

The Influence of Social Media Marketing and Egoistic Motivation on Purchase Intention through Green Attitude as A Moderating Variable in Organic Beverage Consumers

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Abstract

This research discusses the influence of social media marketing and egoistic motivation on purchase intention through green attitude as a moderating variable in organic beverage consumers. Data for this research were collected using a quantitative approach with a questionnaire method. The data used were primary data from the responses of 200 organic beverage consumers in the Special Region of Yogyakarta selected through purposive sampling. Data collection was measured using a Likert scale and then analyzed using PLS in SMART PLS 3.0 software. The results of the study indicate that 1) Social Media Marketing directly and significant influence on Purchase Intention, 2) Egoistic Motivation directly and significant influence on Purchase Intention, 3) Green Attitude directly and significant influence on Purchase Intention, 4) Green Attitude can act as a moderating variable in the positive and significant influence of Social Media Marketing on Purchase Intention, 5) Green Attitude can act as a moderating variable in the positive and significant influence of Egoistic Motivation on Purchase Intention.

Keywords: Social Media Marketing, Egoistic Motivation, Green Attitude, Purchase Intention

JEL Classification: M42, M48

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1. Introduction

Lifestyle changes have a big influence on consumer behavior. Many people are switching to consuming healthy foods and drinks, which usually come from vegetables and fruit. Here, health has become the most discussed topic among the public. It is supported by the growing awareness of the world community, especially after the current pandemic. Not surprisingly, many companies are starting to develop businesses within the scope of organic products. If we observe and pay attention, the trend of consuming organic products has experienced significant changes on a global scale. Apart from awareness of the importance of health, increasing interest in environmental issues also encourages consumers to choose organic products.

Here, processed organic products are defined as processed products that are natural and free from chemicals such as fertilizers and pesticides (Veras et al., 2023). Processed organic products, one of which is organic drinks, are often produced using more sustainable farming methods, with lower use of chemicals and more environmentally friendly practices. In Indonesia, people are starting to understand and be aware of the organic food trend. Not a few are starting to become aware and follow trends that are good for health. Indonesia is also expected to experience a significant increase in the trend of organic food on the market within a certain period.

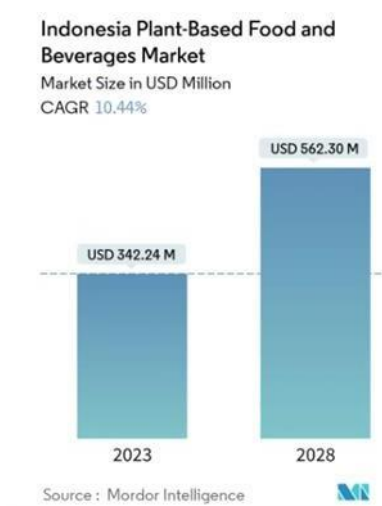


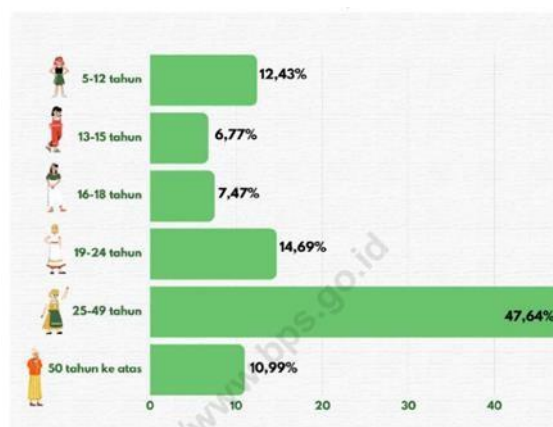
Figure 1. Market Indonesia

Source: Mordor Intelligence

Organic drinks are drinks that are produced using organic ingredients, namely ingredients that grow naturally without a mixture of chemicals. Apart from that, organic drinks are drinks with minimal production processes without a mixture of chemicals. Talking about organic drinks, whether in the form of healthy juice or healthy drinks, nowadays we can easily find both. In Jogja itself, several brands are often heard by ears, such as re.juve and akkar.

Re.juve is a company that operates in the field of cold-pressed juice. Re.juve also follows trends that are currently popular in society by continuing to innovate to provide the best organic juice products for consumers. Meanwhile, Akkar itself is a local sustainable juice bar in Yogyakarta, which is managed by the community and remains true to its personality and mission: people, planet, and products. Similar to re.juve, Akkar also carries the cold-pressed juice label on its organic juice products.

Promotions can also influence consumers' purchasing intentions toward a product, especially if the promotion or marketing of the product is carried out using social media. When talking about Gen Z, most of them own or even use gadgets and social media.



Sumber: Survei Sosial Ekonomi Nasional, BPS

Figure 2. Internet User Survey

Source: Survei Sosial Ekonomi Nasional, BPS

In the National Socio-Economic Survey in 2022, internet users, especially Gen Z, occupy the second highest level (Central Statistics Agency, 2022). From this data, the majority of Gen Z are technology literate and also use the internet, especially social media. That is why social media marketing or marketing through social media is present as a variable in this research. Interest in social media in the marketing realm has received increasing attention due to the potential effects of this technology on consumer behavior (A Almohaimmeed, 2019). Apart from that, social media marketing itself has a significant impact on consumers' purchasing intentions.

Apart from that, current health awareness also drives the intention to purchase organic products, especially organic drinks. Because we know that health awareness is related to the extent to which a person is aware of and cares about their health and the health of those close to them (Birch et al., 2018). Egoistic motivation reflects a person's willingness to engage in healthy behavior and take actions directed at improving health, quality of life, and well-being. Here, the welfare of people who have a healthy lifestyle is considered as a motivation for the intention to adopt environmentally friendly products (Alam et al., 2023).

Consumers, of course, have other considerations in determining their purchasing intentions, not only about health. One of them is the environment. A positive, environmentally friendly attitude in the minds of the public is very important to expect good behavior towards the environment (Jayasinghe, 2022). This environmentally friendly attitude or green attitude reflects behavior that individuals can experience, such as buying products without any harmful effects on the surrounding environment. Environmentally friendly attitudes among individuals will increase the likelihood of intention to purchase environmentally friendly products (Alam et al., 2023).

There are several differences between previous research and this research. The research gaps contained in this research are variables, research year, object, sample, and population. The presence of social media marketing in this research as an independent variable is due to limitations in previous research, so it is recommended in this research. Apart from that, the object that will be used in this research is organic drinks with a scope in Yogyakarta.

The description above underlies researchers' research on these phenomena and differences again. So, researchers conducted research titled "The Influence of Social Media Marketing and Egoistic Motivation on Purchase Intention through Green Attitude as a Moderating Variable in Organic Drink Consumers."

2. Literature Review and Hypothesis Development

Social Media Marketing

The definition of social media found in literature, in general, is based on two important pillars, namely, the internet and public interaction (A Almohaimmeed, 2019). Social media is a web technology used to interact with the public community. Social media marketing is one of the fastest-growing marketing channels, offering the best potential for brand building (Malarvizhi et al., 2022). Social media marketing can be utilized as part of a broad marketing strategy (Malarvizhi et al., 2022). In this study, Social Media Marketing indicators referred to in literature research conducted by (Malarvizhi et al., 2022) are Interaction, Trendiness, and Electronic Word of Mouth.

Egoistic Motivation

Egoistic motivation reflects self-centered individuals. It shows concern for oneself or family related to a healthier lifestyle (Alam et al., 2023). Egoistic Motivation is related to healthy living, eating healthy foods, and eating balanced foods. However, when compared to conventional products, eco-products have high nutritional benefits due to their natural ingredients (Alam et al., 2023). In this study, the Egoistic Motivation indicator refers to literature research conducted by (Kumar & Pandey, 2023), namely Awareness, Carefully, and Effect/Impact

Purchase Intention

Purchase intention is the condition of a person's readiness to take action and prepare to buy certain goods (Chong et al., 2022). Similarly, purchase intent is a consumer's propensity to purchase a product or service in the future (Chakraborty et al., 2022). purchase intent is a measure of possible future purchase actions resulting from consumers' interest in goods or services and their judgment to buy them (Hamouda, 2021). In this study, the Purchase Intention indicator refers to literature research conducted by (Chae et al., 2020) to Try to Purchase Required Products and Give Priority.

Green Attitude

Attitude means "the degree to which a person has a favorable or unfavorable evaluation or judgment of the behavior in question" (Jayasinghe, 2022). Green attitude specifically focuses on a person's attitude towards the environment, which helps preserve the environment, maintain natural resources, or reduce environmental damage (Khairy et al., 2023). Eco-friendly attitudes among individuals will increase the likelihood of purchasing eco-friendly products (Alam et al., 2023). In this study, the Green Attitude indicator refers to literature research conducted by (Jayasinghe, 2022), namely Environment Protection, Reduce Pollution, and Prefer Green Product

Hypothesis

The Influence of Social Media Marketing on Purchase Intention

Interest in social media in the marketing realm has received increasing attention due to the potential effects of this technology on customer behavior (A Almohaimmeed, 2019). Social media marketing and relationships with customers significantly and positively influence customer purchase intentions. Based on previous research, social media marketing has also been proven to have an important and positive influence on customers' intentions to engage in pro-environmental behavior (Nekmahmud et al., 2022).

H1: Social media marketing has a positive effect on purchase intention for organic drinks

The Influence of Egoistic Motivation on Purchase Intention

Egoistic motivation is a reflection of someone who prioritizes or satisfies himself. The desire to enjoy good health is the driving force for intentions for environmentally friendly products (Alam et al., 2023). Most consumers use organic or environmentally friendly products because they consider these products to be beneficial for themselves (Prakash et al., 2019). Health and safety concerns are

the two most important things to keep in mind when purchasing environmentally friendly products (Kumar & Pandey, 2023). Based on previous research, the results show that egoistic motivation has a significant influence on purchase intentions (Kumar & Pandey, 2023).

H2: Egoistic motivation has a positive effect on purchase intention for organic drinks

The Influence of Green Attitude on Purchase Intention

Currently, consumer concern for the environment has increased. It is a positive trend, and companies should start to be aware of this trend. Environmentally friendly companies need to understand how consumers feel about purchasing environmentally friendly goods or goods to meet consumer needs and desires (Khairy et al., 2023). The concept of environmental concern in environmentally friendly attitudes is one of the most significant factors that directly impacts environmentally friendly purchasing intentions (Liao et al., 2020). Therefore, consumers' attitudes about environmental protection play an important role in environmentally friendly purchasing intentions and behavior (Khairy et al., 2023). It is in line with research (Alam et al., 2023) that environmentally friendly attitudes have a significant positive influence on purchase intentions.

H3: Green attitudes have a positive effect on purchase intentions for organic drinks

The Influence of Social Media Marketing on Purchase Intention Moderated by Green Attitude

Social media is famous in the digital era as a modern form of interactive technology in society. Social media has an important role in shaping consumer choices, including their intentions in the decision-making process (Alam et al., 2023). Here, an environmentally friendly attitude is an outcome that reflects the behavior of individuals, such as buying products without harmful effects (Alam et al., 2023). We know that the role of social media marketing can create an environmentally friendly attitude, and its development contributes to improving the quality of the environment and maximizing economic growth (Khairy et al., 2023). Previous research shows significant results, such as a green attitude moderates the relationship between social media marketing and purchase intention (Alam et al., 2023).

H4: Green attitudes moderate the relationship between social media marketing and purchase intentions for organic drinks

The Influence of Egoistic Motivation on Purchase Intention Moderated Green Attitude

Egoistic motivation shows concern for oneself or one's family, which is related to a healthier lifestyle (Alam et al., 2023). The concept of egoistic values can be defined as a pro-self concept that shows concern for an individual's health or concern for their family (Prakash et al., 2019). From here, we can see that concern for oneself and one's family regarding health is one of the basics consumers need to make purchasing intentions. In this case, a positive attitude is a significant element in influencing environmental or health problems. Here, there is a positive and significant relationship between environmentally friendly attitudes and purchasing behavior (Liao et al., 2020). Based on previous research shows significant results where a Green Attitude moderates the relationship between Egoistic Motivation and Buy Intention (Alam et al., 2023).

H5: Green attitudes moderate the relationship between egoistic motivation and purchase intention for organic drinks

3. Data and Methodology

This research employs a quantitative research method. The approach used in this research is the survey method, utilizing a questionnaire as the data collection tool with a 5-point Likert scale. The primary data used in this study was obtained directly from organic beverage consumers. According to Sekaran & Bougie (2016: 238), primary data refers to information obtained directly by researchers

related to linkage variables for specific purposes of the study. The acquired data will be processed using SmartPLS software.

The sample consisted of 200 organic beverage consumers. Data analysis involves descriptive analysis techniques and SEM PLS using SMART PLS 3.0 software. Hypothesis testing utilizes bootstrap and blindfold techniques.

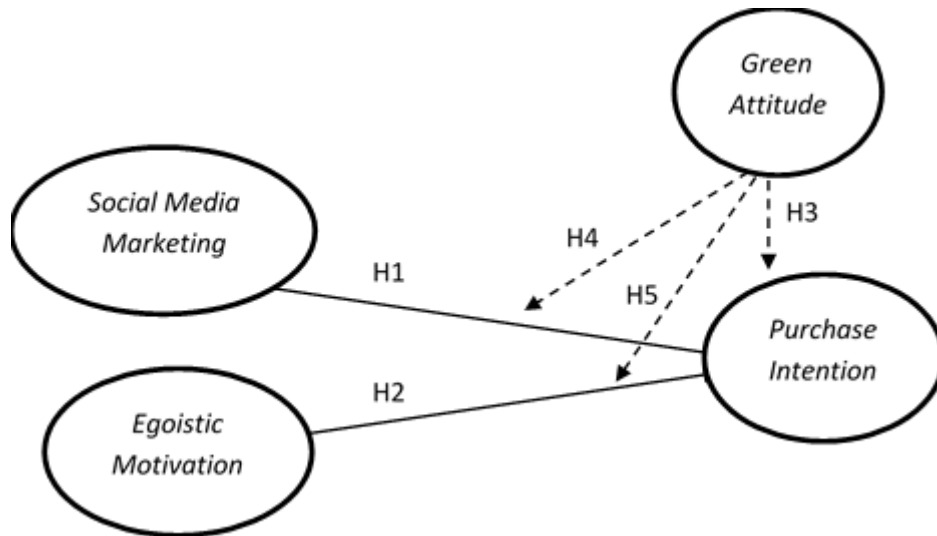


Figure 3. The Relationship between variables

4. Results and Discussion

To examine validity in this study, the author employs the MultiTrait-MultiMethod (MTMM) approach, encompassing convergent validity and discriminant validity. Additionally, in testing the validity of this research, the author also uses Average Variance Extracted (AVE) by (Hair et al., 2022, p. 120).

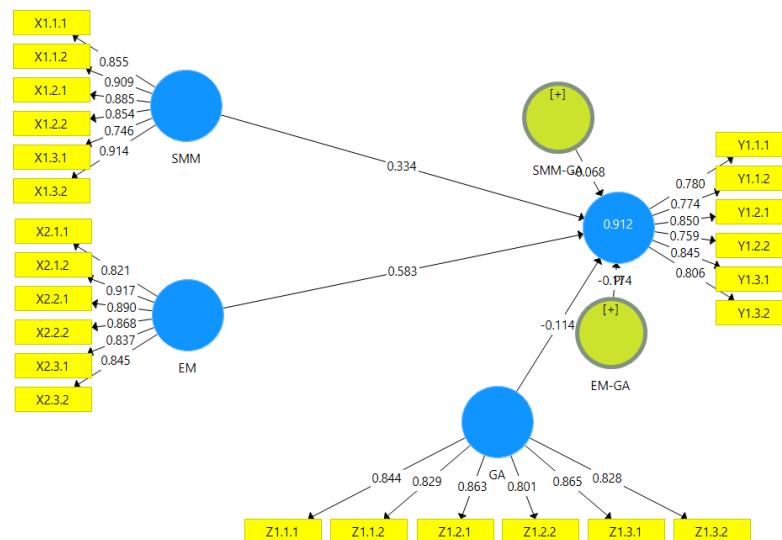


Figure 4. Outer Models

Convergent Validity

Convergent validity is measured using the loading factors of each indicator. Each indicator is considered valid if it has a loading factor greater than 0.7. However, loading factors in the range of 0.5-0.6 are still considered acceptable (Hair et al., 2022, p. 126). The results of the loading factor values are presented in the following table.

Table 1. Convergent Validity

Variable	Indicator	Outer Loading	Explanation
Social Media Marketing	X1.1	0,855	Valid
	X1.2	0,909	Valid
	X1.3	0,885	Valid
	X1.4	0,854	Valid
	X1.5	0,746	Valid
	X1.6	0,914	Valid
Egoistic Motivation	X2.1	0,821	Valid
	X2.2	0,917	Valid
	X2.3	0,890	Valid
	X2.4	0,868	Valid
	X2.5	0,837	Valid
	X2.6	0,845	Valid
Purchase Intention	Y1.1	0,780	Valid
	Y1.2	0,774	Valid
	Y1.3	0,850	Valid
	Y1.4	0,759	Valid
	Y1.5	0,845	Valid
	Y1.6	0,806	Valid
Green Attitude	Z1.1	0,844	Valid
	Z1.2	0,829	Valid
	Z1.3	0,863	Valid
	Z1.4	0,801	Valid
	Y1.5	0,865	Valid
	Y1.6	0,828	Valid

Source: processed primary data (2023)

Discriminant Validity

Discriminant validity can be tested using the cross-loading factors of each indicator on its latent variable. This test is considered good and valid when the cross-loading factor values are compared, ensuring that they are greater for the intended construct than for other constructs.

Table 2. Discriminant Validity

Variable	Social Media Marketing (X1)	Egoistic Motivation (X2)	Purchase Intention (Y)	Green Attitude (Z)
X1.1	0.855	0.817	0.790	0.807
X1.2	0.909	0.860	0.759	0.834
X1.3	0.855	0.880	0.853	0.832
X1.4	0.854	0.848	0.836	0.831
X1.5	0.746	0.669	0.630	0.733
X1.6	0.914	0.882	0.855	0.855
X2.1	0.816	0.821	0.801	0.793
X2.2	0.906	0.917	0.870	0.888
X2.3	0.859	0.890	0.828	0.806
X2.4	0.849	0.868	0.802	0.791
X2.5	0.746	0.837	0.770	0.763
X2.6	0.807	0.845	0.782	0.833
Y1.1	0.740	0.738	0.780	0.649
Y1.2	0.692	0.716	0.744	0.684
Y1.3	0.769	0.748	0.850	0.765
Y1.4	0.709	0.737	0.759	0.692
Y1.5	0.786	0.796	0.845	0.763
Y1.6	0.727	0.778	0.806	0.744
Z1.1	0.828	0.766	0.684	0.844
Z1.2	0.810	0.756	0.681	0.829
Z1.3	0.838	0.850	0.806	0.863
Z1.4	0.738	0.797	0.735	0.801
Z1.5	0.768	0.810	0.780	0.865
Z1.6	0.786	0.753	0.789	0.828

Source: processed primary data (2023)

Based on the table above, it can be observed that all indicators for the variables Social Media Marketing, Egoistic Motivation, Purchase Intention, and Green Attitude have cross-loading factor values greater for their corresponding constructs than for other constructs. Therefore, the indicators used in this study are deemed valid, and reliability testing can be conducted.

Average Variance Extracted (AVE)

Validity tests can also be performed using the square root of Average Variance Extracted (AVE). The recommended AVE value should be greater than 0.5, signifying that 50% or more of the indicators' variance can be explained.

Table 3. Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)	Explanation
<i>Social Media Marketing</i>	0.744	Valid
<i>Egoistic Motivation</i>	0.746	Valid
<i>Purchase Intention</i>	0.645	Valid
<i>Green Attitude</i>	0.703	Valid

Source: processed primary data (2023)

*Reliability Test Result**Cronbach's Alpha*

According to Hair et al. (2022: 126), a construct is considered reliable if its value (α) is > 0.70 .

Table 4. Cronbach's Alpha

Variable	Cronbach's Alpha	Explanation
<i>Social Media Marketing</i>	0.930	Reliable
<i>Egoistic Motivation</i>	0.932	Reliable
<i>Purchase Intention</i>	0.889	Reliable
<i>Green Attitude</i>	0.916	Reliable

Source: processed primary data (2023)

The table above shows that all variables have Cronbach's Alpha values > 0.70 . This indicates that all variables in this study are credible and considered reliable.

Composite Reliability

Composite reliability is said to meet the requirements or be good if the construct has a reliability > 0.70 (Hair et al., 2022, p. 126).

Table 5. Composite Reliability

Variable	Composite Reliability	Explanation
<i>Social Media Marketing</i>	0.945	Reliable
<i>Egoistic Motivation</i>	0.946	Reliable
<i>Purchase Intention</i>	0.916	Reliable
<i>Green Attitude</i>	0.934	Reliable

Source: processed primary data (2023)

Table 5 shows that all variables in this study have Composite Reliability values greater than 0.7. Therefore, all variables in this study are reliable.

Inner Models

Inner models are structural models used to predict causality between variables. The main goal of SEM analysis is to evaluate the fit of the proposed model, the compatibility between the theoretical model constructed, and the empirical data obtained. In this study, SEM is measured by fitness criteria.

Descriptive Statistics

Based on the statements in the provided questionnaire, respondents' identities include their name, gender, age, income, and region of origin.

Table 6. Descriptive Statistic

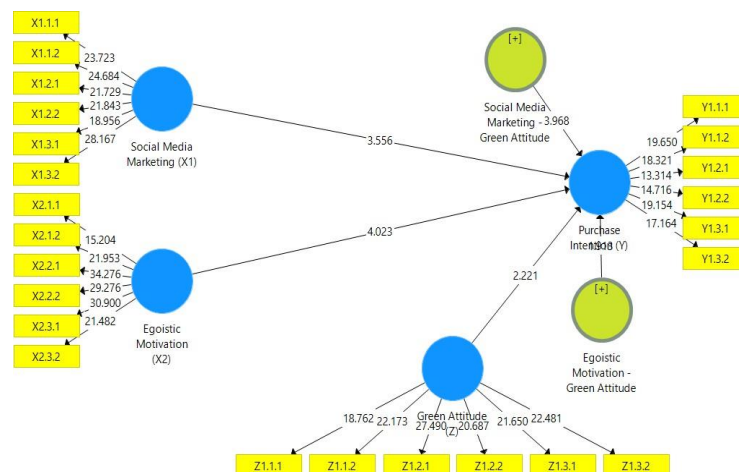
	Frequency	Percentage (%)
Gender		
Male	91	45,5%
Female	109	54,5%
Age		
17-20	52	26%
21-24	135	67,5%
>25	13	6,5%

Income		
< 500.000	38	19%
500.001 – 1.000.000	59	29,5%
1.000.001 – 2.000.000	61	30,5%
> 2.000.000	42	21%
Region of Origin		
Kab. Bantul	17	8,5%
Kab. Gunungkidul	11	5,5%
Kab. Kulon Progo	13	6,5%
Kab. Sleman	120	60%
Kota Yogyakarta	39	19,5%
Total	200	100%

Source: processed primary data (2023)

Hypothesis Testing

Hypothesis testing is used to examine the truth of a hypothesis statement in this study. The purpose of hypotheses is also to establish a basis for determining whether the statements (hypotheses) are rejected or accepted. Hypothesis testing in this research can be conducted using



SMARTPLS 3.0 software and through bootstrapping procedures using one-tailed significance analysis at a 5% level to assess direct effects through path coefficients and to examine indirect effects through the indirect effect.

Figure 4. Inner Models

Source: processed primary data (2023)

Table 7. R-Square (R²) Test Result

Variable	R-Square (R ²)	R-Square Adjusted
Purchase Intention (Y)	0.862	0.858

Source: processed primary data (2023)

The table shows that 86.2% of the purchase intention variable is influenced by the variables social media marketing, egoistic motivation, and green attitude, and the remaining 13.8% is influenced by other factors that are not included in the model.

Table 8. Q-Square (Q²) Test Result

Variable	Q-Square (Q ²)
Purchase Intention (Y)	0.436

Source: processed primary data (2023)

The table shows that the Purchase Intention variable obtained a Q-Square of 0.436, so from these results, this research model can be stated to have predictive relevance, which means that the observation value produced by the model and also the estimation of the parameters are good.

Table 9. Direct Effect Hypothesis Result

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (O/STDEV)	P-Value	Explanation
X1→Y	0.240	0.240	0.067	3.556	0.000	Significant
X2→Y	0.280	0.285	0.070	4.023	0.000	Significant
Z→Y	0.205	0.204	0.092	2.221	0.014	Significant

Source: processed primary data (2023)

Based on the results from the table above, social media marketing has a direct positive and significant impact on purchase intention, as indicated by the original sample (o) of 0.240, which shows a positive influence. Furthermore, for the level of significance, the t-statistic value > 1.65 is shown, where Social Media Marketing obtained a t-statistic value of 3.556 and a p-value < 0.05 or 0.000. Meanwhile, Egoistic Motivation has a direct positive and significant impact on Purchase Intention, as indicated by the original sample (o) of 0.280, showing a positive influence. Furthermore, for the level of significance, the t-statistic value > 1.65 is shown, where Green Advertising obtains a t-statistic value of 4.023 and a p-value < 0.05 or 0.000. Thus, H1 and H2 are accepted.

Table 10. Indirect Effect Hypothesis Result

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (O/STDEV)	P-Value	Explanation
X1→Z→Y	-0.249	-0.244	0.063	3.968	0.000	Significant
X2→Z→Y	0.106	0.101	0.055	1.913	0.029	Significant

Source: processed primary data (2023)

Based on the results from the table above, Green Attitude can be a moderation variable in the positive and significant influence of Social Media Marketing on Purchase Intention, as indicated by the original sample (o) of -0.249, showing a positive influence. Furthermore, for the level of significance, the t-statistic value > 1.65 is shown, with a value of 3.968 and a p-value < 0.05, namely 0.000. Then, Green Attitude can be a moderation variable in the positive and significant influence of Egoistic Motivation on Purchase Intention, as indicated by the original sample (o) of 0.106, showing a positive influence. Furthermore, for the level of significance, the t-statistic value > 1.65 is shown, with a value of 1.913 and a p-value < 0.05, namely 0.029.

5. Conclusion

Based on the results of the data analysis in this study, to understand the influence of social media marketing and egoistic motivation on purchase intention through green attitude as a moderating

variable in organic beverage consumers, the following conclusions can be drawn:

- 1) Social Media Marketing directly has a significant influence on Purchase Intention
- 2) Egoistic Motivation directly and significant influence on Purchase Intention
- 3) Green Attitude directly and significant influence on Purchase Intention
- 4) Green Attitude can act as a moderating variable in the positive and significant influence of Social Media Marketing on Purchase Intention.
- 5) Green Attitude can act as a moderating variable in the positive and significant influence of Egoistic Motivation on Purchase Intention.

Given this study's limitations, the author suggests conducting further research by adding other variables that may affect Purchase Intention. The suggested variables include those closely related to marketing and green products because Green Product Purchase Intention is closely related to these aspects. Variables such as Price, Price Discount, Brand Image, Brand Awareness, Green Awareness, Environmental Values, Customer Preference, Customer Taste, and others are recommended to gain additional insights for the development of research on Purchase Intention.

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