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**Generation Z's Behavior Towards Green Product Purchases on Instagram**

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**ABSTRACT**

*Generation Z plays a crucial role in promoting sustainable consumption behavior, including the purchase of environmentally friendly products. Instagram, one of the most popular social media platforms among Generation Z, is used for interaction, information-seeking, and product purchases. Green purchasing behavior is influenced by factors such as customer satisfaction, interactive engagement, and awareness of environmental impacts. This study aims to analyze how customer satisfaction and interactive engagement on Instagram influence Generation Z's green purchasing behavior. This study adopts a quantitative approach using survey methods targeting undergraduate and postgraduate students at Ibnu Khaldun University, Bogor, through online questionnaires. The respondents are individuals aged 12-27 years, a generation that actively uses Instagram, with total respondents are 103. The results indicate that the main factors motivating Generation Z in their environmentally friendly product purchasing decisions are customer satisfaction and loyalty. However, Generation Z's environmentally friendly purchasing behavior is more strongly influenced by direct factors, such as trust in the brand and perceptions of the product's sustainability value, rather than loyalty or online review activities. These findings provide significant contributions to the development of green marketing strategies in the digital era. Companies can leverage interactive engagement on social media to raise consumer awareness of environmentally friendly products and strengthen customer loyalty. By understanding Generation Z's behavior, marketers can not only enhance business competitiveness but also support sustainability goals through the promotion of greener products.*

*Keywords: Stimulus-Organism-Response, customer satisfaction, interactive engagement, green marketing, green purchasing behavior*

## INTRODUCTION

The development of digital technology since the 1990s has transformed how brands and businesses utilize technology for marketing. Consumers increasingly rely on digital devices rather than visiting physical markets, making digital marketing campaigns both common and efficient (Desai, 2019). Social media marketing enables businesses to build stronger relationships with customers, enhance engagement, drive interactions, share content, facilitate purchases, and even advocate for brands (Ibrahim & Aljarah, 2023).

In Indonesia, as of 2024, the number of internet users has reached 191 million, representing 75.7% of the population, with Instagram users totaling 122 million or 47.3% of the population. The majority of Instagram users are aged 18–34 years (54.1%). The Ministry of Trade (Kemendag) estimates that the value of digital commerce (e-commerce) transactions will reach IDR 533 trillion in 2023, compared to IDR 476 trillion in the previous year. Over the past few years, this significant growth has demonstrated the immense potential of digital commerce for Indonesia's national economy.

Many companies are now developing green marketing strategies aimed at promoting and selling environmentally friendly products. To remain competitive and maintain sustainable business practices, innovative strategies are required (Gelderman et al., 2021). Sustainability has become an essential concept in the marketing functions of modern businesses, including service and product providers. Customers are increasingly concerned about the products they purchase and how their consumption habits impact the environment (Tavares, 2020).

In today's highly competitive environment, where products and services are becoming increasingly similar, consumer demands and expectations are constantly evolving. Improving customer satisfaction and fostering customer loyalty have become primary goals for businesses. Maintaining strong relationships with customers can increase order frequency and quantity, generate business profits, encourage positive recommendations, and attract new customers (Arslan, 2020). Green products or environmentally friendly products are products that are safe and not harmful to humans or the environment. Green purchasing behavior involves concern for the environmental consequences associated with purchasing certain products or services (Lee et al., 2014).

Previous research by Tavares (2020) on how to encourage green purchasing behavior on Instagram indicates that environmental knowledge and interactive engagement serve as stimuli that influence sustainability loyalty, word of mouth, and green purchasing behavior. Similarly, a study by Endwia, Kusumawati, and Irawan (2021) and Pasaribu, Nugroho, and Eosina (2024) showed that customer satisfaction leads to higher customer loyalty, which helps retain customers.

This study aims to examine the influence of customer loyalty on online reviews and green purchasing behavior among Generation Z on Instagram. This relationship is stimulated by customer satisfaction and interactive engagement during online purchasing activities of green products. According to BPS (2020), Generation Z refers to individuals aged 12 to 27 years.

### **Stimuly-Organism-Response (S-O-R)**

The S-O-R model (Stimulus-Organism-Response) was proposed by Houland in 1953. This model explains that there are three key elements in the communication process: Message (Stimulus), Communicant (Organism), and Effect (Response). Essentially, the message conveyed by the communicator aims to activate and change the attitudes or behaviors of the target audience so that they act in accordance with the communicator's expectations.

In the S-O-R model (Stimulus-Organism-Response), these three elements are inseparable. The three components are: 1) Message (Stimulus), which is the most crucial element of communication, as it represents the subject that the communicator intends to convey to the recipient. 2) Communicant (Organism), which refers to the element that receives the stimulus provided by the communicator. 3) Effect (Response), which refers to the outcome of the communication, namely changes in attitude or behavior (Andi et al., 2021).

### **Customer Satisfaction and Loyalty**

In determining customer satisfaction, there are five factors that companies must consider: product quality, service quality, customers' positive emotions such as self-esteem, product pricing, and the costs and ease for customers to obtain the product (Hatane & Julian, 2019). Additionally, the quality of the website directly impacts customer satisfaction, which in turn directly influences consumer purchase intention (Zhu et al., 2020).

According to Arslan (2020), the primary outcome of customer satisfaction is customer loyalty. Ensuring customer loyalty can be achieved by satisfying all customer needs before and after a purchase, preventing customer dissatisfaction by addressing product or service issues, and effectively managing complaints (Eosina et al. 2024; Pasaribu et al. 2023, 2024).

Customer loyalty is assessed based on customer satisfaction with the products offered by a company, which builds a long-term relationship based on trust, leading to repeat purchases and recommendations by customers to their communities (Arslan, 2020).

Customer satisfaction can be understood as the result of a subjective process where customers compare their expectations with the perceived reality. This definition of customer satisfaction aligns with the concept of specific transactions, which evaluates purchase opportunities after the decision-making process (and potential purchase) of a product. Customer satisfaction is an evaluative judgment made after the completion of a specific transaction.

Whenever a business is established, customers are always the "priority" followed by profits. Companies that successfully satisfy customers completely will remain at the top of the market. Today's businesses understand that customer satisfaction is a key component of business success and plays an important role in expanding market value. In general, customers are individuals who purchase goods and services from markets or businesses that meet their needs and desires (Khadka, 2017).

The active use of online reviews that encourage feedback tends to have a higher TrustScore and more positive reviews. This indicates that customer satisfaction, expressed through reviews, can encourage customers to remain loyal to the company. These reviews provide valuable insights for businesses to improve their services, ultimately leading to increased customer loyalty. On the other hand, companies that fail to manage or respond to reviews effectively tend to have lower scores and more negative reviews. Customer satisfaction and online reviews—through reviews, companies can improve various aspects of their service, such as handling service interactions and price communication, which directly affect customer satisfaction (Pasaribu, Nugroho, and Eosina 2024). This feedback not only enhances the customer experience but also improves overall service quality (Stephen, 2024).

Based on the above discussion, the following hypotheses are proposed:

H1a: Customer satisfaction has a positive effect on loyalty.

H1b: Customer satisfaction has a positive effect on online reviews.

H1c: Customer satisfaction has a positive effect on green purchase behavior.

### **Interactive Engagement**

Interactive engagement is defined by Herrada-Lores et al. (2023) as a two-way engagement process through dialogue or active communication, such as on social media. The goal is to strengthen the relationship between consumers and brands by encouraging participation, discussion, and trust. Instagram, in addition to representing an online social network, is also a powerful marketing tool. Users can interact with products and services, fostering relationships and consumer engagement with the brand (Dhanes, Duthler, and Li, 2022). Instagram marketing activities encourage consumer participation and allow them to comment on opinions, suggestions, and needs (Oliveira and Fernandes, 2022).

H2a: Interactive engagement has a positive effect on loyalty.

H2b: Interactive engagement has a positive effect on online reviews.

H2c: Interactive engagement has a positive effect on green purchase behavior.

### **Online Review as Word of Mouth (WOM) and Green Purchase Behavior**

Word of Mouth (WOM) is defined as informal, verbal communication from consumers to others, recommending products or services through social channels and groups. When connected to social networks, such as Instagram, recommendations about experiences and opinions are transmitted without physical interaction. WOM can convey positive and pleasant experiences and signals, but also complaints, unpleasant experiences, and negative feedback. When a company implements sustainable environmental practices, customers appreciate these actions, contributing positively to word of mouth regarding responsible environmental attitudes (Elen, 2024). Chen, Bernard, and Rahman (2019) present a positive correlation between word of mouth for sustainability and customer behavior in adopting green hotels.

In making purchasing decisions, customers go through several stages: request confirmation, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. In

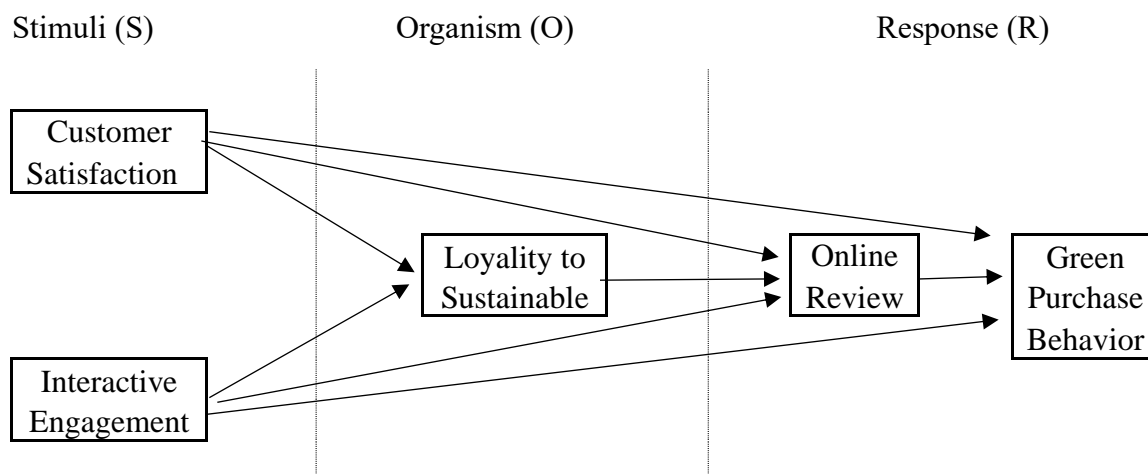
the information search stage, information can come from various sources, such as advertisements, relatives, and friends. In the case of e-commerce environments, online reviews serve as the primary source of information for online consumers to make purchasing decisions (Zhu et al., 2020).

H4: Online reviews have a positive effect on green purchase behavior.

## RESEARCH METHODS

As the objective of this study is to examine how sustainable marketing on Instagram influences loyalty, online reviews, and green purchase behavior, this is illustrated in Figure 1. Customer satisfaction and interactive engagement serve as independent variables, while loyalty towards sustainability, online reviews, and green purchase behavior are the dependent variables.

Using the Stimulus-Organism-Response (S-O-R) framework, the model used is as Figure 1.



**Figure 1.** Conceptual Framework

Source : Tavares et.al. 2024, Lisboa

This study is quantitative in nature. The population of the study consists of Generation Z individuals aged 12-27 years. The sample was taken from students at UIKA Bogor. The sampling technique used is non-probability sampling, meaning not all members of the population have an equal chance of being selected as a sample. The minimum sample size is 100 respondents. The type of data collected is primary data through a questionnaire via Google Forms using a 1-5 Likert scale. Data processing was conducted using the SEM technique with the SMARTPLS application.

## RESULT AND DISCUSSION

### Variability and Reliability

In this study, data were collected by distributing a questionnaire via Google Forms to undergraduate and graduate students of the University of Ibnu Khaldun Bogor. Respondents were provided with a series of statements indicating their level of agreement on a 1-5 Likert scale. The statements given to the respondents focused on their satisfaction with green products, their

interactive engagement in purchasing green products, their loyalty to green products they purchased through Instagram, how online reviews influenced their decisions, and their green purchase behavior. The questionnaire distribution period was from December 9, 2024, to December 14, 2024. A total of 103 respondents were obtained, surpassing the target of 100 respondents. The demographic data of the respondents are presented in **Table 1**.

**Table 1.** Demographic Data of Respondents

Attribute	Number (persons)	Percentage (%)
Gender		
- Male	51	49.5
- Female	52	50.5
Total	103	
Aged		
17 – 22 years	78	75.5
22 – 27 years	25	24.2
Instagram Usage		
< 1 hour daily	24	23.3
1-2 hours daily	36	35
2-3 hours daily	20	19.4
3-4 hours daily	13	12.6
> 4 hours daily	10	9.7

Based on **Table 2** the measurement results show that the Cronbach's Alpha values for each construct are above 0.6. According to the guidelines from Hair et al. (2013), a Cronbach's Alpha value  $\geq 0.6$  is considered adequate for exploratory research. This indicates that the instrument has sufficient internal consistency and can be used for further measurements. The reliability of the instrument is acceptable.

The Average Variance Extracted (AVE) values for each construct are above 0.7. According to the criteria by Fornell and Larcker (1981),  $AVE \geq 0.5$  indicates good convergent validity. With AVE values  $\geq 0.7$ , the constructs being measured can be considered to have very strong convergent validity, meaning that the indicators within the construct effectively measure the same concept.

**Table 3** illustrates the outer loadings, which show the correlation between the indicators (manifest variables) and the latent constructs they represent. In this study, the outer loading values for each indicator are above 0.7, indicating that the indicators have a strong relationship with the latent construct being measured. This aligns with the guidelines from J. F. Hair et al. (2017), which suggest that an outer loading value  $\geq 0.7$  is considered ideal. These values also support the convergent validity of the constructs being measured, showing that the indicators consistently reflect the concepts they represent.

The Variance Inflation Factor (VIF) in **Table 4** is used to evaluate multicollinearity among the indicators in the measurement model and the constructs in the structural model. In this study, the VIF values for each indicator are below 5, indicating no significant multicollinearity issues (Hair et al., 2017). This value ensures that the indicators are not redundant in explaining the measured variables, allowing the model results to be interpreted accurately.

Based on the test results, it can be concluded that the instrument's reliability is acceptable because the Cronbach's Alpha value is above the minimum threshold (0.6). The convergent validity of the instrument is very good, with AVE values exceeding the minimum standard (0.7). The indicators have a strong relationship with the latent constructs, as indicated by the outer loading values  $\geq 0.7$ . No multicollinearity issues were found in the model, as evidenced by the VIF values being below the threshold of 5.

**Table 2.** Validity and Reliability

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
GPB	0,639	0,676	0,844	0,731
IE	0,727	0,728	0,880	0,786
KP	0,749	0,749	0,889	0,799
L	0,760	0,815	0,890	0,802
OR	0,861	0,862	0,915	0,783

**Table 3.** Outer Loading

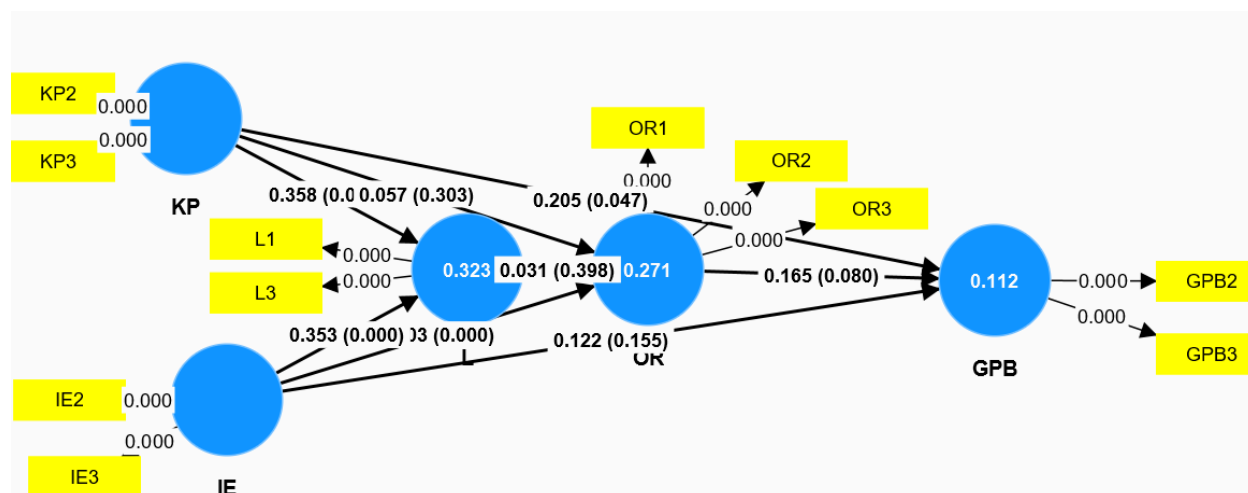
	GPB	IE	KP	L	OR
GPB2	0,899				
GPB3	0,809				
IE2		0,889			
IE3		0,884			
KP2			0,896		
KP3			0,893		
L1				0,930	
L3				0,861	
OR1					0,874
OR2					0,931
OR3					0,847

**Table 4.** Variance Inflation Factor (VIF)

	VIF
GPB2	1,283
GPB3	1,283
IE2	1,485
IE3	1,485
KP2	1,559
KP3	1,559
L1	1,600
L3	1,600
OR1	2,671
OR2	3,488
OR3	1,864

**Direct and Indirect Effects Testing**

Figure 2 illustrates the relationships between the variables, both direct and indirect.



**Figure 2.** Relationship Between Variables

Table 5 identifies the direct relationships between several variables that influence the green purchase behavior (GPB) of Generation Z on Instagram. The analysis using T-statistic test ( $|O/STDEV|$ ) and P-values ( $<0.05$ ) shows the following results:

- Effect of Interactive Engagement (IE) on Green Purchase Behavior (GPB) shows that T-statistic value of 1.015 with a P-value of 0.155 indicates that the effect of Interactive Engagement (IE) on Green Purchase Behavior (GPB) is not significant. This suggests that interactive engagement on Instagram does not directly influence Generation Z's decision to purchase green products.
- Effect of Interactive Engagement (IE) on Loyalty (L) shows that T-statistic value of 3.664 with a P-value of 0.000 indicates that Interactive Engagement (IE) has a significant effect on Loyalty. This result suggests that interactive engagement plays an important role in building consumer loyalty.



- c. Effect of Interactive Engagement (IE) on Online Review (OR) shows that T-statistic value of 5.087 with a P-value of 0.000 indicates that Interactive Engagement (IE) has a significant effect on Online Review (OR). These findings confirm that Interactive Engagement(IE) enhances consumer activity in providing online product reviews.
- d. Effect of Customer Satisfaction (CS) on Green Purchase Behavior (GPB) shows that T-statistic value of 1.678 with a P-value of 0.047 indicates that Customer Satisfaction (CS) has a significant effect on Green Purchase Behavior (GPB). Customer Satisfaction (CS) plays a key role in motivating Generation Z to make green product purchases.
- e. Effect of Customer Satisfaction (CS) on Loyalty (L) shows that T-statistic value of 3.737 with a P-value of 0.000 indicates a significant effect between Customer Satisfaction (CS) and Loyalty (L). Customer satisfaction has been proven to significantly enhance consumer loyalty.
- f. Effect of Customer Satisfaction (CS) on Online Review (OR) shows that T-statistic value of 0.516 with a P-value of 0.303 indicates that the effect of Customer Satisfaction (CS) on Online Review (OR) is not significant. This means that customer satisfaction does not directly influence their activity in providing online product reviews.
- g. Effect of Loyalty (L) on Online Review (OR) sows that T-statistic value of 0.258 with a P-value of 0.398 indicates that Loyalty (L) does not have a significant effect on Online Review (OR). Consumer loyalty does not directly influence their desire to provide product reviews.
- h. Effect of Online Review (OR) on Green Purchase Behavior (GPB) shows that T-statistic value of 1.407 with a P-value of 0.080 indicates that the effect of OR on GPB is not significant. Online reviews do not have a strong enough direct relationship to influence green purchase behavior.

Interactive engagement plays a crucial role in building loyalty and encouraging online reviews, but its effect on green purchase behavior is indirect. Customer satisfaction directly influences both green purchase behavior and loyalty, making it a key factor in motivating Generation Z's decisions to purchase eco-friendly products. However, the influence of online reviews on the green purchase behavior of Generation Z still requires further research.

**Table 5.** Direct Relationships

	T statistics ( O/STDEV )	P values (<0.05)	Results
IE -> GPB	1,015	0,155	Not Significant
IE -> L	3,664	0,000	Significant
IE -> OR	5,087	0,000	Significant
KP -> GPB	1,678	0,047	Significant
KP -> L	3,737	0,000	Significant
KP -> OR	0,516	0,303	Not Significant
L -> OR	0,258	0,398	Not Significant
OR -> GPB	1,407	0,080	Not Significant

This study also evaluates the mediating relationships between variables using path analysis. According to **Table 6**, the results are as follows:

- a. Effect of IE -> L -> OR -> GPB: The T-statistic value of 0.199 with a P-value of 0.421 indicates that the mediation path from IE (Interactive Engagement) through L (Loyalty) and OR (Online Review) to GPB (Green Purchase Behavior) is not significant. This suggests that interactive engagement through loyalty and online reviews does not sufficiently influence green purchase behavior.
- b. Effect of IE -> L -> OR: The T-statistic value of 0.246 with a P-value of 0.403 indicates that the mediation path from IE through L to OR is not significant. Loyalty does not strengthen the relationship between interactive engagement and online reviews.
- c. Effect of KP -> L -> OR -> GPB: The T-statistic value of 0.200 with a P-value of 0.421 indicates that the mediation path from KP (Customer Satisfaction) through L and OR to GPB is not significant. This means that customer satisfaction through loyalty and online reviews does not significantly influence green purchase behavior.
- d. Effect of KP -> L -> OR: The T-statistic value of 0.241 with a P-value of 0.405 indicates that the mediation path from KP through L to OR is not significant. Loyalty does not act as a strong mediator between customer satisfaction and online reviews.
- e. Effect of IE -> OR -> GPB: The T-statistic value of 1.317 with a P-value of 0.094 indicates that the mediation path from IE through OR to GPB is not significant. This suggests that online reviews do not strengthen the influence of interactive engagement on green purchase behavior.
- f. Effect of KP -> OR -> GPB: The T-statistic value of 0.431 with a P-value of 0.333 indicates that the mediation path from KP through OR to GPB is not significant. Online reviews do not significantly strengthen the relationship between customer satisfaction and green purchase behavior.
- g. Effect of L -> OR -> GPB: The T-statistic value of 0.208 with a P-value of 0.418 indicates that the mediation path from L through OR to GPB is not significant. Loyalty through online reviews does not directly influence green purchase behavior.

The results of the path analysis indicate that all mediation paths involving loyalty and online reviews in relation to green purchase behavior are not significant. This suggests that both loyalty and online reviews are not sufficiently strong to serve as mediators in the relationship between interactive engagement or customer satisfaction and green purchase behavior. These findings imply that the green purchase behavior of Generation Z is more influenced by direct factors, such as brand trust or perceptions of product sustainability value, rather than through loyalty or online review activities.

**Tabel 6.** Indirect Relationships

	T statistics ( O/STDEV )	P values	Results
IE -> L -> OR -> GPB	0,199	0,421	Not Significant
IE -> L -> OR	0,246	0,403	Not Significant
KP -> L -> OR -> GPB	0,200	0,421	Not Significant
KP -> L -> OR	0,241	0,405	Not Significant
IE -> OR -> GPB	1,317	0,094	Not Significant
KP -> OR -> GPB	0,431	0,333	Not Significant
L -> OR -> GPB	0,208	0,418	Not Significant

### Conclusion and Suggestions

Customer satisfaction plays a significant role in influencing environmentally friendly purchase behavior and consumer loyalty. Interactive engagement on Instagram supports the formation of loyalty and consumer activity in providing reviews, but it does not directly influence environmentally friendly purchasing behavior. Online reviews and loyalty do not have a direct effect on environmentally friendly purchase behavior, indicating the presence of other unidentified variables. All mediation paths involving loyalty and online reviews toward environmentally friendly purchase behavior were found to be insignificant, both for interactive engagement and customer satisfaction. Interactive engagement and customer satisfaction have a more dominant direct effect on environmentally friendly purchase behavior without involving loyalty or online reviews as mediators. Online reviews do not provide a significant impact either directly or through mediation paths on Generation Z's environmentally friendly purchase behavior.

It is recommended that brands selling environmentally friendly products on Instagram should focus more on enhancing interactive engagement through engaging and responsive content, prioritizing customer satisfaction as it significantly impacts loyalty and environmentally friendly purchase behavior. For brands aiming to improve Generation Z's environmentally friendly purchasing behavior, it is essential to directly communicate the sustainability values of their products without relying too heavily on loyalty or online reviews. Marketing strategies should focus on building interactive engagement that creates an emotional connection with consumers. Companies must integrate customer satisfaction-based marketing strategies by improving personalized shopping experiences that are responsive and environmentally friendly. Marketing campaigns for environmentally friendly products should focus on educating consumers about the positive impact of purchasing sustainable products.

Further studies should explore the role of mediators or other variables such as social proof or educational campaigns related to purchasing environmentally friendly products, investigate why online reviews do not directly impact Generation Z's purchasing decisions, explore other potential mediators such as brand trust, social values, or peer influence on environmentally friendly product

purchases, and understand the role of social proof in enhancing the effectiveness of online reviews on purchasing behavior.

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