Examining the Influence of E-WOM, Social Media Marketing, and Subjective Norms on Green Purchase Intention Avoskin Skincare Product in Yogyakarta: A Literature Review

Luh Putu Tiara[1], Yoga Religia[2]

[1],[2] Faculty of Economics and Business, University of Pembangunan Nasional Veteran Yogyakarta, Indonesia

Corresponding author: luhpututiara@gmail.com

Abstract:

This literature review explores the influence of electronic word-of-mouth (E-WOM), social media marketing, and subjective norms on consumers' green purchase intentions, focusing on Avoskin, an eco-conscious skincare brand in Yogyakarta. Drawing on the Theory of Planned Behavior (TPB), the study synthesizes findings from scholarly articles, research papers, and case studies over the past decade to understand how digital communication and social factors shape consumer behavior. The review finds that E-WOM significantly builds consumer trust and enhances the credibility of Avoskin's eco-friendly claims, while social media marketing effectively boosts brand visibility and consumer engagement. Subjective norms—such as influence from family, peers, and societal expectations—also positively affect the decision to purchase green products. Collectively, these factors provide insight into the increasing demand for sustainable skincare. The study suggests businesses should optimize digital platforms and encourage user-generated content to strengthen engagement with eco-friendly products. Additionally, future research is recommended to investigate how demographic variables like age and education may moderate the influence of E-WOM and subjective norms on green purchasing behavior.

Keywords: Social Media Marketing, E-WOM, Subjective Norms, Green Purchase Intention.

Abstrak:

 Tinjauan pustaka ini membahas pengaruh *electronic word-of-mouth* (E-WOM), pemasaran media sosial, dan norma subjektif terhadap niat beli produk ramah lingkungan, dengan fokus pada Avoskin, sebuah merek skincare yang peduli lingkungan di Yogyakarta. Berdasarkan *Theory of Planned Behavior* (TPB), studi ini mensintesis temuan dari artikel ilmiah, makalah penelitian, dan studi kasus selama satu dekade terakhir untuk memahami bagaimana komunikasi digital dan faktor sosial membentuk perilaku konsumen. Hasil tinjauan menunjukkan bahwa E-WOM sangat berperan dalam membangun kepercayaan konsumen dan meningkatkan kredibilitas klaim ramah lingkungan dari Avoskin, sementara pemasaran melalui media sosial secara efektif meningkatkan visibilitas merek dan keterlibatan konsumen. Norma subjektif—seperti pengaruh keluarga, teman sebaya, dan harapan masyarakat—juga berdampak positif terhadap keputusan membeli produk hijau. Secara keseluruhan, faktor-faktor ini memberikan wawasan tentang meningkatnya permintaan terhadap produk perawatan kulit berkelanjutan. Studi ini menyarankan agar pelaku bisnis mengoptimalkan platform digital dan mendorong konten buatan pengguna untuk memperkuat keterlibatan terhadap produk ramah lingkungan. Selain itu, penelitian selanjutnya disarankan untuk mengeksplorasi bagaimana variabel demografis seperti usia dan pendidikan dapat memoderasi pengaruh E-WOM dan norma subjektif terhadap perilaku pembelian produk hijau.

Kata Kunci: Pemasaran Media Sosial, E-WOM, Norma Subjektif, Niat Membeli.

INTRODUCTION

With increasing environmental concerns and the rapid depletion of natural resources, sustainable consumption has become a critical area of focus worldwide. Green consumption, often defined as environmentally conscious purchasing behavior, plays a significant role in reducing environmental damage and promoting sustainable economic recovery. Recent advancements in digital communication technologies have strengthened the role of social media and electronic word-of-mouth (E-WOM) in influencing consumer behavior. In particular, the proliferation of online platforms has empowered consumers to exchange opinions, share experiences, and provide valuable insights about eco-friendly products, thus influencing purchase decisions. (Hong, et al. 2022) Social norms and subjective influences, including peer opinions, have also gained recognition as key determinants of consumer behavior in the context of green purchasing. Individuals are increasingly influenced by societal expectations and the behaviors of their social circles, prompting greater alignment with environmentally responsible choices. In addition to social factors, green purchase intention is often shaped by subjective norms, health consciousness, and environmental awareness, which together form the basis of consumers' motivations to engage in sustainable consumption. (Lavuri, Parida and Singh 2023).

This improvement reflects the expansion of internet access and usage in Indonesian society, driven by various factors such as enhanced infrastructure, technology, lower internet access costs, and increased awareness of internet usage. The increase in internet access indicates progress in technological infrastructure in Indonesia. Both the government and the private sector have invested in the development of communication networks, including the expansion of fiber optic cable networks and cellular network capacity (G and Setiawan 2024). The penetration of internet usage in Indonesia has been growing rapidly, especially since the Covid-19 pandemic, which accelerated the adaptation of digital technology (Liana, et al. 2025). Consumers are the core of every business activity, and understanding consumer behavior is crucial to providing satisfaction to them. In this modern era, these changes have brought about significant shifts in the way consumers meet their needs and desires, which continue to adapt with the progress of time. Customer satisfaction can be observed through the way they interact with the products and services offered. Therefore, it is essential for companies to give serious attention to understanding these changes in consumer behavior.

In today's digital age, social media marketing has become crucial in Indonesia, especially due to the growing access to the internet and the widespread use of smartphones. With many people active on platforms like Instagram, Facebook, and TikTok, businesses can reach a larger audience, increase brand awareness, and build customer loyalty (Moslehpour, et al. 2020). Social media marketing is also beneficial for more targeted advertising, allowing companies to tailor their messages to specific demographics, interests, and behaviors, which is highly relevant in a diverse country like Indonesia. Moreover, social media facilitates direct communication between brands and consumers, creating space for feedback and interaction that can strengthen relationships and build customer trust. Another important aspect is that social media campaigns are more cost-effective compared to traditional marketing methods, making them an attractive option for businesses of all sizes, especially small and medium enterprises (SMEs) that want to stand out in a competitive market (Moslehpour, et al. 2020). Overall, leveraging social media for marketing is essential for businesses in Indonesia to thrive in today's digital world. The use of the internet and the rapid growth of e-commerce have brought significant changes in the way consumers interact and make purchasing decisions. One of the emerging phenomena is Electronic Word of Mouth (E-WOM), which refers to the communication and information shared online by consumers about a product or service (Lesmana et al., 2023). E-WOM plays a crucial role in shaping consumer opinions and purchase decisions due to the ease of access to information and the speed at which it spreads.

The factors most influential in purchasing decisions, particularly in beauty products, include the intensity, content, and positive opinions or reviews about a product or brand (Vrtana and Krizanova 2023)

Katadata Insight Center (KCI) conducted a survey with many consumers in Indonesia who reported purchasing eco-friendly products. Based on the chart above, the most dominant reason driving consumers to buy eco-friendly products is the desire to preserve the Earth, accounting for 60.5%. This indicates that environmental awareness has rapidly increased in Indonesian society, with consumers becoming more concerned about the impact of the products they use. In addition to environmental awareness, consumers also choose eco-friendly products because they are satisfied with the quality of the product. This suggests that eco-friendly products are evaluated not only on their environmental aspects but also on quality and consumer satisfaction (Srivastava et al., 2024). Another factor is the positive image and brand preference, which shows that brand factors and brand image still play a crucial role in the purchase decision of eco-friendly products (Yang et al., 2023).

Research shows that total sales in the marketplace from April to June 2022 amounted to IDR 292.4 billion with a total of 3.8 million transactions. Avoskin itself ranked 4th with total sales of IDR 28 billion. This data indicates that Avoskin is among the top 5 best-selling local brands in Indonesia. Although it ranks 4th, Avoskin's sales still lag far behind its competitors, such as Somethinc, Scarlett, and MS Glow. Somethinc recorded sales of IDR 53.2 billion, followed by Scarlett at IDR 40.9 billion, and MS Glow at IDR 29.4 billion. Avoskin's sales are still significantly behind its competitors, indicating that Avoskin has room for improvement in areas such as purchase decision processes, online consumer reviews, brand image, and brand knowledge (AvoskinBeauty, 2020). Avoskin has also launched an environmental conservation campaign by promoting the hashtag #LoveAvoskinLoveEarth on Instagram. Avoskin, a local skincare brand founded in 2014 in Yogyakarta, has become one of the major players in the beauty industry in Indonesia. Under the umbrella of PT AVO Innovation & Technology, Avoskin was established by Anugrah Pakerti with a vision to offer safe, natural, and eco-friendly skincare products. Avoskin focuses on skincare products and currently has more than 200 products registered with the Food and Drug Monitoring Agency (BPOM), and all of its products are certified halal by the Indonesian Ulema Council (MUI). This demonstrates Avoskin's commitment to product quality and safety (AvoskinBeauty, 2020).

The development of the times has led to environmental damage caused by resource exploitation, pollution, and waste from industrialization processes. In the context of beauty products, packaging often contributes to waste, and the production process uses resources that require significant energy or cause environmental damage (Hadi & Keni, 2022). As demonstrated by Somethinc and Avoskin, skincare companies are starting to shift toward a green marketing concept to reduce their negative impact on the environment (Seelig et al., 2021). One important aspect in understanding consumer behavior toward eco-friendly skincare products is subjective norms, which refer to an individual's belief in complying with the guidance or recommendations from those around them. The trend of eco-friendly products is becoming increasingly popular, especially among Generation Z, who are highly concerned about environmental issues. Research conducted in Batam and Jakarta shows that consumers with high environmental awareness, supported by positive subjective norms, are more likely to be interested in purchasing eco-friendly skincare products (Diarti & Hesniati, 2024) (Amanda et al., 2024). Nowadays, technological advancements have been rapidly evolving. This is evidenced by the significant increase in internet usage over the past 5 years. Additionally, social media users have also surged, particularly on platforms like WhatsApp, Instagram, TikTok, and Telegram. This phenomenon indicates that we have entered the digital era.

RESEARCH METHOD

This study uses a literature review method with a systematic approach to examine various relevant literatures related to green purchase intention of skincare products in the Special Region of Yogyakarta. This approach was chosen to gain a more comprehensive understanding of the topic by exploring findings from previous studies. The data collection process involved searching for scholarly articles published between 2020 and 2024 in various academic databases, such as Scopus, Web of Science, and Google Scholar. The keywords used in the search included "green purchase intention", "Social Media Marketing", and "Theory of Planned Behavior (TPB)".

After conducting the search, articles that met the inclusion criteria were analyzed in-depth to identify key factors influencing the green purchase intention of Avoskin products by consumers in the Special Region of Yogyakarta. The analysis was carried out by grouping articles based on research objectives, theories used, methods employed, and research findings. Data from relevant articles were then synthesized and mapped into a literature review table to provide a holistic overview of existing research trends and identify research gaps that could present opportunities for further studies. This analytical technique is expected to provide clearer insights into the main drivers of green purchase intention by Avoskin consumers in the Special Region of Yogyakarta, as well as the role of the TPB theory in explaining this behavior.

RESULT AND ANALYSIS

a) Theory of Planned Behavior

According to Ajzen (1991), the Theory of Planned Behavior is a psychological theory that concludes that a person's intentions and behaviors are influenced by three main factors: attitude toward the behavior, which reflects the extent to which a person has a positive or negative view of a particular action; subjective norms, which refer to an individual's perception of social pressure or expectations from those around them; and perceived behavioral control, which indicates the individual's belief in their ability to effectively perform the action. This theory is an extension of the Theory of Reasoned Action (TRA).

b) Social Media Marketing

Social media marketing currently plays a significant role in driving purchase intentions for products. Social Media Marketing (SMM) is a marketing strategy that utilizes social media to promote products, including eco-friendly products. SMM is considered effective because it allows companies to interact directly with consumers through social interactions, such as electronic word-of-mouth (eWOM), communication between users, and eco-friendly promotions on online networks. Through SMM, consumer awareness of eco-friendly products can be increased, ultimately encouraging environmentally friendly attitudes and purchase intentions by providing a platform that builds consumer trust in the product (Nekmahmud, Naz, Ramkissoon, & Fakete-Farkas, 2022).

c) Green Purchase Intention

Green Purchase Intention refers to the extent to which consumers are willing to purchase eco-friendly products through social media. Green purchase intention is an important aspect of green consumption behavior, encouraging individuals to choose products with better environmental and health benefits (Kumar, 2021). Factors influencing this intention include environmental awareness, environmental knowledge, health consciousness, health status, as well as social influences such as electronic word-of-mouth (eWOM) and recommendations from close contacts. In the context of social media, green purchase intention is also driven by an individual's perception of social pressure, ease or control in making green purchases, and self-identity as an environmentally conscious consumer (Hong, Hu, Chen, & Tang, 2022).

The study highlights that E-WOM significantly impacts consumer trust and perceptions regarding Avoskin's eco-friendly claims. Positive reviews and online testimonials

not only inspire green purchase intentions but also enhance the brand's image as environmentally responsible. Similarly, social media marketing emerges as a highly effective tool for expanding brand reach, fostering customer interaction, and boosting consumer involvement in green initiatives. Additionally, subjective norms, encompassing social pressures from family, peers, and broader societal expectations, encourage individuals to choose sustainable products. Environmental awareness is identified as the primary motivator for purchasing eco-friendly items, followed by product quality, customer satisfaction, and brand preference. Despite Avoskin being ranked fourth in its market, its sales figures lag behind those of competitors like Somethinc, Scarlett, and MS Glow, indicating opportunities to refine marketing strategies and improve brand perception.

The findings underscore the critical role of combining digital marketing strategies with social influences in promoting sustainable consumer behavior. Globally, the increasing awareness of environmental issues drives a growing demand for eco-friendly products, and this study reaffirms the importance of leveraging digital platforms to shape consumer attitudes. E-WOM emerges as a powerful mechanism for spreading positive brand perceptions and influencing purchasing decisions. However, while Avoskin has established itself as a leading eco-friendly brand, its sales performance indicates room for improvement compared to its main competitors. This suggests the need for more innovative marketing approaches, such as expanding campaigns that involve user participation and enhancing the effectiveness of digital communication strategies. Businesses should also capitalize on social norms and environmental awareness to deepen emotional connections with consumers who prioritize sustainability in their purchasing decisions.

CONCLUTION

This study concludes that electronic word-of-mouth (E-WOM), social media marketing, and subjective norms are pivotal factors influencing green purchase intentions, particularly for Avoskin skincare products in Yogyakarta. E-WOM proves to be highly effective in establishing consumer trust while fostering positive perceptions of Avoskin's environmentally friendly initiatives. Social media marketing strategies significantly enhance brand awareness and customer engagement, while subjective norms—such as the influence of family, peers, and societal expectations—play a substantial role in shaping individual purchasing decisions for eco-friendly products.

Based on these findings, businesses are encouraged to strengthen interactive social media campaigns, promote user-generated content, and support community-driven initiatives to ensure long-term consumer engagement with sustainable products. Future research should investigate how demographic variables, including age and educational background, moderate the effects of E-WOM and social norms on consumer behavior.

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Appendix 1

Authors	Purposes	Research Constructs	Method	Findings
Ying Hong, Jiangting Hu, Mengyu Chen, dan Shoulian Tang	This study aims to understand the factors influencing green purchase intention from the perspective of green consumption behavior in the context of social media. It also explores the role of social factors and word-of-mouth (WOM) as key drivers in promoting the consumption of eco-friendly products to support green economic recovery.	Variabel Independen : -Environmental concern Environmental knowledge Health status -Health consciousness Variabel Mediasi: Subjective norms Variabel Dependen: Green purchase intention	Structural Equation Modeling (SEM) menggunakan pendekatan Partial Least Squares (PLS).	All variables have a significant influence on green purchase intention, with subjective norms serving as an important mediator between social factors and purchase intention.
Thuy Thi Thu Nguyen, Yam B. Limbu, Long Pham, Miguel Ángel Zúñiga	Examining the direct and indirect effects of eWOM on young consumers' intention to purchase green cosmetics in Vietnam, mediated by health concerns, environmental concerns, and factors from the Theory of Planned Behavior (TPB).	Variabel Independen: Electronic Word of Mouth (eWOM) Variabel Dependen: Green Purchase Intention Variabel Mediasi: Health Concern, Environmental Concern, Attitude, Subjective Norm, Perceived Behavioral Control	Partial Least Squares Structural Equation Modeling (PLS-SEM)	Examining the direct and indirect effects of eWOM on young consumers' intention to purchase green cosmetics in Vietnam, mediated by health concerns, environmental concerns, and factors from the Theory of Planned Behavior (TPB).
Vu-Dung-Van Phan,	Exploring the impact of cognitive	Independent Variables:	This study	• Cognitive factors positively

Yung-Fu Huang, Manh-Hoang Do	factors and e-social interactions on green purchase intention among young consumers in Vietnam.	Cognitive factors (environmental knowledge, impulsive buying), electronic social interactions (e-WOM, social media information) Dependent Variable: Intention to purchase eco-friendly products Mediating Variables: Attitudes, social norms.	employed a survey with 453 young consumer respondents in Vietnam. Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) to assess measurement quality and achieve the research objectives.	influence the intention to purchase eco-friendly products. • Attitudes mediate the relationship between cognitive factors and electronic social interactions with purchase intention. • Social norms do not mediate this relationship. • e-WOM has no significant effect on purchase intention.
Rambabu Lavuri, Ratri Parida, Sonia Singh	Investigating the factors influencing green purchase intention in emerging markets using the Theory of Planned Behavior, with environmental knowledge as a moderating variable.	Variabel Independen : Environmental Concern, Perceived Behavioral Control, Subjective Norms Variabel Dependen: Green Purchase Intention Variabel Mediasi: Environmental Knowledge (sebagai moderator)	Structural Equation Modeling (SEM)	Environmental concern significantly influences subjective norms, green attitude, and perceived behavioral control. While subjective norms have a positive impact on green attitude, they do not directly affect green purchase intention.
Md Nekmahmud,	Social media marketing (SMM) and	The Theory of Planned	An online survey	Attitude, subjective norms,

Farheen Naz, Haywantee Ramkissoon, Maria Fekete-Farkas	social media usage (SMU) significantly influence consumers' green purchase intentions (GPI). SMM enables brands to communicate their commitment to sustainability effectively, fostering consumer awareness and trust. By sharing engaging content about eco-friendly products, companies can appeal to environmentally conscious values, prompting positive attitudes toward green purchases. Similarly, SMU allows users to access information, reviews, and recommendations about sustainable products, shaping their purchasing decisions. When consumers interact with social media content that aligns with their pro-environmental preferences, it reinforces their intention to buy eco-friendly products	Behavior (TPB) has been extended by incorporating additional variables such as Green Thinking (GT), Green Product Knowledge (GPK), Social Media Marketing (SMM), and Social Media Usage (SMU). These new factors enhance the predictive power of TPB by capturing broader influences on consumer behavior. Green Thinking represents a mindset focused on environmental sustainability, while Green Product Knowledge refers to awareness and understanding of eco-friendly products. SMM and SMU, on the other hand, highlight the role of digital platforms in shaping attitudes and intentions toward purchasing green products.	was conducted with a sample of 785 respondents, and the data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM).	perceived behavioral control, Green Thinking (GT), and Social Media Marketing (SMM) are positively associated with Green Purchase Intentions (GPI). While Green Product Knowledge (GPK) has a positive relationship with attitude, its direct influence on GPI is not significant. Additionally, Social Media Usage (SMU) moderates the relationship between attitude and GPI, strengthening the impact of attitude on consumers' intentions to purchase eco-friendly products
Barbara Bigliardi, Serena Filippelli,	This study examines the factors influencing the intention to purchase	Green Perceived Value, Environmental Knowledge,	The Delphi Technique was	Psychological factors such as Green Perceived Value and Environmental

Ivana Quinto	eco-friendly products, particularly refurbished smartphones, within the context of the circular economy	Subjective Norms, Collectivism, Environmental Concern	employed to select constructs, while Discriminant Analysis was used to classify respondents based on their green purchase intentions	Knowledge are key predictors of green purchase intentions. In contrast, social and emotional factors, including Subjective Norms, Collectivism, and Environmental Concern, were found to have no significant impact
Alok Tewari, Smriti Mathur, Smriti Srivastava, Divya Gangwar	Analyzing the impact of openness to green communication, altruism, and openness to change on the intention to purchase environmentally friendly clothing among young consumers in India	Openness to green communication, altruism, openness to change, purchase intention, mediation, Theory of Planned Behavior (TPB), and the Value-Attitude-Behavior Hierarchy (VABH).	Data was collected through an online survey from 549 young consumers, utilizing Structural Equation Modeling (SEM) and Artificial Neural Network (ANN) analysis	Green communication, altruism, and openness to change directly and indirectly influence purchase intention through attitudes. Perceived Behavioral Control (PBC) mediates the relationship between openness to change and purchase intention. The ANN model demonstrates good predictive accuracy for the significant factors. The integration of the TPB and VABH models leads to stronger predictions.
Yatish Joshi, Dwarika Prasad Uniyal, Deepak Sangroya	Investigating the intention to purchase environmentally friendly products by examining economic value, emotional value, and perceived market influence	Key variables: Economic value, emotional value, perceived market influence, subjective norms, perceived behavioral control, attitude, and green purchase intention.	Data from 387 participants were analyzed using Structural Equation Modeling (SEM)	Psychological factors such as Green Perceived Value and Environmental Knowledge are key predictors of green purchase intention, while social and emotional factors like Subjective Norms, Collectivism, and Environmental Concern are not

				significant
Tawalhathai Suphasomboon & Sujitra Vassanadumrongdee	To investigate consumer purchase intention of green cosmetics in Thailand, focusing on perceived value and ethical concerns.	Independent Variables: Perceived functional, emotional, and social values Mediator: Ethical concern Dependent Variable: Purchase intention	Quantitative method using a survey (423 respondents), analyzed via Partial Least Squares Structural Equation Modeling (PLS-SEM)	Ethical concern mediates the relationship between functional and emotional values and purchase intention. Functional value directly influences purchase intention, while emotional value does not. Social value has no significant influence.
Gupta Amit Kumar	To develop and validate a modified Theory of Planned Behavior (TPB) model for understanding green buying behavior of Indian consumers.	**Independent Variables:** Environmental knowledge, concern for environment, health concern, eco-buying attitude, subjective norms, perceived behavioral control (PBC). **Dependent Variable:** Green buying behavior (GBB).	Cross-sectional survey with 366 respondents from corporate executives, MBA students, and firms in India; analyzed using Structural Equation Modeling (SEM).	Perceived Behavioral Control (PBC) strongly influences GBB. Environmental and health awareness directly affects PBC and eco-buying attitude but has weaker effects on subjective norms. Indirect effects are mediated mainly through PBC.