

Green Marketing's Influence on Purchase Decisions: Leveraging Social Media Marketing and Product Uniqueness

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ABSTRACT

In the modern era, increasing environmental concerns have driven a rising trend in green marketing, including the development of eco-friendly products. This study seeks to investigate the direct impact of environmentally friendly marketing on consumer purchasing decisions, considering the role of social media marketing and product uniqueness. Data for this research the data was gathered via survey responses distributed to customers of Kedai My Fodee. The study adopted a non-probability sampling approach, specifically employing purposive sampling for participant selection. A total of 107 respondents took part in the survey. The collected data were examined using Structural Equation Modeling (SEM) with Smart-PLS software, version 4.0. The findings show that social media marketing, green marketing and purchase decision are very important to increase purchase decision, because they have a direct effect. Therefore, companies that want to increase sales of their products can utilize social media marketing to enhance consumer awareness of environmental issues, product uniqueness, and consumer trust in their brand.

INTRODUCTION

Environmental concerns are occasionally growing in the modern period, which also helps to fuel the expanding green marketing movement, which includes the development of eco-friendly products. One of the biggest trends in business is green marketing, which is more widely used in developed countries than in developing countries. Green marketing is gaining popularity as the importance of environmental sustainability grows (Nekmahmud & Fekete-Farkas, 2020). Green marketing is an effective strategy for success marketing strategy that encourages consumers to act. As the amount of waste increases, people are starting to understand that the products they use daily will also contribute to an increase in waste. Nowadays, consumers are becoming more selective when choosing products. Environmental problems have indeed become a strategic issue that must be observed and resolved by all stakeholders (Arifin, 2022). Using the marketing mix, green marketing drives the marketing strategy. Sustainability is emphasized in product design, pricing, packaging, promotion, and sales tricks (Amoako, Dzogbenuku, Doe, Adjaisson, & Planning, 2022). Marketing tactics used by marketers to inform consumers about the company's worry on the risks associated with using plastic-containing items (Ramli, Permana, Soelton, Hariani, & Syah, 2020). Companies are trying selling environmentally friendly products to a diverse customer base society for competitive reasons and the distinctive obstacles associated with marketing green products in comparison to non-green products (Groening, Sarkis, & Zhu, 2018). The phenomenon of changing consumer behavior that prioritizes green marketing in purchase decisions will generate new demand for green products and have a substantial impact on the global marketing model. Companies will respond to changes in consumer behavior by focusing on green marketing innovation and development, incorporating environmental values into their brands, showing tangible evidence of their positive contributions to society and the

environment, and emphasizing transparency and clarity about products and business practices (Mutmainah, Wahidhani, & Business, 2024). Increased public awareness of environmental issues has encouraged consumers prefer eco-friendly products.

The gap in this research was found by (Ramli et al., 2020) green marketing strategies significantly and positively influence consumers' purchase decision. Meanwhile, research (Ginting et al., 2023) research has indicated that green marketing do not significantly influence consumers' purchase decision. However, most of them focus on developed city or district markets, little research has discussed green marketing on purchase decisions in small districts, especially in Jepara. This research aims to examine the Impact of Social Media Marketing, green marketing, product uniqueness on purchase decisions at Kedai My Fodee. Research on green marketing is essential for understanding green consumer behavior and developing more sustainable marketing strategies. Although there are challenges in overcoming the gap between purchase decision intentions and behavior, the integration of sustainability and marketing, and the use social media offers an excellent opportunity for companies to respond to people's environmental concerns and achieve a competitive advantage. Having achieved the expected objectives, to enhance understanding, the researcher was directed to resolve the following questions:

1. To what extent does green marketing mediate the influence of social media marketing on consumer purchase decisions in the company?
2. What is the effect of green marketing strategies on consumer purchasing decisions within the company?

The research conducted in this scientific study will primarily focus on the questions that have been previously raised. Research on green marketing is very important as it helps companies understand and respond to the increasing environmental awareness among consumers. It also helps in developing more sustainable and eco-friendly marketing strategies as one of the pillars of their business strategy.

Literature Review

Social Media Marketing

Social media marketing (SMM) is a digital marketing strategy that utilizes social media platforms to promote products, services, or brands leverages social platforms as channels to achieve communication goals (Moslehpour, Dadvari, Nugroho, Do, & Logistics, 2021). Social Media Marketing is used to form awareness, acknowledgment, memory, and attitude towards a brand or product by social media users (Muhamad, Aransyah, & Institute-Journal, 2022). Social media marketing enables Companies to accomplish their marketing goals in a cost-effective manner effective rate (Pieter, Massie, & Saerang, 2021). Social media can be used to accomplish important marketing goals, such as corporate networking, customer support and client relationship management, marketing and corporate reputation management in branding, as well as market research and feedback analysis (Aninda, Roosdhani, & Accounting, 2024).

(Wibowo, Chen, Wiangin, Ma, & Ruangkanjanases, 2020) recently discovered social networks is an web-based platform that allows people to communicate with big or targeted groups or communities that gain value derived from user-created content material and feel connected to others, in real time and efficiently. Reinforced by research (Hafez, 2021) that marketing managers are currently very interested in communicating brands through social media marketing, namely Facebook, Youtube, Instagram, Tiktok using user-generated material for creation, profitable, different and distinctive the perception of a brand in consumers' minds. This allows businesses to showcase their goods to prospective clients, hear their opinions and recommendations, and grow their products and customize them to customers (Geric, Dobrinic, & Proceedings, 2020)

It proposes a social media marketing model consisting of five components, such as engagement, entertainment, trends, personalization, and word-of-mouth (WOM) to measure the efficiency of social media marketing activities. Some researchers widely apply these five renowned ones dimensional social

media marketing model to evaluate marketing activities mediated by social media channels efforts for brand building (Ibrahim, Aljarah, & Ababneh, 2020), (Negara & Development, 2024)).

Green Marketing

The principle of green marketing includes actions and patterns, such as changes to products and manufacturing processes, labeling and packaging, in addition to methods of advertising. From the view of (Shabbir, Bait Ali Sulaiman, Hasan Al-Kumaim, Mahmood, & Abbas, 2020) The green marketing management process involves identifying, predicting, and fulfilling customers' needs and desires. Reinforced by research (Khan, Royhan, Rahman, Rahman, & Mostafa, 2019) Green marketing refers to a strategic approach wherein companies promote environmentally friendly products or sustainable business practices companies can utilize to fulfill the needs and demands of consumers arising from increasing environmental awareness in society. More specifically, businesses are responsible for selecting the origins of their products and raw materials, along with implementing environmentally friendly services and practices.

(Sembiring, 2021) argues that green marketing is to integrate the environment into all elements of communication, new product creation, and marketing (green communication, green product). Green marketing aims to evaluate the economic effects, enhance the interaction between industry and the environment, and comply with environmental regulations. This includes companies' dedication to eco-friendly business methods, their efforts to reduce negative environmental impacts, and honesty in informing customers about eco-friendly procedures and rules (Putra, Mariam, Tafsir, Rosanti, & Marketing, 2024). Research (Chin, Chin, Wong, & Management, 2018) has highlighted the important role played by three dimensions of green marketing instruments, such as green brands, ecolabels, and environmental advertising. Most companies have chosen green advertising through social media as a marketing technique in introducing their products to consumers who care about the environment.

Product Uniqueness

People's feelings of being unique, special, and separate from the majority result in their desire to differentiate themselves from others. This is referred to as the "need for uniqueness" (Jebarajakirthy, Das, & Services, 2021). This product uniqueness seems in the searching for and application of special possessions. Purchasing unusual and distinctive goods is an ongoing process, because as rare products lose their distinctive quality of rarity when they become more widely available and used (Aydin, 2016).

Reinforced from research (Adaji, Oyibo, & Vassileva, 2018) demonstrates how people find a high degree of likeness with others to be unpleasant and can cause them to have lower self-esteem. So consumers are motivated by the need for uniqueness, seeking to purchase revolutionary items. By embracing cutting-edge products before others do, they hope to draw attention to their distinctions (Zhao, Haikel-Elsabeh, Baudier, Renard, & Brem, 2021). So, Businesses who can innovate and provide unique new products to the market will have a greater chance of outperforming their rivals and seeing increases in sales and earnings (Santra, Batu, & Sampe, 2021).

Consumers with uniqueness are associated with three behavioral styles: (1) creative choices that go against the social image with unusual consumption decisions that are commended by society and adhere to social norms; (2) avoidance of sameness from others by steering clear of popular goods and choosing unpopular products; (3) unpopular choices with consumption choices that are different to some extent (Andrei, Gazzola, Zbucnea, & Alexandru, 2017).

Purchase Decision

Based on (Dapas, Sitorus, Purwanto, & Ihalaauw, 2019), purchase decision is the assessment the stage in which consumers develop interrelated product choices in a collection of choices. Reinforced by research (Handi, Hendratono, Purwanto, & Ihalaauw, 2018), states that a purchase decision is a choice of

two alternatives, which means that when someone makes a purchase decision, the action is already an act of choosing one of several options. Purchase decisions involve how the decision-making process is carried out. A similar definition is stated by (Komalasari, Christianto, Ganiarto, & Organisasi, 2021) they describe a purchase decision as a buying process, where customers will gain the experience to choose, accept and recognize a service by means of three stages, namely the stage before making a purchase, the service encounter stage, and the post-encounter stage.

Through consumption and product values For consumers, consider the impact of social and environmental factors, it can influence the need for compliance and create purchase decisions (Suhaily & Darmoyo, 2017). The purchase decision is a crucial stage in the research process consumer the process of making decisions where customers finalize their choice to purchase a product acquire a service. This stage is strongly influenced by previous stages, such as recognizing needs, gathering information, and evaluating alternatives (Pradisti, Roosdhani, Komariyatin, & Huda, 2024)

Hypothesis Development

The Influence of Social Media Marketing on Green Marketing

Social media marketing promotes the green economy by raising awareness and encouraging environmentally responsible behavior and sustainable consumption. Additionally it provides a powerful platform for business organizations to showcase their green products and services and raise awareness the significance of supporting products and services (Rosário, Lopes, & Rosário, 2023). The study identifies a significant gap in rigorous studies according to previous studies. Certain aspects of social media marketing remain unexplored, particularly in relation to green marketing practices in this field. From research (Widodo, Yusiana, Hidayat, & Development, 2024), this study formulates The use of social media as a marketing tool has a significant positive influence on green product knowledge.

H1: Social media marketing exerts a statistically significant and favorable influence on the implementation of green marketing.

The Influence of Social Media Marketing on Product Uniqueness

Consumers who receive information regarding brands obtained through social media tends to assess the uniqueness regarding the product or service, which subsequently influences their experience of the brand in the online marketplace (Chen & Qasim, 2021). From research (Al Hamdany, 2023) the utilization of social media platforms for marketing plays a substantial role in positive influence perceived uniqueness. Based on this premise, this study formulates the following hypothesis.

H2: social media marketing exerts a positive and statistically significant impact on the implementation of product uniqueness.

The Influence of Green Marketing on Purchase Decision

Green marketing positively influences purchase decisions through the consideration of various factors such as environmentally responsible goods, manufacturing processes, packaging, and promotional activities (Mukaromah, Teja, Anggraini, & Management, 2019). From research (Fatmawati & Alikhwan, 2021) it indicates that green marketing has a positive influence on purchasing decisions. Reinforced by research from (Utami, Wandani, & Journal, 2023) states that a substantial positive correlation exists between green marketing factors and purchase decisions. Based on the presented data, this current study formulates the following hypothesis.

H3: Green marketing exerts a positive influence and significant on the implementation of purchase decision.

The Influence of Product Uniqueness on Purchase Decision

(Resmawa et al., 2024) indicates that the more product uniqueness, the further the competition and the more consumers are interested in making a purchase decision. From the outcomes of research analysis, it is recognized the given product uniqueness variable has a substantial and meaningful impact influence on purchase decisions (Hastuti, Zakaria, & Suratini, 2023). (Sofia, Pala'biran, Wijiastuti, & Jamil, 2024) it has also been stated that product uniqueness exerts a significant influence and positive influence on purchase decisions. Drawing upon the presented data, this study formulates the following hypothesis.

H4: product uniqueness exerts a statistically significant positive influence on the implementation of purchase decision.

The Influence of Social Media Marketing on Purchase Decision

The more effectively a company promotes its products on online social networking platforms, the greater its impact on consumer purchasing decisions, resulting in a growth in consumer numbers purchasing the product (Putri, Nurhayati, & Firdaus, 2024). Social media marketing efforts positively influence purchase choices by increasing brand awareness. Social media presence builds consumer relationships and facilitates brand interaction (Roosdhani, Arifin, Ali, & Komariyatin, 2024). Based on previous research by (Wikantari, 2022), a significant positive correlation has been identified between factors influencing social media marketing and consumer purchase decisions. However, a study conducted by (Tauran, Andriani, Wahyuningtyas, & Isaskar, 2022) found that while social media marketing has a significant favorable effect on consumers' purchase decision, this influence is not statistically significant. Considering these findings, this study proposes the following hypothesis.

H5: Social media marketing has a positive and substantial influence on the implementation of purchase decisions.

RESEARCH METHOD

This study seeks to investigate the hypothesis concerning the causal relationship between variables. The research data collection was conducted through questionnaire distribution to My Fodee customers. A non-random sampling approach was employed, especially using a purposive sampling technique to select the specimen. From the questionnaire data collected as many as 111 respondents and found as many as 4 outlier data, so that 107 respondents were obtained valid data to be used as research. To identify or establish minimum sample size, the equation from Rao Purba is used (Rao, la O'Castillo, Intal Jr, & Sajid, 2006):

$$n = \frac{Z^2}{4 + (M_{oe})^2}$$

N= Sample size

Z Level of confidence in sample selection 95% = 1.96

The largest acceptable Margin of Error in this situation is set at 10%

With the formula above, the minimum sample size that must be achieved is:

$$n = \frac{1,96^2}{4 + (0,10)^2}$$
$$n = 96,04$$

To collect data and test hypotheses, a survey utilizing a Likert scale of 1-10 (Harpe & learning, 2015) was used. This study employs a quantitative methodology to propose Social Media Marketing, Green Marketing, Product Uniqueness as variables that can influence Purchase Decision. Data analysis employs the Structural Equation Modeling (SEM) procedure using SmartPLS version 4.0 tool, and the tests carried out include assessment of the testing of hypotheses, inner models, and outside models.

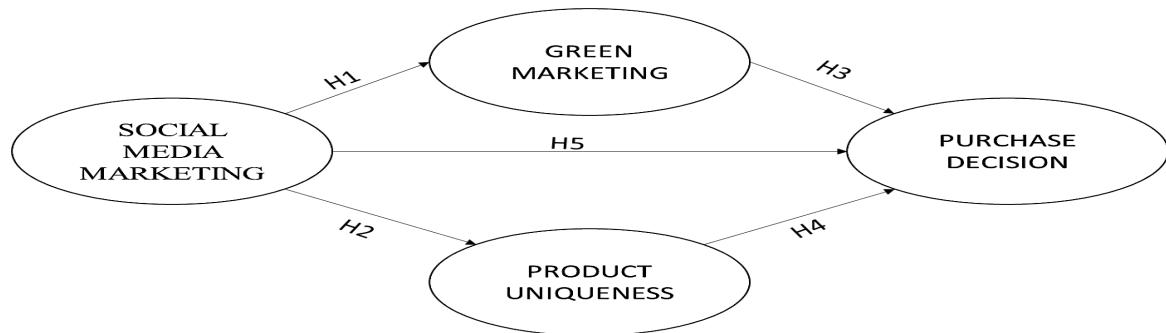


Figure 1. Strutural Model

RESULTS AND DISCUSSION

Outer Model (Measurement Model)

In the outer model, three assessment frameworks are incorporated into this model, namely the examination:

Convergent Validity

If the outer loading exceeds a threshold of 0.7 and at least AVE a value of 0.5 define this assessment considered satisfactory. This means indicating that the PLS the model fulfills the requirements of good convergent validity. The purpose of this test is to assess the extent to which the indicator describes the concept being measured.

Table 1. Convergent Validity Test

Indicator	Outer Loading	AVE	Result
GM01	0,833	0,723	Valid
GM02	0,902		Valid
GM03	0,860		Valid
GM04	0,776		Valid
GM05	0,875		Valid
PD01	0,848	0,773	Valid
PD02	0,907		Valid
PD03	0,877		Valid
PD04	0,875		Valid
PD05	0,889		Valid
SMM01	0,851	0,711	Valid
SMM02	0,780		Valid
SMM03	0,876		Valid
SMM04	0,870		Valid
SMM05	0,776		Valid
SMM06	0,898		Valid
UN01	0,916	0,794	Valid
UN02	0,883		Valid
UN03	0,891		Valid
UN04	0,885		Valid

Indicator	Outer Loading	AVE	Result
UN05	0,880		Valid

Source: Analyzed Data (2024)

Consistent with the results, the research concludes that indicators used to assess green marketing's variables, Purchase Decision, Social Media Marketing, and Uniqueness exhibit convergent validity, as their results exceed 0.7. Additionally, the AVE score for each variable is greater than 0.5, confirming their legitimacy.

Reliability Test

Though not an absolute standard, composite reliability (Cr) serves as an indicator for reliability variables which signifies a reliability a value exceeding 0.7. The Cronbach's Alpha coefficient is a metric applied to determine the reliability of each variable indicator, with values ranging from 0 to 1. A reliability the score above a value of 0.7 is regarded as high.

Table 2. Composite reliability & Cronbach's alpha

Variabel	Composite Reliability	Cronbach's alpha	Result
GM	0,912	0,904	Reliabel
PD	0,927	0,927	
SMM	0,920	0,918	
UN	0,936	0,935	

Source: Analyzed Data (2024)

In terms regarding reliability assessment, it may indicate that it ensures that all indicator variables get a value exceeding 0.7 is achieved, indicating that they could be deemed verifiable.

Inner Model (Measurement Model)

The latent variable model refers to a framework used to project causal associations between factors that are not directly quantified and latent factors.

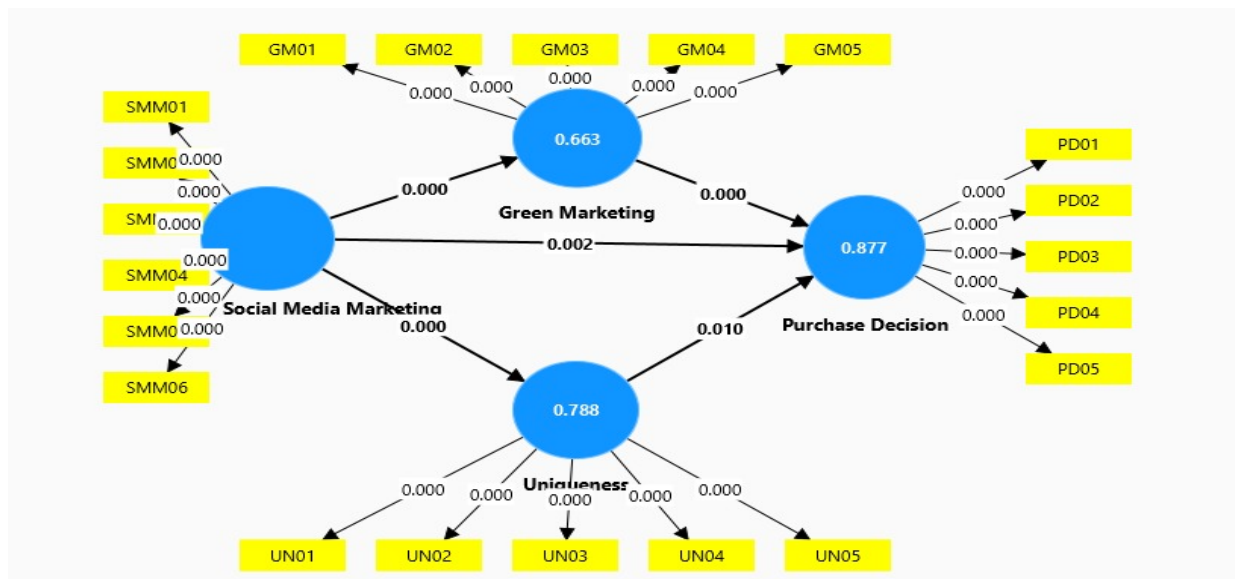


Figure 2. Strutural Model

Table 3. Measurement Item

Constructs Items	Items	Statement Item	Coefficient Correlation
Green Marketing	GM01	I tend to pay attention to ads on My Fodee that talk about the environment.	(Amoako et al., 2022; Bailey, Mishra, & Tiamiyu, 2016)
	GM02	I am the type of consumer who responds positively when My Fodee uses eco-friendly messages in its advertisements.	
	GM03	I am the type of consumer who is willing to buy My Fodee products that are marketed as eco-friendly.	
	GM04	I support My Fodee's eco-friendly advertising.	
	GM05	Eco-friendly marketing influences me to purchase products at My Fodee.	
Purchase Decision	PD01	I have decided to make a product purchase at My Fodee.	(Ebrahimi et al., 2022; Mohd Noor, Masuod, Abu Said, Kamaruzaman, & Mustafa, 2016; Nekmahmud & Fekete-Farkas, 2020)
	PD02	I have made the decision to promote and motivating consumers to purchase products on My Fodee.	
	PD03	I have made the decision to prioritize My Fodee as the primary option in product selection.	
	PD04	If I intend to repurchase a food product, My Fodee is my top priority.	
	PD05	I would suggest My Fodee products to friends and others.	
Social Media Marketing	SMM01	The information on My Fodee's digital communication platforms appears engaging and insightful.	(Kim & Ko, 2010)
	SMM02	It was convenient for me to articulate my viewpoint by means of My Fodee's digital communication platforms	
	SMM03	I want to share information about brands, products, or services from My Fodee's social media with my friends.	
	SMM04	The content on My Fodee's social media is current and regularly updated.	
	SMM05	I plan to share research data from My Fodee's social media on my own social media platforms.	
	SMM06	I would like to share my opinion about the products obtained from My Fodee's social media to my acquaintances.	
Product Uniqueness	UN01	I love buying My Fodee products that are not available in other brands.	(Hwang, Hyun, & Marketing, 2017;

Constructs Items	Items	Statement Item	Coefficient Correlation
	UN02	I love trying out new products and services on My Fodee before anyone else.	Kang, Kim, & Education, 2012)
	UN03	I enjoy shopping at My Fodee which sells different and unusual products	
	UN04	I am more inclined to purchase a product from My Fodee if it is considered rare.	
	UN05	I often find My Fodee products more attractive than other products.	

R-Square

The R-square test is employed to evaluate the influence of the independent variable on the dependent variable. An R-square value of 0.67 indicates a strong effect, 0.33 signifies a moderate effect, and 0.19 reflects a weak effect.

Table 4. R-square

Variabel	R-Square	R-Square Adjusted
GM	0,663	0,659
UN	0,788	0,786
PD	0,877	0,874

Source: Analyzed Data (2024)

As shown in the data table, the R-square value demonstrates Green Marketing is 0.663, the analysis employs the Adjusted R-squared value to 0.659. This indicates that Social Media Marketing has an influence of 66.3% on Green Marketing, which may be categorized as a moderate impact. Meanwhile, the remaining 33.7% is attributed to other variables and indicators not included in the current analysis may also contribute to the observed results considered This research examines. The variable Product Uniqueness exhibits an R-square value of 0.788 and an Adjusted R-square value of 0.786. This suggests that Social Media Marketing accounts for 78.8% of the variance in Product Uniqueness, indicating a substantial effect. The remaining 21.2% of the variance is attributed to other variables and external factors not included in this study. The coefficient of determination (R-squared value) for Purchase Decision is 0.877, with an Adjusted R-Squared of 0.874, showing a strong correlation. These findings suggest that approximately 87.7% of the variance in Purchase Decision is as explained through the lens of Social Media Marketing, Green Marketing, and Product Uniqueness. Meanwhile, the remaining 12.3% is attributed to other factors not examined in this study.

Mediation Test

The mediating effect framework consists of three scenarios. First, non-mediation occurs when there is a positive correlation distinguishing the independent and dependent variables, but the relationship with the intermediary variable is weak. Second, the principle of full mediation must be upheld is present when the independent, dependent, and mediating variables all exhibit a positive correlation, however, the independent variable exhibits a negative direct relationship with the dependent variable. Third, partial mediation arises when both the independent variable and the mediating variable exert significant effects on the dependent variables maintain a positive correlation, and the mediating variable also demonstrates a positive relationship with them. The results of the analysis obtained using SmartPLS 4.0 and the bootstrapping method, The interpretation can be derived from the P-value. The results demonstrate a significant positive effect when the P-value of the specific indirect effect is below 0.05, while a negative or insignificant effect is observed when the P-value exceeds 0.05.

Table 5. Path Coeffien

Variabel	Original sample (O)	Sample Mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
GM -> PD	0,410	0,411	0,073	5,646	0,000
SMM -> GM	0,814	0,816	0,041	20,010	0,000
SMM -> PD	0,301	0,302	0,096	3,142	0,002
SMM -> UN	0,888	0,887	0,029	30,544	0,000
UN -> PD	0,276	0,272	0,107	2,580	0,010

Source: Analyzed Data (2024)

Table 6. Specific Indirect Effect

Variabel	Original sample (O)	Sample Mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
SMM -> GM-> PD	0,334	0,334	0,057	5,822	0,000
SMM -> UN-> PD	0,245	0,241	0,095	2,572	0,010

Source: Processed data (2024)

Referring to the attached Tables 5 and 6, the conclusion is:

The Impact of Social Media Marketing on Purchasing Decisions Mediated by Green Marketing

Table 5 clearly illustrates the positive relationship between the coefficients of social media marketing and purchase decisions, with a p-value of 0.002, which is less than 0.05. Furthermore, Table 6 demonstrates the mediating effect of green marketing on the relationship between social media marketing and purchase decisions. This effect can be categorized as full mediation, as indicated by a significant p-value of 0.000, which is also less than 0.05, confirming A statistically positive connection.

The Impact of Social Media Marketing on Purchase Decisions Mediated by Product Uniqueness

Table 5 clearly demonstrates a positive the relationship between social media marketing coefficients and consumer purchasing decisions, this is supported by a P-value of 0.002 (< 0.05). Furthermore, Table 6 illustrates the secondary effect of social media marketing on purchase decisions, mediated by product uniqueness. This mediation can be classified as Complete Mediation, as shown by a P-value of 0.001 (< 0.05), which signifies a positive relationship.

HYPOTHESIS TEST

In hypothesis evaluation, the t-statistics and p-values associated with each coefficient are analyzed. A hypothesis is rejected if the p-value is less than 0.05, indicating statistically significant evidence against the null hypothesis. These values can be determined through the path coefficients acquired using the bootstrapping method in the Smart-PLS version 4.0 software.

Table 7. Hypothesis Test Results

Hypothesis	Analysis
SMM -> GM	Coeffisien = 0,814 P value = 0,000 T Statistics = 20,010 T tabel = 1.660 T statistics > T tabel
SMM -> UN	Coeffisien = 0,888 P value = 0,000 T Statistics = 30,544 T tabel = 1.660 T statistics > T tabel
GM -> PD	Coeffisien = 0,410 P value = 0,000 T Statistics = 5,646 T tabel = 1.660 T statistics > T tabel
UN -> PD	Coeffisien = 0,276 P value = 0,010 T Statistics = 2,580 T tabel = 1.660 T statistics > T tabel
SMM -> PD	Coeffisien = 0,301 P value = 0,002 T Statistics = 3,142 T tabel = 1.660 T statistics > T tabel

Source: Processed data (2024)

Hypothesis 1: The Influence of Social Media Marketing on Green Marketing

The examination indicates that a parameter measurement is 0.814 and the T-statistic is 20.010 > T-table 1.660, with a P-value of (0.000 < 0.05). Thus, the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_1) is accepted. This finding suggests that the Social Media Marketing factor, in conjunction with that green marketing exerts a positive and statistically significant impact on Kedai My Fodee. This implies that the role of social media marketing allows brands to reach a broader audience, thereby enhancing awareness of the earth-friendly products they offer. This is important because consumers are increasingly concerned about environmental issues.

Hypothesis 2: The Influence of Social Media Marketing on Product Uniqueness

The analysis results show that the coefficient value is 0.888, with a T-statistic of 30.544, the result is higher than the T-table value of 1.660. Additionally, the p-value is 0.000, which is below the significance level of 0.05. Therefore, the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_1) is accepted. This indicates that the Social Media Marketing factor with Product Uniqueness exerts a positive and considerable impact on Kedai My Fodee. This shows the importance related to social media marketing which allows brands to showcase the products they offer in an interesting and creative way. This helps to highlight the unique features and design of the product.

Hypothesis 3: The Influence of Green Marketing on Purchase Decision

The analysis indicates that the coefficient value is 0.410, with a T-statistic of 5.646, the result is higher than the T-table value of 1.660. Moreover, since the P-value is 0.000—lower than the significance level of 0.05—the null hypothesis (H0) is rejected in favor of the alternative hypothesis (H1). This indicates that the Green Marketing variable with Purchase Decision has a positive and considerable impact on Kedai My Fodee. This shows the importance of green marketing because it can improve brand image, which makes consumers more trusting and loyal to the product.

Hypothesis 4: The Influence of Product Uniqueness on Purchase Decision

The analysis shows that the coefficient value is 0.276, with a T-statistic of 2.580, The calculated value exceeds the T-table value of 1.660, and the P-value of 0.010 is below the significance level of 0.05. As a result, the null hypothesis (H0) is rejected, and the alternative hypothesis (H1) is accepted. This finding demonstrates that the Product Uniqueness variable has a positive and significant impact on Purchase Decisions at Kedai My Fodee. The findings underscore the vital importance of product uniqueness in distinguishing a product from competitors in the market. When consumers encounter a they have a higher probability of developing interest and willingness to try it.

Hypothesis 5: The Influence of Social Media Marketing on Purchase Decision

The analysis results demonstrate that the coefficient value is 0.301, with a T-statistic of 3.142, which is greater than the T-table value of 1.660. Additionally, the P-value is 0.002, which is lower than the significance level of 0.05. Therefore, the null hypothesis (H0) is rejected, and the alternative hypothesis (H1) is accepted. This indicates that the Social Media Marketing variable with Purchase Decision exerts a favorable and meaningful impact on Kedai My Fodee. This is because social media marketing that can display visual content, such as images and videos, is more attractive and can attract consumer attention. Products that are displayed in an attractive way can increase interest and desire to buy.

CONCLUSION

This study's findings reveal that social media marketing plays a significant role and positive influence on green marketing. This suggests that businesses employing social media marketing can enhance customer awareness of environmental concerns and increase the sales of green marketing products. These results also show social media marketing can be used to serve as an to boost customer environmental awareness and increase sales of green marketing products. According to the study, social media marketing plays a significant and favorable role in enhancing product uniqueness. This suggests that companies the effective use of social media marketing has the potential to strengthen the distinctiveness of their products and strengthen consumer confidence in their brands. Furthermore, the results demonstrate that social media marketing has the potential to serve as an effective tool for increasing product uniqueness and fostering consumer trust in brands.

This study demonstrates green marketing has a positive and statistically significant effect impact on purchase decisions. This finding suggests that those who are mindful of environmental issues tend to be more inclined to purchase sustainable products. Additionally, the results indicate that the implementation of green marketing can demonstrate considerable efficacy strategy for increasing the sales of environmentally friendly products. Furthermore, this study reveals that product uniqueness exerts a positive and statistically significant effect on purchasing decisions. This implies that consumers with strong brand confidence are more likely to purchase unique products. The findings also suggest the product uniqueness can be leveraged as a strategic tool to enhance the sales of distinctive products. Moreover, this study establishes that social media marketing has a significant and favorable influence on purchase decisions. This indicates that companies utilizing social media marketing can effectively increase their

product sales. The research findings further show that social media marketing serves as a valuable instrument for boosting product sales.

The outcomes of this research demonstrate that the utilization of social media marketing possesses a positive and significant influence on Green Marketing, Product Uniqueness, and Purchase Decisions. Furthermore, Green Marketing also positively and significantly affects Purchase Decisions, while Product Uniqueness has a similarly positive and statistically significant impact on Purchase Decisions. These results indicate that Green Marketing and Product Uniqueness can serve as effective strategies to enhance the sales of environmentally friendly and distinctive products.

Therefore, companies that want to increase sales of their products can utilize social media marketing as an instrument to enhance green marketing, product uniqueness, and purchase decisions for their brands. For future studies, it is suggested to include a more diverse population, including Facebook and TikTok users. This will allow better generalization of the results to all consumers. This study focused on only a few social media platforms (Whatsapp and Instagram), so it did not consider the influence of other platforms such as Facebook and TikTok which also have great potential in marketing.

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