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## The Effect of Green Social Media Marketing on Purchase Decision: A Systematic Literature Review

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### Abstract

The past few decades have witnessed a dramatic rise in consumer interest for environmental protection, pushing companies to adopt more sustainable practices. This shift is reflected in the explosion of green marketing, particularly on social media platforms. Social media serves as an important communication channel for today's environmentally conscious and socially active consumers, making it a prime target for companies promoting eco-friendly products and initiatives. While prior research has explored green marketing in general, the specific influence of green marketing on social media and its impact on consumer purchase decisions remain relatively under-investigated. This systematic literature review, conducted using PRISMA guidelines, analyses relevant academic journals published between 2019 and 2024. It examines how companies leverage social media using green marketing, and how these efforts influence consumer's purchase decision journey. This in-depth analysis provided a descriptive breakdown of the included articles, categorizing them by author, publication year, journal, citations, and other relevant information. This systematic review offers valuable insights into current trends within the realm of green social media marketing. It not only highlights established research directions but also pinpoints areas where further investigation is crucial. This comprehensive literature review outlines current trends on the topic, identifies gaps in existing research, and proposes directions for future studies.

### Keywords

Green Marketing, Social Media, Purchase Decisions, Systematic Literature Review.

## 1. Introduction

In recent decades, consumer attention to environmental issues has increased rapidly. According to the 2022 JakPat survey results, most young consumers, especially millennials and gen Z, are increasingly concerned about the environment. The survey on 3 September 2022 through JakPat with 2,303 respondents showed an increase in environmental awareness: 69.8% use their own shopping bags, 56.2% choose eco-friendly products, 46.4% recycle packaging, 45.2% choose natural products, 42.1% choose refillable packaging, 36.2% choose socially conscious brands, and 32.5% recycle clothes into new items. This is encouraging companies to adopt more sustainable practices. More and more consumers are aware of environmental issues, so many companies are integrating environmental issues into their marketing strategies (Yuliana & Pantawis, 2022). Innovative companies have adopted responses to global issues and environmental damage as a strategy to attract consumers and the public.

One of the strategies they employ is green marketing, which has been introduced since the late 1980s (Peattie & Crane, 2005). Green marketing, as explained by Grant cited in Penungkelan et al. (2018), is an approach to marketing and creating goods or services that emphasises environmental sustainability. It includes product customisation, changes in the production process, and modifications to promotional strategies (Penungkelan et al., 2018). Desanto et al. (2018) describes green marketing as designing and marketing products to minimise their negative impact on the environment. Companies that implement green marketing often have products that are marketed internationally. The use of social media shows tremendous development. Along with the increasing use of social media, companies are starting to utilise the platform to promote services. Not only business owners, social media is also an option for customers to choose the products they want (Pancaningsih et al., 2022).

In the eyes of companies, social media is used as a marketing tool (Moriansyah, 2015). This includes the use of green marketing on social media, or called green social media marketing. Green social media marketing is a strategy used on social media platforms to introduce environmentally friendly products. Green marketing messages spread through social media increase consumer awareness of the brand and its environmental initiatives, which in turn opens up great opportunities for consumer purchases. The success of green marketing on social media depends on the right strategy. Interesting content, active interaction, and optimal platform utilisation have an influence on purchasing decisions (Asi & Hasbi, 2021). This is supported by the study of Okadiani et al. (2019) which proves that environmentally friendly products and marketing through social media have a positive and significant effect on product purchase decisions at PT Sensatia Botanicals. The study of Sari et al (2023), there is a simultaneous influence of Green Marketing, Social Media Marketing on purchase decisions.

Pertiwi & Sulistiyowati (2021) also explained the same thing that simultaneously, green marketing and social media marketing strategies have a simultaneous influence on purchase decisions (Alfakihuddin, 2023). Although previous research has discussed green marketing in general, the specific impact of green marketing through social media on consumer purchasing decisions is still relatively rare to study. Therefore, the purpose of this study is to fill this research gap and provide a comprehensive discussion of green marketing on social media and its impact on purchase decisions, including trends and gaps in the literature. A total of 180 relevant articles published between 2019 and 2024 were collected for a systematic literature review to collate the latest research on green advertising in social media (Zainal, 2020). The results are analysed and presented based on trends in the field, classification of the 5 most cited articles, geographical distribution of research,

journal activity, articles and the most important thematic categories. As consumer awareness of environmental issues increases, it is important to explore these research trends and gaps and their implications. The researcher formulated a clear research question to ensure the literature review was focused. The study has an objective to answer.

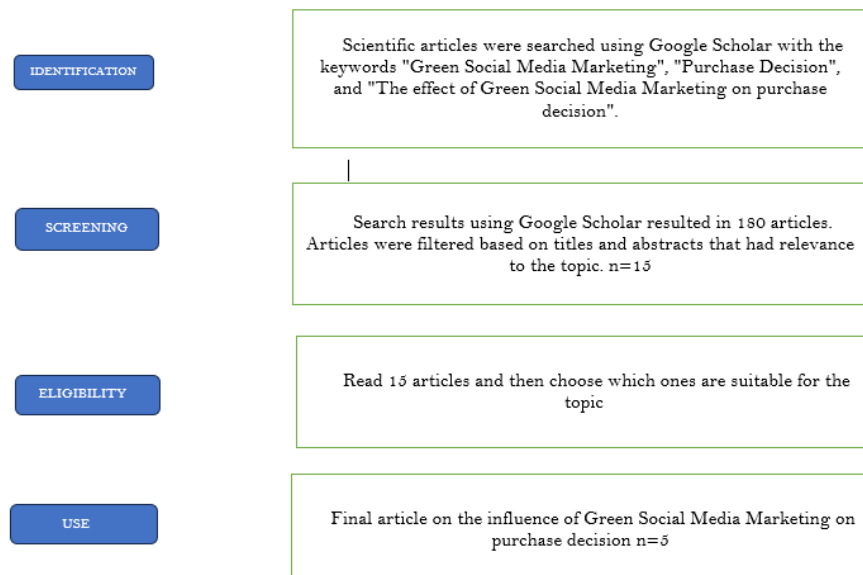
**RQ1:** What methods are used to analyse the role of green marketing on social media in influencing purchase decisions?

**RQ2:** What indicators are used in each of the variables?

**RQ3:** How does the role of green marketing on social media influence purchase decisions?

## 2. Methods

This study conducted a systematic literature review (PRISMA) to explain decisions regarding databases, publications, keywords and search periods, allowing readers to evaluate the validity of this research. Documentation of the search process also ensures the reliability and sustainability of the research. This research is based on the following steps. The diagram in Figure 1 displays the literature review search strategy. The diagram illustrates the process of searching scientific journals in accordance with the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines. The search process utilised Google Scholar. The search used the collaborative initiative name or its abbreviation in the main part of the article (title, abstract, and keywords) along with the related keywords "Green Social Media Marketing (25,700), Purchase Decision (139,000), and Effect of Green Social Media Marketing on purchase decision (180), published from 2019 to 2024. Duplicate articles were removed, and only downloadable ones were kept. The first step was to read the title with relevant keywords, then read the abstract and the article as a whole. 5 journal articles were produced that met the research needs. The following are the stages carried out by researchers.



**Figure 1.** Flowchart of Literature Review process

At this stage, the criteria for selecting relevant documents are outlined. Non-article documents will be eliminated to improve the quality of the research. The inclusion criteria in SLR are 1) literature related to Green Marketing and Social Media Marketing on Purchase Decisions from 2019 to 2024; 2) Has a research method; 3) Explains the effect of each variable. Exclusion criteria are: 1) the

literature focuses on the variables mentioned; 2) the literature only discusses theory. Literature Review Implementation Stage Search results on Google Scholar found 180 articles. Duplicate articles were removed, and only downloadable ones were kept. The first step was to read the title with relevant keywords, then read the abstract and the article as a whole. 5 journal articles were produced that met the research needs.

### 3. Result and Discussion

Researchers use quantitative methods in their research. Research by Okadiani et al. (2019) used quantitative methods. However, this study does not mention in detail the type of quantitative method applied. Researchers determined the research sample using a non-probability sampling method, while the analysis tools in this study were not clearly stated (Pertwiwi & Sulistyowati 2021). The study with a quantitative survey analytical tool in the form of SPSS 25. Sampling using simple random sampling. Another quantitative study was conducted by Sari et al (2023) with a data analysis tool in the form of SPSS 25. Data analysis in this study went through several stages, namely, observation, interviews, documentation, questionnaires, and literature studies. This study determined the sample using the Slovin formula. The same thing was done by Wiryani et al (2023) using the quantitative method of multiple linear regression with the SPSS 26 analysis tool. Another quantitative study is the study (Kirana et al 2023). The study mentions sample determination using the Slovin formula.

The previous description, it is clear that quantitative methods are the main choice in the research studied (Okadiani et al., 2019; Pertiwi et al., 2021; Sari et al., 2023; Wiryani, 2023; Kirana, 2023). This method was chosen because quantitative methods produce numerical data that is easy to measure, categories and analyse statistically. This allows researchers to identify patterns, relationships and trends in the data with more precision and objectivity. Quantitative methods are also very suitable for experimental research that aims to test the relationship between variables so that the relationship between variables can be explained in detail and accurately.

Green marketing is defined as a marketing strategy that focuses on environmentally friendly products and practices. This can include the use of sustainable materials, waste reduction, and the promotion of environmentally friendly practices to consumers. Social media marketing, on the other hand, utilises social media to introduce products, services or brands to a wide audience. Some studies, such as Luh et al. (2019); Pertiwi & Sulistyowati (2021), in detail define the indicators of green marketing and social media marketing. Luh et al. (2019) identified green product indicators such as chemical-free, environmentally friendly, and toxic-free, while Pertiwi & Sulistyowati (2021) classified social media marketing indicators into personal relevancy, interactivity, message, and brand familiarity. Other studies, such as Sari (2023), explain the definition of green marketing and social media marketing variables in accordance with Luh (2019); Pertiwi (2021) research, but the indicators of these variables are not explicitly mentioned by researchers. Researchers only describe the results of the study of existing variables. Rusandi & Dewi (2023), did not explicitly define indicators of green marketing and social media marketing. This can limit the interpretation and comparison of research results. Wiryani et al. (2023) did not explain the definition of variables and indicators used in the study. However, the definition of green marketing is explained as a marketing strategy that uses environmentally friendly concepts. Furthermore, the study by Kirana (2023) successfully completed all the definitions and indicators used in its study.

A purchase decision is defined as the process consumers go through in selecting and purchasing a product or service. Researchers define and measure purchase decisions in different ways. Luh et al. (2019), for example, focus on indicators such as stability in the product, buying habits, and recommendations to others.

Meanwhile, Pertiwi & Sulistyowati (2021) explore the stages of purchasing decisions based on processes such as problem knowledge, information search, evaluation, buying decisions, and post-purchase behaviour. Meanwhile, Kirana (2023) takes purchase decision indicators including persistence in a product and the tendency to buy goods. Although the definitions and indicators vary, these studies show that purchase decisions are influenced by various factors, including green marketing and social media marketing. Environmentally conscious consumers will have a tendency to choose green products and services, and consumers who are active on social media are more easily influenced by the information and recommendations they get on these platforms. Meanwhile, RQ 3 will explain how these two factors can influence the purchase decision of a product by its consumers.

**Table 1.** Summary of Research Results

Authors	Journal Publication	Number of Sample	Study Subjects	Research Results
(Luh et al., 2019)	International Journal of Applied Business & International Management Volume 4 No. 3	100	Users of Sensatia Botanicals products aged 18 Years and above.	Green Product has a significant positive role in product purchase decisions. Meanwhile, social media does not play a significant role in product purchase decisions.
(Pertiwi & Sulistyowati, 2021)	Jurnal Pendidikan Tata Niaga (JPTN) Volume 9 No 3	130	Kerjodalu Consumers	Green marketing and social media marketing strategies have a positive and significant effect on purchase decisions.
(Sari, et al., 2023)	Jurnal Nuansa	99	Mekar Swalayan Kediri Consumers	Green marketing and social media marketing have a partial and significant effect on purchasing decisions at Mekar Swalayan Kediri.
(Wiryani et al., 2023)	Green Tourism International Seminar & Entrepreneurship Expo	100	Public Consumers	Green marketing subvariables (Green Product, Green Advertising, Green Brand) have a significant role in customer decisions.
(Kirana, 2023)	Jurnal Riset Manajemen	94	UNISMA Faculty of Economics and Business Students Class of 2020	Green Marketing has a positive influence on the purchase decision of AQUA for students of the Faculty of Economics and Business, Islamic University of Malang, Class of 2020.

Approaches through green marketing strategies can integrate environmental issues into all aspects of company activities, from strategic planning, preparation, production, to distribution to consumers. Green marketing is an important consideration because consumers have changed their perspective and lifestyle towards environmental sustainability. People who are concerned about the environment tend to choose green products, which are made from non-toxic materials and produced using environmentally friendly methods and are recognised by reputable organisations. Companies that realise the immediate and long-term benefits of green products need to expand their marketing mix. Green marketing involves the four elements of the conventional marketing mix, namely product, price, place, and promotion, to sell products and services that excel in terms of environmental stewardship. With increasing global awareness of environmental issues, the use of green marketing to market brands can encourage more environmentally friendly consumer behaviour and motivate producers to act similarly. This strategy is effective in increasing consumer purchasing decisions.

The use of social media today also provides efficiency and effectiveness that can reduce energy usage. In addition, purchasing decisions are also influenced by social

media marketing such as Instagram. This is supported by research by Lu (2019) has study results that green marketing has a significant effect on purchase decisions. PT Sensatia Botanicals products. In addition, studies by Pertiwi & Sulistyowati (2021) show that green marketing and social media marketing variables simultaneously have a significant influence on purchase decisions. This is evidenced by the significance value of  $0.000 < 0.05$  and the calculated F value of  $108.469 > F$  table 3.07. The research shows that the green marketing and social media marketing strategies implemented by Kerjodalu are believed to attract more opportunities for consumers to make purchase decisions for local t-shirts. The average value of questionnaire answers shows that green marketing scored 4.54, and social media marketing scored 4.68, while the purchase decision scored 4.56. The highest score was found in the statement about the attractiveness and distinctiveness of Kerjodalu's social media feeds, with an average of 4.74, indicating the good implementation of social media marketing strategies. Overall, the data shows that the implementation of Kerjodalu's green marketing and social media marketing strategies are effective in influencing consumer purchasing decisions, making these two strategies suitable for use. Another study states that green marketing, social media marketing, and promotion simultaneously have a significant influence on purchase decisions at Mekar Swalayan Kediri (Sari et al 2023).

Wiryani et al. (2023), states that green marketing has a positive and significant influence on tourist purchase decisions for bamboo-themed accommodation in Ubud as evidenced by the Coefficient of Determination value of 0.896, where Green Product, Green Advertising, and Green Brand contribute 89.6% to the purchase decision as the dependent variable. Based on the results of the F test, the significant value of F shows a value of  $285.276 > 0.050$ , so there is a simultaneous influence between the independent variable and the dependent variable. So, in other words, Green Marketing in this study simultaneously influences the decision preference of bamboo-themed accommodation owners take advantage of opportunities by using social media as a promotional medium. They can convey more messages to protect the environment to strengthen their brand. In line with this, Kirana (2023) showed the result that Green Marketing in social media has a great influence on the purchase decision of AQUA products. Green marketing on social media has a crucial role in influencing consumer purchase decisions. This strategy not only increases environmental awareness but also builds consumer preferences for environmentally friendly products, making it effective in promoting sustainable products and services.

#### 4. Conclusion

Green marketing includes environmentally friendly practices, while social media marketing utilizes digital platforms for promotion. Indicators in detail, while Purchase decisions are defined differently by each researcher, including indicators such as product stability and decision-making processes. Green marketing on social media plays an important role in influencing consumer purchasing decisions. This strategy not only raises awareness of environmental issues but also shapes consumer preferences for green products, making it effective in promoting sustainable products and services. Based on the results of the study, the suggestion is to continue using quantitative methods in similar studies, but also consider combining them with qualitative methods to gain deeper insights into consumer perceptions and motivations. In addition, companies and marketers should be more active in utilizing social media platforms to communicate the green and sustainable values of their products. In addition, messages must be consistent and authentic to build consumer trust and loyalty.

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