

# Modelling of Social Media Marketing and Green Purchasing Intention

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**Abstract.** The purpose of this study is to analyze the factors that shape the intent to buy green products and the results of social media marketing activities. This study uses a hypothesis test based on a data collection method using questionnaires distributed online to respondents. The sampling process used an unlikely sampling process, a subjective sampling process, and a targeted sampling process. The number of respondents to this survey was 220 who purchased green products through social media in the last six months. The result of this study is to analyze the factors that shape the intent to buy green products. Next, we will analyze the results of social media marketing activities. Based on the results of the hypothesis test, there are three (three) supported hypotheses and two (two) unsupported hypotheses. The advantage of this study is that business managers can understand the important role that social media activities play in business development. Business managers can also understand that a brand's customer experience impacts business development. Business managers can implement marketing strategies by increasing their brand value and ultimately understanding that green marketing strategies have a positive impact on their development.

**Keywords:** Social media marketing activities; Brand experience; Consumer based brand equity; Green purchasing intention

## 1 Introduction

### 1.1 Research Background

The development of technology in Indonesia is currently growing. Technology affects the use and utilization of the internet in Indonesia. People in the internet media are increasing and becoming one of the promotional tools that have excellent prospects at this time [1], [2]. Through the internet, marketers can reach customers widely. Hootsuite (We are Social) (2019) explains that internet users in Indonesia are increasing. In 2017, it got 132.7 million people; in 2018, it was 143.2 million people; in 2019, it was 150.0 million people, and in 2020, it was 174.0 million people. With the increasing number of internet users in Indonesia, the use of social media in Indonesia is also increasing. Social media is presented for communication and makes various activities more accessible. Social media need in people's daily lives, both in socialization activities, education, business, and so on [3], [4].

The rapid development of social media in Indonesia provides economic players with the opportunity to promote their products and sell them directly to their customers via social media. Indonesians often use social media: Youtube, Whatsapp, Facebook, Instagram, Line, Twitter. YouTube had the highest number of social media visitors in 2019, with 236.01 million visitors. Social media provides customers with a profitable experience, especially in a technology environment where customers are increasingly looking for profitable brands on social media platforms [5], [6]. Social media marketing enhances the customer experience when purchasing products. We chose this product because it is driven by customer experience [7], [8]. This gives customers the urge and emotion to choose the most independent brand possible and buy the right product brand.

Social media marketing has a crucial role in building relationships between customers and brands and is an essential issue in the business world. Social media marketing has several elements, namely entertainment, customization, interaction, EWOM, and trendiness, which can overcome problems in the business world [9], [10]. Entertainment does not just happen but creates a process that can please customers and feel pleasure when using social media platforms. Furthermore, entertainment can measure the level of customer interest with the information presented on social media [9], [11].

In convincing customers who have the intention to buy, the company can use customization as a strategy to reach potential customers. Customization plays a role in expanding social media channels in providing information to customers. Ultimately it can create value and attention for multiple customer groups. By disseminating information in social media, customers will interact [6], [12]. Interaction measures a social media platform how customers share much feedback and information. Accurately disseminating information to the right target will improve customer relationships and create continuous communication [12], [13].

Communication expects to play a vital role in disseminating information back to customers. Communication includes returning reviews from brand sites to customer sites on social media and sharing thoughts with customers' peers. EWOM can reliably increase the dissemination of brand-related information without any time, place, and target constraints [14], [15]. In presenting information, providing the latest messages and current topics is very important in increasing customer attention. Social media makes it easier for customers to get the latest information related to brands; this creates a perception that customers can better know the newest news faster. Not only makes it easier for customers, but the use of social media also makes it easier for marketers to present information on trending topics and have hot conversations with customers, thereby creating efficiency values for both customers and marketers [2], [16].

Social media is very effective in stimulating customer interaction, contributing to forming, strengthening, and maintaining customer relationships with brands. Attention to content on social media can create customer engagement with uploads, thereby increasing consumer brand engagement [9], [10], [17]. Customers are more likely to like brand content whose content can bind customers' emotions and is not commercial. When a potential customer is closely acquainted with a brand, the potential customer will help significantly in associating the product in the prospective customer's mind with the brand. Customer awareness of a brand can affect the customer's decision-making process. In creating customer awareness, exposure plays an essential role with easy-to-remember symbols so that they can stick in the minds of customers [2], [11], [18]. The customer's memory of the brand can reflect the customer's perception of the brand. So that it is worth noting in decision making, customers will involve brand image and make vital considerations. It can say that the brand-building process with activities involving customers with the brand can form a brand image [9], [10].

## **1.2 Research Problem**

In general, companies build social media branding sites by sharing information and communicating with new and existing customers, hoping to build brand awareness and image and ultimately increase the company's sales. Build. use. Survive and prosper by performing [10], [19]. Social media, a communication element, provides businesses with the opportunity to communicate directly with their customers. These communication activities may include dealing with customer complaints that may have a positive impact on the decision-making process. 93% of social media users believe that all companies need to use social media because it is cheaper and has a wider reach than other traditional advertising media such as radio, newspapers and magazines [20], [21].

Further research focus is on the topic of green brands and customer reaction to strategies for positioning green brands. For example, she suggests that the combination of functional and emotional positions ensures a positive reaction from customers to the green brand. Aggressive sales campaigns for green branding strategies have been proposed to enhance customer knowledge about green brands and ultimately influence their willingness to buy green products [2], [5]. However, existing literature is insufficient to build a comprehensive theoretical paradigm that explains how green brand positioning strategies affect brand attitudes and green purchasing intent, especially customer perceptions.

In addition, there is a lack of empirical research on the effectiveness of individual differential variables in various strategies for positioning the green brand. Companies need to develop green positioning strategies to effectively communicate with their target customers. Attributing misleading environmental claims to the brand will increase customer skepticism and negative customer feedback. In addition, current research focuses on the outcomes of green branding strategies in developed countries. For example, China, which has the second largest economy in emerging green markets, is not included in this regard [7], [17], [22]. Based on the above discussion, this survey raises the following questions: (1) What are the factors that determine the intent to purchase eco-friendly materials? (2) What are the results of social media marketing activities?

## **2 Literature Review**

### **2.1 Social Media Marketing**

Social media is a group of Internet-based applications that build on the ideal and technical foundation of Web 2.0 and enable the creation and exchange of user-generated content. It is considered one of the most important communication platforms for brand information. Its interactive skills enable participatory, collaborative, and knowledge-sharing activities to reach more people than traditional media such as printed matter, television, and radio. Social media includes customer review websites, content community websites, Wikis, Internet forums, and social networks such as Facebook, Linked In, Blogger, and Twitter. In addition, companies are increasingly communicating their brand through QMS activities, including advertising on social networking sites. Given the potential of QMS, building customer-brand relationships on social media has become an important issue for businesses. One of the first important steps to overcome this problem is that QMS can involve multiple tactics, depending on factors such as entertainment, customization, interaction, eWOM, and trends. You can see [8], [10], [12].

## **2.2 Brand Experience**

Brand Experience is customer insights that come from interacting with the entire brand. In addition, BE records actual customer reactions, especially when purchasing products, displaying product information, and evaluating products after use. Most research on experience marketing to date has focused on certain aspects of BE, such as the benefits associated with the experience of a service or product. However, customers are intrigued by a variety of visual stimuli, such as logos, designs, shapes, colors, and other aspects of brand identification. In addition, previous researchers argued that customizing the services provided by front-line workers is important to customer satisfaction. Therefore, BE is a multilayer structure and needs to be evaluated as a whole. For example, it has been suggested that smartphones have both hedonic and practical traits. Pleasure attributes are phone color, design and softness. However, utilitarianism includes features such as battery life, software, and sound systems. Previous studies in the smartphone industry have also shown that the close relationship between customers and mobile phones causes pleasure values to cause more branding experiences than practical values. They often access their phones every day, even before bedtime. There are four aspects to customer response: sensory, emotional, behavioral, and intellectual [8], [10].

## **2.3 Consumer Based Brand Equity (CBBE)**

Brand awareness is an important factor in shaping your brand image. When customers remember the brand clearly, they tend to have a positive brand image. Customers tend to be more familiar with well-known products than unfamiliar products. Brand awareness is actively combined with a valuable brand image. By building a brand in your head, you can more easily develop a relationship that strengthens your memory with your brand. In addition, brand awareness can influence customer decision making by controlling the formation and strength of brand associations within the brand image. Empirical research shows that customer brand awareness has a positive impact on the perception of the festival's brand image. On social media, researchers claim that brand awareness has a significant impact on brand image. One of the benefits of communicating on social media platforms is direct access to customers. Customers frequently ask for information about social media that can raise brand awareness and build good relationships with the brand [7], [12], [23].

## **2.4 Green Purchasing Intention**

As a result of our green branding strategy, more and more research shows that customers react positively and positively to green brands. According to Rational Behavior Theory (TRA) and Planned Behavior Theory (TPB), attitudes and intent determine the overall perception of the brand by the customer. This is considered to be the best predictor of actual customer behavior. It reflects. TRA and TPB are also widely used to represent the acceptance of green products and the reaction of customers to the green brand. Based on this, the study predicts that green positioning strategies will influence customer attitudes and buying intent towards green brands. Attitudes towards green brands include some personal self-image and self-confidence as part of the natural environment, as well as this perception of eco-brands as a general customer perception and preference for eco-friendly brands. Integrate the defined settings. property. Eco-friendly buying intentions, on the other hand, are a clear sign of a customer's willingness to buy eco-friendly products that reduce pollution and conserve natural resources. Attitudes towards green brands and green purchasing intentions show that people act in an

environmentally friendly way and react positively to their green marketing strategies [7], [9], [12].

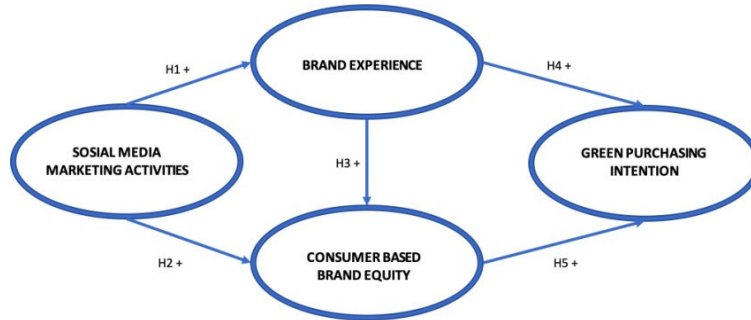


Fig. 1. Conceptual Framework

### 3 Methodology

This study used a hypothesis test. Hypothesis testing is an activity that analyzes data for the purpose of testing a hypothesis, and the result is that the hypothesis testing may maintain, modify, or reject ideas. The data collection method was used using a questionnaire distributed to respondents. The survey data used is cross-sectional data. That is, the researcher observes the subject at a specific point in time. The data used is primary. Data is collected by distributing online surveys to respondents. Sampling methods use non-probability sampling methods, subjective sampling methods, and sampling methods, that is, sampling with targeted sampling. Convenient sampling is a sampling technique in which samples are selected based on specific considerations or criteria [24].

Table 1. Validity Test

Research Variables and Indicators	Factor Loading	Decision
Social Media Marketing Activities		
Entertainment	0,885	Valid
Interaction	0,819	Valid
Trendiness	0,907	Valid
Customization	0,897	Valid
eWom	0,780	Valid
Brand Experience		
Sensory Dimension	0,889	Valid
Affective Dimension	0,924	Valid
Behavioral Dimension	0,931	Valid
Intellectual Dimension	0,906	Valid
Consumer Based Brand Equity		
Brand Awareness	0,933	Valid
Brand Image	0,915	Valid
Brand Loyalty	0,885	Valid
Green Purchasing Intention		
I want to buy a brand / product / service recommended offered by this brand	0,894	Valid

<b>Research Variables and Indicators</b>	<b>Factor Loading</b>	<b>Decision</b>
I plan to buy a brand / product / service recommended or offered by this brand within the next year	0,925	Valid
Trust the brand / product / service recommended or offered By	0,876	Valid
of this brand I recommend or offer products / brands of this brand to my friend	0,884	Valid

Source: Output AMOS

In Table 1, it can be seen that the results of the validity test of all the indicators of the variables studied obtained a factor loading value of 0.40 which means that each statement item used to measure this variable is declared correct.

**Table 2.** Reliability Test

<b>No.</b>	<b>Variable</b>	<b>Number of Indicators</b>	<b>Cronbach's Alpha</b>	<b>Decision</b>
1	Social Media Marketing Activities	5	0,866	<i>Reliable</i>
2	Brand Experience	4	0,897	<i>Reliable</i>
3	Consumer Based Brand Equity	3	0,866	<i>Reliable</i>
4	Green Purchasing Intention	4	0,940	<i>Reliable</i>

Source: Output AMOS

In Table 2 above, the Cronbach's alpha value may appear to be the result of existing equipment reliability tests on all research variables. The results show that all indicators of each survey variable have a Cronbach's alpha value greater than 0.6. This means that all indicators used in the survey variables are reliable.

**Table 3.** Hypothesis Testing Results

<b>Hypothesis</b>	<b>Estimate</b>	<b>p-value</b>	<b>Decision</b>
H1: Social media marketing activities → Brand experience	0,894	0,000	H1 <i>Supported</i>
H2: Social media marketing activities → Consumer-based brand value	0,134	0,109	H2 <i>Not Supported</i>
H3: Brand experience → Consumer-based brand value	0,816	0,000	H3 <i>Supported</i>
H4: Brand experience → Green purchase intention	-0,064	0,613	H4 <i>Not Supported</i>
H5: Consumer-based Brand value → Green purchase intention	1,023	0,000	H1 <i>Supported</i>

H1. Based on the results of the hypothesis test in the table above, the estimated value for the first hypothesis is 0.894 and the p value is 0.000 < 0.05. This means that the theory is supported (H<sub>0</sub> was rejected).

H2. Based on the results of the hypothesis test in the table above, the estimate for the second hypothesis is 0.134 and the p value is 0.109 > 0.05, which means that the theory is not supported (H<sub>a</sub> was rejected).

H3. Based on the results of the hypothesis test in the table above, the estimate for the third hypothesis is 0.816 and the p value is 0.000 < 0.05, which means that the theory is supported (H<sub>0</sub> was rejected).

H4. Based on the results of the hypothesis test in the table above, the estimate for the fourth hypothesis is 0.064 and the p value is 0.613 > 0.05. This means that the theory is not supported (H<sub>a</sub> was rejected).

H5. Based on the results of the hypothesis test in the table above, the estimate for the fifth hypothesis is 1.023 and the p value is 0.000 < 0.05, which means that the theory is supported (H<sub>0</sub> was rejected).

#### 4 Conclusion

In terms of online shopping, it should provide certainty to customers, such as an estimate of how long the green product will take to the customer and avoid delays in the delivery of the green product. Managers should be honest about the green products offered so as not to create excessive expectations from customers. Companies dealing with customers who already feel disappointed should immediately apologize and perform service recovery so that the disappointment from these customers can be lost. The company must be able to answer various questions raised or complaints submitted by its customers. Managers can also organize a valuable event to strengthen customer relationships. Another thing that management can do is invite specific speakers through a free webinar about green products from a company specifically for these customers. The active interaction makes customers and prospective customers more interested in purchasing these green products.

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