Environmental Campaign and Customer Decision: The Role of Social Media Engagement and E-Trust of Customers

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Abstract. The environmental issue has become a primary concern on social media, prompting SMEs to integrate it into their market approach strategies. In line with the phenomenon that is occurring, the purpose of this research is to examine the role of social media involvement in brand awareness, e-trust, and consumer decision-making. This study is an examination of consumers with a focus on SMEs in Bandung City who conduct environmental campaigns using social media. A survey was conducted on 123 consumers using an online questionnaire, and the data was processed using a path analysis approach. The research analysis is conducted based on the hypothesis testing of the study. The research findings highlight the impact of implementing environmental campaigns on social media on brand awareness and consumer e-trust. Social media indirectly supports consumer purchasing behavior of SMEs products because of environmental concerns. Companies engaged in sustainable business practices and environmental concern can build a positive image in the perceptions of consumers. Social media provides a forum where consumers may share information and experiences, making the reputation of a company critically important.

1 Introduction

The growing importance of environmental concerns on social media has a substantial influence on consumer choices [1]. Environmental concerns are gaining popularity on social media, leading customers to develop a greater awareness of the environmental consequences of products and services [2], [3], [4]. This consciousness may motivate customers to look for more ecologically sustainable alternatives. Sometimes, when environmental concerns are highlighted on social media, it might motivate firms to pay attention to or go beyond environmental rules [1], [5]. Companies that prioritize social and environmental responsibility can appeal to consumers who are particularly discerning about these matters [6]. The environmental concerns that receive significant exposure on social media have the potential to not only impact a company's reputation but also influence consumer choices, accelerate industry transformations, and promote the development of more environmentally friendly innovations [7], [8].

Small and medium enterprises (SMEs) can leverage environmental concerns as a distinctive factor [9]. SMEs can distinguish themselves from competitors, establish a favorable brand image, and appeal to environmentally sensitive consumers by offering eco-friendly products or services [10]. SMEs can integrate sustainable business practices into their day-to-day operations. This encompasses the use of eco-friendly raw materials, energy conservation, and efficient waste disposal [9]. These procedures can generate additional value for consumers and assist SMEs in meeting the requirements of a progressively environmentally aware market [11]. SMEs may improve brand and product visibility by utilizing social media platforms [12]. Through proactive engagement and interaction with audiences on social media platforms such as Facebook, Instagram, or Twitter, individuals or organizations can enhance their visibility.

SMEs may actively support sustainability and contribute to global sustainable development by including social media interaction with environmental issues [13]. Regular and active engagement in social media improves the company's awareness and reputation among the audience [1]. Consistent engagement with customers can establish a favorable perception and enhance awareness of the brand [9], [11]. By actively participating in social media, SMEs can demonstrate their ability to promptly address customer inquiries, criticism, and concerns [12], [14]. It encourages trust when the consumer perceives that the business demonstrates concern and preparedness to assist [15]. The success of brand awareness and e-trust can enhance the competitiveness and growth of online businesses for SMEs [16], [17]. Developing strategies to strengthen awareness of the company can increase consumers' consciousness of environmental issues. Consistent promotion of sustainable business practices and environmental responsibility by SMEs can generate consumer awareness and an interest in purchasing [8], [18]. E-trust involves the assurance of the confidentiality of online transactions [19]. When consumers have a sense of assurance regarding the security of their personal and financial data, they are...
more inclined to engage in online transactions with SMEs.

In line with the phenomenon of the importance of environmental issues on social media, this study aims to examine the role of social media engagement in the growth of brand awareness, e-trust, and purchase decisions. The research topic discusses the model of social media engagement support, with a focus on consumers who receive environmental campaigns from SMEs.

1.1 Social Media Engagement

Social media engagement relates to the active involvement and interaction of users with the material shared on social media platforms [20]. This represents a range of behaviors, including preferences, remarks, distributions, and other responses to posts [13]. Social media engagement is crucial as it measures not just the extent to which individuals consume content, but also the level of their active involvement and interaction [21]. Social media engagement facilitates the distribution of knowledge and education regarding environmental issues in an understandable way [22].

Environmental campaigns can exert influence on individual behavior by engaging in ongoing interactions on social media platforms [21], [23]. Enhanced consciousness and proactive involvement might motivate individuals to embrace sustainable practices in their daily lives. Three primary metrics are used to assess social media engagement: consumption, contribution, and creation [24].

1.2 E-Trust of Customer

E-trust refers to the perceived level of confidence or reliability that consumers have in electronic transactions or interactions, particularly through e-commerce platforms and services [25]. Trust is crucial in fostering positive relationships between customers and e-commerce platforms, as well as in encouraging consumers to make online purchases or engage in online interactions [26]. When an e-commerce platform clearly and honestly markets its products or services as environmentally friendly, consumer trust can increase [19], [27].

E-Trust can thrive when consumers see that the environmentally friendly claims can be trusted and are genuinely reflected in business practices [25]. The dimensions that can explain consumer e-trust in companies on platforms include feelings of security, congruence with reality, consumer recommendations, customer service, and brand reputation [28].

1.3 Brand Awareness

Brand awareness refers to the level of knowledge or understanding that consumers or audiences have about a brand or company [29]. Brand awareness also refers to the extent to which someone can recognize or recall a specific brand and what they know or associate with that brand [30]. Brand awareness is crucial since it serves as the initial step in establishing a long-term relationship between a brand and consumers [31]. Brand awareness that arises from environmental campaigns can stem from various factors associated with a brand's efforts and commitment to environmental issues [32].

Brands that actively engage in supporting environmental conservation or addressing specific issues can become the focal point, establishing a direct connection between the brand and environmental concerns [30]. The previously research mentioned measurements can be utilized to assess customer brand awareness, encompassing corporate image, product image, and user image [29], [33].

1.4 Purchase Decision of Customer

Purchase decision refers to the cognitive and emotional process that consumers go through before ultimately deciding to purchase a product or service [34]. This is the ultimate phase of the consumer buying process, in which the decision is made after careful evaluation of multiple aspects [35]. The quality of the product or service is the primary consideration. Consumers desire to ensure that the products or services they purchase meet their expectations and provide good value [36].

Consumers should consider a company's reputation and commitment to sustainability practices before making a purchasing decision [37]. Brands or companies that actively promote environmental issues and have clear sustainability policies may be more appealing to environmentally conscious consumers [38].

A successful environmental campaign and extensive information on environmental issues can enhance consumer awareness [35]. This awareness might motivate consumers to choose products or brands that align with their values and support environmental goals. Factors that can explain consumer purchase decisions include buying based on choice, buying after comparing, buying as a solution, buying out of motivation, and buying based on product quality [34].

1.5 Research Review

The relationship between social media engagement, e-trust, and consumer brand awareness is closely intertwined as they mutually influence and support each other in the context of digital marketing and online interactions. Social media engagement, such as likes, shares, comments, and other reactions to content on social media, can aid in enhancing brand awareness [1], [20]. When users engage with brand content, whether it be through posts, images, or videos, they not only increase the visibility of that content, but also help to disseminate the brand to a wider audience [20].

High engagement activities create greater brand awareness among social media users [5]. Social Media Engagement can also contribute to the formation of E-Trust or consumer trust in a brand [39]. Positive interactions, responsive communication, and active engagement with users can aid in establishing an enduring relationship between a brand and consumers. Trust is crucial in the context of online transactions, as
consumers need to feel confident and comfortable when interacting and conducting transactions through digital platforms e-trust[26].

Brand awareness and e-trust have a significant impact on consumer purchasing decisions [40], [41]. Both elements play a crucial role in establishing a positive relationship between consumers and brands, influencing purchasing preferences, and shaping final decisions. Brand awareness can directly influence the consumer's consideration and evaluation stages in the purchasing decision process [40]. Consumers who are familiar with a brand are more likely to choose it among the available options. Trust is a crucial element in internet transactions [19]. Consumers require a sense of security and assurance to place faith in the e-commerce platforms or companies they engage with. A high level of e-trust may promote consumer confidence in doing online transactions [40]. Based on the analysis of previous research reviews, the research hypothesis design is presented using the model illustrated in Figure 1.

**Hypothesis 1 (H1)** Issues of environment in social media engagement have a positive impact on the brand awareness of SMEs.

**Hypothesis 2 (H2)** Issues of environment in social media engagement have a positive impact on the e-trust of customers.

**Hypothesis 3 (H3)** Brand awareness among SMEs has a positive impact on customer e-trust.

**Hypothesis 4 (H4)** Brand awareness among SMEs has a positive impact on consumer purchase decisions.

**Hypothesis 5 (H5)** E-trust of customer has a positive impact to customer purchase decision.

![Fig. 1. Hypothesis Model of Social Media Engagement](image)

### 2 Research Methods

This study discusses the relationship between variables, in accordance with the previously proposed hypothesis design (Figure 1). The research model examines four variables, namely social media engagement, e-trust, brand awareness, and consumer purchase decision. The research object focuses on social media with a campaign that addresses environmental issues. The social media platforms examined are those used by SMEs in the city of Bandung. The research method employed is surveying consumers who are aware of the environmental campaign conveyed by SMEs.

This study is quantitative research; hence data is collected from consumers through a quantitative questionnaire. Consumer data was collected over a period of one month, with a total of 123 respondents. The next step involves doing statistical testing using SmartPLS. The testing is performed twice, using the PLS Algorithm and the Bootstrapping procedure. The analysis and discussion of the research findings are examined based on the hypothesis (Figure 1).

### 3 Research Findings and Discussion

The research findings describe the relationship between variables to determine the impact of social media participation on consumer behavior towards environmental campaigns conducted by SMEs. The study does not provide a comprehensive description of the respondents' personal information, as that is not the research objective.

![Fig. 2. Hypothesis Test (PLS Algorithm)](image)

**Table 1. Indirect Effects**

<table>
<thead>
<tr>
<th>Path Model</th>
<th>Specific Indirect Effects</th>
</tr>
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<tbody>
<tr>
<td>Social Media Engagement -&gt; Brand Awareness -&gt; E-Trust</td>
<td>0.263</td>
</tr>
<tr>
<td>Social Media Engagement -&gt; Brand Awareness -&gt; Purchase Decision</td>
<td>0.307</td>
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<tr>
<td>Social Media Engagement -&gt; Brand Awareness -&gt; E-Trust -&gt; Purchase Decision</td>
<td>0.100</td>
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<td>Social Media Engagement -&gt; E-Trust -&gt; Purchase Decision</td>
<td>0.206</td>
</tr>
<tr>
<td>Brand Awareness -&gt; E-Trust -&gt; Purchase Decision</td>
<td>0.163</td>
</tr>
</tbody>
</table>

The results of the first statistical test using the PLS Algorithm may be shown in Figure 2, where it is evident that all variables exhibit a positive correlation. From Figure 1, it can be inferred that social media participation can support consumer behavior about environmental issues. This may be observed from the indirect effect framework presented in Table 1, which predominantly elucidates the existence of indirect impacts arising from social media activity. The research model (Figure 2) for all research instruments has undergone validity and reliability testing. The results indicate that they are supported, with Cronbach's Alpha with AVE values above 0.6 (Table 2). A more detailed description of the research instrument's results can be found in Table 3, where all values are supported by p-values that meet the criteria (< 0.050). The results of the
Bootstrapping Process test are presented in Table 4, which shows that all hypotheses are supported (p-values < 0.050). Based on the findings shown in Table 1, Table 2, Table 3 and Table 4, it can be further clarify that the tested model in Figure 2 can be described as a discovery of the research.

### 3.1 The Role of Social Media Engagement

Online action and environmental campaigns often begin and develop on social media platforms. Social media involvement facilitates mass mobilization by building movements, gathering support, and uniting individuals with similar concerns around environmental issues. SMEs that engage in environmental campaigns on social media might establish a positive reputation in the eyes of consumers. Participation in environmental issues demonstrates social responsibility and enhances the company’s reputation as a business entity that cares for sustainability.

The research findings clarify the role of social media participation and its impact on consumer behavior (Figure 1). The results of the hypothesis test (Table 3) confirm that social media interaction has a positive impact on brand awareness (H1) and consumer e-trust (H2). The test results confirm that the implementation of environmental campaigns conducted by SMEs on social media supports consumer behavior in increasing brand awareness and consumer trust. By actively engaging in environmental campaigns on social media, SMEs can enhance consumer relationships, build a positive reputation, and gain a greater competitive advantage in a market that emphasizes sustainability. The participation of SMEs has several advantages that might support business growth and sustainability. The research findings align with previous studies that explain the significance of social media involvement in consumer brand awareness assessment and consumer trust [5], [20].

### 3.2 Antecedent of E-Trust

The success in building consumer e-trust in SMEs can be influenced by several supporting factors. Brand awareness refers to the extent to which consumers recognize and recall a brand. Social media is a perfect platform for enhancing brand awareness through visual content, brand storytelling, and direct interaction with the audience.

This study elucidates the factors that contribute to the formation of consumer e-trust, including consumer brand awareness and social media involvement (Figure 2). The test results are confirmed through Table 4, where brand awareness has a significant positive impact on supporting consumer e-trust (H3), similar to social media involvement (H2). In line with previous research, it has been found that consumer trust can depend on the issues discussed on social media and consumer brand loyalty [39], [40], [42]. The findings explain previously existing factors that played a role in increasing consumer confidence in SMEs in the use of electronic technology. Using social media as a container to actively communicate about environmental protection efforts. Consistently sharing updates on the measures taken to reduce carbon footprint, the use of environmentally friendly materials, or participation in environmental campaigns can enhance transparency and foster trust. Engaging in environmental campaigns or participating in community initiatives that emphasize sustainability can provide concrete support for environmental issues. This activity can be shared through social media to get recognition and support consumer trust.

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### Table 2. Instrument Test Results

<table>
<thead>
<tr>
<th>Variables</th>
<th>Cronbach's Alpha</th>
<th>Composite Reliability</th>
<th>AVE</th>
</tr>
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<tbody>
<tr>
<td>Social Media Engagement</td>
<td>0.758</td>
<td>0.856</td>
<td>0.665</td>
</tr>
<tr>
<td>Brand Awareness</td>
<td>0.871</td>
<td>0.911</td>
<td>0.720</td>
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<tr>
<td>E-Trust</td>
<td>0.834</td>
<td>0.883</td>
<td>0.602</td>
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<tr>
<td>Purchase Decision</td>
<td>0.885</td>
<td>0.916</td>
<td>0.688</td>
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</table>

### Table 3. T-Statistics of Instrument Results

<table>
<thead>
<tr>
<th>Instruments</th>
<th>T Statistics (O/STDEV)</th>
<th>P Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA1 &lt;- Brand Awareness</td>
<td>13.869</td>
<td>0.000</td>
</tr>
<tr>
<td>BA2 &lt;- Brand Awareness</td>
<td>40.035</td>
<td>0.000</td>
</tr>
<tr>
<td>BA3 &lt;- Brand Awareness</td>
<td>26.600</td>
<td>0.000</td>
</tr>
<tr>
<td>BA4 &lt;- Brand Awareness</td>
<td>28.185</td>
<td>0.000</td>
</tr>
<tr>
<td>ET1 &lt;- E-Trust</td>
<td>14.205</td>
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</tr>
<tr>
<td>ET2 &lt;- E-Trust</td>
<td>28.577</td>
<td>0.000</td>
</tr>
<tr>
<td>ET3 &lt;- E-Trust</td>
<td>15.658</td>
<td>0.000</td>
</tr>
<tr>
<td>ET4 &lt;- E-Trust</td>
<td>22.267</td>
<td>0.000</td>
</tr>
<tr>
<td>ET5 &lt;- E-Trust</td>
<td>17.240</td>
<td>0.000</td>
</tr>
<tr>
<td>PD1 &lt;- Purchase Decision</td>
<td>27.656</td>
<td>0.000</td>
</tr>
<tr>
<td>PD2 &lt;- Purchase Decision</td>
<td>25.705</td>
<td>0.000</td>
</tr>
<tr>
<td>PD3 &lt;- Purchase Decision</td>
<td>40.533</td>
<td>0.000</td>
</tr>
<tr>
<td>PD4 &lt;- Purchase Decision</td>
<td>13.431</td>
<td>0.000</td>
</tr>
<tr>
<td>PD5 &lt;- Purchase Decision</td>
<td>12.580</td>
<td>0.000</td>
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<tr>
<td>SM1 &lt;- Social Media Engagement</td>
<td>24.756</td>
<td>0.000</td>
</tr>
<tr>
<td>SM2 &lt;- Social Media Engagement</td>
<td>19.136</td>
<td>0.000</td>
</tr>
<tr>
<td>SM3 &lt;- Social Media Engagement</td>
<td>23.749</td>
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### Table 4. T-Statistics of Hypothesis Result

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>T Statistics (O/STDEV)</th>
<th>P Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media Engagement -&gt; Brand Awareness (H1)</td>
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<td>0.000</td>
</tr>
<tr>
<td>Social Media Engagement -&gt; E-Trust (H2)</td>
<td>9.210</td>
<td>0.000</td>
</tr>
<tr>
<td>Brand Awareness -&gt; E-Trust (H3)</td>
<td>7.256</td>
<td>0.000</td>
</tr>
<tr>
<td>Brand Awareness -&gt; Purchase Decision (H4)</td>
<td>6.050</td>
<td>0.000</td>
</tr>
<tr>
<td>E-Trust -&gt; Purchase Decision (H5)</td>
<td>4.452</td>
<td>0.000</td>
</tr>
</tbody>
</table>
3.3 Antecedent of Purchase Decision

The purchasing behavior of consumers is influenced by factors such as brand awareness and consumer trust. Both factors play a crucial role in shaping consumer preferences, purchasing decisions, and the formation of long-term relationships between consumers and brands.

The purchasing behavior of consumers is influenced by factors such as brand awareness and consumer trust. Both factors play a crucial role in shaping consumer preferences, purchasing decisions, and the formation of long-term relationships between consumers and brands. This study explains in the research model that purchasing choice is positively influenced by both brand awareness (H4) and e-trust (H5) of consumers, as confirmed through hypothesis testing as shown in Table 4. Consumers with high levels of brand awareness are more inclined to choose products or services from well-known brands [40], [43]. Brand awareness creates familiarity and trust towards a brand. The trust built over time might lead to customer loyalty. Consumers who have trust in a brand are more inclined to become loyal customers and make repeat purchases. The findings of this study focus on the research methodology, specifically the role of social media participation in consumer behavior. This research has significant benefits for small and medium-sized enterprises (SMEs), especially in studying social media activities, especially in dealing with environmental issues. However, transparency and honesty are required in campaigns regarding environmental issues.

4 Conclusion and Limitations

The research findings highlight the significant role of social media in initiating and developing environmental campaigns, as well as illustrating how involvement in such campaigns may help small and medium enterprises (SMEs) build a positive reputation in the eyes of consumers. By engaging in discussions on environmental issues on social media platforms, small and medium-sized enterprises can demonstrate their commitment to social responsibility, strengthen their positive reputation, and support business growth by raising brand awareness and consumer confidence. The research findings highlight that active engagement in environmental campaigns on social media significantly contributes to brand awareness and consumer trust. Trust that is built over time can influence consumer purchasing decisions.

There are limitations in this study that require further research support, including the number of respondents, considering that a larger number of respondents will increase the level of research confidence. In addition, the consumer's understanding of the environment is not examined, which undoubtedly supports a research paradigm that focuses more on the environmental impact for consumers.

References


[35] M. A. Shareef, U. Kumar, and V. Kumar, “Role of Different Electronic-Commerce (Ec) Quality Factors on Purchase Decision: A Developing


