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Sustainable Consumption in Indonesian Beauty Industry: The Impact of Social Media Marketing on Green Beauty Product Repurchase

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Abstract

Indonesia's local beauty industry is undergoing rapid expansion. However, it currently grapples with significant environmental challenges as Indonesia becomes the world-second largest plastic waste with beauty industry as the main producer. This study investigates the influence of social media marketing on repurchase intention of green local beauty products among Indonesian female consumers. Examining the mediating roles of attitude and subjective norm, this study also examines the moderating role of green awareness. A quantitative approach was employed using a cross-sectional survey distributed to 362 respondents and analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM). The findings reveal that social media marketing significantly enhances consumers' attitude and subjective norm which in turn positively influence repurchase intention. Attitude emerged as the strongest predictor, while green awareness strengthened the relationships between psychological factors and behaviour. These findings underscore the role of social media in promoting sustainable consumption by shaping attitude and subjective norm, offering practical guidance for Indonesian beauty brands to boost engagement and encourage green repurchasing through digital marketing.

Keywords: Consumer Behaviour, Green Beauty Products, Indonesia, Repurchase Intention, Social Media Marketing.

Introduction

The beauty industry, as it classified within the fast-moving consumer goods sector, constitutes one of the most prominent and consistently high-performing markets in Indonesia (1). In recent years, this industry has experienced a substantial increase in sales, a growth largely attributed to the competitive performance of domestic beauty brands against international counterparts (2). Notably, female consumers who represent the largest demographic in this market, exhibit a strong preference for local beauty products (3). This behavior underscores the expanding role of Indonesia's local beauty industry in contributing to national economic growth (4, 5). Beauty products are generally categorized as habitual of continuing consumption goods as they are used on daily basis and exhibit a high potential for repeated purchases, which consists of makeup and skincare products (6). This consumption pattern aligns with the steady growth of the local beauty sector in Indonesia and reflects broader trends in the development of Asia's beauty industry. It also suggests a likelihood of repeat purchase among Indonesian consumers (7). Despite the rapid growth of local beauty brands in Indonesia, this expansion is hindered by escalating environmental concerns, particularly the accumulation of plastic waste, which makes Indonesia as the world's second-largest contributor of it with beauty industry identified as a major source (8). Plastic waste is considered as the most severe environmental pollutants (9). Despite of its affordability and durability making it widely used, plastic becomes hazardous waste post-consumption. Improper disposal leads to persistent pollution, with non-biodegradable plastics threatening marine ecosystems and burned plastics releasing toxic emissions that harm human health and contribute to climate change (10). In addition to environmental concerns, Indonesia faces persistent challenges related to the circulation of hazardous beauty products in the market as reported by The Indonesian Food and Drug Authority. There were

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over 1,500 cases of unsafe beauty products in 2022 which contained toxic substances such as mercury and hydroquinone as it knows to pose severe health risk (11). Increasing environmental awareness has led Indonesian consumers to prefer green and sustainable beauty products. It leads local beauty brands to launch their green beauty product lines. As there is no universal definition of green beauty products, majority of local beauty brands in Indonesia combine sustainable beauty practices and their products across all or part of their operations, including cruelty-free testing, natural and minimal ingredients utilization, green packaging, and paperless marketing transformation into digital marketing (12, 13). Green beauty products benefit both consumers and brands. It helps strengthen the skin barrier and reduce irritation due to natural and chemical-free ingredients for consumers. It also enhances product quality, brand reputation, and environmental impacts for brands (14). However, challenges in Indonesia include relatively higher cost, shorter shelf life, and slower results compared to conventional products (15). To address this, local beauty brands promote green and sustainable campaigns through social media to boost consumer awareness (5, 16).

The growth of social media in Indonesia has reshaped interactions between local beauty brands and consumers, especially as women constitute the majority of users (17). Local beauty brands utilize social media as a powerful marketing tool, namely social media marketing, which offer a green and sustainable alternative to traditional paper-based marketing, enabling brands to promote products, run campaigns, and engage consumers more effectively (8, 18). This digital approach fosters closer communication and enhances brand value through seamless interaction (19). Social media also facilitates product discovery, direct communication between consumers and brands, and online purchasing. It supported by the fact that many Indonesian women buying beauty products immediately after seeing them online (20, 21).

Addressing this gap, the present study investigates the impact of social media marketing on Indonesian consumers repurchase intention regarding green local beauty products, with particular focus on female consumers who represent the majority of both beauty product and social media users in Indonesia. This study supports United Nation Sustainable Development Goals (UN SDG) 12 "Responsible Consumption and Production," which promotes sustainable practices to protect the well-being of present and future generations. This goal is particularly relevant to beauty products, which are daily-use consumer goods. Increasing demand can lead to overproduction and waste which causing environmental harm (6). It also addresses these growing concerns related to the environmental impact of beauty product production and consumption (22).

This study contributes uniquely by addressing a gap in the literature on green beauty product consumption. While prior study has explored green purchasing behavior, few studies have examined the impact of social media marketing to repurchase intentions, particularly for green local beauty products in Indonesia, despite the growth both social media users and green local beauty brands. Evidence suggests that many Indonesian consumers are inclined to purchase green beauty products after encountering related content on social media (10, 21, 23). Then, a key concern involves whether consumer choices of green beauty products are genuinely motivated by environmental awareness or influenced by social pressure. On-going debate suggests that such purchasing behaviors may stem from either personal environmental concern or the desire to conform to social expectations (24).

Grounded in the two theoretical frameworks, the Theory of Planned Behavior (TPB) and the Stimulus-Organism-Response (SOR) framework, this study posits that social media marketing as the independent variable which influences consumers' attitude and subjective norm toward green local beauty products. Additionally, attitude and subjective norm are also hypothesized to shape individual's green awareness, which subsequently influences their repurchase intentions for green local beauty products. The present study approaches these frameworks from a marketing perspective in this study.

This study contributed to two theoretical frameworks, namely the Theory of Planned Behavior (TPB) and the Stimulus-Organism-Response (SOR) model. TPB explains how behavioral intentions are shaped by attitude, subjective norm, and perceived behavioral control,

represented here by green awareness, in influencing repurchase intention. There are three determinants of behavioral intention, including attitude, subjective norm, and perceived behavioral control (25–27). Meanwhile, SOR model provides a basis for understanding how external stimuli, such as social media marketing, influence internal states and lead to green behavioral responses. The model comprises three elements, including stimulus (socio-psychological traits, social environment, and economic factors), organism (internal processes), and response (the resulting behavior) (28–30).

Repurchase intention represents an attitudinal outcome closely associated with consumer loyalty and retention. It reflects a consumer's willingness to repurchase a product based on prior satisfaction that meets expectations (31). This intention signals positive product evaluation and satisfaction that making it critical for brands by fostering loyalty, shortening decision-making time, and reducing cost. As a part of the post-purchase process, it involves willingness, planning, and commitment which align with the Theory of Planned Behavior as a predictor of future behavior (32).

Social media has become integral to consumer behavior that influencing purchasing decisions and enabling transactions. Consumers benefit from easy access to brand information and a seamless shopping experience without visiting physical stores (33). Brands, in turn, engage consumers across time and distance, enhancing traffic and managing advertising, promotions, customer relations, and internal communication (34, 35). Social media marketing fosters community building and involves creating, communicating, and delivering products through personalized content, consumer interaction, and word-of-mouth. It has become vital in marketing strategies due to technological advances. Social media marketing has five key dimensions, including interactivity, informativeness, personalization, trendiness, and word-of-mouth which enhance engagement, provide relevant content, and amplify brand reach through consumer recommendations (36).

Attitude is a key predictor of behavioral intention, defined as an individual's positive or negative evaluation behavior. It is shaped by cognitive assessments, beliefs, values, and emotions which can be favourable or unfavourable (37). Although attitude is generally stable, it may change with new information. Attitude includes four dimensions, including willingness to choose a product, accuracy in selection, perception of importance, and usage based on personal choice. It is often assessed by its perceived benefits, meaningfulness, and favorability (32).

Subjective norm refers to perceived social pressure from important individuals to perform or avoid certain behaviors. It reflects an individual's perception of societal expectations (7). This construct includes three dimensions, including influence on perceived obligation, decision-making and actual consumption behavior. Widely used in consumer behavior study, subjective norm significantly shapes behavioral intention with stronger positive or negative norms leading to greater influence on individual decisions (13).

Green awareness has gained attention in consumer research due to rising interest in environmentally responsible behavior. It refers to an individual's understanding of environmental issues, green products, and sustainable practices. In the Theory of Planned Behavior, it serves as a component of perceived behavioral control those enabling informed green product choices (27). Green awareness also known as environmental awareness. Its dimensions include awareness of sustainable practices, belief in human responsibility, ethical views on green products, and personal commitment to environmental protection (38). Higher green awareness increases the likelihood of green behavior which making it a key variable in green consumer behavior studies (39). Figure 1 presents the research framework of this study.

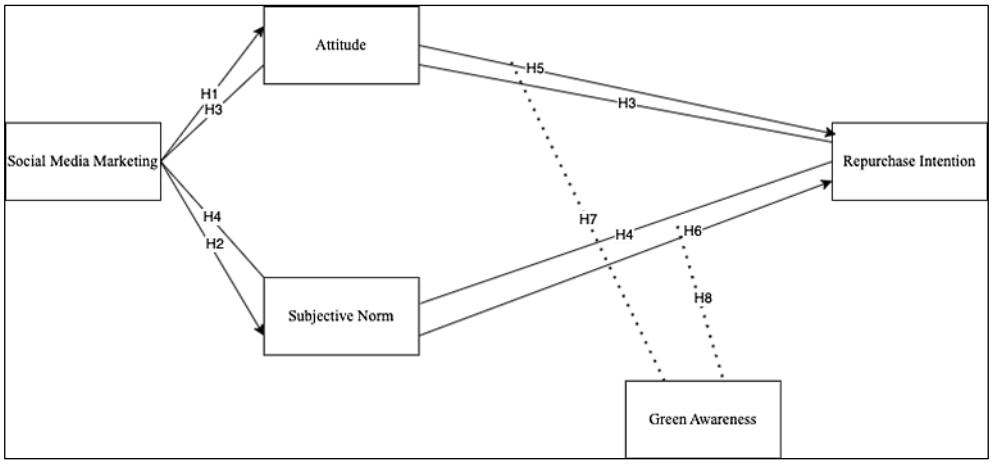

Figure 1: Research Framework

Building upon prior literature and theoretical foundations, there are five variables that examined in this study. Social media marketing as the independent variable, attitude and subjective norm as the mediator variables, green awareness as the moderator variable, and repurchase intention as the dependent variable.

Social media marketing influences consumers' attitude toward repurchasing green local beauty products by enhancing awareness and engagement with green brands through targeted content, interactive features, and personalized communication (36). This positive attitude shaped by social media exposure, increase consumer satisfaction, and repurchase intention for further which making social media marketing as a key driver of green product loyalty (10). Thus, the proposed hypothesis is:

H1: Social media marketing positively influences attitude in the repurchase intention of green local beauty products.

Social media marketing influences individuals' reference groups and creates social pressure that shapes behavior. Content shared by influential users can affect subjective norm which refers to perceived social pressure to engage in certain actions. Social media marketing may therefore predict subjective norm in green consumption as many consumers base their decisions on the views of peers, family, and key figures (10). Thus, the proposed hypothesis is:

H2: Social media marketing positively influences subjective norm in the repurchase intention of green local beauty products.

Attitude mediates the relationship between social media marketing and repurchase intention of green products by converting marketing exposure into positive consumer evaluations. Social media marketing delivers engaging, informative content about the environmental benefits of green products, and fostering favorable attitude or emotional connections (36). These positive attitudes enhance satisfaction and trust key drivers of repurchase intention (29). Attitude functions as the internal mechanism linking social media marketing to consumer repurchase intentions (10). While, subjective norm also mediates the relationship by influencing consumers' perceived social pressure and approval. Social media marketing exposes users to peers' and influencers' views, strengthening social expectations to repurchase green products (7). This increases the social desirability of sustainable consumption that enhancing subjective norm. As subjective norm reflects social approval, they significantly affect repurchase intention (13). Thus, the proposed hypotheses for the mediating effects are:

H3: Attitude positively mediates the relationship between social media marketing and repurchase intention of green local beauty products;

H4: Subjective norm positively mediates the relationship between social media marketing and repurchase intention of green local beauty products.

Attitude which influenced by perceived knowledge, is a critical determinant of repurchase intention in the context of green products. Repurchase intention refers to the repeated purchase of products from the same brand based on prior positive experiences. In both conventional and green products, attitude has been shown to significantly affect repurchase behavior reflecting

overall consumer satisfaction (32, 40). Thus, the proposed hypothesis is:

H5: Attitude positively influences repurchase intention of green local beauty products.

Subjective norm is defined as perceived social pressure which influences the intention to purchase green products and reflects behavior changes from social interactions (41). Positive influence from important individuals, such as family and friends, increases repurchase intention of specific products (42). Thus, the proposed hypothesis is:

H6: Subjective norm positively influences repurchase intention of green local beauty products.

The Theory of Planned Behavior explains how attitude, subjective norm, and perceived behavioral control shape intentions. In green marketing, perceived behavioral control often corresponds into green awareness that refers to consumers' knowledge of environmental issues and sustainable practice (27). Studies show green awareness moderates the effects of attitude and subjective norm on green product intentions which enhancing decision-making (43). Thus, the proposed hypotheses for moderating effects are:

H7: Attitude's positive effect on repurchase intention of green local beauty products is stronger when green awareness is high;

H8: Subjective norm's positive effect on repurchase intention of green local beauty products is stronger when green awareness is high.

Methodology

This study employs a descriptive research design to develop a clear profile of individuals, products, and phenomena based on identified variables. A quantitative approach is used, grounded in the positivist paradigm, involving numerical data collection and analysis to ensure reliability and validity. The study adopts a deductive approach to test theoretical framework and a survey strategy using structured questionnaires. Data are collected using a cross-sectional design, conducted at single point in time.

Prior to sample selection, it is crucial to stratify the population to ensure appropriate representation based on specific characteristics (44). In this study, stratification was conducted according to four criteria: gender, role in social media engagement, age, and geographic location. It targets Indonesian female consumers, who constitute as the majority of consumers in Indonesian beauty market. These female consumers are actively social media users who spending over three hours daily on social media platform. Social media serves as their primary channel for researching and selecting desired brands or products (18). Then, these female consumers include aged 17 years and above as this age mark the development of personal beauty preferences (45). Lastly, they reside in provinces with the highest internet penetration in Indonesia. The highest internet penetration ensures adequate access to social media also (46). Therefore, the target population consists of Indonesian female social media users aged 17 and above who have repurchased green local beauty products and reside in the ten provinces with the highest internet population, namely Jakarta, Banten, West Java, Bangka Belitung, East Java, Bali, Jambi, West Sumatera, West Kalimantan, and Gorontalo.

Following the identification of population, it is essential to select an appropriate sample size and sampling design to allow for valid inferences about the population from a representative subset (47). This study designates an individual female consumer of green local beauty products as the sampling unit. The minimum sample size must ensure sufficient statistical power for accurate estimation (48). Using G*Power software (49), this study determined a minimum of 85 respondents. Considering the factors outlined the utilization of non-probability sampling due to the unknown population and sampling frame. Purposive sampling refers to the intentional selection of respondents who are considered to possess specific characteristics or experiences that align closely with the study's objectives, thereby enabling the collection of in-depth and relevant data to address the research question effectively (50). Respondents in this study were recruited through an online survey disseminated via multiple digital channels, including social media platforms, personal networks, and virtual beauty-related communities in Indonesia.

The questionnaire comprises seven sections with 46 items. Section A includes five screening questions to ensure participants eligibility. Screening questions filter eligible respondents using "yes" or "no" responses allow continuation (50). The screening criteria include: Indonesian

female, aged 17 years old or above, social media user for average three hours a day, resident in 10 provinces with the highest internet penetration, and prior purchase and use of green local beauty products. Section B collects demographic data (marital status, education, and monthly income) and purchasing behavior related to green local beauty products with eight items. Section C measures repurchase intention of green local beauty products with five items. Section D assesses social media marketing with six items. Section E evaluates mediator variables, including attitude with five items and subjective norm with five items. Section F covers green awareness as the moderator variable with five items. Then, Section G includes seven items for the marker variables.

Questionnaire items were adapted from previous green consumption studies and refined for this study. Responses were captured on Likert scale with Five-Point Likert Scale for all variables and Six-Point Likert Scale for repurchase intention variable. Table 1 presents the questionnaire items for the presents study.

Table 1: Questionnaire Items for the Present Study

Variables	Questionnaire Items	References
Repurchase Intention (RI)	RI1: I will keep using green local beauty products; RI2: I plan to purchase more green local beauty products over time; RI3: I will prioritize green options when choosing local beauty products; RI4: I intend to use more green local beauty products; RI5: I will encourage others to use green local beauty products.	(51)
Social Media Marketing (SMM)	SMM1: Green local beauty brands' social media allows content sharing and updates; SMM2: It provides reliable and relevant product information; SMM3: The information offered is comprehensive; SMM4: Product suggestions are tailored to individual needs; SMM5: It supports personalized information searches; SMM6: Content reflects the latest green beauty trends.	(36)
Attitude (ATT)	ATT1: Purchasing green local beauty products is a smart choice; ATT2: Purchasing green local beauty products provides valuable benefits; AT3: The purchase of green local beauty products is appealing; ATT4: Acquiring green local beauty products represents an informed choice; ATT5: The experience of purchasing green local beauty products is enjoyable.	(45)
Subjective Norm (SN)	SN1: Experts advocate for the inclusion of green ingredients in beauty products; SN2: Important individuals believe I should purchase green local beauty products; SN3: I am motivated to purchase green local beauty products because of the expectation of important individuals; SN4: Important individuals encourage me to purchase green local beauty products; SN5: Important individuals expect I will prefer green local beauty products in the future.	(52)
Green Awareness (GA)	GA1: I acknowledge that green local beauty products support environmental conservation; GA2: I notice the green label on green local beauty products; GA3: I understand the environmental messages they convey; GA4: I remember their environmental symbols; GA5: I prefer to purchase local beauty products with green labels.	(27)

After developing the research instruments, a pre-test was conducted to ensure question clarity and identify wording issues. Eight experts, including marketing academics, industry professionals, and

consumers who are familiar with Indonesian beauty products reviewed and completed the questionnaire, providing feedback on grammar, completion time, item clarity, and design. Based on their input, several adjustments included translating the questionnaire into Bahasa Indonesia, adding variable explanations, fixing typographical errors, simplifying language, and clarifying respondent contact details.

After data collection, preparing the data is essential to ensure accuracy, completeness, and suitability for analysis. This preparation involves four steps: coding, entry, editing, and transformation to overcome several research issues, such as missing data and common method variance. Common method variance (CMV) poses a risk of bias, where variability arises from the measurement method rather than the construct studied, potentially compromising validity, reliability, and parameter estimates (53). To address CMV, this study incorporating a marker variable from previous related study (54). Marker variable refers to an unrelated construct used in partial correlation to detect and adjust for common method bias (55).

Statistical analysis is crucial in social science study, especially for examining complex variable relationships. This study uses Partial Least Squares-Structural Equation Modelling (PLS-SEM) approach using SmartPLS software to analyze independent, dependent, mediating, and moderating variables simultaneously, aligning with its theoretical focus on attitudes and intentions. PLS-SEM yields robust estimates and handles both normal and normal data effectively (48).

Results

Data preparation is essential to ensure data accuracy and readiness for analysis which involving editing, coding, and screening. Data were collected online via Google Form platform from February 2025 to March 2025. After coding responses and addressing missing data, irregular patterns, and data entry errors, 362 valid responses remained from the initial 404 responses.

All of respondents were female. The majority responses were from West Kalimantan with 90 respondents, followed by Jakarta with 65 respondents, West Java with 50 respondents, East Java with 38 respondents, West Sumatera with 36 respondents, Banten with 31 respondents, Bangka Belitung with 30 respondents, Gorontalo with 19 respondents, Bali with 2 respondents, and Jambi with 1 respondent.

Most respondents were aged 17-25 years with 258 individuals, followed by 26-45 years with 96 individuals, and over 45 years with 8 individuals. In terms of marital status, 282 respondents were single, 75 respondents were married, and 5 respondents were divorced. Educationally, the largest group comprised high school students with 226 individuals, followed by undergraduate students (diploma and bachelor) with 115 individuals, and postgraduate students (master's and PhD programs) with 21 individuals.

Respondents exhibited varied employment statuses: students accounted for 209 individuals, paid employees with 91 individuals; entrepreneurs with 37 individuals, freelancers with 18 individuals, and those who are unemployed comprised 7 individuals. Regarding monthly income, 203 individuals earned below IDR 1,500,000, 94 individuals were between IDR 1,500,000 to IDR 5,500,000, 31 individuals were between IDR 5,500,000 to IDR 7,500,000, 22 individuals were between IDR 7,500,000 to IDR 10,000,000, and 12 individuals were above IDR 10,000,000.

Regarding purchase frequency, 178 individuals purchase green local beauty products monthly, 91 individuals purchase it weekly, 75 individuals purchase it twice weekly, and 18 individuals use other intervals like bi-monthly or based on product use. The average monthly spending is mostly IDR 150,000 to IDR 300,000 with 153 individuals, followed by IDR 300,001 to IDR 450,000 with 147 individuals, IDR 450,001 to IDR 600,000 with 30 respondents, below IDR 150,000 with 24 individuals, and above IDR 600,001 with 8 individuals. Purchase channels include online marketplaces with 138 individuals, beauty shops with 116 individuals, supermarkets with 69 individuals, pharmacies with 38 individuals, and a few via local beauty brands' communication agent like Whatsapp with 2 individuals.

The Variance Inflation Factor (VIF) test is commonly used to assess CMV in survey research. VIF values of five [5] or higher signal significant collinearity among indicators of formatively measured constructs (48), which can bias and destabilize model estimates (56). Based on result,

all VIF values ranging from 1.120 to 1.254 below the recommended threshold of 5. Then, there were no statistically significant variation in R^2 values, with differences ranging from 0.070 to 0.359 without the marker variable and 0.116 to 0.417 with the marker variable with both remaining below the threshold of 1. The path coefficient (β) values range from 0.198 to 0.344 without the marker variable and 0.075 to 0.418 with it, all below the recommended threshold of 1. These results indicated that CMV is not a significant concern in this study.

Measurement model assessment provides empirical evidence of relationships between indicators which allowing assessment of measurement quality and the model's ability to explain the construct. Key evaluation criteria include indicator reliability, internal consistency, convergent validity, and discriminant validity (48). This study utilizes SmartPLS version 4 software for further analysis, employing bootstrapping procedure with 5,000 resample to evaluate and reflective constructs were adopted. Table 2 presents the measurement model assessment results which include indicator reliability, internal consistency reliability, and convergent validity while Table 3 presents the Heterotrait-Monotrait (HTMT) ratio for discriminant validity.

The initial step in assessing the measurement model involves evaluating indicator reliability, commonly referred to as outer loadings. A commonly accepted benchmark is a standardized outer loading of at least 0.708. Indicators with loadings below 0.40 should be removed and between 0.40 to 0.70 the retention may be considered (48). Based on results, all indicators meet the threshold except for 14 with low loadings, including RI2 (-0.004), RI4 (-0.114), SMM1 (-0.087), SMM2 (-0.166), SMM4 (0.121), ATT1 (0.306), ATT2 (0.142), ATT4 (-0.140), SN1 (0.039), SN2 (0.356), SN4 (-0.163), GA2 (-0.382), GA4 (0.063), and GA5 (0.200). Consequently, these indicators were excluded from the construct due to insufficient outer loading values.

The second step in assessing the measurement model involves evaluating internal consistency reliability which assessed through the composite reliability index (CRI). These indexes ranges from 0 to 1, with values above 0.90, particularly those exceeding 0.95, potentially indicating item redundancy. Then values below 0.60 suggest inadequate internal consistency (48). Based on result, all composite reliability indexes ranging from 0.607 to 0.775 which below the recommended threshold and indicating satisfactory reliability.

The third step in assessing the measurement model involves evaluating convergent validity which assessed through the Average Variance Extracted (AVE). An AVE value of 0.50 or higher indicates that the construct explains more than half of the variance in its indicators (48). Based on result, all AVE values exceeding the threshold ranging from 0.501 to 0.632 except for Social Media Marketing variable (0.356). A value as low as 0.30 or 0.40 may still be acceptable if the construct's composite reliability is exceeding 0.60 (SMM's CRI = 0.601). This result indicating adequate convergent validity.

The last step in assessing the measurement model involves evaluating discriminant validity which ensures the construct captures unique aspects of the concept being studied (48). The Heterotrait-Monotrait (HTMT) ratio is widely used method to assess this, where values above 0.90 may indicate a lack of discriminant validity (57). Based on result at Table 3, all HTMT values fall below the threshold thereby providing evidence for the establishment of discriminant validity within the measurement model.

Table 2: Outer loadings, CRI, and AVE Values

Variables	Indicators	Indicator Reliability (Outer Loadings)	Internal Consistency Reliability (CRI)	Convergent Validity (AVE)
Repurchase Intention (RI)	RI1	0.739	0.747	0.501
	RI3	0.794		
	RI5	0.566		
Social Media Marketing (SMM)	SMM3	0.683	0.607	0.356
	SMM5	0.581		
	SMM6	0.426		
Attitude (ATT)	ATT3	0.860	0.763	0.621

	ATT5	0.667		
Subjective Norm (SN)	SN3	0.821	0.716	0.567
	SN5	0.583		
Green Awareness (GA)	GA1	0.771	0.775	0.632
	GA3	0.806		

Table 3: The Heterotrait-Monotrait (HTMT) Ratio

Variables	**ATT**	**GA**	**RI**	**SMM**	**SN**
Attitude (ATT)					
Green Awareness (GA)	0.527				
Repurchase Intention (RI)	0.899	0.561			
Social Media Marketing (SMM)	0.581	0.447	0.590		
Subjective Norm (SN)	0.733	0.544	0.554	0.401	

After confirming construct reliability and validity, the structural model assessment should be evaluated to examine relationships among latent constructs and their indicators. This includes assessing collinearity, path coefficient significance, model's explanatory power, and predictive accuracy through PLS Predict. The initial step in structural model assessment is assessing collinearity using tolerance and VIF values. VIF values of 5 or above indicate potentially collinearity issues (48). Based on results, all VIF values ranged from 1.011 to 1.233 (below the threshold) confirming collinearity is not a concern in the present study.

The second step in structural model assessment is assessing the significance and strength of relationships between latent constructs using path coefficient. Values near +1 or -1 indicate strong relationships, while those near 0 suggest weaker effect (48). This study tested eight hypotheses using 5,000 subsamples bootstrapping procedure at a 5% significance level. As shown in Table 4, path coefficients ranged from 0.173 to 0.330, indicating moderate positive relationships. The strongest path was from Attitude to Repurchase Intention (H5) with a coefficient of 0.330, t-value of 5.357, and p-value of 0.000. All relationships were positive and statistically significant.

The third step in structural model assessment is assessing the model's explanatory power using the coefficient of determination (R^2), which indicates how much variance in an endogenous construct is explained by its predictors (48). Based on results, R^2 values range from 0.038 to 0.350, reflecting an acceptable level of explanatory power.

The last step in structural model assessment is assessing the model's predictive power using the PLS Predict procedure, which tests its ability to generalized beyond the sample (58). Good predictive performance is indicated by small differences between actual and predictive values (48). Based on results, all constructs have positive Q^2 Predict values ranging from 0.025 to 0.151, with Repurchase Intention having the strongest and Subjective Norm the weakest predictive power. The predictive accuracy of each indicator was assessed by comparing the Root Mean Squared Error (RMSE) off the PLS-Sem model to that of the benchmark Linear Model (LM). Lower RMSE values for the PLS-SEM indicate better predictive performance (48). Based on results, Repurchase Intention demonstrated the strongest predictive ability, with the highest Q^2 Predict values (RI1=, RI3=, RI5=) and lower prediction errors than the LM and indicator averages. Conversely, Subjective Norm showed limited predictive relevance, with SN5 having the lowest Q^2 Predict values (0.011) which indicating weaker accuracy.

Bootstrapping, a reliable method that does not assume variable distribution and works well with small samples, was used to assess mediation effect in this study with two mediation hypotheses were tested. An indirect effect is significant if p-value < 0.05 and t-value > 1.96 (48,59). Table 4 presents all mediation paths were significant supporting H3 (t-value = 4.293, p-value = 0.000) and H4 (t-value = 2.275, p-value = 0.023) which indicating that Attitude and Subjective Norm does mediate the relationship between Social Media Marketing and Repurchase Intention.

Table 4: Summary of Path Coefficient and Hypotheses Testing

Hypotheses	Path Coefficient	Sample Mean (M)	STDEV	t-values	p-values	Decisions
Social Media Marketing -> Attitude (H1)	0.266	0.278	0.059	4.540	0.000	Supported
Social Media Marketing -> Subjective Norm (H2)	0.194	0.203	0.056	3.479	0.001	Supported
Social Media Marketing -> Attitude -> Repurchase Intention (H3)	0.088	0.089	0.020	4.293	0.000	Supported
Social Media Marketing -> Subjective Norm -> Repurchase Intention (H4)	0.034	0.036	0.015	2.275	0.023	Supported
Attitude -> Repurchase Intention (H5)	0.330	0.325	0.062	5.357	0.000	Supported
Subjective Norm -> Repurchase Intention (H6)	0.173	0.178	0.047	3.687	0.000	Supported

To assess moderating effects, moderator variables must meet reliability and validity criteria and follow structural model guidelines with emphasis on the f^2 effect size which indicates the moderation's contribution to explained variance (48). Effect sizes of 0.02, 0.15, and 0.35 represent small, medium, and large effects, respectively (59, 60). The f^2 is calculated as (R^2 included – R^2 excluded) / (1 – R^2 included), comparing models with and without the moderator (60). This study hypothesized two moderation effects, particularly H7 (Attitude -> Green Awareness -> Repurchase Intention) and H8 (Subjective Norm -> Green Awareness -> Repurchase Intention). The R^2 included (model with moderation) score is 0.350 and the R^2 excluded (model without moderation) score is 0.272. Based on result, the f^2 value obtained is 0.12 which indicate a medium effect size and meaningful enhancement of explanatory power by Green Awareness, supporting its moderating role.

Discussion

This study confirms that social media marketing significantly influences Indonesian female consumers repurchase intention of green local beauty products. Specifically, social media marketing positively affects both attitude and subjective norm which in turn drive the repurchase behavior. These findings are consistent with prior study that reported that subjective norm significantly and positively influence consumers' intention to purchase green product (10). Social media plays a vital role in shaping reference groups and perceived social pressure, which in turn affect green purchase intentions. This also aligns with the Theory of Planned behavior (TPB) and the Stimulus-Organism-Response (SOR) framework, illustrating how external stimuli influence internal evaluations and behavioral responses.

Attitude emerged as the strongest predictor of repurchase intention, suggesting that consumers who view green local beauty products positively are more likely continue purchasing them. This finding is consistent with prior study which found that attitude toward behavior exerts a significant positive effect on consumers' intention to repurchase both green and conventional beauty products (32). It implies that the more consumers believe in the value of their environmentally responsible choices, the stronger their inclination to repurchase such products. When a product successfully fulfils consumer expectations, it fosters a favorable attitude toward the brand, which in turn reinforces repurchase intention and increases the likelihood of continued brand loyalty. Subjective norm also plays a significant role reflecting the impact of social influence in shaping purchasing decisions, particularly in Indonesia. This finding supports a prior study who found that subjective norm positively influence green purchasing behavior, as individuals often depend on social influence when making environmentally conscious decisions, such as approval or disapproval from significant others (41). The mediating role of attitude and subjective norm show how social media marketing not only informs but shapes consumers' psychological readiness to act sustainably.

Furthermore, green awareness strength these relationships which indicating that environmental conscious consumers are more likely to turn positive attitude and social influence into repeat purchase. These findings support prior study who found that green and sustainable awareness moderates the relationships between both attitude and subjective norm with green purchase intention (38). Higher green awareness strengthens the effect of pro-environmental attitudes and social pressure that making consumers more likely to engage in green purchasing behavior.

Given these insights, the role of policymakers is pivotal in supporting the credibility and growth of the green beauty industry in Indonesia. Clear and enforceable guidelines on green marketing and labelling are needed to enhance consumer trust. In addition, government-led incentives and public education initiatives could further reinforce sustainable consumption norms and support local beauty business committed to green practices.

Conclusion

This study concludes that social media marketing effectively shapes consumer attitude and subjective norm, which in turn drive repurchase intention for green local beauty products in Indonesia. Attitude had the strongest impact which showing that positive perceptions are key to encouraging sustainable behavior. The moderating role of green awareness further strengthens this effect. The findings offer practical guidance for Indonesian beauty brands that should utilize social media effectively by sharing engaging and informative content that promotes positive attitude and align with social expectations. Emphasizing green practices and messages can boost consumer awareness and loyalty. Collaborations with influencers and sustainability communities can reinforce social norms and enhance product credibility. Additionally, improving consumer experience through personalized, accessible, and responsive social media marketing can increase their repurchase intention.

Despite offering valuable insights, this study has several limitations. First, the use of non-probability quota sampling restricts the generalizability of the findings beyond the selected province. Therefore, future study may employ other sampling techniques to enhance that. Second, the focus on female consumers excludes male perspectives which limiting broader consumer insight. Future study may include male consumers or other age groups to provide more comprehensive understanding. Third, the cross-sectional design prevents analysis of behavioral changes overtime. A longitudinal design could be used on future study to better capture changes in attitudes and behavior toward green local beauty products over time. Fourth, this study employed green awareness as the only moderating variable. Future study may incorporate other potential moderators to further explore the conditions under which social media marketing affects green repurchase behavior. Fifth, this study focused on green local beauty products which manufactured and marketed within Indonesia. Future study may consider conducting regional comparisons with other Southeast and East Asian countries to determine whether the observed consumer behaviors are unique to Indonesia of reflect broader patterns across the selected regions.

Moreover, this study does not differentiate between consumer responses to marketing that merely conveys a green image and those grounded in verifiable sustainable practices. Future studies may incorporate additional measurement items or qualitative methods to examine whether repurchase intention is primarily influenced by authentic environmental performance or perceived green branding. This distinction would provide a more nuanced understanding of how sustainability communication influences consumer behavior.

Abbreviations

ATT: Attitude, AVE: Average Variance Extracted, CMV: Common Method Variance, CRI: Composite Reliability Index, GA: Green Awareness, HTMT: Heterotrait-Monotrait, PLS: Partial Least Square, RI: Repurchase Intention, RMSE: Root Mean Square Error, SDG: Sustainable Development Goals, SEM: Structural Equation Modelling, SMM: Social Media Marketing. SN: Subjective Norm, SOR: Stimulus-Organism-Response, TPB: Theory of Planned Behavior, UN: United Nations, VIF: Variance Inflation Factor.

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Author Contributions

Melya Yosita: conceptualization, methodology, formal analysis, data collection, drafting, editing the original manuscript, Fadilah Siali: supervision of the research process, provided resources, assisted in review, methodological design, Abang Azlan Mohamad: supervision of the research process, reviewing the final manuscript.

Conflict of Interest

The authors affirm that no competing interests exist in relation to the content of this manuscript.

Declaration of Artificial Intelligence (AI) Assistance

The authors acknowledge the use of generative AI to assist in the paraphrasing of certain parts of the manuscript. All content generated through AI was critically reviewed, edited, and verified by the authors to ensure accuracy, originality, and compliance with academic standard. The authors take full responsibility for the integrity and validity of the final version of the manuscript.

Ethics Approval

Formal ethics approval was not required for this study, as it involved the voluntary participation of adult consumers through an anonymous, non-invasive survey, in line with the ethical standards and guidelines of the affiliated institution.

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