

Innovating Community Engagement: The Role of Micro-Influencers in Promoting Sustainable Behaviors among Malaysian Millennials

*Latisha Asmaak Shafie¹, Nor Alifah Rosaidi¹, Nor Azira Mohd Radzi¹, Ku Azlina Ku Akil², Razlina Razali¹,
Lew Ya Ling¹

¹Academy of Language Studies, Universiti Teknologi MARA Perlis Branch, Malaysia

²College of Computing, Informatics and Mathematics, Universiti Teknologi MARA Perlis Branch, Malaysia

*ciklatisha@uitm.edu.my

Corresponding Author: Latisha Asmaak Shafie

Abstract: Social Influencers as environmental leaders utilize social media platforms to enhance community engagement in advocating sustainability. This study explores the underexplored role of micro-influencers in fostering pro-environmental behaviors among Malaysian youths and innovating community engagement by employing a qualitative approach in conducting semi-structured interviews with five micro-influencers. Our findings indicate the critical role of micro-influencers in raising awareness and actively engaging communities in adopting sustainable practices. The findings reveal three key themes: leadership qualities, pro-environmental behaviors, and persuasive narrative strategies. Through the innovative use of social media, these influencers overcome linguistic and geographical barriers, fostering enhanced community engagement in the pursuit of environmental stewardship. However, the sample size of five micro-influencers may limit the generalizability of the findings, as it may only partially represent the diverse range of micro-influencers. The result of this research can be used as recommendations for organizations, non-governmental organizations and governmental bodies that can leverage the insights from this study to strategically engage micro-influencers in environmental campaigns, recognizing their unique ability to reach and resonate with specific communities, particularly Malaysian youths. This study offers a novel perspective on digital environmental leadership by uncovering the unique role of micro-influencers in fostering community engagement and cultivating a culture of sustainability. It provides original insights into how these emerging leaders not only inspire but also empower communities to take meaningful action toward environmental preservation. The study highlights the underexamined potential of micro-influencers in exceeding traditional barriers to community engagement, offering valuable implications for future strategies in environmental advocacy.

Keywords: *Micro-influencers, Community Engagement, Environmental leaders, Social media, Millennials, Sustainable behaviors*

1. Introduction

Technology has revolutionized modern societies as cyberspace and physical spaces are integrated seamlessly. Technology and constant innovation benefit sustainable development which reduces man-made environmental disasters. Digitalized modern societies are expected to assume the roles of responsible members by exhibiting pro-environmental behaviors as they conserve and protect the environment for future generations while meeting their present needs (Akers, 2018). Although developing countries are lagging behind their developed counterparts, there is a steady growth of environmental awareness which supports the thriving green-conscious products and services (Audrezet et al., 2017). Present governments also support to conserve and managing the environment by concentrating on sustainable economic, social and environmental developments. Environmental communication involves interdisciplinary fields with climate communication, corporate social responsibility, and public engagement as key topics (Akerlof et. al, 2022).

Environmental knowledge and concerns differ among the generations (Topic & Mitchell, 2019). Technological savvy societies require effective environmental leaders with similar values and practices who are capable of persuading community members to exhibit desired environmental behaviors. In current communities, most of these informal leaders communicate with their subordinates in digital contexts, unlike previous offline leaders. In addition, the attachment of younger generations to social media contributes to the demands of digital environmental leaders among social influencers (Jalali & Khalid, 2021). Social influencers are opinion leaders as they wield their influence on their followers through strong persuasive content and role-model traits (Awang et al., 2021; Basit et al., 2017). These social influencers establish their credibility and authenticity through their social media accounts. Environmental awareness and pro-environmental behaviors can be

modelled for the millennial audience through social media influencers (Berestova et al., 2020). Social influencers engage their followers with exciting content on environmental awareness like biodiversity, climate change and sustainability and influence the audience to persuade them to form pro-environmental behaviors.

Millennials were born between 1981 and 2000 and are known as millennials (Fry, 2016). According to Weber (2017), millennials have a wealth of information-based experiences. When millennials are connected to nature, however, they are inspired to undertake pro-environmental behaviors to preserve the environment (Gräntzdörffer et al., 2019). For instance, American millennials are green consumers because they are influenced by future-oriented mindsets despite not being financially stable (Naderi & Steenburg, 2018). They invest in the well-being of the environment and the people since they will live longer than older people. Another interesting finding of the study is that millennials' pro-environmental behaviors are influenced by self-benefits.

Despite the growing influence of social influencers, there are limited studies on how their environmental leadership impacts their millennial followers (Rosaidi et al, 2022; Radzi et al, 2022). To address this gap, the present study investigates the role of social media influencers in fostering pro-environmental behaviors among Malaysian youths highlighting innovative community engagement. By examining how these influencers construct their roles as digital environmental leaders, this study aims to shed light on the evolving role of social influencers as environmental leaders and community engagement innovators.

2. Literature Review

Educating society members to be environmentally responsible can be achieved through lifelong environmental education (Clugston, 2004). Pro-environmental behaviors, which include actions that protect the environment, are crucial in this endeavor (Razak & Sabri, 2019). Environmental knowledge plays a significant role in fostering these behaviors in both public and private spheres by informing people about environmental challenges. As awareness of human-caused environmental issues—such as water pollution, climate change, ozone depletion, waste, and industrial discharge—grows, so does pro-environmental consciousness.

Organizations are increasingly using social media platforms to promote environmental awareness, particularly among younger generations. For example, modern zoos leverage their social media platforms to enhance awareness of conservation and ecology (Rose et al., 2018). Over the last decade, social media platforms have evolved from communication tools to an integral part of the information landscape, influencing politics, business practices, education and community engagement (Hemsley et al., 2018; Gleason & Von Gillern, 2018). Social networks are embedded in daily lives and continue to play a significant role due to their ability to facilitate instant communication and access to information (Tsyetkova et al., 2021).

One of the most important features of social networks is their ability to engage users and foster community involvement. Several studies have demonstrated that social networks can be valuable resources for information sharing and collaboration (Toker & Baturay, 2019). The popularity of platforms like YouTube, Instagram, Twitter, and Facebook has amplified the influence of micro-influencers, who have become effective brand spokespersons. Businesses recognize that these micro-influencers are adept at fostering brand loyalty and awareness among their followers as well as promoting community-based initiatives (Lokithasan et al., 2019).

Micro-influencers are regarded as opinion leaders due to their ability to influence followers through persuasive and engaging content (Audrezet et al., 2017). They often become role models for their followers by embodying the ideal self and promoting their cultures, lifestyles and community values. In a study on the influence of Indonesian beauty influencers on Instagram, Puteri (2018) found that micro-influencers were viewed as trusted brand ambassadors and role models because of their authentic and engaging content. Micro-influencers act as intermediaries between brands and followers, effectively bridging the gap with their relatable personas and creating a sense of community among their followers (Lim et al., 2017). However, there is a limited body of research that delves into the specific characteristics of social media influencers that attract and influence followers particularly within community engagement (Ki, 2018).

Millennials, known for being more adaptable, adventurous, and pleasure-seeking compared to previous

generations, present unique challenges for traditional leadership (Akers, 2018). This generational shift has led to numerous studies exploring emerging leadership styles that resonate with millennials. According to Long (2017), servant leadership, ethical leadership, and transformational leadership are particularly inspiring to this demographic. The ideal leadership for millennials often combines elements of servant and ethical leadership, with integrity being a highly valued trait and mentoring a preferred leadership approach. However, Mustomi and Reptiningsih (2020) found that Indonesian millennials tend to favor democratic leadership, a style that Basit et al. (2017) argue is especially beneficial for this group.

When it comes to environmental leadership, millennials are more likely to adopt pro-environmental behaviors advocated by micro-influencers if they perceive tangible benefits from such actions (Naderi & Steenburg, 2018). A recent literature review by Skoric and Zhang (2019) highlighted how micro-influencers have utilized platforms like Weibo to promote environmental consumerism, encouraging the purchase of products based on environmental considerations. This suggests that the effectiveness of micro-influencers as environmental leaders is closely tied to their ability to communicate the personal and collective benefits of sustainable practices by engaging and mobilizing communities toward environmental goals.

Building on this understanding, the narrative persuasion strategies employed by micro-influencers on social media play a critical role in shaping the environmental attitudes and behaviors of their followers. Narrative persuasion catalyzes attitudinal change, particularly among millennials who actively seek information through electronic word-of-mouth (Moyer-Gusé, 2008). Defined as the impact of narrative as a powerful means of influencing beliefs and behaviors, narrative persuasion has been shown to significantly shape the attitudes of those exposed to it (Moyer-Gusé & Dale, 2017). On social media, narrative persuasion includes elements such as transportation, identification, and emotions, all of which play critical roles in its effectiveness. Transportation occurs when audiences become deeply engaged with the narrative's context, while identification requires viewers to relate to and adopt the perspectives of the characters. Emotional engagement further deepens this connection, fostering empathy and driving attitudinal and behavioral changes (Tamul et al., 2019).

The impact of micro-influencers on their followers is also shaped by relationships, particularly parasocial interactions, where followers develop one-sided, yet durable, relationships with influencers. These relationships can significantly influence the persuasive power of the influencer, with parasocial interaction and identification playing key roles (Tsay-Vogel & Schwartz, 2014). Despite the growing influence of micro-influencers, there remains a lack of research on their role as environmental leaders, particularly in encouraging pro-environmental behaviors among Malaysian millennials in higher education and community engagement among Malaysian millennials in higher education.

Studies have shown that micro-influencers use platforms like Weibo to disseminate and exchange opinions on environmental information, influencing followers who often rely on news media to increase their environmental knowledge (Skoric & Zhang, 2019). The credibility of micro-influencers, often determined by their expertise and trustworthiness, is crucial for encouraging pro-environmental intentions among their followers (Awang et al., 2021). However, this finding is contested by Lim, Cheah, and Wong (2017), who argue that micro-influencers credibility alone may not always lead to the desired attitude changes.

On social media, influencers' relatability and confidence are essential for gaining followers' trust, which in turn influences their purchasing intentions and community engagement (Hassan et al., 2021). Being relevant and authentic further enhances an influencer's appeal, making them more effective in connecting brands with consumers and engaging communities. Despite their influence, there is a scarcity of studies on social influencers' roles within non-profit organizations. However, Rathi et al. (2014) suggest that platforms like Facebook can supplement knowledge management for non-profits aiming to reach specific audiences. Moreover, social influencers play an increasingly vital role in promoting sustainable development through their concern, green photo material, and green word-of-mouth (WOM), all of which positively impact followers' pro-environmental behavior (Jalali & Khalid, 2021).

Incentives to take action are often provided by different types of influencers, including idols, experts, lifestylers, activists, and artists, whose credibility and competence are key to boosting pro-environmental behavior among

their followers and community engagement among their followers (Awang et al., 2021). Trust is identified as one of the most crucial characteristics a social media influencer should possess to effectively lead their followers toward environmental consciousness (Okuah et al., 2019). Nafees et al. (2021) further highlight that the strength of social media influencers positively impacts brand awareness and consumer decision-making, with credibility playing a mediating role.

This study aims to investigate the roles of micro-influencers, their use of narrative persuasion, and their impact on pro-environmental behaviors and community engagement among Malaysian millennials. The goal is to develop a framework that highlights the environmental leadership potential of micro-influencers within the context of social media.

3. Methodology

The study involved conducting semi-structured interviews with five social influencers who were identified as Ren, Basil, Fleur, Daisy and Iris. Purposive sampling was employed to select participants, ensuring they were chosen based on their experiences and understanding of the phenomenon under investigation (Rubin & Rubin, 2005). The interview protocol consisted of open-ended questions designed to explore environmental leadership among five Malaysian social influencers. Semi-structured interviews provided a flexible framework that allowed participants to freely share their experiences and insights (Patton, 2002).

The interviews focused on examining the leadership qualities, pro-environmental behaviors, and narrative persuasion strategies of the social influencers. Conducted in both English and Bahasa Melayu, the interviews allowed participants to code-switch between the two languages if they found it challenging to express their thoughts in English. This linguistic flexibility enabled participants to more effectively articulate their perspectives. To ensure that participants were comfortable and prepared for the interviews, they were provided with the questions in advance. Establishing rapport is crucial for obtaining rich data in qualitative interviews (Gill et al., 2008).

The researchers recorded and transcribed the interviews for analysis. Thematic analysis was used to analyze the semi-structured interviews, with transcripts transcribed verbatim to accurately capture the participants' thoughts (Green & Thorogood, 2009). The coding process began with open coding, during which individual codes were generated. As coding progressed, categories and themes emerged, and these were continuously compared with previous codes within similar categories (Glaser, 1978). Following the reduction of data, axial coding was conducted to establish hierarchical relationships between codes, categories, and sub-categories. The initial coding was done manually.

To ensure the validity of the data coding process, peer debriefing was employed. Two experienced qualitative researchers independently coded two interview transcripts using the initial data categories. Their insights were incorporated into the development of the initial data categories. The entire research team collaborated to construct these categories and define each category's meaning.

4. Findings & Discussion

The study reveals three emerging themes: leadership qualities, pro-environmental behaviors, and persuasive narrative strategies, with a particular emphasis on community engagement.

Theme 1: Leadership Qualities

Leadership qualities refer to the ability of Malaysian micro-influencers to authentically influence followers by sharing personal experiences, engaging in pro-environmental activities, and effectively using social media to promote sustainable behaviors. Micro-influencers were conscious leaders who were aware of their visibility to their followers. As a consequence, they utilized their social media platforms such as Instagram and Facebook to promote a sustainable, environmental-friendly lifestyle but also to foster a sense of community around these values. In doing so, micro-influencers showcased to followers products that they used personally in their daily lives. They believed by being genuine, they were able to persuade their followers to follow their behaviors without the micro-influencers being too unpleasantly assertive followers.

As explained by one micro-influencer, “I’m not asking them to buy, just promoting to them. I promote the products because I use them personally and they work. That is why I promote them to others with the hope that they will buy the same products” (Iris). This approach is a form of community engagement, where the micro-influencer not only communicates but also models sustainable behaviors that followers can easily emulate (Ardévol et al., 2021). This method of message transfer, though implicit, effectively allows followers to passively acquire knowledge through the authentic testimonies of micro-influencers (Chwialkowska, 2019; Dekoninck & Schmuck, 2023).

Additionally, the findings align with previous research on the pro-environmental lifestyles of millennials. Millennials who practice a pro-environmental lifestyle do not just consume environmentally-friendly products, they also engage in pro-environmental events and campaigns (Genoveva & Shahriyar, 2020). The study highlights that micro-influencers are proactive in community engagement, participating in green campaigns and events such as webinars (Ren), voluntary trash collection (Iris), and collaborations with non-governmental organizations to compost waste (Fleur). Interestingly, despite their roles as influencers, the participants perceived themselves as trainees to more experienced pro-environmentalists in carrying out more drastic environmental activities or programs. For instance, Iris mentioned that one of her concerns was bureaucratic issues such as “being a government agency so we have to consider a lot of things before taking action”. As a result, social media influencers indicated a preference for following the lead of others in more assertive pro-environmental activities or initiatives, such as launching petitions, protests, or demonstrations. As mentioned by one participant, “Most of the time, I follow team leaders...probably when I get enough experiences and learn things from them [I’ll lead the activities]” (Basil). This reflects a community-oriented approach where micro-influencers not only lead but also collaborate with others in the community to foster greater environmental impact.

While the study did not specifically explore racial factors, the micro-influencer's cautious approach to initiating aggressive pro-environmental campaigns may be influenced by cultural considerations. A study by Ghazali et al. (2019) revealed that compared to the Chinese, Malays were less open to changes in carrying out pro-environmental behaviors.

Most of the participants agreed that their social media accounts influenced their followers’ opinions and behaviors about pro-environmental issues. According to current studies, most of the studies confirmed the impact of social media influencers on followers’ environmental protection concepts and behaviors (Awang et al., 2021; Okuah et al., 2019). Some positive attitudes identified that social media influencers influence followers’ pro-environmental opinions and behaviors, such as influencing travellers to choose eco-friendly hotels (Kapoor et al., 2022), consolidating the values and actions of pro-environmental behaviors (Nerb & Spada, 2001), and even affecting environmental policy decision-making (Galetti & Costa-Pereira, 2017). However, there were different views when came to the issue of pro-environmental behaviors. According to the research, even though social media influencers had many followers, they could not ensure that they could successfully influence and change people’s perceptions (Solis & Webber, 2012). Even if they had environmental concerns, the concerns might not translate into behavioral changes (Kumar, 2016), but there were still plenty of barriers that hindered consumers from adopting green behaviors (Nguyen & Zhang, 2020). Respondents perceived that their social media accounts influenced the opinions and behaviors of their followers. Their confidence came from their followers’ feedback (Ren, Daisy), seeing changes in followers’ behavior through social media (Fleur), the significant increase in the number of people taking part in pro-environmental activities in the social media group (Iris), and followers shared their posts with others (Ren, Fleur). Micro-influencers play a significant role in community engagement, using their social media platforms to promote environmental consciousness and inspire collective action.

Theme 2: Pro-environmental behaviors

Pro-environmental behaviors refer to the actions and lifestyle choices that individuals, including Malaysian micro-influencers, adopt to reduce their environmental impact, such as recycling, conserving energy, reducing waste, and promoting these practices to others, despite the broader societal challenges and varying levels of environmental awareness. Research has shown that although many people care about the environment, these concerns and positive attitudes may not translate into behavior changes (Kumar, 2016). Encouraging people to embrace green behavior turned out to be challenging (Peattie, 2010). In the United States, neighbors,

families, and friends even ostracized people who adopt a green lifestyle (Bennett & Williams, 2011). Although Malaysian society supports environmental behavior, only a few people practice it. From this study, while most micro-influencers practiced pro-environmental behaviors in their daily lives, the majority of these activities involved practices such as recycling, reducing the use of non-recyclable materials and spreading awareness to colleagues and students about recycling. These findings were common with the research of Razak & Sabri (2019) which showed that the most common pro-environmentally behavior in the workplace performed by employees in Malaysian public organizations was recycling, conserving energy and water, and reducing waste by reusing materials. Also, it is not surprising that recycling was the common pro-environmental behavior practiced by micro-influencers as a study by Ghazali et al. (2019) found that Malays tended to recycle than Chinese. In the case of our study, all micro-influencers that were interviewed were Malays and this could be another possible explanation for their emphasis on recycling. As posited by Ghazali et al. (2019), recycling is seen as a practice that is synonymous with socially good conduct by the Malays. All in all, our findings in terms of the pro-environmental behaviors of micro-influencers showed that Malaysian millennials' pro-environmental behaviors are still at the surface level.

Relatively, the topics of social media influencers from other countries in pro-environmental were more diverse: reviews and recommendations of green products, DIY natural daily necessities and tips on green lifestyles during travel (Chwialkowska, 2019). There are two reasons for this phenomenon: First, compared with developed countries, Malaysia's environmental awareness and pro-environmental-behavioral still low (Yang et al., 2021), several works of literature validated that Malaysians in general lack of willingness to pro-environmental behaviors, understanding of environmental issues is in surface level, pro-environmental awareness and sensitivity are low, awareness of environmental issues of future generation need to be raised (Lim, 2005; Rahman, 2018; Shamsuddin, 2003). Therefore, pro-environmental activities can only start from the basics for this stage. Thus, pro-environmental initiatives at this stage are likely to begin with fundamental actions. However, interviews with micro-influencers revealed that some also paid attention to broader environmental issues. For example, the micro-influencers in our study expressed concerns about topics such as pro-environmental lifestyle habits and the use of natural products (Basil), environmental challenges in university dining (Daisy), marine ecology (Iris), and natural ecosystems (Fleur). As authentic leaders, these micro-influencers focused on sharing pro-environmental knowledge and activities that were personally relevant and familiar to them. This approach, rooted in community engagement, suggests that millennial micro-influencers are particularly driven to address issues within their immediate environment, perhaps due to an awareness of the broader societal gaps in pro-environmental action.

Furthermore, poor societal awareness and development in environmental issues are push factors for millennials in Asia to switch to a more environmentally friendly lifestyle (Genoveva & Syahrivar, 2020). This community-focused approach enhances the impact of social media influencers, as credibility and expertise positively influence audience attitudes and intentions (Awang et al., 2021; Till & Busler, 2000). However, in line with cultural norms, the micro-influencers in this study actively shared pro-environmental behaviors on social media more and continuously and even established specific green lifestyle models for followers to imitate instead of criticizing non-environmental behaviors by others. This approach aligns with the Eastern societal value of modesty, where positive modelling and indirect influence work better than harsh criticism (Maass et al., 1982).

Theme 3: Persuasive narrative strategies

Persuasive narrative strategies are the intentional use of imagery, language, and personal content by Malaysian micro-influencers on social media to effectively promote and encourage pro-environmental behaviors among their followers. The results of this study revealed that Malaysian micro-influencers had a strong awareness of pro-environmental issues. They promoted pro-environmental concepts and activities on their social media. Social media platforms such as Instagram and Facebook played a significant role to social media influencers in persuading and spreading awareness to followers to adopt pro-environmental behaviors. Social media has a big impact on the green consumption habits and aspirations of China's Z generation, which increases their desire for a sustainable environment and lowers their carbon footprints (Chen & Madni, 2023). Imagery such as photos and videos as well as words were used by social media influencers in their persuasion. It was understood from participants' talk that the imagery and words shared were either created by themselves or by sharing other people's posts. Regardless of the source, it was apparent that the images and words shared by

the social media influencers were that of reflected their personal life choices – products or services that they used daily. They constructed the related pictures as evidence, so their contents were more persuasive and influential. For example, Basil mentioned that he would show “what I bought, what I do and what I wear every day” and Daisy, would share the products that she used personally and “show the thing and give information” to followers about them. Notably, social media influencers were mindful of the images and words shared with their followers. Their choices of images and words were focused on carrying positive messages or moral values of pro-environmental behaviors. Because of that, social media influencers preferred sharing positive images and words such as “positive environmental related words” (Daisy) to persuade their followers.

It seems that participants’ consciousness of their choices in content curation may encourage their followers to perform systematic rather than superficial thinking in adopting pro-environmental behaviors. The literature has shown that social media influencers may apply the power of positive appeal to create persuasion. In this regard, social media influencers showcase to followers the positive outcomes of performing pro-environmental behaviors (Okuah et al., 2019) similar to them. In a similar vein, Chwialkowska (2019) demonstrated that personalized content such as their green lifestyle shared by social media influencers provided genuine and valid evidence that can persuade followers to adopt pro-environmental behaviors.

This study indicated that micro-influencers in Malaysia showed audience awareness when persuading their followers to implement environmental behaviors. Influential people speak out about what they think is important and draw the attention of their followers to the subject. However, micro-influencers may need to pay attention to communication skills with followers. In terms of “impart values” and “want followers to implement environmental changes”, although starting point and motivation are good, micro-influencers need to consider interaction with followers during the process, rather than just a one-way instruction. Otherwise, followers may feel oppressed or have repulsive emotions. According to research, flexible and compromised minorities with moderate rather than extreme views and cooperative attitudes were more likely to influence the majority than rigid and dogmatic minorities (Bazarova et al., 2012). Moreover, a leader needs to cooperate and coordinate with others to achieve success (Green & Leonard, 2019).

The qualitative result also showed that the micro-influencers interviewed were not sensitive to the persuasive narrative strategies they used or had no special planning and ambition. Some of them just presented their daily life practice (Basil), told their followers about the product effect (Fleur), and vigorously promoted pro-environmental activities or campaigns (Ren; Iris). As one interviewee said: “... I show products and provide information... That's what I can do... I don't know how to show... What I can do... Maybe I should practice.” (Daisy) This study showed that respondents did not spend too much time on persuasive narrative strategies, and they put more emphasis on pro-environmental products or lifestyle than persuasive narrative strategies. Different persuasive narrative strategies bring different effects, even the application of tags on social media, the use of emojis, the time and frequency of posting, etc., could strengthen social media influencers’ impact (Okuah et al., 2019). By adopting these persuasive narrative techniques, Malaysian micro-influencers will strengthen their interaction with their followers which will bring greater impact on the pro-environmental issues within their communities.

5. Conclusion

This study showed that Malaysian micro-influencers agreed that followers trust them because of their product experience, and the quality and attractiveness of the content they shared. They were quite confident in their influence on their followers in pro-environmental protection opinions and behaviors in encouraging community engagement. Throughout Malaysian micro-influencers, there is still space for improvement. As Malaysia's pro-environmental awareness and behavior are still low, Malaysian micro-influencers need to continue to actively and frequently publicize pro-environmental topics. They need to continue using their social influence to enhance environmental awareness and community engagement among technologically savvy societies to tackle issues related to natural resource depletion and environmental disasters.

The persuasive narrative strategies of Malaysian micro-influencers were conservative, which were using the right distribution channels, to impart values and wanted followers to implement environmental changes. This study suggests that Malaysian micro-influencers pay more attention to the use of persuasive narrative

strategies, such as strengthening their interaction with followers. Micro-influencers need to consider active interaction with followers during the process, rather than just a one-way instruction. They need to be able to listen and utilize more feedback from the followers or else they might feel unjust. Next, enhancing the technical and creativity of persuasive narrative strategies, so that there will be more impact on pro-environmental behavior. As previous research revealed, the subject and the content of social media should be stimulating for the followers to emulate the ideas promoted by the social influencers. Other than that, the micro-influencers also need to diversify their content and venture into other environmental issues that might be a bit unfamiliar to them. As the result of this study showed, they only promoted specific environmental scopes that were familiar to them.

As a suggestion, further studies may look at the impact of these narrative strategies used by the influencers as it is not within the scope of our research. In other words, how effective are their efforts in promoting pro-environmental behaviors as the degree of impact of micro-influencers may not be as optimistic as they perceive? Other than that, researchers can also look at how different persuasive narrative strategies (tags, emoji, time and frequency of posting) could strengthen micro-influencers' impact in disseminating green ideas on social media platforms. The result of the effectiveness of these strategies may bring more input in persuading younger generations to exhibit desired environmental actions.

This study contributes to the literature on micro-influencers since there are limited studies on the influence of micro-influencers on the ways they constructed their digital pro-environmental behaviors and environmental leadership. It is essential to comprehend how these micro-environmental leaders support pro-environmental behaviors among Malaysian millennials to increase community involvement and promote an ecologically conscious culture, it is essential to comprehend how these micro-environmental leaders support pro-environmental behaviors among Malaysian millennials.

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