

## **Exploring the Impact of Social Media Green Marketing on Students' Green Attitude and Behavior**

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### **Abstract**

This study examines the influence of Social Media Green Marketing (SMGM) and Receptivity to Social Media Marketing (RSMM) on Green Attitude (GAT) and its implications for Voluntary Green Behavior (VGB) among university students in Sampit, Kotawaringin Timur, Central Kalimantan. Grounded in the Stimulus–Organism–Response (S-O-R) Theory, this quantitative survey research involved 151 purposively sampled respondents. Data were analyzed using SPSS to test hypothesized relationships. Results indicate significant positive effects of SMGM and RSMM on GAT (H1 and H2 accepted), and GAT significantly predicts VGB (H3 accepted). GAT mediates the relationship between SMGM and GAT (H4 accepted) and between RSMM and GAT (H5 accepted). These findings highlight how students' receptivity to green social media messages enhances environmental attitudes and voluntary green actions. The study expands the SOR framework in a non-metropolitan context and offers practical insights for educational institutions to leverage social media in fostering sustainable youth behaviors.

**Keywords:** social media marketing; green marketing; green attitude; green behavior

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## Introduction

Global climate change, coupled with growing awareness of sustainability, has prompted various stakeholders, including higher education institutions, to play a role in shaping environmentally friendly attitudes and behaviors among younger generations (Biancardi et al., 2023; Chen et al., 2024). Social media, as a primary tool for disseminating environmental values through green marketing strategies, has broadened access to audiences and communities, thereby influencing individual perceptions and behaviors toward sustainability issues (Iliopoulou et al., 2024). The concept of Social Media Green Marketing (SMGM) leverages digital platforms like Instagram, TikTok, and YouTube to communicate green messages. These messages cultivate a Green Attitude and encourage Voluntary Green Behavior (VGB) among young users.

Young people in Indonesia are the largest users of social media, yet the adoption of green behaviors remains relatively low, especially in non-metropolitan areas like Sampit, East Kotawaringin, Central Kalimantan (Madyatmadja & Harianto, 2025). These regions are experiencing rapid economic development and urban expansion, which inevitably leads to increased energy consumption, waste production, and environmental degradation (Darwin et al., 2022; Komarova et al., 2022). This situation creates an urgent need to understand how environmental messages conveyed through social media can influence students' attitudes and behaviors toward sustainability in local contexts, which differ significantly from urban centers (Varni et al., 2024).

Previous studies indicate that receptivity to social media marketing (RSMM), individuals' openness to marketing messages on social media, is a significant predictor in shaping green attitude and green behavior (Almansour, 2025). However, most research has been conducted in metropolitan contexts like Jakarta, Kuala Lumpur, or Bangkok, characterized by more modern and digitally savvy social environments (Le et al., 2025). Non-metropolitan contexts such as Sampit remain underexplored, despite the potential influence of digital literacy levels, social norms, and local community bonds on the effectiveness of green messages (Wu & Long, 2024).

From a theoretical perspective, this study is grounded in the Stimulus–Organism–Response (S-O-R) Theory, which explains how external marketing stimuli influence individuals' internal psychological states, subsequently shaping behavioral responses (Liu et al., 2020; Peiró-Signes et al., 2025). Within the context of social media, green marketing content functions as a stimulus (S) that exposes individuals to sustainability-oriented messages. These stimuli are then processed internally through psychological mechanisms such as receptivity to social media marketing (RSMM) and green attitude (GAT) as the organism (O), which ultimately drives voluntary green behavior (VGB) as the response (R). Some studies conclude that GA can mediate the link between green message reception and voluntary behavior (Almansour, 2025), while others emphasize that social media's direct effect on behavior is often weak without strong emotional engagement (Taufique, 2022). Therefore, this study aims to examine the mechanism through which Social Media Green Marketing (SMGM) as a marketing stimulus influences Voluntary Green Behavior (VGB) through psychological responses, namely Receptivity to Social Media Marketing (RSMM) and Green

Attitude (GAT), using the Stimulus–Organism–Response (S-O-R) framework within a non-metropolitan Indonesian context.

First, this research seeks to fill the empirical gap in non-metropolitan contexts like Sampit, where social, cultural, and local community characteristics are hypothesized to moderate the relationship between social media green marketing and students' environmental behaviors. The application of the S-O-R framework in a non-metropolitan context such as Sampit provides important analytical value. Unlike metropolitan areas characterized by high digital saturation and exposure to sustainability discourse, non-metropolitan regions exhibit distinct social structures, stronger communal ties, and varying levels of digital literacy. These contextual characteristics may alter how marketing stimuli are perceived, processed, and internalized. In such settings, the effectiveness of social media green marketing is not solely determined by message exposure but by the audience's receptivity and attitudinal response, making the organism stage of the S-O-R mechanism particularly critical (Hadler & Haller, 2011; Nazir & Wani, 2024).

Second, this study aims to strengthen the relevance of the Stimulus–Organism–Response (S-O-R) Theory in Indonesia's digital and local contexts by examining how environmental knowledge and the reception of green messages on social media contribute to shaping attitudes and voluntary green behaviors among regional students. Third, from a practical standpoint, the study's findings are expected to provide strategic recommendations for higher education institutions in designing and implementing effective social media-based environmental communication programs to sustainably foster students' green awareness and actions. By adopting this approach, the research not only contributes to the advancement of environmental behavior theory but also supports sustainability practices at educational institutions and local community levels.

## **Literature Review and Hypothesis Development**

### **Theory of Stimulus–Organism–Response (S-O-R)**

The Stimulus–Organism–Response (S-O-R) theory explains that external environmental stimuli influence an individual's internal psychological states, which subsequently drive specific behavioral responses (Hochreiter et al., 2023; Li et al., 2025). In marketing and consumer behavior studies, the S-O-R framework is widely applied to understand how marketing communications shape consumers' affective and evaluative processes, ultimately leading to actual behavior (Hongsuchon et al., 2025; Stadlthanner et al., 2022). In the digital and social media context, marketing messages function as powerful external stimuli due to their interactive, visual, and persuasive characteristics.

Social Media Green Marketing (SMGM) represents sustainability-oriented marketing stimuli that communicate environmental values, a green brand image, and eco-friendly narratives (Babu et al., 2024). Meanwhile, Receptivity to Social Media Marketing (RSMM) reflects the extent to which individuals are willing to pay attention to, accept, and cognitively process marketing messages delivered through social media platforms (Mirbabaei et al., 2023). A higher level of receptivity enhances the persuasive power of marketing stimuli, allowing sustainability messages to be more deeply internalized and evaluated.

In this study, Green Attitude (GAT) represents the organismic state that mediates the relationship between stimuli and behavior, reflecting individuals'

positive evaluations and emotional orientations toward environmental protection and sustainable practices. The response component is operationalized as Voluntary Green Behavior (VGB), defined as environmentally friendly actions undertaken voluntarily without external coercion (Laheri, 2025). Such behavior emerges as a consequence of internalized evaluative processes.

Based on the S-O-R framework, this study proposes that Social Media Green Marketing (SMGM) and Receptivity to Social Media Marketing (RSMM) function as external stimuli that shape Green Attitude (GAT), which in turn drives Voluntary Green Behavior (VGB). This framework provides a strong theoretical foundation for examining pro-environmental behavior in non-metropolitan contexts, where social media plays a crucial role in shaping consumer responses to sustainability issues.

### **Social Media Green Marketing (SMGM)**

SMGM is a form of digital marketing that leverages social media platforms to communicate eco-friendly values and aims to build a sustainability-oriented brand image (*sustainability branding*). According to Babu et al. (2024), social media serves as a strategic platform for fostering ecological awareness among the public, including younger generations, through persuasive and interactive messaging. Additionally, exposure to green content on social media exhibits a positive correlation with the intention to engage in green purchasing behavior. Furthermore, research by Wu et al. (2025) highlights that the effectiveness of SMGM is strongly influenced by the credibility of the source and the relevance of the message. In the context of higher education, students tend to be more responsive to green campaigns delivered through interactive visual formats such as reels or infographics.

### **Receptivity to Social Media Marketing (RSMM)**

RSMM refers to the extent to which individuals are willing to accept, engage with, and respond to marketing messages conveyed through social media (Mirbabaei et al., 2023). The level of message receptivity is heavily influenced by psychological factors such as digital trust, emotional involvement, and perceived authenticity of content (Guo, 2022). In the context of green marketing, research by Lima et al. (2024) suggests that message acceptance is determined by the alignment between an individual's personal values and the sustainability values promoted in the message. Thus, students with a green self-identity are more likely to accept and respond positively to green campaigns on social media.

### **Green Attitude (GAT)**

Green Attitude reflects an individual's positive orientation toward environmental issues and their willingness to support eco-friendly activities (Laheri, 2025; Sundram, 2022). According to research, green attitudes are shaped by environmental knowledge and personal experiences with ecological impacts. In the digital context, Social Media Green Marketing (SMGM) plays a pivotal role as a public opinion shaper, fostering pro-environmental attitudes (Cheah & Aigbogun, 2022; Emirzade & Huseyinoglu, 2025).

### **Voluntary Green Behavior (VGB)**

Voluntary Green Behavior (VGB) refers to an individual's voluntary actions to engage in environmentally friendly practices without external coercion. According to Aggarwal et al. (2024), such behavior often emerges from the internalization of sustainability values within individuals. Almansour (2025) further demonstrates that VGB can be mediated by green attitude, where a positive stance toward the environment drives tangible actions like reducing plastic waste or adopting eco-friendly transportation.

### **Hypothesis Development**

Social media has become the primary channel for shaping the ecological awareness of younger generations. Through Social Media Green Marketing (SMGM), sustainability messages are communicated persuasively and interactively, embedding eco-friendly values in audiences' minds. According to research by Chen et al. (2025), exposure to visually appealing and emotionally relevant green content can strengthen green awareness and facilitate the formation of Green Attitude (GAT). Additionally, studies by Alam et al. (2023), Irtisamul et al. (2024), and Wu & Long (2024) confirm that SMGM has a positive and significant influence on GAT.

Based on the Stimulus–Organism–Response (S-O-R) theory, marketing messages delivered through social media are viewed as external stimuli that can influence individuals' internal psychological states. SMGM serves as a sustainability-oriented marketing stimulus that can affect students' internal evaluations through the visually appealing presentation of environmental messages, thereby eliciting emotional responses and conveying strong pro-environmental values. Based on the above reasoning, the following hypothesis is proposed:

**H1: Social Media Green Marketing (SMGM) has a positive and significant influence on the Green Attitude (GAT) of students.**

Receptivity to Social Media Marketing (RSMM) measures how open individuals are to marketing messages on social media. According to Markowitz et al. (2023), message receptivity is influenced by perceptions of content authenticity, emotional engagement, and personal value alignment with the message. Students with a green self-identity are likelier to respond to green campaigns because these messages resonate with their personal values. Studies by Markowitz et al. (2023) and Wu & Long (2024) confirm that RSMM has a positive and significant influence on Green Attitude (GAT).

Individual's level of openness to marketing messages is viewed as a stimulus-related factor that determines the extent to which external messages can influence internal psychological states. A high level of receptivity enables sustainability messages to be more deeply internalized, thereby shaping positive internal evaluations of environmental issues. In regions such as Sampit, where social relationships are close-knit and trust in information sources plays a crucial role, Receptivity to Social Media Marketing (RSMM) is strongly influenced by the social credibility of content creators and the alignment of marketing messages with the local context. Based on this reasoning, the following hypothesis is proposed:

**H2: Receptivity to Social Media Marketing (RSMM) has a positive and significant influence on the Green Attitude (GAT) of students.**

Green Attitude (GAT) reflects an individual's beliefs, concerns, and positive orientation toward environmental preservation. Ajzen (1991), through the Theory of Planned Behavior, further emphasizes that strong attitudes toward specific behaviors increase the likelihood of their realization (Akan et al., 2022; Zheng et al., 2025). Research by Mago et al. (2025) and Zaiem et al. (2025) confirms that GAT has a positive and significant influence on Voluntary Green Behavior (VGB).

In this study, based on the Stimulus–Organism–Response (S-O-R) theory, Green Attitude (GAT) is positioned as an internal psychological state (organism) that serves as a bridge between external stimuli and behavioral responses. When individuals hold a positive green attitude, they are more likely to express it through tangible and observable behavioral responses. Based on this evidence, the following hypothesis is proposed:

**H3: Green Attitude (GAT) has a positive and significant influence on the Voluntary Green Behavior (VGB) of students.**

The direct relationship between Social Media Green Marketing (SMGM) and Voluntary Green Behavior (VGB) is often considered weak because behavior does not always emerge solely from message exposure but rather through the internalization of attitudes first. Almansour (2025) found that green content on social media does not directly trigger green actions but instead reinforces Green Attitude (GAT), which then becomes the primary driver of such behavior.

Based on the Stimulus–Organism–Response (S-O-R) theory, this study positions SMGM as an external stimulus that influences behavioral responses through the formation of an organismic condition, namely GAT. Exposure to green marketing messages on social media shapes individuals' internal evaluations and attitudinal orientations toward environmental issues, which subsequently encourage the emergence of VGB as a behavioral response. In regions where exposure to digital messages is relatively limited and community-based social norms play a strong role, the development of internal attitudes becomes a crucial stage to ensure that external stimuli are optimally internalized and translated into tangible pro-environmental actions. Based on this reasoning, the following hypothesis is proposed:

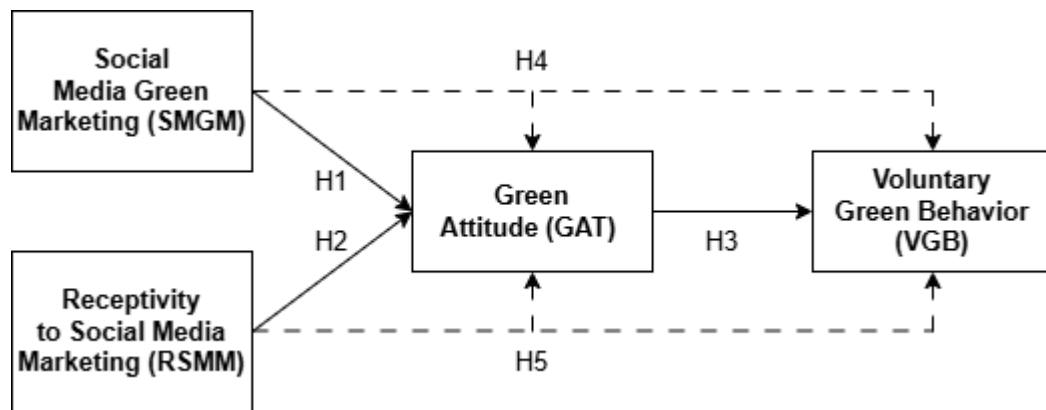
**H4: Social Media Green Marketing (SMGM) has a positive influence on Voluntary Green Behavior (VGB) through Green Attitude (GAT) as a mediating variable.**

Individuals with high receptivity to social media messages are more likely to be influenced by sustainability values promoted digitally. However, message acceptance alone does not lead to green behavior without first forming a green attitude. Aligning with findings by Piyapong (2020), openness to digital marketing content enhances environmental trust and empathy, which then drives voluntary pro-environmental actions. Research by Almansour (2025), Iliopoulou et al. (2024), and Wu & Long (2024) confirms that Receptivity to Social Media Marketing (RSMM) has a positive influence on Voluntary Green Behavior (VGB) through Green Attitude (GAT) as a mediating variable.

Based on the Stimulus–Organism–Response (S-O-R) theory, RSMM reflects the extent to which external stimuli are accepted by individuals. A higher level of

openness to green marketing messages functions as a stimulus that influences internal psychological states (organism), particularly in the formation of GAT. This attitudinal state subsequently serves as a mechanism through which message exposure is transformed into VGB as a behavioral response. Accordingly, the S-O-R framework emphasizes the role of GAT as a key mediator in the relationship between RSMM and Voluntary Green Behavior (VGB). Based on this reasoning, the following hypothesis is proposed:

**H5: Receptivity to Social Media Marketing (RSMM) has a positive influence on Voluntary Green Behavior (VGB) through Green Attitude (GAT) as a mediating variable.**



**Figure 1.** Theoretical Framework

### Methodology

This study employs a quantitative approach using survey methods to examine the relationships between variables based on the SOR Theory. Data analysis is conducted using SPSS, as it supports various statistical techniques, including descriptive analysis, correlation, regression, ANOVA, and non-parametric tests, enabling comprehensive and in-depth analysis (Mitra, 2023; Okello, 2024). The research is explanatory in nature, aiming to elucidate the influence of Social Media Green Marketing (SMGM) and Receptivity to Social Media Marketing (RSMM) on Voluntary Green Behavior (VGB) through Green Attitude (GAT) as a mediating variable among students in non-metropolitan areas, specifically Sampit, Central Kalimantan.

The study population comprises all active university students (aged 18–27) in Sampit who meet the following criteria: daily social media usage (Instagram, TikTok, YouTube, Facebook, or X/Twitter) of at least one hour, and prior exposure to environmental content such as cleanliness, recycling, or nature conservation campaigns. Purposive sampling is applied to select participants based on these criteria. Following the recommendations of Wagner & Grimm (2023), which suggests a minimum sample size of 5–10 times the number of indicators, the study targets at least 100 respondents (given 20 indicators).

Primary data is collected via online questionnaires (Google Form) using a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree). The instrument consists of three sections: respondent demographics, statements related to research

variables (SMGM, RSMM, GAT, and VGB), and consent for academic participation. Questionnaires are distributed online through student groups, campus communities, and social media platforms.

## Result and Discussion

**Table 1.** Respondent Profile

Category	Percentage	Amount
<b>Gender</b>		
<b>Female</b>	65,56%	99
<b>Male</b>	34,44%	52
<b>Total</b>	100,00%	151
<b>Age Group</b>		
<b>&lt; 18</b>	15,23%	23
<b>18 – 22</b>	76,82%	116
<b>23 – 27</b>	7,95%	12
<b>Total</b>	100,00%	151
<b>Duration</b>		
<b>&lt; 1 hour</b>	3,97%	6
<b>1 – 3 hours</b>	41,72%	63
<b>3 – 5 hours</b>	31,13%	47
<b>&gt; 5 hours</b>	23,18%	35
<b>Total</b>	100,00%	151
<b>Frequency of Viewing Eco-Friendly Messages on Social Media</b>		
<b>Often</b>	49,01%	74
<b>Sometimes</b>	38,41%	58
<b>Rarely</b>	12,58%	19
<b>Total</b>	100,00%	151
<b>Most Used Social Media Platform for Environmentally Friendly Messages</b>		
<b>Instagram</b>	38%	58
<b>TikTok</b>	25%	38
<b>YouTube</b>	19%	28
<b>Facebook</b>	6%	9
<b>X (Twitter)</b>	9%	13
<b>LinkedIn</b>	3%	5
<b>Total</b>	100%	151

Source: Data processed by the author

According to Table 1, this study involves 151 respondents. The majority are female (65.56%), while males account for 34.44%. In terms of age, most respondents fall into the 18–22 years old category (76.82%), indicating the dominance of younger generations who are highly active on social media.

Regarding daily social media usage duration, 41.72% of respondents spend 1–3 hours, reflecting a considerable level of engagement. 49.01% report frequently encountering pro-environmental messages, followed by sometimes (38.41%) and rarely (12.58%). Among the platforms, Instagram is the most commonly used for accessing environmental content (38%), followed by TikTok (25%) and YouTube (19%). These findings highlight that young individuals, particularly females, are not only active on social media but also regularly exposed to environmental messages, primarily through visually-driven platforms like Instagram and TikTok.

**Table 2.** Validity Testing

Variabel	Item	R <sub>Calculated</sub>	Cronbach's Alpha if Item Deleted
Social Media Green Marketing	Frequency of viewing environmental content on social media	0.625	0.814
Items/Indicators adapted from: (Babu et al., 2024; Piyapong, 2020; Zaiem et al., 2025)	Interest in following environment-themed accounts	0.740	0.772
	Perception of the credibility of environmental content	0.826	0.730
	Influence of content on green behavioral intentions	0.780	0.759
	Increased motivation due to frequent exposure to green content	0.775	0.753
Receptivity to Social Media Marketing	Attention to environmental messages on social media	0.789	0.737
	Perception of honesty and authenticity of environmental messages	0.747	0.757
Items/Indicators adapted from: (Almansour, 2025; Iliopoulou et al., 2024; Kothari et al., 2025)	Alignment of personal values with green messages	0.690	0.787
	Emotional response to environmental messages	0.775	0.744
	Tendency to reshare environmental content	0.730	0.773
Green Attitude	Belief that environmental conservation is everyone's responsibility	0.660	0.635
	Concern for local environmental issues	0.717	0.601
	Preference for purchasing eco-friendly products	0.674	0.652
	Support for environmental conservation policies or programs	0.757	0.577

Variabel	Item	R <sub>Calculated</sub>	Cronbach's Alpha if Item Deleted
Voluntary Green Behavior Items/Indicators adapted from: (Bagastyo et al., 2023; Gagliardi et al., 2020; Lily et al., 2025)	Desire to participate in environmental care activities	0.540	0.711
	Use of eco-friendly products	0.714	0.754
	Participation in social activities related to environmental care	0.821	0.700
	Reduction in single-use plastic consumption	0.851	0.683
	Water and electricity conservation efforts	0.738	0.746
	Efforts to encourage others to care for the environment	0.531	0.820

Source: Data processed by the author

Based on the validity test results using SPSS, it was found that the critical value ( $r_{table}$ ) for a sample size of  $N = 151$  with a two-tailed significance level ( $\alpha = 0.05$ ) is 0.1598. Based on the opinion Okello (2024) that all statement items have to be calculated  $r$ -value ( $r_{calculated}$ ) greater than  $r_{table}$ . The test result of validity tests indicate that all statement items have a calculated  $r$ -value ( $r_{calculated}$ ) greater than  $r_{table}$ . So all indicators for the variables SMGM, RSMM, GAT, and VGB are valid and accurately measure the intended constructs.

**Table 3. Reliability Testing**

Variabel	Cronbach's Alpha
Social Media Green Marketing	0.805
Receptivity to Social Media Marketing	0.798
Green Attitude	0.688
Voluntary Green Behavior	0.785

Source: Data processed by the author

Reliability test using Cronbach's Alpha showed that all variables have an  $\alpha > 0.6$ . According to Okello (2024), this indicates good internal consistency for each construct. Thus, the research instrument can be declared reliable and suitable for further analysis stages.

**Table 4. One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		151
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.85678659
Most Extreme Differences	Absolute	.060
	Positive	.060
	Negative	-.035
Test Statistic		.060
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Source: Data processed by the author

The Kolmogorov-Smirnov test results yielded an Asymp. Sig. (2-tailed) value of 0.200. Based on the opinion Okello (2024) that significance value is greater than the threshold of 0.05 ( $0.200 > 0.05$ ), indicating that the data is normally distributed. Based on the Kolmogorov-Smirnov test in this research that the data is normally distributed. This fulfillment of the normality assumption makes the data suitable for further statistical analysis.

**Table 5.** Tolerance and Variance Inflation Factor (VIF) Test

Variabel	Collinearity Statistics	
	Tolerance	VIF
Social Media Green Marketing	0.966	1.035
Receptivity to Social Media Marketing	0.966	1.035
Green Attitude	1.000	1.000

Source: Data processed by the author

The multicollinearity test results, displayed through the Tolerance and Variance Inflation Factor (VIF) values, are as follows: All independent variables Social Media Green Marketing (SMGM), Receptivity to Social Media Marketing (RSMM), and Green Attitude (GAT) have Tolerance  $> 0.10$  and VIF  $< 10$ , with Tolerance values ranging from 0.966 to 1.000 and VIF values from 1.000 to 1.035. According to Okello (2024), these results indicate no multicollinearity issues among the independent variables in the regression model. This means each independent variable stands alone and does not excessively influence the others in explaining the dependent variable (Voluntary Green Behavior). Thus, the research data meet the classical assumption of no multicollinearity, ensuring the regression model is stable and valid for further analysis.

**Table 6.** Hypothesis Testing (H1 & H2)

Model	Unstandardized		Standardized		t	Sig.	Description
	Coefficients B	Std. Error	Coefficients Beta				
1 (Constant)	16.496	2.417			6.825	0.000	
SMGM	0.116	0.054	0.157		2.149	0.033	Significant
RSMM	0.381	0.065	0.429		5.867	0.000	Significant

a. Dependent Variable: Total GA

Source: Data processed by the author

The constant value of 16.496 indicates that when the variables Social Media Green Marketing (SMGM) and Receptivity to Social Media Marketing (RSMM) are zero, the baseline level of students' Green Attitude (GA) remains at 16.496. The regression coefficient for SMGM is 0.116, implying that a one-unit increase in Social Media Green Marketing leads to a 0.116-unit increase in Green Attitude, assuming other variables remain constant. Then according to Okello (2024), the test

results of the regression test will be significant if the sig value is < 0.05. The significance value of 0.033 (< 0.05) indicates that this effect is statistically significant. In other words, the more students are exposed to green marketing content on social media, the more positive their attitude toward environmental issues becomes.

The regression coefficient for RSMM is 0.381, meaning that a one-unit increase in Receptivity to Social Media Marketing results in a 0.381-unit increase in Green Attitude. Then according to Okello (2024), the test results of the regression test will be significant if the p-value is < 0.05. The significance value of 0.000 (< 0.05) confirms that this effect is also statistically significant. Thus, students who are more open and responsive to marketing messages on social media tend to develop a more positive environmental attitude.

Overall, both independent variables, Social Media Green Marketing and Receptivity to Social Media Marketing, have a positive and significant influence on Green Attitude. Therefore, **hypotheses H1 and H2 are accepted**. This regression model empirically supports the positive relationship between green marketing activities on social media and students' pro-environmental attitudes in Sampit City, East Kotawaringin. These findings are further corroborated by studies from Markowitz et al. (2023) and M. Wu & Long (2024).

**Table 7.** Hypothesis Testing (H3)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Description
		B	Std. Error	Beta			
1	(Constant)	10.921	2.839		3.846	.000	
	Total GA	.662	.088	.524	7.506	.000	Significant

*a. Dependent Variable: Total VGB*

Source: Data processed by the author

The constant value of 10.921 indicates that when Green Attitude (GA) is zero, the baseline level of students' Voluntary Green Behavior (VGB) remains at 10.921. The regression coefficient of 0.662 signifies that a one-unit increase in Green Attitude leads to a 0.662-unit increase in Voluntary Green Behavior. Then according to Okello (2024), the test results of the regression test will be significant if the p-value is <0.05. The significance value of 0.000 (< 0.05) confirms that this effect is statistically significant. In other words, the more positive students' attitude toward environmental conservation, the greater their tendency to engage in voluntary green behaviors, such as energy conservation, reducing single-use plastics, and participating in cleanliness activities. Thus, **H3 is accepted**, proving that Green Attitude has a positive and significant influence on Voluntary Green Behavior among students in Sampit City, East Kotawaringin.

**Table 8.** Results of Mediation Effect Testing Using Bootstrapping (PROCESS Macro)

	Effect	BootSE	BootLLCI	BootULCI	Results
H4: SMGM → GAT → VGB	0,1040	0,0482	0,0247	0,2103	Accepted
H5: RSMM → GAT → VGB	0,2241	0,0691	0,1036	0,3705	Accepted

Source: Data processed by the author

According to Seo (2025), in the mediation test using Hayes PROCESS Macro, the threshold (cut-off) for determining the significance of mediation is the bootstrap confidence interval that does not contain a zero value, without depending on the p-value. The results of testing the mediation effect using the bootstrapping method in PROCESS Macro indicate that Green Attitude (GAT) acts as a significant mediator variable. In H4 (SMGM  $\rightarrow$  GAT  $\rightarrow$  VGB), the indirect effect value is 0.1040 with a BootSE of 0.0482. The 95% bootstrap confidence interval is in the range of BootLLCI = 0.0247 to BootULCI = 0.2103. The interval range does not include the zero value, so the mediation effect is declared significant and the **H4 hypothesis is accepted**. These findings indicate that the influence of SMGM on VGB occurs indirectly through the formation of green attitudes (GAT). These results align with the study by Almansour (2025), which highlights the relationship between Social Media Green Marketing and Voluntary Green Behavior.

Furthermore, in H5 (RSMM  $\rightarrow$  GAT  $\rightarrow$  VGB) an indirect effect of 0.2241 was obtained with a BootSE of 0.0691, and a 95% bootstrap confidence interval of BootLLCI = 0.1036 to BootULCI = 0.3705. This confidence interval also does not cross zero, so the mediation effect is declared significant and the **H5 hypothesis is accepted**. Thus, the results of this study confirm that Green Attitude consistently acts as a mediator in the relationship between the independent variables and VGB. These results are supported by prior studies Almansour (2025), Iliopoulou et al. (2024), and Wu & Long (2024), which affirms the link between Receptivity to Social Media Marketing and Voluntary Green Behavior.

Overall, these findings confirm that Green Attitude functions as a central psychological mechanism that bridges the effects of digital stimuli (SMGM and RSMM) on behavioral responses (VGB). In other words, the effectiveness of sustainability messages on social media largely depends on their ability to cultivate positive environmental attitudes before being translated into concrete actions. These results further reinforce the relevance of the Stimulus–Organism–Response (S–O–R) in explaining the process of sustainability message internalization in digital contexts.

## Discussion

### The Influence of Green Marketing on Social Media and Responsiveness as Stimuli Shaping Green Attitudes

Based on the Stimulus–Organism–Response (S–O–R) framework, this study views Green Marketing on Social Media (SMGM) and Responsiveness to Social Media Marketing (RSMM) as external stimuli in the digital realm that trigger internal psychological processes in the form of Green Attitudes (GA), which subsequently guide behavioral responses. The research results provide empirical support for hypotheses H1 and H2, showing that both SMGM and RSMM have a positive and significant effect on students' Green Attitudes. These findings not only confirm statistical significance but also reveal the substantial psychological process through which sustainability-related content on social media is deeply internalized by students.

From the S–O–R perspective, SMGM acts as both an informative and normative stimulus. Exposure to environmentally themed messages—such as eco-friendly campaigns, sustainable lifestyle narratives, and green brand initiatives—helps shape attitudes through several mechanisms. First, credibility and authenticity

indicators in green marketing messages, such as transparent claims and evidence-based environmental benefits, reduce skepticism and enhance trust. Second, social proof mechanisms, like likes, shares, and peer support, reinforce the perception that pro-environmental attitudes are a desirable social norm, especially among digitally active student communities. This explains why increased exposure to green marketing content correlates positively with more favorable environmental attitudes.

Meanwhile, RSMM reflects an individual's openness in processing marketing stimuli, which further strengthens the effect of SMGM. Students with high responsiveness to social media marketing tend to engage in deeper cognitive elaboration of green messages, perceiving them as relevant and integrating them with personal values. This finding aligns with previous studies Markowitz et al. (2023) and Wu & Long (2024) that emphasize that message effectiveness depends not only on exposure frequency but also on how receptive the audience is. In the context of digitally literate students with frequent social media use, this internalization process tends to be stronger.

### **Green Attitudes as the Organism Driving Voluntary Green Behavior**

According to the S–O–R logic, Green Attitudes, which function as the organism, have a strong and significant influence on Voluntary Green Behavior (VGB), supporting hypothesis H3. This result confirms that internalized environmental concern and positive evaluation of sustainability issues serve as the main psychological drivers transforming digital stimuli into concrete actions.

The findings indicate that students with strong green attitudes are more likely to voluntarily engage in pro-environmental behaviors such as energy conservation, reducing single-use plastic, and participating in environmental cleanup activities. This supports the idea that attitudes serve as the motivational bridge between cognition and action, especially when the behavior is voluntary without external coercion. This is consistent with prior empirical evidence underscoring the central role of environmental attitudes in predicting sustainable behavior (Wu & Long, 2024).

### **The Mediating Role of Green Attitudes in the S–O–R Process**

Beyond direct relationships, this study explicitly tests the mediating role of Green Attitudes as the organism in the S–O–R framework. Mediation analysis shows that Green Attitudes significantly mediate the relationship between digital stimuli (SMGM and RSMM) and behavioral responses (VGB).

For H4 (SMGM → GA → VGB), the bootstrap confidence interval of the indirect effect excludes zero, indicating a significant mediation effect. The fact that SMGM does not directly drive behavior without fostering attitudes first strengthens the evidence of partial mediation, where green marketing messages primarily influence behavior by nurturing positive pro-environmental attitudes initially. This underscores that mere exposure is not enough; behavioral change only occurs when marketing stimuli activate internal evaluative processes.

Similarly, H5 (RSMM → GA → VGB) reveals significant mediation, affirming that individual responsiveness enhances behavioral outcomes through attitude formation. This highlights that an individual's psychological readiness determines whether sustainability messages on social media translate into action.

The consistent mediation across both stimuli confirms Green Attitudes as a central psychological mechanism in this model. These findings align with previous research Almansour (2025) and Iliopoulou et al. (2024) while expanding understanding by explicitly situating the mediation process within the context of students and social media, where normative influence and peer visibility are prominent.

Overall, this study strengthens the application of the Stimulus–Organism–Response framework in digital sustainability research by empirically showing how green social media stimuli are internalized and translated into voluntary behavior through attitude mechanisms. Unlike studies in general consumer or corporate contexts, the student sample highlights the importance of platform dynamics, peer influence, and message responsiveness in shaping sustainability outcomes.

The findings also explain why green marketing initiatives fail when consumer attitudes are weak—a phenomenon known as the attitude–behavior gap. By emphasizing the mediating role of Green Attitudes, this research stresses that effective sustainability communication on social media should focus on attitude formation rather than mere exposure or message frequency.

## **Conclusion**

This study demonstrates that social media serves as a vital tool in managing sustainable marketing efforts, particularly in fostering pro-environmental attitudes and voluntary green behaviors among university students in Sampit City, East Kotawaringin Regency, Central Kalimantan. Given that the majority of respondents are digitally engaged young adults, university students emerge as a highly relevant audience for Social Media Green Marketing (SMGM), especially on visually-driven and interactive platforms like Instagram and TikTok.

The empirical evidence indicates that both Social Media Green Marketing (SMGM) and Receptivity to Social Media Marketing (RSMM) have a significant impact on Green Attitude (GAT), which subsequently encourages Voluntary Green Behavior (VGB). This finding underscores the pivotal role that green attitudes play as a psychological bridge, translating digital marketing stimuli into meaningful sustainable actions. Furthermore, the mediation analysis supports the Stimulus–Organism–Response (S–O–R) framework, showing that social media green marketing influences behavior primarily through shaping attitudes.

For practitioners, these results suggest that assessing the success of green marketing on social media should move beyond simple metrics like reach or exposure frequency. Instead, marketers and brand managers should focus on strategies that effectively nurture positive attitudes through content that is credible, authentic, and emotionally engaging. Specifically, organizations should: (1) Craft green marketing content grounded in verifiable environmental claims, transparent storytelling, and alignment with consistent brand values to mitigate skepticism; (2) Employ interactive and participatory formats—such as challenges, user-generated content, and peer testimonials—to enhance social validation and normative pressure among students; (3) Segment target audiences by their receptivity to marketing messages, since higher receptivity substantially strengthens the influence of green marketing on attitudes and behaviors.

For educational institutions and policymakers, these findings highlight the importance of embedding sustainability messages within broader digital

environmental literacy initiatives. Collaborations involving universities, government bodies, environmental organizations, student groups, local influencers, and credible brands can reinforce enduring pro-environmental attitudes that extend beyond campus environments. In smaller communities like Sampit, where communal ties are strong, such collaborative efforts could be especially effective in promoting collective green behavior.

Despite its contributions, this study has limitations. The cross-sectional design restricts the ability to establish causal effects or assess the long-term impact of green marketing exposure. Also, focusing exclusively on university students limits how broadly these results apply to other populations or workplace settings. Furthermore, depending on self-reported data can introduce biases and may not always reflect actual green behaviors accurately.

To address these limitations, future research should consider experimental approaches to explore how sustained green marketing exposure affects attitude durability and behavioral persistence. Expanding samples to include non-students, working professionals, or comparisons across rural and urban areas would improve generalizability. Incorporating objective measures, such as energy consumption records, recycling participation, or digital activity traces, could complement self-reports and reduce biases. Finally, examining the influence of specific social media platforms and message framing techniques would deepen understanding of how different digital contexts shape sustainable consumption. In sum, this study advances green marketing theory by confirming the applicability of the S–O–R model within digital sustainability communication. It also provides valuable managerial and policy insights for designing social media strategies that effectively engage younger audiences and inspire lasting pro-environmental behavior.

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