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GREEN ON SCREEN, VALUE IN WALLET: HOW INSTAGRAM DRIVES SUSTAINABLE CONSUMPTION BEHAVIOR

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Abstract

This research inspects how social media marketing efforts (SMME)—specifically entertainment, interaction, and customization—along with electronic Word of Mouth (eWOM), influencing Green Perceived Quality (GPQ), also how GPQ affects Willingness to Pay Premium Price (WPP). The object of this study is the Instagram account @thebodyshopindo, known for its sustainability-focused content. Utilizing a survey, this study sampled 180 respondents—The Body Shop customers in Surabaya—via non-probability sampling. SPSS v22 was utilized to do the data analysis, including tests for validity, reliability, classical assumptions, and regression analysis. Results show that entertainment and customization significantly affect GPQ, and GPQ has a weak but significant effect on WPP. This highlights the importance of engaging and personalized content in shaping consumer perception of green product value, especially among digitally literate youth. Practically, the findings suggest that brands must enhance content quality and authenticity to convert green awareness into premium purchase willingness.

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Introduction

In recent decades, environmental problems due to climate change have become a serious global issue that has been discussed. This encourages increased public awareness and concern for environmental sustainability in future generations (Piscitelli & D'Uggento, 2022). This phenomenon encourages the emergence of various sustainable brands that offer environmentally friendly products. Consumers no longer only consider aspects of quality, function, and price, but also the social and environmental consequences of the items they consume. This fact marks a shift in consumer preferences towards a more ecologically responsible lifestyle (Prabandaru & Ahmadi, 2025).

Social media in this digital era, has become an effective marketing tool in shaping consumer perception of sustainable product quality, even influencing purchasing decisions (Gen et al., 2024; Shadrina & Sulistyanto, 2022). Social media allows brands to reach customers directly as well as personally because of its interactive, informative, and accessible features. In social media marketing, among the most popular approaches is the dissemination of entertainment content, interaction, and content personalization (customization). The three components are believed to increase customer perception of products, especially products that have sustainability or environmentally friendly value (Zafira, 2023). Actually, the context of social media also actually facilitates electronic Word of Mouth (eWOM) variable – will be composed as eWOM (McCarthy et al., 2014), Yet, the two viewpoints are conceptually distinct. Thus, entertainment, interaction, and customization which belong to the category of Social Media Marketing Efforts (SMME) – later will be pronounced as SMME and eWOM will be composed as eWOM should be conducted separately. Meanwhile, prior studies have demonstrated that eWOM cannot be successful if it originates from the advertising, such as entertainment, interaction, and customization (Alhidari et al., 2015).

In this context, @thebodyshopindo Instagram account is an interesting example. Using an innovative and educational content strategy, this account actively and transparently teaches customers about The Body Shop's eco-friendly products and sustainability issues. In addition, these accounts are able to instil positive brand values and increase consumer perception of eco-friendly products. Not only that, the Body Shop is a well-known company with a strong commitment to sustainability, which makes it a perfect topic for green marketing research. In contrast to other beauty businesses like Sensatia Botanicals, Wardah, or Lush who employ similar STP (Segmentation, Targeting, Positioning) techniques, The Body Shop is notable for its constant advocacy and education on Instagram. In contrast to other firms that prioritize influencer marketing or product aesthetics, @thebodyshopindo places a strong emphasis on ethical sourcing, eco-conscious storytelling, and ingredient disclosure. To create a devoted, environmentally conscious community, their approach combines entertainment (such as captivating reels and infographics), participation (such as surveys and comment answers), and customisation (such as personalized product recommendations).

In Indonesia, especially in Surabaya, the trend of caring for the environment, including in terms of buying environmentally friendly products, continues to be encouraged, especially among young people (Hilmi et al., 2024). Urban communities in this city show an environmentally conscious consumption trend that is strongly influenced by the flow of digital information and social media. Therefore, it has become critical that marketers comprehend how effective social media marketing strategies to be implemented by The Body Shop Indonesia in order to be able to influence consumer perception of their eco-friendly products and encourage their loyalty to the brand (Arianto, 2024).

This study aims to study how elements in SMME, such as entertainment, interaction, and customization affect green perceived quality (GPQ) - later will be written as GPQ. The study also evaluated how this perception impacts the willingness to pay premium price (WPP) - subsequently written as WPP. This research will investigate how each component of social media marketing relates to the others in relation to GPQ and its impact on WPP. The study focuses on three strategic issues in

modern marketing: sustainability, digital marketing, and customer willingness to pay at a premium. It is hoped that this study will make a theoretical and practical contribution to developing marketing strategies that are not only effective in business but also have a beneficial effect on the environment by researching the connection between Surabaya residents' perceptions of green products, social media marketing efforts, and customer loyalty.

The initial studies on SMME have predominantly explored its effects on brand awareness, customer satisfaction, or purchase intention. However, recent literature shows a growing need to investigate how specific dimensions of SMME affect green-related consumer perceptions, particularly GPQ and WPP (Bushara et al., 2023; Q. Yang et al., 2022). Despite these trends, limited research has disentangled eWOM from other SMME components, treating it as an independent factor. This distinction is critical, as eWOM operates under different psychological and communication mechanisms compared to firm-generated content like entertainment or customization (Pop et al., 2020; Vinerean et al., 2013). Moreover, most existing researches have been conducted in developed markets or in non-sustainability contexts.

Social media refers to just a set of certain online-based media, certain platforms, or certain applications that ease the sharing of some content, of collaboration, or of interaction. The stated statement does reinforce this as well by Bushara et al. (2023) and Kaplan & Haenlein (2010). The researchers namely Varghese & Agrawal (2021) stated that social media is a forum of online communication. Social media lets people have interaction, share some content, and also get information. Platforms for social media include virtual social worlds, blogs, and social networking sites. Social platforms also network socially online. Social media connects various websites via web connections, user ratings and reviews, referrals, suggestions, forums, user-generated content, and communities. Smartphones, tablets, laptops, as well as PCs enable social media users to carry out the above activities at once (Bushara et al., 2023; Hajli, 2015; Strickland et al., 2013).

Through the business phenomenon, typically, social media is utilized to retain existing customers as a way to promote brands, spread awareness, plus even find new leads. Most use social media platforms in marketing, and they increase revenue because of this ability. This reinforces the point. The statement also mentioned by Bushara et al. (2023) and Strickland et al. (2013). The initial statement also agreed by Barker (2017) who conceptualize SMME as marketing, selling, publishing, together with serving customers by using online communities of blogs plus other collaborative online media.

In this study, SMME will be pronounced as SMME includes social media marketing efforts consisting of three general dimensions in the literature, namely: entertainment, interaction and customization (Godey et al., 2016a; Kim & Ko, 2012; Torres et al., 2018). Entertainment is a form of pleasure and entertainment that results from the use of social media. Social media's entertainment component is seen as significant as it influences consumers' intentions to make purchases by eliciting favorable feelings and actions (Mishra, 2019; Yang et al., 2022). Entertainment may help to evoke some positive emotions in order to ease customer participation. Likewise, it makes people want to utilize the site frequently. Social media platforms are used by marketers to provide customers with engaging experiences, such as games, films, and photos. This strategy allows for more and more entertaining content that can be used to build consumer awareness and their loyalty behavior intentions (Bushara et al., 2023).

Moving to social media, interaction is talking about all ideas completed with opinions' exchanges that occurs between the users and brands (companies). Stronger interactions on social media allow users to better understand brand content and gain a better understanding of other users' preferences and opinions (Seo & Park, 2018; Q. Yang et al., 2022). Not limited there, interaction enables customers to share information, communicate in both directions, exchange ideas, and even converse with like-minded individuals over a certain brand, product, or service through social media involvement (Bushara et al., 2023). In addition, through interaction, the company can also

ensure that customers are well conscious of the advantages of the brand as well as its product attributes (Godey et al., 2016a). A similar thing is also stated by Mishra (2019), where users can also share the real experiences on social media platforms. Thus, the content promoted by the company can also be re-promoted by consumers.

In the process of human consumption, almost all customers are willing to obtain particular services. Customization is here to answer consumer needs. The definition of customization is provision of certained services to meet the unique preferences and tastes of consumers of a brand or company (Thirumalai & Sinha, 2011; Yang et al., 2022). Similar is also underlined by other reserachers, where companies customize products or services to suit the individual preferences of customers (Bushara et al., 2023; Godey et al., 2016b). Using social media platforms, marketers may tailor their messaging to create personal connections with consumers, offer value for specific customers, and help maintain the relationship between the customer and the business (Bushara et al., 2023; Ding & Keh, 2016). Therefore, customization ultimately assists clients in precisely locating the goods they require, thereby indirectly encouraging purchases (Tong et al., 2020; Yang et al., 2022).

Word of Mouth has been recognized as a powerful variable driving consumer behavior (Brown et al., 2007). In terms of its ease, scope, source, and speed of interaction, eWOM, which is utilized for consumers' active participation in brand activities on social media, is very different from conventional Word of Mouth. In contrast to that, people who participate in eWOM network interactions enable contact between strangers and depend on these channels to keep their connections strong (King et al., 2014). A numerous number of researches have attempted to depict the value of eWOM (Liu & Park, 2015), nowadays a lot of focus has been placed on eWOM evaluations, which are online customer-generated content and suggestions regarding goods, services, or companies (De Bruyn & Lilien, 2008; Filieri , 2015; Godes & Silva, 2012).

GPQ is characterized by Nekmahmud & Fekete-Farkas (2020) as customers' evaluation of the product's total quality, including its advantages over rivals, where the quality of products is determined by the value of the benefits and the caliber of the natural substances used in the products. Put another way, the consumer GPQ value of a product increases with the value of its advantages and the quality of its composition components, which are backed by eco-friendly product packaging. Consumer perception of the quality value that can be obtained from green or environmentally friendly products, as well as the benefits they offer over rival items that do not incorporate the idea of green products into their product lines, is another way to evaluate GPQ (Suhaily et al., 2020). This is emphasized by Chen & Chang (2013), where GPQ is a the way customers assess a brand or product that has advantages of either the product or the environment as a whole. Based on this explanation, In conclusion, GPQ is the perception of a product's quality value with the concept of a green product. The quality value is evaluated based on the advantages that can be gained from using the product, the price that is offered, the ingredients that make up the product, and other advantages that are not present in competing products, particularly conventional or non-green products (Wibowo et al., 2022).

When buyers recognize the full worth of a product, they pay a price premium, which is the amount over the fair price (Sun & Yoon, 2022). Along with previous statements, experts Dangelico & Vocalelli (2017) state that premium pricing is the term used to describe the extra expenses that buyers must pay in order to purchase goods with better environmental performance as compared to more conventional options. Premium pricing is only one method of assessing a product from a consumer's point of view (Rao & Bergen, 1992). According to experts, Rao & Bergen (1992) sellers who produce and deliver high-quality products can demand high prices as well. Premium pricing also demonstrates the psychological processes via which customers evaluate businesses based on their attitudes, attributions, and cognitive processes related to CSR initiatives (Sen & Bhattacharya, 2001). According to the WPP philosophy, customers

who choose to buy environmentally friendly products are psychologically rewarded for exhibiting their concern for environmental preservation and their readiness to pay extra for social and environmental protection (Hartmann & Apaolaza -Ibáñez, 2012).

Recently, social media and the internet have transformed how companies communicate with their clients; what was formerly centered on transactions has evolved into relationships. Through (Vinerean et al., 2013) Entertainment, Interaction, and Customization as the part of SMME, businesses may establish personal connections with clients by attending to their requirements and producing interesting content (Yang et al., 2020). The findings of an empirical investigation carried out by Chen & Lin (2019) show that entertainment, interaction, and customization in social media considerably effects GPQ. On a deeper level, more individuals will be able to access more information, boost GPQ, and be more inclined to transact online thanks to the growing usage of entertainment, engagement, and personalization (Chafidon et al., 2022). The following theories may be inferred from the theory's presentation and earlier studies:

Hypothesis 1: Entertainment has a significant effect on Green Perceived Quality
Hypothesis 2: Interaction has a significant effect on Green Perceived Quality
Hypothesis 3: Customization has a significant effect on Green Perceived Quality

The internet's user-friendly technology supports eWOM advertising with a perfect opportunity (Durkin et al., 2014). Considering the findings of the study that was provided by Pop et al (2020), consumers are encouraged to purchase eco-friendly cosmetics by external factors like social media sharing, which is the contemporary equivalent of word-of-mouth marketing. According to Erdem et al (2006), eWOM is "the credibility of product position information within a brand, which depends on the willingness and stability of companies to fulfill their promises." This indicates that GPQ is significantly impacted by the eWOM factors. The following theories may be inferred from the theory's presentation and preceding studies:

Hypothesis 4: Electronic Word of Mouth has a significant effect on Green Perceived Quality

Customers are more likely to be happy with their purchases when they have higher GPQ, which might increase their buy intention and customer loyalty (Gan & Wang, 2017; Watanabe et al., 2020). Furthermore, GPQ is felt to greatly affect the WPP of individuals. People are more likely to be willing to pay more for a product or service if they believe it to be more valuable (Demirgüneş, 2015; Zhang et al., 2020). Based on the presentation of theory and prior research, the following hypotheses can be developed:

Hypothesis 5: Green Perceived Quality has a significant effect on Wilingness to Pay Premium Price

Picture 1. Conceptual Model
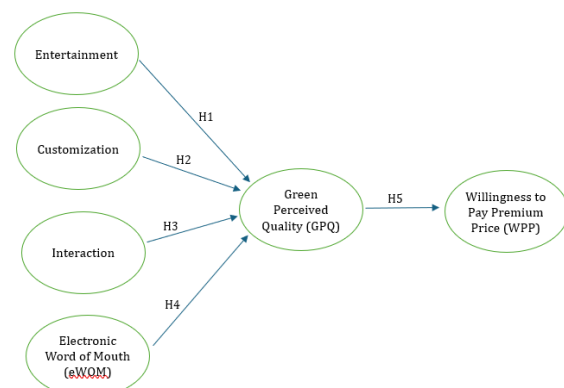
Methodology

This study aims to study how elements in SMME, such as entertainment, interaction, and customization, as well as eWOM will affect consumers' assessment of product quality related to environmental aspects known as GPQ to its effect on customers' intention to have WPP. In testing the data that has been collected, researchers use causal research to find out the cause-and-effect relationship between two or more variables. The main data source is taken from Body Shop customers in Surabaya who generally purchase Body Shop products every month. With the assistance of influencers, the survey was disseminated via WhatsApp groups. The collected data is then analyzed and sorted to ensure its eligibility.

Consumers can judge based on the Likert Scale in view of measuring the level of approval and disapproval of existing objects, both on SMME of The Body Shop's Instagram, @thebodyshopindo, and in terms of the quality of the product. The scale includes five different labels, including: Strongly Agree (5), Agree (4), Neutral (3), Disagree (2), Strongly Disagree (1). Then, the data will be calculated using SPSS v22. There are many analyses that will be used: 1) Validity test, 2) Reliability test, 3) Nomality test, 4) Multicollinearity test, 5) Heteroscedasticity test, 6) Coefficient of Determination (R-Squared), also 7) F-test and Hypothesis test/ t-Test. Based on the research model given, the equation will be as follows,

$PP=b1+PQ$

$PQ=b2.EN+b3. IN+b4. CU$

$PQ=b5.eWOM$

Data Analysis

The initial number of respondents was 207 people, but only 180 questionnaires were eligible. Qualified and complete questionnaire results will be processed for regression and significance of each variable. Furthermore, the results will give us a better understanding of the impact of Entertainment, Interaction, and Customization on GPQ and WPP. Respondents consisted of people who lived in Surabaya, knew @thebodyshopindo Instagram account, and bought products from @thebodyshopindo account.

First of all, the writer run a valisity test to assess how well a test or measurement tool captures the information it is supposed to capture. In this study, an overall validity test was carried out with the number of samples (n) = 180 and α = 0,05 (5%), so that *rtable* = 0,123 was obtained. The results of the validity test on the indicators of this study are presented in the following table:

Table 1. Validity Test

Variable	Item	*Pearson Corelation*	Marked
Entertainment (EN)	EN1	0,632	Valid
	EN2	0,775	Valid
	EN3	0,779	Valid
Customization (CU)	CU1	0,725	Valid
	CU2	0,801	Valid
	CU3	0,782	Valid
Interaction (IN)	IN1	0,686	Valid
	IN2	0,835	Valid
	IN3	0,77	Valid
Electronic Word of Mouth (eWOM)	WOM1	0,855	Valid
	WOM2	0,909	Valid
	WOM3	0,88	Valid
Green Perceived Quality (GPQ)	PQ1	0,693	Valid
	PQ2	0,759	Valid
	PQ3	0,728	Valid
Willingness to Pay Premium Price (WPP)	PP1	0,691	Valid
	PP2	0,821	Valid
	PP3	0,788	Valid

Source: Data processed, 2025

It is known that the computed value of each variable indicator is higher than the rtable of 180 samples (0,1230) based on the validity test results table. Thus, it can be said that every variable indicator used in this research is valid.

The reliability test is the second test. An overall reliability test using 180 samples (n) was conducted in this investigation. The following table displays the reliability test results for the study's indicators:

Table 2. Reliability Test

Variable	Cronbach's Alpha	Marked
EN	0,611	Reliable
CU	0,654	Reliable
IN	0,648	Reliable
eWOM	0,857	Reliable
GPQ	0,618	Reliable
WPP	0,671	Reliable

Source: Data processed, 2025

Given the reliability table's test results, all variable indicators have Alpha Cronbach values greater than 0.6. Thus, it can be said that all of the study's variable indicators are trustworthy.

The writer completed the nomality exam for the third test. The Kolmogorov-Smirnov (K-S) non-parametric statistical test serves as the foundation for the following normalcy test:

Table 3. Normality Test

Model	Kolmogorov-Smirnov Z	Marked
EN, CU, IN *GPQ	0,056	Normal
eWOM *GPQ	0,064	Normal
GPQ *WPP	0,084	Normal

Source: Data processed, 2025

In relation to the statistics in Table 3 above, the regression model of Entertainment, Customization, Interaction, Electronic Word of Mouth (eWOM), Green Perceived Quality (GPQ), and Willingness to Pay Premium Price (WPP) is normally distributed since the significance value for all models in the Kolmogorov-Smirnov Z column is greater than 0.05.

Table 4. Multicollinearity Test

Item	Tolerance	VIF	Marked
EN	0,822	1,216	Multi-free
CU	0,330	3,029	Multi-free
IN	0,406	2,464	Multi-free
eWOM	0,468	2,136	Multi-free

Source: Data processed 2025

It is evident from the data in Table 4 that multicollinearity does not exist in the regression model as the tolerance column of the entire item is more than 0 and 1 and the VIF column shows that the value of all variables is less than 10.

Table 5. Heteroscedasticity Test

Item	Gleiser	Standart	Marked
EN	0,756	0,05	Homogenous
CU	0,243	0,05	Homogenous
IN	0,301	0,05	Homogenous
eWOM	0,553	0,05	Homogenous
GPQ	0,613	0,05	Homogenous

Source: Data processed, 2025

The Gleiser column for each item in Table 5 shows that the data is neutrally bigger than 0.05, indicating that there is no heterogeneity in the regression model.

Based on the available data, the coefficient of determination test yielded the following results:

Table 6. Coefficient of Determination

Model/Variable	R	Adjusted R2
EN, IN, CU *GPQ	0,218	0,031
EN		
IN		
CU		
eWOM *GPQ	0,470	-0,003
eWOM		
GPQ*WPP	0,164	0,021
GPQ		

Source: Data processed, 2025

On the one hand, on first part of table 6, the R number is 0,218. This explains that the strength of the relationship between Entertainment (EN), Interaction (IN), and Customization (CU) to Green Perceived Quality (GPQ) is positively but weakly correlated. The Adjusted R2 figure of 0,031 or 0,3% shows that Entertainment (EN), Interaction (IN), and Customization (CU) are able to explain 3,1% of Green Perceived Quality (GPQ), while the remaining 96.9% is influenced by other variables, such as income, Corporate Social Responsibility (CSR) – will be always written in CSR, trust, and others.

On the other hand, an R value of 0,470 was obtained, which shows that the level of relationship between electronic Word of Mouth (eWOM) and Green Perceived Quality (GPQ) is in the medium and positive correlation categories. However, this is not enough to conclude that there is a significant influence between the two variables. The Adjusted R^2 value of -0,003 indicates that this regression model does not explain the GPQ variance well, and even indicates that the addition of the eWOM variable cannot substantially improve the model. This means that eWOM only explains a 0,003% variation in GPQ and is insignificant, whereas other factors—like social contact, trust, or one's own idea of sustainability—that are not included of the model account for the remainder.

Subsequently, the R number for is 0.164. Therefore, it can be concluded that the strength of the relationship between Green Perceived Quality (GPQ) and Willingness to Pay Premium Price (WPP) is positively correlated but very weak. In other words,

although Green Perceived Quality (GPQ) is important, in the Willingness to Pay Premium Price (WPP), young consumers, most of whom are 18-30 years old, will still consider other factors. The Adjusted R2 figure of 0,021 or 2,1% shows that Green Perceived Quality (GPQ) is only able to explain 2% of the Willingness to Pay Premium Price (WPP), while the remaining 97,9% is influenced by other variables that are not included in this research model, such as income, CSR, trust, and others. Moreover, GPQ's effect on WPP, while statistically significant, was very weak (Adjusted R^2 = 2,1%). This supports findings by Yang et al. (2020) and Demirgüneş (2015) who argue that willingness to pay more for sustainable products is moderated by trust, CSR perception, and income.

The outcomes of the F-test and t-test performed using the SPSS software are shown below:

Table 7. F-test and Hypothesis test/ t-Test

Model/ Variable	Fsig	Standardized Coefficients Beta	tsig	Hypothesis
EN, IN, CU *PQ	0,035			
EN		0,160	0,038	Accepted
IN		0,125	0,099	Rejected
CU		0,163	0,038	Accepted
e-WOM *PQ	0,530			
e-WOM		0,047	0,530	Rejected

Source: Data processed, 2025

The F test results depicted a significance value of 0,035, this means that the research model that aims to test the influence of Entertainment, Interaction, and Customization on GPQ is acceptable. The multiple regression equation above can be explained that Entertainment to GPQ has a positive effect on GPQ with a regression coefficient of 0,160; Interaction had a positive effect on GPQ with a regression coefficient of 0,125; and Customization had a positive effect on GPQ with a regression coefficient of 0,163.

The results of the F test showed a significance value of 0,530, this means that the research model that aimed to test the

influence of electronic Word of Mouth on Green Perceived Quality was rejected.

The results of the t-test show a hypothesis that states:
1. Entertainment (EN), Interaction (IN), and Customization (CU) had a significant effect on Green Perceived Quality (GPQ) received at a sig. level of 0,038 < t sig. 0,05
2. Interaction (IN) had a significant effect on Green Perceived Quality (GPQ) was rejected at the sig. level of 0,099 > t sig. 0,05
3. Customization (CU) had a significant effect on Green Perceived Quality (GPQ) received at the level of sig. 0,038 < t sig. 0,05
4. Electronic Word of Mouth (eWOM) had a significant effect on Green Perceived Quality (GPQ) rejected at the level of sig. 0,530 > t sig. 0,05
5. Green Perceived Quality (GPQ) has a significant effect on the Willingness to Pay Premium Price (WPP) received at the level of sig. 0,028 < t sig. 0,05

The findings confirm that entertainment and customization significantly influence GPQ. This aligns with prior empirical studies indicating that entertaining and customized content improves emotional engagement and green value perception (Bushara et al., 2023; Chen & Lin, 2019; Yang et al., 2020). These components contribute to a more meaningful brand experience, particularly in eco-conscious markets.

However, interaction and eWOM were not found to significantly impact GPQ. This may be due to the limited depth and authenticity of social media interactions, which are often passive (e.g., likes, short comments). As noted by King et al. (2014) and Pop et al. (2020), eWOM is only impactful when it is perceived as credible and relatable, often coming from peers or influencers rather than brand accounts.

Results And Discussion

Based on the results of the study, the first hypothesis that Entertainment has a significant effect on GPQ is accepted. This shows that the entertainment content displayed by @thebodyshopindo Instagram account plays an important role in shaping young consumers' perception of the eco-friendly quality of the products offered. Light forms of entertainment, attractive visuals, and storytelling that touches on sustainability aspects seem to be able to convey "green" values in a way that is more acceptable to the 18–30 age group who are generally closer to social media. The second hypothesis that Interaction has a significant effect on GPQ is rejected. This happens because the form of interaction carried out on social media—such as comments or short replies—is not enough to build a deep perception of the "green" quality of a product. Respondents, the majority of whom are young people with a bachelor's degree or equivalent, tend to need more meaningful and educational interactions in order to strengthen their perception of the eco-friendly value offered by brands.

The third hypothesis that Customization has a significant effect on GPQ is accepted. These results show that personalization in content or communication, such as recommendations for products that suit the skin's needs, eco-friendly lifestyle, or individual preferences, is able to increase the perception of the green quality of products. Young respondents tend to value brands that understand their needs personally, including in the sustainability aspect. Furthermore, the fourth hypothesis that eWOM has a significant effect on GPQ is also rejected. In other words, although many young people (18-30 years old) show interest in sustainability issues, in practice buying decisions are still influenced by other factors such as price, brand image, lifestyle trends, and even their income.

Finally, the fifth hypothesis that states that GPQ has a significant effect on the WPP. This means that the higher the consumer's perception of the green quality of the product, the higher the likelihood that they will be willing to pay a premium price. However, the strength of this relationship is still very weak, indicated by the

R number of 0.164 and the Adjusted R^2 of 0.021, which means that only 2.1% of the WPP variation can be explained by GPQ. This condition shows that although the "green" aspect is appreciated, young consumers still consider various other factors such as income, brand trust, proof of sustainability, and even personal lifestyle in deciding to pay more. It is important to note that "green" values alone are not strong enough to drive price loyalty, unless balanced with a more comprehensive and authentic value communication strategy.

Conclusion

This research was conducted to improve understanding of how social media marketing efforts in this case Entertainment, Interaction, and Customization, as well as the role of eWOM can affect GPQ and subsequently form WPP. In particular, this study focuses on promotions carried out through the Instagram account @thebodyshopindo, which is one of the main social media used by The Body Shop Indonesia in reaching its consumers of various ages. The research model used is relatively simple, but accommodates many important learnings from the findings obtained. Based on multiple regression analysis, each independent variable in social media marketing—Entertainment, Interaction, and Customization—has a different level of significance to GPQ. From the results of data testing using SPSS v22, only the Entertainment and Customization variables had a significant effect on GPQ, while Interaction did not show a significant influence. This indicates that young consumers who are literate in digital technology or in this case social media and dominated by those with a bachelor's degree (S1) or equivalent, are more responsive to promotional content that is fun and in accordance with their personal preferences, compared to common forms of interaction such as comments or likes. The quality of their perception of the "green" value of a product tends to be formed from how interesting, relevant, and personal the content is conveyed, not from the intensity of interaction on social media.

As the suggestion, from a strategic standpoint, The Body Shop and like companies ought to make investments in top-notch content that is rich in narrative about environmental effect in

addition to being entertaining and customized. For instance, creating brief films (15-40 seconds) that highlight how their goods cut down on plastic waste or releasing Instagram Reels that include a zero-waste ambassador's "A Day in the Life" might help the company become more approachable and motivating for younger audiences. Along with that, in terms of improving the interaction part, Brands should concentrate on creating two-way communication that informs and empowers customers rather than just interacting with them. Polls regarding sustainable living choices, interactive Instagram Q&A sessions, or even eco-challenges like "7 Days Without Single-Use Plastic" with social media reposts of user comments might accomplish this.

Furthermore, based on a simple regression analysis conducted using SPSS v22 on the eWOM, it showed no significant effect on GPQ. In other words, although many young people (18-30 years old) show interest in sustainability issues, in practice buying decisions are still influenced by other factors such as price, brand image, lifestyle trends, and even their income. In addition, regarding the effect of GPQ on the WPP tested, it was found that there was a significant but very weak influence. This means that consumer perception of green quality does contribute to a willingness to pay higher prices, but it is not a major factor. This shows that the decision to pay more is also influenced by other factors, such as income, CSR, trust, and others. These findings provide important lessons for beauty and personal care industry players such as The Body Shop, which competes in a dynamic market full of sustainability demands. In order to win the hearts of young consumers, companies need to focus on the quality of digital content that is engaging, educational, and in accordance with the preferences of its audience, rather than simply relying on passive interactions or general approaches. Additionally, businesses need to substantiate green value with concrete evidence, like as impact studies demonstrating actual environmental contributions, behind-the-scenes footage of ethical sourcing, or third-party certifications (e.g., Fair Trade, Leaping Bunny, EcoCert). Tangible value is added, for instance, by demonstrating that every

purchase helps rural women's cooperatives or finances the planting of a tree.

Overall, this study confirms that in the era of digital marketing, communication strategies that focus on entertainment and customization have great potential in building a positive perception of brands that carry sustainability. However, when a company's goal is to encourage customers to pay more, brands need to reinforce the added value offered in real terms, whether through perceived value, personal user experience, or authentic narratives.

To resonate with Gen Z and millennials, brands can also collaborate with micro-influencers who genuinely advocate for sustainability—like eco-conscious content creators on YouTube or TikTok who share personal reviews and show how they integrate the brand's products into their ethical routines. Additionally, encouraging user-generated content (UGC), such as "#MyGreenRoutine" posts, can create a sense of community and authenticity that deeply appeals to younger consumers who value transparency and peer validation.

This research focuses on how social media marketing through three main dimensions—Entertainment, Interaction, and Customization—can form GPQ which ultimately influences the WPP. The main focus of this study is to understand how the quality of perception of sustainability values is built through content strategies on social media, especially in @thebodyshopindo Instagram accounts. However, this research also has some limitations. First, the low Adjusted R^2 value indicates that the variables used in this study are only able to explain a small part of the variation in eWOM, GPQ, and WPP. This shows that there are still many other factors that can affect consumer perception and behavior, such as price, income, CSR, trust, Green Awareness, Environmental Concern, Green Consciousness and others that have not been included in this research model. Second, this study took only one location, namely in Surabaya. Further research can be carried out by expanding the research location, such as in East Java or other districts that are more geographically wide. So

that the results of the next study are expected to be able to present more general results about the factors that affect the Willingness to Pay Premium Price.

Further research is suggested to develop a model by adding other antecedent variables, such as Corporate Social Responsibility, Brand Trust, Green Awareness, Environmental Concern, and Green Consciousness. The long-term goal of this research is to provide a more comprehensive understanding of how sustainable beauty companies like The Body Shop can survive, but more than that also thrive strategically amid competitive pressures and consumer demands for sustainability. By designing a communication strategy that is more oriented to the values and preferences of the younger generation, it is hoped that the company can build stronger loyalty and sustainable competitiveness in the future.

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