

CHAPTER 1

INTRODUCTION

1.1 Research Background

People's awareness of environmental issues is growing along with global warming and other environmental issues. It is causing businesses to seek to sell green products. Green products have a sustainable impact because they minimize environmental impact. These products aim to reduce waste and maximize resource efficiency (Kumar, 2016). Additionally, green products are essential to the growing issue of the importance of protecting the environment and environmentally responsible practices (Yang, 2017).

However, most people support green products and are concerned about the environment, but this does not translate into changes in their behavior (Kumar, 2016). It makes marketing crucial in increasing consumer behavior towards green products or being the key to creating a green market. However, marketing green products is not just a traditional marketing variation (Dangelico & Vocalelli, 2017). In marketing green products, companies must also be careful of the risk of misleading between green marketing and greenwashing. Greenwashing also influences consumer cynicism and distrust of green products (Qayyum et al., 2022). Also, there are obstacles to buying green products: lack of availability, high costs, lack of awareness, and perceptions of lack of effectiveness (Pagiaslis & Krontalis, 2014).

Overcoming these issues, one of the ways to carry out marketing of green products is through online marketing social media, especially with strategy influencers. Social media influencers are someone who can have an impact on consumer behavior in the consumer's social graph (Ge & Gretzel, 2018). Influencers influence behavior change at four levels: creating awareness, increasing knowledge, recommending products, and buying products (Chopra et al., 2021a). Businesses use influencers for various purposes, such as raising awareness, educating target consumers, and increasing sales (Kurdi et al., 2022a). Social media influencers are classified into several types based on their followers. Micro-influencers are one of the types that have 1.000-100.000 followers. They are widely chosen because they have excellent personal relationships and high engagement with their followers (Isyanto et al., 2020). Micro-influencers selected by businesses are considered more cost-effective but have high engagement (Gan et al., 2019). They have an engagement rate of 2.75%, higher than macro-influencers, which is 2.65% (Wei et al., 2021).

Many previous studies have examined the relationship between influencers or micro-influencers and consumer behavior (Chopra et al., 2021b; Govindan & Alotaibi, 2021; Gupta

Shiromani, 2020; Isyanto et al., 2020; Kasmi & Siham, 2019). Other studies also have analyzed various aspects of influencer marketing that drive consumer behavior. The aspects are related to the persuasion theory. Persuasion theory is included in mass communication theory, which aims to subtly change the recipient's attitude through the message conveyed (Ogah & Abutu, 2022). The influencer characteristics that are said to influence consumer behavior in previous studies are trustworthiness, expertise, credibility, and also parasocial relationships (Chetioui et al., 2020; Masuda et al., 2022; Saima & Khan, 2020a; Sokolova & Kefi, 2020a; Trivedi & Sama, 2020).

This study will analyze the impact of micro-influencer on green product purchase intentions. Knowing this relationship and impact can provide insight for green product brands to carry out marketing strategies through micro-influencers. Previously, many journals have analyzed the impact of influencers on purchase intentions (Chetioui et al., 2020; Hermanda et al., 2019; Herrando & Martín-De 2022; Research et al., 2018a; Saima & Khan, 2020b; Trivedi & Sama, 2020). However, no research examines the micro-influencers impact on purchase intentions in TikTok and Instagram, especially for green brands.

1.2 Research Problem

As environmental problems are increasing, many people are starting to realize the importance of protecting the environment, but this does not translate into their buying behavior. The market share of green products is still very small (Kumar, 2016; Gleim et al., 2013; Yang, 2017; Transparency Market Research, 2021) due to lack of availability, high costs, lack of awareness, and perceptions of lack of effectiveness (Pagiaslis & Krontalis, 2014). Given that the intention to purchase green products is a crucial factor in the decision-making process aimed at enhancing environmental protection awareness, it is essential to evaluate the factors that influence this intention. One way businesses often use to increase purchase intention is through micro-influencers because they are considered the most cost-effective but have a high engagement. Nevertheless, there is a lack of studies that have analyzed micro-influencers impact on purchase intention for green products. Therefore, this research will analyze the impact of micro-influencer on green product purchase intentions to fulfill these problems' urgency. In this case, it is necessary to analyze the characteristics that influence green product purchase intentions from influencers, namely trustworthiness, perceived expertise, parasocial relationships, and credibility.

1.3 Research Questions

The research questions for this study are:

1. Does the trustworthiness of micro-influencers have a significant effect on consumer purchase intentions for green products?
2. Does the perceived expertise of micro-influencers have a significant effect on consumer purchase intentions for green products?
3. Does the parasocial relationship of micro-influencers have a significant effect on consumer purchase intentions for green products?
4. Does the credibility of micro-influencers have a significant effect on consumer purchase intentions for green products?

1.4 Research Goals or Objectives

The research goals or objectives are as follows:

1. To determine if the trustworthiness of micro-influencers has a significant effect on consumer purchase intentions for green products.
2. To determine if the perceived expertise of micro-influencers has a significant effect on consumer purchase intentions for green products.
3. To determine if the parasocial relationship of micro-influencers has a significant effect on consumer purchase intentions for green products.
4. To determine if the credibility of micro-influencers has a significant effect on consumer purchase intentions for green products.

1.5 Justification for Research

This research focuses on micro-influencer factors influencing consumer behavior, especially regarding purchase intentions. This research is expected to provide knowledge and solutions to business that provides green products to consider micro-influencers as their marketing strategy. This research can also provide knowledge and solutions to micro-influencers because they can gain new insights into how they can influence consumers and what factors must be maintained and improved. Not only for them, but this research will also benefit the government and educators. The government can gain from research on green products and influencers by better understanding their target audience and the messages that will appeal to them.

Additionally, it can reveal which green products consumers are interested in and whether they favor or disapprove of them. As a result, educators can give students more

comprehensive and pertinent information about their teaching subjects. In addition, this research can help educators identify the influencers promoting a sustainable lifestyle and giving students real-world role models to emulate. Finally, this data can be used to create more successful campaigns and policies based on what the general public is currently thinking.

1.6 Scope of the Research

This analysis will be conducted on two social media marketing channels that have experienced a significant increase, namely Instagram and TikTok. These two social media platforms stand out in terms of the importance of influencer marketing. It is due to the first several factors, the first one is that they have the youngest user base, and the combined user base of Instagram and TikTok has reached two billion. Then the second is that Instagram and TikTok offer content formats in images and videos, making influencer marketing more attractive. Third, Instagram and TikTok offer a base focus on entertainment, making it easier for influencers to gain followers (Haenlein et al., 2020). The target of this research is the Greater Jakarta area because this area is one of the megapolitan areas with the most social media users and has internet penetration above 50% of the population (Martinus et al., 2021). Therefore, the respondents are expected to be around 200-300 people. Using quantitative research with the PLS-SEM method, the results obtained can determine the effect of the variables that have been determined.

1.7 Research Hypothesis

The proposed research hypothesis is as follows:

H1	Micro-influencers' trustworthiness has a significant effect on consumer purchase intentions for green products
H2	The perceived expertise of micro-influencers has a significant effect on consumer purchase intentions for green products
H3	The parasocial relationship of the micro-influencers has a significant effect on consumer purchase intentions for green products
H4	Micro-influencers' credibility has a significant effect on consumer purchase intentions for green products

1.8 Limitations of the Research

There are several limitations to this research. The first is due to the time limit, which is only around 4-5 months, causing limitations in data collection. Then secondly, because this study only will take samples in the Greater Jakarta area, this research may not be relevant to describe conditions in other cities or provinces. The third limitation is that this research focuses on the factors influencing purchase intentions. Therefore, this study will not analyze other factors such as brand and type of products.

1.9 Structure of Research

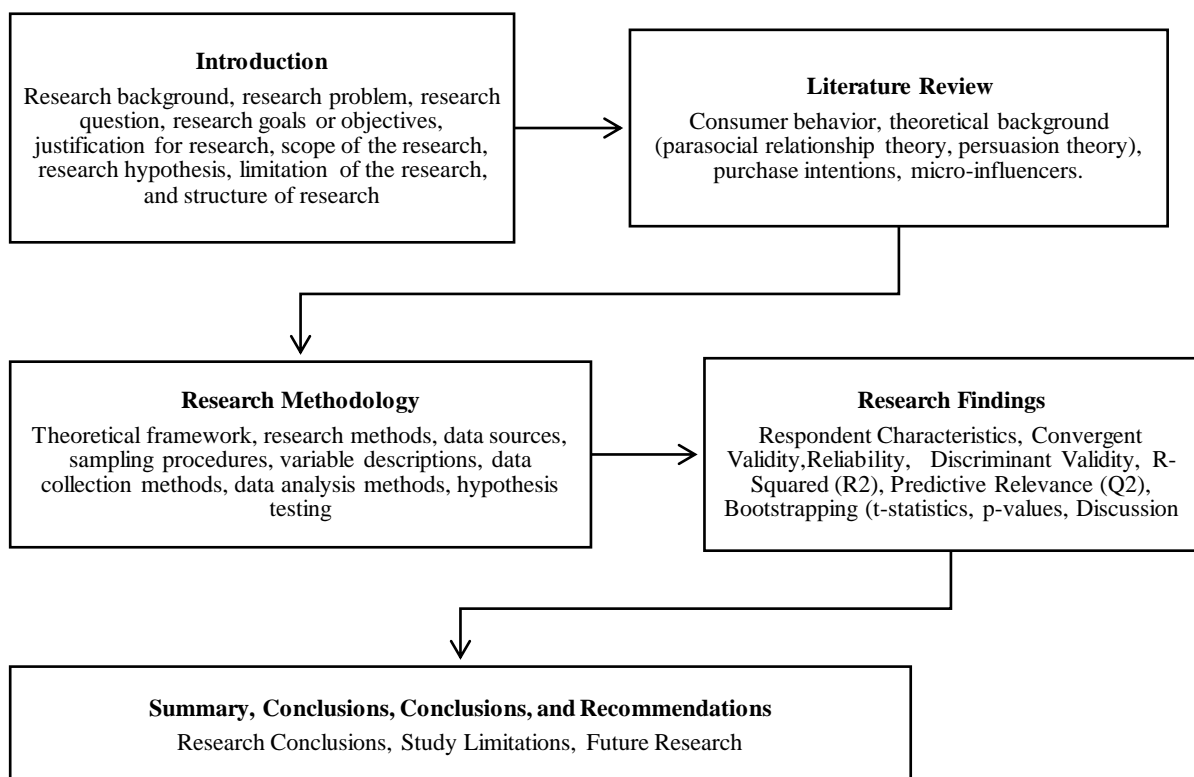


Figure 1. Research Workflow