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How Social Media Shapes Green Purchase Intention among Generation Y and Z

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Abstract: This study examines how social media influences green purchase intention among Generation Y and Z consumers in Indonesia through egoistic motivation and perceived green value. Using PLS-SEM analysis on 311 respondents aged 18-42 years, the research reveals that social media positively affects green purchase intention both directly (β=0.118, $p<0.05$) and indirectly through egoistic motivation (β=0.141, $p<0.001$) and perceived green value (β=0.305, $p<0.001$). Perceived green value demonstrates stronger mediating effects than egoistic motivation, explaining 53.3% variance in purchase intention. These findings suggest that marketers should leverage social media platforms in ways that resonate with the emotional and social aspects of their audiences, encouraging more sustainable consumption among digitally-connected younger generations.

Keywords: Social Media, Green Purchase Intention, Egoistic Motivation, Green Perceived Value, Generation Y and Z.

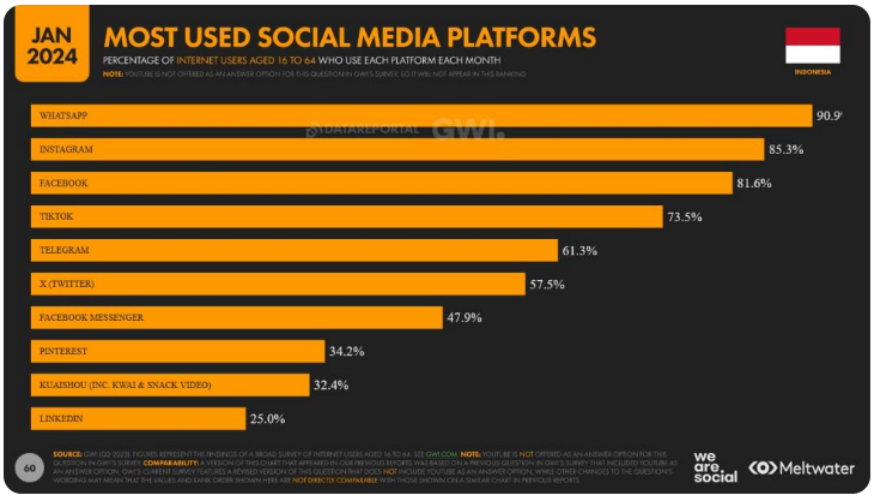
INTRODUCTION

Environmental degradation has emerged as one of the most pressing challenges facing humanity in recent decades. Climate change, greenhouse gas emissions, plastic pollution, habitat destruction, and biodiversity loss threaten the sustainability of our planet (IPCC, 2021). Human activities, particularly unsustainable consumption patterns, have accelerated this deterioration. The production and disposal of plastic-based products alone generate millions of tons of waste annually, with approximately 8 million metric tons entering the ocean each year, adversely affecting marine life and human health (Jambeck et al., 2015). Excessive consumption and unplanned use of materials and services have diminished our capacity to preserve natural resources, creating complications that demand urgent attention to restore balance within the ecosphere (Alotaibi et al., 2019).

The severity of environmental damage in Indonesia has contributed to an increase in natural disasters, prompting growing public concern about environmental issues and transforming societal perspectives and lifestyle patterns (Ariani et al., 2023). Modern consumers increasingly demand comfort and safety in the products they use, requiring companies to provide transparent information and demonstrate responsibility in their business operations. This shift has driven the adoption of green products, which are designed and

processed in environmentally friendly ways to reduce pollution throughout production, distribution, and consumption systems. Green products offer benefits to consumers while generating positive social impacts, making them attractive to environmentally conscious markets.

In the current digital era, social media has evolved beyond its original function as a communication and social interaction platform to become an effective tool for disseminating information and influencing consumer purchasing decisions. Technological developments during globalization, particularly increased internet usage, have caused significant changes in consumer behavior, transforming social media platforms into trusted communication sources that shape purchase intentions (Anisah et al., 2023). According to (Ismail, 2017), social media represents one of the most effective marketing tools because it has become integral to consumers' daily lives. These platforms enable the sharing of information, ideas, and user-generated content through networks and blogging (Krishnamurthy & Dou, 2008). The Hootsuite (We Are Social) survey of digital Indonesia in 2024 reveals that internet user behavior continues to evolve, with WhatsApp reaching 90.9% of the population, Instagram 85.3%, Facebook 81.6%, and TikTok 73.5%.



Source: (We Are Social, 2024)

Figure 1. Most Use Social Media Platforms

Within this transformation, Generation Y (born 1981-1996) and Generation Z (born 1997-2012) have emerged as prominent consumer segments. Both generations exhibit relatively high social and environmental consciousness while maintaining strong connections with the digital world. Generation Y grew up alongside the emergence of digital technology, remaining active on text-based platforms like Facebook and Twitter (Williams et al., 2010). Born during a period of rising sustainability awareness, millennials demonstrate heightened environmental concern and willingness to pay premium prices for green products (Lu et al., 2013). Their dependence on social media makes them pioneers in online purchasing behavior (Johnson & Chattaraman, 2019), with millennials showing greater reliance on these platforms compared to other generations.

Contemporary consumers increasingly worry about their well-being and show growing tendencies to purchase environmentally friendly products, reflecting their awareness of ecological issues (Alam, Ogiemwonyi, Hago, et al., 2023). Sustainable products are produced naturally without chemicals, ionising radiation, or synthetic materials (Ogiemwonyi, 2022), offering predictable lifecycles, long-term stability, and safety for public health and ecosystems. Previous studies have confirmed that social media plays a crucial role in shaping consumer purchase intentions, both directly and through psychological mechanisms such as motivation

and perception (Duffett, 2017; Kaplan & Haenlein, 2010). Approximately 73% of global consumers expressed willingness to change their consumption behavior to minimize negative environmental impacts. However, the gap between attitudes and behavior remains a major challenge, with only a small proportion of consumers actually fulfilling these commitments through concrete actions. In Indonesia, the Katadata Insight Center (2021) survey revealed that although more than 80% of young people recognize green products, only around 30% actively purchase them. This phenomenon underscores the importance of more contextual strategic approaches, particularly given that We Are Social (2024) recorded more than 170 million active social media users in Indonesia, with the 18-34 age group representing the majority and demographically encompassing Generations Y and Z.

Despite extensive research on green purchase intentions and consumer decision-making, limited studies have examined how social media influences the transformation from purchase intention to actual purchase decisions for green products, specifically among millennials. Previous research has predominantly focused on altruistic motivation, namely, motivation based on environmental concern or social responsibility as the primary driver in green consumption (Nguyen Thi et al., 2022). However, in the context of Generations Y and Z, who are heavily influenced by digital interactions and tend to have strong personal orientations, egoistic motivations such as the desire to feel proud, gain social validation, or project an image as progressive individuals may be more dominant in driving purchase decisions for environmentally friendly products (Han et al., 2017). Furthermore, although the role of social media in influencing consumer behavior has been extensively studied, the integration of social media, egoistic motivation, and perceived green value within a single analytical model of green purchase intention remains rare, particularly among Generations Y and Z in Indonesia.

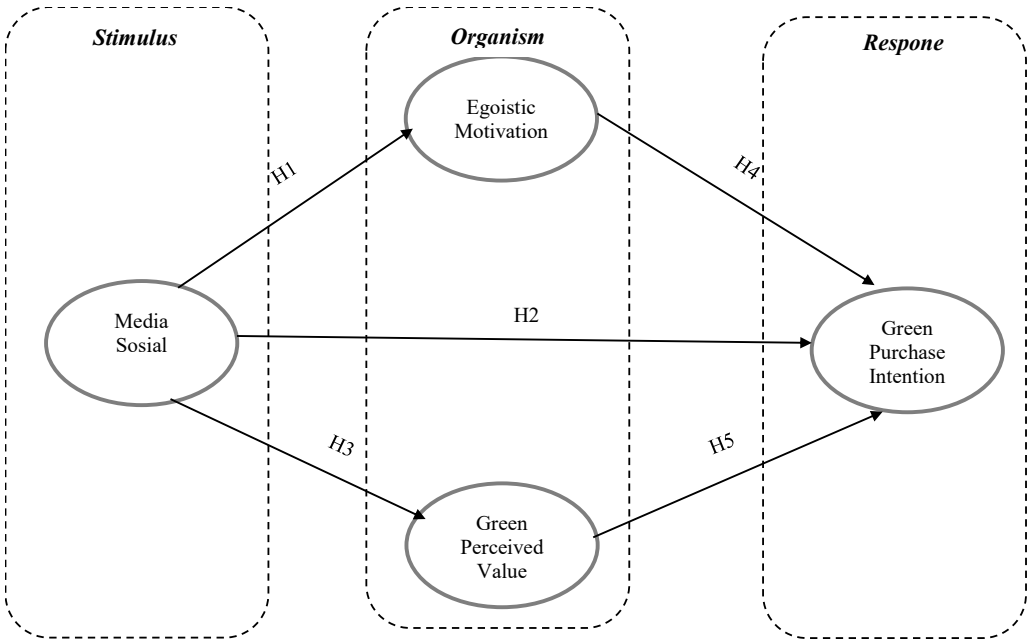
In this context, egoistic motivation has proven to be a driving factor in sustainable consumption behavior, where individuals are motivated to purchase green products for personal satisfaction or social image projection (Barbarossa & Pastore, 2015). Research indicates that consumers with egoistic orientations are more responsive to marketing messages highlighting individual benefits, including health aspects, product quality, and usage efficiency. Meanwhile, perceived green value reflects consumers' perceptions of the functional, emotional, and social value offered by environmentally friendly products (Y. Chen & Chang, 2012). Several studies have demonstrated that green perceived value plays a crucial role in shaping green purchase intentions, with consumers who perceive higher green value showing stronger intentions to purchase such products (Y. Chen & Chang, 2012; Hur et al., 2013). Nevertheless, research that integratively examines the relationships among social media influence, egoistic motivation, and perceived green value within a comprehensive conceptual model remains limited, especially in the context of Generations Y and Z in Indonesia, a group that is digitally active and highly sensitive to social and environmental issues.

Responding to challenges related to the low conversion of environmental awareness into concrete actions in green product consumption requires an integrative research approach. This approach should evaluate the direct influence of social media on consumer purchase intentions while examining the role of internal psychological mechanisms functioning as mediators in the decision-making process. The Stimulus-Organism-Response (SOR) theory, developed by Mehrabian and Russell in 1974, provides a theoretical foundation for understanding how external stimuli affect individual psychological conditions that subsequently drive specific responses (Hochreiter et al., 2023). In the context of consumer behaviour, egoistic motivation, namely the drive focusing on personal interests such as health, comfort, cost efficiency, and self-image, can be viewed as an internal psychological response to marketing message exposure or environmental factors (de Groot & Steg, 2008; Stern, 2000). Among young consumers, egoistic motivation has proven capable of driving pro-environmental behavior when personal benefits become the primary focus (Yadav, 2016).

This study employs a mediation model where egoistic motivation and perceived green value are positioned as intermediary variables between social media exposure and green purchase intention. The ubiquitous social media sharing environment, where numerous individuals and companies have created online interaction platforms, allows users to be influenced by social media interactions and shared information content (S.-C. Chen & Lin, 2019). When individuals share photos of green product usage and their feelings about these products on social media, they encourage others to engage more deeply with practical actions and promote others' perceptions of green consumption (Elahi et al., 2021). Similarly, many green product retailers post positive environmental appeals and relevant green product information in social media messages, thereby stimulating readers' perceived green value and positively affecting individual green purchasing behavior (de Lenne & Vandenbosch, 2017). Research has shown that media social significantly impacts consumer perceptions and plans for purchasing green products (Cao et al., 2021), with younger generations relying more heavily on these platforms in their daily lives compared to other generations (Helal et al., 2018).

Without in-depth analysis of these dynamics, sustainability communication strategies implemented by stakeholders, whether from corporate sectors, non-governmental organizations, or government institutions, risk failing to achieve optimal effectiveness. Normative environmental campaigns may lose their appeal to younger generations, specifically Generations Y and Z, who tend to be more responsive to personal motivations and direct perceptions of product benefits (Nguyen et al., 2016; UNEP, 2015; Williams et al., 2010). This research aims to examine the influence of social media on green purchase intention among Generation Y and Generation Z consumers in Indonesia, with primary focus on the mediating role of egoistic motivation and perceived green value in bridging this influence. Considering that today's younger generations are highly connected to the digital environment and possess relatively high awareness of sustainability issues (Djafarova & Trofimenko, 2019; Williams et al., 2010), this study seeks to provide a more comprehensive understanding of the psychological dynamics underlying their green consumption behaviour.

Based on the theoretical framework and empirical evidence, this study proposes the following hypotheses: (H1) Social media positively influences egoistic motivation among Generations Y and Z, as digital platforms facilitate the sharing of health-related information and personal values associated with green products (Oh, 2012; Prakash et al., 2019). (H2) Social media positively influences perceived green value among Generations Y and Z, as interactive content and shared experiences on these platforms enhance consumers' perceptions of green product benefits (S.-C. Chen & Lin, 2019; Elahi et al., 2021). (H3) Social media positively influences green purchase intention among Generations Y and Z, as these platforms shape consumer perceptions and purchasing decisions through information dissemination and social validation (Cao et al., 2021; Helal et al., 2018). (H4) Egoistic motivation positively influences green purchase intention among Generations Y and Z, as personal benefits related to health and wellbeing drive sustainable consumption behavior (Nagaraj, 2021; Yadav, 2016). (H5) Perceived green value positively influences green purchase intention among Generations Y and Z, as higher perceived value increases the likelihood of purchasing green products (Y. Chen & Chang, 2012; Zeithaml, 1988). Additionally, this study examines the mediating effects of both egoistic motivation and perceived green value in the relationship between social media and green purchase intention.



Source: (Alam, Ogiemwonyi, Alshareef, et al., 2023; Sun & Xing, 2022)

Figure 2. Research Framework

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METHOD

This study employed a causal research design to examine the relationships between independent and dependent variables through hypothesis testing. Data were collected using a cross-sectional approach, wherein information was gathered at a single point in time beginning in October 2024. The research utilized an explanatory design aimed at analyzing factors influencing green purchase intentions and developing relevant theoretical understanding through empirical investigation.

The target population comprised individuals from Generation Y (born 1981-1996) and Generation Z (born 1997-2012) who actively use social media platforms and have awareness of or experience purchasing environmentally friendly products. This population encompasses individuals aged approximately 18-42 years with access to and engagement with social media platforms, including Instagram, TikTok, Facebook, and Twitter. Purposive sampling was employed to select participants based on specific characteristics relevant to the research objectives (Sugiyono, 2019). This technique was chosen because the study required respondents with particular attributes that align with the research variables, meaning not all individuals within the population could serve as appropriate respondents (Sekaran & Bougie, 2017). The sample size was determined following the guidelines proposed by Hair et al. (2020), which recommend a minimum of 5-10 times the number of indicators in the research model when using Structural Equation Modelling (SEM) analysis.

Primary data were collected through an online questionnaire distributed via Google Forms. The questionnaire employed a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree) to measure all constructs. This data collection method was selected to facilitate participation from geographically dispersed respondents and to accommodate their busy schedules by providing a convenient and time-efficient response mechanism. The questionnaire was disseminated through various social media platforms, specifically WhatsApp, Telegram, Instagram, and X (formerly Twitter), targeting respondents whose social media usage influences their awareness and purchasing behavior toward environmentally friendly products.

The research measured four main constructs based on established scales from previous literature. Social media was operationalised as applications, platforms, and online media

designed to facilitate interaction, collaboration, and content sharing (Erkan & Evans, 2016), measured using scales adapted from Goldsmith et al. (2000) and Gunawan & Huarng (2015). Egoistic motivation was defined as self-satisfying drives reflecting concern for oneself or family related to healthier lifestyles (Yadav, 2016), assessed through items adapted from Sony & Ferguson (2017) and Tarkiainen & Sundqvist (2005). Green perceived value represented consumers' perceptions of environmental benefits provided by products or services, encompassing sustainability aspects, resource efficiency, and reduction of negative environmental impacts (Y. Chen & Chang, 2012), measured using scales from Sun & Xing (2022). Green purchase intention indicated consumers' willingness or tendency to purchase environmentally friendly products based on their awareness of environmental benefits and sustainability (Y. Chen & Chang, 2012), evaluated through indicators including desire to buy, preference for green products, consideration in purchasing decisions, and likelihood of repurchase, using scales adapted from Chin et al. (2018) and Jain et al. (2020).

Data analysis was conducted using SmartPLS 3.3.6 software. Descriptive analysis provided a clear visualisation of respondent characteristics and response distributions across research variables. Validity testing assessed the extent to which developed instruments accurately measured intended concepts (Sekaran & Bougie, 2017). Convergent validity was evaluated through outer loadings and Average Variance Extracted (AVE), with outer loadings required to meet the threshold of 0.7 or higher (Hair et al., 2017). Discriminant validity was examined using the Fornell-Larcker criterion, wherein the square root of each construct's AVE must exceed its correlations with other constructs (Hair et al., 2017). Reliability testing employed Cronbach's Alpha, with values of 0.70 or above indicating acceptable reliability (Bagozzi et al., 1999).

Hypothesis testing was performed by analysing the significance of path coefficients through bootstrapping procedures in PLS-SEM. The resampling method enabled data analysis without relying on normal distribution assumptions, with a minimum sample requirement of 30 (Hair et al., 2017). Statistical significance was determined using T-statistics, where hypotheses were accepted if T-statistic values exceeded 1.96. This approach allowed for robust examination of direct and mediating effects within the proposed research model, specifically evaluating how social media influences green purchase intention through the mediating roles of egoistic motivation and perceived green value among Generation Y and Z consumers in Indonesia.

RESULTS AND DISCUSSION

Result

The questionnaire was distributed through Google Forms via social media platforms, including WhatsApp, Instagram, and Twitter, targeting individuals aged 18-42 years who actively use social media and possess awareness of environmentally friendly products. A total of 311 respondents meeting the criteria participated in this study. The sample comprised predominantly female respondents (70.40%), while male respondents represented 29.60% of the total. Generation Z dominated the sample at 82.60%, with Generation Y accounting for 17.40%. Regarding educational background, the majority held undergraduate degrees (72.30%), followed by high school graduates (23.80%) and postgraduate degree holders (3.90%).

Analysis of social media platform usage revealed Instagram as the most utilised platform (93.9%), followed by WhatsApp (90.4%) and YouTube (73%). TikTok usage reached 61.1%, while Facebook and Twitter each garnered approximately 32% usage rates. The high engagement with Instagram indicates respondents' preference for visual content and promotions of green products delivered through images or short videos. WhatsApp functions as a medium for sharing information among close contacts, which can influence purchase decisions. YouTube enables respondents to access in-depth reviews and educational content regarding environmentally friendly products. The dominance of visual and video-based platforms

demonstrates their significant role in shaping interest and purchase decisions for green products among Generations Y and Z.

Regarding green product purchases, stainless steel or glass water bottles emerged as the most frequently purchased items (76.9%), followed by reusable shopping bags made from recycled materials (65.7%). These products enjoy popularity due to their accessibility, daily practicality, and frequent promotion through attractive and relatable social media content specifically targeting Generations Y and Z. Other products, including plastic alternatives for food storage (41.6%) and energy-efficient household appliances (36%), also attracted considerable interest, as they are frequently featured in educational content emphasising environmental benefits. Meanwhile, interest in natural cosmetics (25.4%), organic clothing (10.6%), and electric vehicles (6.6%) remained relatively low, potentially due to higher prices, limited access, or minimal social media exposure.

Respondent perceptions across all measured variables demonstrated positive tendencies. For the Social Media variable, the overall mean score reached 3.97, indicating strong agreement that social media serves as an effective information source and influences green product purchases. Specifically, respondents reported using social media to seek updates about environmentally friendly products (mean = 4.1), expressed trust in social media posts about green products (mean = 3.9), and acknowledged that their social media activities influence their green product purchases (mean = 3.9). The Egoistic Motivation variable achieved an overall mean of 4.23, reflecting that health-related personal benefits constitute a significant driver of green purchase intentions. Respondents indicated careful consideration of health benefits when selecting environmentally friendly products (mean = 4.3), identified themselves as health-conscious buyers (mean = 4.1), and consistently considered health benefits in purchase decisions (mean = 4.3). For Green Perceived Value, the overall mean reached 4.2, demonstrating a high perception of value and benefits associated with green products. Respondents purchased green products due to superior environmental benefits (mean = 4.4), perceived that green product features provided value commensurate with price (mean = 4.2), and found environmental performance met expectations (mean = 4.0). The Green Purchase Intention variable recorded an overall mean of 4.3, indicating a strong intention to purchase green products in the future. Respondents expressed commitment to purchasing environmentally non-harmful products (mean = 4.4), willingness to switch to green products for environmental reasons (mean = 4.2), and plans to increase green product purchases (mean = 4.3).

Data analysis employed Partial Least Squares Structural Equation Modelling (PLS-SEM) using SmartPLS version 3.0 software. Validity and reliability testing confirmed that all measurement instruments met established criteria. Outer loading values for all indicators exceeded 0.7, with Social Media indicators ranging from 0.776 to 0.828, Egoistic Motivation indicators from 0.816 to 0.890, Green Perceived Value indicators from 0.78 to 0.823, and Green Purchase Intention indicators from 0.842 to 0.864. Cronbach's Alpha values for all constructs surpassed 0.70, specifically Social Media (0.722), Egoistic Motivation (0.8), Green Perceived Value (0.735), and Green Purchase Intention (0.81). Composite Reliability values similarly exceeded the 0.70 threshold across all constructs, measuring 0.844, 0.883, 0.85, and 0.887 respectively. Average Variance Extracted (AVE) values confirmed convergent validity, with all constructs achieving values above 0.5, namely Social Media (0.643), Egoistic Motivation (0.715), Green Perceived Value (0.653), and Green Purchase Intention (0.724).

Table 1. Validity and Reliability Test Results

Variable	Item	Outer Loading	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Social Media	M1	0.800	0.722	0.726	0.844	0.643
	M2	0.776				
	M3	0.828				

Egoistic Motivation	M1	0.829	0.800	0.806	0.883	0.715
	M2	0.816				
	M3	0.890				
Green Perceived Value	PV1	0.821	0.735	0.740	0.850	0.653
	PV2	0.780				
	PV3	0.823				
Green Purchase Intention	PI1	0.842	0.810	0.810	0.887	0.724
	PI2	0.864				
	PI3	0.847				

Source: data processed by the author (2025)

Discriminant validity was assessed through three approaches. Cross-loading analysis demonstrated that each indicator's outer loading on its designated construct exceeded its cross-loadings with other constructs. The Fornell-Larcker criterion confirmed discriminant validity, as the square root of AVE for each construct surpassed its correlations with other constructs. The square roots of AVE were 0.802 for Social Media, 0.846 for Egoistic Motivation, 0.808 for Green Perceived Value, and 0.851 for Green Purchase Intention. The Heterotrait-Monotrait (HTMT) ratio values remained below 1.0, with the highest values observed between Social Media and Green Perceived Value (0.923), Green Perceived Value and Green Purchase Intention (0.900), and Green Perceived Value and Egoistic Motivation (0.857), confirming adequate discriminant validity across all constructs.

Table 2. Fornell-Larcker Criterion

	Egoistic Motivation	Green Perceived Value	Green Purchase Intention	Social Media
Egoistic Motivation	0.846			
Green Perceived Value	0.661	0.808		
Green Purchase Intention	0.614	0.695	0.851	
Sosial Media	0.565	0.677	0.564	0.802

Source: data processed by the author (2025)

Structural model evaluation revealed varying levels of explanatory power across endogenous constructs. The R^2 value for Egoistic Motivation reached 0.319, indicating that 31.9% of its variance could be explained by the model, with the remaining 68.1% attributable to factors outside this study. For Green Perceived Value, the R^2 value of 0.459 demonstrated that 45.9% of its variance was explained by the model, while 54.1% remained influenced by other variables. Green Purchase Intention achieved the highest R^2 value of 0.533, suggesting that 53.3% of its variance could be accounted for by the model, with 46.7% determined by external factors.

Table 3. R Square Test Results

Variable	R Square	R Square Adjusted
Egoistic Motivation	0.319	0.317
Green Perceived Value	0.459	0.457
Green Purchase Intention	0.533	0.528

Source: data processed by the author (2025)

Model fit assessment using the Normed Fit Index (NFI) yielded values of 0.766 for the saturated model and 0.754 for the estimated model. These values approaching 1.0 indicated good model fit with the research data (Sarstedt et al., 2021). Effect size analysis through f^2 values revealed varying magnitudes of influence. Social Media demonstrated a substantial effect on Green Perceived Value ($f^2 = 0.847$) and Egoistic Motivation ($f^2 = 0.469$), while showing a minimal effect on Green Purchase Intention ($f^2 = 0.015$). Green Perceived Value

exhibited a medium effect on Green Purchase Intention ($f^2 = 0.185$), whereas Egoistic Motivation showed a small effect ($f^2 = 0.072$).

Table 4. F Square Test Results

	Egoistic Motivation	Green Perceived Value	Green Purchase Intention	Social Media
Egoistic Motivation			0.072	
Green Perceived Value			0.185	
Green Purchase Intention				
Social Media	0.469	0.847	0.015	

Source: data processed by the author (2025)

Hypothesis testing through bootstrapping procedures confirmed all proposed relationships. H1 predicted that social media positively influences egoistic motivation. The path coefficient of 0.565 (T-statistic = 10.408, $p < 0.001$) supported this hypothesis, demonstrating a strong positive relationship. H2 posited that social media positively affects green perceived value. Results showed a path coefficient of 0.677 (T-statistic = 17.763, $p < 0.001$), confirming a significant positive influence. H3 examined whether social media positively influences green purchase intention. The analysis revealed a path coefficient of 0.118 (T-statistic = 1.981, $p = 0.048$), supporting a positive though modest direct effect. H4 proposed that egoistic motivation positively affects green purchase intention. The path coefficient of 0.250 (T-statistic = 4.015, $p < 0.001$) validated this relationship. H5 suggested that green perceived value positively influences green purchase intention. Results confirmed this with a path coefficient of 0.450 (T-statistic = 7.057, $p < 0.001$), representing the strongest direct effect on purchase intention among the predictors.

Table 5. Hypothesis Testing Results

Hypothesis	Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values	Result
Direct Effects							
H1	Social Media → Egoistic Motivation	0.565	0.564	0.054	10.408	0.000	Supported
H2	Social Media → Green Perceived Value	0.677	0.678	0.038	17.763	0.000	Supported
H3	Social Media → Green Purchase Intention	0.118	0.119	0.060	1.981	0.048	Supported
H4	Egoistic Motivation → Green Purchase Intention	0.250	0.249	0.062	4.015	0.000	Supported
H5	Green Perceived Value → Green Purchase Intention	0.450	0.449	0.064	7.057	0.000	Supported
Mediation Effects							
H6	Social Media → Egoistic Motivation → Green Purchase Intention	0.141	0.141	0.040	3.535	0.000	Supported
H7	Social Media → Green Perceived Value → Green	0.305	0.305	0.048	6.312	0.000	Supported

Purchase Intention	

Source: data processed by the author (2025)

Mediation analysis examined the indirect effects of social media on green purchase intention. H6 tested whether egoistic motivation mediates the relationship between social media and green purchase intention. The indirect effect coefficient of 0.141 (T-statistic = 3.535, $p < 0.001$) confirmed significant partial mediation. This finding indicates that social media exposure enhances egoistic motivation related to personal benefits, subsequently strengthening green purchase intention. H7 investigated whether green perceived value mediates the social media and green purchase intention relationship. Results demonstrated a significant indirect effect with a path coefficient of 0.305 (T-statistic = 6.312, $p < 0.001$), suggesting that social media effectively increases consumers' perceived green value, which in turn substantially drives green purchase intentions. Notably, the mediation through green perceived value exhibited a stronger indirect effect compared to egoistic motivation, highlighting its critical role in translating social media influence into purchase intentions.

The comprehensive analysis revealed that while social media exerts a modest direct effect on green purchase intention, its influence becomes substantially amplified through the mediating mechanisms of egoistic motivation and green perceived value. The total effect of social media on green purchase intention, accounting for both direct and indirect pathways, demonstrates the platform's significant role in shaping sustainable consumption behaviors among Generations Y and Z. These findings underscore the importance of considering psychological mediators when examining how digital communication influences environmental consumption decisions.

Discussion

This study adopts the Stimulus-Organism-Response (S-O-R) theory to explain how social media influences green purchase intention through the mediation of egoistic motivation and green perceived value. The findings provide comprehensive empirical evidence supporting all proposed hypotheses, revealing nuanced relationships between social media exposure and sustainable consumption behaviors among Generations Y and Z.

The positive and significant relationship between social media and green purchase intention (path coefficient = 0.118, T-statistic = 1.981, $p = 0.048$) confirms that increased social media engagement as a means of obtaining information and interaction corresponds with heightened consumer intention to purchase environmentally friendly products. This finding aligns with Sun & Xing (2022), who demonstrated that information-sharing activities on social media positively influence green purchase intentions. Similarly, Pop et al. (2020) explained that exposure to environmentally oriented content on social media can enhance consumer motivation and intention to purchase green products. The consistency with Tamareynee & Siagian (2024), who found that social media marketing positively affects green purchase intention, reinforces the strategic role of social media in disseminating environmental information, shaping social norms, and increasing awareness and perceived green value among consumers. These results affirm that social media contributes positively to green purchase intention and plays a crucial role in promoting sustainable consumption behavior.

The strong positive relationship between social media use and egoistic motivation (path coefficient = 0.565, T-statistic = 10.408, $p < 0.001$) reveals that frequent utilization of social media as a platform for interaction, self-expression, and social recognition substantially amplifies egoistic drives. These drives include desires for self-recognition, building a positive image, and enhancing social status in the digital realm. This finding corresponds with Kumar & Pandey (2023), who discovered that social media significantly influences egoistic motivation ($\beta = 0.357$, $t = 5.935$, $p < 0.01$). The consistency with Alam, Ogiemwonyi, Alshareef, et al.

(2023), who found that social media positively affects the egoistic motivation of green product consumers, strengthens the perspective that social media usage plays an essential role in forming and enhancing individual egoistic motivation in digital spaces. The substantial effect size ($f^2 = 0.469$) further underscores the practical significance of this relationship, suggesting that social media platforms effectively activate personal benefit considerations when consumers encounter green product information.

Regarding the influence of social media on green perceived value, the analysis revealed a particularly strong relationship (path coefficient = 0.677, T-statistic = 17.763, $p < 0.001$). This finding indicates that more active and effective social media use for conveying messages or content oriented toward environmental sustainability substantially elevates consumer perception of green value, namely their assessment of the benefits and quality of environmentally friendly products. The result corresponds with Xie & Madni (2023), who demonstrated that social media activities directly and positively affect perceived green value among young consumers (coefficient = 0.562). This alignment with Ifadah et al. (2023), who found that information dissemination via Instagram related to green values positively influences perceived green value and thrifting interest among Generation Z in Indonesia, demonstrates the cross-cultural applicability of these relationships. Setiawan & Roosdhani (2025) similarly indicated a positive and significant influence of social media marketing on green perceived value. The exceptionally large effect size ($f^2 = 0.847$) represents the strongest relationship in the model, suggesting that social media serves as the primary mechanism through which consumers develop and strengthen their perceptions of environmental product value.

The relationship between egoistic motivation and green purchase intention (path coefficient = 0.250, T-statistic = 4.015, $p < 0.001$) demonstrates that stronger individual drives to obtain personal benefits such as social recognition, status enhancement, economic advantages, or health benefits associated with environmentally friendly products correspond with greater tendencies to purchase green products. This finding aligns with Hariyanto & Sugandhin, (2024) the work of, who established that increased egoistic motivation enhances consumer intention to buy environmentally friendly products. The consistency with Kumar & Pandey (2023), who found that consumer purchase intention for green goods is positively influenced by egoistic motivation, particularly related to health concerns, reinforces the perspective that egoistic motivation remains relevant both theoretically and empirically in driving green purchase intentions among consumers. Although the effect size appears modest ($f^2 = 0.072$), this relationship proves statistically robust and suggests that personal benefit framing represents a viable strategy for promoting green consumption.

The substantial positive relationship between green perceived value and green purchase intention (path coefficient = 0.450, T-statistic = 7.057, $p < 0.001$) indicates that higher consumer assessments of environmentally friendly product value correspond with stronger drives to purchase green products. This finding aligns with Y. Chen & Chang (2012) the work of, who established that green perceived value positively influences green purchase intentions. The consistency with (Xie & Madni (2023), who found that positively perceived green value contributes to increased green purchase intentions among consumers, demonstrates the robustness of this relationship across different cultural contexts. Research shows that factors including perceived value, perceived risk, and green trust interrelate and play roles in forming sustainable purchase intentions. Maski Annisa & Purbo Jadmiko (2023) similarly found that the benefit value perceived by consumers toward Cleo Eco Green influences and impacts purchase intention, as consumers evaluate the environmental impact produced by these products. The medium to large effect size ($f^2 = 0.185$) confirms that green perceived value functions as one of the most influential direct predictors of purchase intention in the model, highlighting the importance of enhancing consumer perceptions of environmental product benefits.

The mediation analysis reveals particularly illuminating insights into the mechanisms through which social media influences green purchase intention. The significant indirect effect through egoistic motivation (path coefficient = 0.141, T-statistic = 3.535, $p < 0.001$) confirms that frequent and positive exposure to green product-related content on social media amplifies individual egoistic drives to obtain personal benefits. This enhanced motivation subsequently strengthens perceptions of green product value, ultimately stimulating intention to purchase environmentally friendly products. This finding aligns with Xie & Madni (2023) that of, who revealed that when consumers possess strong perceived green value for sharing environment-related information on social media platforms, they tend to demonstrate greater willingness to engage in environmentally friendly product consumption. The consistency with (Alam, Ogiemwonyi, Alshareef, et al. (2023), who showed that egoistic motivation positively influences green purchase intention, demonstrates how social media strengthens the influence of egoistic motivation on green purchase intention formation. When consumers receive information exposure through social media emphasizing health benefits of environmentally friendly products, they become more likely to consider personal interests in purchase decision-making processes. This means social media plays a role in reinforcing the influence of egoistic motivation on green purchase intention formation. The finding corresponds with (Kumar & Pandey (2023), who demonstrated that egoistic motivation serves an important role as a mediator in the relationship between social media and green purchase intention. When companies utilize social media as a means of communication and green product promotion, they can cultivate altruistic motivation while simultaneously strengthening consumer egoistic motivation, thereby increasing tendencies to purchase green products. This finding confirms that advertisers should emphasise egoistic aspects, including health benefits and product usage enjoyment, to attract consumer interest toward environmentally friendly products.

The mediation through green perceived value demonstrates even more substantial influence (path coefficient = 0.305, T-statistic = 6.312, $p < 0.001$), indicating that social media significantly affects green purchase intention through green perceived value. The ubiquitous social media sharing environment, where numerous individuals and companies have created online interaction platforms, allows users to be influenced by social media interactions and shared information content. When individuals share photographs of green product usage and their feelings about these products on social media, they encourage others to engage more deeply with practical actions and promote others' perceptions of green consumption. Similarly, many green product retailers post positive environmental appeals and relevant green product information in social media messages, thereby stimulating readers' perceived green value and positively affecting individual green purchasing behavior. The substantially larger indirect effect through green perceived value compared to egoistic motivation (0.305 versus 0.141) suggests that cognitive evaluations of product benefits exert a stronger influence than motivational factors in translating social media exposure into purchase intentions.

The comparative strength of these mediation pathways reveals important theoretical implications. While both mediators significantly channel social media influence toward green purchase intentions, green perceived value functions as the more powerful mechanism. This pattern suggests that among Generations Y and Z, rational assessment of environmental product benefits outweighs purely self-interested motivations in driving sustainable consumption decisions. However, the simultaneous significance of both pathways indicates that effective social media strategies should address both cognitive evaluations and personal benefit considerations. The finding that social media's direct effect on green purchase intention (0.118) remains modest compared to its indirect effects through mediators ($0.141 + 0.305 = 0.446$) underscores the critical importance of psychological mechanisms in understanding digital influence on environmental behaviours.

These results collectively demonstrate that social media serves as a powerful stimulus in the S-O-R framework, activating internal psychological processes (organism) that subsequently

drive behavioral intentions (response). The stronger mediation through green perceived value suggests that information quality and content credibility on social media platforms particularly matter for environmental product promotion. When social media content effectively communicates the functional, emotional, and social benefits of green products, it substantially enhances perceived value, which in turn strongly drives purchase intentions. Meanwhile, the significant though smaller mediation through egoistic motivation indicates that personal benefit framing, particularly emphasizing health advantages and lifestyle enhancements associated with green consumption, complements value-based appeals in motivating sustainable behaviors.

The empirical evidence from this study confirms that social media's influence on green purchase intention operates primarily through indirect pathways rather than direct persuasion. This finding carries important practical implications for marketers and policymakers seeking to promote sustainable consumption among younger generations. Effective strategies should leverage social media platforms to simultaneously enhance perceived green value through informative content and activate egoistic motivations through personalized benefit messaging. The robust statistical support for all hypothesized relationships, combined with substantial explanatory power ($R^2 = 0.533$ for green purchase intention), validates the proposed model and demonstrates its utility for understanding digital influences on environmental consumption behaviors.

CONCLUSION

This study examined a range of factors that influence green purchase intention among Generation Y and Generation Z. The results highlight several important findings that emphasize the roles of social media, egoistic motivation, and green perceived value in increasing environmentally friendly purchase intentions based on the Stimulus-Organism-Response (S-O-R) framework.

The first finding indicates a positive and significant relationship between social media use and green purchase intention. The more frequently consumers use social media to obtain information and interact, the higher their tendency to purchase environmentally friendly products, showing that social media encourages sustainable consumption behavior. The second finding demonstrates a positive and significant relationship between social media use and egoistic motivation. When individuals more actively use social media to interact, express themselves, and seek social recognition, their egoistic impulses strengthen, including the desire to improve self-image, gain appreciation, and elevate social status in digital environments, which may influence their purchasing behavior toward green products. The third finding reveals a positive and significant relationship between social media use and green perceived value. Greater and more effective use of social media to disseminate or access content concerning environmental sustainability leads to stronger perceptions of the environmental value of products. The fourth finding confirms that egoistic motivation has a positive and significant effect on green purchase intention. Individuals with stronger personal motives to gain benefits from using eco-friendly products tend to show a higher intention to purchase them, which indicates that personal interests can support sustainable consumer behavior.

The fifth finding confirms a positive and significant relationship between green perceived value and green purchase intention, meaning that the higher consumers' perception of the value and benefits of environmentally friendly products, the more likely they are to purchase them. The sixth finding shows that increased and positive exposure to social media content promoting green products raises egoistic motivation, such as the desire for social recognition, improved status, or health benefits, which ultimately strengthens green purchase intention. This means egoistic motivation functions as a mediating variable that reinforces the relationship between social media use and green purchase intention. Finally, the seventh finding demonstrates that exposure to social media content addressing sustainability issues enhances consumers'

perceived green value, which then stimulates the intention to purchase environmentally friendly products. Therefore, green perceived value acts as a significant mediating variable that explains how social media use can increase green purchase intention among consumers.

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