

## Green Advertising and it's Impact on Green Purchase Behavior among Gen-Z

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### Abstract

This study aims to identify the effect of green advertising and environmental quality awareness on green purchase behavior through environmental attitude as an intervening variable on Milo gen-Z consumers in Semarang City. This research uses quantitative methods. Data collection used a questionnaire instrument distributed online and analysis using Partial Least Square Structural Equation Modeling (PLS-SEM). The result showed that green advertising has no effect on green purchase behavior. Environmental quality awareness and environmental attitude have a positive effect on green purchase behavior. Green advertising and environmental quality awareness have a positive effect on environmental attitude. Therefore, Milo is expected to deepen the green advertising message and prove that they really want to commit to the environment, not just a marketing strategy. Future researchers are expected to explore other generation and other related variables, such as influencer campaigns, and the level of customer satisfy action in sustainable products.

### Kata Kunci:

iklan hijau; kualitas  
kesadaran lingkungan;  
sikap lingkungan;  
sikap pembelian hijau

### Abstract

Penelitian ini bertujuan untuk mengidentifikasi pengaruh iklan hijau dan kualitas kesadaran lingkungan terhadap sikap pembelian hijau melalui sikap lingkungan sebagai variable intervening pada konsumen gen-Z Milo di Kota Semarang. Penelitian ini menggunakan metode kuantitatif. Pengumpulan data menggunakan instrument kuesioner yang dibagikan secara online, dan analisis menggunakan Partial Least Square Structural Equation Modelling (PLS-SEM). Hasil menunjukkan bahwa iklan hijau tidak berpengaruh terhadap sikap pembelian hijau. Kualitas kesadaran lingkungan dan sikap lingkungan berpengaruh positif terhadap sikap pembelian hijau. Iklan hijau dan kualitas kesadaran lingkungan berpengaruh positif terhadap sikap lingkungan. Maka, Milo diharapkan lebih memperdalam terkait pesan iklan hijau dan membuktikan bahwa mereka benar benar ingin berkomitmen pada lingkungan bukan sekedar strategi pemasaran. Peneliti selanjutnya diharapkan dapat mengeksplorasi generasi dan variable lain yang berhubungan, seperti kampanye influencer, dan tingkat kepuasan pelanggan dalam produk keberlanjutan.

## INTRODUCTION

Currently, environmental issues are a main topic of public concern, such as increased environmental damage/pollution, depletion of natural resources, and sustainability (Sh. Ahmad et al., 2022). One of the factors that cause environmental damage is the increase in product consumption (Jaiswal & Kant, 2018). Large companies take advantage of the opportunity in this phenomenon by implementing green marketing strategies to the public by promoting environmental themes both through green advertising and developing products that are safe for the environment (Kao & Du, 2020), which are expected to increase people's purchasing behavior. The public concern in protecting the environment is one of the important factors to increase green purchase behavior. Environmental quality awareness also needs to be created by social or green marketers to increase environmental attitude (Sh. Ahmad et al., 2022). One of the products that will be focused on in this study is beverage products.

In Indonesia, beverage products are growing with brands offering various types of new products on the market (Pratama & Putra, 2024). One of the product innovations that keep up to the times in this modern era is ready to drink beverages. There are several categories, including ready-to-drink milk, coffee, tea, bottled mineral water (AMDK), isotonic drinks, and carbonate drinks (Josephus, 2023). One example of a company that produces that product is PT Nestle Indonesia.

PT Nestle Indonesia creates ready-to-drink milk products, one of which is MILO. Milo Activ-Go UHT milk have 110 ml and 180 ml sizes, with product packaging and straws made from recyclable paper. Milo also conducts several environmental conservation activities, such as the Milo Recycling Campaign, the Milo Choose Green Movement Campaign (<https://www.instagram.com/miloidonesia>), and the MILO Active Indonesia Race 2023 program, with activities to plant 15,000 mangroves in Mangunharjo, Semarang (Nestle, 2024). Milo's activities and product packaging are proof of Milo's responsibility to environmental conservation efforts through green advertising. Based on data obtained from the Top Brand Award in the ready-to-drink liquid milk category in 2022-2024, Milo is ranked 4th after Bear Brand, Frisian Flag, and Indomilk.

Table 1. Top Brand Index ready-to-drink bottled liquid milk 2022-2024

<b>Brand</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>
Bear Brand	18,20 %	18,30 %	23,60 %
Frisian Flag	15,5 %	18,00 %	18,10 %
Indomilk	11,00 %	13,40 %	14,50 %
MILO	5,20 %	7,60 %	5,60 %

Source : Top Brand Award

Based on the data above, Bear Brand products experienced an increase of 5.3%, Frisian Flag increased 0.10%, Indomilk increased 1.10% for the period 2023-2024. Meanwhile, Milo milk products experienced a percentage increase of 2.4% for the 2022-2023 period, but experienced a decrease in percentage of 2% for the 2023-2024 period. This shows that Milo is ranked low and still competing with other similar products (Rahayuningsih & Nurtjahjadi, 2023).

Although Milo applies Green Advertising as its promotional activity, consumer habits are always not easy to change. There is a gap between public awareness in protecting the environment and real decisions to purchase environmentally friendly products, as well as the extent to which the effectiveness of green advertising can encourage green purchase behavior. In previous researchers, it was also proven that the data on the relationship between environmental quality awareness and green purchase behavior was not supported (Sh. Ahmad et al., 2022). To overcome this gap, our study identifies more deeply whether green advertising, and environmental quality awareness have a positive effect on green purchase behavior through environmental attitude as an intervening variable.

This study explores the combination of several variables that have not been found in previous studies. The previous study also used subjects in the millennials generation and applied outside the shopping center, Ecuador (Carrión-Bósquez et al., 2024), while this study focuses more on generation-Z who have different perceptions and applied to consumers who have consumed Milo products in Semarang City. Young consumers are proven to be a driving factor that will bring changes in more responsible consumption patterns (Joshi & Rahman, 2016). Generation Z is people born between 1997-2012 and is the largest generation group in Indonesia (IDN Research Institute, 2024). Therefore, Generation-Z was chosen to be the subject of this study. Then, Semarang is the fifth largest metropolitan city in Indonesia, after Jakarta, Surabaya, Medan and Bandung, as well as the capital of Central Java (Wikipedia, 2024). By becoming a metropolitan city, the number of consumers in Semarang City has certainly increased. So this research choose Semarang City as the location for data collection. This research is expected to expand new literature to be used as a reference in related fields, then to help Milo in identifying solutions to a problem to increase consumer trust levels, then to provide new insights for the public.

Joshi & Rahman (2016) define green purchase behavior as a type of socially responsible behavior. This behavior leads to consumer habits with the main consideration of environmental sustainability in every purchase decision (Mostafa, 2007). According to other studies, green purchase behavior is influenced by knowledge and ecological affects in a person (Chan & Chan, 2017). This behavior is important because environmental damage will arise with unplanned purchasing behavior (Joshi & Rahman, 2016). Consumer pro-environmental behavior is influenced by 3 factors, namely consumer effectiveness, environmental concern and collectivism (Kim & Choi, 2005). Meanwhile, another study explains that there are 4 things that influence green purchase behavior, including awareness about the environment, past beliefs, psychographics, and social norms (Khare, 2015). There is an argument that the frequency of implementation of environmentally friendly behavior is dependent on the size and social characteristics of the community (Babutsidze & Chai, 2018). Green purchasing behavior is influenced directly through environmental awareness, consumer health and indirectly through behavioral control (Amit Kumar, 2021).

Green advertising is a marketing strategy by conveying environmental benefits based on consumer opinion (Anggraeni & Islamy, 2022). This type of advertising has a high appeal to increase selling value (Sun et al., 2021). By raising the theme of the environment, this advertisement will certainly attract consumer attention more than ordinary advertisements. Green advertising is concluded to help consumers make purchasing decisions (Rahbar &

Wahid, 2011). These ads are also considered useful for purchasing style promotional activities that focus on environmental themes (Bailey et al., 2016).

The relationship between green advertising and green purchase behavior is shown in previous research which reveals that green advertising was shown to have a direct positive influence on green purchase behavior in millennials outside shopping centers, Ecuador (Carrión-Bósquez et al., 2024). According to Do Paço & Reis (2012), ensuring that environmental information is always available for consumers to use is one important aspect of environmental-themed advertising. Another study revealed that advertisements that raised environmental themes had a significant positive effect on purchase intention among Milo consumers in Cimahi City (Rahayuningsih & Nurtjahjadi, 2023). Furthermore, there are other studies that prove green advertising and consumer purchase behavior have a strong and positive relationship applied to students of Islamia University Bahawalpur (Batool & Iqbal, 2016).

## METHODS

**Metode** This research uses a quantitative approach. With the survey method and using a questionnaire as data collection for Milo consumers in Semarang City, Indonesia which is distributed online via Google Form with purposive sampling technique. Based on Hair et al. (2013), the sample size is determined by calculating the minimum number of indicators multiplied by 10. The indicators in this study is 16 ( $n = 16 \times 10 = 160$  samples). However, because the data obtained is more than 160, it would be better if the data was entered. Then, a total of 189 people participated in filling out the questionnaire voluntarily with the criteria; (1) belonging to generation Z, (2) having consumed milo products and (3) having seen milo brand's green advertisements. Generation Z has an age range between 17 - 26 years old (IDN Research Institute, 2024). This study uses the measurement of the validity and reliability tests. And then processed and analyzed using Smart-PLS version 4.0.9.9. Scale measurements of each variable are taken from the literature. The green advertising scale is taken from Sun et al (2021), while the environmental quality awareness scale is taken from Rosli et al (2017). For the environmental attitude scale taken from Trivedi et al (2018), and the Green Purchase Behavior scale is taken from Kim & Choi (2005). A Likert scale of 1-5 (strongly disagree-strongly agree) was used in this study. The research conceptual framework is arranged as follows :

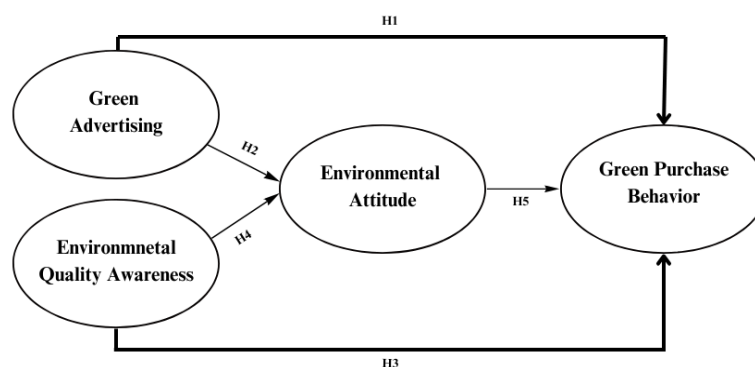


Figure 1. Conceptual Framework

## RESULT

The table below shows the characteristics of 189 respondents.

Table 2. Respondent Demographic Characteristic

<i>Characteristic</i>	<i>Category</i>	<i>N</i>	<i>%</i>
<i>Gender</i>	Male	79	42
	Female	110	58
<i>Gen-Z group</i>	Younger Gen-Z ( 17 – 20 th)	81	43
	Older Gen-Z ( 21 – 26 th)	108	57
<i>Status</i>	Students	162	86
	Pegawai Negeri / Swasta	13	7
	Others	14	7
<i>Consumption intensity of milo products</i>	< 3 times	105	56
	3 – 5 times	39	21
	> 5 times	45	24
<i>Have you ever seen Milo's green advertising</i>	Yes	189	100
<i>n = 189</i>			

Based on the table 2, it is known that respondents are more dominant in the female gender with a percentage of 85% (110 people), 86% (162 people) students who are included in gen-Z are older around 21 - 26 years old with a percentage of 57% (108 people) and consume Milo products < 3 times with a percentage of 56% (105 people) and have seen Milo's environmentally friendly advertisements with a percentage of 100% (189 people).

Measurement explains the correlation between each variable, whether they affect each other or not. Measurement model assessment includes indicator reliability, internal consistency reliability, convergent validity, and discriminant validity (Henseler et al., 2015). Reliability and convergent validity can be confirmed if the Cronbach's alpha value  $\geq 0.70$ , CR  $\geq 0.70$ , and AVE value  $\geq 0.50$  (Henseler et al., 2015). Furthermore, research results that have indicator loadings values of 0.5 - 0.9 (generally  $> 0.7$ ) are assumed to have good performance (Hair Jr et al., 2023; Henseler et al., 2014). Based on previous research, it is shown that each variable has 4 indicators which in total amount to 16 indicators. However, there is one indicator that does not meet the test because it has an outer loadings value  $< 0.70$ , so it cannot be used. Table 3 shows the test results of 15 indicators that can be used. All values shown from each variable and indicator can be confirmed because they exceed the specified limits (table 3).

Table 3. Convergent Validity and Reliability

Measure items	Factor Loadings >0,70	Cronbach's Alpha >0,70	CR (rho_a) >0,70	CR (rho_c) >0,70	AVE >0,50
<i>Environmental Attitude</i> (Trivedi et al., 2018)		0,856	0,862	0,903	0,699
- I am very concerned about the environment.	0,828				
- I am willing to reduce my consumption of plastic waste to help protect the environment.	0,867				
- I will contribute financially to protect the environment.	0,798				
- I advise my family to recycle.	0,850				
<i>Environmental Quality Awareness</i> (Rosli et al., 2017)		0,894	0,897	0,934	0,825
- In my opinion, environmental issues are a serious problem.	0,885				
- I realize that environmental damage will affect my health and the well-being of the ecosystem.	0,939				
- I think Milo Indonesia's Green Movement is important.	0,899				
<i>Green Advertising</i> (Sun et al., 2021)		0,812	0,826	0,876	0,640
- I think green advertising is valuable.	0,802				
- I tend to focus on the message of green advertising.	0,853				
- I think that the environmentally friendly advertising implemented by Milo products is good.	0,791				
- I pay more attention to milo products than other products because they apply environmentally friendly advertising.	0,750				
<i>Green Purchase Behavior</i> (Kim & Choi, 2005)		0,873	0,875	0,913	0,724
- I choose sellers that are committed to the environment, like Milo Indonesia.	0,863				
- I choose sellers that actively uphold their social and environmental responsibilities, such as Milo Indonesia.	0,886				
- I have changed my purchasing habits on certain products for ecological reasons.	0,810				
- When comparing products, I choose products that are least harmful to others and the environment.	0,843				

Table 4. Fornell – Larcker

	Environmental Attitude	Environmental Quality Awareness	Green Advertising	Green Purchase Behavior
Environmental Attitude	0,836			
Environmental Quality Awareness	0,635	0,908		
Green Advertising	0,628	0,725	0,800	
Green Purchase Behavior	0,812	0,671	0,624	0,851

The data results presented in table 4, show that the square root value of AVE is higher than the correlation with other constructs and each construct shows the highest value in related constructs. EA shows a correlation value in its own construct of 0.836, which is higher than the correlation with EQA (0.635), GA (0.628), and GPB (0.812). Then for EQA has a correlation on the construct of 0.908, where this value is also higher than the correlation with GA (0.725), and GPB (0.671). Furthermore, the GA correlation value shows 0.800, where this value is higher than GPB (0.624). This is in accordance with the provisions of the Fornell-Larcker criteria which stipulate that the square root of the AVE must have a higher value than its correlation with other constructs and each construct item must have the highest value on its related constructs (Henseler et al., 2015). Then, the data results can be declared guaranteed.

Table 5. R-square

	R-square	R-square adjusted
Environmental Attitude	0,463	0,457
Green Purchase Behavior	0,702	0,697

Table 6. Indirect Effects

	Original sample (O)	T statistics ( O/STDEV )	P values
EQA -> EA -> GPB	0,238	3,896	0,000
GA -> EA -> GPB	0,222	4,635	0,000

The standard size of the R2 value ranges from 0-1 (Hair Jr et al., 2023). In table 5, the data results prove that the R2 value is between 0-1, EA is 0.463 and 0.457 (adjusted), and GPB is 0.702 and 0.697 (adjusted), so the data is concluded to be confirmed. Furthermore, the test results shown in table 6, the EQA -> EA -> GPB relationship has a p-value of 0.000 (<0.05), so the data results are concluded to have an indirect and significant effect. These results support the findings of previous research, as explained that environmental attitudes mediate the quality of environmental awareness with green purchasing attitudes (Sh. Ahmad et al., 2022). Furthermore, the GA -> EA -> GPB relationship also shows a p-value of 0.000 (<0.05), so the

relationship is stated to have an indirect and significant effect. These findings support previous research, as explained that environmental attitudes mediate the influence of green advertising and green purchasing attitudes on millennials who consume organic products (Carrión-Bósquez et al., 2024). Furthermore, the standard root mean square residual (SRMR) model fit measure has a standard value below 0.08 (Henseler et al., 2014). In table 7, the data results show the Standard Root Mean Square Residual indicates a value of 0.072 ( $<0.08$ ), so the data can be considered suitable.

Table 7. Fit Model

	Saturated model	Estimated model
SRMR	0,072	0,072
d_ULS	0,614	0,614
d_G	0,346	0,346
Chi-square	396,282	396,282
NFI	0,805	0,805

Table 8. Hypotheses Test

Hipotesis	Original Sample (path coefficient)	T-Statistic	p-values	Hasil Uji
H1. GA $\rightarrow$ GPB	0,066	0,866	0,387	Not Supported
H2. GA $\rightarrow$ EA	0,354	5,267	0,000	Supported
H3. EQA $\rightarrow$ GPB	0,225	2,790	0,005	Supported
H4. EQA $\rightarrow$ EA	0,378	3,865	0,000	Supported
H5. EA $\rightarrow$ GPB	0,628	9,491	0,000	Supported

In table 8, the results of hypothesis testing show that green advertising and green purchase behavior have no influence as shown in the p-value of 0.387 ( $>0.05$ ). Green advertising cannot influence consumers to make green purchases (H1 is not supported). While the relationship between green advertising and environmental attitude, the test results indicate that the relationship between that two variables has a positive influence, as shown in the p-value of 0.000 ( $<0.05$ ). Green advertising allows consumers to improve environmental attitudes (H2 supported). Then, the test results show that environmental quality awareness has a positive effect on green purchase behavior and environmental attitude, as shown in the p-values of 0.005 and 0.000 ( $<0.05$ ). Consumers who have a high quality of environmental awareness enable them to improve their environmental attitudes and implement green purchasing attitudes in their daily lives (H3 and H4 are supported). Furthermore, the H5 hypothesis test presented the results of the environmental attitude relationship test on green purchasing attitudes with a p-value of 0.000 ( $<0.05$ ), which explains that the two variables have a positive influence. Consumers who make environmentally friendly purchasing attitudes are certainly influenced by high environmental care attitudes (H5 is supported).



## **DISCUSSION**

### **The Effect of Green Advertising on Green Purchase Behavior**

The data processing results above are the results of generation Z research which is considered to encourage changes in more responsible consumption patterns (Joshi & Rahman, 2016). Other studies have also revealed that young people (gen-Z) are shown to have high environmental awareness and knowledge (Connell et al., 2017). Based on the results of the hypothesis, green advertising and green purchase behavior are proven to have no effect on each other (H1). Other research confirms that green advertising is the most effective communication technique to increase consumer purchase demand (Ayo et al., 2023). Then, there is an argument that the lack of credibility or trust in advertising is one of the factors that prevent people from implementing environmentally friendly consumption (Sun et al., 2021). The author agrees with this statement, Milo's green advertising is indeed a very effective promotion. However, nowadays there are many advertisements that exaggerate the material and do not correspond to reality. This makes it difficult for people to put their trust in green ads. Young people (gen-Z) consider green advertising as just an awareness building factor, but does not provide an encouragement factor to change purchasing behavior. The author thinks that Milo should deepen the message that will be conveyed through its green advertisement. Such as showing more evidence of commitment to the environment, and providing information that supports sustainability. Milo must make the public believe that Milo is truly committed to the environment. Perhaps, the lack of credibility or public trust is the real factor that supports the reason for rejecting this hypothesis.

### **The Effect of Green Advertising on Environmental Attitude**

Discussion The relationship between green advertising and environmental attitude is proven to have a positive influence (H2). This finding supports the previous argument as explained that green advertising has a significant positive effect on environmental attitude (Kusuma & Handayani, 2018). Ads that raise environmental themes can raise awareness of the importance of the environment. Community awareness that will arise continuously will encourage or inspire a person to act directly in environmental maintenance. By seeing green advertisements, people will have a new perspective, people will care more, and implement environmental attitudes around them. If environmental attitudes continue to be implemented, then this will become a habit for people and become part of their lifestyle. With this, the public will realize how important their small actions can bring big changes in the future. Everyone always has their own role to play in protecting the earth, especially young consumer (gen-Z) that will last longer and ensure good impact on future generations.

### **The Effect of Environmental Quality Awareness on Green Purchase Behavior**

The next hypothesis proves the positive effect of environmental quality awareness on green purchasing behavior (H3). This result supports previous findings which say that environmental awareness has a positive effect on green purchasing that applied in Vietnam consumers (Hai & Mai, 2013). Environmental awareness of the public, will definitely make them willing to participate or act to support sustainability. Every individual who implies that he cares about the earth, surely this awareness will be actualized in a behavior (George et al., 2023). Actions include being willing to choose sellers who are committed to the environment, buying recyclable products, choosing organic products, etc. With this, Milo should try to build public

awareness through its environmentally friendly advertising so that it can increase green purchase behavior on its products, as well as other products.

### **The Effect of Environmental Quality Awareness on Environmental Attitude**

Environmental quality awareness is proven to have a positive effect on environmental attitude (H4). This finding supports previous research where it is explained that environmental quality awareness has a significant positive effect on environmental attitude (Sh. Ahmad et al., 2022). Logically, someone's awareness will definitely generate someone's attitude. Everyone who has awareness about something must also have an attitude or intention to act directly. Other research explain that environmental awareness significantly increases the number of green companies (Arin et al., 2023). With the increase of green companies, this will have a positive impact and great influence on society.

### **The Effect of Environmental Attitude on Green Purchase Behavior**

The next hypothesis states that there is a significant positive influence between environmental attitude and green purchase behavior (H5). Several studies have found different results regarding the relationship between environmental attitudes and green purchase behavior, some have stated positive and negative relationships (Carrión-Bósquez et al., 2024; Han et al., 2011; Sh. Ahmad et al., 2022). Currently, the most researched variable in the context of green purchase behavior is attitude (Sharma et al., 2023). The more environmental attitudes the public applies, the more green purchasing attitudes will increase. This hypothesis is also supported by other findings which confirm that there is a significant relationship between environmental attitude and green purchase behavior (Sondhi et al., 2023). Through the public's environmental attitudes, the decision to make environmentally friendly purchases is a proof or tangible manifestation of what they believe.

In summary based on these results, young consumers (gen-Z) have an interest in environmental themes, although they do not fully trust green advertising, and are shown to have a good quality of environmental awareness. Then, produce environmental attitudes that will be applied to their daily lives. Gen-Z also applies green purchase behavior as a form of proof of their concern for the environment that will have a good impact in the future.

## **CONCLUSION**

The implementation of green advertising strategies on Milo revealed that it had no direct relationship or influence on green purchase behavior. This confirms that young consumers (gen-Z) do not pay much attention to green advertising but prioritize other aspects such as taste, nutritional content, etc. It is important for Milo to deepen its green advertising message, focus on product development, and prove that they really want to commit to the environment, not just as a marketing strategy. Meanwhile, green advertising strategies have been shown to have a positive influence on environmental attitudes, which supports previous findings (Carrión-Bósquez et al., 2024). Furthermore, young consumers who have high environmental quality awareness have also been shown to have a positive relationship with environmental attitudes. Environmental attitudes were shown to have a positive relationship with green purchase behavior. This confirms that green advertising also influences green purchase behavior

indirectly, but through environmental attitudes as its mediation. The results of this study show that generation Z has a good level of concern for the environment and is willing to contribute to protecting the environment. Furthermore, the results of the study also found positive results from the relationship between environmental quality awareness and green purchase behavior. In short, green purchase behavior is certainly directly influenced by environmental attitudes or direct actions taken by the community, not just being environmentally aware but not wanting to act directly in contributing to environmental care. For future researchers, it is recommended to use different generational groups such as the Baby Boomers generation, gen-X, etc. Then, it is expected to go deeper and explore other related variables, such as influencer campaigns, or consumer satisfaction with sustainable products, where previous research also supports these suggestions, which use other variables within the same scope (Carrión-Bósquez et al., 2024).

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