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From Digital Green Promotion to Consumer Waste Reduction Behavior: The Serial Mediation Role of Social Media Engagement and Sustainable Lifestyle

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Abstract

This study examines the effect of digital green promotion on consumer waste reduction behavior through social media engagement and sustainable lifestyle. The study responds to the growing concern that environmental awareness does not always translate into concrete waste-reducing practices, especially in the digital consumption era. A quantitative explanatory approach was employed, using an online questionnaire distributed to social media users who had been exposed to green promotion or sustainability-related content. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings show that digital green promotion has a positive and significant effect on social media engagement, sustainable lifestyle, and consumer waste reduction behavior. Social media engagement also positively influences sustainable lifestyle and consumer waste reduction behavior, while sustainable lifestyle significantly contributes to consumer waste reduction behavior. Furthermore, the mediation results indicate that social media engagement mediates the relationship between digital green promotion and sustainable lifestyle, sustainable lifestyle mediates the relationship between social media engagement and consumer waste reduction behavior, and both variables sequentially mediate the relationship between digital green promotion and consumer waste reduction behavior. This study concludes that digital green promotion can encourage waste reduction when it creates interactive engagement and supports sustainable lifestyle adoption.

JEL Classification:

M31; M37; D12; Q56; O33

Keywords:

Digital green promotion, social media engagement, sustainable lifestyle, consumer waste reduction behavior, green marketing

INTRODUCTION

In recent years, sustainability issues have become increasingly embedded in everyday life. Sustainability is no longer viewed solely as the responsibility of governments, large corporations, or environmental communities, but is also closely connected to the consumption decisions made by individuals on a daily basis. Decisions such as purchasing products, using packaging, following consumption trends, discarding food waste, reusing items, and sorting household waste are all part of consumption practices that shape environmental quality. Thus, environmental problems do not only arise from production activities, but also from changing patterns of consumer behavior.

These changes become increasingly complex as society lives in a digital ecosystem. Social media, e-commerce, promotional content, user reviews, and influencer recommendations make it easier for consumers to be exposed to marketing messages. On the one hand, the digital space can accelerate impulsive consumption because products are attractively displayed, easily purchased, and constantly updated with trends. However, on the other hand, the digital space also opens up significant opportunities to build environmental awareness. Social media can be used to disseminate education about green consumption, waste reduction, reuse, waste sorting, and sustainable lifestyles. Green communication through social media has also been shown to shape green attitudes and green consumption intention by combining green thinking, social media marketing, and receptivity to green messages (Wu & Long, 2024). Therefore, digitalization does not automatically have a positive or negative impact on the environment. The impact depends heavily on how messages, narratives, and consumption practices are communicated to the public.

This issue is particularly relevant in the context of waste problems in West Java. Based on data referring to the National Waste Management Information System (*Sistem Informasi Pengelolaan Sampah Nasional* or SIPSN), West Java was recorded as one of the provinces with the highest waste generation in 2024, reaching approximately 6.15 million tons per year. The data also show that household waste accounted for the largest proportion of waste sources in West Java, at 63.53% of total waste. This figure indicates that the waste problem in West Java is closely related to everyday consumption activities, rather than merely to technical issues of waste transportation or final disposal management.

The dominance of household waste suggests that post-consumption waste, or *consumer waste*, is an important issue in consumer behavior studies. Consumer waste does not only refer to waste discarded after a product is used, but also reflects decisions made before waste is generated. These decisions include excessive purchasing, the use of single-use packaging, poor consumption planning, and limited habits of reusing or recycling products. Therefore, waste reduction needs to begin with changes in consumption behavior. Downstream waste management remains important, but it is insufficient if the “buy-use-discard” pattern continues to shape everyday consumption practices.

Another major problem lies in the gap between environmental awareness and actual behavior. Many consumers already understand that plastic waste, food waste, and

single-use packaging have negative environmental impacts. However, this awareness does not always translate into consistent sustainable practices. Attiq et al. (2021) show that household waste reduction behavior is influenced not only by knowledge, but also by consumers' emotional and cognitive factors. Similarly, Vittuari et al. (2023) explain that household-level waste reduction is shaped by multiple interrelated factors, including habits, social norms, emotions, and contextual conditions that either facilitate or hinder consumer action. Therefore, environmental campaigns should not merely tell consumers that protecting the environment is important. These messages need to be translated into practices that are understandable, feasible, and relevant to consumers' daily lives.

Within this context, green promotion plays a strategic role. Green promotion does not only function as a tool to introduce environmentally friendly products, but can also serve as an educational medium that shapes consumers' understanding of the environmental consequences of their consumption activities. Effective green promotion should not stop at green-colored symbols, natural claims, or environmentally friendly slogans. Rather, it should provide specific, honest, and actionable information, such as the benefits of reducing packaging waste, choosing refill products, carrying reusable containers, sorting waste, or extending product life cycles. In this way, green promotion does not merely encourage consumers to purchase products perceived as environmentally friendly, but also helps them develop a more sustainable lifestyle.

Social media expands this opportunity because of its visual, interactive, participatory, and shareable nature. Recent empirical evidence also shows that social media can shape consumers' intention to choose eco-friendly products, particularly when it is supported by green consumption values and environmental responsibility (Nazish et al., 2024). Nekmahmud et al. (2022) demonstrate that social media use and social media marketing play a role in shaping consumers' intention to purchase green products through an extended Theory of Planned Behavior framework. Ktisti et al. (2022) also found that green advertising on social media has become a growing area of research, mainly because social media allows environmental messages to be communicated more dynamically, rather than merely through one-way communication. This suggests that social media can function not only as a channel for information dissemination, but also as a space for shaping opinions, identities, and environmentally responsible consumption practices.

The role of social media also lies in its ability to shape social meaning. Alsaad et al. (2023) show that users' engagement with pro-environmental campaigns on social media can encourage pro-environmental behavioral intention through a sensemaking process, especially when the message is interpreted as a form of environmental concern and responsibility. This indicates that effective digital content should not only be informative, but should also help consumers feel that their small actions are meaningful. In this sense, digital green promotion can become a bridge between environmental awareness and everyday sustainable practices.

In addition, influencers and digital communities play an increasingly important role in shaping sustainable lifestyles. Li et al. (2024) explain that social media can serve as a space for value co-creation that supports the adoption of a sustainable green lifestyle.

Consumers do not merely receive messages passively, but also interpret, share, imitate, and practice sustainability values through digital interaction. Munaro et al. (2024) further show that influencers may encourage sustainable consumption because they are able to connect environmental messages with the everyday lives of their audiences. In the context of young consumers and urban communities, this role becomes increasingly important because consumption decisions are often influenced by content, reviews, trends, and figures perceived as relatable.

Although various studies have examined the relationship between social media, green promotion, and consumer behavior, much of the existing literature still focuses on green purchase intention, responses to green advertising, or consumer acceptance of sustainability messages. Recent review evidence also shows that sustainability-oriented marketing research still needs stronger integration between consumer trust, green consumerism, circular economy behavior, and digital tools that improve transparency and reduce greenwashing (Agarwal et al., 2025). These topics are important, but they do not fully address the issue of consumer waste reduction. In the context of West Java, the main concern is not only whether consumers are interested in green products, but whether they are encouraged to change consumption patterns that generate waste. In other words, research on digital green promotion needs to move beyond green purchasing intention and toward a broader understanding of how digital messages can shape sustainable lifestyles.

This gap provides an important foundation for the present study. Previous research has shown that social media can influence green purchase intention, strengthen pro-environmental engagement, and support the adoption of green lifestyles. However, studies that specifically connect digital green promotion, sustainable lifestyle, and consumer waste reduction remain relatively limited. In fact, reducing waste at the consumer level requires concrete behavioral changes, such as reducing unnecessary purchases, choosing more durable products, reusing items, sorting waste, and reducing dependence on single-use packaging. Casonato et al. (2023) emphasize that consumer waste prevention requires practical interventions that enable consumers to reduce waste in everyday life, not merely understand environmental issues in general.

This study is also aligned with the Sustainable Development Goals (SDGs), particularly SDG 12 on responsible consumption and production. Target 12.5 emphasizes the need to substantially reduce waste generation by 2030 through prevention, reduction, recycling, and reuse. In this context, the digitalization of green promotion can be understood as a communication strategy to encourage changes in consumption behavior, especially among urban communities that interact intensively with social media in their daily lives.

Based on the above discussion, this study aims to explore how the digitalization of green promotion through social media can encourage sustainable lifestyle adoption and contribute to consumer waste reduction in urban areas of West Java. This study builds on previous research on consumer behavior, green marketing, and digital literacy, but offers a specific emphasis on social media narratives as a means of mitigating the “buy-use-discard” consumption pattern. With this focus, the study is expected to contribute theoretically to the development of digital green marketing literature and practically to

local governments, businesses, environmental communities, and social media campaign managers in designing green promotional messages that are more educational, credible, and capable of influencing sustainable consumption behavior.

Framework and Hypotheses

This study is developed by integrating three main theoretical perspectives: green marketing communication, social media engagement and sensemaking perspective, and sustainable consumption behavior. Green marketing communication explains how environmental messages can shape consumer responses toward sustainable products and practices. The social media engagement and sensemaking perspective emphasizes that digital users do not merely receive messages passively, but interpret, interact with, and share environmental meanings through social media. Meanwhile, sustainable consumption behavior provides the foundation for understanding how consumers translate environmental awareness into daily practices that reduce waste. Based on these perspectives, digital green promotion is expected to influence consumer waste reduction behavior both directly and indirectly through social media engagement and sustainable lifestyle.

Green advertising on social media is no longer limited to one-way promotional communication because it enables consumers to view, respond to, share, and participate in sustainability-related conversations. Ktisti et al. (2022) explain that green advertising on social media has become an important research area because social media allows environmental messages to be communicated in more interactive and participatory ways. Therefore, digital green promotion that presents credible, relevant, and actionable environmental messages is expected to increase consumers' engagement with green content on social media. Thus, the following hypothesis is proposed:

H1: Digital green promotion has a positive effect on social media engagement.

Digital green promotion can also influence consumers' lifestyle orientation by providing environmental information that is close to their daily consumption practices. Nekmahmud et al. (2022) found that social media usage and social media marketing contribute to consumers' green purchase intention through an extended Theory of Planned Behavior framework. Although their study focuses on green purchase intention, the finding indicates that digital promotional messages can shape sustainability-related thinking and behavioral intention. In line with this, Li et al. (2024) show that social media can support sustainable green lifestyle adoption when users are involved in value co-creation processes. Therefore, digital green promotion is expected to encourage consumers to adopt a more sustainable lifestyle. Thus, the following hypothesis is proposed:

H2: Digital green promotion has a positive effect on sustainable lifestyle.

Digital green promotion may directly encourage consumers to reduce waste when the message contains practical guidance, such as reducing single-use packaging, reusing products, sorting waste, avoiding unnecessary purchases, and extending product use. Evidence from consumer waste studies shows that waste reduction requires practical interventions that help consumers take concrete action in daily life. Casonato et al. (2023) emphasize that effective consumer waste prevention depends on

interventions that enable consumers to reduce waste, while Pu et al. (2025) found that social media usage can contribute to reducing food waste, although it may also stimulate compulsive buying when used in a consumption-oriented manner. Therefore, digital green promotion is expected to support consumer waste reduction behavior. Thus, the following hypothesis is proposed:

H3: Digital green promotion has a positive effect on consumer waste reduction behavior.

Social media engagement can strengthen sustainable lifestyle adoption because engaged users are more likely to process, interpret, and internalize sustainability-related messages. In the context of social media green communities, browsing green content has been found to support pro-environmental behavior through participation and environmental concern (Shen et al., 2023). Alsaad et al. (2023) argue that engagement with pro-environmental campaigns on social media works through a sensemaking process, where users interpret environmental messages as expressions of care and responsibility. Li et al. (2024) also show that social media contact supports sustainable green lifestyle adoption through value co-creation. These findings suggest that engagement is not merely a digital reaction, but a mechanism that helps transform environmental messages into lifestyle orientation. Thus, the following hypothesis is proposed:

H4: Social media engagement has a positive effect on sustainable lifestyle.

Engagement with sustainability content may encourage consumers to adopt waste-reducing practices because social media provides examples, reminders, social reinforcement, and peer-based influence. When consumers interact with content about zero waste, reuse, recycling, food waste prevention, or anti-overconsumption, they may become more aware of the consequences of their consumption. Pu et al. (2025) found that social media usage can reduce food waste, although the effect depends on whether social media exposure encourages responsible consumption or compulsive buying. This indicates that engagement with the right type of green content can support waste reduction behavior. Thus, the following hypothesis is proposed:

H5: Social media engagement has a positive effect on consumer waste reduction behavior.

Sustainable lifestyle reflects repeated consumption practices that prioritize environmental responsibility. Consumers who adopt a sustainable lifestyle are more likely to reduce unnecessary purchases, avoid single-use packaging, reuse products, sort waste, and make more careful consumption decisions. Vittuari et al. (2023) explain that household-level waste reduction is shaped by multiple behavioral drivers and levers, including habits, norms, contextual support, and practical action. Attiq et al. (2021) also show that waste reduction behavior is influenced by cognitive and emotional factors, indicating that sustainable behavior requires more than awareness alone. Therefore, a sustainable lifestyle is expected to encourage consumer waste reduction behavior. Thus, the following hypothesis is proposed:

H6: Sustainable lifestyle has a positive effect on consumer waste reduction behavior.

Digital green promotion may not automatically produce lifestyle change unless consumers engage with the message. From a sensemaking perspective, engagement

helps users interpret environmental messages, connect them with personal values, and transform them into meaningful behavioral orientations. Alsaad et al. (2023) emphasize that engagement with pro-environmental campaigns involves meaning construction, while Li et al. (2024) show that social media supports green lifestyle adoption through value co-creation. Therefore, social media engagement is expected to mediate the effect of digital green promotion on sustainable lifestyle. Thus, the following hypothesis is proposed:

H7: Social media engagement mediates the relationship between digital green promotion and sustainable lifestyle.

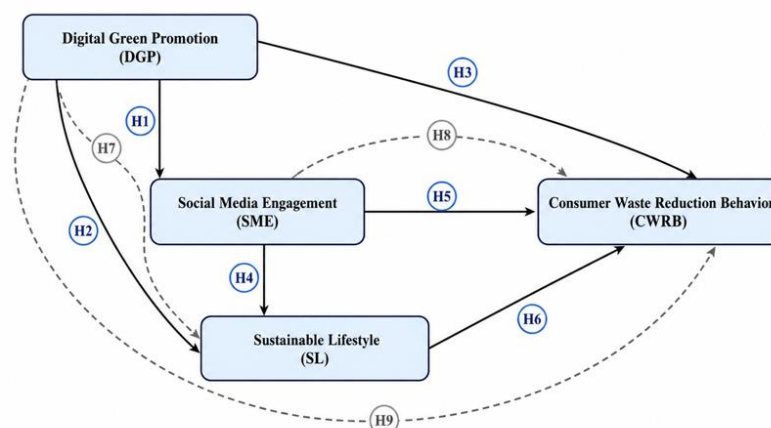
Social media engagement can expose consumers to green messages and waste-reduction practices, but actual waste reduction is more likely to occur when those messages become part of consumers' lifestyle. Sustainable lifestyle functions as a behavioral bridge between digital engagement and concrete waste-reducing actions. Vittuari et al. (2023) argue that reducing waste at the household level requires behavioral levers that shape daily routines, while Casonato et al. (2023) highlight the importance of practical interventions in consumer waste prevention. Thus, sustainable lifestyle is expected to mediate the relationship between social media engagement and consumer waste reduction behavior. Therefore, the following hypothesis is proposed:

H8: Sustainable lifestyle mediates the relationship between social media engagement and consumer waste reduction behavior.

This study assumes that digital green promotion influences consumer waste reduction through a sequential behavioral mechanism. First, digital green promotion attracts consumers' attention and encourages engagement with green content. Second, this engagement helps consumers interpret and internalize sustainability values. Third, these values are translated into sustainable lifestyle practices, which then encourage waste reduction behavior. This serial mechanism is consistent with the view that social media can shape green consumption intention and lifestyle adoption, while waste reduction requires concrete behavioral change in daily consumption practices. Thus, the following hypothesis is proposed:

H9: Social media engagement and sustainable lifestyle serially mediate the relationship between digital green promotion and consumer waste reduction behavior.

Figure 1. Research Framework



METHODS

This study employs a quantitative research design with an explanatory approach to examine the effect of digital green promotion on consumer waste reduction behavior through social media engagement and sustainable lifestyle. This approach is appropriate because the study aims to test the relationships among latent variables and examine both direct and mediation effects.

The population of this study consists of social media users in West Java, Indonesia, who have been exposed to digital green promotion or sustainability-related content, such as content about green products, waste reduction, recycling, reuse, eco-friendly packaging, or sustainable lifestyle campaigns. Since the exact population size cannot be clearly identified, this study applies a non-probability sampling method using purposive sampling. The respondent criteria are: at least 18 years old, active social media users, have seen green promotional or sustainability-related content on social media, and have awareness or experience related to waste reduction practices.

Data were collected using an online questionnaire. The measurement items were assessed using a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree. A total of 150 respondents were included in this study. This number exceeds the basic ten-times rule in PLS-SEM and is considered more adequate for testing a model involving multiple latent variables, direct effects, mediation effects, and serial mediation. Kock and Hadaya (2018) also note that the ten-times rule may produce inaccurate estimates, so a larger sample is preferable for PLS-SEM studies.

The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS. PLS-SEM is suitable for this study because the model includes several latent constructs and examines direct, indirect, and serial mediation effects. Hair et al. (2019) explain that PLS-SEM is appropriate for estimating complex models and reporting relationships among constructs, especially in prediction-oriented research. The analysis was conducted in two stages: evaluation of the measurement model and evaluation of the structural model. The measurement model was assessed using outer loading, Cronbach's alpha, composite reliability, average variance extracted (AVE), and discriminant validity. The structural model was assessed using path coefficients, t-statistics, p-values, R^2 , and bootstrapping to test the direct and mediation effects.

RESULTS AND DISCUSSION

Measurement Model Assessment Results

Before testing the structural relationships, the measurement model was evaluated to ensure that all constructs met the reliability and validity requirements. The assessment included internal consistency reliability and convergent validity, as presented in Table 1.

Table 1. Measurement Model Assessment Results

Construct	Cronbach's Alpha	Composite Reliability	AVE	Decision
Digital Green Promotion (DGP)	0.847	0.896	0.683	Valid and reliable
Social Media Engagement (SME)	0.859	0.904	0.702	Valid and reliable
Sustainable Lifestyle (SL)	0.841	0.893	0.676	Valid and reliable
Consumer Waste Reduction Behavior (CWRB)	0.832	0.887	0.662	Valid and reliable

Source: Data processed using SmartPLS, 2026.

The results showed that all retained indicators had outer loading values above the recommended threshold of 0.708. As presented in Table 1, Cronbach's alpha values ranged from 0.832 to 0.859, while composite reliability values ranged from 0.887 to 0.904. These values exceeded the recommended threshold of 0.70, indicating satisfactory internal consistency reliability. In addition, the average variance extracted (AVE) values ranged from 0.662 to 0.702, exceeding the minimum threshold of 0.50. The HTMT values ranged from 0.684 to 0.766, which were below the recommended threshold of 0.90, indicating adequate discriminant validity among the constructs. Therefore, all constructs met the criteria for reliability and convergent validity

R-square Test

After confirming the adequacy of the measurement model, the structural model was evaluated using the coefficient of determination (R^2). This test was conducted to assess the explanatory power of the model for each endogenous construct, as shown in Table 2.

Table 2. R-square Results

Endogenous Construct	R^2	Interpretation
Social Media Engagement (SME)	0.462	Moderate
Sustainable Lifestyle (SL)	0.587	Moderate
Consumer Waste Reduction Behavior (CWRB)	0.641	Moderate

Source: Data processed using SmartPLS, 2026.

The structural model was first assessed using the coefficient of determination (R^2). The results show that digital green promotion explained 46.2% of the variance in social

media engagement. Furthermore, digital green promotion and social media engagement explained 58.7% of the variance in sustainable lifestyle. Finally, digital green promotion, social media engagement, and sustainable lifestyle explained 64.1% of the variance in consumer waste reduction behavior. These results indicate that the proposed model has a moderate explanatory power.

Direct Effect Hypothesis Testing

The direct relationships among the constructs were examined through bootstrapping procedures. The results of the direct effect testing for H1 to H6 are presented in Table 3.

Table 3. Direct Effect Results

Hypothesis	Predictor	Outcome	Path Coefficient	t-statistics	p-values	Decision
H1	Digital Green Promotion	Social Media Engagement	0.680	12.436	0.000	Supported
H2	Digital Green Promotion	Sustainable Lifestyle	0.326	4.218	0.000	Supported
H3	Digital Green Promotion	Consumer Waste Reduction Behavior	0.214	2.751	0.006	Supported
H4	Social Media Engagement	Sustainable Lifestyle	0.497	6.832	0.000	Supported
H5	Social Media Engagement	Consumer Waste Reduction Behavior	0.268	3.427	0.001	Supported
H6	Sustainable Lifestyle	Consumer Waste Reduction Behavior	0.391	5.246	0.000	Supported

Source: Data processed using SmartPLS, 2026.

The direct effect results show that digital green promotion has a positive and significant effect on social media engagement ($\beta = 0.680$, $t = 12.436$, $p < 0.001$), sustainable lifestyle ($\beta = 0.326$, $t = 4.218$, $p < 0.001$), and consumer waste reduction behavior ($\beta = 0.214$, $t = 2.751$, $p = 0.006$). In addition, social media engagement has a positive and significant effect on sustainable lifestyle ($\beta = 0.497$, $t = 6.832$, $p < 0.001$) and consumer waste reduction behavior ($\beta = 0.268$, $t = 3.427$, $p = 0.001$). Sustainable

lifestyle also has a positive and significant effect on consumer waste reduction behavior ($\beta = 0.391$, $t = 5.246$, $p < 0.001$). Therefore, H1, H2, H3, H4, H5, and H6 are supported

Indirect Effect / Mediation Test

In addition to the direct effects, this study also examined the indirect effects to identify the mediating roles of social media engagement and sustainable lifestyle. The mediation test results for H7 to H9 are summarized in Table 4.

Table 4. Indirect Effect Results

Hypothesis	Predictor	Mediator	Outcome	Indirect Effect	t-statistics	p-values	Decision
H7	Digital Green Promotion	Social Media Engagement	Sustainable Lifestyle	0.338	5.947	0.000	Supported
H8	Social Media Engagement	Sustainable Lifestyle	Consumer Waste Reduction Behavior	0.194	4.276	0.000	Supported
H9	Digital Green Promotion	Social Media Engagement and Sustainable Lifestyle	Consumer Waste Reduction Behavior	0.132	4.118	0.000	Supported

Source: Data processed using SmartPLS, 2026.

The bootstrapping results confirmed the mediation effects in the proposed model. Social media engagement significantly mediated the effect of digital green promotion on sustainable lifestyle ($\beta = 0.338$, $p < 0.001$). Sustainable lifestyle also significantly mediated the effect of social media engagement on consumer waste reduction behavior ($\beta = 0.194$, $p < 0.001$). In addition, the serial mediation path from digital green promotion to consumer waste reduction behavior through social media engagement and sustainable lifestyle was significant ($\beta = 0.132$, $p < 0.001$). Therefore, H7, H8, and H9 were supported.

CONCLUSION

This study concludes that all proposed hypotheses are supported. Digital green promotion has a positive and significant effect on social media engagement, sustainable lifestyle, and consumer waste reduction behavior. Social media engagement also positively influences sustainable lifestyle and consumer waste reduction behavior, while sustainable lifestyle positively contributes to consumer waste reduction behavior. In addition, social media engagement mediates the relationship between digital green promotion and sustainable lifestyle, sustainable lifestyle mediates the relationship between social media engagement and consumer waste reduction behavior, and both variables sequentially mediate the relationship between digital green promotion and

consumer waste reduction behavior. These findings indicate that digital green promotion does not only work as a communication tool, but also as a mechanism that encourages consumers to engage with sustainability content, adopt a sustainable lifestyle, and reduce waste in daily consumption practices.

The main contribution of this study lies in the integration of digital green promotion, social media engagement, sustainable lifestyle, and consumer waste reduction behavior into one sequential framework. This study improves existing knowledge by showing that consumer waste reduction behavior can be strengthened through a digital process, starting from green promotional exposure, followed by social media engagement, internalization of sustainable lifestyle, and finally waste-reducing actions. Practically, the findings suggest that marketers, environmental campaigners, and policy actors should design green promotional content that is credible, interactive, and action-oriented. Green promotion should not only inform consumers about environmental issues, but also encourage participation, provide practical waste-reduction guidance, and build sustainable consumption habits through social media platforms.

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