# "Can User-Generated Content Drive the Purchase of Sustainable Products? Exploring the Role of Persuasion Knowledge Among Young Consumers in Jakarta"

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## Abstract

This study explores the significant influence of User-Generated Content (UGC) on the purchase intention for sustainable products among young consumers in Jakarta, Indonesia, with persuasion knowledge acting as a mediating factor. In an era where digital platforms are reshaping consumer behavior, especially in emerging markets, understanding the role of UGC in driving sustainable consumption is essential. While UGC's impact on general consumer behavior is well-documented, its specific effect on sustainability-driven decisions remains underexplored. This study addresses this gap by examining how young, digitally-engaged consumers interpret UGC and how their awareness of persuasive intent shapes their willingness to purchase sustainable products. Employing a quantitative approach, data was collected from 158 respondents in Jakarta, revealing that UGC significantly enhances purchase intention, with persuasion knowledge amplifying this effect. The findings underscore the pivotal role of digital content in fostering sustainable consumption and provide valuable insights for marketers looking to leverage UGC in promoting environmentally-conscious consumer behavior in Indonesia's rapidly evolving digital ecosystem.
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## *Abstrak*

*Penelitian ini mengkaji pengaruh signifikan dari User-Generated Content (UGC) terhadap niat beli produk berkelanjutan di kalangan konsumen muda di Jakarta, Indonesia, dengan pengetahuan persuasif sebagai faktor mediasi. Di era di mana platform digital dengan cepat mengubah perilaku konsumen, khususnya di pasar berkembang, pemahaman tentang peran UGC dalam mendorong konsumsi berkelanjutan menjadi sangat penting. Meskipun dampak UGC terhadap perilaku konsumen secara umum telah banyak diteliti, pengaruh spesifiknya terhadap keputusan konsumsi yang berorientasi pada keberlanjutan masih kurang mendapat perhatian. Penelitian ini mengisi kekosongan tersebut dengan meneliti bagaimana konsumen muda yang terhubung secara digital memproses UGC dan bagaimana kesadaran mereka terhadap niat persuasif mempengaruhi keinginan untuk membeli produk berkelanjutan. Menggunakan pendekatan kuantitatif, data dikumpulkan dari 158 responden di Jakarta, yang menunjukkan bahwa UGC secara signifikan meningkatkan niat beli, dengan pengetahuan persuasif memperkuat pengaruh tersebut. Temuan ini menegaskan peran penting konten digital dalam mendorong konsumsi berkelanjutan dan memberikan wawasan berharga bagi pemasar yang ingin memanfaatkan UGC untuk mempromosikan perilaku konsumen yang peduli lingkungan di ekosistem digital Indonesia yang berkembang pesat.*

*Keywords:* *User-Generated Content, Purchase Intention, Persuasion Knowledge, Sustainable Products*

## INTRODUCTION

The rapid advancement of digitalization in Indonesia, particularly in Jakarta, has significantly transformed consumer behavior and purchase patterns. Jakarta, as the capital and economic center of Indonesia, represents a critical space where young, digitally-savvy consumers drive the adoption of new technologies and trends. In 2024, Indonesia's internet penetration reached approximately 204 million people, with over 77% of the population actively using social media platforms (We Are Social, 2024). This digital boom has created a dynamic marketplace, where

platforms such as Instagram, YouTube, and TikTok play pivotal roles in shaping consumer perceptions and purchasing decisions, particularly among millennials and Generation Z. Recent studies highlight that Indonesia's younger consumers demonstrate high levels of digital engagement, actively interacting with content and co-creating value in online spaces (Kembau et al., 2024). Among the sectors most affected by this transformation is sustainable consumption, where consumers are increasingly seeking products that align with environmental and ethical values (Phua et al., 2020). The significant influence of user-generated content (UGC) on these platforms has further amplified the reach and impact of sustainability-focused products, where peer recommendations and personal experiences are central to the decision-making process.

Despite the growing interest in sustainable products in digital spaces, there remains a research gap regarding how UGC influences purchase intentions for these products, especially in emerging markets like Indonesia. While previous studies have explored the general impact of UGC on consumer behavior, limited attention has been paid to how UGC specifically drives sustainable consumption in developing countries (Mayrhofer et al., 2019). Most studies on UGC's influence have been conducted in Western contexts, where sustainability has been a longer-established consumer priority. However, in Indonesia, young consumers are just beginning to embrace sustainability-driven consumption patterns, creating an urgent need to understand how digital content shapes these behaviors. Additionally, the interplay between UGC and persuasion knowledge—the consumer's awareness of persuasive intent in digital content—has not been adequately examined in the context of sustainable consumption, especially in a developing market like Indonesia.

This study aims to address these gaps by investigating how UGC influences purchase intention for sustainable products among young consumers in Jakarta, with persuasion knowledge serving as a mediating factor. The rise of digital platforms in Indonesia has led to an increase in user-generated content, which can influence consumer behaviors by creating a sense of authenticity and relatability (Santos, 2021). As young people in Jakarta engage more with social media and UGC, it becomes crucial to understand how they process and respond to sustainability-related content. Recent studies (Panopoulos et al., 2022) have shown that eco-labels and UGC significantly influence green purchase intentions, underscoring the role of digital content in promoting sustainable consumption. This research explores whether an awareness of persuasive intent in UGC moderates the impact of this content on the purchase intention of sustainable products. Gidaković et al. (2024) further highlight the growing importance of sustainability among young consumers, emphasizing that their intentions to purchase sustainable products are increasingly shaped by factors such as social media influence and eco-labels.

The contribution of this study is significant in both academic and practical contexts. Academically, it contributes to the expanding literature on sustainable consumption, digital marketing, and consumer behavior by examining the role of UGC and persuasion knowledge in shaping purchase intentions for sustainable products. In particular, this study provides a nuanced understanding of how young consumers in Jakarta process sustainability-related content on social media, offering a deeper look at the complexities of digital influence in emerging markets. Practically, the findings provide valuable insights for marketers and sustainability advocates in Indonesia, helping them design more effective digital strategies to promote sustainable products. As the Indonesian government intensifies its focus on sustainability—aiming to reduce greenhouse gas emissions and increase the use of renewable energy by 2030 (BAPPENAS, 2023)—brands can use these insights to create digital marketing campaigns that resonate with environmentally-conscious consumers, particularly in urban centers like Jakarta.

In conclusion, this study addresses a critical gap in the literature by focusing on how UGC influences purchase intentions for sustainable products in Jakarta, a rapidly digitalizing city in Southeast Asia. By investigating the role of persuasion knowledge in moderating this relationship,

this research provides new insights into how young consumers engage with digital content in the context of sustainability. The findings will contribute to a broader understanding of digital influence in emerging markets, offering practical guidance for companies aiming to leverage social media and UGC to promote sustainable consumption, thus aligning with global sustainability goals. The study's findings will also serve as a reference for future research exploring the dynamics of digital marketing in developing economies and its role in fostering sustainable consumer behavior.

## User-Generated Content (UGC) and Its Impact on Purchase Intention

User-generated content (UGC) is increasingly recognized as a significant element in the marketing ecosystem, especially in digital and social media environments. Santos (2021) argues that UGC enables a dynamic interaction between brands and consumers, promoting authenticity and relatability. UGC, by nature, is seen as more trustworthy than traditional brand-generated content because it comes from real users who have no direct affiliation with the brand. This perception is especially pertinent when consumers are considering sustainable products, where authenticity and trustworthiness play a vital role in purchasing decisions (Mayrhofer et al., 2019).

A study by Kaplan and Haenlein (2010) emphasizes the increasing role of social media platforms as channels for UGC, noting that these platforms facilitate brand interaction and content dissemination in ways that were not possible through traditional media. Their work shows that UGC not only creates an opportunity for engagement but also acts as a form of "electronic word-of-mouth" (eWOM), which has been found to positively influence consumer attitudes toward products (Cheung et al., 2008). This is particularly true for sustainable products, where word-of-mouth and peer influence significantly affect consumer decision-making (Ladhari & Michaud, 2015).

Additionally, Tirunillai and Tellis (2012) assert that UGC is an integral part of modern consumer behavior, particularly through feedback, reviews, and shared experiences, which help shape perceptions of sustainability. These forms of content influence consumers by presenting real-life applications of the product, thereby boosting purchase intentions. This aligns with the findings of Lu and Stepchenkova (2015), who observed that UGC in the tourism sector significantly impacted consumer choice by showcasing personal experiences that aligned with consumers' environmental and social values.

## Persuasion Knowledge and Its Role in Consumer Responses

The Persuasion Knowledge Model (PKM) developed by Friestad and Wright (1994) is a cornerstone in understanding how consumers process persuasive messages. According to PKM, when consumers recognize the persuasive intent behind content, they activate coping mechanisms to resist or accept the influence. In the case of UGC, these coping mechanisms are often less activated because UGC is perceived as a more authentic form of communication, reducing the likelihood of users recognizing it as a form of marketing (Mayrhofer et al., 2019). This phenomenon is crucial when studying young consumers, who are generally more attuned to the authenticity of social media content than older generations.

Further supporting this argument, Boerman et al. (2015) found that individuals exposed to non-disclosed advertisements in UGC posts exhibited less resistance compared to those exposed to traditional advertisements. This suggests that the more covert the persuasive intent, the less likely consumers are to activate persuasion knowledge. This is especially significant for sustainable products, where young consumers are highly concerned with issues of social responsibility and environmental impact (Nguyen et al., 2019).

Moreover, Evans et al. (2017) extended the PKM by investigating how consumers' resistance to persuasive attempts in social media content is influenced by their awareness of the brand's commercial intentions. They argue that when users recognize content as branded, even in the form of UGC, persuasion knowledge is activated, leading to a decrease in favorable attitudes toward the brand. However, when the content is perceived as authentic and aligned with consumers' values, such as sustainability, this effect is less pronounced (Evans et al., 2017). This insight aligns with Van Reijmersdal et al. (2016), who showed that the presence of commercial disclosures in UGC decreases its effectiveness in influencing consumer purchase intentions.

**Purchase Intention in Sustainable Consumption**

Purchase intention is a critical construct in consumer behavior studies. It refers to the likelihood that a consumer will purchase a product based on various factors such as personal values, product quality, and brand reputation (Ajzen, 1991). Ladhari and Michaud (2015) suggest that for sustainable products, purchase intention is often driven by ethical considerations, such as environmental sustainability and social responsibility. UGC plays a pivotal role in this process by providing a platform for consumers to share their values and experiences with sustainable products, thereby influencing others' attitudes and behaviors.

In the context of sustainable consumption, Phua et al. (2020) highlight the growing importance of social media in shaping purchase intentions toward sustainable products. Their study finds that UGC, especially in the form of user reviews and shared personal experiences, significantly impacts consumers' decision-making, particularly when consumers are concerned with environmental impact. This is supported by Wang et al. (2019), who observed that the authenticity of UGC, especially in the form of consumer-generated reviews, can elevate a brand's credibility, thus enhancing purchase intention for sustainable products.

Moreover, Smith et al. (2012) emphasize that UGC, which resonates with consumers' identity and values, has a profound effect on their purchase intention. In this regard, Muntinga et al. (2011) argue that users often share brand-related content to express their identity and align themselves with a particular group or cause, such as sustainability. This highlights how UGC not only influences the functional aspects of purchase decisions but also taps into the emotional and social motivations that are central to sustainable consumption.
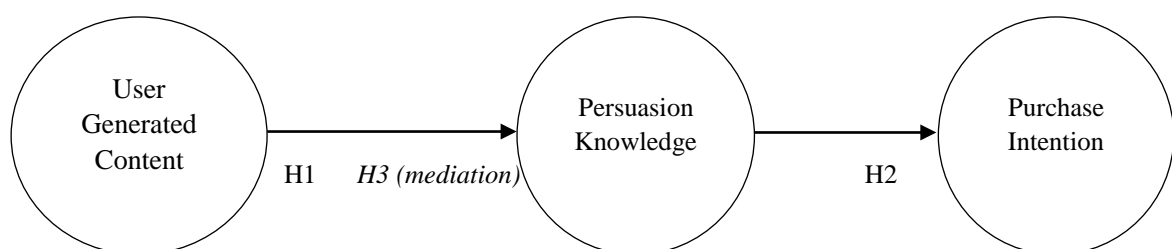


**Figure 1. Research Framework**

Based on the insights from the literature, the following hypotheses are proposed:

- **H1**: User-generated content will lead to a higher purchase intention for sustainable products compared to brand posts and disclosed advertisements, mediated by persuasion knowledge.

- **H2**: The level of persuasion knowledge will mediate the relationship between UGC and purchase intention, where higher persuasion knowledge will reduce the positive effect of UGC on purchase intention.

- **H3**: Negative affective reactions (e.g., irritation or annoyance) will mediate the relationship between persuasion knowledge and purchase intention, where higher negative affect will decrease purchase intention for sustainable products.

## METHODS

This study adopted a quantitative research approach to analyze the purchase intention of sustainable products among young consumers in Jakarta, particularly focusing on the role of User-Generated Content (UGC) and persuasion knowledge as mediating factors. The research methodology employed both survey and regression analysis to gather and process the data, ensuring valid and reliable results.

The data for this study was gathered using primary data collected through an online questionnaire. The target population consisted of young consumers in Jakarta, specifically university students. Given the growing influence of social media in shaping purchase behaviors, the study focused on young consumers who are generally active on social media platforms and engage with UGC related to sustainability.

The sample was drawn from students in both public and private universities across Jakarta, an area with a significant concentration of higher education institutions. The student population in Jakarta has a high potential for influencing the adoption of sustainable consumption patterns, as these individuals are more likely to be exposed to and influenced by sustainability-driven UGC. The sample size was determined using statistical power analysis for multiple regression models (Hair et al., 2014), which indicated a minimum of 137 respondents for reliable results. After distributing the online questionnaires, a total of 158 responses were collected, which are sufficient for further statistical analysis.

### Questionnaire Design and Measurement

The survey instrument employed in this study was a Likert-scale questionnaire, consisting of 12 items across three primary constructs: UGC, persuasion knowledge, and purchase intention. The questionnaire used a five-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree) to assess the respondents' perspectives and awareness about UGC and its impact on their purchase intentions for sustainable products.

**Table 1. Measurements**

| Construct | Dimension | Items |
|---|---|---|
| UGC (User-Generated Content) | UGC as Persuasive Content | UGC1: "I trust product recommendations from other users on social media." |
| | | UGC2: "User-generated content feels more authentic than brand advertisements." |
| | UGC as Social Proof | UGC3: "I believe that if other people share a product, it means the product is good." |

| | | UGC4: "When I see other users recommending a product, it makes me feel confident in my decision." |
|---|---|---|
| Persuasion Knowledge | Awareness of Persuasive Intent | PK1: "I am aware that some user-generated content is meant to persuade me." |
| | | PK2: "I can recognize when a post is trying to persuade me to purchase a product." |
| | Coping Mechanisms | PK3: "I tend to resist content when I know it is trying to persuade me to buy something." |
| | | PK4: "When I am aware of persuasive content, I usually become more critical about it." |
| Purchase Intention | Intention to Buy Sustainable Products | PI1: "I would be more likely to buy sustainable products after seeing them recommended by others." |
| | | PI2: "I would purchase a sustainable product based on positive user reviews." |
| | Emotional Connection to Sustainability | PI3: "I feel emotionally connected to sustainable products when I see them promoted by others." |
| | | PI4: "User-generated content about sustainability makes me feel more motivated to purchase." |

Table 1 presents the measurement model for this study, which focuses on three key constructs: User-Generated Content (UGC), Persuasion Knowledge, and Purchase Intention. Each construct is represented by multiple dimensions to capture the complexity of consumer behavior in the context of sustainable consumption. For UGC, two dimensions—UGC as Persuasive Content and UGC as Social Proof—are included, reflecting the persuasive influence of user-generated recommendations and the role of social proof in shaping consumer trust and purchase intentions (Mayrhofer et al., 2019; Santos, 2021). Persuasion Knowledge is measured through Awareness of Persuasive Intent and Coping Mechanisms, drawing from Friestad and Wright's (1994) Persuasion Knowledge Model, which highlights how consumers recognize and respond to persuasive tactics. Lastly, Purchase Intention is assessed through dimensions related to the direct intention to buy sustainable products and the emotional connection to sustainability, aligning with Phua et al. (2020), who emphasize the importance of emotional engagement in ethical consumption. This measurement model provides a comprehensive approach to understanding the factors influencing sustainable product purchases driven by digital content.

To ensure the accuracy and consistency of the survey items, this study conducted rigorous validity and reliability tests. Average Variance Extracted (AVE) was used to assess the convergent validity of the constructs, with a threshold value of 0.5 considered acceptable (Hair et al., 2014). The AVE values for the constructs—User-Generated Content (UGC), Persuasion Knowledge, and Purchase Intention—ranged from 0.585 to 0.692, indicating strong convergent validity, as all values exceeded the threshold. Additionally, Cronbach's Alpha and Composite Reliability were calculated to assess the internal consistency of the measurement model. According to Jevica and Pangaribuan (2024), values above 0.7 for both metrics signify acceptable reliability. The Cronbach's Alpha values ranged from 0.805 for UGC to 0.871 for Purchase Intention, while Composite Reliability values ranged from 0.895 to 0.923, confirming that all constructs demonstrated excellent reliability.

These results underscore the robustness of the measurement model, ensuring that the survey items are both valid and reliable for further analysis.

**Table 2. Reliability and Validity Results**

| Construct | Average Variance Extracted (AVE) | Alpha | Composite Reliability |
|---|---|---|---|
| UGC | 0.628 | 0.805 | 0.895 |
| Persuasion Knowledge | 0.585 | 0.812 | 0.895 |
| Purchase Intention | 0.692 | 0.871 | 0.923 |

**Demographic Information of Respondents**

The sample for this study consisted of 158 respondents, with a balanced representation of gender: 81 respondents were female (51%) and 77 were male (49%). The respondents' age ranged from 18 to 25 years, with a significant proportion (63%) falling within the 18-22 years age group. This age range is highly relevant, as it aligns with the young adult consumer segment that is typically most engaged in digital media and sustainable consumption. A key demographic characteristic for this study was social media usage intensity—a significant factor since UGC primarily thrives on these platforms. Among the respondents, 85% reported using social media for 3-4 hours per day, while the remaining 15% spent more than 5 hours per day on platforms such as Instagram, Facebook, and TikTok. This high level of engagement underscores the relevance of social media as a primary channel through which UGC influences purchase decisions. Furthermore, 45% of respondents reported having purchased sustainable products in the past six months, reflecting a growing interest in sustainability within the target demographic. These factors make the sample highly suitable for investigating the effects of UGC on purchase intention for sustainable products, particularly among young, digitally-connected consumers.

**RESULTS**

The analysis in this study was conducted using bootstrapping within SmartPLS software, which provides a robust approach to evaluating complex path models. Hypothesis testing was performed by assessing the t-statistics and p-values, with a 95% confidence level set to ensure accuracy in the results. In Table 3, the results of the hypothesis testing show that all proposed relationships in the model were significant, indicating that the constructs have meaningful impacts on each other. H1 (UGC → Purchase Intention) was supported with a t-statistic of 2.118 and a p-value of 0.034, suggesting that UGC positively influences purchase intention for sustainable products. This finding is consistent with Phua et al. (2020) and Mayrhofer et al. (2019), who have demonstrated that UGC, as a form of digital content, is a critical driver in shaping consumer behavior, particularly in contexts where ethical or sustainability factors are involved.

**Table 3: Hypothesis Testing Results**

| Hypothesis | Path | β | t-statistic | p-value |
|---|---|---|---|---|
| H1 | UGC → Purchase Intention | 0.247 | 2.118 | 0.034 |
| H2 | Persuasion Knowledge → Purchase Intention | 0.302 | 2.396 | 0.018 |
| H3 | UGC → Persuasion Knowledge → Purchase Intention | 0.189 | 2.146 | 0.031 |

Further, H2 (Persuasion Knowledge → Purchase Intention) was validated with a t-statistic of 2.396 and a p-value of 0.018, confirming that the development of persuasion knowledge—the awareness of persuasive intent in content—directly affects consumers' intention to purchase sustainable products. This result aligns with the work of Boerman et al. (2015) and Evans et al. (2017), who found that increased consumer awareness of persuasive tactics can alter purchasing decisions. Lastly, H3 (UGC → Persuasion Knowledge → Purchase Intention) revealed that persuasion knowledge significantly mediates the relationship between UGC and purchase intention, with a path coefficient of 0.189, t-statistic of 2.146, and p-value of 0.031. This supports the Persuasion Knowledge Model (PKM) proposed by Friestad and Wright (1994), which suggests that consumers' awareness of persuasive intent triggers coping mechanisms, influencing their final purchase behavior. These results underscore the complex interaction between UGC and persuasion knowledge, emphasizing how consumers' understanding of persuasive content shapes their purchasing decisions, especially for sustainable products. The statistical significance of these pathways is crucial for understanding the mechanisms driving sustainable consumption, as detailed in Table 3.

**Discussion**

The findings of this study provide important insights into the role of User-Generated Content (UGC) and persuasion knowledge in influencing the purchase intention of sustainable products, particularly among young consumers in Jakarta. These results significantly extend current understandings of consumer behavior in the context of sustainability, with particular emphasis on how UGC and persuasion knowledge interact to affect purchase decisions. As young consumers in Indonesia increasingly embrace digital platforms, UGC has emerged as a key mechanism for influencing their purchase behavior, especially when considering sustainable products. This study confirms that UGC has a positive influence on purchase intention for sustainable products, a finding consistent with prior research by Phua et al. (2020) and Mayrhofer et al. (2019), who emphasize the role of UGC in shaping consumer perceptions and decisions. Moreover, Gidaković et al. (2024) similarly highlight that UGC significantly influences the purchase intentions of young consumers, specifically in the context of sustainable products, reinforcing the argument that authenticity and trust in UGC are pivotal in promoting ethical consumption. The social aspect of UGC, particularly the recommendations and shared experiences, creates social proof, which reinforces positive consumer attitudes toward sustainable products (Jiatong et al., 2021).

Additionally, the role of persuasion knowledge as a moderating factor in the relationship between UGC and purchase intention provides deeper insight into consumer behavior. As consumers become more aware of the persuasive intent behind digital content, they adjust their attitudes and behaviors accordingly. This finding is consistent with the Persuasion Knowledge Model (PKM) by Friestad and Wright (1994), and is supported by Boerman et al. (2015) and Evans et al. (2017). However, the resistance triggered by awareness of persuasive intent can be mitigated when the content aligns with consumers' ethical values, as demonstrated in the findings of Wang et al. (2019). In the context of sustainable products, consumers are more likely to accept persuasive content when it resonates with their environmental concerns and ethical beliefs, making transparency and authenticity critical in digital marketing strategies. This is supported by Panopoulos et al. (2022), who found that eco-labels and UGC can significantly influence green purchase intention, as both align with consumers' desire for products that match their values.

Moreover, Suhartanto et al. (2021) underline the importance of trust in shaping young consumers' decisions to repurchase green products, which is particularly relevant for UGC in the sustainable market. As Jacobson and Harrison (2022) further suggest, influencers and content creators in the sustainable fashion sector can significantly shape consumer behavior, adding an additional layer of credibility and trust to the persuasive content. This study's findings, combined with the work of Suhartanto et al. (2021) and Yang et al. (2024), suggest that UGC, when backed by

a sense of authenticity and trust, can serve as a powerful tool for promoting sustainable consumption among young, socially-conscious consumers. The importance of transparency and the alignment of UGC with ethical values further emphasizes that brands should be mindful of how their content is perceived in order to foster trust and mitigate resistance from consumers.

In sum, this research underscores the complex interaction between UGC and persuasion knowledge in shaping purchase intention for sustainable products, confirming that authenticity, transparency, and alignment with consumer values are key elements in promoting sustainable consumption. The findings of this study, supported by existing research, offer valuable implications for marketers seeking to engage young consumers in sustainability efforts in a digitally connected world. By leveraging UGC, companies can effectively influence purchase behavior while promoting products that align with consumers' ethical and environmental values.

**Practical Implications**

The findings of this study offer valuable insights for marketers and businesses seeking to influence the purchase intentions of young consumers, particularly for sustainable products. Since User-Generated Content (UGC) significantly impacts purchase intention, companies should focus on encouraging and promoting content generated by users, particularly through social media platforms. As Santos (2021) notes, UGC is perceived as more credible and relatable than traditional brand-generated content. Brands should consider creating campaigns that incentivize consumers to share their experiences with sustainable products, further reinforcing trust and fostering loyalty. Engaging consumers in a way that encourages them to contribute to the brand's narrative will not only enhance brand loyalty but also drive increased sales of sustainable products (Phua et al., 2020). This aligns with recent research highlighting how immersive and interactive content—such as augmented reality and personalized experiences—can enhance digital engagement and influence purchase behavior in Indonesia's e-commerce ecosystem (Kembau & Lendo, 2025).

Additionally, the role of persuasion knowledge in moderating purchase intentions has important implications for marketing strategies. Marketers should prioritize transparency in their use of UGC, ensuring that consumers are aware of the persuasive intent behind the content. By doing so, brands can avoid potential skepticism and foster a more informed, engaged consumer base. However, this transparency should be balanced with authenticity, particularly for sustainable products, where consumers are highly attuned to ethical considerations. As Boerman et al. (2015) and Evans et al. (2017) suggest, providing consumers with authentic, transparent content will likely reduce resistance to persuasive messages, thereby enhancing their willingness to support sustainable brands. Moreover, incorporating elements such as FOMO (fear of missing out), personalization, and social sharing has proven effective in driving engagement and brand loyalty, especially when embedded within user-centric campaigns like Spotify Wrapped (Kembau et al., 2024). Brands that educate their audience on sustainability practices through user-driven content can foster a sense of shared purpose, reinforcing positive purchase intentions and advancing more sustainable consumption habits.

## CONCLUSION

In conclusion, this study confirms that UGC and persuasion knowledge play a significant role in shaping purchase intention for sustainable products among young consumers. The findings underscore the importance of authenticity and trust in consumer decision-making, especially in the context of sustainability. Marketers aiming to influence purchase decisions in this space should

consider leveraging user-generated content while being transparent about its persuasive intent. Additionally, enhancing consumers' awareness of sustainability through UGC can further strengthen their intentions to support sustainable brands.

Despite its contributions, this study has several limitations that provide avenues for future research. First, the sample was limited to young consumers in Jakarta, which may not fully represent the broader population of sustainable product consumers. Future studies could expand the geographic scope to include other cities or countries, particularly those with different cultural and economic contexts, to test the generalizability of the findings. Additionally, this study focused primarily on UGC and persuasion knowledge in relation to purchase intention, but other factors such as consumer trust, brand familiarity, and perceived value could also influence sustainable consumption. Future research could explore these additional variables and investigate how they interact with UGC and persuasion knowledge. Lastly, the cross-sectional nature of this study provides a snapshot of consumer behavior at one point in time, but longitudinal studies could offer deeper insights into how these relationships evolve over time and under different market conditions, particularly with emerging trends in sustainable product consumption.

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