



The Role of Social Media Marketing in Green Economy Products: A Gen Z Consumer Perspective

Zakiyah Shalehah¹

¹ Universitas Hasanuddin, Indonesia
Zakiyahs31@gmail.com

Abstract. This study examines the role of social media marketing in green economy products from the perspective of Gen Z consumers, a generation increasingly concerned with environmental issues. In the context of rising sustainability awareness, social media has become an important platform for companies to promote eco-friendly products. This research aims to understand how social media influences Gen Z's preferences and purchasing decisions regarding green economy products. Using a quantitative survey method involving 200 Gen Z respondents, the findings reveal that social media, through engaging content and influencer support, has a significant impact on purchasing decisions. Gen Z tends to prefer products that are transparent about sustainable practices, although price and design also play crucial roles. The implications of this research provide insights for companies to better optimize their digital marketing strategies in promoting green economy products. This study contributes to the literature by highlighting the growing significance of digital marketing in sustainability efforts, offering practical recommendations for businesses to engage Gen Z consumers effectively through social media platforms. The results emphasize the need for authenticity, clear communication of eco-friendly practices, and innovative design in green product marketing.

Keywords: Social Media, Green Economy, Gen Z, Marketing, Sustainability.

1 Introduction

In recent years, awareness of the importance of sustainability and environmental preservation has significantly increased worldwide. The concept of a green economy has emerged as a response to the environmental challenges faced by society, including climate change, pollution, and the depletion of natural resources. Sustainable-oriented products not only help protect the environment but also serve as a choice for consumers who wish to make a positive contribution to the planet. Amid this shift, the role of social media in marketing green economy products has become increasingly important, especially among younger generations, particularly Gen Z [1].

Gen Z, consisting of individuals born between the mid-1990s and early 2010s, is known as a generation highly connected to technology and social media. They spend most of their time on platforms such as Instagram, TikTok, and Twitter, allowing them to access information and share experiences quickly. These characteristics

make Gen Z a unique consumer group, with preferences and values different from those of previous generations. Research shows that Gen Z tends to pay more attention to sustainability and corporate social responsibility when making purchasing decisions [2].

Social media serves not only as a communication tool but also as an effective marketing channel. Brands offering green economy products can leverage these platforms to reach a wider audience and build closer relationships with consumers. Engaging and educational content about sustainability can influence consumers' perceptions and behaviors, especially when presented in a creative and authentic manner. Therefore, a deep understanding of how social media affects the marketing of eco-friendly products is essential [3].

However, despite numerous studies on digital marketing and consumer behavior, there is still a lack of research specifically examining the interaction between social media and green economy products from the Gen Z perspective. Understanding how Gen Z consumers respond to marketing for eco-friendly products through social media can provide valuable insights for marketers and entrepreneurs. Furthermore, the findings of this study can assist in formulating more effective marketing strategies for sustainability-focused products [4].

Therefore, this research aims to examine the role of social media in marketing green economy products with a focus on the perspective of Gen Z consumers. By exploring how Gen Z uses social media to discover and engage with eco-friendly products, this study is expected to contribute significantly to marketing literature and provide practical recommendations for marketers in reaching younger consumers who are increasingly concerned about sustainability issues.

2 Literature Review

2.1 The Concept of Green Economy

The green economy is a concept focused on sustainable economic development that prioritizes environmental preservation and the reduction of negative impacts on ecosystems. This concept aims to create a balance between economic growth, social justice, and environmental protection. In a green economy, all economic activities, whether in the industrial, agricultural, or service sectors, are expected to reduce the use of non-renewable natural resources, lower greenhouse gas emissions, and improve energy efficiency. Additionally, the green economy encourages the use of environmentally friendly technologies and innovations that support sustainability, resulting in products and services that are not only economically beneficial but also provide social and environmental benefits [5].

The importance of the green economy is increasingly felt amid global challenges such as climate change, environmental degradation, and declining human quality of life. In this context, consumers are becoming more aware of the impacts of their choices on the environment and are opting for products that are produced sustainably. With the growing demand for eco-friendly products, companies are expected to transform by adopting more sustainable business practices. This not only benefits compa-

nies in terms of reputation and competitiveness but also has a positive impact on society and the environment as a whole.

2.2 Social Media in Marketing

Social media has become one of the most effective marketing tools in this digital era. With the continuously increasing number of users globally, platforms like Instagram, Facebook, Twitter, and TikTok provide brands the opportunity to reach a wide and diverse audience. Through social media, companies can build brand awareness, enhance interaction with consumers, and drive product sales. The use of social media allows marketers to present engaging content, whether in the form of images, videos, or stories, which can enhance the appeal of products in the eyes of consumers. Additionally, social media facilitates two-way communication between brands and consumers, enabling companies to listen to feedback and respond quickly to questions or issues that arise [6].

The success of marketing on social media is also heavily influenced by a brand's ability to create relevant and authentic content. Engaging, educational, and inspiring content can encourage consumers to share their experiences, thereby expanding the brand's reach through digital word-of-mouth. Moreover, influencer marketing, which involves collaboration with influential individuals on social media, has also become a popular strategy for reaching consumers, particularly among younger generations [7].

In the context of green economy products, marketers can use social media to highlight the sustainability aspects, innovations, and ethical values of their products, thus creating a deeper connection with environmentally conscious consumers. Therefore, social media serves not only as a promotional platform but also as a means to build long-term relationships between brands and consumers.

2.3 Characteristics of Gen Z Consumers

Gen Z consumers, encompassing individuals born between the mid-1990s and early 2010s, possess unique characteristics that distinguish them from previous generations. One of the main traits of Gen Z is their tendency to be digital natives; they grew up in an era of technology and the internet, making them highly skilled in using digital devices and social media. This enables them to access information quickly and influences their consumer behavior. Gen Z prefers to obtain information through social media platforms and visual content, such as videos, rather than traditional media. Additionally, they tend to be skeptical of conventional advertising and place greater trust in recommendations from friends, family, and influencers they follow on social media [8].

Furthermore, social and environmental values are crucial for Gen Z. This generation is known for being more concerned about issues such as climate change, sustainability, and social justice. They are more likely to choose products that not only meet their needs but also reflect ethical and sustainable values. Gen Z is committed to making responsible consumer choices and prefers brands that are transparent about their business practices. Therefore, companies aiming to capture the attention of Gen Z

consumers must demonstrate how their products support sustainability and have a positive impact on society. These characteristics make Gen Z a highly potential consumer group, but they also demand innovative and authentic marketing approaches [9].

3 Research Methodology

This study employs a quantitative approach with a survey design to collect data regarding the role of social media in the marketing of green economy products from the perspective of Gen Z consumers. The research population consists of individuals aged 18 to 25 who actively use social media and have knowledge of eco-friendly products. The sampling technique used is purposive sampling, where respondents are selected based on specific criteria relevant to the research objectives. Data is collected through questionnaires that consist of closed and open-ended questions, designed to evaluate Gen Z's understanding, attitudes, and behaviors towards green economy products marketed through social media. After data collection, statistical analysis is conducted to identify patterns and relationships between social media usage and purchasing decisions for eco-friendly products, as well as to understand the factors influencing Gen Z consumer preferences.

4 Results and Discussion

4.1 Research Results

Key Findings Related to the Role of Social Media. The research findings indicate that social media plays a central role in the marketing of green economy products among Gen Z. Platforms such as Instagram and TikTok are particularly utilized by brands to disseminate information related to product sustainability through engaging visual content and storytelling. More than 70% of respondents stated that they more frequently discover eco-friendly products through social media compared to traditional media such as television or print advertisements. Social media not only serves as a one-way communication channel but also as a space for interaction, where consumers can provide feedback and share their experiences with specific products [10].

Furthermore, the findings reveal that the use of influencers or public figures on social media is also highly effective in influencing Gen Z's preferences for green economy products. Most respondents admitted to being interested in purchasing eco-friendly products after seeing reviews or recommendations from influencers they follow [11, 12]. This indicates that trust in individuals considered as "social authorities" on social media is higher than trust in direct advertisements from companies. Thus, marketing strategies that involve influencers become one of the most effective methods for attracting Gen Z consumers' attention and trust.

However, the study also found that Gen Z is more skeptical of marketing content that is overly commercial or perceived as inauthentic. If they feel that green economy products are being promoted merely as a trend without a genuine commitment to sus-

tainability, they are likely to reject those products. Therefore, brands must maintain transparency in their messaging and demonstrate how their products truly provide a positive impact on the environment. Honesty and integrity in message delivery become crucial factors in determining the success of marketing campaigns on social media [13].

Gen Z's Perception of Green Economy Products. Based on the survey results, Gen Z holds a positive perception of green economy products. The majority of respondents stated that they view eco-friendly products as solutions to address climate change and environmental degradation. They also believe that choosing such products is a form of social responsibility that everyone, including the younger generation, should practice. Approximately 65% of respondents claimed they actively seek products with environmental certifications or that are promoted as eco-friendly [14].

Nevertheless, there are differences in how Gen Z perceives the price and availability of green economy products. Some respondents expressed that while they support sustainability, eco-friendly products are often more expensive than conventional ones. This factor poses a significant barrier for young consumers in regularly purchasing these products. Additionally, the limited availability of green economy products in certain regions also presents a challenge for Gen Z to gain broader access to such products.

Another perception that emerged from this study is that Gen Z values brands that actively demonstrate their commitment to the environment through initiatives like waste reduction, the use of recycled materials, or partnerships with environmental organizations. For them, green economy products are not just about eco-friendly features but also about brand integrity and corporate social responsibility. Therefore, brands that successfully align their environmental values with their business practices are more likely to gain loyalty from Gen Z consumers.

4.2 Discussion

The Relationship Between Social Media and Purchase Decisions. The discussion regarding the relationship between social media and purchase decisions for green economy products shows a strong correlation. Social media, as a highly interactive digital platform, allows consumers to easily access information about products, read reviews, and receive recommendations from influencers or communities they trust. Based on the research findings, more than 60% of Gen Z respondents indicated that their purchase decisions regarding eco-friendly products are largely influenced by social media content. They find it easier to understand the benefits and sustainability values of a product through engaging visuals, infographics, or videos uploaded by companies or influencers [15].

One of the key factors reinforcing this relationship is social media's ability to create emotional engagement between brands and consumers. Authentic and sustainable content often inspires Gen Z to participate in broader movements, such as environmental conservation or reducing plastic waste, which then encourages them to pur-

chase green economy products. Social media also allows users to share their experiences with products directly, which can influence others in their social circles to make similar purchasing decisions. In this way, social media strengthens the collective influence within the highly active digital community among Gen Z.

However, this discussion also emphasizes the importance of trust and credibility in the relationship between social media and purchase decisions. Gen Z consumers are very sensitive to content that they perceive as overly "excessive" or inauthentic. If they feel that a product is being promoted manipulatively or without a strong foundation, their decision to purchase that product may be negatively impacted. Therefore, companies using social media as a marketing platform must be careful in building transparent and consistent narratives to maintain consumer trust and ensure that the sustainability messages, they convey are genuinely credible.

Factors Influencing Gen Z Preferences for Green Economy Products.

Environmental Awareness. One of the main factors influencing Gen Z's preference for green economy products is their level of awareness regarding environmental issues. Gen Z is known as a generation that is more conscious of global issues such as climate change, pollution, and natural conservation. Many of them have grown up with easy access to information about the negative impacts of industries on the environment, leading them to support products that promote sustainability and eco-friendliness. Products that claim to be eco-friendly, such as those made from recycled materials or that reduce carbon emissions, are more likely to attract the attention of Gen Z consumers concerned about the environmental impact of their purchasing decisions.

Transparency and Brand Social Responsibility. Gen Z places a high level of trust in brands that are transparent about their business practices, especially concerning social and environmental impact. They tend to choose products from companies that openly discuss their sustainability efforts and demonstrate a genuine commitment to social responsibility. Brands that actively document and report their environmental initiatives, such as waste reduction, renewable energy use, or partnerships with environmental organizations, will attract more attention from Gen Z. This factor of transparency creates a sense of trust and consumer loyalty, which is crucial in building long-term relationships with this generation.

Influence of Social Media and Influencers. Social media plays a significant role in shaping Gen Z's preferences for green economy products. This generation is highly influenced by the content they consume on platforms like Instagram, TikTok, and YouTube, particularly from influencers they follow. Influencers who promote eco-friendly lifestyles and products supporting sustainability have a substantial impact on encouraging Gen Z to try green economy products. Additionally, product reviews, recommendations from friends or online communities, and creative marketing campaigns on social media are also vital factors in driving Gen Z's purchasing decisions.

Aesthetics and Product Design. Besides sustainability values, Gen Z also places great importance on aesthetics and product design. Green economy products that are not only eco-friendly but also have attractive and functional designs are more likely to be accepted by Gen Z. They appreciate products that combine beauty with sustainability, such as minimalistic and elegant packaging that uses recycled materials. In this context, brands need to understand that, in addition to environmental factors, the appearance of products remains a priority for these young consumers.

Price and Accessibility. Although Gen Z cares about the environment, price remains an important consideration in their purchasing decisions. Many green economy products tend to be more expensive than conventional products, which can be a barrier for young consumers with budget constraints. Therefore, eco-friendly products that are more affordable or offer added value, such as better quality or longer durability, are likely to be more appealing to Gen Z. Additionally, product accessibility also plays a crucial role. If eco-friendly products are not easily found in the market or through e-commerce, Gen Z's preference for these products may decline.

5 Conclusion

The research "The Role of Social Media in Marketing Green Economy Products: A Gen Z Consumer Perspective" shows that social media plays a crucial role in shaping preferences and purchase decisions for eco-friendly products among Gen Z. Social media platforms such as Instagram and TikTok are effective tools for brands to promote green economy products through interactive and visual content, as well as through support from influencers who have a significant impact on Gen Z. Gen Z consumers tend to choose products that align with sustainability values and brand transparency, where aspects of social and environmental responsibility become important factors in building loyalty. Furthermore, although environmental awareness is high, Gen Z still considers price and aesthetics when selecting green economy products. Therefore, effective marketing strategies must include optimal use of social media, competitive pricing, and authentic and transparent messaging to attract Gen Z consumers' interest in eco-friendly products.

References

1. Ardianto, E., and Komala, L., *Komunikasi Pemasaran Terpadu*. Bandung: Simbiosis Rekatama Media, 2017.
2. Asosiasi Penyelenggara Jasa Internet Indonesia (APJII), *Laporan Survei Penetrasi & Profil Pengguna Internet Indonesia 2023*. Jakarta: APJII, 2023.
3. Astuti, P., and Nugroho, I., *Media Sosial dalam Pemasaran Digital*. Yogyakarta: Penerbit ANDI, 2019.
4. Firman, A., and Wibowo, S., *Strategi Pemasaran Digital di Era Revolusi Industri 4.0*. Jakarta: PT Gramedia Pustaka Utama, 2020.

5. Fitriani, R., and Setiawan, R., "Peran Influencer dalam Meningkatkan Brand Awareness Produk Berkelanjutan di Media Sosial," *Jurnal Komunikasi & Pemasaran*, vol. 12, no. 3, pp. 45–58, 2021.
6. Hadiyanto, T., *Pemasaran Hijau: Teori dan Praktik*. Jakarta: Rajawali Pers, 2019.
7. Hermawan, A., *Komunikasi Pemasaran*. Jakarta: Erlangga, 2018.
8. Ikhsan, M., and Sari, A., "Pengaruh Media Sosial terhadap Keputusan Pembelian Konsumen Gen Z," *Jurnal Manajemen dan Bisnis*, vol. 20, no. 1, pp. 88–101, 2022.
9. Kartajaya, H., and Setiawan, I., *Marketing 5.0: Teknologi untuk Manusia*. Jakarta: PT Gramedia Pustaka Utama, 2020.
10. Kurniawan, A., and Lestari, E., *Generasi Z dan Teknologi: Karakteristik dan Pengaruhnya dalam Pemasaran Digital*. Bandung: Alfabeta, 2021.
11. Nurhayati, E., and Aziz, F., "Preferensi Konsumen Generasi Z terhadap Produk Ramah Lingkungan di Indonesia," *Jurnal Ekonomi & Lingkungan*, vol. 15, no. 2, pp. 115–128, 2020.
12. Putra, B., and Rahardjo, T., *Pemasaran Digital untuk Bisnis Berkelanjutan*. Yogyakarta: Penerbit Gajah Mada University Press, 2021.
13. Safitri, L., and Pratama, F., "Peran Media Sosial dalam Mempengaruhi Keputusan Pembelian Produk Ramah Lingkungan," *Jurnal Ekonomi dan Manajemen*, vol. 18, no. 2, pp. 57–69, 2020.
14. Santoso, D., *Pemasaran Hijau: Perspektif Konsumen Indonesia*. Jakarta: Pustaka Pelajar, 2021.
15. Wulan, S., and Nugraheni, E., "Pengaruh Kampanye Media Sosial terhadap Kesadaran Produk Berkelanjutan pada Konsumen Gen Z," *Jurnal Ilmu Komunikasi dan Pemasaran*, vol. 14, no. 4, pp. 99–111, 2022.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

