

The Influence of Green Marketing on the Purchase Intentions of Generation Z in Indonesia

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Submitted : 03-11-2024, Accepted : 05-12-2024, Published : 04-01-2025

Abstract

The promotion of sustainable and eco-conscious products has become increasingly vital within the scope of green marketing. These strategies not only support businesses in meeting their profit goals but also contribute to environmental responsibility. However, there remains a limited understanding of how green marketing directly and indirectly shapes consumer behavior. Particularly, there is a gap in knowledge regarding the influence of green marketing on the purchasing decisions of Generation Z in Indonesia, especially in relation to cosmetic products. To address this, the study employed a cross-sectional survey targeting Generation Z consumers who actively choose environmentally friendly cosmetic brands. A purposive sampling method was used to collect the data. The findings reveal that green marketing significantly influences Generation Z's intention to purchase such products. In contrast, green advertising appears to have a minimal effect. Marketing and advertising efforts together account for approximately 3–7% of the variance in purchase intention.

Keywords: Purchase Intention, Food Products, Impact, Green Marketing, Green Advertising

Introduction

Green marketing, defined as the promotion of eco-friendly and sustainable products and services, serves as a powerful strategy for businesses to achieve both environmental and economic goals (Junaedi, 2022). This approach takes advantage of the rising consumer demand for socially and environmentally responsible offerings. Previous research has shown that green marketing efforts positively influence how consumers perceive and respond to eco-conscious brands and products (Sumartana et al., 2023).

Despite this, current studies on green marketing and advertising tend to overlook the unique characteristics and values of Generation Z. Much of the research continues to focus broadly on

consumer attitudes and behaviors without considering how this younger, digitally native generation may differ in their responses to green initiatives (Junaedi, 2022). Growing up in a hyperconnected environment, Generation Z has unprecedented access to information, which shapes their expectations and decision-making processes.

Additionally, there remains a lack of empirical evidence specifically examining how green marketing and green advertising interact to influence Generation Z's purchasing intentions—particularly in product categories like cosmetics. While prior studies have highlighted the link between green marketing and consumer perceptions, few have explored whether these perceptions actually translate into purchase behavior (Junaedi et al., 2022).

This study seeks to address these gaps by analyzing the influence of green marketing and advertising on the purchasing intentions of Generation Z in Indonesia. It aims to deepen the understanding of how factors such as consumer attitudes and perceived environmental benefits contribute to sustainable purchasing decisions. The findings are expected to enhance academic knowledge and offer practical guidance for businesses looking to implement effective, eco-conscious marketing strategies that align with Generation Z's values.

Methods

Using a quantitative cross-sectional survey approach, this study examines how consumer plans to purchase food goods are influenced by environmentally friendly marketing and advertising. Data from a range of samples of people who have thought about or bought ecologically friendly cosmetic goods will be gathered using convenience sampling. There are multiple sections to the questionnaire, each with questions on purchasing intentions, awareness and influence, attitudes toward environmentally friendly items, demographics, and other information. Using an online survey platform, data regarding aesthetics and environmental consciousness will be gathered and disseminated via email, social media, and online forums. The demographic characteristics will be analyzed using descriptive statistics, and the relationship between the variables will be examined using correlation analysis. Following demographic adjustment, double regression analysis is utilized to confirm the direct influence of eco-friendly marketing and advertising on purchase intentions. To determine whether perception and awareness of

environmentally friendly goods play a mediating function, mediation analysis will be performed if needed.

Results and Discussion

Characteristics That Respond

The majority of respondents were discovered to be women, and the age group between 21 and 30 had the highest presentation of participation in filling out the questionnaires, according to the results of the surveys that were distributed. Based on the foregoing data, it can be inferred that a greater proportion of female consumers have purchased environmentally friendly food products. The bulk of university students in the province of Bali are represented by respondents in the age range. This suggests that a respectable 64.86% of students understand the basics of eco-friendly makeup. The survey also reveals that, although 43.3% of respondents would maturely reevaluate their decision before purchasing environmentally friendly items at a higher price, 56.7% of respondents firmly believe that they are willing to pay a premium price for environmentally sound cosmetic products. Based on the results, it can be concluded that most of the respondents come from middle-class backgrounds.

Tests for Validity and Reliability

Considering green marketing when making food purchases

Table 3. Regression Results

	Coefficients	Standard Error	t Stat	P-value
Intercept	0,65556963	0,731995443	0,895592502	0,376419987
MeanPH	0,699131388	0,162688761	4,297355164	0,000125482

The impact of green marketing on food purchase intentions can be modeled using the information in the table.

$$Y = \beta_0 + \beta_1 X_1$$

$$\text{Mean MB} = 0,656 + 0,699 (\text{MeanPH})$$

Table 4. Summary Of Results

Regression Statistics	
Multiple R	0,582282152
R Square	0,339052505
Adjusted R Square	0,320692852
Standard Error	0,751891682
Observations	38

Based on the statistical analysis, the p-value for MeanPH is 0.000125482, which is much smaller than the common significance threshold of 0.05. This means that the effect of MeanPH on MeanMB is statistically significant. In addition, the coefficient for MeanPH is 0.699. This indicates a positive relationship between Green Marketing and Purchase Intention. Specifically, for every one unit increase in MeanPH, MeanMB (Food Product Purchase Intention) increases by approximately 0.699 units.

Impact Of Green Advertising On Purchae Intention On Food Products

Table 5. Regression Results

	Coefficients	Standard Error	t Stat	P-value
Intercept	1,184623625	0,793434172	1,493033281	0,144141629
MeanPH	0,587127262	0,178572294	3,287896741	0,002259854

The influence of Green Advertising (MeanIH) on Food Product Purchase Intentions may be modeled using the information in the table :

$$Y = \beta_0 + \beta_1 X_2$$

$$Y = 1,185 + 0.587(\text{MeanIH})$$

Table 6. Summary Of Results

Regression Statistics	
Multiple R	0,480560001
R Square	0,230937915
Adjusted R Square	0,209575079
Standard Error	0,811059098
Observations	38

Variable (MeanIH) and Purchase Intention (MeanMB). Furthermore, the independent variable, green advertising, can account for 23.09% of the variance in food product purchase intention (the dependent variable), according to the R Square value of 0.2309, or 23.09 percent. Other factors not covered by this model account for the remaining 76.91% of the variance in Purchase Intention. Moreover, MeanPH, the predictor, can explain MeanMB. Additionally, there is a positive association (+0.5871) between MeanMB and MeanIH. According to this correlation, MeanMB increases by 0.5871 units for every unit increase in MeanIH. According to the statistics and analysis, green advertising therefore has a favorable impact on consumers' intentions to purchase food products. It is also evident, though, that this study does not address all of the impacting elements. Even though this result was significant in a sample of 38, more research is necessary before it can be more broadly used.

The findings indicated a strong correlation between food product purchase intentions (MeanMB) and green marketing (MeanPH). Food items. In particular, there is a 1.171 unit increase in MeanMB for every unit rise in MeanPH. Our findings support the findings of two earlier studies (Junaedi et al., 2022) that shown that green marketing positively affects consumers' intentions to make purchases.

The study's findings are intriguing, nonetheless, because of the statistically insignificant negative correlation between MeanMB and Green Advertising (MeanIH). This finding implies that while green marketing influences purchase intentions in a positive way, overt green advertising may not have the expected effect or even work against it.

According to the study, even while customers admire environmentally friendly actions, they could think that overt marketing that promotes these practices is dishonest or "greenwashing". The Adjusted R² value of 0.32 suggests that when taking into account the combined explanatory power of Green Marketing and Green Advertising on Purchase Intention, they account for almost 32% of the variance. This confirms earlier research that while

environmental concerns have a big impact on consumer decisions, other considerations including pricing, product quality, and brand loyalty also matter (Junaedi, 2022).

As a result, while green marketing is becoming a more effective tool for shaping consumer intents to buy, there is ongoing discussion on the effectiveness of green marketing and green advertising. In order to ensure authenticity and steer clear of the possible risks of being viewed as insincere, brands need to carefully integrate environmental responsibility into their marketing mix.

Conclusion

Green marketing and food product purchase intentions are significantly positively correlated, increasing meanMB by 1.171 units for every increase in meanPH. This result is consistent with earlier studies that highlight how important sustainable practices are becoming in shaping consumer behavior. On the other hand, MeanMB and Green Advertising have a negative (statistically insignificant) association. This implies that even when customers admire eco-friendly actions, overt green advertising could be viewed as dishonest or "greenwashing". This opinion is consistent with research that showed study participants to be skeptical of commercials that highlight environmental advantages. Combined, green advertising and marketing explained almost 32% of the variation in purchase intention. This is consistent with prior research demonstrating that, although environmental influences play a substantial role, brand loyalty, product quality, and price also have a major impact on customer decisions.

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