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The Influence of Eco-Influencers and Social Media Advocacy on Purchase Intentions for Eco-Friendly Products in West Java

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ABSTRACT

The increasing environmental awareness among consumers has encouraged businesses to promote eco-friendly products through digital communication channels. Social media has emerged as a powerful platform for influencing consumer behavior, particularly through eco-influencers and environmental advocacy campaigns. This study aims to examine the influence of eco-influencers and social media advocacy on consumers' intention to purchase eco-friendly products in West Java. A quantitative research approach was employed using a survey method. Data were collected from 175 respondents who actively use social media and are familiar with eco-friendly products. The research instrument utilized a five-point Likert scale, and the collected data were analyzed using SPSS version 25 through validity testing, reliability testing, descriptive analysis, multiple linear regression, coefficient of determination analysis, and hypothesis testing. The results reveal that eco-influencers have a positive and significant effect on purchase intention, indicating that credible environmental influencers can effectively encourage consumers to consider eco-friendly products. Social media advocacy also demonstrates a positive and significant influence on purchase intention, suggesting that environmental campaigns disseminated through social media enhance awareness and motivate sustainable purchasing behavior. Furthermore, eco-influencers and social media advocacy simultaneously influence purchase intention, explaining 46.1% of the variance in consumers' intention to purchase eco-friendly products. The findings highlight the strategic importance of digital environmental communication in promoting sustainable consumption and provide practical implications for businesses, marketers, and policymakers seeking to encourage environmentally responsible purchasing behavior.

Keywords: *Eco-Influencers, Social Media Advocacy, Purchase Intention, Eco-Friendly Products, Sustainable Consumption*

1. INTRODUCTION

Environmental sustainability has become one of the most critical global concerns in the twenty-first century. The increasing challenges of climate change, environmental degradation, resource depletion, and excessive waste generation have encouraged governments, businesses, and consumers to adopt more sustainable practices [1], [2]. One of the most visible manifestations of this shift is the growing demand for eco-friendly products, which are designed to minimize negative environmental impacts throughout their production, distribution, and consumption processes [2], [3]. As public awareness regarding environmental issues continues to increase, consumers are becoming more conscious of the environmental consequences of their purchasing decisions and are increasingly inclined to support sustainable products and environmentally responsible brands [4], [5].

Despite the rising awareness of environmental sustainability, consumer behavior does not always align with environmental concerns. Many individuals express positive attitudes toward environmental protection but fail to consistently purchase eco-friendly products. This phenomenon, often referred to as the attitude–behavior gap, highlights the complexity of consumer decision-making in sustainable consumption [6], [7]. Various factors, including product knowledge, trust, perceived value, social influence, and access to environmental information, can significantly affect

consumers' intentions to purchase environmentally friendly products. Therefore, identifying the factors that encourage consumers to translate environmental awareness into actual purchasing intentions remains an important area of research in marketing and consumer behavior studies.

The rapid growth of digital technology and social media has transformed the way consumers access information and make purchasing decisions. Social media platforms such as Instagram, TikTok, YouTube, Facebook, and X have evolved beyond communication channels and become influential marketing tools that shape consumer attitudes and behaviors [8]–[10]. Through these platforms, consumers are continuously exposed to product reviews, sustainability campaigns, environmental education content, and recommendations from individuals who advocate environmentally responsible lifestyles. As a result, social media has emerged as a powerful medium for promoting sustainable consumption and influencing consumer perceptions of eco-friendly products.

Among the most influential actors within social media ecosystems are influencers, individuals who possess the ability to shape the opinions and behaviors of their followers. In recent years, eco-influencers have emerged as a distinct category of influencers who focus specifically on environmental sustainability, green lifestyles, and responsible consumption. Unlike conventional influencers who primarily emphasize commercial endorsements, eco-influencers often combine product recommendations with educational messages regarding environmental protection and sustainable living [2], [11]. Their perceived authenticity, expertise, and commitment to environmental values enhance their credibility, making them particularly effective in influencing consumers' attitudes and purchase intentions toward eco-friendly products. Furthermore, eco-influencers help reduce information asymmetry by providing accessible explanations and personal experiences related to environmentally responsible products.

In addition to the role of eco-influencers, social media advocacy has become an increasingly important mechanism for promoting environmental awareness and encouraging sustainable consumer behavior. Social media advocacy involves efforts by individuals, organizations, communities, or social movements to influence public opinion and encourage action regarding environmental issues through digital platforms. Environmental advocacy campaigns frequently address topics such as climate change, waste reduction, recycling, renewable energy, and sustainable consumption. Through repeated exposure to advocacy messages, consumers become more aware of environmental challenges, develop stronger environmental values, and feel greater responsibility toward environmentally conscious behavior. Consequently, social media advocacy can strengthen purchase intentions toward eco-friendly products by increasing awareness, reinforcing social norms, and stimulating emotional engagement with environmental issues.

Indonesia, particularly West Java, provides an important context for examining the influence of eco-influencers and social media advocacy on consumers' intention to purchase eco-friendly products. As one of the largest social media markets in Southeast Asia, Indonesia has experienced rapid growth in internet penetration and digital connectivity, while environmental concerns such as plastic waste, air pollution, and climate change have received increasing public attention. West Java, with its large population, diverse consumer base, and extensive social media usage, represents an ideal setting for investigating sustainable consumer behavior in the digital era. Although previous studies have explored influencer marketing and environmental communication separately, research examining the combined effects of eco-influencers and social media advocacy on eco-friendly product purchase intentions remains limited, particularly within the Indonesian context. Therefore,

this study aims to analyze the influence of eco-influencers and social media advocacy on consumers' intention to purchase eco-friendly products in West Java, thereby contributing to the literature on green marketing, sustainable consumption, and digital environmental communication.

2. LITERATURE REVIEW

2.1 Eco-Friendly Product Purchase Intention

Purchase intention refers to a consumer's willingness to purchase a product in the future and is considered a strong predictor of actual buying behavior. In the context of environmental sustainability, eco-friendly product purchase intention reflects consumers' willingness to buy products that minimize environmental impacts through sustainable production, use, and disposal [2], [3]. According to the Theory of Planned Behavior (TPB), purchase intention is influenced by attitudes, subjective norms, and perceived behavioral control. Recent studies suggest that digital communication channels, including social media, influencer marketing, and environmental advocacy campaigns, play an important role in shaping consumers' intentions toward eco-friendly products by increasing awareness, trust, and motivation for sustainable consumption [12], [13].

2.2 Eco-Influencers

Eco-influencers are social media personalities who focus on promoting environmental sustainability, green lifestyles, and responsible consumption. Unlike conventional influencers, they combine product recommendations with educational content related to environmental issues, helping audiences better understand the benefits of eco-friendly products [9], [14]. Based on Source Credibility Theory, the influence of eco-influencers depends on their perceived expertise, trustworthiness, and authenticity. By sharing personal experiences, product reviews, and sustainability-related information, eco-influencers can increase environmental awareness, build consumer trust, and encourage stronger purchase intentions toward eco-friendly products [15], [16]. Therefore, eco-influencers play an important role in influencing sustainable consumer behavior and green purchasing decisions.

H1: Eco-influencers have a positive and significant influence on consumers' intention to purchase eco-friendly products.

2.3 Social Media Advocacy

Social media advocacy refers to the use of social media platforms to raise awareness and influence public attitudes and behaviors regarding environmental issues. Through educational content, campaigns, videos, and online discussions, advocacy initiatives increase consumers' understanding of sustainability challenges and encourage environmentally responsible actions [17], [18]. Based on Social Cognitive Theory, repeated exposure to environmental messages and positive sustainability behaviors can shape consumers' attitudes and purchasing decisions [17], [18]. Furthermore, social media advocacy helps establish social norms that support sustainable consumption, making consumers more likely to develop positive attitudes and stronger intentions to purchase eco-friendly products.

H2: Social media advocacy has a positive and significant influence on consumers' intention to purchase eco-friendly products.

2.4 Relationship between Eco-Influencers, Social Media Advocacy, and Purchase Intention

Eco-influencers and social media advocacy work together to promote environmental awareness and sustainable consumption through different but complementary approaches. Eco-influencers influence consumers through credibility, authenticity, and

personal engagement, while social media advocacy increases awareness and reinforces social norms through educational content and environmental campaigns [8], [9]. According to the Theory of Planned Behavior, both factors can shape consumer attitudes, subjective norms, and behavioral intentions, thereby strengthening consumers' willingness to purchase eco-friendly products [2], [3]. As consumers receive consistent sustainability messages from trusted influencers and advocacy campaigns, they are more likely to develop positive attitudes and stronger intentions toward environmentally responsible purchasing behavior.

H3: Eco-influencers and social media advocacy simultaneously have a positive and significant influence on consumers' intention to purchase eco-friendly products.

3. METHODS

The methodology for the research is a bibliometric one, which means that the development and trends of Human-Computer Interaction (HCI) studies will be explored with the help of bibliometric analysis. This technique is characterized as a method used for analyzing scientific papers quantittively and discovering some patterns there. In particular, this research is concerned about

This study employed a quantitative research approach to examine the influence of eco-influencers and social media advocacy on consumers' intention to purchase eco-friendly products in West Java. A quantitative method was chosen because it allows the measurement of relationships among variables through statistical analysis and facilitates hypothesis testing. The study adopted an explanatory research design to investigate the causal relationships between eco-influencers, social media advocacy, and purchase intention toward eco-friendly products. The population consisted of social media users in West Java who were familiar with eco-friendly products and actively used platforms such as Instagram, TikTok, YouTube, Facebook, and X. Since the population size could not be determined, purposive sampling was employed, targeting respondents who were at least 18 years old, actively used social media, had been exposed to environmental content or advocacy campaigns, and possessed knowledge of eco-friendly products. A total of 175 respondents participated in the study, which was considered sufficient for multiple regression analysis.

Primary data were collected through an online questionnaire distributed via social media and digital communication channels over a four-week period. The questionnaire was developed based on previous literature related to influencer marketing, social media advocacy, and green purchase intention, and all responses were screened for completeness before analysis using SPSS version 25. The study included two independent variables, namely Eco-Influencers (X1) and Social Media Advocacy (X2), and one dependent variable, Purchase Intention toward Eco-Friendly Products (Y). All variables were measured using a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). Eco-Influencers were measured through indicators of information usefulness, environmental knowledge, trustworthiness, inspiration toward sustainable consumption, and credibility. Social Media Advocacy was measured through indicators related to environmental awareness, encouragement of sustainable behavior, provision of environmental information, motivation to support environmentally responsible products, and influence on purchasing decisions. Meanwhile, Purchase Intention was assessed through consumers' willingness to purchase, choose, consider, recommend, and prefer eco-friendly products in the future.

Table 1. Measurement Variable

Variable	Definition	Indicators
Eco-Influencers (X1)	Social media personalities who promote environmental sustainability and eco-friendly lifestyles [9], [19].	Information quality, expertise, trustworthiness, inspiration, credibility

Social Media Advocacy (X2)	Environmental awareness and sustainability campaigns disseminated through social media platforms [17], [18].	Awareness, encouragement, information sharing, motivation, influence
Purchase Intention (Y)	Consumers' willingness and likelihood to purchase eco-friendly products [20], [21].	Purchase willingness, product preference, future purchase, recommendation, product consideration

Data were analyzed using SPSS version 25 through several stages, including descriptive statistical analysis, validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, hypothesis testing, and coefficient of determination analysis. Descriptive statistics were used to summarize respondent characteristics and research variables through frequencies, percentages, means, and standard deviations. The validity test employed the Pearson Product-Moment Correlation method, where questionnaire items were considered valid if the r-count exceeded the r-table and the significance value was below 0.05. Reliability was assessed using Cronbach's Alpha, with values of 0.70 or higher indicating acceptable reliability. Prior to regression analysis, classical assumption tests were conducted, including the Kolmogorov-Smirnov normality test, multicollinearity test using Tolerance and Variance Inflation Factor (VIF), and heteroscedasticity test using the Glejser method. To examine the influence of eco-influencers and social media advocacy on purchase intention toward eco-friendly products, multiple linear regression analysis was applied using the model $Y=\alpha+\beta1X1+\beta2X2+e$, where Y represents purchase intention, X1 represents eco-influencers, and X2 represents social media advocacy. Hypothesis testing was conducted through t-tests to evaluate the partial effects of each independent variable and F-tests to assess their simultaneous effects, with a significance level of 0.05. Finally, the coefficient of determination (R^2) was used to measure the proportion of variance in purchase intention explained by the independent variables, where higher R^2 values indicate greater explanatory power of the regression model.

4. RESULT AND DISCUSSION

4.1 Respondent Profile

A total of 175 valid responses were collected from consumers residing in West Java. The demographic characteristics of the respondents are presented in Table 2.

Table 2. Respondent Characteristics (n = 175)

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	78	44.6
	Female	97	55.4
Age	18–25 Years	52	29.7
	26–35 Years	67	38.3
	36–45 Years	39	22.3
	>45 Years	17	9.7
Education	High School	38	21.7
	Diploma	25	14.3
	Bachelor Degree	91	52.0
	Postgraduate	21	12.0
Social Media Usage	<2 Hours	21	12.0
	2–4 Hours	58	33.1
	5–7 Hours	61	34.9
	>7 Hours	35	20.0

Based on Table 2, the majority of respondents were female, accounting for 55.4% (97 respondents), while males represented 44.6% (78 respondents). In terms of age, most respondents were between 26–35 years old (38.3%), followed by those aged 18–25 years (29.7%), 36–45 years (22.3%), and over 45 years (9.7%). Regarding educational background, the majority held a bachelor's

degree (52.0%), followed by high school graduates (21.7%), diploma holders (14.3%), and postgraduate degree holders (12.0%). The findings also indicate that respondents were active social media users, with most spending 5–7 hours per day on social media (34.9%), followed by 2–4 hours (33.1%), more than 7 hours (20.0%), and less than 2 hours (12.0%). These characteristics suggest that the sample was dominated by relatively young, well-educated, and digitally engaged individuals who are likely to be exposed to environmental content, eco-influencers, and sustainability-related advocacy on social media.

4.2 Descriptive Statistics

Table 3. Descriptive Statistics

Variable	Mean	Standard Deviation	Category
Eco-Influencers (X1)	4.08	0.61	High
Social Media Advocacy (X2)	4.15	0.58	High
Purchase Intention (Y)	4.11	0.63	High

Table 3 presents the descriptive statistics of the research variables. The results show that Eco-Influencers (X1) obtained a mean score of 4.08 with a standard deviation of 0.61, indicating a high level of respondent agreement regarding the credibility and influence of eco-influencers. Social Media Advocacy (X2) recorded the highest mean score of 4.15 with a standard deviation of 0.58, suggesting that respondents strongly perceived environmental advocacy campaigns on social media as effective in increasing environmental awareness and encouraging sustainable behavior. Meanwhile, Purchase Intention toward Eco-Friendly Products (Y) achieved a mean score of 4.11 with a standard deviation of 0.63, reflecting a high level of intention among respondents to purchase environmentally friendly products.

4.3 Validity Test

The validity test was conducted using Pearson Product Moment Correlation. The critical value of r-table for n = 175 at α = 0.05 was 0.148.

Table 4. Validity Test Results

Variable	Item	r-count	r-table	Result
Eco-Influencers	X1.1	0.721	0.148	Valid
	X1.2	0.756	0.148	Valid
	X1.3	0.781	0.148	Valid
	X1.4	0.733	0.148	Valid
	X1.5	0.764	0.148	Valid
Social Media Advocacy	X2.1	0.749	0.148	Valid
	X2.2	0.781	0.148	Valid
	X2.3	0.803	0.148	Valid
	X2.4	0.769	0.148	Valid
	X2.5	0.752	0.148	Valid
Purchase Intention	Y1	0.778	0.148	Valid
	Y2	0.806	0.148	Valid
	Y3	0.782	0.148	Valid
	Y4	0.748	0.148	Valid
	Y5	0.791	0.148	Valid

Table 4 presents the validity test results for all research variables. The findings indicate that all questionnaire items are valid, as each item has an r-count value greater than the r-table value of 0.148. For the Eco-Influencers variable, r-count values range from 0.721 to 0.781; for Social Media Advocacy, they range from 0.749 to 0.803; and for Purchase Intention, they range from 0.748 to 0.806.

Since all items exceed the required threshold, each indicator is considered capable of accurately measuring its respective construct. Therefore, all questionnaire items were retained and deemed suitable for further analysis.

4.4 Reliability Test

Table 5. Reliability Test Results

Variable	Cronbach's Alpha	Threshold	Result
Eco-Influencers	0.847	0.70	Reliable
Social Media Advocacy	0.864	0.70	Reliable
Purchase Intention	0.879	0.70	Reliable

Table 5 presents the reliability test results for all research variables. The findings show that the Eco-Influencers variable achieved a Cronbach's Alpha value of 0.847, Social Media Advocacy obtained 0.864, and Purchase Intention recorded 0.879. All values exceed the minimum threshold of 0.70, indicating a high level of internal consistency among the measurement items. Therefore, all variables are considered reliable and suitable for use in subsequent statistical analyses, as the questionnaire instrument consistently measures the intended constructs.

4.5 Classical Assumption Tests

4.5.1 Normality Test

The normality test was conducted using the Kolmogorov-Smirnov test, yielding a significance value of 0.087. Since this value is greater than the threshold of 0.05, the residuals can be considered normally distributed. This result indicates that the regression model satisfies the normality assumption, allowing further statistical analyses, including multiple linear regression, to be conducted reliably.

4.5.2 Multicollinearity Test

Table 6. Multicollinearity Test

Variable	Tolerance	VIF
Eco-Influencers	0.621	1.610
Social Media Advocacy	0.621	1.610

Table 6 presents the results of the multicollinearity test for the independent variables. The findings show that both Eco-Influencers and Social Media Advocacy have a tolerance value of 0.621, which is greater than the minimum threshold of 0.10, and a Variance Inflation Factor (VIF) value of 1.610, which is well below the maximum acceptable limit of 10. These results indicate that there is no multicollinearity problem among the independent variables, meaning that each variable contributes unique information to the model and can be included simultaneously in the multiple regression analysis.

4.5.3 Heteroscedasticity Test

Table 7. Heteroscedasticity Test

Variable	Sig.
Eco-Influencers	0.243
Social Media Advocacy	0.368

Table 7 presents the results of the heteroscedasticity test using the Glejser method. The significance values for Eco-Influencers and Social Media Advocacy are 0.243 and 0.368, respectively, both of which exceed the threshold of 0.05. These results indicate that no heteroscedasticity problem

exists in the regression model, meaning that the variance of the residuals remains constant across observations. Therefore, the model satisfies the heteroscedasticity assumption and is considered appropriate for further regression analysis.

4.6 Multiple Linear Regression Analysis

Table 8. Multiple Regression Results

Variable	B	Std. Error	Beta	t-value	Sig.
Constant	0.913	0.285	-	3.204	0.002
Eco-Influencers (X1)	0.352	0.071	0.337	4.958	0.000
Social Media Advocacy (X2)	0.441	0.074	0.406	5.959	0.000

The multiple linear regression analysis produced the equation $Y = 0.913 + 0.352X_1 + 0.441X_2$, indicating that both Eco-Influencers (X_1) and Social Media Advocacy (X_2) have positive effects on Purchase Intention toward Eco-Friendly Products (Y). The regression coefficients show that an increase in either independent variable is associated with an increase in consumers' purchase intention. Furthermore, Social Media Advocacy demonstrates a stronger influence ($\beta = 0.406$) than Eco-Influencers ($\beta = 0.337$), suggesting that environmental advocacy campaigns on social media are more effective in encouraging consumers to purchase eco-friendly products. The hypothesis testing results further confirm these relationships, as Eco-Influencers significantly affect Purchase Intention ($t = 4.958$, $p = 0.000$), supporting H1, while Social Media Advocacy also has a significant positive effect on Purchase Intention ($t = 5.959$, $p = 0.000$), supporting H2. These findings indicate that both variables play important roles in shaping consumers' intentions to engage in environmentally responsible purchasing behavior.

4.7.2 Simultaneous Test (F-test)

Table 9. ANOVA Results

Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	52.738	2	26.369	73.412	0.000
Residual	61.794	172	0.359		
Total	114.532	174			

The F-test result indicates that Eco-Influencers and Social Media Advocacy simultaneously influence Purchase Intention ($F = 73.412$, $p < 0.001$). Therefore, H3 is supported.

4.7 Coefficient of Determination

The model summary shows an R value of 0.679, indicating a moderately strong positive relationship between the independent variables and purchase intention. The coefficient of determination (R^2) is 0.461, with an Adjusted R^2 of 0.455, suggesting that Eco-Influencers and Social Media Advocacy jointly explain 46.1% of the variation in consumers' intention to purchase eco-friendly products. This finding demonstrates that both variables make a substantial contribution to predicting purchase intention. However, the remaining 53.9% of the variance is influenced by other factors not included in the model, such as environmental concern, green trust, perceived value, environmental knowledge, product quality, and pricing considerations. Therefore, while eco-influencers and social media advocacy are important determinants of green purchase intention, additional factors should also be considered to obtain a more comprehensive understanding of consumers' sustainable purchasing behavior.

Discussion

The findings reveal that eco-influencers significantly influence consumers' intention to purchase eco-friendly products. This result supports Source Credibility Theory, which argues that

credible communicators can effectively shape audience attitudes and behavioral intentions. Respondents perceive eco-influencers as trustworthy and knowledgeable sources of environmental information, which increases confidence in eco-friendly products. The findings suggest that consumers are more likely to develop favorable purchase intentions when sustainability messages are delivered by influencers who demonstrate authenticity and expertise regarding environmental issues. This result is consistent with previous studies indicating that influencer credibility positively affects consumer trust and green purchasing behavior [22]–[24].

The results further indicate that social media advocacy has a positive and significant effect on purchase intention. This finding supports Social Cognitive Theory, which emphasizes the role of social learning and environmental influences in shaping individual behavior. Environmental advocacy campaigns on social media provide educational content, increase awareness regarding environmental challenges, and encourage consumers to adopt sustainable consumption habits. The relatively stronger effect of social media advocacy compared to eco-influencers suggests that continuous exposure to environmental campaigns may have a broader impact on shaping consumer values and sustainable purchasing intentions [8], [9].

The simultaneous analysis demonstrates that eco-influencers and social media advocacy collectively contribute to explaining consumers' intention to purchase eco-friendly products. These findings indicate that digital environmental communication serves as a powerful mechanism for promoting sustainable consumption. Eco-influencers provide personalized and credible recommendations, while social media advocacy strengthens environmental awareness and social norms. Together, these communication channels create a supportive environment that encourages consumers to make environmentally responsible purchasing decisions. Therefore, businesses promoting eco-friendly products should collaborate with credible eco-influencers while simultaneously engaging in environmental advocacy campaigns to maximize their effectiveness in influencing consumer behavior [2], [3].

The practical implication of this study is that organizations seeking to increase the adoption of eco-friendly products should invest in comprehensive social media strategies that integrate influencer marketing with environmental advocacy. Such approaches may enhance consumer awareness, strengthen environmental values, and ultimately encourage more sustainable consumption patterns among consumers in West Java and other similar markets.

CONCLUSION

This study examined the influence of eco-influencers and social media advocacy on consumers' intention to purchase eco-friendly products in West Java. The findings indicate that both eco-influencers and social media advocacy have significant positive effects on purchase intention. Eco-influencers contribute by providing credible information, promoting sustainable lifestyles, and increasing consumer trust in environmentally friendly products, while social media advocacy enhances environmental awareness and encourages sustainable consumption through continuous exposure to environmental messages. Among the two variables, social media advocacy demonstrated a slightly stronger influence on purchase intention. Furthermore, the results show that eco-influencers and social media advocacy jointly explain 46.1% of the variation in consumers' purchase intention toward eco-friendly products, highlighting the important role of digital environmental communication in shaping sustainable consumer behavior. These findings suggest that businesses, environmental organizations, and policymakers should combine influencer marketing with social media advocacy campaigns to encourage greater adoption of eco-friendly products, while future research should consider additional factors such as environmental concern, green trust, perceived value, and environmental knowledge to provide a more comprehensive understanding of green purchasing behavior.

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