THE IMPACT OF ECO-FRIENDLY CAMPAIGNS ON GENERATION Z'S PURCHASE DECISIONS ON E-COMMERCE PLATFORMS: A STUDY IN PONOROGO

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Abstract
The development of e-commerce in the last ten years has changed consumer behavior, especially Generation Z who have an involvement in environmental and social issues. Eco-friendly campaigns, such as Tokopedia Hijau and Easy Green, aim to encourage sustainable consumption on e-commerce platforms. This study explores the extent to which the campaign influences Generation Z's purchasing decisions in Ponorogo while assessing its conformity with consumption ethics in Islam, which includes the principles of justice (*'adl*), simplicity (*zuhd*), and social responsibility (*mas'uliyyah*) through a thematic approach that links the findings to *the Theory of Planned Behavior*. Qualitative research methods through observation and semi-structured interviews with respondents aged 17–25 years, with a focus on Gen Z's response in response to eco-friendly campaign elements such as "eco-friendly" labels, green product category features, sustainable incentives, and sustainability narratives displayed in e-commerce applications. The results show that even though campaigns increase awareness and moral engagement, purchasing decisions are still influenced by price, accessibility, and product appeal. In addition, the campaign still lacks transparency and tends to be individualistic, so it is not fully aligned with the ethical values of Islamic consumption. These findings emphasize the need for a more holistic and ethical campaign strategy to encourage sustainable consumption.

Keywords: Generation Z, e-commerce, eco-friendly campaigns, Islamic consumption ethics, sustainable consumption

INTRODUCTION

The development of e-commerce in the last ten years has brought about a major change in the way people shop and consume goods. Online shopping not only provides convenience, but also changes the way consumers view their values, lifestyles, and identities (Cherian, 2025; Lăzăroiu et al., 2020; Verhoef et al., 2021). In the midst of this transformation, a trend has emerged *green marketing* or eco-friendly marketing in response to the increasing awareness of sustainability issues, particularly among Generation Z as a consumer group who are cognitively and affectively more engaged with environmental and social issues, and show a preference for ethical and responsible consumption practices. However, the view that Generation Z has always supported eco-friendly products is not entirely true. Some studies show that although they have a high interest in sustainability issues, it is not always followed by real action in choosing or buying products that align with those values (Ziółko et al., 2025). In practice, Gen Z's consumption behavior is still heavily influenced by other factors such as the desire to follow *trend* self-image on social media, as well as consumption patterns that tend to be impulsive (Cherian, 2025; George & R, 2025). This raises the question of whether eco-friendly campaigns are really effective in changing consumption behavior, or are they just part of a purely symbolic marketing strategy.

Programs such as *Green Tokopedia* and *Easy Green* by Unilever and Lazada is a form of e-commerce

adaptation to sustainability trends, with a focus on Generation Z which is considered the most responsive consumer group to environmental issues (Tokopedia, 2025; Unilever, 2022). However, the implementation of the campaign has not been fully in line with the principles of consumption ethics in Islam as stated by the (Mannan, 1984), which includes the values of justice, cleanliness, simplicity, generosity, and morality. The campaign implicitly encourages consumptive behavior by wrapping consumption in a narrative of sustainability, thus disguising the values of simplicity and spirituality that are the foundation of Islamic consumption ethics. In addition, access to environmentally friendly products that tend to have higher prices gives rise to consumption exclusivity, which has implications for the unfairness of access distribution and is contrary to the principle of fairness. Not only that, but practice *greenwashing* It is also found in the form of "eco-friendly" labeling without transparency over the supply chain, raw materials, or verifiable official certifications, thus casting doubt on the commitment to cleanliness and honesty that are important pillars of Islamic consumption. This campaign also tends to focus on individual benefits such as shopping incentives and self-image, without integrating social aspects such as concern for the underprivileged (Delmas & Burbano, 2011). Therefore, while encouraging the spirit of sustainability, the campaign has not fully reflected the principles of consumption ethics in Islam that are comprehensive, spiritual, and just.

A number of studies have highlighted the relationship between eco-friendly campaigns and consumer purchasing behavior, especially in Generation Z who are considered to have a high level of environmental awareness. (Aly & Al-Salfiti, 2025; Joshi et al., 2025; Widodo et al., 2025)found that awareness of sustainability issues has a positive influence on interest in buying environmentally friendly products, while (Anh, 2025) indicates that green labeling (*green labeling*) is able to form a positive perception of product quality, although it does not always lead to actual purchasing actions. (Tiên, 2025), through the *Theory of Planned Behavior* and *Value-Belief-Norm Theory*, emphasizing the importance of the role of personal values and social norms in shaping sustainable consumptive behavior. However, a study by (Ziółko et al., 2025) reveals that while Generation Z shows an interest in sustainable consumption, those preferences don't always translate into purchasing decisions, especially due to price factors and product accessibility. (George & R, 2025) It also criticizes the nature of e-commerce campaigns that tend to be persuasive and impulsive, thereby encouraging excess consumption which is contrary to the spirit of sustainability itself. Although the contributions of these studies are significant, most still focus on the general behavioral dimension and have not linked eco-campaigns to the Islamic framework of consumption ethics that includes aspects of justice, simplicity, morality, and social balance. Therefore, a study is needed that specifically explores how eco-friendly digital campaigns on e-commerce platforms affect Generation Z's purchasing decisions in the context of comprehensive and transcendental Islamic values.

As the *green market* grows, companies compete to create a sustainable image through labels such as "eco-friendly", "carbon-neutral", or "sustainable choice". However, without a strong evaluative framework, such campaigns risk becoming a form of *greenwashing*, which is a marketing strategy that misleads consumers with unverifiable environmental claims (Delmas & Burbano, 2011). This has the potential to create the illusion of sustainability that does not have a significant impact on changes in consumption patterns (Ziółko et al., 2025). In the context of Muslim society, the issue of sustainability cannot be separated from the principles of consumption ethics in Islam which emphasize the balance between material needs and spiritual values. Consumption is not only seen as an economic activity, but also as a form of worship and social responsibility. Principles such as *adl* (justice), *zuhd* (simplicity), *ithar* (altruism), and *tazkiyah* (self-purification) have become important pillars in Islamic consumption practices (Mannan, 1984; Haneef, 2013). E-commerce campaigns that focus on incentives, discounts, and self-image often contradict these values, because they encourage impulsive consumption and do not consider aspects of distribution justice or social balance (Cherian, 2025; Aly & Al-Salfiti, 2025).

Previous research has shown that awareness of environmental issues does not always result in consistent consumptive behavior. Although Generation Z expresses concern for sustainability, their purchasing decisions are still influenced by price, convenience, and social trends (Tiên, 2025; Joshi et al., 2025). Even in campaigns such as Tokopedia Hijau and Easy Green, incentives are often the main attraction compared to the value of sustainability itself (Tokopedia, 2025; Unilever, 2022). This shows the urgent need to evaluate the effectiveness of eco-friendly digital campaigns in a more critical and normative context, including through the

perspective of Islamic ethics.

Therefore, this study aims to explore in depth the extent to which eco-friendly digital campaigns launched by e-commerce platforms influence Generation Z purchasing decisions in Ponorogo, as well as how these influences interact with the ethical values of consumption in Islam. The selection of Ponorogo Regency as the location of the research was supported by demographic data. According to the Central Statistics Agency (BPS, 2024), the number of Generation Z in Ponorogo is estimated to reach around 255,000 people. This significant population makes Ponorogo representative for researching the digital consumption behavior of Generation Z, especially in the context of eco-friendly campaigns on e-commerce platforms.

METHODOLOGY

This study uses a qualitative approach with field research methods to examine the influence of eco-friendly campaigns on e-commerce platforms on Generation Z purchasing decisions in Ponorogo Regency. Data was collected through observation and semi-structured interviews conducted directly with respondents aged 17–25 years who were active in e-commerce platforms such as Tokopedia, Shopee, and Lazada. Observations focused on digital consumptive behavior, specifically how Gen Z responds to eco-friendly campaign elements such as "eco-friendly" labels, green product category features, sustainable incentives, and sustainability narratives displayed in e-commerce applications. Observations were conducted in a participatory manner by documenting the process of searching, selecting, and purchasing products through their devices, either in person or through observations in online discussion groups (such as WhatsApp Groups, local Gen Z communities, and digital shopping forums). The interviews were conducted to explore their motivations, perceptions, and the extent to which Islamic sustainability values and ethics influenced their purchasing decisions. The data was analyzed using a thematic approach by associating the findings with *the Theory of Planned Behavior* and the principles of Islamic consumption ethics such as justice (*'adl*), simplicity (*wasatiyyah*), and social responsibility (*mas'uliyyah*). Through this approach, the research aims to provide a real picture of the dynamics of sustainable digital consumption and the extent to which eco-friendly campaigns really affect the behavior of Gen Z in Ponorogo which is full of cultural and spiritual values.

RESULT AND DISCUSSION

1. Generation Z's Response in Ponorogo to Eco-Friendly Campaigns in E-Commerce

Based on the results of observations and interviews, it shows that Generation Z in Ponorogo Regency has a relatively high awareness of the importance of sustainability issues in digital consumption. Eco-friendly campaigns organized by e-commerce platforms such as Tokopedia Hijau and Shopee Eco are considered important initiatives, even though their influence on purchase decisions is not deterministic. In practice, this campaign raises moral and ecological awareness, but it is not yet fully the main foundation in the process of choosing products. One of the informants revealed that the eco-friendly campaign was "quite influential, as long as the information conveyed was complete and did not seem to be just a formality." He also assessed labels such as *eco-friendly* and *green products* as a form of positive recognition of products, but still "not always completely trustworthy" due to the lack of detailed information about ingredients and production processes.

This critical attitude indicates that Generation Z does not passively accept sustainability campaigns. They demand transparency and verifiable evidence so that green claims do not become a form of *greenwashing*. As stated by another informant:

"I am willing to pay a little higher price for environmentally friendly products because I feel that the choice shows concern for the earth, but there must be official certification. If it's just a green label without clear information, I doubt it."

In addition, some informants said that even though they felt they had a responsibility to environmental sustainability, their shopping behavior was still influenced by practical factors such as price, product availability, and promotions. An informant said, *"I feel that I have a role to play in*

protecting the environment through product choice, but sometimes it is difficult because not all eco-friendly products are available or the price is more expensive."

In observations conducted through interactions in WhatsApp groups, it was found that although there is interest in materials such as *cotton bamboo* because they are considered cool, durable, and not redundant, the main consideration is still on the use and aesthetic value, not solely on sustainability. The most commonly purchased products include skincare, clothing, and household essentials, indicating that daily consumption is an important entry point in the green campaign.

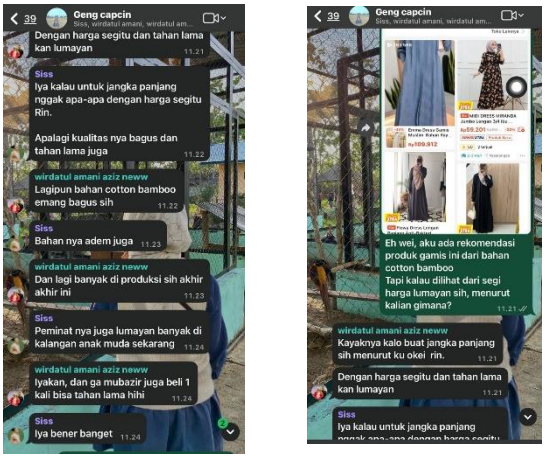

Figure 1. Screenshot WhatsApp Group

These findings confirm that eco-campaigns in e-commerce have not yet been fully internalized as a top preference in Gen Z's digital consumption.

2. Eco-Friendly Campaign on Generation Z's Purchasing Decision in Ponorogo

Eco-friendly campaigns carried out by e-commerce platforms are known to have a varied influence on Generation Z purchasing decisions in Ponorogo Regency. In general, informants show an open attitude towards sustainable campaigns, but their implementation in spending behavior is not always consistent. Factors such as information transparency, label credibility, product pricing, and ease of access are key determinants of whether the campaign is able to drive sustainable consumption actions.

Some informants stated that green campaigns can influence their shopping decisions, especially if they are accompanied by clear and not exaggerated information. As one of the informants put it: *"An eco-friendly campaign is quite influential, especially if the information is not very formalistic and there is real evidence that the product is completely safe for the environment".* This view shows that sustainability narratives that are conveyed substantially and honestly are more easily accepted by Gen Z.

Nonetheless, campaigns are not always the dominant factor in the buying process. High product prices, limited stock, and unattractive product designs are obstacles to the decision to buy environmentally friendly products. An informant said, *"I want to buy environmentally friendly products, but sometimes the price is expensive and the products are hard to find, so sometimes I choose ordinary ones".* This statement shows that the intention to shop sustainably is not yet supported by a market structure that supports sustainability across the board.

In addition, campaigns that only use green labels without detailed explanations are often considered an inauthentic symbolic strategy. Some informants expressed their doubts about labels that

seem to only follow trends. As stated by one respondent: *"If there is only the word 'green' or 'eco', but it is not explained what the material is, I don't believe it".* This doubt reinforces the importance of information disclosure and official certification in reinforcing the impact of campaigns on purchase decisions.

The form of benefits felt from the purchase of green-labeled products is more psychological and symbolic, such as feeling safe, comfortable, and as if they have contributed to environmental conservation. However, this has not been offset by the structural push from e-commerce platforms to make green products mainstream in catalogs and promotions.

Thus, although eco-campaigns have shaped the awareness and desire of some Gen Z to choose products that are more ethical and ecological, pragmatic factors such as price, access, and clarity of information are still more dominant in shaping the final decision. This indicates that the influence of the campaign is still in the affective *commitment* stage, but has not fully transformed into *a behavioral commitment* (real action).

3. Suitability of Eco-Friendly Campaigns and Islamic Consumption Ethical Values

The results show that eco-friendly campaigns on e-commerce platforms have a normative orientation to encourage sustainable consumption, but the practice is not fully aligned with Islamic consumption ethics. Although Generation Z in Ponorogo Regency has a relatively high level of ecological awareness, this awareness still operates at a cognitive level and has not been converted into consistent consumption behavior.

This inconsistency is seen in several main aspects, including the lack of integration of the values of justice ('adl), cleanliness (taharah), simplicity (zuhd), social responsibility (mas'uliyyah), and morality (akhlaqiyyah) as formulated in Islamic consumption ethics according to Mannan (1984). Informants identified that e-commerce campaigns tended to be symbolic and commercial, oriented towards individual incentives such as discounts, cashback, and the self-image of "caring for the environment", without reinforcing the moral-spiritual message that underpinned Islamic consumption.

Doubts about green claims without certification or transparency of information indicate that the principles of shiddiq and cleanliness have not been fulfilled, while the relatively high price of sustainable products gives rise to exclusivity of consumption contrary to the principle of 'adl. In addition, the impulsive e-commerce promotion pattern, especially at momentum such as "11.11" or "12.12"—encourages israf behavior that is not in accordance with the concept of zuhd in Islam.

The dimension of mas'uliyyah has also not been reflected because campaigns emphasize individual interests rather than social contributions and the distribution of benefits collectively. Thus, there is a substantive gap between Islamic consumption ethical values and eco-friendly digital campaigns, which are still generally symbolic and not yet transformative. To achieve meaningful sustainability within the framework of Islamic ethics, e-commerce campaigns need to be redesigned with a holistic approach that emphasizes access fairness, information transparency, simplicity of lifestyle, as well as strengthening social responsibility narratives as an integral part of consumption practices.

CONCLUSION

Eco-friendly digital campaigns on e-commerce platforms have shaped Generation Z's initial awareness of sustainability issues, but their influence on purchasing decisions is still limited and not completely consistent. Consumption decisions remain heavily influenced by price, ease of access, and product image, while green campaigns more often serve as moral symbols than drivers of behavior change. From the perspective of

Islamic consumption ethics, this campaign has not fully reflected the principles of justice, simplicity, and social responsibility as affirmed by Mannan (1984), because there is still a lack of transparency and tends to be individualistic. Therefore, a more holistic and transcendental approach to campaigns is needed so that digital consumption practices are in line with spiritual and ethical values in Islam.

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