

Investigating The Role of Key Opinion Leaders, Marketing Content and User Experience on Purchase Intention of Eco-Friendly Products Among Gen Z

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Abstract

Environmental concerns are carried out comprehensively, not only centered on the production process, regulation making and consumption styles, but attention and focus on the impacts or consequences that will be caused in the long term also forces each party to care about environmental issues. There are three important factors in influencing the purchase intention of eco-friendly products, especially for generation Z, namely key opinion leaders, marketing content and user experience. This study aims to analyze the influence of the three independent variables, namely key opinion leaders, marketing content and user experience on the purchase intention of eco-friendly products. This study uses a qualitative method, namely by collecting and reviewing various literature that discusses the influence of key opinion leaders, marketing content and user experience on interest in buying eco-friendly products. Based on the results of the analysis of previous literature that examines and concludes the relationship and influence of key opinion leaders, marketing content and user experience on the purchase intention of eco-friendly products, it is concluded that all predictor variables have a close relationship and can positively influence the purchase intention of eco-friendly products.

Keywords: key opinion leader, marketing content, user experience, purchase intention.

INTRODUCTION

Nowadays, environmental issues are popular issues to be studied and receive serious attention from various parties, namely the government as regulator, companies and consumers. Environmental concerns are carried out comprehensively, not only centered on the production process, regulation making and consumption styles, but attention and focus on the impacts or consequences that will be caused in the long term also forces each party to care about environmental issues (Indriastiningsih et al., 2023). For the government as a regulator and policy maker, environmental issues are a challenge because the government is faced with the choice to focus on economic growth or on environmental sustainability. The resulting decisions, if based on economic interests, often do not run linearly with efforts to protect and preserve the environment (Putra et al., 2024). Various policies that support efforts to protect the environment are such as policies related to emissions, environmental damage and taxes for industries that in practice operate by producing carbon (Juwita et al., 2024). For business actors, efforts to maintain environmental sustainability are still considered not to have a direct impact on profitability, companies must instead invest in the application of green

technology which is considered still expensive. However, this choice for some industries is starting to become a priority because it has an impact on long-term efficiency and profitability, especially in market segments that care about eco-friendly products (Bakri et al., 2023). From the consumer side, today there is a consumption trend that prioritizes eco-friendly products. The level of education and understanding of consumers has shifted from not caring to realizing the importance of preserving the environment (Putra et al., 2024). Often eco-friendly products are more expensive and this is a consideration for consumers. There are also characteristics of consumers who are very critical of eco-friendly products, they want explanations and information about how the raw material ordering process is carried out, how the company produces products to the distribution process, whether the entire process is in line with efforts to preserve the environment. The increasing literature and campaigns on the use of eco-friendly products also have an impact on consumer awareness and enthusiasm in buying and using eco-friendly products (Syarifuddin et al., 2023; Sari et al., 2024).

There are three important factors in influencing the purchase intention of eco-friendly products, especially for generation Z, namely key opinion leaders, marketing content and user experience. Generation Z is a generation that is considered to be technology literate, one indicator of which is the level of dependence on social media in everyday life. Through social media, they easily buy products based on the influence of someone who has a reputation or popularity, this person is known as the terminology key opinion leaders (Murad et al., 2018). Marketing content also influences the purchase intention of eco-friendly products, attractive marketing content will be able to influence consumer interest in buying eco-friendly products and can even make conventional consumers switch to buying environmentally friendly products (Akhirianto et al., 2024). User experience either by consumers directly or based on stories from colleagues or family of consumers about the positive benefits obtained when buying and consuming eco-friendly products (Nasution et al., 2024). This study aims to analyze the influence of the three independent variables, namely key opinion leaders, marketing content and user experience on the purchase intention of eco-friendly products.

METHOD

This study uses a qualitative method, namely by collecting and reviewing various literature that discusses the influence of key opinion leaders, marketing content and user experience on interest in buying eco-friendly products. The literature was obtained from scientific articles of research results published in scientific journals and proceedings. Researchers collected at least five articles from each relationship between independent and dependent variables. Based on the results of studies from previous researchers and conclusions and suggestions that have been formulated by previous researchers, then a qualitative and descriptive analysis was carried out on the influence and relationship of each predictor variable on the vocal variable. Then the researcher made conclusions and recommendations for stakeholders, such as producers, government and consumers.

RESULT AND DISCUSSION

The results of the study and analysis of previous literature show that key opinion leaders, marketing content and user experience are related and positively influence the purchase intention of eco-friendly products, especially for generation Z. Generation Z, which is dominated by people who actively use social media, has been actively and massively exposed to various information obtained digitally. This information contains various contents, one of which is marketing content. Although there is also an assumption that generation Z is a generation that does not care about issues related to the environment and environmental preservation, which then influences the shopping style of generation Z towards eco-friendly

products. Generation Z is considered not to make environmental issues the biggest consideration in buying products, but generation Z consumers are very easily influenced by various marketing aspects when deciding on purchases. If these aspects lead to the purchase of eco-friendly products, then this will most likely influence generation Z's buying interest in eco-friendly products (Kushariyadi et al., 2024; Sudirjo et al., 2024; Judith, 2023).

Based on the results of the review and analysis of previous research results, it was found that key opinion leaders are able to positively influence the purchase intention of eco-friendly products. For the community, key opinion leaders are considered to play a significant role in influencing people's perspectives, perceptions, and even shaping their behavior and shopping style. Several characteristics of key opinion leaders such as charisma, reputation, superior physical appearance and intelligence are important aspects in introducing and educating the importance of environmental sustainability behavior by fostering the purchase intention of eco-friendly products. In the context of an environmentally oriented shopping style, the role of key opinion leaders is very important to foster awareness and educate about the urgency and importance of using eco-friendly products, especially for the generation Z market segmentation that really needs education and awareness that may not have been sufficiently taught in formal education. People's consumption patterns will have an impact on the environment, so that the consumption of eco-friendly products will certainly have a good impact on the environment. This awareness needs to be socialized to generation Z. Key opinion leaders are also believed to be able to change the paradigm and negative perceptions about eco-friendly products such as expensive prices and poor quality. With thousands or even millions of followers on social media accounts, key opinion leaders have the digital power to influence and shape public opinion. They can make reviews by consuming eco-friendly products in their daily lives, as well as making testimonials about the good benefits of eco-friendly products (Bakri et al., 2023; Violin et al., 2022; Sudirjo et al., 2023).

In relation to marketing content, the purchase intention of eco-friendly products is greatly influenced by marketing content. Marketing content influences consumers' perspectives and perceptions of shopping styles that prioritize environmental sustainability as the biggest consideration. Good marketing content must be informative, the content of promotional materials should include education about the positive impacts of choosing eco-friendly products. The education provided is expected to increase consumer awareness of the importance of maintaining environmental sustainability which has become a global issue. Several important issues such as climate change, carbon emissions and pollution due to plastic waste are negative impacts of irresponsible consumption patterns. Through marketing content, consumers often feel moved, content created using humanitarian values and persuasively inviting consumers to realize the importance of environmental preservation for the sake of the survival of the next generation will arouse consumer understanding. Consumers will understand that eco-friendly products are not just about buying and selling transactions between producers and consumers, but there is a greater purpose behind it (Indriastiningsih et al., 2023; Fitri et al., 2023).

User experience is the direct value and perception felt by consumers after consuming a particular product and service. User experience can be directly obtained from consumer experience or from stories about colleagues or family experiences of certain products and services. In relation to the purchase intention of eco-friendly products, consumer experience is positively related to purchase interest, if consumers feel a good and positive impact when using eco-friendly products, then of course the consumer's repurchase intention will be formed. Likewise, if consumers hear stories of experiences from their colleagues about the benefits of eco-friendly products, then the purchase intention of eco-friendly products will be formed. User experience does not only talk about the experience of consuming, but also about

how consumers gain access to information about knowledge about eco-friendly products. The attractive visual design of promotional materials will also increase user experience and interest from prospective consumers. Another factor that greatly influences is the reviews and ratings given by other consumers who have previously consumed eco-friendly products, this will form perceptions and provide information that can confirm that purchasing eco-friendly products is not only beneficial for the environment, but also truly beneficial for consumers (Sunarso & Mustafa, 2023; Sudirjo et al., 2024; Sriyanti et al., 2023).

CONCLUSION

Based on the results of the analysis of previous literature that examines and concludes the relationship and influence of key opinion leaders, marketing content and user experience on the purchase intention of eco-friendly products, it is concluded that all predictor variables have a close relationship and can positively influence the purchase intention of eco-friendly products. Researchers suggest that manufacturers prioritize eco-friendly products and can monitor every raw material and production process to be in line with the spirit of environmental conservation. Company management is also advised to anticipate and manage waste properly so as not to pollute the environment. The government is advised to maintain and improve policies that help manufacturers who have environmentally friendly business processes and products, the government is also advised to provide tax incentives for the purchase of eco-friendly products. Advice for consumers is to start accessing literature on the positive impacts of eco-friendly products, so that consumers are educated to buy and consume eco-friendly products.

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