

The Influence of Green Influencer towards Purchase Intention: The Extended Theory of Planned Behavior Approach

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Received : March 14, 2025

Accepted : May 20, 2025

Published : October 31, 2025

Citation: Prayogo, G., & Adiwijaya, K., (2025). The Influence of Green Influencer towards Purchase Intention: The Extended Theory of Planned Behavior Approach. *Ijomata International Journal of Management*, 6(4), 1391-1410.

<https://doi.org/10.61194/ijjm.v6i4.1724>

ABSTRACT: Social media users have grown significantly, reaching 60% of the Indonesian population. Among those users is Pandawara Group, a green social media influencer known for its environmental activism on social media platforms such as TikTok and Instagram. Pandawara Group gained popularity in a short period of time due to its unique content and currently has 10 million active followers, making Pandawara Group a Mega Influencer in less than a year. This research examines the role of the Pandawara Group in promoting green purchase intention through the lens of the Theory of Planned Behavior (TPB). The study focuses on and employs a quantitative approach, utilizing surveys distributed to followers of the Pandawara Group with 122 samples collected. Then, the data is processed through SEM-PLS with the help of SmartPLS. The findings indicate that perceived credibility and expertise attributes positively affect attitudes toward green behavior. The study also finds that perceived congruence positively and significantly influences parasocial relationships, which in turn significantly influences green purchase intentions.

Keywords: Green Influencer, Parasocial Relationship, Green Purchase Intention, Attitude Towards Green Behavior, Theory of Planned Behavior.



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INTRODUCTION

The ability of social media to provide two-way communication has changed the way consumers interact in marketing activities, which has opened new ways of marketing products and services (Koay, Lim, et al., 2023). Data collected by We Are Social & Meltwater (2023) around 167 million or 60% of the Indonesian population uses social media actively and, on average, accesses it for approximately 3 (three) hours daily. Individuals who connect on social media can connect with their followers in unique ways (Koay, Cheah, et al., 2023; Koay, Lim, et al., 2023). These individuals who emerge from social media are ultimately referred to as Social Media Influencers (SMI).

SMI builds a reputation (De Veirman et al., 2017) and receives a large number of followers (Argyris et al., 2021) by curating social media content that includes interactive participation, sharing personal experiences, and expressing their product preferences (Li & Peng, 2021). Meanwhile, as stated in Yildirim (2021), green influencers are a group of SMIs who specifically focus on promoting environmentally friendly products, sustainable practices, and environmentally

conscious behavior. Additionally, green influencers can use their platforms and expertise to educate people about the importance of sustainability and encourage them to make environmentally conscious choices ([Mostafa, 2007](#)).

One of the green influencers who went viral in Indonesia in 2023 ([Narasi TV, 2023](#)) is the Pandawara Group. Pandawara Group is a group of 5 young people from Bandung. Pandawara Group goes viral with its trash-cleaning content. The trash-cleaning content itself is the result of Pandawara Group's anxiety because they were affected by the flood. This anxiety ultimately gave rise to a feeling of empathy, so the Pandawara Group went straight to the river or water canal which was filled with rubbish. Pandawara Group acted to clean up rubbish and then created content from this action. The latest social media account (Instagram & TikTok) of the Pandawara group has received followers of up to 10 (ten) million and likes of up to 169 million (update March 9, 2024). Based on the classification of the number of followers by ([Campbell & Farrell, 2020](#)), the Pandawara Group is a mega influencer because the number of followers is above 1 (one) million. SMIs with many followers are considered more credible sources than those with fewer followers ([Weismueller et al., 2020](#)).

Previous research has also conveyed the importance of influencer credibility in shaping consumer attitudes and behavior ([Astuti & Risqiani, 2020](#); [Chetioui et al., 2020](#); [Li et al., 2020](#); [Magano et al., 2022](#); [Pick, 2021](#)). In the context of this research, the credibility of the Pandawara Group is interesting to study due to its characteristics as a group, not a company or institution that wants profit from the activities it carries out, with a mission to raise awareness of environmentally friendly activities without being directly affiliated with a brand, having good credibility for cleaning the environment can make other people participate in contributing to protecting the environment, one of which is by buying environmentally friendly products. As stated by [Pick \(2021\)](#) Influencer credibility is known to influence consumer attitudes towards advertising, products, and purchase intentions. In addition, influencer credibility has been proven to influence consumers' urge to buy impulsively and their trust in advertised products ([Yan et al., 2023](#)). In addition, influencer credibility plays an important role in shaping consumers' attitudes toward brands and their purchase intentions ([Astuti & Risqiani, 2020](#); [Magano et al., 2022](#)). The perceived credibility of the influencer has been shown to have a positive impact on attitudes towards the influencer and contribute to consumer purchase intentions ([Chetioui et al., 2020](#)). Apart from credibility which can influence attitudes, perceived trust, perceived expertise, and perceived congruence which can influence attitudes based on research results from [Chetioui et al. \(2020\)](#).

Trust is one party's belief in the partner's dependability and integrity ([Morgan & Hunt, 1994](#)). Trust is considered important in marketing to build positive relationships between consumers and brands ([Tee et al., 2022](#)). Consumer trust in Pandawara Group's activities is an interesting factor to study because as a group that has the goal of voluntarily preserving the environment, it can make social media users have high trust in Pandawara Group's activities which only aim to preserve the environment, and the existence of other activities that are considered to damage this goal can disrupt social media users' trust in Pandawara Group. Trust is characterized as the extent to which consumers believe that an influencer is trustworthy in both their words and actions. When consumers trust an influencer, they are more likely to trust the influencer's advice or

recommendations, which may impact their opinions of products and purchasing habits ([Singh et al., 2020](#)).

Perceived expertise is another important factor to evaluate. Consumers are more likely to accept content and recommendations delivered by influencers who are considered experts in their fields ([Chetioui et al., 2020](#)). An expert is generally considered highly qualified and therefore more likely to make accurate and valid judgments. The environmentally friendly activities carried out by the Pandawara Group have great potential for brands, especially those that carry an environmentally friendly concept, to collaborate through endorsements and advertising. Many studies reveal that expert influencers can significantly influence consumers' attitudes toward certain brands ([Bergkvist et al., 2016](#); [Hayes & Carr, 2015](#)).

Congruence according to [Koay, Cheah, et al., \(2023\)](#) and [Koay, Lim, et al. \(2023\)](#) is the suitability of activities carried out by influencers and consumers. This research has succeeded in showing that the higher the congruence, the stronger the relationship between consumers and influencers and ultimately will increase purchase intention ([Koay, Cheah, et al., 2023](#); [Koay, Lim, et al., 2023](#)). The use of the TikTok and Instagram platforms can create a match because the followers of the Pandawara Group are social media users who are interested in environmentally friendly activities and can increase their purchase intention towards environmentally friendly products. Apart from increasing positive attitudes, congruence can influence parasocial relationships.

The concept of parasocial relationship was first presented by [Horton & Richard Wohl \(1956\)](#) to explain the relationship between audiences and media figures. Parasocial relationships are a unique form of one-sided interpersonal relationships that occur between individuals and media figures, such as celebrities, characters, or influencers, even though there is no interaction in real life ([Karnjanapoomi, 2022](#)). Research [Koay, Lim, et al. \(2023\)](#) continues previous research by analyzing the parasocial relationship between social media influencers and their followers on social media. This research succeeded in identifying parasocial relationships as having a positive relationship with purchase intention ([Koay, Lim, et al., 2023](#)).

Research on the role of SMI on purchase intention has been carried out by many previous researchers, such as those carried out by [Chetioui et al \(2020\)](#), [Tiwari et al \(2023\)](#), and [\(Koay, Lim, et al 2023\)](#). Research by [Tiwari et al. \(2023\)](#) and [Chetioui et al \(2020\)](#) discusses SMI in the fashion industry, while research by Koay, Lim, et al (2023) discusses SMI in general. The three of them do not discuss the influence of SMI on purchase intention in the context of environmentally friendly products and behavior. Kantar research data based on research by [Nadiya & Ishak \(2022\)](#) conducted a study in 2020 and the results were an increase in the number of consumers who care about environmentally friendly products, which rose 112% compared to 2019. Therefore, researchers are interested in choosing to focus on the product context and environmentally friendly behavior due to increasing trends in environmentally friendly products ([Genoveva et al., 2020](#)). Research related to the influence of SMI on purchase intention is essential to carry out because it is based on previous research conducted by [Chetioui et al. \(2020\)](#) and [Tiwari et al \(2023\)](#) in the fashion industry where it is said that influencer marketing is a solution for fashion companies that want to increase market share and inspire purchase intention for existing and potential consumers. In addition, research by [\(Koay et al., 2023\)](#) focuses more on looking at the role of

parasocial relationship factors that arise from strong similarities between SMI and consumers and subsequently increase purchase intention. Looking at the results of these two studies, researchers in this study want to know whether green influencers have a positive impact on green purchase intention. This means that consumers are interested in buying and changing options to products that are more environmentally friendly.

Previous research by [Chetioui et al. \(2020\)](#) and [Tiwari et al. \(2023\)](#) uses the variable attitude towards the influencer which shows the attitude towards the subject. Meanwhile, Attitude in the TPB framework refers to a positive or negative evaluation of an individual in carrying out the behavior in question ([Ajzen, 1991](#); [GrØnhØj et al., 2012](#)). SMI develops a fun personality by regularly sharing activities, skills, opinions, information, and advice on their social media ([Lou & Yuan, 2019](#)). SMI often uses less overt tactics to advertise goods and services ([Kádeková & Holienčinová, 2018](#)). SMI will advertise their lifestyle and show their skills and how the product fits ([De Veirman et al., 2017](#)). SMI can increase their followers' desire for a particular product and persuade their followers to make a purchase by offering stimulating and inspiring content ([Chetioui et al., 2020](#); [Lou & Yuan, 2019](#); [Tiwari et al., 2023](#)). Previous studies by [Chetioui et al. \(2020\)](#) and [Tiwari et al. \(2023\)](#) discussed the influence of SMI on purchase intention. However, the study used a fashion research context. Therefore, this research contributes by adding the variables of Perceived Credibility, Perceived Congruence, and Perceived Expertise to the research model of [Tiwari et al. \(2023\)](#) and this research also adds parasocial relationship variables to the research model from the research of [Koay, Lim, et al. \(2023\)](#). Regarding the SMI variable, this research uses the green influencer, Pandawara Group as the research context.

Theory Planned Behavior (TPB) is a method for predicting and understanding human behavior in a particular context developed by ([Ajzen, 1991](#)). This theory is a development of the Theory of Reason Action ([Ajzen, 1991](#)). Intention according to ([Ajzen, 1991](#)) is a motivational factor that can influence a person's behavior, behavioral intention to try, an indication of how much they try, to carry out an action ([Ajzen, 1991](#)). When someone has strong intentions, of course, the performance they produce will be stronger. TPB provides a conceptual framework for dealing with the complexity of human social behavior ([Ajzen, 1991](#)). The TPB framework usually involves an individual's attitude toward behavior, subjective norms recognized by society (subjective norms), and Perceived Behavior Control (PBC) which can be used to estimate the intention or intentions of a behavior with a high degree of accuracy ([Tiwari et al., 2023](#)).

Perceived Credibility

Perceived credibility is one of the important factors in consumers choosing and following influencers ([Nam & Dân, 2018](#)). Furthermore ([Koay, Cheah, et al., 2023](#)) said that credible influencers can influence purchases of promoted products. This happens because the credibility of the influencer can influence the brands and products recommended ([Koay, Cheah, et al., 2023](#); [Koay, Lim, et al., 2023](#)). Then consumers will have more trust in the brand and ultimately have the intention to make a purchase ([Koay, Cheah, et al., 2023](#)). In the context of this research, the following hypothesis can be drawn

H1: Perceived credibility has a positive influence on attitude toward green behavior.

Perceived Trust

Perceived trust is part of [Tiwari et al.'s research. \(2023\)](#) who conducted an analysis related to perceived trust from influencers which is formed in consumer perceptions where consumers believe in the actions and words of influencers. In the context of this research is consumer trust in the advocacy and education carried out by influencers regarding activities to protect the environment and green product campaigns on social media. Research [\(Khalid & Jalees, 2022\)](#) shows that influencers can change consumer attitudes by guiding and providing advice which ultimately influences brand image and brand equity. As stated by [\(Singh et al., 2020\)](#), when consumers trust content created by influencers, more consumers will trust the product recommendations provided. This means that the higher the perceived trust, the higher the consumer's purchase intention. Therefore, the hypothesis of this research is

H2: Perceived trust has a positive influence on attitude towards green behavior.

Perceived Expertise

Previous research by [\(Bergkvist et al., 2016\)](#) stated that expert influencers can significantly influence consumer behavior towards a brand. Although not all influencers have expertise in their field [\(Koay, Lim, et al., 2023\)](#). Not a few consumers follow influencers because of their appearance or impulsive behavior [\(Koay, Lim, et al., 2023\)](#). An expert is usually considered a party who has high qualifications and can ultimately provide accurate and valid assessments [\(Chetioui et al., 2020\)](#). This is what underlies perceived expertise from influencers which can increase trust with consumers and subsequently influence attitudes and purchase intention [\(Chetioui et al., 2020\)](#). Therefore, the hypothesis in this study is as follows:

H3: Perceived Expertise has a positive influence on attitude towards green behavior.

Perceived Congruence

Perceived Congruence according to [\(Chetioui et al., 2020\)](#) by strengthening congruence between influencers to potential consumers can produce higher purchase intentions and a better attitude towards influencers. It was further explained that consumers tend to follow influencers with personality traits, lifestyles, or other preferences that are close to those consumers. The higher the congruence between the influencer and the consumer, the more positive results the attitude towards the influencer will have and increased purchase intentions [\(Chetioui et al., 2020\)](#). Another finding by [Koay, Lim, et al., \(2023\)](#) states that although parasocial relationships do not mediate the relationship between SMI self-disclosure and purchase intention, congruence between consumers and SMI influences the relationship between SMI self-disclosure and parasocial relationships, and then, between parasocial relationships and purchase intention. If the congruence between consumers and SMI is insufficient, consumers may reject purchase recommendations, thereby lacking the motivation to bridge the lack of self-discrepancy [\(Koay, Lim, et al., 2023\)](#). Thus, congruence plays an important role in influencing SMI's persuasion strength and its subsequent

impact on parasocial relationships ([Koay, Lim, et al., 2023](#)). The results of this research can also be drawn into the context of this research so that the research hypothesis is;

H4: Perceived Congruence has a positive influence on attitude towards green behavior

H5 Perceived Congruence has a positive influence on parasocial relationships

Parasocial Relationship

Research by [Koay, Lim, et al. \(2023\)](#) revealed that parasocial relationships do not have a positive influence on purchase intention. These results contradict previous research by [Hwang & Zhang \(2018\)](#) which showed that there was a positive influence between parasocial relationships and purchase intention. This inconsistency may be caused by incongruence between SMI and consumers ([Koay, Lim, et al., 2023](#)). Therefore, the hypothesis in this research is

H6: Parasocial Relationship has a positive influence on green purchase intention

Attitude towards Green Behavior

TPB argues that an individual's intention to perform a behavior is influenced by attitudes, subjective norms, and perceived behavioral control ([GrØnhØj et al., 2012](#)). Attitude plays an important role in shaping purchase intentions, as it reflects an individual's overall evaluation of the behavior ([Y. S. Chen et al., 2020](#)). This is supported by the findings of various studies that have applied the TPB to understand consumer behavior in different contexts. ([Y. S. Chen et al., 2020](#)) emphasize the influence of attitudes on purchase intentions, especially in the context of environmentally friendly brands, where the influence of environmentally friendly brands has a significant impact on environmentally friendly purchase intentions through the mediating effect of environmentally friendly brand associations and environmentally friendly brand attitudes ([Y. S. Chen et al., 2020](#)). Likewise, ([Tiwari et al., 2023](#)) highlighted the mediation of attitudes towards influencers in fashion influencers' actions on consumer purchase intentions, showing the relevance of attitudes in understanding the phenomenon of influencer marketing. Meanwhile, ([GrØnhØj et al., 2012](#)) emphasize that attitude towards behavior, together with perceptions of social norms and behavioral control, will result in higher intentions to adopt that behavior, in line with TPB principles. Therefore, this research modifies research that uses an attitude towards influencers to become an attitude towards green behavior according to the theoretical basis that has been developed by ([Ajzen, 1991](#)). Based on this explanation, the researcher has the following hypothesis:

H7: Attitudes towards green behavior have a positive influence on green purchase intention.

Subjective Norms

Consumer behavior and purchase intentions, subjective norms play an important role in shaping attitudes and behavioral intentions ([Chetioui et al., 2020; Tiwari et al., 2023; Zhao et al., 2019](#)).

Subjective norms refer to the perceived social pressure or influence from significant others in an individual's life regarding the positivity or negativity of a particular behavior ([Ajzen, 1991](#)). In the context of consumer behavior, subjective norms include the influence of family, friends, and society on individual purchasing decisions, especially those related to products ([Tiwari et al., 2023](#)). The positive impact of subjective norms on purchase intentions has been proven in various previous studies ([Fuadi et al., 2022](#); [Tiwari et al., 2023](#); [Zhao et al., 2019](#)). Therefore, this study uses the following hypothesis:

H8: Subjective Norm has a positive influence on green purchase intentions.

Perceived Behavior Control

Perceived behavior control is a person's perception of the ease or difficulty of carrying out a given behavior ([Ajzen, 1991](#)). In the context of this research, PBC is an internal factor that is believed to influence consumer purchasing decisions. These internal factors refer to the presence or absence of opportunities and required abilities. When consumers are sure about the risks and benefits, this will influence the degree of control. Control beliefs are based on the past, information, and experiences from colleagues and other parties that can increase or decrease the perceived difficulty in carrying out certain behaviors. Research by ([Tiwari et al., 2023](#)) shows that there is a positive relationship between PBC and consumer purchase intention. So a hypothesis is created based on the following previous research:

H9: Perceived Behavior Control has a positive influence on green purchase intentions. Briefly review the pertinent literature.

METHOD

This research focuses on followers of the TikTok and Instagram social media accounts of the Pandawara Group. Thus, the population of this study is ten million people, corresponding to the total number of Pandawara Group followers on the two social media platforms TikTok and Instagram. Furthermore, this research used a convenience sampling method due to large number of population while ensuring that the respondents involved met the intended criteria. The minimum sample size in this study refers to recommendations by ([J. F. Hair et al., 2014](#)), namely ten times the hypothesis of this study or 90 respondents. Before becoming a sample in research, respondents must first be confirmed as included in the respondent criteria.

Researchers used an online questionnaire distributed via social media channels (TikTok and Instagram), personal chat, and group chat (family, office, and MM UI student groups). The distribution of questionnaires was chosen online because it makes it easier to create and distribute to respondents, which allows for a wider reach and at low to no cost. Online questionnaires were chosen because survey costs can be relatively cheap compared to other quantitative research designs ([Savard & Kilpatrick, 2022](#)). Additionally, the survey provides flexibility in data collection methods ([Savard & Kilpatrick, 2022](#)).

The online questionnaire is divided into three parts. The first part aims to provide screening questions to match respondents with the intended criteria. The second part is aimed at taking the respondent's profile. The third section is intended to collect information related to research problems such as variables, perceived trust, perceived credibility, perceived expertise, perceived congruence, parasocial relationships, attitude towards green behavior, SN, PBC, and green purchase intention.

Structural equation modeling (SEM) is a statistical analysis technique that can be used to analyze complex relationships between variables (Mueller & Hancock, 2007). There are two stages to conducting model tests and creating an SEM model to test hypotheses (Bianchi et al., 2018). SEM can be used in various branches of science, including psychology, sociology, business, and computer science (Mueller & Hancock, 2007; Nguyen-Viet, 2022; Tiwari et al., 2023; Y. Zhang & Zhang, 2022). To perform SEM, the first is to test the calculation model, which requires sufficient instrument calculations to assess the dependent variable. Usually carried out through confirmatory factor analysis (CFA), where goodness-of-fit such as chi-square (χ^2), comparative fit index (CFI), and root mean square error of approximation (RMSEA) are used to assess model fit (Bianchi et al., 2018). CFA helps validate measurements and ensures the results can represent the variables to be studied. When the model has been validated, the next step is to create a structural equation model and test the relationship between each variable (Bianchi et al., 2018). This requires a path between variables and ensuring their strength and effect. (Bianchi et al., 2018). Variables such as RMSEA, CFI, and TLI, are used to calculate the overall fit of SEM (Bianchi et al., 2018). The methodology must be clearly stated and described in sufficient detail or with sufficient references.

The variables used in this research are a combination of several studies that have been conducted previously. Figure 1 is the conceptual framework used in this study.

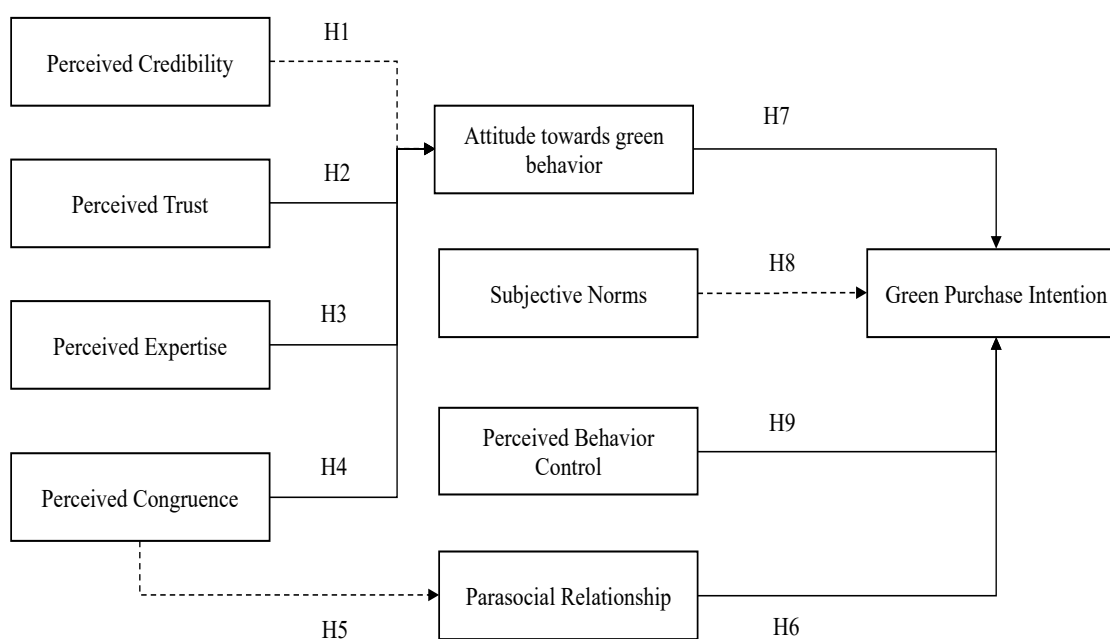


Figure 1. Research Framework

RESULT AND DISCUSSION

The data used were obtained through an online questionnaire form shared by the author through social media channels, such as Instagram, TikTok, and Whatsapp. A total of 180 respondents were successfully collected while only 122 respondents have met the criteria of the research.

For validity test, based on Table 1 below, all variables obtain an AVE value of ≥ 0.5 , which means that all variables can be said to be valid. The outer loading results of ≥ 0.70 for all indicators used in this study also support these results.

Table 1. Validity Test Result

Indicator	AVE	Attitude Towards Green Behavior	Perceived Behavior Control	Perceived Congruence	Perceived Credible	Perceived Expertise	Green Purchase Intention	Parasocial Relationship	Subjective Norms	Perceived Trust
A1	0.639	0.793								
A2		0.840								
A3		0.763								
BC1	0.759		0.864							
BC2			0.837							
BC3			0.912							
CO1	0.665			0.854						
CO2				0.789						
CO3				0.803						
CR1	0.669				0.808					
CR2					0.859					
CR3					0.822					
CR4					0.781					
E1	0.768					0.846				
E2						0.905				
E3						0.877				
PI1	0.749						0.825			
PI2							0.893			
PI3							0.878			
PR1	0.758							0.839		
PR2								0.885		
PR3								0.840		
PR4								0.915		
SN1									0.776	

SN2	0.7	0.897
SN3	52	0.922
TR1	0.7	0.918
TR2	99	0.901
TR3		0.863

Source: Primary Data Processed (2024)

Table 2 shows that all variables have Cronbach's Alpha and Composite Reliability values ≥ 0.70 . So it can be concluded that the variables in this study are reliable.

Table 2. Reliability Test Result

Variabel	Cronbach's Alpha	Composite Reliability
Attitude Towards Green Behavior	0.724	0.841
Green Purchase Intention	0.833	0.900
Parasocial Relationship	0.893	0.926
Perceived Behavior Control	0.844	0.904
Perceived Congruence	0.751	0.856
Perceived Credible	0.835	0.890
Perceived Expertise	0.850	0.908
Perceived Trust	0.875	0.923
Subjective Norms	0.839	0.901

Source: Primary Data Processed (2024)

The test results are considered significant if the T statistics value is ≥ 1.645 for a hypothesis with a significant positive effect. Meanwhile, the T statistics value is ≤ 1.645 for hypotheses with a significant negative effect. P Values can also be a criterion for significant variables if the p values are less than the significant level used in this research, namely 0.05 (Hair et al., 2017). Table 2 shows the results of hypothesis testing based on the direct path coefficient (original sample) between related variables and the p values. Hypotheses H1, H3, H5, and H6 are significant out of the 9 tested hypotheses. This means there are 5 (H2, H4, H7, H8, H9) research hypotheses that are insignificant.

Table 3. Hypothesis Test Result

Hipotesis	Variabel	Original Sample	T Statistics	P Values
H1	Perceived Credible -> Attitude Towards Green Behavior	0.375	2.424	0.015
H2	Perceived Trust -> Attitude Towards Green Behavior	-0.104	0.729	0.466
H3	Perceived Expertise -> Attitude Towards Green Behavior	0.344	2.817	0.005
H4	Perceived Congruence -> Attitude Towards Green Behavior	-0.018	0.157	0.876

H5	Perceived Congruence -> Parasocial Relationship	0.742	14.583	0.000
H6	Parasocial Relationship -> Green Purchase Intention	0.567	5.706	0.000
H7	Attitude Towards Green Behavior -> Green Purchase Intention	0.105	0.977	0.329
H8	Subjective Norms -> Green Purchase Intention	0.119	1.343	0.179
H9	Perceived Behavior Control -> Green Purchase Intention	0.075	1.040	0.298

Source: Primary Data Processed (2024)

The effects of Perceived credibility on attitude toward green behavior.

Based on the results of hypothesis testing, it can be seen that the H1 relationship has a path coefficient value of 0.375, t statistics of 2.424 and a p value of 0.015, which indicates that the respondent's perception of credibility towards the Pandawara Group in adopting an environmentally friendly attitude has a positive and significant influence. The results of the H1 hypothesis test are in line with previous research conducted by [Chetioui et al. \(2020\)](#). Apart from that, if we compare the path coefficient value of perceived credibility with other variables, it is found that the path coefficient value of the perceived credibility variable is the largest.

Referring to the loading factor results, respondents agreed that the Pandawara group has good knowledge of environmentally friendly products and will recommend products according to their expertise. The results of hypothesis testing and loading factors illustrate that the Pandawara Group is considered a credible green social media influencer by respondents. and is likely to influence the environmentally friendly behavior of followers as in previous research ([Chetioui et al., 2020](#)).

The effects of Perceived trust on attitude towards green behavior.

Based on the results of hypothesis testing previously explained, it can be seen that the H2 relationship has a path coefficient value of -0.104, t statistics of 0.729 and a p value of 0.466 which indicates that the respondent's perception of trust in recommendations for environmentally friendly products by the Pandawara Group has a negative influence and is not significant impact on environmentally friendly behavior. These results illustrate that although respondents generally trust the products recommended by the Pandawara Group, this is not related to the respondents' environmentally friendly attitudes.

The results of the H2 hypothesis test are not in line with previous research conducted by [Chetioui et al. \(2020\)](#) and [Tiwari et al. \(2023\)](#). The reason that might be taken is that the information conveyed by the Pandawara Group has not been able to inspire consumers to form trust. This means that the recommended environmentally friendly products are not trusted so that even though consumers have purchased the product, they do not change their behavior to become environmentally friendly ([Dhir et al., 2021](#)). Moreover, majority of respondents who are Instagram and TikTok followers, following Pandawa Group because of their activities towards environmental

conservation, not in marketing environmentally friendly products, the impact of which is that although they had trust Pandawara Group, it will not increase attitudes towards green behavior.

The effects of Perceived Expertise on attitude towards green behavior.

Based on the results of hypothesis testing previously explained, it can be seen that the H3 relationship has a path coefficient value of 0.344, t statistics of 2.817 and p value of 0.005, which indicates that the respondent's perception of expertise towards the Pandawara Group in adopting an environmentally friendly attitude has a positive and significant influence. The results of the H3 hypothesis test are in line with previous research conducted by [Chetioui et al. \(2020\)](#). These results indicate that the Pandawara Group is considered an expert social media green influencer by respondents and is likely to be able to influence the environmentally friendly behavior of its followers as in previous research ([Chetioui et al., 2020](#)).

The conclusion that can be drawn is that the higher consumers rate Pandawara Group as having knowledge about products and being considered an expert in their field, the greater the possibility of consumers following environmentally friendly behavior. This conclusion is drawn based on the results of hypothesis testing and also the loading factor value of the indicators used.

The effects of Perceived Congruence on attitude towards green behavior.

Based on the results of hypothesis testing previously explained, it can be seen that the H4 relationship has a path coefficient value of -0.018, t statistics of 0.157 and p value of 0.876 which indicates that consumers' perceived congruence towards the Pandawara Group has a negative and insignificant influence on environmentally friendly behavior. . The results of the H4 hypothesis test are not in line with previous research conducted by [Chetioui et al. \(2020\)](#). Another study by [Boerman et al. \(2022\)](#) also shows that congruence shows a significant relationship with environmentally friendly attitudes.

Differences in research results may arise because consumers who have congruence do not feel motivated and inspired by the content created by the Pandawara Group. Maybe there needs to be motivation in the form of rewards so that consumers have more interest in carrying out environmentally friendly activities. However, further investigation is needed to find a definite reason.

The effects of Perceived Congruence on parasocial relationships.

Based on the results of hypothesis testing previously explained, it can be seen that the H5 relationship has a path coefficient value of 0.742, t statistics of 14.583 and a p value of 0.000, which indicates that the respondent's perceived congruence with the Pandawara Group has a positive

and significant influence on parasocial relationships. The results of the H5 hypothesis test are in line with previous research conducted by [Koay, Cheah, et al. \(2023\)](#) and [Koay, Lim, et al. \(2023\)](#).

In this research, the suitability indicator between the Pandawara Group and consumers has the highest impact based on the loading factor value. Next is an indicator of the similarity of environmentally friendly products. This means that the higher the consumer's perception of the suitability between the consumer and Pandawara and also between the product and the consumer, the stronger the parasocial relationship.

The effects of Parasocial Relationship on green purchase intention.

The next hypothesis test is H6 where it is known that this hypothesis has a path coefficient value of 0.567, t statistics of 5.706 and a p value of 0.000 which shows that the respondent's parasocial relationship with the Pandawara Group has a positive and significant influence on green purchase intention. The results of the H6 hypothesis test are in line with previous research conducted by [Koay, Lim, et al. \(2023\)](#). It can be said that consumers who have a strong parasocial relationship will tend to buy products recommended by the Pandawara Group. If you add information from the loading factor value, consumers who feel that the Pandawara Group is a friend and feel that the Pandawara Group is an old friend will tend to increase their purchasing intentions.

The effects of Attitudes towards green behavior on green purchase intention.

Based on the results of hypothesis testing that was presented previously, it can be seen that the H7 relationship has a path coefficient value of 0.105, t statistics of 0.977 and a p value of 0.329, which indicates that an environmentally friendly attitude does not have a significant influence on green purchase intention. The results of the H7 hypothesis test show that although respondents generally agree in adopting an environmentally friendly attitude, this does not make consumers have the intention to buy environmentally friendly products. These results contradict previous research which succeeded in showing a significant relationship ([Chetioui et al., 2020](#); [Tiwari et al., 2023](#); [Zhuang et al., 2021](#)). This phenomenon is commonly known as the attitude-behavior gap. Which is a mismatch between attitudes and behavior. It can be said that a consumer shows a positive attitude towards environmentally friendly behavior, but is unable to carry out this behavior ([Xu et al., 2020](#)). This requires deeper investigation so that these obstacles can be identified and resolved.

The effects of Subjective Norm on green purchase intentions.

Based on the results of hypothesis testing previously explained, it can be seen that the H8 relationship has a path coefficient value of 0.119, t statistics of 1.343 and a p value of 0.179, which indicates that subjective norms do not have a significant influence on green purchase intention. These test results contradict several previous studies which have succeeded in showing that subjective norms have a significant influence on purchase intention ([Chetioui et al., 2020](#); [Tiwari](#)

[et al., 2023; Zhuang et al., 2021](#)). The results of the H8 hypothesis test show that although respondents generally agree, this does not make consumers have the intention to buy environmentally friendly products. However, on the other hand, research by [Kamalanon et al. \(2022\)](#) and [Kumar et al. \(2017\)](#) shows that subjective norms do not have a real influence on purchase intention. It is possible that social norms do not apply to environmentally friendly products. Subjective norms are more relevant for individuals who have strong interpersonal ties with other people ([Kumar et al., 2017](#)). So consumers do not pay attention to social influences when purchasing environmentally friendly products ([Kamalanon et al., 2022](#)). These findings confirm that support from close people, such as family, friends, and colleagues does not play important role in increasing the intention to purchase environmentally friendly product,. In previous studies from ([Chetioui et al., 2020; Tiwari et al., 2023; Zhuang et al., 2021](#)) if coworkers, parents, or neighbors give more favorable approval regarding the purchase of an environmentally friendly products, This result can also happen because of the views of people around the respondents towards environmentally friendly products, where currently there is a term green washing, namely a condition where companies convey false and misleading information regarding environmentally friendly activities, so that research respondents feel that the environmentally friendly image displayed by the brand advertised by the Pandawara Group is only a gimmick and part of a promotion without any real action by the company that can be felt directly by consumers.

The effects of Perceived Behavior Control on green purchase intentions.

Based on the results of hypothesis testing previously explained, it can be seen that the H9 relationship has a path coefficient value of 0.075, t statistics of 1.040 and a p value of 0.298, which indicates that perceived behavior control does not have a significant influence on green purchase intention. These test results contradict several previous studies which have succeeded in showing that perceived behavior control has a significant influence on purchase intention ([Chetioui et al., 2020; Tiwari et al., 2023](#)). Consumers' ability to purchase environmentally friendly products is not proven to influence consumer purchasing intentions. The existence of obstacle factors can hinder the desire to buy environmentally friendly products. According to skepticism, it can hinder consumers' intentions to purchase products associated with certain claims or attributes, such as natural or environmentally friendly products.

CONCLUSION

The variables perceived credibility and perceived expertise have a positive and direct influence on attitude toward green behavior. This means that these two variables have quite an important role in forming consumers' attitude toward green behavior. Meanwhile, the variables perceived trust and perceived congruence do not have a positive and direct influence on attitude toward green behavior. Perceived congruence is proven to have a positive and direct influence on parasocial relationships. The variables attitude toward green behavior, subjective norms, and perceived behavior control do not have a positive influence on green purchase intention. Meanwhile, the

parasocial relationship variable is proven to have a positive and significant influence on purchase intention.

The results in this research can be used to create a marketing strategy based on social media influencers, especially for green products. Several implications that can be applied to provide benefits to stakeholders. First, to increase the green purchase intention of its followers using social media influencers with compatible influencers. This study showed that Pandawara Group's potential income from branded content can increase and compatible with its consumers. The content of the waste clean-up action that is carried out has a positive effect on the parasocial that is formed, thereby strengthening parasocial relationships and increasing green purchase intention. Secondly, for social media influencer, they can consider creating daily content (self-congruence) in applying an environmentally friendly view of life. Content regarding product promotion needs to highlight their views on life and personal beliefs. This showed by Pandawara Group regarding promotion of environmentally friendly products is carried out in the context of actions to clean up waste and use environmentally friendly products in daily activities. This content will strengthen congruence between products and consumers which will then increase green purchase intentions. While for the brands, using green influencers as a marketing strategy is recommended because it can have a significant influence in increasing green purchase intention. Choosing a green influencer is important for promoting your brand or product. In the context of the Pandawara Group, promotion of environmentally friendly products is delivered in waste clean-up activities. This is in line with research results where the similarity factor between products and consumers is an important indicator in forming congruence. Apart from that, another way is to create a personal narrative that shows the influencer's journey and the product being promoted.

There are several limitations that are owned and faced in this study, including the products promoted by the Pandawara Group are not only environmentally friendly products, Pandawara Group content only shows cleaning activities, so it may result in perceived congruence not having a positive influence on attitudes towards green behavior and the respondents are still focused on Java Island and female respondents so that this study cannot be applied widely. There is potential bias due to convenience sampling method where researchers cannot verify that respondents are followers of the Pandawara Group on Instagram and TikTok.

For future research, it is necessary to reach a wider and more even research area with a larger number of samples. So that the selected sample can better represent the population. Adding other green influencers, so that the research does not only focus on one green influencer. Referring to the results of perceived congruence which significantly affects parasocial relationships, further research can add congruence factors between products and green influencers.

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