

Effectiveness of Traditional Media and Social Media Sustainability Communication in Influencing Green Consumption Intention

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Abstract

Green products refer to products, services, or practices which can increase economic development while preserving the environment for future generations. Green products are more appropriately described as products with less adverse effects on the environment or less harmful to human health. The study aims to test the effectiveness of communication platforms in conveying the importance of green consumption. This paper aims to determine the influence of traditional media and social media sustainability communication on consumers' intention to purchase green products and explore the mediation influence of product knowledge relationships among traditional media, social media, and consumer's intention to purchase green products. The study was carried out quantitatively through a survey method on 300 Malaysian respondents who were selected randomly. The data were analyzed using structural equation model analysis (SEM) to determine the appropriateness of the measurement model and the structural model of causal test relationships between constructs. The results discovered that product knowledge fully mediates the relationship between traditional media and green consumption and partially mediates the influence of social media on consumers' intention to purchase green products. This study contributes to helping policymakers enact policies and strategies for promoting green product consumption in Malaysia through traditional media or social media platforms. This study delivers added knowledge on the factors influencing green consumption in emerging countries from the media marketing context.

Keywords: *Traditional Media, Social Media, Product Knowledge, Green Consumption, Intention.*

1.0 Introduction

Green product is a harmless product for humans and the environment. By buying green products, we can reduce waste and excessive garbage and prevent cruelty toward animals and ecosystems. According to Hong and Guo (2019), a green product is a product with a vision the marketers to ensure the products are friendly towards health and the environment [1]. It is planned and processed to reduce the effects that can pollute the environment, and it is practicing good value in its production, distribution, and consumption. According to Xie, Huo, and Zou (2019), green purchases can increase a company's economic position with cost reduction while supporting the conservation or prevention of the destruction of natural resources [2].

The price of green products is sold relatively more expensive, which generally can provide more profit for the company. Qiu et al. (2020) have identified that in several developing countries, consumers are willing to pay higher prices for environmentally friendly products due to high quality and awareness and believe that the industry can better protect the environment [3].

Today, green marketing and green products have proliferated. The environmental movement is growing in line with the concern about environmental pollution's critical and adverse effects. High personal awareness of the environment is one of the characteristics of green consumers [4]. The development of green products environment from various business fields shows that there is a society segment that cares about the environment. This is a new opportunity for companies that want to survive in the competition of the business world to provide environmentally friendly products [2]. Regulatory and legal apparatus are becoming stricter, and economic instruments increasingly favor businesses that care about the environment. The phenomenon causes the formation of consumer groups known as green consumers [5]. The positive impact of this green consumer movement is influencing not only daily consumption patterns and building a healthy society but also manufacturing and business behavior and government policy [6]. White, Hardisty, & Habib (2019) defines a green consumer with a high commitment towards green products, being critical and caring for the environment, looking for companies producing green products, always being passionate about environmental issues, and others [7].

Moreover, empirical studies have found that demographic differences, knowledge, values, attitudes, and behavior influence the green consumer [6, 7, 8]. In addition, consumers also stated that their concern for the environment does not necessarily translate into green purchases [9]. Thus, there is a gap between consumer attitudes and their behavior toward green products. Therefore, it is clear that there needs to be more clarity between their thinking and their actual actions. The media has played an essential role in conveying information and messages to the community public on green consumption. The media can also shape people's thinking always to be sensitive to issues related to the environment and take appropriate action [22, 23]. In developing countries like Malaysia, the role of the media is essential [30, 31]. There are two leading media: traditional media, printed newspapers, magazines, billboards, books, brochures, television, radio, and others. Second is social or cyber media such as newspapers, blogs, Twitter, Instagram, and others. The ruling government controls these media except for social media, which is challenging because of the technological advancements caused by the Internet across borders. The strategic role of the media is essential in discussing environmental issues, mainly green products [24, 25, 26]. The current study on the extent of its effectiveness in promoting green consumption is debatable. The effectiveness of traditional and social media sustainability communication must be examined to convey the green consumption message.

As discussed, many factors influence consumer intention toward green purchases. Among them are socio-economic demographic variables, awareness, experience, knowledge about green products, parental influence, media influence, product prices, and quality [3, 8]. This paper aims to determine the influence of traditional and social media sustainability communication on consumers' intention to purchase green products. Previous studies on green product consumption have tended to focus more on the behavior factor of the consumers, such as awareness, personality, and attitude, rather than on the influence of media, either traditional or social media. Second, the study explores the mediation influence of product knowledge on the relationships among traditional media, social media, and consumers' intention to purchase green products. Scholars have found that consumers' knowledge of green consumption behavior can influence their attitudes and beliefs toward implementing the behavior [34, 35]. Several studies related to one sustainable behavior, namely the consumption of the green product, prove that consumer knowledge about the benefits of the green product increases their positive attitude [36, 37, 38, 39]. This research is essential to help responsible bodies promote environmental behavior and awareness of using green products. In addition, research findings are expected to be a reference for green marketers to develop the appropriate marketing strategies.

2.0 Literature Review & Conceptual Framework

2.1 Green Consumerism

Population growth, technological development, and societal and cultural change have encouraged using natural resources [1, 2]. Each environmental component is also threatened by the destruction of natural resources due to rapid development activities. This brings to the visibility of alternative products labeled 'environmentally friendly,' which is the effort to overcome the environmental problem, global climate change, and scarcity of the world's natural resources that threaten the lives of individuals, communities, and other living organisms [10]. Such products are often defined as green products with a lower environmental impact than existing products [1]. Green products utilize waste materials, are organic, and the manufacturing process uses low energy. A green user is a user who cares about the environment. Green consumers buy environmentally friendly goods or eco-friendly goods. Environmentally friendly goods are products where the packaging is made from natural materials or products that do not pollute the environment [2]. For example, green consumers will use hybrid vehicles and consistently buy products made from recycled materials.

Community awareness of the environment encourages the visibility of green products [11]. Taking the example of plastic products, there is a campaign to use metal straws as an alternative. It is easier to clean and can be used repeatedly. There are plastic bags that are self-biodegradable. Many food and beverage outlets and retailers have also introduced drinking straws made of paper. All these initiatives aim to reduce the use of plastic, thus helping to reduce plastic waste sent to landfills. According to the United Nations (UN), sustainability is divided into three branches: environmental, economic, and social [12].

From an economic aspect, green products should save costs and give profit to entrepreneurs. It is essential to ensure that green products remain on the market and relevant and can attract buyers [14]. The social aspect is more complicated because it involves matters related to the community—for example, job opportunities and increased quality of life. The UN introduced 17 Sustainable Development Goals (SDGs) based on these three branches. Sustainable Development Goal (SDG) 12: Responsible Consumption and Production (SDG 12) is one of the SDGs 17 established by the United Nations. The official wording of SDG 12 is ensuring sustainable consumption and production patterns to ensure good use of resources, improve energy efficiency and sustainable infrastructure, and provide access to essential services, green and decent jobs, and a better quality of life for all [15].

In higher education institutes, many green products are produced through research. Some of them won various national and global awards. However, why are such products not widespread like other conventional products? This product cannot penetrate the commercial market and does not reach the hands of consumers. Even if it can penetrate the market, it will not last long. As a result, the desire to see the community use green products and reduce the impact of environmental problems still needs to be achieved. Green products tend to focus only on environmental aspects without considering the ability to survive in the market [15]. In order to ensure that green products are truly sustainable, a life cycle assessment from the aspects of cost, environment, and impact on the community should be done. The manufacturer and seller need to have a sense of love for the environment and want to contribute to reducing the amount of garbage by having the creativity to transform waste materials into something valuable, such as green products [16]. Examples of best practices that sellers can follow are H&M and UNIQLO Malaysia. These famous clothing stores have received used cloth fabric from various brands.

On the other hand, they also can focus on producing a biodegradable product which refers to a product that can safely break down into natural forms, such as carbon dioxide or water, without leaving any nasty chemicals [17]. Examples of biodegradable products are sugarcane food packaging, starch cutlery, wooden cutlery, bio-carrier bags, starch cups, starch straws, and paper straws. Taking the example of products produced by the Coffee Beans & the Leaf, straws are produced without plastic, using food ingredients such as rice and wheat. This effort reduces plastic waste and opens job

opportunities for the community, especially in producing and selling products [18]. In short, this effort achieves the goal of eradicating poverty and reducing the impact of climate change, as outlined in the SDGs [14, 15].

2.2 Traditional Media Sustainability Communication in Influencing Green Consumption

Clear information is essential for consumers in making a purchase decision [19], especially in deciding to carry out sustainable behavior, for example, buying green products. Transparent and credible information is needed to create trust and a positive attitude [19, 20]. The media should integrate the information from the policymakers, experts in the field, and non-governmental organizations to discuss and promote green products seriously by broadcasting on television, radio, and even newspapers [21]. The messages require an active and positive discussion to cultivate pure values of green practices [22]. For example, the publication of information materials on 3R-recycle reuse reduction was distributed by the Melaka Solid Waste Management and Public Cleansing Corporation (SWCorp) for the residents in the Bandar Hijau area, Hang Tuah Jaya. In addition, the Melaka Radio station and newspaper Melaka Today have been employed by the Melaka government to deliver the green message.

The media is a disseminator of information and an educator of the community from all walks of life. The content found in printed media can have a positive impact on its readers. In newspapers, a column is dedicated to news articles that discuss the issue that the public can read to increase their knowledge and awareness [23]. Television programs many programs contain elements of learning that involve the community. Through the traditional media, environmental problems such as landslides, floods, and illegal logging can be overcome and contained slowly [24]. Therefore, in this case, the media takes steps to overcome environmental problems by spreading campaigns such as the love our river campaign, the recycling campaign, and green consumption. This campaign is broadcast through advertisements such as television, radio, and printed media such as newspapers, magazines, posters, and others. Apart from reporting what is happening to nature, the mass media also play a role in changing and shaping the public's attitude towards proactively saving the environment [25]. Traditional media remain a trusted source of information [26].

Regarding the news, there is no substitute for a factual and balanced story. Even more, people are turning to mobile devices for news, and traditional media still capitalizes on people's attention [27]. Thus, the following hypothesis can be proposed.

H1: Traditional media sustainability communication significantly influences the intention of green consumption.

2.3 Social Media Sustainability Communication in Influencing Green Consumption

The media must be a tool and a vehicle, capable of triggering green practices in the community by triggering and giving a positive picture of how this practice can give good results for environmental conservation. Social media like Facebook, Twitter, TikTok, and Instagram are tight spaces to convey information to users. Adapting to the era of communication technology, social media has become the fastest communication network. Society is now very vulnerable to the social media environment that can share, access, or find up-to-date and fast information using intelligent device tools [28]. Social media is referred to as the new millennium application, supplied with graphic elements, exciting sound, and video, and it is becoming the madness of many people today. Therefore, green awareness of green products can be delivered using social media [29]. Among the social media platforms that green marketers can use are Facebook, Twitter, Instagram, and YouTube. Some scholars argue that social media marketing is considered the best option since it facilitates users to share information with many people more straightforwardly and faster [29]. With social media, green marketers can reach more people and make

more people aware and interested in buying green products or services offered [30]. Social media is more effective than using conventional media with technological limitations. Not only concerned with exciting content and consistency, social media is also helpful in bridging the gap between green marketers and customers. With social media, retailers can quickly and directly receive customer feedback [31]. Positive reviews can be an effective way to get people interested in trying the products or services offered. At the same time, the complaints received can be used as evaluation material to improve the quality of green products and services [32]. Several scholars have testified that social media significantly influences consumers' intentions and attitudes toward green products [30, 31, 32, 33]. Based on this statement, the following hypothesis is stated:

H2: Social media sustainability communication significantly influence the intention of green consumption.

2.4 The Mediation Role of Product Knowledge

Product knowledge is a person's basic knowledge of the products or services that could help to protect the environment [34]. People aware of the environment tend to buy and use environmentally friendly products. Lack of knowledge and the community's concern for the environment will not be able to drive the intention community to buy environmentally friendly products [34]. Based on the background, the study wants to examine the mediation influence of product knowledge on the intention to buy green products. Consumer knowledge about environmental issues has been identified as a significant predictor of environmentally friendly behavior [35]. Al-Swidi and Saleh (2021) found that knowledge, environmental attitudes, government initiatives, and peer pressure positively influence the intention to buy green products [36]. Product knowledge is the accumulation of information saved in the consumer's memory about specific products [34]. Green product knowledge encompasses green product features and subjective evaluation of those products. Consumers' knowledge about the products could lower uncertainties and risks [37, 38]. One strategy in delivering product knowledge is through the appearance of an influential person, such as a celebrity and leader in a promotional product video which can increase the number of views and shares. The use of graphics, audio selection, and the role of the plot are also influencing factors. Advertisements on green products are essential to inform consumers about the difficulty of producing a product [39]. For example, biodegradable straws are challenging to produce and lead to high prices.

People who see the advertisement will understand the situation. Advertisements convey information and messages to the public and provide knowledge on using a product. It can teach users to use the products correctly, which leads to green product purchasing behavior. The Body Shop is a pioneering restorative organization that uses green marketing ideas. The Body Shop's products are accepted to be made from green ingredients. The consumer's awareness of their products is created through a green marketing approach, including educating potential consumers to increase their knowledge of the Body Shop products. In addition, the Body Shop can also disseminate information on both distribution channels and promotions related to the environment to enhance consumer awareness of their environmentally friendly cosmetic products. As such, we developed the following hypotheses:

H3a: Product knowledge mediates the influence of traditional media sustainability communication on the intention of green consumption

H3b: Product knowledge mediates the influence of social media sustainability communication on the intention of green consumption.

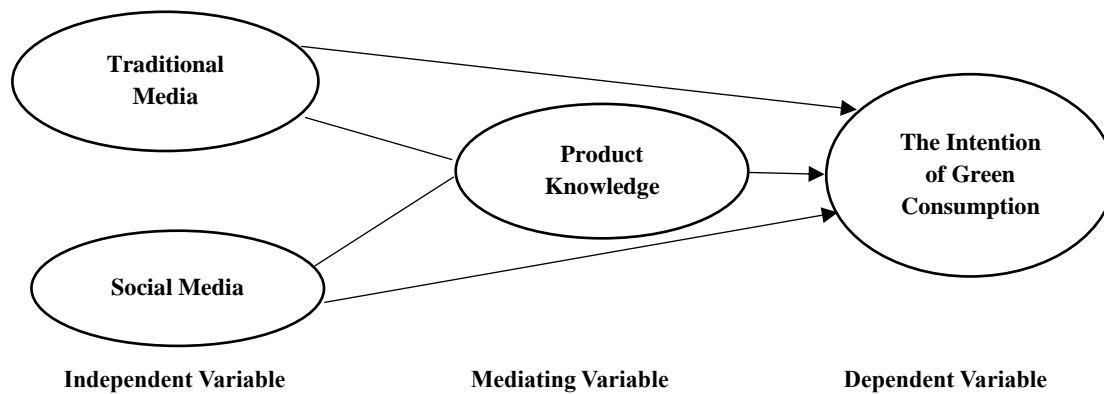


Figure 1. Conceptual Model

3.0 Methodology

A quantitative research method was employed for this study. The survey approach was used to collect data. Malaysian consumers were chosen as the population of this study, and the selected sample was randomly selected throughout Peninsular Malaysia. The statistical value of this population needs to be larger and can be ascertained roundly. Therefore, the sample required in this study was determined based on the Monte Carlo study. The minimum sample size required to reduce bias in all structural equation modeling estimates is 200 [40]. Thus, the sample size was 300 respondents. The questionnaire was distributed via Google form by using social media and e-mail. The respondents' backgrounds for this study are gender, age, residence, and level of education. Research data was collected using a modified questionnaire adapted from the previous studies. The questionnaire contains four main sections, namely 1) demographic information, 2) independent variables (i.e., traditional media and social media), 3) mediating variable (i.e., product knowledge), and 4) dependent variable (i.e., the intention of green consumption) (see Table 1). A Likert scale was used to measure each item in the questionnaire.

TABLE 1

Measurement of the Variable

| Variable | Items | | Source |
|-------------------|-------|---|---|
| Traditional Media | T1 | I often learn about green product information through traditional media (TV, radio, and newspapers). | Yi and Gong (2013) [41] |
| | T2 | I am satisfied with the traditional communication strategy of green media (TV, radio, newspapers). | |
| | T3 | The communication on traditional media (TV, radio, newspapers) made me aware of the seriousness of environmental issues. | |
| | T4 | Communication in traditional media (TV, radio, newspapers) has popularized my knowledge of environmental protection. | |
| Social Media | S1 | I receive information from consumers on social media who have informed themselves that green products can contribute to human health and protect the environment. | Abzari, Ghassemi, & Vosta (2014) and Hynes and Wilson (2016) [42, 43] |
| | S2 | Expressing my opinion about green products, buying is effortless via social media. | |
| | S3 | Using social media to search for information about green products I am considering buying is very fashionable. | |
| | S4 | I want to share information from social media about green products with my friends. | |

| | | | |
|------------------------------------|----|---|------------------------------|
| Product Knowledge | K1 | I am very familiar with green products. | Kang, Liu, & Kim (2013) [44] |
| | K2 | When I go shopping, I frequently see green products in shopping venues. | |
| | K3 | I often learn about green products through articles or news. | |
| | K4 | I know a lot about green products. | |
| The Intention of Green Consumption | I1 | I plan to purchase green products in the future. | Cheung & To (2019) [45] |
| | I2 | I am willing to purchase green products. | |
| | I3 | From now on, I plan to purchase green products. | |
| | I4 | I intend to pay more for green products. | |

The data analysis used in this research was structural equation modeling (SEM). Before the structural test model with the SEM approach, sampling sufficiency assumption, assumption normality and outlier, and evaluation of the goodness of fit index criteria need to be evaluated. The goodness of fit index criteria includes goodness of fit index (GFI), Root mean square error (RMSEA), Tucker Lewis index (TLI), Normed Fit Index (NFI), Comparative Fit Index (CFI), and Normed Chi-Square (CMIN/DF). The suggested acceptable value for relative chi-square, CMIN/DF value is ≤ 5 , indicates a good fit [46], and the cut-off point for GFI, TLI, and CFI is equal or above 0.90. On the other hand, the RMSEA value needs to be less than or equal to 0.08 [47, 48]. This study next further assessed convergent and discriminant validity. Convergent validity aims to determine the validity of every relationship between indicators and constructs or latent variables. There are two types of validity in SEM: convergent and discriminant. Convergent validity means a set of indicators representing a latent variable and the underlying latent variable. In testing, convergent validity can be assessed based on loading factors, composite reliability (CR), and Average Variance Extracted (AVE). Usually, in research, a loading factor limit of 0.70 is used. An indicator meets convergent validity and has a high level of validity when the value of outer loadings > 0.70 , while the value of composite reliability (CR) > 0.50 and Average Variance Extracted (AVE) > 0.50 [49]. Discriminant validity is established when the square root of AVE is greater than the correlation, and the correlation value between the constructs is more than 0.50 and below 0.85 [50]. Structural model analysis was used to test the mediation effect in the final step. PROCESS macro confirmed the mediational model [51].

4.0 Findings

4.1 Demographic Profiles

Table 2 shows that 75.6% of the respondents are female (n=189), and 24.4% are male respondents (n=61). As for age, the largest age group is 21-30, with 51.2% (n=128). Regarding residence, 83.2% are urban residents (n=208), and 16.8% are rural residents (n=42). In the context of the respondent's highest level of education, most of the respondents have obtained undergraduate education qualifications (49.2%, n=123).

TABLE 2
Demographic Profile

| Profile | | Frequency (n) | Percentage (%) |
|-----------|--------------|---------------|----------------|
| Gender | Male | 61 | 24.4 |
| | Female | 189 | 75.6 |
| Age | 20 and below | 56 | 22.4 |
| | 21-30 | 128 | 51.2 |
| | 31-40 | 27 | 10.8 |
| | 41-50 | 34 | 13.6 |
| | 50 and above | 5 | 2 |
| Residence | City | 208 | 83.2 |
| | Rural | 42 | 16.8 |

| | | | |
|--------------------------------|-----------------|-----|------|
| Highest Academic Qualification | SPM | 15 | 6 |
| | STPM/Foundation | 34 | 13.6 |
| | Undergraduate | 123 | 49.2 |
| | Postgraduate | 60 | 24 |
| | Other | 18 | 7.2 |

4.2 Measurement Model

The confirmatory factor analysis (CFA) outcome revealed that the model met the recommended fit requirements (Chisq/df = 1.899, CFI = 0.95, GFI = 0.94, TLI = 0.95, RMSEA = 0.031). From the loading factor, it can be seen that all instruments are greater than 0.70 to meet the requirements [49]. Similarly, all construct has a Cronbach Alpha coefficient above 0.6, as required by Sekaran and Bougie (2013) [52]. The convergent validity is tested based on the Average Variance Extracted (AVE) and composite reliability (CR). The values of AVE must be more than 0.50, and the value of CR must be more than 0.70 [49]. Based on the results, AVE and CR values meet the requirements. Next, discriminant validity is established when the square root of AVE is more than the correlation and the correlation value between the constructs is more than 0.50 and below 0.85 [50], where this study has met the prescribed criteria.

TABLE 3
Item Loadings, Reliability, Convergent, and Discrimination Validity Assessment

| Variable | Items | Item Loadings | Cronbach Alpha | AVE | CR | 1 | 2 | 3 | 4 |
|---------------------------------------|-------|---------------|----------------|-------|-------|--------------|--------------|--------------|--------------|
| 1) Traditional Media | T1 | 0.787 | 0.812 | 0.840 | 0.713 | 0.917 | 0.540 | 0.691 | 0.612 |
| | T2 | 0.797 | | | | | | | |
| | T3 | 0.812 | | | | | | | |
| | T4 | 0.800 | | | | | | | |
| 2) Social Media | S1 | 0.718 | 0.829 | 0.829 | 0.820 | 0.778 | 0.910 | 0.587 | 0.518 |
| | S2 | 0.723 | | | | | | | |
| | S3 | 0.707 | | | | | | | |
| | S4 | 0.729 | | | | | | | |
| 3) Product Knowledge | K1 | 0.734 | 0.811 | 0.870 | 0.727 | 0.678 | 0.518 | 0.933 | 0.668 |
| | K2 | 0.757 | | | | | | | |
| | K3 | 0.711 | | | | | | | |
| | K4 | 0.759 | | | | | | | |
| 4) The Intention of Green Consumption | I1 | 0.810 | 0.746 | 0.884 | 0.716 | 0.678 | 0.567 | 0.692 | 0.940 |
| | I2 | 0.827 | | | | | | | |
| | I3 | 0.812 | | | | | | | |
| | I4 | 0.809 | | | | | | | |

Note: Values in the diagonal show the square root of AVE

4.3 Structural Model

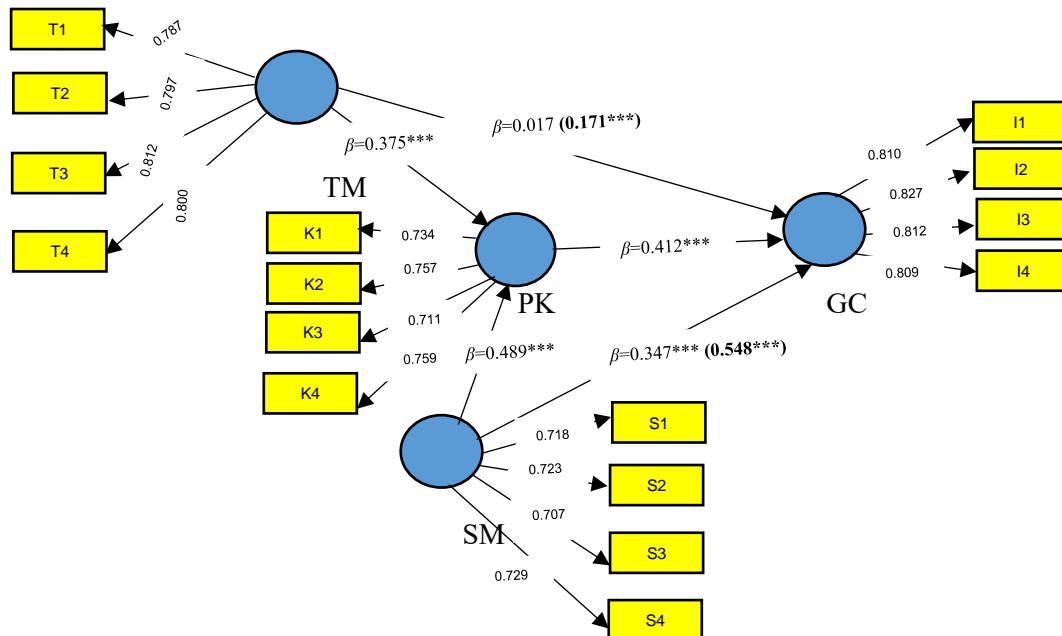
TABLE 4
The Assessment of The Structural Model

| Path Analyses | | Std. Estimate β | |
|-----------------------------|---|-----------------------|-------|
| Standardized Direct Effects | | | |
| Green Consumption | ← | Traditional Media | 0.017 |

| | | | |
|--|-----|-------------------|----------|
| Green Consumption | ←-- | Social Media | 0.347*** |
| Green Consumption | ←-- | Product Knowledge | 0.412*** |
| Product Knowledge | ←-- | Traditional Media | 0.375*** |
| Product Knowledge | ←-- | Social Media | 0.489*** |
| Standardized Indirect Effects (Mediation Effect via Product Knowledge) | | | |
| Green Consumption | ←-- | Traditional Media | 0.155*** |
| Green Consumption | ←-- | Social Media | 0.201*** |
| Standardized Total Effects (Direct Effect + Indirect Effect) | | | |
| Green Consumption | ←-- | Traditional Media | 0.171*** |
| Green Consumption | ←-- | Social Media | 0.548*** |

Note: ***Paths are significant at the 1% level ($p < 0.01$). ***Indirect effects are significant at the 1% level with bootstrap at 5000 and bias-corrected percentile method

The assessment of the structural model discovered that social media ($\beta = 0.327, p > 0.001$) and product knowledge ($\beta = 0.318, p > 0.001$) have a significant influence on the intention of green consumption. Thus, H2 and H3 were accepted. On the other hand, the results have confirmed that traditional media ($\beta = 0.327, p > 0.001$) does not significantly influence the intention of green consumption. Hence, H2 was rejected. The results then confirm that the relationship between social media and the intention of green consumption ($\beta = 0.327, p > 0.001$) is partially mediated by product knowledge. Hence, H3b was accepted. On the other hand, the results concluded that the relationship between social media and the intention of Green Consumption ($\beta = 0.327, p > 0.001$) is fully mediated by product knowledge. Hence, H3a was accepted. The total effects were also calculated for mediating paths, adding indirect and direct effects [51]. Figure 2 shows the final model for this study.



Note: N=250; Total effects for mediated paths are shown in bold in parentheses; traditional media, TM; social media, SM; product knowledge, PK; green consumption, GC.

Figure 2. Final Hypothesised Model

5.0 Discussion

From the results of the research, some inferences have been made. First, the position of traditional media is still needed to increase society's awareness of green consumption. This can be achieved by improving consumer product knowledge [34, 35]. The mediation results in a highlight that the traditional media only can lend its influence on green consumption intention through the appearance of product knowledge. Despite the growth and use of electronic media such as smartphones, many media users still prefer printed copies of newspapers and magazines. Reading a printed newspaper gives readers information that books cannot provide [26]. Newspaper articles provide comprehensive information on a variety of topics. However, the existence of traditional media is still limited to specific communities. Traditional media usage among millennials, Gen Z, and Gen A is growing due to a need for more socialization by related agencies and influencers. The second finding has found that social media is a powerful method of educating consumers on green consumerism [28]. Social media sustainability communication influences the intention to buy green products, either with or without the influence of product knowledge [30, 31]. Both media are essential to build brand awareness and delivering positive messages on green consumerism. Whether it is traditional media, social media, or a combination, they can act as strategic communication that creates a relationship with a target audience. Traditional media such as newspapers, television, and radio involve relationships with journalists to disseminate content and obtain publications.

In contrast, social media use online media to spread messages and involve relationships with influencers or bloggers [27]. Most newspapers, radio, or television are still credible sources of information for the audience because most of these media have been established for a long time and have obtained the public's trust. In addition, traditional media is still the primary source of information for the older generation and people with limited Internet access [26]. The number of audiences reached through social media can be known with certainty, and the publication process can be done quickly [32, 33]. Thus, traditional media should continue to grow and integrate with social media.

As practical implications, the retailers can increase consumer knowledge through traditional and social media marketing communication, namely, banners installed in several places inside the supermarket, entry, and place of payment, and writing or mural in certain strategic corners. Marketers and retailers are also encouraged to combine traditional and social media usage in promoting green product awareness. Media platforms such as newspapers, radio, television, films, tapes, records, books, social media, and others enable the dissemination of green product information to many recipients [32,33]. Both media are essential tools used to convey information, build perceptions and impressions, and shape attitudes in the community about green products. Awareness of the importance of the preservation and conservation of the environment is a responsibility that must be borne by every individual, regardless of race and religion. Because of that, the issues highlighted in the mass media and social media lead to various debates and discussions by all levels of society and expertise, which subsequently lead to solutions for environmental issues. In addition, retailers also need to hold a particular campaign by giving rewards through gifts or discounts for consumers who shop for green products. The benefits of green products can be communicated through the company's website by displaying photos or product feature information and knowledge related to the product's benefits. The government also needs to intensify the campaign to educate the community on green consumerism practices through various channels such as newspapers, television, radio, and exhibitions. Such campaigns should be intensified nationwide so consumers know that green consumption will significantly impact the environment. The awareness campaign and the practice of green consumerism should be nurtured since childhood. Consciousness does not lie within an individual. It is everyone's action. All parties should play a role in making this awareness. This includes every individual, educational institution, government, business, family structure, public interest organization, and mass media.

6.0 Conclusion

In this era, material values are becoming widespread in a global society. Rapid development in almost every corner of a country causes environmental pollution. An industry that does not pay attention to its impact on the environment threatens the planet and human beings [53]. Therefore, it is essential for us to

strategies ourselves in promoting the environment. Traditional and social media sustainability communication is a form of communication that effectively conveys social responsibility information to the target group [54]. It is easier for the audience to capture and store information and can also present a more exciting form of information compared to just delivering verbally and able to create a better effect [23, 24, 25]. Pictures, graphic design, illustrations, colours, and text play a role in a human affective experience that has important implications for the human ability to shape emotional, behavioural, and phenomenological experiences. Therefore, both traditional and social media significantly influence green consumption intention. This research has delivered new knowledge to the current literature by validating the proposed model in examining the determinants of green consumption. However, several weaknesses also need to be addressed. First, the number of respondents is small. Then, this study employed a cross-sectional study known as descriptive research, not causal or relational, which cannot determine the cause of something. This type of research can describe characteristics that exist in a community but does not determine cause-and-effect relationships between different variables. In addition, this research also did not examine the actual behaviour of green consumption and the influence of other variables such as subjective norms, legislation, attitude, value, and others. For further studies, future research should increase the number of samples and conduct tests toward the different categories of consumers, such as those in West Malaysia. Future researchers must also develop a research model by including the other significant variables to add to the theoretical contribution. For example, examine other mediating variables such as buying behaviour, green trust, green value, and product competitiveness. Future research also encourages to employed of a longitudinal study. For example, the researchers may repeat the data collection process more than once to detect the relationship trend.

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