhance the intention to purchase the product (Sun & Wang, 2020a).

**H9b:** Perceived Social Media Marketing has a negative influence on Price Consciousness.

Sun and Wang (2020a) revealed that social media marketing positively influences perceived consumer effectiveness, which also enhances consumers' positive attitudes and purchase intentions towards environmentally friendly products. This study indicates that through social media marketing, consumers feel more empowered to make effective decisions about the products they purchase (Sun & Wang, 2020a). Additionally, research by Koay et al. (2021) supports these findings by showing that social media marketing activities increase brand awareness and brand experience, contributing to the enhancement of perceived consumer effectiveness.

**H9c:** Perceived Social Media Marketing has a positive influence on Perceived Consumer Effectiveness.

Research indicates that social media marketing elements such as interaction, electronic word-of-mouth (EWOM), and trends significantly influence consumer engagement with the brand as well as brand and product knowledge. Cheung et al. (2020) found that interaction through social media enhances consumer engagement and strengthens brand awareness and knowledge. Additionally, Sun and Wang (2020a) revealed that social media marketing positively affects consumer product knowledge, which in turn enhances positive attitudes and purchase intentions towards green products.

**H9d:** Perceived Social Media Marketing has a positive influence on Product Knowledge.

### 3. Method

#### 3.1 Model Conceptualisation

In this study, a combination of two research models, namely those from Wang et al. (2019) and Sun and Wang (2020), is employed. The purpose of this research is to understand the role of social media as a platform for educating the public about eco-friendly products and to observe the impact of this education on consumer behaviour, ultimately leading to purchase decisions. The object of this research is also different from the previous two studies, where the objects were very broad, namely green products in China. In contrast, this study focuses on eco-furniture in Indonesia.

In Indonesia, the amount of waste generated increases every year, with the highest amount recorded at 37.3 million tons. According to data from the Situs Pengelolaan Sampah Nasional official website (SIPSN, 2024), plastic ranks as the second most common type of waste in Indonesia. In 2023, plastic waste accounted for 18.54% of the total waste in the country. The widespread concern about waste has prompted various parties to contribute to environmental conservation. One significant effort is the rise of environmental organisations campaigning for the use of eco-friendly products, such as natural products from the environment. Various types of products made from recycled plastic are commonly found in Indonesia, one of which is eco-furniture. Eco-friendly household furniture, or eco-furniture, falls into the category of household items with materials that have minimal environmental impact at every stage of production (Jin et al., 2023).

Additionally, many manufacturers are turning waste into various items, including household furniture, known as eco-furniture. Some of these manufacturers include Ecollabo8, Kertabumi Recycling Center, Paste Lab, Precious Plastic, and Olah Plastic. Eco-furniture is made from sustainable and environmentally friendly materials, with a production process that minimises environmental impact, maintains social responsibility, keeps chemical residues below standard levels, and ensures the products are recyclable (Cai et al., 2017).

Based on the above description, the following research model is used in this study:

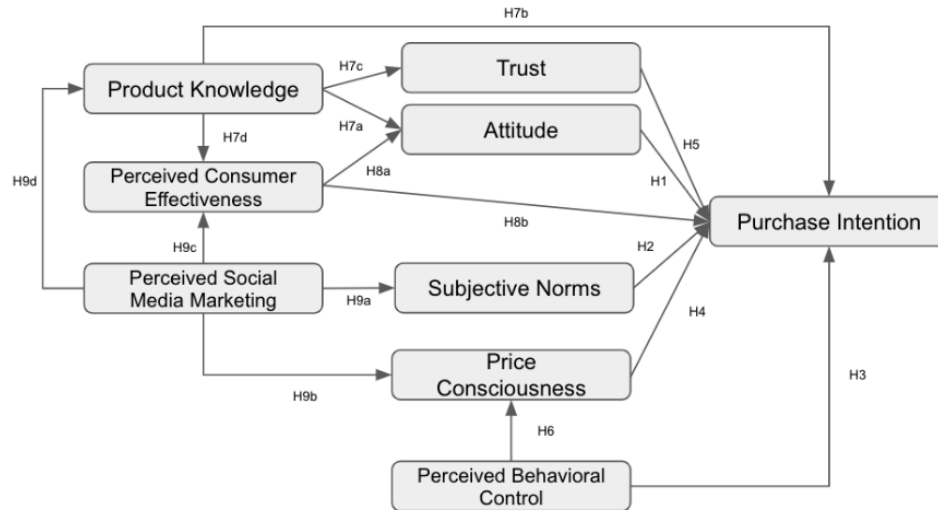


Figure 1. Research Framework

### 3.2 Participants and Procedures

This research collected data online through a survey distributed via Google Forms. The targeted respondents were individuals aged 17 years old or older, residents of Indonesia, and social media users who follow eco-furniture producers on social media. The sample size of this research is 320 respondents gathered through an online survey. Each respondent filled 36 questions from the questionnaire that was given. All information collected from this questionnaire will be kept confidential and used exclusively by researchers for academic purposes.

In this study, several tests were conducted to obtain reliable final data. The tests carried out by the researcher include wording tests, pre-tests, validity and reliability tests, and main tests. The wording test was conducted at the initial stage of the research. In this test, the researcher sought feedback from respondents regarding the coherence and clarity of the questionnaire's sentences. The number of respondents in the wording test was five people. Next, a pre-test was conducted with 30 respondents who met the research criteria: 1) At least 17 years old; 2) Residing in Indonesia; 3) Active social media users; 4) Aware of eco-furniture products made from recycled plastic waste; 5) Following eco-furniture producers' accounts on social media. The pretest participants had characteristics similar to those of the population target of this research. The pre-tests results were then processed using SPSS 27 software to obtain validity and reliability test results. The primary test, a continuation of the pre-tests, involved more respondents and included outer model and inner model analyses. The outer model analysis assessed indicator reliability, internal consistency reliability, convergent validity, and discriminant validity. The inner model analysis examined collinearity, path coefficient, R<sup>2</sup>, predictive power, and model comparison.

## 4. Result and Discussion

### 4.1 Respondent Demographics

In this study, 320 respondents who satisfied the research criteria completed the questionnaire. This number was obtained after excluding respondents who did not meet the established criteria. Prior to filling out their personal information, respondents underwent a screening process to ensure they met the study specifications. The screening questions were designed in accordance with the requirements for participation in this research. The screening results indicated that 63% of the respondents were female, while 38% were male. The majority of respondents were aged between 21 and 30 years, totalling 208 individuals. The predominant highest level of education among respondents was undergraduate (S1/D4), with 158 individuals. Furthermore, 30% of the respondents, or 95 individuals, were employed. The majority of respondents, accounting for 63% or 204 individuals, were domiciled on Java Island.

Table 1. Demographics Data

	N	Percentage
<b>Gender</b>		
Male	120	38%
Female	200	63%
<b>Education</b>		
Elementary School or Equivalent	2	0.6%
Junior High School or Equivalent	4	1.3%

	<b>N</b>	<b>Percentage</b>
High School or Equivalent	72	23%
Diploma	26	8.1%
Graduate	158	49%
Post Graduate	52	16%
Doctoral Degree	6	1.8%
<b>Age</b>		
17 – 20	31	9.6%
21 – 30	208	65%
31 – 40	67	21%
41 – 50	12	3.75%
>51	2	0.6%
<b>Income</b>		
< Rp 1.000.000	25	7.8%
Rp 1.000.000 – Rp 5.000.000	116	36%
Rp 5.000.001 – Rp 10.000.000	109	34%
Rp 10.000.001 – Rp 20.000.000	58	18%
>Rp 20.000.000	12	0.6%
<b>Occupation</b>		
Student	58	18%
Employee	95	30%
Teacher / Lecturer	44	13.7%
Government's Employee	39	12%
Business Owner	49	15%
Freelancer	25	7.8%
Housewife	7	2.1%
Unemployed	1	0.3%
Others	2	0.6%
<b>Residence</b>		
Sumatera	34	10.6%
Jawa	204	63.7%
Kalimantan	28	8.75%
Bali, Nusa Tenggara Timur, Nusa Tenggara Barat	31	10.6%
Sulawesi	23	7%
Maluku, Papua	0	0%

#### 4.2 Measurement Model Evaluation

The outer model, also known as the measurement model, is an analysis that illustrates the relationship between constructs or variables and their indicators (Hair et al., 2022). This analysis explores the connections between latent variables and their indicators, providing insight into how each indicator is associated with its respective latent variable. In the reflective type of outer model analysis, several assessments are necessary, including indicator reliability (outer loading), internal consistency reliability (Cronbach's alpha, composite reliability), convergent validity (average variance extracted), and discriminant validity. Based on the data below, the values of all outer loadings for each variable have met the requirement of  $\geq 0.7$ . From the analysis results, each variable is declared reliable. The results of the Cronbach's alpha and composite reliability analyses indicate that all variables are reliable. Both tests meet the requirements, with Cronbach's alpha being  $> 0.60$  and composite reliability being  $> 0.70$ . Therefore, the next stage of testing can be conducted.

Table 2. Measurement Items and Validity Assessment

<b>Construct</b>	<b>Items</b>	<b>Outer Loading</b>	<b>Cronbach Alpha</b>	<b>Composite Reliability</b>	<b>AVE</b>
Attitude	AT1	0.898	0.941	0.957	0.849
	AT2	0.931			
	AT3	0.931			
	AT4	0.926			
Perceived Behavioural Control	PBC1	0.926	0.861	0.904	0.703
	PBC2	0.845			
	PBC3	0.808			
	PBC4	0.875			



Construct	Items	Outer Loading	Cronbach Alpha	Composite Reliability	AVE
Price Consciousness	PC1	0.849	0.804	0.870	0.626
	PC2	0.838			
	PC3	0.722			
	PC4	0.749			
Perceived Consumer Effectiveness	PCE1	0.792	0.834	0.889	0.667
	PCE2	0.863			
	PCE3	0.753			
	PCE4	0.854			
Purchase Intention	PI1	0.810	0.828	0.886	0.660
	PI2	0.779			
	PI3	0.836			
	PI4	0.824			
Product Knowledge	PK1	0.896	0.861	0.905	0.704
	PK2	0.783			
	PK3	0.845			
	PK4	0.828			
Perceived Social Media Marketing	PSMM1	0.900	0.901	0.931	0.771
	PSMM2	0.872			
	PSMM3	0.870			
	PSMM4	0.871			
Subjective Norms	SN1	0.837	0.751	0.849	0.653
	SN2	0.728			
	SN3	0.853			
Trust	TR1	0.849	0.911	0.933	0.737
	TR2	0.834			
	TR3	0.879			
	TR4	0.866			
	TR5	0.863			

Discriminant validity functions to measure the extent to which a construct is genuinely distinct from other constructs based on empirical standards (Hair et al., 2022). Discriminant validity testing can use the heterotrait-monotrait ratio (HTMT) to see the average of all indicator correlations across constructs that measure different constructs. The acceptable HTMT value requirement is  $< 0.9$  (Hair et al., 2022). Based on the discriminant validity test results using the heterotrait-monotrait ratio, all values in the table are below 0.9. This indicates that all indicators for each construct variable are distinct from other constructs. Therefore, the HTMT test results are valid.

Table 3 Heterotrait-Monotrait Test (HTMT)

	AT	PBC	PC	PCE	PI	PK	PSMM	SN	TR
AT									
PBC	0.169								
PC	0.449	0.610							
PCE	0.478	0.807	0.847						
PI	0.896	0.394	0.672	0.732					
PK	0.188	0.362	0.539	0.418	0.460				
PSMM	0.848	0.341	0.556	0.633	0.882	0.347			
SN	0.239	0.690	0.706	0.745	0.506	0.837	0.476		
TR	0.573	0.624	0.761	0.893	0.834	0.598	0.745	0.779	

#### 4.3 Structural Model Evaluation

This analysis aims to ensure the robustness and accuracy of the structural model, necessitating an inner model analysis. This analysis includes several components: collinearity (VIF), path coefficient,  $R^2$ , predictive power, and model comparison. Collinearity checks for multicollinearity, or high correlations between measurement items, indicated by VIF values. If the VIF value exceeds 5, it indicates the presence of multicollinearity. Thus, an acceptable VIF value is less than 3, which indicates no multicollinearity. A VIF value between 3 and 5 suggests that multicollinearity is present but not at a critical level (Hair et al., 2022). Based on the results below, it can be confirmed that there is no multicollinearity.

Table 4. Result of Inner VIF

	AT	PBC	PC	PCE	PI	PK	PSMM	SN	TR
AT					1.576				
PBC			1.111		2.178				
PC					2.362			1.315	
PCE	1.170				4.169				
PI									
PK	1.170			1.113	2.005				1.000
PSMM			1.111	1.113		1.000		1.315	
SN					3.034				
TR					3.866				

After confirming that there is no multicollinearity in the model, the next step is to assess how well the variables explain and predict the outcomes, and to analyse the relationships between these variables. The results of the structural model strength test, as indicated by the  $R^2$ , show varying levels for each variable. Attitude, product knowledge and subjective norms demonstrate deficient strength. Trust, price consciousness and perceived consumer effectiveness fall into the low category. In contrast, purchase intention is categorised as high. Next,  $Q^2$  was used and is a tool to investigate if a model effectively forecasts data points that were not utilised in determining the model's parameters analyse.

Table 5. Result of  $R^2$  and  $Q^2$ 

Variable	$R^2$	$Q^2$
Attitude	0.180	0.320
Price Consciousness	0.392	0.384
Perceived Consumer Effectiveness	0.353	0.297
Purchase Intention	0.765	0.343
Product Knowledge	0.098	0.088
Subjective Norms	0.371	0.321
Trust	0.286	0.200

#### 4.4 Testing the Hypotheses

This research tested 16 developed hypotheses. Based on the data analysis from the path coefficients test, the T-statistics and P-values were obtained. The results indicate that several construct relationships do not meet the criteria for each test. Consequently, the conclusion is that these relationships are not significant as they fail to meet the test requirements. The non-significant construct relationships are perceived behavioural control on purchase intention, price consciousness on purchase intention, product knowledge on attitude, and subjective norms on purchase intention.

Table 6. Result of Hypotheses Test

Hypotheses	Path Coefficients	T statistics	P values	Result
H1 Attitude → Purchase Intention	0.562	14.007	0.000	Supported
H2 Subjective Norms → Purchase Intention	-0.042	0.878	0.190	Not Supported
H3 Perceived Behavioural Control → Purchase Intention	-0.027	0.758	0.224	Not Supported
H4 Price Consciousness → Purchase Intention	0.047	1.163	0.122	Not Supported
H5 Trust → Purchase Intention	0.283	5.082	0.000	Supported
H6 Perceived Behavioural Control → Price Consciousness	0.418	8.436	0.000	Not Supported
H7a Product Knowledge → Attitude	0.021	0.513	0.000	Not Supported
H7b Product Knowledge → Purchase Intention	0.125	2.831	0.002	Supported
H7c Product Knowledge → Trust	0.537	9.477	0.000	Supported
H7d Product Knowledge → Perceived Consumer Effectiveness	0.227	2.843	0.002	Supported
H8a Perceived Consumer Effectiveness → Attitude	0.422	8.652	0.000	Supported
H8b Perceived Consumer Effectiveness → Purchase Intention	0.125	2.421	0.008	Supported
H9a Perceived Social Media Marketing → Subjective Norms	0.183	3.104	0.001	Supported

	Hypotheses	Path Coefficients	T statistics	P values	Result
H9b	Perceived Social Media Marketing → Price Consciousness	0.357	7.605	0.000	Not Supported
H9c	Perceived Social Media Marketing → Perceived Consumer Effectiveness	0.485	7.120	0.000	Supported
H9d	Perceived Social Media Marketing → Product Knowledge	0.318	5.100	0.000	Supported

Based on the path coefficients test, several construct relationships are not significant. Subjective norms and perceived behavioural control have negative but insignificant impacts on purchase intention (path coefficients: -0.042 and -0.027; T-statistics: 0.878 and 0.758; P-values: 0.190 and 0.224). Price consciousness positively impacts purchase intention but is insignificant (path coefficient: 0.047; T-statistics: 1.163; P-value: 0.122). Perceived behavioural control positively affects price consciousness (path coefficient: 0.418; T-statistics: 8.436; P-value: 0.000). Product knowledge has a positive but insignificant effect on attitude (path coefficient: 0.021; T-statistics: 0.513; P-value: 0.304). Perceived social media marketing positively impacts price consciousness (path coefficient: 0.357; T-statistics: 7.605; P-value: 0.000).

## 5. Conclusion

This study builds on previous research by Sun and Wang (2019) and Wang et al. (2019) by focusing on the Indonesian market and consumers' awareness of eco-friendly furniture, a rare product in Indonesia. Unlike previous studies, this research uses price consciousness as a mediating variable and examines perceived consumer effectiveness and trust on purchase intention. Our significant findings include the strong influence of attitude, product knowledge and trust on purchase intention, indicating that positive attitudes and greater product knowledge enhance consumer trust and likelihood of purchasing eco-furniture. Social media marketing significantly impacts subjective norms and price consciousness, highlighting its role in raising awareness and influencing price considerations. However, relationships between price consciousness and purchase intention, perceived behavioural control and purchase intention, and subjective norms and purchase intention were not significant.

### 5.1 Theoretical Contribution

This study supports the theory of planned behaviour (TPB) in green consumerism, showing that attitude significantly influences the intention to buy eco-furniture, while subjective norms and perceived behavioural control do not. This suggests that marketing strategies for eco-friendly products should focus on enhancing consumer attitudes through social media promotion.

The research also highlights the impact of perceived social media marketing on increasing product knowledge, subjective norms and perceived consumer effectiveness, all of which significantly influence purchase intention. Effective social media campaigns can raise awareness and strengthen social norms supporting eco-friendly consumption. Moreover, the study finds that excellent product knowledge enhances consumer trust, which is crucial for increasing purchase intention. Marketing efforts should educate consumers about the benefits and features of eco-friendly products to build trust and drive purchases.

However, price consciousness is less significant in affecting purchase intention. Higher prices can be a barrier despite consumers' knowledge and trust in eco-friendly products, indicating a need for marketers to address price perceptions. Finally, perceived consumer effectiveness plays a crucial role in shaping attitudes and purchase intentions. Consumers who believe their actions can help the environment are more likely to buy eco-friendly products. In conclusion, this study provides a comprehensive framework for understanding factors that influence the purchase intention of eco-friendly products, highlighting the effectiveness of social media in promoting green consumerism.

### 5.2 Managerial Implication

This study offers several vital managerial implications for eco-friendly product managers and marketers. It highlights the importance of using social media as a primary platform to promote eco-friendly products, as it can effectively increase product knowledge, establish positive subjective norms, and enhance perceived consumer effectiveness, all of which contribute to higher purchase intentions.

The results indicate that consumer attitude significantly impacts the intention to purchase eco-furniture, with social media perception also playing a significant role. This suggests that a solid social media presence can positively influence consumer attitudes. Eco-furniture producers should use social media to share positive information, such as the benefits of eco-furniture, the manufacturing process, and its environmental impact. This strategy can boost consumer interest and lead to actual purchases (Sun & Wang, 2020b).

Additionally, producers should leverage social media to provide detailed product knowledge, ensuring consumers are well-informed about eco-furniture. Sharing information about product offerings, specifications, durability and uses can give consumers a clear understanding of eco-furniture. Highlighting the positives and being transparent about both strengths and weaknesses can build consumer trust. Since trust in a product can lead to purchase intentions, innovative use of social media to foster trust and maintain a good image is essential.

Furthermore, producers can utilise social media to raise awareness about pricing and the environmental impact of eco-furniture. The study shows that social media can significantly affect price awareness and consumer perceptions of their environmental contributions through eco-furniture. Producers should provide clear pricing information and highlight the amount of plastic waste repurposed into eco-furniture, helping consumers understand the environmental benefits of their purchases. Using social media to inform consumers about product prices will help them plan financially for purchasing eco-furniture.

### 5.3 Recommendation and Limitation

Based on the analysis of this study, several limitations and challenges were identified. Firstly, the study's sample is limited to Indonesian individuals who follow eco-furniture producers on social media, restricting the generalisability of the findings to a broader population or other eco-friendly products outside of eco-furniture. Additionally, focusing solely on social media as the promotional channel may overlook the significant role of other marketing channels, such as offline campaigns or traditional advertising, which can also influence consumer awareness and purchase intentions for eco-friendly products.

In the context of this study, purchase intention encompasses both prospective consumers who are interested in acquiring ecofurniture and existing customers who have previously purchased ecofurniture and are considering repeat purchases. This limitation highlights the need for a more integrated marketing approach that considers the combined effects of various promotional strategies on consumer behaviour. It is recommended to expand the sample to a more diverse population, including various countries and demographics, to enhance the generalisability of the findings and provide a more comprehensive understanding of global consumer behaviour towards eco-friendly products.

### Author Contribution

Author I: conceptualisation, writing original draft, data curation, formal analysis, investigation, methodology.

### Financial Disclosure

This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

### Conflict of Interest

The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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## Appendix

Table I. Screening Questions

Screening Questions	
1.	<b>Are you at least 17 years old?</b> <input type="checkbox"/> Yes <input type="checkbox"/> No
2.	<b>Do you live in Indonesia?</b> <input type="checkbox"/> Yes <input type="checkbox"/> No
3.	<b>Are you a social media user?</b> <input type="checkbox"/> Yes <input type="checkbox"/> No
4.	<b>Do you know about eco-furniture products like the ones in the picture?</b>  <p><b>*Eco-furniture is household furniture that uses recycled materials. In this research, eco furniture is household furniture made from recycled plastic waste</b></p> <input type="checkbox"/> Yes <input type="checkbox"/> No
5.	<b>Have you ever seen eco-furniture products on social media?</b> <input type="checkbox"/> Yes <input type="checkbox"/> No
6.	<b>Do you follow ecofurniture manufacturers' social media?</b> <input type="checkbox"/> Yes <input type="checkbox"/> No