THE IMPACT OF ATTITUDE AND SOCIAL MEDIA MARKETING ON GREEN PURCHASE INTENTIONS: THE MEDIATING ROLE OF GREEN PRODUCT KNOWLEDGE

aArry Widodo, bRennyta Yusiana, cAgus Maolana Hidayat

ABSTRACT

Objectives: This study aims to investigate the relationship between attitudes, social marketing media, green product knowledge, and green purchase intentions in the context of bottled mineral water consumption. Specifically, the objectives are to assess how consumer attitudes influence green product knowledge, how social marketing media impacts consumer knowledge, and how these factors collectively affect green purchase intentions.

Methods: The study focused on people in the Bandung, West Java, area who buy and drink bottled mineral water. Questionnaires were sent both offline and online as part of the data collection process. The SmartPLS tool was used to analyze the gathered data, enabling a thorough investigation of the correlations between the variables under investigation.

Results: The results showed that customer attitudes toward green products were positively correlated with improved knowledge about green products, which in turn led to a stronger propensity to buy green products—bottled mineral water, in particular. Additionally, the research showed that social media marketing is a major factor in raising consumer awareness of green bottled mineral water goods, which in turn influences consumers to choose ecologically friendly options when making purchases.

Conclusion: This study provides valuable insights for companies seeking to promote and increase the sales of green products, particularly bottled mineral water. By understanding and leveraging consumer attitudes and implementing effective social media marketing strategies, companies can not only enhance consumer knowledge but also stimulate their interest and propensity to purchase green products. These findings highlight the importance of aligning marketing efforts with consumer preferences and environmental concerns in today's competitive marketplace.

Keywords: attitude, social media marketing, green product knowledge, green purchase intention, bottled mineral water.

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a Doctor in Master of Business Administration, Telkom University, Bandung, Indonesia. E-mail: arrywie@telkomuniversity.ac.id Orcid: https://orcid.org/0000-0002-6758-4915
b Master in School of Applied Science, Telkom University, Bandung, Indonesia. E-mail: rennytayusiana@telkomuniversity.ac.id Orcid: https://orcid.org/0000-0001-7505-0051
c Doctor in School of Communication and Business, Telkom University, Bandung, Indonesia. E-mail: agusmh@telkomuniversity.ac.id Orcid: https://orcid.org/0000-0003-1501-7107
RESUMO

Objectivos: Este estudo tem como objetivo investigar a relação entre atitudes, mídias de marketing social, conhecimento de produtos verdes e intenções de compra verde no contexto do consumo de água mineral engarrafada. Especificamente, os objetivos são avaliar como as atitudes do consumidor influenciam o conhecimento do produto verde, como a mídia de marketing social afeta o conhecimento do consumidor e como esses fatores afetam coletivamente as intenções de compra verdes.

Métodos: O estudo concentrou-se em pessoas na área de Bandung, Java Ocidental, que compram e bebem água mineral engarrafada. Os questionários foram enviados offline e on-line como parte do processo de coleta de dados. Para a análise dos dados coletados, foi utilizada a ferramenta SmartPLS, possibilitando uma investigação aprofundada das correlações entre as variáveis investigadas.

Resultados: Os resultados mostraram que as atitudes dos clientes em relação aos produtos verdes foram positivamente correlacionadas com o melhor conhecimento sobre produtos verdes, o que, por sua vez, levou a uma maior propensão a comprar produtos verdes - água mineral engarrafada, em particular. Além disso, a pesquisa mostrou que o marketing de mídia social é um fator importante para aumentar a conscientização do consumidor sobre produtos de água mineral engarrafada verde, o que, por sua vez, influencia os consumidores a escolher opções ecologicamente corretas ao fazer compras.

Conclusão: Este estudo fornece insights valiosos para empresas que buscam promover e aumentar as vendas de produtos verdes, particularmente água mineral engarrafada. Ao entender e alavancar as atitudes do consumidor e implementar estratégias eficazes de marketing de mídia social, as empresas podem não apenas melhorar o conhecimento do consumidor, mas também estimular seu interesse e propensão a comprar produtos verdes. Essas descobertas destacam a importância de alinhar os esforços de marketing com as preferências do consumidor e as preocupações ambientais no mercado competitivo de hoje.

Palavras-chave: atitude, social media marketing, conhecimento verde do produto, intenção de compra verde, água mineral engarrafada.
**Resultados:** Los resultados mostraron que las actitudes de los clientes hacia los productos ecológicos se correlacionaron positivamente con un mejor conocimiento sobre los productos ecológicos, lo que a su vez condujo a una mayor propensión a comprar productos ecológicos, en particular agua mineral embotellada. Además, la investigación mostró que el marketing en redes sociales es un factor importante para aumentar la conciencia de los consumidores sobre los productos de agua mineral embotellada ecológica, lo que a su vez influye en los consumidores para que elijan opciones ecológicas al realizar compras.

**Conclusión:** Este estudio proporciona información valiosa para las empresas que buscan promover y aumentar las ventas de productos ecológicos, en particular el agua mineral embotellada. Al comprender y aprovechar las actitudes de los consumidores e implementar estrategias efectivas de marketing en redes sociales, las empresas no solo pueden mejorar el conocimiento del consumidor, sino también estimular su interés y propensión a comprar productos ecológicos. Estos hallazgos resaltan la importancia de alinear los esfuerzos de marketing con las preferencias de los consumidores y las preocupaciones ambientales en el competitivo mercado actual.

**Palabras clave:** actitud, marketing en redes sociales, conocimiento de productos verdes, intención de compra verde, agua mineral embotellada.

**1 INTRODUCTION**

Water is one of the planet's most basic resources and is required for life to exist (Qian, 2018). Considering population growth and climate change, water management and quality are becoming more and more crucial (Abdah et al., 2020). Additionally, over the past 20 years, the consumption of bottled water has significantly increased globally. Recent research has uncovered characteristics that account for differences in how people perceive the quality of their water, which in some situations prompts them to look for alternatives and buy bottled water. The perception of the quality of bottled water and its impacts on people and the environment has an impact on the degree of transparency and credibility of institutions in charge of improving drinking water quality (Levêque & Burns, 2017; Qian, 2018; Abdah et al., 2020; Borusiak et al., 2021). Additionally, the promotion of bottled water by the media is essential, although education plays a distinct function in educating people about the advantages and disadvantages of bottled water consumption (Abdah et al., 2020). Bottled mineral water is one of the products that is sought after and used by the public (Borusiak et al., 2021). Consumption of bottled mineral water increases along with the development of technology and the lifestyle of modern society (Levêque & Burns, 2017; Qian, 2018). Therefore, the bottled mineral water industry strives to improve the quality and innovation of bottled mineral water products (Borusiak et al., 2021). The public's level of trust, the brand of bottled mineral water, comfort level, taste preference, color preference, scent preference, and
demographic considerations are only a few of the variables that can affect the choice for bottled mineral water (Abdah et al., 2020; Victory et al., 2022).

Why it's critical to exercise caution while consuming bottled mineral water, particularly in areas with large population concentrations and little access to clean water. First, it uses more energy to make, and transport bottled mineral water. Second, mineral water in bottles harms the environment, especially regarding the problem of plastic waste. The majority of plastic bottles are not recyclable and are frequently made using fossil fuels. Many plastic bottles still end up in landfills or, worse yet, as trash in forests, lakes, and oceans today. Third, in terms of safety and health, the regulation of bottled mineral water tends to be less than conventional drinking water from public water systems that are regularly regulated and supervised (Ng, 2017).

Despite the potential for significant environmental and social benefits, it can be challenging to convince communities to adopt and uphold sustainable habits, such as opting to drink bottled mineral water (Qian, 2018). The sustainability of urban environments has grown significantly, and it is widely recognized that cities have a considerable impact on educating consumers about sustainability and the environment (Borusiak et al., 2021).

In order to attract attention and increase influence over the message spread about bottled mineral water, social media marketing platforms play a crucial role in providing accurate information and stimulating users by applying filters or changing the color of uploaded photos to enhance the effect of beauty (Robkob & Pankham, 2023; Xie et al., 2023). However, it is crucial for social media marketing practitioners to set reasonable expectations for customers by employing visuals that faithfully capture the benefits offered as well as the actual experience (Castley, Bennett, & Pickering, 2013). In actuality, consumers' everyday lives serve to further emphasize the value of drinking bottled mineral water that is environmentally beneficial.

The bottled mineral water sector needs to be aware of the relationship between Attitude, Social Media Marketing, Green Product Knowledge, and Green Purchase Intention (Ahmed et al., 2023; Asif et al., 2022; Li et al., 2023; Simanjuntak et al., 2023). A person's attitude toward a product is different from social media marketing, which aims to advertise things on social media (Robkob & Pankham, 2023; Ahmed et al., 2023; Xie et al., 2023). According to Simanjuntak et al., Green Purchase Intention (Ahmed et al., 2023; Ansu-Mensah, 2021; Shah et al., 2023; Simanjuntak et al., 2023) is a person's
intention to purchase environmentally friendly products. Green Product Knowledge is knowledge regarding environmentally friendly products, according to Simanjuntak et al., (2023). The attitude, social media marketing, familiarity with green products, and intention to make green purchases are all essential variables to take into account while trying to improve the quality and innovation of items made from bottled mineral water. Previous research has shown a strong correlation between social media marketing, attitude, knowledge of green products, and intention to make green purchases.

According to research conducted by Al Mamun et al., (2023), eco-labels placed on green products can increase green purchasing attitudes and intentions in consumers. Other studies (Szabo & Webster, 2021; Victory et al., 2022) found that green value perception, green risk perception, and green trust can increase green purchase intent. Further (Ansu-Mensah, 2021; Ahmed et al., 2023; Hidayah, et al., 2023) show that the value of green consumption, green product attributes, and consumer attitudes can increase consumer desire for green product purchase intent.

According to the findings of a study that was carried out by Gu et al., (2023), social media marketing activities have the potential to promote brand perceptions and consumer involvement, both of which can lead to an increase in the desire to make environmentally conscious purchases. Consumers can experience confusion and doubt when they are introduced to green products that are sometimes vague and inconsistent. This can hinder green purchase intentions (Al Mamun et al., 2023). Therefore, clear explanations and information about green products can help increase green purchase intent. In these studies, it can be seen that attitude, social media marketing, and green product knowledge have a significant positive influence on green purchase intention. This shows that these factors can help increase consumer interest in buying environmentally friendly products, including bottled mineral water products. As a result, in the context of bottled mineral water, the relationship between attitude, social media marketing, knowledge of environmentally friendly products, and intention to buy environmentally friendly products will be investigated further in this study. It is anticipated that the findings of this study will provide a contribution to the industry of bottled mineral water, which will assist that sector's efforts to improve the quality and innovate their goods.

This study discusses environmentally friendly bottled mineral water. In this modern era, environmental and health issues are increasingly becoming a concern for the community. This has led to a growing demand for environmentally friendly products,
including bottled mineral water. Bottled mineral water is a very popular product and is used by people every day. However, the production and sale of bottled mineral water also have a negative impact on the environment, such as an increase in plastic waste. To solve this problem, some companies are introducing environmentally friendly bottled mineral water. The mineral water packaging is made from natural and environmentally friendly materials, such as banana leaves or other materials that can be recycled.

This study examines the influence of consumer intentions to purchase environmentally friendly products, with a specific emphasis on bottled mineral water, on attitudes, social media marketing, and green product knowledge (Victory et al., 2022; Loitongbam, et al, 2023). This underscores the significance of social media marketing in augmenting consumer consciousness and understanding regarding environmentally friendly products, thereby exerting an impact on purchasing intentions and attitudes (Huang, 2023; Khare et al., 2023). Furthermore, the significance of green marketing and Theory Planned Behavior in comprehending consumer behavior and decision-making is highlighted in this study (Asif et al., 2022; Guo et al., 2021; Dello Russo et al., 2023).

However, the production and use of bottled mineral water also have a negative impact on the environment, such as increasing the production of plastic waste and exacerbating waste management problems. Therefore, it is important to understand how consumers behave towards these products, and how they consider the environmental impact in purchase intent. Negative impacts of bottled mineral water: The production and use of bottled mineral water can exacerbate waste management problems and accelerate environmental damage, such as water and soil pollution (Gleick, &; Cooley, 2009; Levêque & Burns, 2017; Qian, 2018; Borusiak et al., 2021; Victory et al., 2022; Loitongbam, et al, 2023).

The findings of this research lead one to the conclusion that the manufacturing and consumption of bottled mineral water has a substantially detrimental effect on the environment, particularly with regard to the management of waste and the polluting of water and soil. Therefore, firms that produce bottled mineral water need to pay attention to these negative effects and search for ways to lessen their impact on the environment. Some of the ways they may do this include reducing the amount of plastic they use, recycling bottles, and adopting packaging techniques that are friendlier to the environment.
Increased environmental awareness: There is a trend that shows an increase in environmental awareness in society, and more and more people are considering environmental impacts in consumer purchases (Abdah et al., 2020; Borusiak et al., 2021; Guo et al., 2021). Purchasing attitudes and intentions: Consumer attitudes and purchase intentions play an important role in understanding bottled mineral water purchasing behavior (Ahmed et al., 2023; Dello Russo et al., 2023; Li et al., 2023; Simanjuntak et al., 2023). Attitude is a subjective evaluation of an object that influences purchase intent, while purchase intent is an action motivated to make a purchase (Dello Russo et al., 2023; Li et al., 2023). Factors influencing purchase intent: Factors influencing purchase intention of bottled mineral water include price, quality, ease of access, and perception of environmental impact (Asif et al., 2022; Guo et al., 2021; Simanjuntak et al., 2023; Wang et al., 2013). Several previous studies have shown that perceptions of environmental impact have a significant influence on bottled mineral water purchasing attitudes and intentions. The study also suggests that other factors such as price and quality also influence purchase intent (Ahmed et al., 2023; Al Mamun et al., 2023; Fagerström & Ghinea, 2011). Further (Levêque & Burns, 2017; Qian, 2018; Abdah et al., 2020; Borusiak et al., 2021; Victory et al., 2022) stated that bottled mineral water products that have green environmental influences have been carried out using quantitative and qualitative approaches to understand consumer behavior and how they consider environmental impacts in purchase intent.

In the context of green product marketing, the authors of this study (Abdah et al., 2020; Borusiak et al., 2021; Levêque & Burns, 2017a; Qian, 2018a, 2018b) investigate the relationship between attitudes, social marketing media, green product knowledge, and green buy intents. Specifically, the writers look at the relationship between attitudes and green buy intents.

First, attitudes have a big impact on how consumers behave. Different elements, including education, the environment, and previous experiences, might have an impact on people's attitudes regarding green products. Second, social media for marketing also has a significant impact on how consumers feel and what they plan to buy. Social media marketing has the power to change how consumers see green products by disseminating information and material that has been sponsored by companies or individuals. Third, consumer attitudes and purchasing intentions are significantly influenced by their awareness of green products. Customers are more inclined to consider purchasing green
items if they have more understanding about them. Fourth, the knowledge and attitudes of consumers have an effect on the likelihood that they will make environmentally conscious purchases. Green product purchases are more likely to be made by consumers who have a positive attitude toward environmentally friendly items, as well as solid knowledge about green products and their effects on the environment. Fifth, the influence of social media marketing on the intent of customers to make environmentally conscious purchases should not be discounted. By sharing information that emphasizes the advantages of purchasing ecologically and ethically responsible products, social media marketing has the potential to influence the consumers' intent to make purchases in these categories. Sixth, in order to boost sales of environmentally friendly items, businesses and marketers need to have a solid comprehension of the links that exist between attitudes, social media, green product knowledge, and the intent to buy environmentally friendly products. Seventh, by doing research and analysis, it is possible to discover strategies to enhance customers' green purchasing attitudes and intentions, which will aid in boosting green product sales and the development of the green product industry as a whole.

According to the previous explanation, attitude as well as information regarding green products have a substantial influence on the intention to make environmentally conscious purchases. In addition to this, marketing through social media also has a considerable impact on consumers' intentions to buy environmentally friendly products. This demonstrates that encouraging consumers to have good attitudes, develop their green knowledge, and promote green products using social media will raise consumers' intent to purchase green items. In the context of marketing green products, an efficient marketing plan should take into account a variety of elements, including green attitudes and expertise, as well as promotion through social media, in order to raise customer awareness of and interest in green products. Marketers can build efficient marketing strategies to promote sales of environmentally friendly products by first gaining an understanding of the relationship between attitude, social media marketing, green knowledge, and the intention to purchase environmentally friendly items.

a) How does social media marketing affect consumers' attitudes and intentions to buy eco-friendly products?

b) What are the key factors influencing consumers' green purchase intent in the context of bottled mineral water?
c) How can businesses effectively use social media as a marketing tool to increase consumer awareness and knowledge about green products, and ultimately drive purchase intent?

Through further investigation into the impact of social media marketing and the determinants of green purchasing intent, scholarly inquiry can furnish business professionals and marketing and consumer behavior scholars with invaluable knowledge.

2 THEORETICAL FRAMEWORK

"Green marketing," also known as ecological marketing or environmental marketing (Polonsky 1994), refers to any type of advertisement that either claims or implies that there will be advantages to the environment. Furthermore, Green marketing is an environmental consideration that is integrated into all aspects of marketing, and new product development including product modification, production processes, packaging, and advertising modification, with a marketing mix approach and theory of planned behavior towards environmental concern and green consumerism (Ahmed et al., 2023; Rahman & Nguyen-Viet, 2022; Szabo & Webster, 2021). The study of all initiatives to use, produce, distribute, advertise, market, package, and reclaim products in a way that is helpful or sensitive to ecological issues is known as "green marketing." Simanjuntak et al., 2023; Garca-Salirrosas & Rondon-Eusebio, 2022). Additionally, Ahmed et al. (2023) noted that green marketing is an initiative taken by businesses to sell their ecologically friendly goods and services. According to Rahman and Nguyen-Viet (2022), Szabo and Webster (2021), Garca-Salirrosas and Rondon-Eusebio (2022), green marketing strives to raise consumer knowledge of environmental issues and deliver honest and accurate information about green products. Therefore, the Theory of Planned Behavior (TPB) (Ajzen, I., 1991; Qin & Song, 2022; Huang, 2023; Machaka-Mare et al., 2023; Shah et al., 2023), is utilized to describe human behavior in selecting options and coming to conclusions. According to the theory of Planned conduct (TPB), human conduct is impacted by three elements: attitudes toward behavior, subjective norms, and behavioral control. These components include attitudes toward behavior, subjective norms, and behavioral control. Beliefs and evaluations about an action are two components that make up an individual's attitude toward that behavior. Subjective norms are the effects of other people that influence the behavior of an individual. While behavioral control is a person's
ability to control his behavior (Ajzen, I., 199; Huang, 2023; Machaka-Mare et al., 2023). In the context of green marketing, the Theory of Planned Behavior (TPB) can be used to explain the intention and purchasing behavior of green products by consumers (Rahman & Nguyen-Viet, 2022; Szabo & Webster, 2021; Huang, 2023; Shah et al., 2023). Consumers who have a positive attitude towards green products and feel that others also support the use of green products (subjective norms), as well as feel they have sufficient control in buying green products, will most likely have the intention and behavior to buy green products (Szabo & Webster, 2021; García-Salirrosas & Rondon-Eusebio, 2022; Ahmed et al., 2023; Huang, 2023).

García-Salirrosas & Rondon-Eusebio (2022) and Huang (2023) define consumer behavior as "the physical and mental activity performed by individuals while selecting, buying, using, and disposing of products or services. In addition, according to Joo & Hwang (2023), consumer behavior as actions taken by individuals in acquiring, consuming, and disposing of products and services to meet their needs and desires. Furthermore, behavior was defined by Liu et al. (2022) as an individual's or a group's decision to choose, acquire, use, and discard goods, services, concepts, or experiences in order to gratify needs and desires. This idea encompasses the steps taken by customers when they choose to purchase a specific good. The Theory of Planned conduct (TPB), the most widely acknowledged method in the literature, asserts that conduct may be predicted by taking into account attitudes, subjective norms, and perceived behavioral control by individuals. Huang, (2023). In this context, the behavior of the purchase intention reflects the planning and effort made by the person when the intention will consume. In the perspective of sustainability, there are two approaches used to explain the concept of purchase intent behavior. The first approach focuses on the preference towards green products, emphasizing that purchasing decisions should be based on environmentally friendly products and meet sustainability requirements in production, distribution, consumption, and disposal processes (Gleick & Cooley, 2009; Kumar & Singh, 2017; Al Mamun et al., 2023). On the other hand, other approaches emphasize ecological value through product knowledge perceived by consumers, which is a driving factor in purchase intention behavior (Qian, 2018; Borusiak et al., 2021). The second approach focuses on ethics, where purchasing intention decisions are based on consumer awareness and social responsibility when consuming buying products or services (Ahmed et al., 2023). It involves consumers trying to meet needs with a rational purchase intention, with the aim
of reducing pollution as much as possible as well as ecological sustainability (Kumar et al., 2023).

Consumer behavior is the conduct of individuals or groups in selecting, purchasing, using, and discarding goods or services to satisfy their needs and aspirations, according to the description provided by experts. Consumer behavior is based on the unique requirements and preferences of each person or group, as well as the mental and emotional processes involved in such acts. This definition clarifies the complexity of consumer behavior and the significance of comprehending the variables that affect it to create an efficient marketing plan.

*Attitude* is a person's feelings towards an object, person, or event. Attitude influences a person's behavior and response to an object (Ajzen & Fishbein, 1980). *Attitude* consists of three main components, namely *affective* (feelings), *behavioral* (behavior), and *cognitive* (thinking). These components influence each other and shape a person's attitude toward an object (Ajzen, I., 1991).

Through a process of learning and experience, attitudes are formed. Both internal factors—such as personality and values—and external factors—such as peer pressure and the media—can affect attitudes (Chin et al., 2020). Additionally, attitude is a key factor in forecasting someone's behavior. According to the findings (Tarkiainen & Sundqvist, 2005; Sohail et al., 2018), people who have a favorable attitude toward an object are more likely to engage in positive activities related to that object.

One of the SDGs model's components that reflects customers' opinions and assessments of products and influences their behavior is their attitude toward the environment (Chin et al. 2020). According to several studies, including those by Dello Russo et al. (2023) and Li et al. (2023), consumer attitudes toward green products will affect consumer behavior and play a significant role in determining green purchase intentions for green goods and services. The amount of customers' sincerity and concern for environmental protection is also reflected in their attitudes toward environmental issues (Liu et al., 2022; Kumar et al., 2023; Jusniar et al., 2023). As a result, customers who are pro-environment are more likely to care about environmental preservation and opt to use environmentally friendly goods and services (Hameed et al., 2021; Kumar et al., 2023). Amoako et al. (2020) concluded that customers' green attitudes positively influence their intentions to make green purchases, showing how attitudes can shape behavior.
In Research Ahmed et al. (2023) and Alganad et al. (2023) show that social comparison can affect an individual's attitude towards an object. The results showed that individuals who saw others perform certain behaviors would form similar attitudes toward those behaviors. In addition, Li et al. (2023) showed that emotions affect a person's attitude toward an object. The results showed that individuals who have positive feelings toward an object tend to have a positive attitude toward the object. Consumer attitude is in the form of actions taken by consumers in searching, purchasing, using, evaluating, and consuming products to meet their needs and desires. Typically, such behavior is carried out by the end consumer (Pandey & Yadav, 2023; Simanjuntak et al., 2023; Wangler & Jansky, 2023).

Social media marketing is a marketing strategy that uses social media as a platform to reach and interact with potential customers. The goal is to build brand awareness, increase engagement with customers, and increase sales (Xie et al., 2023). Online tools, platforms, applications, or technology systems that enable community members to collaborate and share material are referred to as social media (Gu et al., 2023). The significance of social media marketing operations is due to the fact that social media is seen as an efficient method for reaching customers at a lesser cost than traditional media, such as print, television, and radio (Aracil-Jordá et al., 2023). Marketers have a variety of ways to do social media marketing, including considering different messages and activities, which results in a deep understanding of social media marketing as a multidimensional concept (Aracil-Jordá et al., 2023; Gu et al., 2023). For instance, Chen (2023) uses empirical research to examine the value of social media marketing activities in building brands and advises using social media platforms to share social media marketing content that includes amusing activities, adjustments, interactions, electronic word of mouth (EWOM), and current trends. In a similar vein, Wang et al. (2023) acknowledge that social media marketing is a strategy used by businesses to interact with customers and develop long-term relationships by offering engaging material, tailored information, opportunities for participation, and insights into current trends. Aracil-Jordá et al.'s (2023) endorsement of social media marketing as a multifaceted notion that contributes significantly to consumer-based brand equity is more recent.

Further, social media has a great influence on a company's marketing strategy. The results showed that companies that use social media as part of their marketing strategy get better results than companies that do not use social media. In addition, in
Nyagadza et al. (2023), states that social media plays an important role in customer relationship management. The results showed that companies that use social media to maintain relationships with their customers tend to have higher levels of customer satisfaction. As well as Wang et al. (2023), showed that marketing through social media is effective in achieving the marketing goals of a company. The results showed that companies that use social media in their marketing get better results than companies that do not use social media.

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According to Simanjuntak et al. (2023), "green product knowledge" refers to people's knowledge and information regarding ecologically friendly items and their effects on the environment. The intention to buy ecologically friendly products can be affected by green product knowledge, which affects environmental purchasing behavior. Additionally, Asif et al.'s research from 2022 and 2023 demonstrates the critical significance that green product awareness plays in influencing consumers' purchase decisions. People who are knowledgeable about green products are better equipped to comprehend them and make decisions about what to buy that take environmental considerations into account.

An individual's desire or intention to buy things that adhere to environmental standards and have little negative influence on the environment is known as a "green purchase intention" (Ansu-Mensah, 2021; Ahmed et al., 2023; Faisal et al., 2023). This is an example of environmental buying behavior, in which consumers take the environment into account while choosing products. Acquire intention, as defined by (Ahmed et al., 2023; Gu et al., 2023; Shah et al., 2023; Simanjuntak et al., 2023), is a type of consumer behavior that involves wanting to acquire or select a product based on their experience with, use of, and desire for the product. Meanwhile, Pandey & Yadav (2023) claimed that with the desire to make green purchases Customers are most inclined to purchase a specific product due to their environmental concerns. Green purchasing intention is measured along the following three dimensions, per Chauhan et al. (2021; Asif et al., 2022; Gu et al., 2023; Shah et al., 2023; Gu et al., 2023; Pandey & Yadav, 2023):

a) Intend to buy because of environmental concerns, namely, consumers feel they contribute to preserving the environment when using or buying an environmentally friendly product;

b) Hope to buy in the future due to environmental performance, that is, consumer expectations to buy arise because of the benefits to the environment provided by an environmentally friendly product;
c) Happy to buy products because they are environmentally friendly, that is, consumers feel happy with their decision to choose an environmentally friendly product because of their commitment to the environment.

According to the findings of multiple studies (Chauhan et al., 2021; Ahmed et al., 2023; Shah et al., 2023), the intention of customers to make environmentally conscious purchases has a substantial impact on their environmental purchasing behavior. Individuals who possess a pronounced green purchasing intention towards ecologically friendly products are more inclined to make purchases of said products and decrease their use of non-green alternatives (Ahmed et al. 2023; Wangler & Jansky, 2023; Hidayah, et al., 2023). This gives rise to significant inquiries concerning the impact of specific elements, such as social media marketing, on the formation of environmentally conscious purchasing intentions and sustainable consumer conduct (Chauhan et al., 2021).

Prior studies have demonstrated that social media marketing can significantly impact consumer attitudes and inclinations to purchase environmentally friendly items. Further exploration is warranted regarding the pivotal determinants that impact customers' intents to purchase environmentally friendly products, particularly with regard to bottled mineral water (Shah et al., 2023). However, it is critical to comprehend the ways in which organizations can proficiently leverage social media as a promotional instrument to enhance consumer consciousness and understanding regarding environmentally friendly items, and ultimately stimulate buying intention (Al Mamun et al., 2023).

Chauhan et al. (2021) and Ahmed et al. (2023) define "green buying intent" as an individual's objective to either augment acquisitions of ecologically sustainable products or diminish acquisitions of non-sustainable goods. Several factors, including environmental consciousness, knowledge of ecologically friendly products, and societal influences, can impact this desire (Al Mamun et al., 2023; Gu et al., 2023; Simanjuntak et al., 2023). The hypotheses proposed and will be proven true in this study are:

H1: The attitude of customers toward bottled mineral water is positively influenced by their intention to purchase green products.

H2: Consumers who purchase bottled mineral water report that their intentions to buy green products are favorably impacted by social media marketing.

H3: Consumers of bottled mineral water have a favorable impact on green product knowledge through green purchase intentions.
H4: The green purchase intention of consumers of bottled mineral water has a favorable impact on the attitude.

H5: The goal of consumers of bottled mineral water to make green purchases has a beneficial impact on social media marketing.

H6: Utilization of green products Attitude and intention to make green purchases are positively mediated by knowledge of consumers of bottled mineral water.

H7: Consumers who purchase bottled mineral water are more likely to make green purchases when they are involved in social media marketing.

3 RESEARCH METHODOLOGY

To test our hypothesis, we employed a questionnaire survey to gather information from consumers who planned to drink bottled mineral water in the West Javan city of Bandung. This quantitative study attempts to comprehend social media marketing's attitude toward green product information and its impact on consumers' intentions to buy green products. In this study, data from 400 respondents were collected using the Lemshow algorithm and modeled using partial least squares structural equation modeling (PLS-SEM). Respondents are Bandung, West Java–based consumers with experience purchasing bottled mineral water goods that are environmentally beneficial. The distribution of questionnaires with Likert rating scales was used to collect the data.

According to Hair et al. (2019), PLS-SEM is a causal-predictive technique that focuses on prediction. Without having to take data distribution assumptions into account, PLS-SEM allows researchers to process complex models with a variety of additional constructs and characters, such as mediators for environmental responsibility drives, moderators for perceived social media trust, and moderators for perceived environmental effectiveness. As a result, PLS-SEM is a better method for this research, especially considering the sample size that could be problematic. The Hair et al. (2019) technique, which consists of two steps—the measurement model (outer) and the structural model (inner)—was utilized to evaluate the model.
4 RESULT/FINDING

4.1 MEASUREMENT MODEL EVALUATION

At this point, components such as internal consistency, the validity of convergent constructions, and the discriminant validity of latent constructs are scrutinized to guarantee that the data that were utilized were of sufficient quality. The Cronbach alpha coefficient is what is utilized to determine how reliable the dataset is, and the combined reliability t is what is used to guarantee that the construction is internally consistent. According to Hair et al. (2019a), all qualifying constructions exhibited good reliability when their Cronbach alpha values were greater than 0.7. At this point, there have been no concerns raised regarding the dependability of the dataset.

As seen in Table 1. In the evaluation of the measurement model, it is possible to see that each construction has a Cronbach's alpha value that is higher than the limit value of 0.700. This is the case because each building has higher overall reliability. Composite reliability (CR) has a value that ranges from 0.905 to 0.948, which is higher than the value limit of 0.70 (Hair et al., 2019a). This suggests that there is a high level of reliability among processes. As a result, survey instruments of this kind are recognized as valid in all aspects of research design and are free from errors caused by random chance. To compute convergent validity, composite reliability values, standard factor loading, and extracted average variance are utilized as the relevant metrics. Table 1 presents the findings in their entirety. According to the results of the evaluation of the measurement model, the AVE value is higher than the 0.50 threshold that represents the optimal value (Hair et al., 2019a). In addition, the loading of each item was higher than the optimal value of 0.70 (Hair et al., 2019a), and the reliability of the composite was also higher than 0.70; this suggests that the structure has a high degree of convergent validity. The findings of the study indicate that the condition for each construct's discriminant validity has been satisfied. This is because the value of each construct's diagonal is higher than the value of the construct's rows and columns.
Table 1

*The Evaluation of The Measurement Model*

<table>
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<tr>
<th>Variable</th>
<th>Question Item</th>
<th>Indicator Reliability</th>
<th>Convergent Validity</th>
<th>Internal Consistent Reliability</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Loading (&gt;0,60)</td>
<td>Factor AVE (&gt;0,50)</td>
<td>Composite Reliability (&gt;0,70)</td>
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<tr>
<td>ATD_2</td>
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<tr>
<td>ATD_4</td>
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<tr>
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<td>ATD_7</td>
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<tr>
<td>ATD_8</td>
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<tr>
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<td>SMM_9</td>
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Table 2

Fornell-Lacker, and HTMT criterion

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<th>Fornell-Lacker</th>
<th>Attitude</th>
<th>Green Product Knowledge</th>
<th>Green Purchase Intention</th>
<th>Social Media Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attitude</td>
<td>0.738</td>
<td>0.738</td>
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<td>Green Product Knowledge</td>
<td>0.689</td>
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<td>0.818</td>
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<tr>
<td>Green Purchase Intention</td>
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<td>Social Media Marketing</td>
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<td>0.772</td>
<td>-0.104</td>
<td>0.727</td>
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</table>

Table 3

HTMT criterion

<table>
<thead>
<tr>
<th>HTMT</th>
<th>Attitude</th>
<th>Green Product Knowledge</th>
<th>Green Purchase Intention</th>
<th>Social Media Marketing</th>
</tr>
</thead>
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<tr>
<td>Attitude</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Green Product Knowledge</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Green Purchase Intention</td>
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<td>0.086</td>
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<tr>
<td>Social Media Marketing</td>
<td>0.900</td>
<td>0.846</td>
<td>0.116</td>
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</tr>
</tbody>
</table>

4.2 STRUCTURAL PATH MODEL TO EXAMINE HYPOTHEZIZED RELATIONSHIPS

In the given context, the structural model is the second step in the Partial Least Squares (PLS) process used to assess the testing hypothesis. The results of path relationships between these variables are measured and described in Table 4. The effects of the structural.

R² is used to evaluate how well the model matches the data. The value of R² indicates the proportion of variation in the dependent variable that can be explained by the independent variable used in the model. Models that have higher R² values are considered better because they can account for more variation in the dependent variable.

In this case, R² is measured for each dependent variable in the GPI model. An adjusted R² value is also provided for each dependent variable. The adjusted R² value provides a measure of model consistency and considers the number of independent variables used in the model. The more independent variables used in the model, the lower the adjusted R² value.
Table 4

The Effects of The Structural

|                          | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (|O/STDEV|) | P Values | Results       |
|--------------------------|---------------------|-----------------|---------------------------|---------------------------|----------|---------------|
| Attitude -> Green Product Knowledge | 0.203               | 0.208           | 0.085                     | 2.386                    | 0.009    | Supported     |
| Attitude -> Green Purchase Intention | -0.235              | -0.242          | 0.081                     | 2.882                    | 0.002    | Supported     |
| Green Knowledge -> Green Purchase Intention | 0.093               | 0.099           | 0.090                     | 1.034                    | 0.151    | Not Supported |
| Social Marketing -> Green Product Knowledge | Media               | 0.610           | 0.608                     | 7.541                    | 0.000    | Supported     |
| Social Marketing -> Green Purchase Intention | Media               | 0.011           | 0.011                     | 0.106                    | 0.458    | Not Supported |
| Attitude -> Green Product Knowledge -> Green Purchase Intention | 0.019               | 0.020           | 0.022                     | 0.846                    | 0.199    | Not Supported |
| Social Marketing -> Green Product Knowledge -> Green Purchase Intention | Media               | 0.057           | 0.061                     | 0.055                    | 1.039    | 0.150         | Not Supported |

Note: For two-tailed experiments, statistical significance is described as p < 0.05 (for t-value >1.960)

According to Rasoolimanesh et al. (2016), R2 values of 20% or more are regarded as significant in research on consumer behavior. However, a greater R2 is anticipated in the context of the studies reviewed here because one of the key goals is to ascertain the moderating impact of Green Product Knowledge. So, according to Shmueli et al. (2016), R2 is chosen over Q2 as a consistency requirement for "explanatory modeling efforts".

In addition, PLS uses a *blindfolding approach* to test predictive capabilities. In this case, cross-validation data redundancy is used to measure the predictive capabilities of the model. The cross-validation data redundancy value indicates how well the model can predict data that is not used in model building. Higher cross-validation data redundancy values indicate better predictability.

In this context, the Stone-Geiger test is used to determine the methodological validity of the model. The Stone-Geiger test is a method used to test the significance of
Q2 which is a measure of the validity of model predictions. Q2 is a measure that indicates how well the model can predict data that is not used in model building. A higher Q2 value indicates better predictability.

According to Chin (1998), models that have significant Q2 values at a certain level of significance can be considered to have methodological validity. In the context discussed here, the model has been tested using the Stone-Geiger test and found to have methodological validity. According to Hair et al. (2019b), the Q2 validity category is medium to broad, which indicates (pseudo) out-of-sample prediction accuracy. Thus, the built model has good predictive capabilities and can be used to predict out-of-sample data. However, keep in mind that the predictions generated by the model are pseudo-predictions and do not guarantee absolute accuracy under different circumstances. Therefore, the predicted results of the model must be confirmed through actual data collection in the field.

Based on the findings of the research, only three of the seven hypotheses that were proposed can be validated in this context. Path analysis is a method that examines the link between a model's independent variables and its dependent variables. Path analysis makes use of path coefficients. If the value of the route coefficient is found to be significant, then the two variables are found to have a substantial relationship. According to Hair et al. (2019b), the route coefficient is statistically significant if its value is more than zero and there is no lapse in confidence. To put it another way, the route coefficient is significant at a given level of significance if the confidence interval does not include any values equal to zero. If the path coefficient has a significant value, then it is reasonable to draw the conclusion that there is a substantial link between the independent variable and the dependent variable in the model under investigation. The fact that there is a high correlation between the different variables in the study model is made abundantly evident by the fact that three hypotheses have been validated. It is important to point out that because the research only used data from a sample, the results cannot be extended to the entire population without additional testing being done.

5 DISCUSSION

This study intends to assess the impact of social media marketing and attitude on consumers' intentions to buy bottled mineral water that is environmentally friendly. In
this study, the significance of consumer decision-making regarding the purchase of ecologically friendly items is also considered. The Theory of Planned Behavior (TPB), which has been modified to include attitude factors and social media marketing, served as the theoretical foundation for this study. The impact of moderate awareness of green products on the association between attitudes and social media marketing and intentions to make green purchases is also explored in this study.

The study's findings demonstrate how well the expanded SDGs model explains consumers' intentions to make green purchases. Additionally, it supports the idea that their impact on green product knowledge, attitudes, and social media marketing can greatly influence consumers' intention to make green purchases. The study also discovered that the association between social media marketing and green purchasing intention is moderated by the understanding of green products.

This study suggests that businesses can increase the influence of attitude and social media marketing by providing more information about environmentally friendly products and their benefits for the environment to increase consumer awareness about environmentally friendly products and increase green purchase intention. Additionally, businesses can raise customer awareness of green products by making information about them clearer and simpler to understand through social media and other informational platforms.

According to the theory of planned behavior (Ajzen, 1991), having a good attitude toward a given conduct can raise the intention to engage in that activity. This finding is consistent with what has been observed, hence the idea of planned behavior seems plausible. These findings add more weight to the argument that there is a pressing need to educate consumers about green products and increase their awareness of green items overall to increase green purchasing intent. According to the findings of PLS-SEM, marketing through social media has a significant positive correlation with buyers' understanding of environmentally friendly products. These findings are in line with those of other studies (for example, Asif et al., 2022; Liguo et al., 2023; Pan & Yang, 2023) that illustrate how the use of social media can impact consumers' awareness of environmentally friendly products. This is since product information and reviews can be influenced by social media platforms, which in turn influences how consumers perceive a product (De Silva et al., 2020). In addition, we found that the relationship between Attitude and Green Purchase Intention, as well as the relationship between Social Media
Marketing and Green Purchase Intention, are influenced by Green Product Knowledge. This was the case for both relationships. These findings reveal that by increasing consumer awareness of green products, the absence of an influence from attitudes and social media marketing on green purchase intention may be more clearly shown. This can be accomplished by growing customer awareness of green products. It is imperative that activities be undertaken to promote consumer understanding and awareness of green products to boost interest in, and the intention to purchase green products.

6 CONCLUSION AND RECOMMENDATION

Consumer attitudes are favorably and significantly correlated with awareness of green products, purchasing intent, and Theory of Planned Behavior (TPB) factors. Additionally, this study demonstrates a high and favorable association between social media usage for green product marketing and product understanding. Additionally, prior research has demonstrated that social media use can affect customer purchasing intentions and assist spread awareness of green products.

In a broader context, it shows how important the role of social media is in promoting eco-friendly products. Social media has developed into a potent tool for influencing customer behavior in the current digital era. Therefore, businesses that want to advertise their environmentally friendly products can greatly profit from effective social media marketing. Thus, it is important for companies to use social media as an effective marketing tool to increase consumers' green product knowledge and drive purchase intent on green products. Companies should also pay attention to consumer attitudes towards green products and conduct effective marketing campaigns to change the attitudes of consumers who are less supportive to supportive. However, remember that social media use for green product marketing is only one of many factors that influence consumer purchase intent. Other factors such as the social and cultural environment in which the research was conducted, the type of environmentally friendly products promoted, the characteristics of the samples used in the study, and price, quality, and availability of products also need to be considered. Therefore, companies should pay attention to all these factors while planning a green product marketing strategy.
REFERENCES


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