Drivers of green brand experience and its impact on pro-environmental behavioural intentions

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Abstract: Researchers have worked hard for many years to investigate the factors that influence pro-environmental behavior and still found inconsistent result of the predictors. Therefore, there is a need to identify other potential environmental behavior predictors. The intention of this study is to investigate the drivers of green brand experience and its impact on pro-environmental behavioural intentions. This study analyzes 229 customers of green beauty and personal care brand in Indonesia using quantitative method with non-probability purposive sampling technique. This study found that only interactivity and green informativeness in social media marketing management activities have positive and significant influence on the green brand experience. While entertainment, customization, and WOM have entertainment, customization, and WOM insignificant influence. This study also found that green brand experience has positive and significantly influenced customer co-creation participation, repurchase, as well as green word of mouth intention. The findings contribute to the development theory of brand experience and Technologies for the Pro-Ecological Action Model. This study also contributes to the management of social media activities in enhancing green brand experience and promoting pro-environmental behavioural intentions that benefit both the brand and the environment.

Keywords: brand experience; co-creation; green word of mouth; repurchase intention; social media marketing management

Faktor-faktor yang memengaruhi pengalaman merek ramah lingkungan dan dampaknya pada intensi perilaku konsumen hijau

Abstrak: Para peneliti telah bekerja keras selama bertahun-tahun untuk menyelidiki faktor-faktor yang memengaruhi perilaku pro-lingkungan dan masih menemukan hasil yang tidak konsisten dari faktor prediktor tersebut. Oleh sebab itu, terdapat kebutuhan untuk mengidentifikasi prediktor perilaku pro-lingkungan potensial lainnya. Intense dari penelitian ini adalah untuk menyelidiki pendorong

pengalaman merek hijau dan dampaknya terhadap niat perilaku pro-lingkungan. Penelitian ini menganalisis 229 orang pelanggan merek produk kecantikan dan perawatan diri di Indonesia dengan metode kuantitatif dan dengan menggunakan teknik non-probability purposive sampling. Studi ini menemukan bahwa hanya aspek interactivity dan green informativeness dalam aktivitas manajemen pemasaran media sosial yang memiliki pengaruh positif dan signifikan terhadap pengalaman merek ramah lingkungan. Sedangkan aspek entertainment, customization, dan WOM tidak memiliki pengaruh yang signifikan terhadap pengalaman merek ramah lingkungan. Studi ini juga menemukan bahwa pengalaman merek ramah lingkungan memiliki pengaruh signifikan dan positif atas niat partisipasi ko-kreasi pelanggan, pembelian kembali, serta niat green word of mouth. Temuan ini berkontribusi pada pengembangan teori pengalaman merek dan Technologies for the Pro-Ecological Action Model. Studi ini juga berkontribusi pada pengelolaan aktivitas media sosial dalam meningkatkan pengalaman merek ramah lingkungan dan mendorong niat perilaku pro-lingkungan yang bermanfaat bagi merek dan lingkungan.

Kata Kunci: *green word of mouth; intensi pembelian kembali; ko-kreasi; manajemen pemasaran media sosial; pengalaman merek ramah lingkungan*

INTRODUCTION

Pro-environmental behavior has surfaced as one of the most researched factors in the field of environmental issues (Tamar et al., 2020). The environment has become an urgent issue, attracting the attention of scholars from various fields. Environmental psychology is a branch of psychology in predicting pro-environmental behavior. The environmental psychology studies the complex interaction between human behavior and environment has indicated the shifting of attention of describing environmental behavior to determining pro-environmental behavior (Kothe et al., 2019; Paswan et al., 2017). This endeavor is important because it promotes positive environmental behaviors while decreasing negative environmental behaviors (Tamar et al., 2020). The connection between the drivers and behavior in the environment may be more nuanced than it first appears (Tamar et al., 2020). Researchers have worked hard for many years to study the possible factors that influence pro-environmental behavior. In their review of Kothe et al. (2019) and Tamar et al. (2020), they found conflicting result of the predictors and recommended that future research should look at some potential environmental behavior predictors. According to the Technologies for the Pro-Ecological Action Model (TPAM), social media technologies could facilitate pro-environmental behavior (Ballew et al., 2015) in TPAM perspective social media has the functions of relational, informational, and experiential purpose. These functions have their own unique influence and ability to promote pro-environmental behaviors among its users.

Sustainable development has greatly influenced the behavior of consumers, especially in consumption of more green products. This growing demand and consumption of green products would eventually help to reduce harmful effects on nature (Al-Kumaim et al., 2021). One of the rising demands for green products is green beauty and personal care products. In a global survey, 64% of women preferred organic ingredients products, 60% preferred features with sustainable aspects, and 52% preferred cosmetics that contained vegan ingredients (Pop et al., 2020). The beauty industry responded to the trends and demand with various eco-friendly products. The green cosmetics and personal care products are globally valued at $50.8 billion in 2021, and are projected to reach $129.7 billion in 2031, with a CAGR (Compound Annual Growth Rate) growth of 9.5% per year from 2022 to 2031(Gururaj & Roshan, 2022). The remarkable growth of internet-based technology has fundamentally transformed our world (Koay et al., 2022). Social media (SM) is a platform that has changed the global way of life with its entertainment and interactivity features embedded in the platform. People utilize SM for social networking as well as entertainment. Marketers used SM for marketing and promoting products, and business, and facilitate interaction with customers (Filo et al., 2015; Koay et al., 2022).

Nowadays, experience has become a crucial factor, customers are not only attracted to consuming products but also to the experiences provided (Kim & So, 2022). Brakus et al. (2009) contended that there are four kinds of experiences such as sensory, intellectual, affective, and behavioral. Holbrook & Hirschman (1982) established the concept of experience associated with the fantasy, multi-sensory, and

emotive aspects of a product as new consumption behavior. Since then, the experience concept resumed to impact multiple disciplines such as marketing (Schmitt, 2009) consumer behavior (Addis & Holbrook, 2001) as well as economics (Pine & Gilmore, 2013). These days, managers are concentrating on brand experiences (BE) because customers are expected to gain a memorable experience that includes enjoyable moments at every brand's touchpoint and thus brand can establish its competitive advantage (Beig & Khan, 2018; Pine & Gilmore, 2013). Over the last decade research on brand experience has focused on crafting unique experiences for consumers to construct more robust brands (Beig & Khan, 2018; Keller & Lehmann, 2006). In its development over two decades since the seminal endeavor of Brakus et al. (2009), BE has to face with many changes at the consumer, market and consumption context levels (such as market digitalization, global warming, environmental sustainability, and the co-creation relationship between demand and supply). All of these conditions suggest the necessity for a wider understanding of brand experience (Andreini et al., 2018).

Andreini et al. (2018) argued that marketing scientists are increasingly interested in seeing brands as socially fabricated phenomena where brands are built jointly through interactions between market participants. A social constructionist approach looks at brand experience as a reaction to the sharing of meaning through social interaction between a consumer, a brand, and the individual sociocultural environment. This interaction leading to a collective intersubjective mental brand image in the consumer 's mind (Zha et al., 2020). The study of brand experiences has accepted a lot of intellectual thought. However, there is very little research linking Brand Experience with the cultural-social context that relates to pro-environmental issues (Saari et al., 2017). It was Saari et al. (2017) that introduced a new extension of brand experience construct that employed a social-construct phenomena of pro-environmental experience in the viewpoint of the eco-friendly electronic device (Saari et al., 2017) and eco-friendly vehicles (Saari et al., 2020). Saari et al. (2017) named the construct as Eco-Friendly Brand Experience (EBE). Since the context of this study is about the customers of green cosmetic and personal care products, the construct would be named Green Brand Experience (GBE).

In other side, regardless of extensive study of brand experience, the study of how social media (SM) influences brand experience is still a few (Beig & Khan, 2018; Losada-Otálora & Sánchez, 2018). Predominantly research on Brand Experience is found more in developed countries, therefore, research on brand experience in emerging countries needs exploring (Khan & Rahman, 2015). Social media represents the internet-based technology that facilitates the creation as well as content interchange that is generated by its user (Kaplan & Haenlein, 2010). Social media has features that enable collaborative, information-sharing, and participatory activities. Thus, social media turns out to be one of the most valuable interaction platforms for marketing (Kusumasondjaja, 2018; Knoll, 2016; Valos et al., 2017). Social media includes sites for social networking, such as Instagram, Blogger, LinkedIn, Facebook, and Twitter (Knoll, 2016) as well as virtual forums, consumer review sites, and Wikis (Knoll, 2016; Zeng & Gerritsen, 2014). At the present time firms gradually communicate their brands through SMM, by employing advertisements in social networking sites (e.g. YouTube and Facebook), dealing with user-generated content, and engaging in blogger endorsements. All these activities are aiming to build a vigorous and promising brand awareness of the consumers (Yu & Yuan, 2019). Marketers, especially in Asia, widely adopt SMM (Social Media Marketing) as their most important strategy in marketing, attempting to build consumer-brand relationships, brand trust, and purchase intention (Kim et al., 2021). SMM consists of several aspects namely interactivity, entertainment, customization, informativeness, trendiness, and word of mouth (WOM) (Cheung et al., 2021; Gupta & Syed, 2022; Kudeshia & Kumar, 2017; Yadav & Rahman, 2017).

According to the Technologies for the Pro-Ecological Action Model (TPAM), social media technologies can enable environmental behavior (Ballew et al., 2015). In TPAM social media has three functions consist of informational, relational, and experiential. In SM, information associated to pro-environmental issues can be read, searched, or reposted using these technologies. Relational function refers to the creation of dialogues and social identities relate to the pro-environmental issues in SM, whereas experiential function refers to experiences obtained by individuals as a result of a self-action in SM that relate to pro-environmental activities.

This study incorporates the TPAM within the Stimulus-Organism-Response (S-O-R) theoretical framework (Mehrabian, 1974) to understand how SM influences green brand experience and pro-environmental behaviour intentions. The S-O-R model denotes the relation among stimuli in the environment, emotional states of people as organism and the behavior as a response which evolves from

the encounter of the stimuli and emotion (Mehrabian, 1974). The SOR theoretical framework describes the role of green Brand Experience (O) in mediating the influence of the activities of Social Media Marketing (S) on Pro-environmental behavioral intentions (R) in terms of co-creation, repurchase, and green word-of-mouth intention. The purpose of this research is to investigate the drivers of Green Brand Experience and its Impact on Pro-Environmental Behavioural intentions. This study suggested that social media marketing management activities can influence pro-environmental behavioral intentions through the mediating role of green brand experience.

LITERATURE REVIEW

Entertainment implies the extent to which the brand's social media offers content that is fun and interesting (Godey et al., 2016). People need entertainment, pleasure, and recreation. Social media advertisements with features of entertainment can fulfill such desires (Gupta & Syed, 2022). According to Kim & Ko, (2012) entertainment positively influences consumer attitudes (Wang et al., 2019). According to Manthiou et al. (2013), social media users are enjoyment explorers who seek fun and entertaining experience. According to Godey et al. (2016), entertainment encourages participants' behavior as well as positive feelings and emotions. According to Schivinski & Dabrowski (2015), businesses should capitalize the SM by providing entertainment that will draw in a larger audience. This will lead to an increase in likes and shares, which will increase their followers. Dessart et al. (2015) argued that entertainment increases purchase intention by cultivating a sense of intimacy with the brand. While Lee & Ma (2012) believed marketers use social media to entertain and satisfy consumers' needs for enjoyment by sharing product-related news, stories, and images that can attract consumers' attention (France et al., 2016; Lee & Ma, 2012). Therefore, the following hypotheses can be made:
H1: Entertainment in social media marketing management activities has positive influence on green brand experience.

According to Yadav & Rahman (2017), the degree to which a brand's social media allows customers to work together with the business and other customers and share content is referred to as "interactivity". In the TPAM model, interactivity helps to satisfy the social motivation in developing environmentally friendly behavior (Ballew et al., 2015; Mesch & Talmud, 2010). The interactive feature aids in the creation of online communities by providing opportunities to feel as a part of the group and develop a sense of community and attachment (Ballew et al., 2015; Mesch & Talmud 2010). Green firms can make use of this opportunity to encourage care for environmental behavior in its online brand communities (Ballew et al., 2015; Beig & Khan, 2018). Therefore, the following hypotheses can be made:
H2: Interactivity in social media marketing management activities has positive influence on green brand experience.

Customization refers to the extent to which the brand's social media offers customized services to meet the personal choices of a purchaser (Yadav & Rahman, 2017). Customized information provides the opportunity for consumers to create products according to their personal preferences. Customization is the act of generating enjoyment through the personalized delivery of firms to consumers (Seo & Park, 2018). Customization can be visible in the form of personalized services to address consumers' personal choices (Godey et al., 2016), and make the customer comfortable to use it (Kim & Ko, 2012), for a certain consumer (Zhu & Chen, 2015). Customization also enables attaining trust in the mind of the consumers and improving the intention of their purchasing (Martin & Todorov, 2010). Customization could include, for example, design products align with the customers' first choice (Godey et al., 2016) or providing personalized information and immediate replies to inquiries (Gupta & Syed, 2022). Thus, it can be hypothesized as follows:
H3: Customization in social media marketing management activities has positive influence on green brand experience.

Trendiness indicates to the extent to which a brand conveys the latest, up-to-date and popular information regarding the brand (Alothali et al., 2020; Naaman et al., 2011). Trendiness grabs the attention of users with the most recent report and fashions (Alothali et al., 2020; Naaman et al., 2011). Consumers perceived themselves as more up to date when using social media compared to traditional channels. This explains why customers choose to seek and acquire brand of product-related information

through platforms of social media (Ashley & Tuten, 2015). Marketers can use this opportunity to deliver the latest information and trending issues, creating value by reducing effort for information searching (Godey et al., 2016; Laroche et al., 2013).Trendiness includes any updates of product or brand-related information, reviews, and any new ideas to build consumers' brand trust (Cheung et al., 2021) and improve the constructive perception of the brand (Manthiou et al., 2013).

According to Sun & Wang (2019), trendiness is based upon four types of motivations, that is information, knowledge, inspiration, and surveillance. Inspiration refers to discovering new ideas from particular information. Information refers to identifying the point of view of brand communities to assist consideration support in making decision. Knowledge refers to information regarding brand supplied by the sellers. Surveillance reveals the study that monitor the recent information in the social environment of specific consumers (Sun & Wang, 2019). Trendiness represents the latest or the most recent knowledge about products as well as services that is accessible to consumers (Godey et al., 2016). Sun & Wang (2019) argued that trendiness benefits consumers engagement via online social media. Therefore, the following hypotheses can be made:

H4: Trendiness in social media marketing management activities has positive influence on green brand experience.

Word of Mouth (WOM) implies the extent to which customers suggest and share experiences about the brand's social media (Yadav & Rahman, 2017). WOM signifies communication generated by users or customers about a brand, product, or firm either by using social media or verbal communication (Yadav & Rahman, 2017). Positive WOM builds positive perceptions towards brands and products thus reinforces the purchase intention (Kudeshia & Kumar, 2017). In opposition, negative WOM generates less desirable brand-related effects, attitude about the brand, lowering the trust, and ultimately brand equity in the mind of the customer (Huseynov & Güler, 2021; Lee et al., 2009). Consumers usually share, exchange, and circulate opinion and information with their peers (Kudeshia & Kumar, 2017).

Positive WOM is assumed to be a critical source for obtaining knowledge about sustainable claims and information (Ben Abdelaziz et al., 2015; Gupta & Syed, 2022). Previous research demonstrated the significance of source credibility in relation to perceived information (Cheung et al., 2008; Huete-Alcocer, 2017). Thus, the trustworthiness of the information on green brand's social media sites will determine the kind of opinion in consumers' mind. Any content that is assumed to be credible is equally perceived to be trusted and useful, thus will affect consumers' decision-making since it helps them to save the time in the decision-making process (Rahim et al., 2016). Therefore, it can be hypothesized as follows:

H5: Word of mouth in social media marketing management activities has positive influence on green brand experience.

Green informativeness signifies the degree to which the information of green elements or ingredients of the product in social media is accurate, useful, and comprehensive (Yadav & Rahman, 2017). Social media can be treated as a top tool distribute information and educate, especially to the digital generation (Zhang et al., 2018). From the TPAM perspective, social media was assumed to be a valuable tool in pro-environmental or green marketing that is supported by social networks sites (Ballew et al., 2015). In this regard, the informational functions of technologies best matched to build consciousness on a particular environmental issue (Ballew et al., 2015). Technologies that shared and posted images and pictures (e.g., Instagram, Facebook, blogs, Twitter) is more effective and captivating than text-only technology (Ballew et al., 2015). The empirical study of Lee & Hong (2016) demonstrated that that informativeness was the key driver of favorable responses to social network sites and social media advertisement. Hence it can be hypothesized as follows:

H6: Green informativeness in social media marketing management activities has positive influence on green brand experience.

The willingness of consumers to build a connection with the brand is the key thing for customer engagement and loyalty (Barari et al., 2021). Customer engagement behavior includes a wide range of behaviors that relate to resource sharing with a firm and with other actors (Jaakkola & Alexander, 2014). Harmeling et al. (2017) identified experiential engagement initiatives that encourage interactive experiences. The interactive experiences encourage the voluntary and independent customer to contribute to marketing functions of the firm by making people believe that they are part of something larger than themselves and creating a sense of purpose as well as desire to contribute (Harmerling et al., 2017).

In this regard co-creation participation (Hatch & Schultz, 2010) could be categorized as customer experiential engagement behavior. Hatch & Schultz (2010) contended that co-creation is not just limited to the area of innovation, but also in branding and marketing. A recent study from Nadeem et al. (2020) demonstrated that customer ethical perceptions significantly influence the co-creation intention. Realizing there are more than 120 billion units of plastic packaging waste generated by the beauty industry globally every year, several cosmetic and personal care brands have started implementing the zero-waste concept (Niven-Phillips, 2019). One of the ways is to recycle the packaging bottles for other use initiated by the brand.

Brakus et al. (2009) contended that that brand experience could influence consumer loyalty directly. Brand experience has been considered as a critical predictor of consumer engagement behavior and brand loyalty-related constructs (Huang, 2017). The behavioral component of loyalty (Moretta-Tartaglione et al., 2019) focuses on repurchases (Richard & Zhang, 2012; Moretta-Tartaglione et al., 2019), and positive word-of-mouth (Hajli et al., 2017; Moretta-Tartaglione et al., 2019). Brakus et. al (2009) contended that brand experiences produce pleasant effects and will influence future-oriented decision making such as repurchases and recommendations intention. Zarantonello & Schmitt (2010) argued that consumers' internal attitude towards a brand can predict intention in repurchasing depending on the consumers' experiential profiles.

H7: Green brand experience has positive influence on green co-creation participation intention.
H8: Green brand experience has positive influence on repurchase intention.
H9: Green brand experience has positive influence on green word of mouth intention.

METHODS

This study gathered data from Indonesian respondents using a quantitative survey questionnaire. A non-probability sampling method with purposive sampling technique is chosen for the data collection process. The respondents were selected based on their purchasing of green brand personal care products at a minimum in the last one year and have been viewing the brand's social media page on any social media platforms such as Instagram, Facebook, official websites or blog, or TikTok of the green brand personal care social media at a minimum once in three months. The data were obtained from questionnaires that were distributed online through e-mail, Instagram direct message, Facebook community, and WhatsApp group. Based on Cochran calculation (Cochran, 1977), the sample size required for an unknown population size was 384 samples. The data were distributed online from October to November 2021. Around 262 respondents returned the questionnaire. Only 229 respondents' data were qualified to be used in this research (78% qualified rate). There were 68% respondents from greater Jakarta, and the rest of 32% from other provinces consist of 74% female and 26% male. Among them were 55% of generation Z (born between 1997-2005); 31% of generation Y (1980-1996), and 14% of generation X (1965-1979).

All constructs were measured in 32 question items of a five-point Likert scale varying from 1 (strongly disagree) to 5 (strongly agree). Green Brand Experience was measured using a scale adapted from Brakus et al. (2009) and Saari et al. (2017; 2020) containing nine items, consist of sensory, affective, behavioral, and intellectual such as "This green brand makes a strong green impression on my visual sense"; "This green brand induces sentiments to relate to caring for the environment". "I engage in caring for environmental action when I use this brand."; "I engage in a lot of thinking about the environment when I encounter this green brand."

The social media marketing management consist of six dimension which are entertainment (2 items), interactivity (2 items), customization (2 items), trendiness (2 items), and WOM (3 items); adapted from Kim & Ko (2012); meanwhile, green informativeness (3 items) adapted by Yadav & Rahman (2017) such as "The brand's social media offers accurate information about the environmental-friendly element of the products". The repurchase intention (3 items) was adapted from Pavlou & Gefen (2004) such as 'I will buy similar products from this green brand again'; green word of mouth (3 items) was measured using a scale adapted from Zhang et al. (2018) such as 'I will say positive things in social media about this brand to others because this brand was concerned for the environment'. Green brand co-creation participation intention (3 items) was measured and modified from a scale adapted from

Tajvidi et al., (2020) 'I am planning to participate in supporting care for environment initiative recommended by this brand'.

PLS-SEM instrument was chosen based on the PLS-SEM's criterion that met this research (Hair et al., 2019) such as to test a theoretical framework to conduct exploratory research for theory development to better understand increasing complexity and the structural model is complicated and contains many model of relationships, constructs, and indicators. SmartPLS 3.2.9 software was utilized for the PLS-SEM in analysing all available data. PLS-SEM is a multivariate technique that uses bootstrapping to concurrently examine the relationship between theories and combines aspects of multiple regression and factor analysis. It has respectable statistical credibility despite the limited sample size (Hair et al., 2019).

RESULTS & DISCUSSION

Figure 1 depicts the outcomes of the data analysis that looked at how support strategies for the organization affected employee engagement.
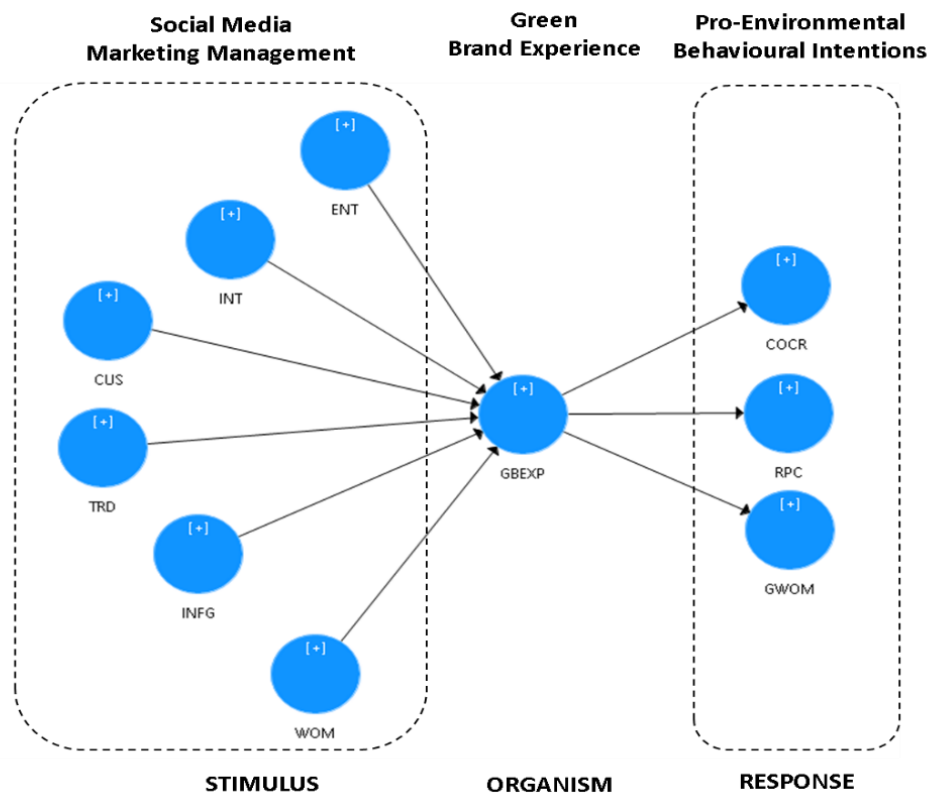
Figure 1. Research model
Source: Author (2022)

The R^2 refer to the explanation power. R^2 help to explain the degree of how well the model explains observed data (Hair et al., 2019). As a guideline, the R^2 values of > 0.75 is considered substantial > 0.5 as moderate, and < 0.25 as weak (Hair et al., 2019). The value R^2 and Q^2 of in Table 1 exhibited in Table 1 constructs are in the range that close to moderate level of explanatory power and in terms of predictive accuracy are in the range of medium toward large predictive accuracy.

Table 1. Explanatory power and predictive relevance result

	R^2	Q^2
COCR	0.411	0.302
GBEXP	0.470	0.320
GWOM	0.506	0.428

RPC	0.481	0.396

Source: SmartPLS analysis (2022)

As recommended by Hair et al. (2019), there are four steps in reporting the PLS-SEM analysis. The firstly is to examine the loading aspect of indicator in the measurement model assessment. The outer loadings value should be above 0.708 to be acceptable (Hair et al., 2019). All the outer loading as exhibited in Table 2 are above 0.708.

Table 2. Outer loading result

	COCR	CUS	ENT	GBEXP	GWOM	INFG	INT	RPC	TRD	WOM
BE-SN1				0.7871						
BE-SN2				0.8548						
BE-SN3				0.8492						
BEN-AF1				0.8123						
BEN-AF2				0.7916						
BEN-BHV1				0.8556						
BEN-BHV2				0.8341						
BEN_INT1				0.8487						
BEN_INT2				0.8621						
COC1	0.8526									
COC2	0.8925									
COC3	0.8444									
GWOM1					0.9224					
GWOM2					0.9302					
GWOM3					0.9204					
MS- INF1						0.8819				
MS- INF2						0.9069				
MS- INF3						0.9073				
MS-CUS1		0.9170								
MS-CUS2		0.9229								
MS-EN1			0.8996							
MS-EN2			0.8947							
MS-INT1							0.9341			
MS-INT2							0.9186			
MS-TR1									0.9108	
MS-TR2									0.9189	
MS-WOM1										0.9358
MS-WOM2										0.9416
MS-WOM3										0.8960
RP1								0.9089		
RP2								0.9200		
RP3								0.9086		

Source: SmartPLS analysis (2022)

The second stage is assessing internal consistency reliability (Cronbach alpha, Rho Alpha, Composite reliability). The internal consistency reliability value should be in the range of 0.71 to 0.96 (Nunnally, 1978) to be considered acceptable. All internal consistency reliability construct's value is in acceptable range as exhibited in the Table 3. The third stage is to evaluate the convergent validity of

each construct. The convergent validity measure with average variance extracted (AVE) and the minimum acceptable AVE is 0.50 or higher. The AVE value of all the constructs is in acceptable range as displayed in Table 3.

Table 3. Internal consistency reliability & convergent validity result

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
COCR	0.8290	0.8296	0.8978	0.7455
CUS	0.8183	0.8191	0.9167	0.8462
ENT	0.7576	0.7579	0.8919	0.8049
GBEXP	0.9448	0.9460	0.9533	0.6943
GWOM	0.9148	0.9156	0.9463	0.8544
INFG	0.8810	0.8817	0.9265	0.8079
INT	0.8351	0.8413	0.9237	0.8582
RPC	0.8995	0.8997	0.9372	0.8327
TRD	0.8053	0.8064	0.9112	0.8370
WOM	0.9152	0.9218	0.9465	0.8550

Source: SmartPLS analysis (2022)

The fourth stage is measuring discriminant validity. This stage is to measure empirically distinction of constructs in the structural model. Hair et al. (2019) recommended value for Heterotrait-Monotrait Ratio HTMT should not be higher than 0.90. As presented in the Table 4 all the contructs were lower than 0.90 thus could be considered passed the discriminant validity measurement.

Table 4. Heterotrait-monotrait ratio result

	COCR	CUS	ENT	GBEXP	GWOM	INFG	INT	RPC	TRD	WOM
COCR										
CUS	0.4424									
ENT	0.4972	0.8169								
GBEXP	0.7238	0.6261	0.6668							
GWOM	0.8133	0.5881	0.6680	0.7639						
INFG	0.5572	0.8682	0.8907	0.7099	0.6658					
INT	0.5837	0.7857	0.8446	0.6177	0.6112	0.7197				
RPC	0.8268	0.5048	0.5425	0.7501	0.8710	0.6287	0.4860			
TRD	0.5232	0.8213	0.8868	0.5870	0.6388	0.8466	0.7593	0.5106		
WOM	0.6607	0.7234	0.7660	0.5971	0.6617	0.7512	0.7173	0.5292	0.7153	

Source: SmartPLS analysis (2022)

The outer VIF report is to assess collinearity between the constructs. According to (Ringle et al., 2015) the maximum VIF level < 5.0. Otherwise, it would be considered as an indication of systemic collinearity or common method bias.

Table 5. Variance inflation factor (VIF) result

Indicators	VIF	Indicators	VIF
BE-SN1	2.3361	MS- INF2	2.6434
BE-SN2	3.6090	MS- INF3	2.6076
BE-SN3	3.3587	MS-CUS1	1.9216

BEN-AF1	2.9353	MS-CUS2	1.9216
BEN-AF2	2.9763	MS-EN1	1.5921
BEN-BHV1	3.0611	MS-EN2	1.5921
BEN-BHV2	3.4639	MS-INT1	2.0576
BEN_INT1	3.4614	MS-INT2	2.0576
BEN_INT2	3.5014	MS-TR1	1.8327
COC1	1.8301	MS-TR2	1.8327
COC2	2.2373	MS-WOM1	3.6718
COC3	1.8182	MS-WOM2	3.8841
GWOM1	3.1530	MS-WOM3	2.6524
GWOM2	3.3150	RP1	2.6703
GWOM3	3.1020	RP2	3.0247
MS- INF1	2.2190	RP3	2.7409

Source: SmartPLS analysis (2022)

The final step for hypothesis testing is concluded by estimating the p-value. The p-value significance parameter offers a description of the probability of the hypothesis significance. In the case of a p-value greater than $\alpha = 0.05$, the hypothesis is considered insignificant thus rejected. While in the case of less than $\alpha = 0.05$, the hypothesis is significant thus accepted (Sekaran & Bougie, 2020).

Table 6. Hypothesis testing result

Hypothesis	Path coefficient	T statistics	P values	Result
H1. ENT → GBEXP	0.0806	0.9414	0.1733	Rejected
H2. INT → GBEXP	0.1668	2.1031	0.0178	Accepted
H3. CUS → GBEXP	0.0448	0.5374	0.2955	Rejected
H4. TRD → GBEXP	-0.035	0.478	0.3163	Rejected
H5. INFGE → GBEXP	0.39	3.9211	0.0000	Accepted
H6. WOM → GBEXP	0.1312	1.5086	0.0657	Rejected
H7. GBEXP → COCR	0.6414	11.4184	0.0000	Accepted
H8. GBEXP → GWOM	0.7115	13.5844	0.0000	Accepted
H9. GBEXP → RPC	0.6937	12.9897	0.0000	Accepted

Source: SmartPLS analysis (2022)

Table 6 provides a summary of the result of the examination of those hypotheses. The hypothesis H1 that predicted entertainment has positive influence on green brand is empirically insignificant (p value = 0.1733), thus the hypothesis is rejected. Hypothesis H2 that predicted interactivity has positive influence on green brand is empirically significant (p-value = 0.0178), thus the hypothesis is accepted. Hypothesis H3 that predicted customization has positive influence on green brand is empirically insignificant (p-value = 0.2955), thus the hypothesis is rejected. The hypothesis H4 that predicted trendiness has positive influence on green brand is empirically insignificant (p-value = 0.3163), thus the hypothesis is rejected. Hypothesis H5 that predicted green informativeness has positive influence on green brand and is empirically significant (p-value = 0.000), thus the hypothesis is rejected. Hypothesis H6 that predicted word of mouth has positive influence on green brand is empirically insignificant (p-value = 0.0657), thus the hypothesis is rejected. Hypothesis H7 that predicted green brand experience has positive influence on green co-creation participation intention is empirically significant (p-value = 0.0000), thus the hypothesis is accepted. Hypothesis H8 that predicted green brand experience has positive influence on repurchase intention and is empirically significant (p-value = 0.0000), thus the hypothesis is accepted. The hypothesis H9 that predicted green brand experience has positive influence on green word-of-mouth intention is empirically significant (p-value = 0.0000), thus the hypothesis is accepted.

DISCUSSION & CONCLUSION

Discussion

This study is the first attempt to examine the drivers and impact of green brand experience by incorporating Technologies for the Pro-Ecological Action Model (TPAM). There are two elements (interactivity and green informativeness) of social media marketing management could influence the pro-environmental behavioural intentions such as green co-creation, green repurchase intention, and green word of mouth by the mediating role of green brand experience. Thus, this study has provided new insight into the antecedents and influences of green brand experience toward the pro-environmental behavioural intentions and thus contributed to the development theory of brand experience and Technologies for the Pro-Ecological Action Model.

This empirical study found that in shaping the green customer experience about green brand, the interaction, dan green informativeness of the social media was positive and significantly effective in influencing green brand experience. Green customers find that the activities that could help them connect and interact to others green customer in the social media provide them with intellectual, sensory, affective, and behavioral green experience with the brand. This is also true for the green customers who look for green information of the product or brand as they would experience the unique green experience about the brand. This finding is consistent with the previous study (Beig & Khan, 2018) that revealed the element of interaction especially in content sharing is one of the key elements that directly influencing brand (sensory, affective, behavioral, and intellectual) experience.

This study also found that entertainment, customization, trendiness, and WOM were not significantly influencing the brand experience. These findings are different from the previous study of (Koay et al., 2022). They reported that all of the SMM's element including entertainment, customization, WOM, informativeness, and trendiness significantly influenced the brand experience. In other studies, such as Gupta & Syed (2022), found only the element of trendiness was insignificant toward consumer's attitudes in the context of green products. These different findings could be explained by the logic argument of Losada-Otálora & Sánchez (2018) that the green customers were actually looking for green experience that could not specifically be provided by those elements of SMM excluded from interactivity and green informativeness.

Losada-Otálora & Sánchez's (2018) contended that only brand-related signals obtained from relevant brand-related content could trigger the creation of a brand experience. There are key stages process of brand experience creation in social media such as content filtering, processing of content processing; and the emergence of individual meanings for each consumer (Losada-Otálora & Sánchez, 2018). This explains the reason why the effect of social media on brand experiences might be various to different people. People do not consume all the available features and content in social media (Weick et al., 2005).

This research filled the gap raised by Losada-Otálora & Sánchez (2018), Humphrey Jr et al., (2017), and Ashley & Tuten (2015) on finding a new theoretical and practical framework to understand and manage the green brand experience in a social media context. This research also addresses the research gap question posted by Nabivi (2020) on what type of effect do green marketing activities on social media and on consumer experience. This study empirically demonstrates that the interactivity and green informativeness of green marketing activities on social media were mediated by green brand experience in influencing pro-environmental customer behavioral intentions.

Conclusion

This study offers managerial solutions for marketer for the green beauty and personal care brand to enhance their green marketing strategy by encouraging customers to involve in pro-environmental behaviours intentions such as participate in green go-creation activities sponsored by the brand, repurchase the green brand, and spread the green word of mouth. Marketing managers could enhance the strategy by employed the green brand experiences among their customers. The green brand experience could be activated by the interactivity and green informativeness function in their social media management.

In the case of interactivity, the marketing manager needs to make sure that their customers can easily convey their opinion and share information with other user in the social media. The marketing

manager should take the role as a facilitator in orchestrating the interactivity among the customer in their online brand community to encourage the user-generated content. The marketing manager could optimize the social media channel by encouraging the sharing of opinions, pictures, or videos related to environmental issues. In the case of green informativeness the marketing managers need to share accurate, useful, and comprehensive information about the green aspect of the brand and the product in social media. The interactivity and green informativeness of the social media activities could help to influence the sensory, affective, intellectual, and behavioral dimensions of green experience thus will bring a memorable long lasting green brand experience for customer.

Recommendation

There are several study limitations that need highlighting. First, this study only employs green beauty and personal care brands. Future studies should consider other green brands from different product categories such as food, home appliance, electronics, etc. Second, while the majority of respondents were from Greater Jakarta, this study could be expanded to a larger region such as other cities and provinces in Indonesia or other Asia countries. Third, based on Cochran calculation (Cochran, 1977), the sample size required for an unknown population size should be 384 samples. This study could only gather 229 qualified respondents thus a larger sample size should be in the consideration for future studies to ensure better representation of green beauty and personal care customer population in Indonesia. Fourth, while this study focused on SMM via Instagram and the official brand's website or blog, future studies could include Twitter, Facebook, TikTok, and other popular social media apps Finally, the model of this research can also be expanded by considering other brand-related constructs such as brand equity, brand love, brand trust, and brand passion.

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