

# The Influence of Green Product, Green Advertising, and Green Brand Awareness on Purchase Intention among Generation Z in Jambi City

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Article Info	ABSTRACT
<p><b>Corresponding Author:</b> Rindiani E-mail: <a href="mailto:rindianijatibaru@gmail.com">rindianijatibaru@gmail.com</a></p>	<p>This study aims to analyze the influence of green products, green advertising, and green brand awareness on Purchase Intention among Generation Z in Jambi City. Using a quantitative approach through a survey method, data were collected from 100 Generation Z respondents using a Likert-scale questionnaire. Analysis was conducted using Structural Equation Modeling–Partial Least Squares (SEM-PLS). The results show that green products and green brand awareness have a positive and significant effect on Purchase Intention, while green advertising has a positive but insignificant effect. The R<sup>2</sup> value of 0.661 indicates that the three independent variables can explain 66.1% of the variation in Purchase Intention. This study provides an empirical contribution to the green marketing literature within the local context of Jambi and emphasizes the importance of product quality and brand awareness in driving purchase intention for green products.</p> <p><b>Keywords:</b> Green Product, Green Advertising, Green Brand Awareness, Purchase Intention.</p>

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## INTRODUCTION

The development of modern industry has led to increasing environmental pollution, such as plastic waste and pollution from the cosmetics and food sectors. This has encouraged the emergence of environmentally friendly products that use natural ingredients, recyclable packaging, and sustainable processes. Green products are designed to reduce resource use and minimize negative impacts on the environment (Rahmawati, 2019). In addition, the implementation of green products is also considered a business ethic that emphasizes corporate social responsibility for environmental sustainability (Rachmiarti Kusumah, 2020). This condition requires companies to adopt sustainability concepts in their business activities. A green product is a product designed to reduce negative environmental impacts through natural ingredients, eco-friendly packaging, and sustainable production processes (Rahmawati, 2019).

Generation Z, born between 1997–2012, is the largest generation with approximately 74.93 million people, equivalent to 27.94% of Indonesia's total population ((Komdigi), 2021). In Jambi City, Generation Z is also the largest group, totaling around 153,342 people (BPS Jambi, 2026). Generation Z is known as digital natives who are highly familiar with technology

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and social media. They are characterized as realistic, independent, multitasking, and more open to sustainability issues (Sekar Arum dkk., 2023). This generation also exhibits consumptive behavior, yet tends to choose products aligned with sustainability values and brand transparency (Faqih & Nasoha, t.t.). Generation Z demonstrates high concern for the environment and tends to prefer eco-friendly products, which positively impacts their purchase intention (Hamida dkk., 2025). Other studies confirm that Generation Z is highly concerned about environmental issues and is willing to pay more for sustainable products (Abdullah & Febrian, 2025). Purchase intention refers to consumers' tendency to make purchases based on attitudes, perceptions, and beliefs. Indicators of purchase intention include product attention, willingness to try, preference, and repeat purchase intention (Anggraeni & Putra, 2024).

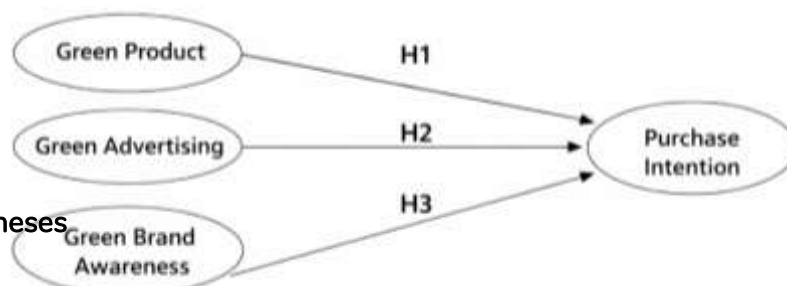
Green marketing encompasses strategies that emphasize sustainability through products, promotions, and brand image. The application of green advertising has proven effective in building eco-friendly brand image and influencing consumer purchasing decisions (Rahimah dkk., 2022). Furthermore, digital green marketing through social media has been shown to increase Generation Z's green purchase intention, as they are more responsive to transparent sustainability messages (Saputra dkk., 2026). Green brand awareness also plays an important role in mediating the influence of green marketing on purchase intention (Murtinmingsih dkk., t.t.). Green advertising refers to advertisements that emphasize sustainability and environmental concern (Rahimah dkk., 2022). While green brand awareness is the level of consumer awareness of brands that uphold sustainability values (Murtinmingsih dkk., t.t.).

Although many studies confirm the influence of green products, green advertising, and green brand awareness on purchase intention, most have been conducted in major cities such as Jakarta, Bandung (Anggraeni & Putra, 2024), or Yogyakarta (Ratnaningtyas dkk., 2023). Few studies specifically highlight Generation Z's behavior in Jambi City, even though the region is also experiencing growth in eco-friendly product consumption. This research gap provides the basis for examining how these three variables affect Generation Z's purchase intention in Jambi.

This study aims to:

1. Analyze the influence of green products on the purchase intention of Generation Z in Jambi City.
2. Analyze the influence of green advertising on the purchase intention of Generation Z in Jambi City.
3. Analyze the influence of green brand awareness on the purchase intention of Generation Z in Jambi City.
4. Provide empirical contributions to the green marketing literature within the local context of Jambi.

### Conceptual Framework



### Research Hypotheses

1. First Hypothesis: Green Product influences Purchase Intention. Eco-friendly products that offer quality and sustainability can increase consumer tendencies, especially among Generation Z.
2. Second Hypothesis: Green Advertising influences Purchase Intention. Advertisements emphasizing sustainability and environmental concern can build a positive brand image and encourage consumer purchasing decisions.
3. Third Hypothesis: Green Brand Awareness influences Purchase Intention. Consumer awareness of brands consistent with eco-friendly values strengthens trust and increases purchase intention toward green products.

## RESEARCH METHODOLOGY

### Type of Research

This study uses a quantitative approach with a survey method. The quantitative approach was chosen because it can objectively test relationships between variables through statistical analysis (Zulfikar & et al, 2024).

### Population and Sample

The population of this study consists of Generation Z in Jambi City, totaling 153,342 individuals based on data from the Central Bureau of Statistics (Jambi, 2026). The sample size was determined using the Slovin formula to obtain a representative number of respondents with a certain margin of error:

$$n = \frac{N}{1 + Ne^2}$$

Where:

(n) = sample size

(N) = population (153.342)

(e) = margin of error

$$n = \frac{153.342}{1 + 153.342(0,1)^2}$$

$$n = \frac{153.342}{1.534,42}$$

$$n = 99,93482879524$$

$$n = 100$$

Thus, the sample used in this study consists of 100 respondents.

### Data Sources

Primary data were obtained through questionnaires using a 5-point Likert scale ranging from “strongly disagree” to “strongly agree” (Widodo & et al, 2023). Secondary data, such as the number of Generation Z residents in Jambi City, were collected from official publications of the Central Bureau of Statistics BPS.

### Data Analysis Technique

Data analysis was performed using the Structural Equation Modeling – Partial Least Squares (SEM-PLS) method. SEM-PLS was chosen because it can simultaneously test relationships among latent variables even when the data distribution is non-normal or the sample size is relatively small (Hair, J. F dkk., 2022). This technique is appropriate for examining the influence of green product, green advertising, and green brand awareness on the purchase intention of Generation Z in Jambi City.

## RESULT

## Hypothesis Testing

### Respondent Characteristics

The study involved 100 Generation Z respondents in Jambi City, selected through incidental sampling—respondents who happened to meet the researcher. The distribution of birth years shows that most respondents were born in 2005 (35 people), followed by 2004 (21), 2003 (14), 2002 (6), 2006 (8), 1999 (2), 2001 (2), 2007 (1), and 2008 (1). No respondents were found from the years 1977, 1998, 2000, 2009–2012. In terms of gender, the majority were female (76%), while male (24%), indicating that female participation was more dominant in this study.

### Measurement Model Evaluation (Outer Model)

#### Outer Loadings

The analysis of outer loadings shows that out of 36 indicators, almost all have values above 0.70, indicating validity. Only one indicator, X1.8 (0.546), is marginal but still acceptable. Overall, the measurement model meets the criteria for convergent validity.

**Table 1.** Construct Reliability (*Cronbach's Alpha*, rhoA, rhoC, AVE)

Konstruk	Cronbach's Alpha	Composite Reliability (rhoA)	Composite Reliability (rhoC)	AVE
X1	0.885	0.889	0.908	0.527
X2	0.901	0.910	0.918	0.554
X3	0.908	0.917	0.925	0.578
Y	0.902	0.904	0.920	0.563

Source: SEM-PLS Output, processed with R (2026)

#### Explanation

1. Cronbach's Alpha and rhoA measure the internal consistency among indicators. Values greater than 0.7 indicate good construct reliability.
2. Composite Reliability (rhoC) values also greater than 0.7 demonstrate stronger internal consistency compared to Cronbach's Alpha.
3. Average Variance Extracted (AVE) values above 0.5 mean that more than 50% of the variance of the indicators is explained by the construct.

Since all values meet the criteria (Alpha, rhoA, rhoC > 0.7 and AVE > 0.5), the constructs are considered reliable and valid.

### Structural Model Evaluation (Inner Model)

**Table 2.** R-Square of the Structural Model

Endogenous Variable	R <sup>2</sup>	Adj R <sup>2</sup>
Purchase Intention	0.661	0.650

Source: SEM-PLS Output, processed with R (2026).

The R<sup>2</sup> value of 0.661 indicates that green product, green advertising, and green brand awareness together explain 66.1% of the variance in Purchase Intention among Generation Z in Jambi. The remaining 33.9% is explained by other factors outside the model. This value falls into the category of moderate to strong explanatory power, showing that the structural model has fairly good predictive ability.

**Table 3.** Path Coefficients

Hypothesis Path	Coefficient	T-Statistic	p-Value	Conclusion
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X1 → Y (H1)	0.446	6.908	0.000	Significant
X2 → Y (H2)	0.192	1.817	0.044	Not Significant
X3 → Y (H3)	0.318	3.501	0.000	Significant

Source: SEM-PLS Output, processed with R (2026)

## Discussion

### Hypothesis 1: The Effect of Green Product on Purchase Intention

The analysis shows that green products have a positive and significant effect on purchase intention (path coefficient = 0.446; T-statistic = 6.908;  $p < 0.001$ ). This finding is consistent with the introduction, which emphasized the trend of environmentally friendly products as a response to the impact of modern industry on the environment. Green products that use natural ingredients, recyclable packaging, and sustainable processes have been proven to increase Generation Z's tendency to purchase. This supports green marketing theory, which highlights product quality as a key factor in building a positive brand image and consumer trust (Rahmawati, 2019). Thus, Hypothesis 1 is accepted.

### Hypothesis 2: The Effect of Green Advertising on Purchase Intention

The analysis shows that green advertising has a positive but insignificant effect on purchase intention (path coefficient = 0.192; T-statistic = 1.817;  $p > 0.05$ ). This finding differs from the introduction, which emphasized the importance of green advertising in building an eco-friendly brand image (Rahimah dkk., 2022). In the context of Generation Z in Jambi, green advertising is not strong enough to influence purchasing decisions. This may be due to the low intensity or quality of sustainability messages received by consumers. Although theory suggests that green advertising is effective, the results of this study indicate the need for more creative and relevant advertising strategies so that sustainability messages can more effectively reach Generation Z. Thus, Hypothesis 2 is rejected.

### Hypothesis 3: The Effect of Green Brand Awareness on Purchase Intention

The analysis shows that green brand awareness has a positive and significant effect on purchase intention (path coefficient = 0.318; T-statistic = 3.501;  $p < 0.001$ ). This finding supports the introduction, which emphasized the importance of green brand awareness as a mediating factor in green marketing (Murtinmingsih dkk., t.t.). Generation Z, who are critical of sustainability issues, prefer brands consistent with eco-friendly values. Green brand awareness strengthens consumer trust and increases purchase intention for green products. Thus, Hypothesis 3 is accepted.

## CONCLUSION

1. Green Product significantly influences Purchase Intention. Eco-friendly products with quality and sustainability increase Generation Z's tendency to purchase.
2. Green Advertising does not significantly influence Purchase Intention. Sustainability advertising messages are not strong enough to affect Generation Z's purchasing decisions in Jambi.
3. Green Brand Awareness significantly influences Purchase Intention. Awareness of eco-friendly brands strengthens consumer trust and increases purchase intention.
4. Overall, product quality and brand awareness are the main factors driving purchase intention for green products, while green advertising requires more effective strategies.

## Suggestions

1. For Companies: Improve the quality of green products through natural ingredients,

- eco-friendly packaging, and sustainable processes, while strengthening brand awareness through consistent sustainability values and brand transparency.
2. For Consumers: Be more selective in choosing products by considering sustainability aspects, thereby encouraging companies to continue innovating in green products.
  3. For Government: Support regulations and policies that promote the production and consumption of eco-friendly products, provide incentives for companies implementing green marketing practices, and conduct public education campaigns on sustainability.
  4. For Academics: Conduct further research with broader coverage, examine other variables influencing purchase intention, and provide empirical literature to support the development of green marketing strategies in Indonesia.

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