

THE IMPACT OF INFORMATION SHARING ON SOCIAL MEDIA ON GENERATION Z'S INTENTION TO BUY GREEN GOODS

Eddy Lastuti^{1*}, Lukmanul Hakim², Tibrani³

¹Universitas Riau Kepulauan

²Universitas Riau Kepulauan

³Universitas Riau Kepulauan

E-mail: ennylastuti85@gmail.com^{1*}, lukmann14@gmail.com², tibrani@fekon.unrika.ac.id³

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Abstract

The rapid growth of social media has transformed the way consumers access and share information, particularly among Generation Z, a cohort known for its strong digital engagement and environmental awareness. This study examines the impact of information sharing on social media on Generation Z's intention to purchase green goods. Drawing on a quantitative research approach, the study analyzes key factors such as information sharing behavior, trust, environmental awareness, and social media engagement. The findings indicate that both the frequency and quality of shared content significantly influence green purchase intention, with peer-to-peer interactions playing a critical role. Environmental awareness and trust are identified as key mediating factors that strengthen the relationship between information sharing and behavioral intention. Additionally, social media engagement, including interactions with influencers and online communities, enhances the effectiveness of sustainability messages. The study also highlights both direct and indirect pathways through which social media influences purchasing behavior. These insights suggest that social media is a powerful tool for promoting sustainable consumption among Generation Z. The study contributes to the literature on digital marketing and sustainability by providing an integrated framework of social media influence. It concludes that strategic use of social media can effectively drive green purchasing behavior.

Keywords: *Social media; information sharing; Generation Z; green goods; purchase intention*

INTRODUCTION

In recent years, social media has emerged as a dominant platform for information exchange, shaping how individuals access, interpret, and act on information. Platforms such as Instagram, TikTok, and YouTube have become primary sources of product knowledge, reviews, and recommendations, particularly among younger consumers. Unlike traditional media, social media enables real-time, interactive, and user-generated content, allowing individuals to both consume and share information (Hariramani, 2025). This dynamic environment amplifies peer influence and facilitates the rapid dissemination of ideas and trends. As a result, consumer decision-making is increasingly influenced by digital interactions rather than conventional advertising. The accessibility and immediacy of social media have made it a powerful tool in shaping purchasing behavior. Consequently, understanding its impact is critical for both researchers and practitioners (Raghil & Riofita, 2024).

At the same time, Generation Z has demonstrated a growing awareness of environmental issues and sustainability. This cohort, typically defined as individuals born after the mid-1990s, is characterized by strong digital engagement and a heightened sense of social responsibility. Many Gen Z consumers prioritize ethical consumption, showing a preference for environmentally friendly and socially responsible products (Varghese & Agrawal, 2021). Their purchasing decisions are often influenced by values such as sustainability, transparency, and corporate accountability. Social media plays a significant role in reinforcing these values by exposing users to environmental campaigns, green influencers, and sustainability-related content. This combination of digital immersion and environmental consciousness makes Generation Z a unique and influential consumer group (Dwivedi & Verma, 2025). As such, their behavior offers valuable insights into the future of sustainable consumption.

Despite these developments, there remains a lack of clarity regarding how information sharing on social media specifically influences Generation Z's intention to purchase green goods. While prior research has explored social media marketing and sustainable consumption independently, fewer studies have examined the intersection of these domains (Neetu et al., 2024). In particular, the mechanisms through which shared content—such as reviews, recommendations, and environmental messages—affects attitudes and intentions are not fully understood. Factors such as trust, credibility, and peer influence may mediate this relationship, but their roles require further investigation. Additionally, the diversity of social media platforms and content formats adds complexity to understanding their impact (Tyagi, 2025). This gap in knowledge limits the ability of organizations to effectively leverage social media for promoting green products. Addressing this issue is essential for both academic research and practical application.

In response to this gap, this article aims to examine how information sharing on social media influences Generation Z's intention to purchase green goods. The study focuses on identifying key factors such as trust, environmental awareness, and engagement that shape this relationship. By integrating perspectives from consumer behavior, social media research, and sustainability studies, the article seeks to provide a comprehensive understanding of the topic. It also aims to develop a conceptual framework that explains how social media interactions translate into purchasing intentions. The findings are expected to offer insights for marketers seeking to promote sustainable products effectively. Ultimately, the study contributes to the broader discourse on digital influence and sustainable consumption.

LITERATURE REVIEW

Social Media and Information Sharing

Social media and information sharing refer to the processes through which users create, exchange, and consume content on digital platforms such as Instagram, TikTok, Facebook, and YouTube. Unlike traditional media, social media is interactive, decentralized, and driven largely by users rather than organizations. Key characteristics include real-time communication, high accessibility, and the ability to reach large audiences quickly (SINGH, 2025). Information shared on these platforms can take various forms, including text, images, videos, reviews, and live interactions. This environment enables rapid dissemination of opinions and experiences, making information more dynamic and influential. Additionally, algorithms amplify content visibility, further shaping what users see and engage with. As a result, social media has become a powerful channel for influencing perceptions and behaviors (Padhiyar, 2025).

User-generated content and peer influence play a central role in shaping the effectiveness of information sharing on social media. Consumers often trust content created by other users more than traditional advertising because it is perceived as authentic and relatable. Reviews, testimonials, and personal experiences shared by peers can significantly influence attitudes toward products and brands (Kirti & Saxena, 2023). Influencers, who act as opinion leaders, further amplify this effect by combining relatability with perceived expertise. Peer interactions, such as likes, comments, and shares, also reinforce social validation and credibility (Rana & Goel, 2023). This collective engagement creates a network of influence that shapes consumer decision-making. Consequently, social media functions not only as an information source but also as a social environment that drives behavioral intentions.

Generation Z Consumer Behavior

Generation Z consumers are characterized by their strong digital orientation, value-driven mindset, and heightened awareness of social and environmental issues. Having grown up in a digitally connected world, they are highly proficient in using social media and rely on it as a primary source of information and communication. This generation values authenticity, transparency, and ethical practices, often favoring brands that align with their personal beliefs (Chan, 2025). Environmental consciousness is particularly prominent, with many Gen Z consumers actively supporting sustainability initiatives and eco-friendly products. Their purchasing decisions are influenced not only by product quality and price but also by the social and environmental impact of their choices. This makes them more selective and socially responsible compared to previous generations (Kaur et al., 2025). As a result, they represent a key target market for sustainable products.

Social media plays a significant role in shaping Generation Z's decision-making processes. Platforms provide exposure to a wide range of opinions, trends, and product information, which influences how Gen Z evaluates options. Influencers, peer reviews, and viral content can quickly shape preferences and perceptions. Additionally, interactive features such as comments and discussions allow users to engage with content and seek validation from others (Jakhar, 2025). This creates a feedback loop where social influence reinforces individual choices. Social media

also enables Gen Z to participate in social and environmental movements, further strengthening their values and behaviors. Consequently, their purchasing decisions are closely linked to digital engagement and social interactions. This highlights the importance of understanding social media dynamics in influencing this generation (Mishra, 2025).

Green Goods and Sustainable Consumption

Green goods, also known as environmentally friendly or sustainable products, are those designed to minimize negative impacts on the environment. These products typically involve eco-friendly materials, energy-efficient production processes, and reduced waste or emissions. Examples include organic food, recyclable packaging, renewable energy products, and sustainably sourced clothing (Dubran, 2022). Sustainable consumption refers to the use of goods and services in a way that meets current needs without compromising the ability of future generations to meet theirs. This concept emphasizes responsible purchasing, reduced resource use, and environmental stewardship. As environmental concerns such as climate change and pollution become more pressing, the demand for green goods has increased significantly (Guru, 2025). Consumers are increasingly seeking products that align with their environmental values. This trend has encouraged companies to adopt more sustainable practices.

Several factors influence green purchasing behavior, particularly among younger consumers. Environmental awareness is a key driver, as individuals who understand environmental issues are more likely to make sustainable choices. Social influence also plays a role, with peer recommendations and social norms encouraging green consumption (Azizi et al., 2021). Trust and credibility are critical, as consumers must believe that products genuinely deliver environmental benefits. Price and accessibility can act as barriers, as green products are often perceived as more expensive or less available. Additionally, marketing and communication strategies influence how consumers perceive and value sustainable products. Emotional factors, such as a sense of responsibility or desire to contribute to environmental protection, also shape behavior (Rodríguez-Sánchez, 2021). Together, these factors determine the extent to which consumers adopt sustainable consumption practices.

METHODOLOGY

This study adopts a quantitative research design, complemented where appropriate by a mixed-method approach, to examine the relationship between social media information sharing and Generation Z's intention to purchase green goods. A survey-based method is utilized to collect structured data from respondents, allowing for statistical analysis of key variables. The sample consists of Generation Z social media users, selected based on their active engagement with digital platforms and relevance to the research topic. Data collection is conducted באמצעות online questionnaires distributed through social media channels and digital networks, ensuring accessibility and broad reach. The survey instrument includes validated scales to measure constructs such as information sharing behavior, trust in social media content, environmental attitudes, and green purchase intention. These measures enable a comprehensive assessment of both cognitive and behavioral dimensions. This design ensures that the study captures the complex relationships between digital interactions and consumer behavior.

The analytical approach involves the use of statistical techniques such as regression analysis, structural equation modeling (SEM), and mediation analysis to test the proposed relationships and identify underlying mechanisms. These methods allow for the examination of direct and indirect effects, particularly the role of trust and environmental attitudes as mediating variables. However, the study is subject to certain limitations. The reliance on self-reported data may introduce bias, as respondents may provide socially desirable answers or inaccurately recall their behaviors. Additionally, the sample may not fully represent the broader Generation Z population, particularly if it is limited to specific regions or platforms. Variations in social media usage patterns across individuals may also affect the generalizability of findings. Despite these limitations, the methodology provides valuable insights into the influence of social media on sustainable consumption behavior.

RESULTS AND DISCUSSION

Influence of Information Sharing

Information sharing on social media plays a critical role in shaping Generation Z's perceptions and behaviors toward green goods. The frequency of exposure to sustainability-related content increases awareness and familiarity, making environmental issues more salient in everyday decision-making. At the same time, the quality of shared content—such as accuracy, relevance, and depth—determines how effectively information influences attitudes (Douglas, 2021). High-quality content that provides clear benefits, credible data, and practical examples is more likely to persuade users. Visual and interactive formats, such as videos and infographics, further enhance engagement and understanding. Frequent and high-quality information sharing creates a cumulative effect, reinforcing pro-

environmental attitudes over time. As a result, social media becomes a powerful driver of sustainable consumption behavior (Collings et al., 2021).

Peer-to-peer influence is another key dimension of information sharing. Generation Z tends to rely heavily on opinions and experiences shared by peers, as these are perceived as more authentic and trustworthy than traditional marketing messages (Zacher & Rudolph, 2021). Recommendations, reviews, and personal stories shared within social networks can significantly shape purchasing decisions. Social validation, reflected in likes, shares, and comments, further strengthens the credibility of shared content. This creates a network effect where information spreads rapidly and influences collective behavior. Peer influence also encourages conformity to social norms, particularly when sustainability is framed as a shared value (Lu et al., 2022). Consequently, information sharing on social media not only informs but also socially reinforces green purchasing intentions.

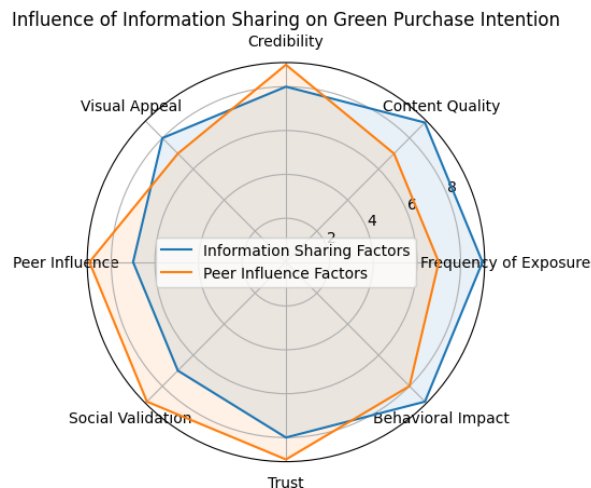


Figure 1. Double Radar Chart of Information Sharing vs Peer Influence Factors

The chart as shown in Figure 1 compares two key dimensions shaping Generation Z's green purchase intention: information sharing factors and peer influence factors. Information sharing shows strong emphasis on frequency, content quality, and behavioral impact, highlighting how repeated exposure and high-quality content drive awareness and attitudes (Plater et al., 2022). In contrast, peer influence dominates in credibility, trust, social validation, and peer influence itself, reflecting the importance of social networks and interpersonal trust in decision-making. The overlap in areas such as behavioral impact and visual appeal suggests that both mechanisms jointly reinforce sustainable consumption. The chart illustrates that while content drives awareness, peer influence amplifies persuasion and action (Munziar & Hodijah, 2025). Overall, it demonstrates that effective green marketing on social media requires a balance between high-quality information and strong social validation dynamics.

Mediating Factors

Environmental awareness serves as a key mediating factor in the relationship between information sharing and purchase intention. Exposure to sustainability-related content increases individuals' understanding of environmental issues such as climate change, pollution, and resource depletion. This heightened awareness influences attitudes and values, making consumers more inclined to support eco-friendly products. Social media platforms provide continuous streams of information that educate users and shape their perceptions over time (Lu et al., 2022). As awareness grows, individuals are more likely to recognize the importance of sustainable consumption and adjust their behavior accordingly. This process demonstrates how information sharing indirectly affects purchase intention through cognitive and attitudinal changes. Thus, environmental awareness acts as a bridge between information exposure and behavioral outcomes (Plater et al., 2022).

Trust and perceived credibility are equally important mediators that determine how information is interpreted and acted upon. Not all content shared on social media is equally persuasive; users are more likely to be influenced by information they perceive as reliable and authentic (Munziar & Hodijah, 2025). Credibility is often influenced by the source of information, such as influencers, peers, or reputable organizations. Transparent communication, consistent messaging, and evidence-based claims enhance trust in green products. Conversely, skepticism toward "greenwashing" can reduce the effectiveness of marketing efforts. Trust also affects the willingness to act on

information, as consumers need confidence in both the message and the product (Ereerdi et al., 2021). Therefore, building trust is essential for translating information sharing into actual purchase intentions.

Table 1. Mediating Factors in Social Media Influence on Green Purchase Intention

Mediating Factor	Definition & Role	Key Drivers	Impact on Purchase Intention
Environmental Awareness	Understanding of environmental issues shaped by social media exposure	Sustainability content, educational posts, campaigns	Increases pro-environmental attitudes and intention to buy green goods
Cognitive & Attitudinal Change	Internal shift in values and perceptions toward sustainability	Repeated exposure, relevance of content, personal values	Bridges information sharing and behavioral intention
Trust	Confidence in the reliability and authenticity of shared information	Transparency, consistency, honest communication	Enhances willingness to accept and act on information
Perceived Credibility	Perception of the accuracy and trustworthiness of content sources	Influencers, peer reviews, reputable organizations	Strengthens persuasion and increases likelihood of purchase decisions

The table as shown in Table 1 highlights the critical role of mediating factors in translating social media information sharing into Generation Z’s green purchase intention. It shows that environmental awareness and cognitive-attitudinal changes act as internal mechanisms that shape how individuals interpret sustainability information, gradually influencing their values and preferences toward eco-friendly products (Zaman, 2023). At the same time, trust and perceived credibility function as evaluative filters that determine whether the information is accepted or dismissed. Without trust and credible sources, even high levels of awareness may not lead to actual behavioral change. The table also demonstrates that these factors are interconnected, with awareness building the foundation for interest, while trust and credibility drive action (Hamouche, 2021). Overall, it emphasizes that effective green marketing on social media must not only inform but also build trust and shape perceptions to successfully influence purchasing decisions.

Role of Social Media Engagement

Social media engagement, reflected in likes, comments, shares, and interactions, amplifies the impact of information sharing. These engagement metrics not only indicate popularity but also contribute to the visibility and perceived credibility of content. Highly engaged posts are more likely to be promoted by platform algorithms, increasing their reach and influence (Hamouche, 2021). Engagement also encourages active participation, allowing users to discuss, question, and validate information collectively. This interactive environment enhances learning and strengthens the impact of shared content. For Generation Z, engagement is a key part of the digital experience, making it an important factor in shaping attitudes and behaviors (Su et al., 2021). As engagement increases, so does the likelihood of internalizing sustainability-related messages.

Influencers and online communities further enhance the role of engagement in shaping consumer behavior. Influencers act as opinion leaders who can effectively communicate sustainability messages in relatable and persuasive ways. Their credibility and personal connection with followers make them powerful agents of influence (Widowati & Damiyana, 2025). Online communities, such as environmental groups or interest-based forums, provide spaces for discussion and collective learning. These communities reinforce shared values and encourage pro-environmental behavior through social interaction. Engagement within these networks creates a sense of belonging and shared responsibility. As a result, influencers and communities play a crucial role in translating engagement into meaningful behavioral change (Carnevale & Hatak, 2020).

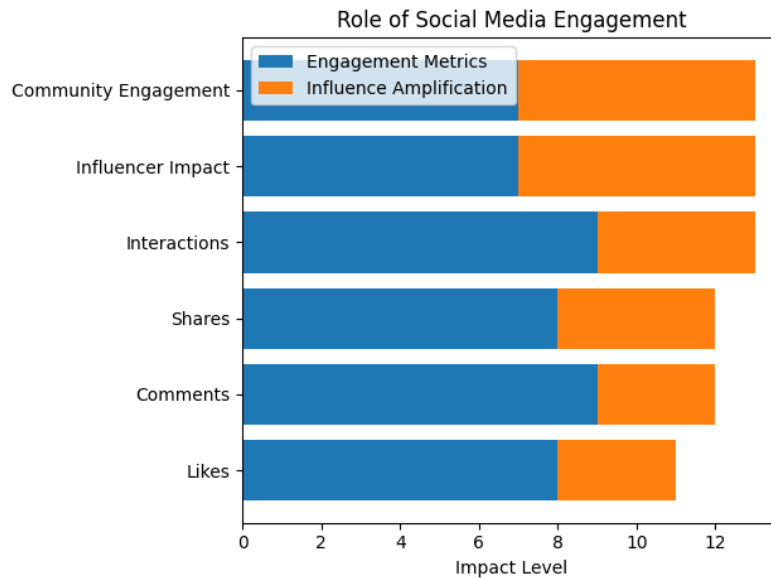


Figure 2. Double Stacked Horizontal Bar Chart of Social Media Engagement and Influence Amplification

The chart shown in Figure 2 shows how basic engagement metrics (likes, comments, shares, interactions) form the foundation of influence, while influence amplification (driven by influencers and communities) builds on top of that base. Core engagement activities like comments and interactions have high foundational impact, indicating active participation is more influential than passive actions like likes (Widowati & Damiyana, 2025). Meanwhile, influencer impact and community engagement show a larger amplification layer, highlighting their strong role in transforming engagement into behavioral change. The visualization makes it clear that engagement alone is not enough—its real power comes when amplified through trusted figures and social groups. Overall, the chart demonstrates that sustainable consumer behavior is driven by a combination of interaction intensity and social reinforcement (Hariramani, 2025).

Impact on Purchase Intention

The impact of social media information sharing on green purchase intention operates through both direct and indirect effects. Direct effects occur כאשר exposure to sustainability-related content immediately influences attitudes and encourages consumers to consider green products (Raghil & Riofita, 2024). Indirect effects are mediated through factors such as environmental awareness, trust, and engagement, which shape how information is processed and internalized. These combined effects create a strong pathway from information sharing to purchase intention. The integration of cognitive, emotional, and social influences enhances the overall impact (Varghese & Agrawal, 2021). This demonstrates that social media is not just an information source but a complex ecosystem influencing consumer behavior. Understanding these pathways is essential for designing effective marketing strategies (Dwivedi & Verma, 2025).

Behavioral outcomes extend beyond intention to actual purchasing and advocacy behaviors. Generation Z consumers who are influenced by social media are more likely to choose eco-friendly products, support sustainable brands, and share their experiences with others. This creates a cycle of influence where purchasing behavior leads to further information sharing and engagement (Neetu et al., 2024). Additionally, positive experiences with green products can strengthen long-term loyalty and commitment to sustainability. However, intention does not always translate into behavior due to factors such as price, availability, and convenience. Despite these challenges, social media remains a key driver of behavioral change (SINGH, 2025). Overall, the findings highlight the significant role of digital interactions in shaping sustainable consumption patterns.

CONCLUSION

This study highlights the significant role of social media information sharing in shaping Generation Z's intention to purchase green goods. The findings demonstrate that both the frequency and quality of shared content, along with strong peer-to-peer influence, contribute to increased awareness and positive attitudes toward sustainable

products. Social media platforms act as dynamic ecosystems where information, engagement, and social validation interact to influence consumer behavior. Importantly, mediating factors such as environmental awareness and trust enhance the effectiveness of information sharing by shaping how content is interpreted and acted upon. The role of influencers and online communities further reinforces these effects by creating relatable and credible sources of information. Overall, the study confirms that social media is a powerful driver of sustainable consumption among Generation Z.

From a practical perspective, the study suggests that organizations should leverage social media strategically to promote green goods by focusing on authenticity, engagement, and value-driven communication. Building trust and credibility is essential to overcoming skepticism and encouraging behavioral change. Additionally, fostering interactive and community-based engagement can amplify the impact of sustainability messages. Future research should explore longitudinal effects and platform-specific dynamics to better understand how digital environments evolve over time. There is also a need to examine external factors such as pricing and accessibility that may influence the gap between intention and actual behavior. By integrating social media strategies with sustainability goals, organizations can effectively engage Generation Z and promote environmentally responsible consumption. Ultimately, this research contributes to the broader understanding of how digital communication influences sustainable consumer behavior.

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