

DOES SOCIAL MEDIA MARKETING DRIVE INDONESIAN CUSTOMER LOYALTY FOR ECO-BEAUTY PRODUCTS?

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ABSTRACT

Social media marketing activities of eco-beauty products is widely used by many businesses in Indonesia to increase the society's environmental awareness and purchase intention. However, the customer loyalty for such product is still relatively low. This research aims to analyze the effect of social media marketing (SMM) on customer loyalty, particularly for eco-beauty products continuous purchase intention (CPI). The research extends the Theory of Planned Behavior (TPB) by integrating the model with the Stimulus-Organism-Response (SOR) Theory, with the addition of SMM as the antecedent, and perceived green product knowledge (GPK), environmental concern (ENC), and satisfaction (SAT) as mediators. The research is performed in Indonesia using questionnaire targeted to active social media users aged 18-44 that have previously purchased eco-beauty products. The data obtained is analyzed using PLS-SEM method. The results show that SMM has no direct effect on CPI. However, SMM has significant positive effects on CPI through the mediation of GPK, ENC, all TPB dimensions, and SAT. This research offers theoretical contribution by elucidating the influence of SMM on customer loyalty for eco-beauty products based on the extension of TPB model. Practically, this research offers insights on creating the effective SMM strategy to boost eco-beauty products continuous purchase.

Keywords: *Eco-beauty Products, Social Media Marketing, Continuous Purchase Intention, Customer Loyalty, Theory of Planned Behavior.*

INTRODUCTION

Environmental awareness has been a growing interest globally, particularly over the past decade (Schumacher, 2022). The trend is aligned with the environment, social, and governance (ESG) concept from the Sustainable Development Goals (SDGs). Indonesia as the world's fourth most populous country plays an essential role in driving the success of the sustainable initiative (Christiarini et al., 2024). A prominent global phenomenon in sustainability is the shift towards sustainable consumption (Zeynalova et al., 2022; Palmieri et al., 2023). Among various eco-friendly product categories, beauty category grows in demand due to growing consumer awareness towards environment and health. As one of the top three categories in Indonesian e-commerce in terms of popularity, eco-beauty products has a potential market growth of over 29% in the next 5 years (Statista, 2024). Thus, the category holds promising prospects for local and global beauty firms.

The consumption of eco products is influenced by social factors and attitudes toward digital channels (Li et al., 2024). This phenomenon has driven firms to utilize social media as one of their prominent marketing efforts to engage with their customers and reaching new audiences

(Ramadhani and Prasasti, 2023). The five dimensions of SMM activities as proposed by Kim and Ko (2012)—interaction, entertainment, trendiness, customization, and word-of-mouth—are believed to be the key behind SMM's success in engaging audience. SMM enables firms to disseminate information widely through various strategies, including digital advertisement, interactive content, and live commerce. Furthermore, firms can now also generate electronic word of mouth (e-WOM) which amplifies information faster and creates buzz (Erkan and Evans, 2016). The strengths of social media allow brands to enhance its customer engagement through data-driven approach (Shahbaznezhad et al., 2021).

For eco-friendly brands, many of them leverage SMM to build environmental awareness and brand credibility, promoting sustainability through more nuanced approaches (Pop et al., 2020; Nekmahmud et al., 2022, Yang et al., 2024). The softer approach is visible in form of environmental-educational contents and the product's environmental benefits to build users' knowledge about eco-friendly or green products and the environment in general (Nekmahmud et al., 2022; Hu et al., 2024). They also use the channel to spread environmental awareness

through the advocacy of environmental issues and health benefits of eco-friendly products (Pop et al., 2020; Hu et al., 2024).

While SMM has proven to be a valuable tool to engage with a wide range of audience for eco-friendly products, some challenges are present. Some users perceive eco-friendly messages in social media contents as misleading or inauthentic (Pittman et al., 2021). In fact, at least 24% of Indonesian consumers are skeptical towards brands' eco-friendly claims (Fi Global Insights, 2024). In fact, the long-term commitment for eco-friendly products purchase remains low despite the high purchase intention. A significant portion of the population admits to having consumed eco-friendly products, but most of them are willing to revert to conventional products when faced with challenges, such as higher price or product inavailability (Snapcart, 2021). Nevertheless, SMM activities are known to be the driver of brand trust, which is essential in promoting customer loyalty (Ramadhani and Prasasti, 2023). Therefore, it is crucial for brands to understand the role of social media in fostering both purchase intention and customer loyalty for beauty eco products.

Previous studies have explored the role of SMM in driving purchase intention for eco-friendly products. By using the theory of planned behavior (TPB) and its extensions, researchers have demonstrated the positive influence of social media marketing's on consumers' intention to purchase eco-friendly products (Pop et al., 2020; Sun and Wang, 2020; Nekmahmud et al., 2022; Hu et al, 2024). However, most of these studies are still focusing on unveiling the initial purchase intention. The study of customer loyalty towards eco-beauty products are either a separated subject from the SMM or not yet conducted in Indonesia (Halan et al., 2024; Hu et al., 2024). To the best of our knowledge, the research on SMM's role in driving continuous purchase intention in Indonesia remains scarce. Given the challenges in building customer loyalty for eco-beauty products, firms must intensify their marketing efforts. Therefore, this study aims to address this gap by investigating the role of SMM in driving continuous purchase intention for eco-beauty products in Indonesia.

To achieve the research objective, this study explores whether SMM influences consumers' continuous purchase intention toward eco-beauty products. This study also examines the mediating effect of perceived green product knowledge, environmental concern, the three TPB dimensions, and satisfaction between the two variables.

LITERATURE REVIEW

Social Media Marketing

Social media marketing (SMM) refers to the marketing activities performed by firms through social media to influence consumers' behavior (Ali et al., 2025). SMM's rapid adoption by brands is supported by the fact that it is routinely used by a wide range of audiences. Social media has evolved from being a platform for information-sharing and communication to a commercial tool (Yang et al., 2024). Through content marketing, influencer marketing, interactive campaigns, user-generated contents, and targeted advertisements, firms aim to increase their marketing effectiveness and convert social media users into loyal customers (Nekmahmud et al., 2022). In eco-friendly beauty brands, there is a shift in the promotional mix from a heavy reliance on promotional content towards more soft-selling contents focusing on education and environmental awareness. This approach is performed to heighten environmental concern and drive sustainable behavior among consumers (Gupta and Syed, 2022).

SMM activities trigger varying perceptions among different types of consumers. Kim and Ko (2012) categorized SMM activities into five dimensions: interaction, entertainment, trendiness, customization, and word-of-mouth (WOM). Interaction facilitates two-way communication between brand and consumers, as opposed to the typical one-way communication of conventional marketing. Entertainment represents the hedonic aspect of social media usage. Trendiness refers to the newness of information that is spread through social media. Customization enables brands to fulfill their customer's personal preferences (Seo and Park, 2018; Ebrahim, 2019; Gupta and Syed, 2022). WOM is the exchange of opinion among social media users that occurs informally or organically (Gupta and Syed, 2022). Previous studies have demonstrated WOM to be a credible source of information about eco-friendly products for consumers. Furthermore, the flexibility of social media content types and its interactivity enable eco-friendly brands to promote their products for wider acceptance (Sun and Wang, 2019).

SMM activities play a pivotal role in communicating with customers. For ecofriendly brands, SMM is a prominent means to promote product features, sustainable offerings, and to educate customers about green lifestyles (Nekmahmud et al., 2022; Hu et al., 2024). Brands also use SMM to induce environmental concern by advocating environmental issues and spreading health awareness (Pop et al., 2020; Hu et al., 2024). Previous research has shown that SMM activities positively influence attitudes toward

green products (Gupta & Syed, 2022; Wu et al., 2024). Furthermore, SMM has been proven to boost eco-friendly product purchase intention either directly or through the mediation of subjective norms owing to social media's ability to facilitate user interactions (Pop et al., 2020; Sun & Wang, 2019; Nekmahmud et al., 2022). Therefore, the following hypotheses are formulated:

- H1a: SMM positively affects GPK (Perceived Green Product Knowledge).
- H1b: SMM positively affects ATT (Attitude).
- H1c: SMM positively affects ENC (Environmental Concern).
- H1d: SMM positively affects SNO (Subjective Norms).
- H1e: SMM positively affects CPI (Continuous Purchase Intention).

Perceived Green Product Knowledge and Environmental Concern

The acquired knowledge about an eco-friendly or green product (GPK) can affect consumers' attitude towards eco-friendly products purchase behavior (Sun and Wang, 2019). This perceived knowledge will also encourage consumers to be more open to pro-environmental behaviors (Tavitiyaman et al., 2024). GPK has been proven to drive green purchase intention with the mediation of ATT and PBC (Nekmahmud et al., 2022). Therefore, we formulate the following hypotheses.

H2: GPK positively affects ATT.

ENC can affect a person's behavioral intention by two types of motivation: egoism, which refers to the concern of environment impact on the person; and altruism, which refers to the concern towards environmental impact on collective basis (Sun and Wang, 2019). Both motivations drive a person's consideration to search for a more environmentally friendly product alternatives (Kim and Lee, 2023). Lavuri et al. (2022) has proven that ENC positively affects ATT and PBC. Thus, the following hypotheses are formulated.

H3a: ENC positively affects ATT.

H3b: ENC positively affects PBC.

Theory of Planned Behavior and SOR Theory

The theory of planned behavior (TPB) and stimulus-organism-response (SOR) theory are two widely-used frameworks for understanding an individual's behavioral response to stimuli. TPB was initially developed by Ajzen (1991) to understand human social behaviors through three determinants: attitude, subjective norms, and perceived behavioral control. Attitude reflects a person's evaluation of an action. Subjective norms refer to the perceived social pressure. Perceived

behavioral control pertains the perceived ease of doing an action. These three determinants are often identified to be the underlying factors behind a person's behavioral intention, which subsequently leads to the actual behavior. The SOR theory which was originally developed by Mehrabian and Russel (1974) posits that a person's behavior is a response to external stimuli mediated by their internal state. The internal individual state (organism) involves cognitive and emotional evaluation processes.

The broad and interconnected framework enables researchers to integrate the SOR theory and TPB to achieve a more comprehensive understanding on the mechanisms underlying behavioral response. Various studies have explored the significant influence of TPB determinants on eco-friendly products purchase intention (Xing et al., 2022; Kamalanon, 2022) and loyalty intention (Halan et al., 2024). Several studies have also explored some environmental aspects as the antecedents of these determinants, such as green product knowledge and environmental concern (Sun and Wang, 2019; Lavuri et al., 2022; Nekmahmud et al., 2022). This study incorporates social media marketing as the external stimulus. Perceived green product knowledge, environmental knowledge, the three determinants of a behavioral intention on TPB, and satisfaction are adapted as part of the organism process. The expected final response of this process is behavioral intention in form of continuous purchase intention or loyalty intention.

The pro-environmental attitude drive a person's intention to perform eco-friendly products to support sustainability (Sun and Wang, 2019; Nekmahmud et al., 2022). ATT has a positive role in promoting organic product satisfaction, which is an essential driver of repurchase and loyalty (Kim, 2019; Halan et al., 2024). Therefore, the following hypotheses are formulated.

H4: ATT positively affects SAT.

H5: SAT positively affects CPI.

H6: ATT positively affects CPI.

PBC is related to the ease of performing an action. In this research, this includes the ease of purchase and resources availability to buy the eco-beauty products (Sun and Wang, 2019). The perception is based on previous experience and problem anticipation (Nekmahmud et al., 2022). PBC has been proven to positively affect eco product purchase intention in India (Lavuri et al., 2022). Thus, we formulate the following hypothesis.

H7: PBC positively affects CPI.

SNO, which depicts the social pressure to perform or not to perform an action, can rise from various

sources, but mainly from ones that a person considers important or influential (Sun and Wang, 2019; Nekmahmud et al., 2022). The evident collectivism in developing countries has been proven to drive eco-friendly product repurchase intention (Halan et al., 2024). Therefore, we formulate the following hypothesis.

H8: SNO positively affects CPI.

RESEARCH METHOD

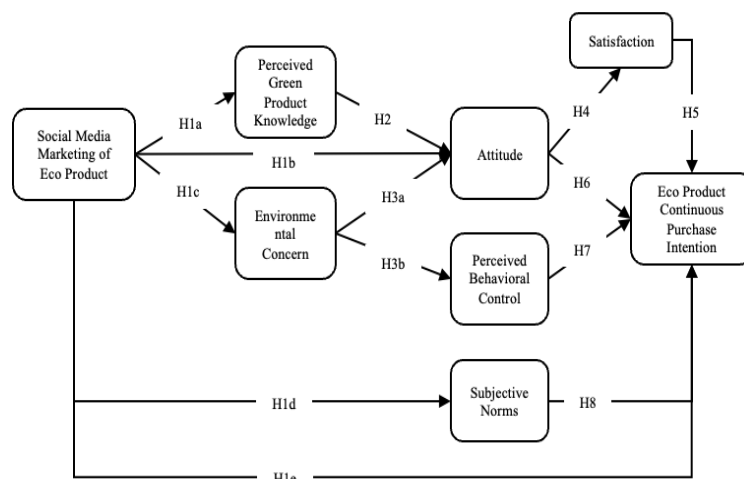


Figure 1. Research model

A preliminary survey was conducted online to identify the most prevalent eco-beauty brands in Indonesia. This survey were performed for screening purposes to ensure that the respondents' purchase aligns with the eco-beauty products definition by Bom et al. (2019). The main survey was distributed via social media platforms, which included structured questions with a 5-point Likert scale to measure the following latent variables: Social Media Marketing of Eco Products (SMM), Perceived Green Product Knowledge (GPK), Environmental Concern (ENC), Attitude (ATT), Perceived Behavioral Control (PBC), Subjective Norms (SNO), Satisfaction (SAT), and Eco Product Continuous Purchase Intention (CPI). Purposive sampling was used to target active social media users aged 18–44 who had purchased eco-beauty products within the last six months from the study period (October 2024–March 2025).

Based on the pretest, six items from the SMM variable (Trendiness and Customization dimensions) were omitted because they did not satisfy the minimum score of Cronbach's Alpha and Kaiser Meyer Olkin (KMO). The removal of these dimensions may be conceptually explained by the distinctive nature of the eco beauty market in Indonesia. Unlike mainstream beauty consumers who tend to value novelty and personalized interactions, eco beauty consumers in Indonesia

This research employs a quantitative, non-experimental research design by utilizing a cross-sectional survey to investigate the role of social media in influencing continuous purchase intention of eco-beauty products among young adult social media users in Indonesia. Quantitative approach was chosen to test the existing theories through an examination of relationship between variables. Fig. 1 presents the research model used in this study.

emphasize authenticity, environmental responsibility, and product transparency over trend oriented or individualized marketing appeals. Prior studies (Pittman et al., 2021; Fadhilah et al., 2024; Hazra et al., 2024) indicate that eco conscious audiences often perceive trend driven or highly customized marketing messages as inconsistent with sustainability values, which can trigger skepticism or perceived inauthenticity. Moreover, customization features such as algorithmic recommendations or targeted advertisements may not strongly resonate with consumers who rely more on community trust, peer endorsement, and educational content when engaging with eco-beauty brands (Nekmahmud et al., 2022; Hu et al., 2024). These contextual differences likely reduced the internal consistency of the trendiness and customization indicators during the pretest phase, thereby justifying their exclusion from the final instrument. This result also highlights an evolving consumer pattern in Indonesia's green market, where eco beauty loyalty is shaped more by credibility, shared values, and informational content rather than by personalization or trend conformity.

RESULT AND DISCUSSION

In this study, a total of 310 responses were collected. However, after several screening process

of the responses based on the criteria of eco-beauty brands and demographic characteristics, there are 276 valid responses which are sufficient for further analyses. Based on the pretest

Table 1 shows the overview of respondent's sociodemographic data. Most are the respondents are female (75.27%) with the age of 23-27 (42.03%), education level of Diploma 4/Strata 1 (50.72%), working in private sector (44.20%),

have average monthly expenses of IDR 2,000,001 - IDR 12,000,000 (68.48%), and domiciled in Jakarta metropolitan area (42.39%). In addition, Instagram was the most used social media platform (49.64%) to browse informations related to eco-beauty products, followed by TikTok (30.43%), X/Twitter (12,32%), Youtube (4,71%), and Facebook (2,90%).

Table 1. Respondents Profile

Characteristic	Item	Frequency	%
Sex	Male	69	25.00%
	Female	207	75.27%
Age	18-22	61	22.10%
	23-27	116	42.03%
	28-32	53	19.20%
	33-37	36	13.04%
	38-44	10	3.62%
Educational Level	High school/equal	68	24.64%
	Diploma (D1/D2/D3)	36	13.04%
	S1/D4	140	50.72%
	S2/S3	30	10.87%
	Others	2	0.72%
Marital status	Not married	187	67.75%
	Married	84	30.43%
	Ever married	5	1.81%
Occupation	Student	63	22.83%
	Civil servant/police/army	14	5.07%
	Private sector employee	122	44.20%
	Entrepreneur	20	7.25%
	Teacher/lecturer	13	4.71%
	Freelance or other informal sector	21	7.61%
	Not yet working	8	2.89%
	Others	15	5.43%
Average monthly expense	IDR 2.000.000	49	17.75%
	IDR 2.000.001- IDR 5.500.000	100	36.23%
	IDR 5.500.001 - IDR 12.000.000	89	32.25%
	IDR 12.000.001 – IDR 20.000.000	31	11.23%
	>IDR 20.000.000	7	2.54%
Domicile	Jakarta metropolitan area (Jabodetabek)	117	42.39%
	Banten	23	8.33%
	Jawa Barat	70	25.36%
	Jawa Tengah	15	5.43%
	DI Yogyakarta	15	5.43%
	Jawa Timur	16	5.80%
	Luar Jawa	20	7.25%

Measurement Model Evaluation

Measurement model evaluation was performed to ensure the measurement model feasibility in terms of validity and reliability. Table 2 displays the result of measurement model evaluation, including internal consistency, convergent validity, multicollinearity. Based on the results, all indicators fulfill the requirements of

factor loading (>0.7) except for PBC2 and PBC3 which are marginal. However, the loading score above 0.6 is considered acceptable (Malhotra, 2010). All indicators satisfy the conditions of Cronbach Alpha (>0.8), Rho_A (>0.8), composite reliability (CR >0.8), average variance extracted (AVE >0.8), and multicollinearity (VIF <5).

Table 2. Measurement Model Evaluation

Variable	Construct	Indicator	Factor Loading	Cronbach's Alpha	Rho_A	CR	AVE	VIF
Social Media Marketing of Eco Product	Interaction	SMM1	0.731	0.829	0.833	0.886	0.661	1.670
		SMM2	0.818					
		SMM3	0.782					
		SMM4	0.788					
	Entertainment	SMM5	0.723					1.691
		SMM6	0.835					
		SMM7	0.835					
	UGC Acceptance	SMM13	0.821					1.962
		SMM14	0.832					
		SMM15	0.805					
	Active WOM	SMM16	0.790					1.833
		SMM17	0.823					
		SMM18	0.848					
	Perceived Green Product Knowledge	GPK1	0.840					2.048
		GPK2	0.721					1.375
		GPK3	0.830					1.984
		GPK4	0.820					1.759
Environmental Concern		ENC1	0.772	0.767	0.769	0.851	0.589	1.562
		ENC2	0.784					1.627
		ENC3	0.803					1.665
		ENC4	0.709					1.417
Attitude		ATT1	0.727	0.752	0.758	0.843	0.575	1.380
		ATT2	0.797					1.566
		ATT3	0.796					1.576
		ATT4	0.708					1.378
Perceived Behavioral Control		PBC1	0.723	0.753	0.758	0.834	0.502	1.447
		PBC2	0.663					1.328
		PBC3	0.695					1.459
		PBC4	0.701					1.281
		PBC5	0.756					1.488
Subjective Norms		SNO1	0.864	0.900	0.902	0.930	0.769	2.308
		SNO2	0.885					2.819
		SNO3	0.871					2.449
		SNO4	0.887					2.649
Satisfaction		SAT1	0.793	0.854	0.856	0.892	0.579	1.876
		SAT2	0.771					1.769
		SAT3	0.769					1.790
		SAT4	0.710					1.528
		SAT5	0.755					1.706
		SAT6	0.765					1.725
Continuous Purchase Intention		CPI1	0.749	0.866	0.869	0.900	0.600	1.790
		CPI2	0.752					1.753
		CPI3	0.840					2.337
		CPI4	0.783					1.863
		CPI5	0.760					1.805
		CPI6	0.758					1.775

Discriminant validity assessments were performed to ensure that each construct was empirically unique (Hair et al., 2017). Two tests were performed in this research to assess the discriminant validity, which were Fornell-Larcker

Criterion as displayed on Table 3 and HTMT Ratio as displayed on Table 4.

Table 3. Discriminant Validity (Fornell-Larcker Criterion)

	ATT	CPI	ENC	GPK	PBC	SAT	SMM	SNO
ATT	0.758							
CPI	0.675	0.774						
ENC	0.612	0.402	0.768					
GPK	0.440	0.484	0.173	0.804				
PBC	0.636	0.724	0.391	0.558	0.708			
SAT	0.707	0.735	0.467	0.496	0.694	0.761		
SMM	0.501	0.578	0.292	0.676	0.605	0.613	0.813	
SNO	0.353	0.487	0.120	0.573	0.433	0.503	0.655	0.877

Based on the Fornell-Larcker Criterion, the Perceived Behavioral Control (PBC) construct exhibited a slight deviation from this criterion. It is specifically correlated Continuous Purchase Intention (CPI). However, all HTMT values were below the recommended threshold of 0.85, indicating that the constructs are distinct. Fornell-Larcker criterion is known to be more conservative and can sometimes indicate a lack of discriminant validity even when it is present. Given that all HTMT ratios for PBC were within the acceptable limits, we proceeded with all indicators as it provided a strong evidence for distinctiveness. All variables have met the measurement model criteria for further testing.

Structural Model Evaluation

After assessing the measurement model, the next step is structural model evaluation, which examines the relationships between constructs in the research model. This evaluation includes testing several key indicators: the coefficient of determination (R^2), effect size (F^2), goodness-of-fit index, predictive relevance (Q^2), and the significance of path coefficients. The analysis was conducted using SmartPLS 3 with bootstrapping (5,000 subsamples, 5% significance level, one-tailed test) and blindfolding procedures. The results are presented in Figure 4.1 using an embedded two-stage approach.

In the context of eco beauty consumption in Indonesia, several external factors may indeed explain the relatively low explanatory power (R^2) for both Environmental Concern (ENC) and Perceived Behavioral Control (PBC). First, socio cultural influences play a crucial role, as environmental awareness among Indonesian consumers is often shaped more by collective community norms or religious values than by marketing stimuli alone (Nasr and Safira, 2021; Christiari et al., 2024). Second, information asymmetry and green skepticism remain prevalent, with many consumers questioning the authenticity of eco-claims and thus forming weaker environmental concern regardless of brand communication (Pittman et al., 2021; Fi Global Insights, 2024). Third, structural barriers such as limited product availability, price sensitivity, and distribution inequality across regions may constrain consumers' perceived behavioral control despite favorable attitudes (Snapcart, 2024; Lavuri et al., 2022). These external contextual factors cultural, informational, and infrastructural likely reduced the variance explained by the model for ENC and PBC, underscoring the complexity of pro-environmental behavior formation in emerging markets.

Table 4. Coefficient of Determination (R^2)

	R Square	R Square Adjusted
ATT	0.512	0.507
CPI	0.659	0.653
ENC	0.085	0.082
GPK	0.457	0.455
PBC	0.153	0.150
SAT	0.500	0.498
SNO	0.429	0.427

Table 4 presents the effect size (f^2) values that illustrate the strength of relationships between exogenous and endogenous variables in the structural model. The findings reveal that the influence of Social Media Marketing (SMM) on Consumer Purchase Intention (CPI), as well as the influence of Subjective Norm (SNO) on CPI, is

nearly negligible—falling below the threshold of 0.02. This suggests that despite its widespread use by eco-beauty brands, social media marketing has not significantly influenced consumers' continuous intention to purchase eco-friendly beauty products. One possible explanation for this is the oversaturation of promotional content on social

platforms without meaningful engagement, leading consumers to overlook these marketing efforts in forming brand loyalty, as also noted by Lim & Rasul (2022). Several relationships in the model demonstrate small effect sizes, including those from Attitude (ATT) to CPI, Green Product Knowledge (GPK) to ATT, Perceived Behavioral Control (PBC) to CPI, Satisfaction (SAT) to CPI, and the influences of SMM on both ATT and Environmental Concern (ENC). These small effects indicate that while these variables do contribute to shaping consumer behavior, their impact is relatively limited within the context of this study. A moderate effect size was observed in the relationship between Environmental Concern (ENC) and Perceived Behavioral Control (PBC), suggesting that higher levels of environmental

awareness are associated with a stronger sense of personal capability in engaging with pro-environmental behaviors. More notably, large effect sizes were found in the paths from Attitude (ATT) to Satisfaction (SAT), Environmental Concern (ENC) to Attitude (ATT), and Social Media Marketing (SMM) to both Green Product Knowledge (GPK) and Subjective Norm (SNO). These results align with previous studies by Kim & Choi (2005) and Lavuri et al. (2022), which argue that environmental concerns can trigger a sense of control and positive attitudes toward sustainable products. Moreover, individual attitudes toward eco-friendly products are cognitive responses that shape internal evaluations such as satisfaction, as highlighted in Halan et al. (2024).

Table 6. Effect Size (F^2)

	ATT	CPI	ENC	GPK	PBC	SAT	SMM	SNO
ATT								
CPI								
ENC	0.497							
GPK	0.050							
PBC		0.135						
SAT		0.086						
SMM	0.045	0.001	0.093	0.840				
SNO		0.019						

Figure 2 presents the path coefficient results of the structural model. All relationships exhibit positive directions; however, the direct effect of Social Media Marketing (SMM) on Consumer Purchase Intention (CPI) is very weak and statistically insignificant, as indicated by a path coefficient of 0.027, a T-statistic below 1.65, and a P-value above 0.05. Several other paths, in contrast, show strong influences—namely, Attitude

(ATT) on Satisfaction (SAT), Environmental Concern (ENC) on ATT, ENC on Perceived Behavioral Control (PBC), PBC on CPI, SMM on Green Product Knowledge (GPK), and SMM on Subjective Norm (SNO). Moderate effects were observed in the relationships between ATT and CPI, Green Product Knowledge (GPK) and ATT, SAT and CPI, SMM and ATT, SMM and Environmental Concern (ENC), and SNO and CPI.

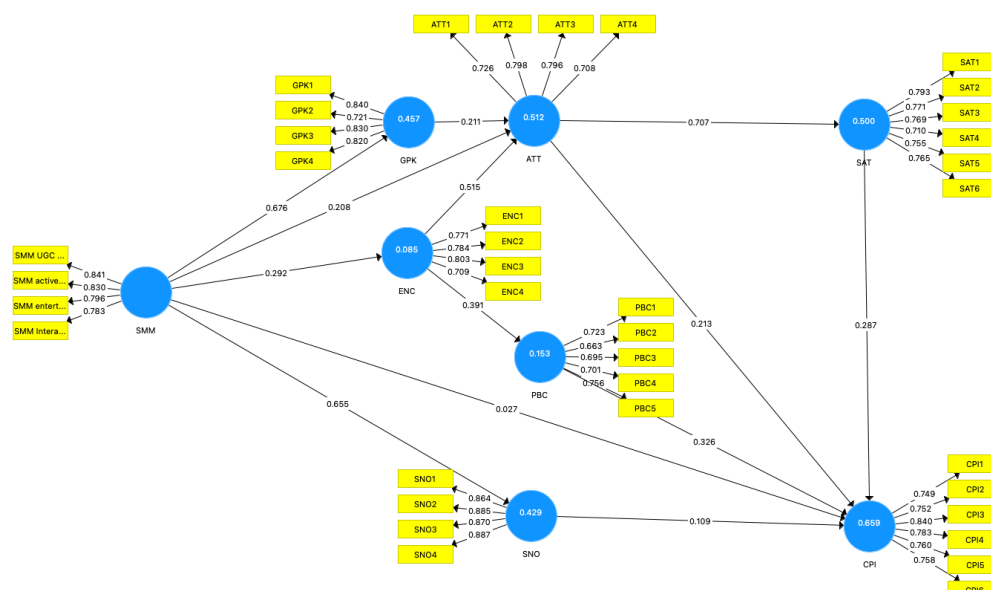


Figure 2. Path Coefficient

Based on the hypothesis testing results presented in Table 7, a total of 12 out of 13 hypotheses were accepted at the 95% confidence level. The only hypothesis rejected in this study

was H1e, as social media marketing was found to have a weak and statistically insignificant effect on eco-product continuous purchase intention.

Table 7. Hypothesis Tested

	Hypothesis	Path Coeff.	T-statistics	P-value	Conclusion
H1a	SMM->GPK positive	0.676	20.524	0.000	Supported
H1b	SMM->ATT positive	0.208	3.142	0.001	Supported
H1c	SMM->ENC positive	0.292	3.991	0.000	Supported
H1d	SMM->SNO positive	0.655	17.630	0.000	Supported
H1e	SMM->CPI positive	0.027	0.439	0.330	Not supported
H2	GPK->ATT positive	0.211	3.504	0.000	Supported
H3a	ENC->ATT positive	0.515	9.539	0.000	Supported
H3b	ENC->PBC positive	0.391	5.104	0.000	Supported
H4	ATT->SAT positive	0.707	17.406	0.000	Supported
H5	SAT->CPI positive	0.287	3.470	0.000	Supported
H6	ATT->CPI positive	0.213	3.378	0.000	Supported
H7	PBC->CPI positive	0.326	4.555	0.000	Supported
H8	SNO->CPI positive	0.109	1.893	0.029	Supported

This research examines the influence of social media marketing (SMM) and other psychological factors on consumer behavior toward eco-beauty products. The findings support most of the proposed hypotheses, with 12 out of 13 being statistically significant at the 95% confidence level.

Social media marketing was found to have a strong and positive influence on several variables: green product knowledge (GPK), attitude (ATT), environmental concern (ENC), and subjective norms (SNO). These results align with previous studies that highlight the role of SMM in shaping consumer awareness, perception, and behavioral intentions through engagement, influencer credibility, and user-generated content.

However, the direct effect of SMM on continuous purchase intention (CPI) was found to be very weak and statistically insignificant. This suggests that while SMM plays an important role in building consumer awareness and attitudes, it may not directly translate into long-term purchasing behavior unless combined with stronger engagement strategies or trust-building efforts.

The study also confirmed that green product knowledge (GPK) significantly influences attitude (ATT), which in turn affects satisfaction (SAT) and ultimately purchase intention. Similarly, environmental concern (ENC) was shown to strongly influence both attitude and perceived behavioral control (PBC) —a key factor in shaping consumers' belief in their ability to act pro-environmentally.

Furthermore, attitude (ATT) was found to have a strong positive effect on satisfaction (SAT), which acts as a mediator between ATT and CPI. Satisfaction also significantly influences the intention to continuously purchase eco-products.

Finally, perceived behavioral control (PBC) and subjective norms (SNO) were both found to positively affect continuous purchase intention. While PBC reflects consumers' belief in the ease or feasibility of purchasing eco-products, SNO reflects social pressure and normative influence. However, the effect size of SNO on CPI was relatively small, indicating that personal rather than social factors are more influential in driving eco-friendly purchasing behavior.

CONCLUSION

This research confirms that social media marketing (SMM) has a significant positive influence on green product knowledge (GPK), attitude (ATT), environmental concern (ENC), and subjective norms (SNO). However, its direct effect on continuous purchase intention (CPI) is weak and statistically insignificant. Green product knowledge and environmental concern strongly shape consumer attitudes, which in turn affect satisfaction (SAT) and purchasing intentions. Perceived behavioral control (PBC) also plays a strong role in influencing CPI, while subjective norms (SNO) have a significant but smaller impact. The findings support the application of the Theory of Planned Behavior (TPB) in understanding eco-consumer behavior, particularly in the context of eco-beauty products. Social media serves as an effective tool for raising awareness

and shaping perceptions, but it must be paired with meaningful engagement, trust-building, and ease of access to drive long-term purchase behavior. Limitations include the use of self-reported data from a single market (Indonesia), suggesting the need for broader cross-cultural studies in the future.

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