

ABSTRACT

Environmental and natural degradation that continues to persist raises issues of environmental protection, ultimately resulting in ethical consumption or what is known as green consumerism. One company that has implemented this concept is Nike. Nike, Inc. is a multinational American company engaged in the development and production of footwear, apparel, equipment, and other sports and lifestyle accessories. However, in Indonesia, Nike has not yet become the most popular footwear brand among the public. In addition to this phenomenon, inconsistencies in research have been found regarding perceived social media marketing and green product buying behavior in previous studies. Therefore, based on this phenomenon and research gap, this study aims to address the gap between perceived social media marketing and self-green brand connection on green product buying behavior in Nike in Semarang through price consciousness, behavioral intention, and green brand loyalty. Data collection was conducted by distributing a questionnaire consisting of both open and closed-ended questions online, successfully gathering 232 respondents. The collected questionnaire data was analyzed quantitatively and structurally using the SEM (Structural Equation Modelling) method with the AMOS (Analysis Moment of Structural) 26 program. The findings of this study successfully proved that perceived social media marketing has a positive and significant influence on green product buying behavior. The managerial implication that can be applied is that this study is expected to be useful for Nike and other companies in increasing sales of environmentally friendly products and promoting environmentally friendly product purchasing behavior.

Keywords: *perceived social media marketing, green product buying behavior, self-green brand connection, price consciousness, behavioral intention, green brand loyalty.*

