

## Social Media Influencers' Impact on Consumers' Decisions to Purchase Eco-friendly Products: Literature Review

Fani Khoirotunnisa

Universitas Pembangunan Nasional "Veteran" Jawa Timur, Surabaya, Indonesia  
fani.khoiro.mnj@upnjatim.ac.id

**Abstract.** Product marketing in the online age is centered on social media, particularly through the employment of celebrities or other well-known individuals who have a large following on these platforms—a term better known as influencers. It is anticipated that the marketing they conduct on social media would enhance their followers' inclination to make purchases, particularly for eco-friendly goods. Thus, the purpose of this study is to investigate and track the ways in which social media influencers (SMI) actively affect customers' inclinations to purchase green products. The research methodology employed in this study involves searching two electronic databases, Google Scholar and ScienceDirect, for relevant material. The review of clinical publications and research that was published between 2013 and 2023 served as the foundation for this study. Results imply that social media influencer (SMI) has a big impact on consumers' propensity to purchase ecologically friendly products.

**Keywords:** eco-friendly product; green product; purchase intention; social media influencer; social media marketing

### I. Introduction

As technology advances, changes in marketing strategies are becoming more apparent. The use of technology, such as social media, which is accessible anywhere and at any time, has replaced traditional methods of marketing (Helbert & Ariawan, 2021). Indonesia had 167.0 million social media users as of January 2023, or 60.4% of the country's entire population, according to data gathered by wearesocial.com. This further demonstrates Indonesia's growing social media user base. Because so many people use social media, a lot of businesses have started using it for promotional purposes. These activities can include working with influencers, posting product reviews, or running ads to raise interest and awareness among the public (Glucksman, 2017). Social media influencers (SMIs) are people who create and share digital content on various social media channels and have big online followings on one or more social media platforms (Dhanesh and Duthler, 2019).

Social media influencers (SMIs) play an essential role in distributing information about current concerns, particularly environmental issues. The state of the environment is growing more concerning each time. A movement to adopt environmental responsibility action has resulted from this (Li et al, 2021). The community's growing concern for the environment is also demonstrated by the findings of a 2021 study by Y. T. H. Nguyen & Nguyen, which discovered that, in comparison to earlier generations, the millennial generation is extremely worried about the environment. This is a result of the millennial generation's independence in finding and analysing information on environmental responsibility and the self-affirming qualities of products that are ecologically friendly.

To draw in customers who are beginning to care about the environment, a number of manufacturers have recently begun to produce eco-friendly items, or so-called green products (Li et al., 2021). Products that are cultivated and produced organically, free of artificial materials, chemicals, or ionising radiation, are considered sustainable. Eco-friendly products do, in fact, have a predictable life cycle because of their long-lasting goodness and stability. They are often regarded as being healthier, safer, and having a high nutritional content. They are also thought to be better for the ecosystem and the general public's health (Ogiemwonyi et al., 2022). Consuming eco-friendly items is one way to practise environmental responsibility because it demonstrates support for the natural world and guards against any actions that can harm the ecosystem.

Forbes reports that consumers are increasingly willing to pay more for sustainable items, spanning all generations from Baby Boomers to Gen Z. Almost 90% of Gen X customers stated in 2022 that they would be prepared to pay an additional 10% or more for sustainable items, up from little over 34% in 2020. Businesses have a fantastic opportunity to boost sales of their eco-friendly products by taking advantage of this occurrence. In order to improve sales, they must, therefore, convert consumers' desire to save the environment into a desire to purchase (De Silva et al, 2021). As a result, businesses must concentrate on factors that will encourage customers to purchase ecologically friendly goods. Implementing a social media marketing plan through partnership with influencers (influencer marketing) is one marketing method that businesses may use to attract people to purchase environmentally friendly items.

According to Vrontis et al. (2021), Social media influencers (SMIs) exhibit a distinction from regular internet users in that they are experts in specific fields and possess a superior capacity to influence the choices of their viewers. To the best of our knowledge, several earlier studies have discovered a connection

between social media marketing and the usage of influencers on consumers' overall intentions to shop for products. Yildirim (2021) found that female social media influencers have a critical impact in advancing eco-friendly and sustainable consumption habits via digital platforms. According to Kilipri et al. (2023), choosing a sustainable location is favourably correlated with Instagram travel influencers as social media communicators.

According to earlier studies, using social media influencers as a marketing tactic should boost consumer interest in buying eco-friendly goods. Because of this, the focus of this research study was on how social media influencers affect consumers' intention to buy eco-friendly goods.

## II. Research Method

The research design utilized in this study is a literature review or literature study. A literature review is a search and investigation of the literature that includes going through and analyzing many journals, books, and other published manuscripts connected to the research topic in order to write an article about a specific topic or issue (Marzali, 2016). Articles for this study are found by searching for keywords such as "social media influencer," "purchase intention," "green product," "eco-friendly product," and "sustainable product." The chosen papers fulfill the following requirements: they are original research articles with a maximum journal publication deadline of ten years (2013–2023); they are written in both Indonesian and English; the study subjects are social media users; and the articles are fully text accessible. The articles we use as references are research articles that have been published online using open-access resources like ScienceDirect and Google Scholar.

## III. Results and Discussion

### Result

Following a search for scientific articles on ScienceDirect and Google Scholar, five articles that satisfied the predetermined criteria were discovered. These articles are as follows.

**Table 1.** Review of 5 Articles

Authors	Year	Aims	Methods	Results
Yanhong Wu, Shaohua Yang, Danping Liu	2023	This study examines the mediating function of consumption value in examining the relationship between consumers' intention to buy sustainable food and social media influencers' (SMIs) intimate self-disclosure, environmental concern, and self-control over spending.	This study collects data using a convenience sample strategy, which is common in SMIs research. The sampling frame is defined as Chinese social media users who have followed one or more social media influencers prior to taking the survey. In this study, the model was tested using Smart PLS 3.3.6 and partial least squares structural equation modelling (PLS-SEM).	According to the study, consumer purchases of sustainable food were mostly linked to the financial restraint of social media influencers, who were then linked to their care for the environment. Theoretically, by incorporating theory of consumption values (TCV) into the stimulus-organism-response (SOR) framework, this study advances our understanding of how consumers internalise social media influencer marketing (SMIM) and motivates their endorsement of sustainable foods. Additionally, it disproves the idea that SMIs are solely important to younger generations and shows how important SMI impact variables are in relation to one another from a non-linear standpoint.
Eleni Kilipiri, Eugenia Papaioannou, Iordanis Kotzaivazoglou	2023	to investigate how Instagram travel influencers affect users' decision to vacation to a sustainable location	By utilising the power of ten Instagram travel macro-influencers, which comes from their followers' interactions with posts, thirty sustainable tourism destinations that were uploaded between 2017 and 2019 were chosen for analysis. A mixed technique approach was utilised in the	The findings show that Instagram travel influencers, as social media communicators, are positively related to the selection of a sustainable destination.

			study, integrating quantitative and cross-sectional data analysis. To test the hypotheses, panel data and a multiple hierarchical analysis with SPSS Statistics were used. Ultimately, a regression model was employed in an attempt to determine the correlation between the selection of sustainable tourism destinations and geolocation data.	
Payal S. Kapoor, Abhinav Tagore, Sahil Dua	2023	to look into how sponsored versus unsponsored social media influencer (SMI) posts affect the promotion of eco-friendly clothing manufacturers.	To verify the suggested theories, three investigations were carried out (Table 1). To establish external validity for the impact of sponsorship status on customer behavioural responses, likes and comments, exploratory field study was carried out in Study 1. (H1). This is an exploratory study that uses data extraction and analysis from Instagram postings by sustainable fashion brands. In Study 2, the direct impacts of sponsorship status on purchase intentions and the role of message authenticity as a mediator were examined using a controlled experiment (H1 and H2). Another controlled experiment, Study 3, was carried out to investigate the moderating function of benefit-fit connection (H3).	The findings showed that non-sponsored SMI postings were more likely to elicit higher levels of behaviour intention and message authenticity. Furthermore, it was discovered that the sponsorship status and benefit association had a substantial interaction effect on customer outcomes. Higher message authenticity and behavioural intention in sponsored posts resulted from the other-oriented benefit association. The results provided insightful information for sustainable fashion firms participating in SMIs. SMI postings with other-oriented benefit linkages that influence purchasing intention may encourage authenticity.
Md. Nekmahmud, Farheen Naz, Haywantee Ramkissoon, Maria Fekete-Farkas	2022	to investigate consumer intentions to purchase environmentally friendly products and to track the ways in which social media usage and marketing (SMU) affect customers' sustainable consumption habits.	This research extends the Theory of Planned Behaviour (TPB) by including three new variables: social media usage, green thinking, and social media marketing. This creates a novel model for assessing customers' green purchasing intentions (GPI) through social media (SM). A self-administered questionnaire was used to gather 785 usable responses, and PLS-SEM was used for the analysis.	According to this study, the intention to buy green items on social media is strongly and favourably correlated with attitude, subjective norms, perceived behaviour control, green thinking, and social media marketing.
Seda Yıldırım	2021	The purpose of this study is to look into the impact of green women influencers in	The qualitative research method was used in this study. As an example situation, the study featured four lists of the top social media influencers that are green or sustainable.	According to the report, green women are viewed as the main social media influencers since they generally encourage sustainable consumption habits. Green women have greater

		encouraging sustainable purchasing patterns through social media platforms.	After that, descriptive content analysis was used to examine the data. This study used a descriptive content analysis classification and categorization technique to ascertain the involvement of green women influencers in sustainable consumption.	influence over how people consume through digital channels. Green women are micro-celebrities on social media who publish primary material about sustainable living, conscious consumerism, green cuisine and clothes, green travel, green cosmetics, and zero waste living to encourage sustainable consumption patterns. The ability of female social media influencers to change society's consumption habits into sustainable patterns is far greater than that of male influencers.
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### Discussion

Based on a literature review conducted by researchers, in general, Social Media Influencers (SMI) has a significant positive relationship with consumers' decisions to purchase eco-friendly products (Kapoor et al, 2023; Yildirim, 2021). Social media influencers are one of the most well-known and frequently used social media-based marketing strategies today due to the high number of social media users in the world. The rise of this kind of marketing has also been aided by consumers' transition to online purchasing.

In recent years, e-commerce has grown to be a vital component of international shopping. As a result of the continuous digitization of contemporary life, customers worldwide are currently able to enjoy the benefits of online transactions. With over five billion internet users globally, the number of people making transactions online is always rising as internet access and usage grow quickly. Retail e-commerce sales were predicted to surpass 5.7 trillion USD globally in 2022, and it is anticipated that this amount will rise to unprecedented levels in the years to come (Van Gelder, 2023). As the largest online consumer demographic and the target audience for today's social media advertising, young people are the driving force behind the present surge in e-commerce sales.

Today's youth, for the most part, use and possess a variety of social media platforms to constantly search for information about products they wish to purchase. Additionally, individuals are more likely to pay attention to product recommendations and information from social media users whom they respect and follow. Due to this phenomenon, numerous businesses have begun to invite well-known personalities or celebrities to work together on social media platforms to promote their goods. This tactic is commonly referred to as influencer marketing. Based on our summary of five prior studies, it was discovered that customers' inclinations to buy environmentally friendly items are significantly influenced by social media influencers. Yildirim's research from 2021 revealed, however, that influencers' power to raise customer purchasing intentions is influenced by their gender, with female influencers having a greater effect than male influencers.

The study of social media influencers and purchasing intentions for environmentally friendly items is carried out with relatively trustworthy sources, both domestic and foreign, so that it may be used as a reference for similar research. In preparing this literature review, the researchers made every effort to be as thorough as possible. However, there are a number of drawbacks to creating this literature review, one of which is that it does not meet all of the researchers' reference needs because it restricts the researchers' ability to access journals that are thought to be more appropriate to the requirements and factors researched.

### IV. Conclusion

The article's overall study demonstrates a correlation between social media influencers and consumers' intentions to buy ecologically friendly goods (such as apparel, food, and travel destinations). In order to produce more thorough study results, future scholars can conduct literature studies by creating titles or adding reference journals.

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