

Environmental Awareness as a Mediator Between Green Marketing and Purchase Intention in Generation Z

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh green marketing terhadap purchase intention generasi Z di Yogyakarta dengan environmental awareness sebagai variabel mediasi. Metode yang digunakan adalah pendekatan kuantitatif dengan desain survei pada 150 responden yang merupakan mahasiswa generasi Z di Yogyakarta. Data dikumpulkan melalui kuesioner daring dan dianalisis menggunakan Partial Least Squares Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa green marketing memiliki pengaruh positif namun tidak signifikan terhadap purchase intention generasi Z. Sementara itu, green marketing berpengaruh positif dan signifikan terhadap environmental awareness, yang kemudian berpengaruh positif dan signifikan terhadap purchase intention. Penelitian ini juga menemukan bahwa environmental awareness memediasi pengaruh green marketing terhadap purchase intention. Secara teoretis, temuan ini memperkuat teori *Theory of Planned Behavior* (TPB) yang menunjukkan bahwa sikap, norma subjektif, dan kontrol perilaku dapat dibentuk melalui strategi green marketing. Secara praktis, hasil penelitian ini memberikan rekomendasi bagi perusahaan untuk lebih memanfaatkan green marketing dalam meningkatkan kesadaran lingkungan dan minat beli produk ramah lingkungan.

Kata Kunci: *Green Marketing; Purchase Intention; Environmental Awareness; Generation Z; Theory of Planned Behavior.*

Abstract

This study aims to analyze the impact of green marketing on purchase intention among Generation Z in Yogyakarta, with environmental awareness as a mediating variable. A quantitative approach was employed, using a survey design involving 150 respondents from Generation Z students in Yogyakarta. Data were collected through an online questionnaire and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results show that green marketing has a positive but insignificant effect on purchase intention among Generation Z. However, green marketing has a positive and significant effect on environmental awareness, which in turn positively and significantly affects purchase intention. This study also finds that environmental awareness mediates the effect of green marketing on purchase intention. Theoretically, these findings strengthen the Theory of Planned Behavior (TPB), showing that attitudes, subjective norms, and perceived behavioral control can be shaped through green marketing strategies. Practically, the findings suggest that companies should more effectively use green marketing to increase environmental awareness and promote the purchase intention of eco-friendly products.

Keywords: *Green Marketing; Purchase Intention; Environmental Awareness; Generation Z; Theory of Planned Behavior.*

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Introduction

In recent years, global awareness of environmental conservation has increased significantly (Margiyanti, 2023). However, environmental degradation remains a major issue of public concern, particularly in Indonesia, ranging from air pollution, water pollution, to the most prominent issue of waste management (Kasutri Dewi et al., 2023). Growing anxiety over the severe threat of environmental damage caused by the difficulty of waste recycling processes and the fear of increasing waste accumulation serves as evidence that public understanding of the importance of environmental preservation is rising (Destyarennie et al., 2024). The impacts of environmental degradation not only threaten the balance of ecosystems but also have serious consequences for public health, quality of life, and sustainable development (Astuti, 2019). One type of waste that contributes significantly to environmental damage is plastic waste (Hendar et al., 2022). According to data from the National Waste Management Information System (SIPSN), plastic waste in 2023 accounted for 19.16%, or around 7.3 million tons per year of the total waste generated. According to a National Geographic report in 2020, approximately 8 million tons of plastic waste pollute the oceans each year, most of which comes from single-use plastics such as beverage bottles and other packaging (nationalgeographic.com, 2020). Yogyakarta, known as a student city and cultural tourism destination, is currently facing waste management challenges, particularly at the Piyungan landfill, which often exceeds capacity. According to data from the Department of Public Works, Housing, and Energy and Mineral Resources, the volume of waste produced in the Special Region of Yogyakarta (DIY) reached 1,366.79 tons per day in 2020. Although it decreased to 1,333.4 tons per day in 2021 and stabilized at around 1,231.55 tons per day in 2022 and 2023, this figure is still much higher compared to 2019, which was only 644.69 tons per day. This condition has led to periodic closures and has resulted in people resorting to indiscriminate waste disposal (perkim.id, 2024).

The LocknLock tumbler is one example of an environmentally friendly product produced with careful consideration of green marketing principles. LocknLock is regarded as an eco-friendly product because it is made from safe and high-quality materials, and it has been certified as BPA-Free, containing no harmful substances such as EDC, Bisphenol A, or plasticizers. LocknLock products use polypropylene (PP) and Tritan™ as their primary materials, whose safety has been approved by the U.S. Food and Drug Administration (FDA), the European NSF, and the Ministry of Health and Welfare of Japan. These products are safe for health, durable, and recyclable, thus meeting the criteria for environmentally friendly products. In addition, LocknLock has positioned itself as a green product manufacturer through various campaigns focusing on environmental preservation. Based on the results of the 2024 Top Brand Award survey in the Drinking Bottle/Tumbler subcategory, LocknLock ranked third with a top brand index of 20.40%, below Tupperware with an index of 30.00% and Lion Star with an index of 26.20%. This indicates that the brand position of LocknLock in Indonesia has increased significantly, from a top brand index of 17.60% in 2023 to 20.40% in 2024. Furthermore, the survey results also reflect the growth and success of LocknLock's marketing strategy.

Since its launch in 2018, the campaign has consistently aimed to encourage the use of tumblers to reduce single-use plastic bottles, save costs on purchasing drinking water, and ensure daily hydration. In addition, LocknLock's campaign invites individuals to express themselves through the choice of tumbler designs and colors that match their personal

character. Generation Z, which includes individuals born between 1997 and 2012, is considered to have higher environmental awareness compared to other generations (Adialita et al., 2022). Generation Z demonstrates strong concern for environmental issues (B. A. Lestari et al., 2023). This concern is reflected in their anxiety about current environmental damage, uncertainty regarding future environmental quality, and attention to human actions that tend to harm the environment (Kurniawan & Fadhillah, 2024). The level of environmental awareness among Generation Z in Yogyakarta shows varied results. Although there is an increase in awareness and enthusiasm for environmental issues, challenges remain in transforming consumption behavior into more environmentally friendly practices. Factors contributing to the lack of pro-environmental awareness among Generation Z include personal pressures, dreams, and ambitions that keep them busy, as well as ineffective approaches to environmental communication (theconversation.com, 2023).

As public awareness of environmental sustainability increases, a new approach has emerged in the field of marketing, namely the concept of green marketing (Shalsabilla et al., 2023). According to Mustofa (2022), green marketing encompasses a combination of activities, ranging from product redesign, changes in production processes, product repackaging, to adjustments in advertising. Green marketing is a management process that provides consumer satisfaction in ways that do not harm the environment (Taufany et al., 2022). Thus, consumers with a high level of environmental awareness are more likely to be interested in products that support sustainability principles, such as environmentally friendly tumbler products (Prieto-Sandoval et al., 2022).

One of the most important concepts in consumer behavior is purchase intention. According to Pramesti (2024), purchase intention reflects consumer behavior as a response to an object that indicates one's desire to make a purchase. Similarly, Nurul Fitri (2024) defines purchase intention as something derived from a process of learning and thinking, which then generates motivation within the individual, leading to the desire to meet their needs. Furthermore, Wahyuningtyas (2023) states that promotions focusing on environmental sustainability aspects can increase consumer motivation to purchase products aligned with sustainability principles. Consumer purchase intention toward eco-friendly products can be enhanced by implementing effective green marketing strategies (Amalia et al., 2024).

According to Krisdayanti (2022), green marketing has a positive and significant effect on consumer purchase intention. This indicates that the more effectively green marketing is implemented by a company, the greater the consumer's intention to purchase will be (Sugandini et al., 2020). Therefore, it can be concluded that marketing strategies focusing on environmental aspects can be an effective approach to increase consumer buying interest. However, other studies have shown that green marketing does not significantly affect purchase intention due to factors such as price, awareness of green lifestyles, and a lack of environmental consciousness (Kurniawan & Iriani, 2023).

Climate change, pollution, and the unsustainable use of natural resources have become increasingly urgent global issues, prompting many people to become more environmentally aware (Shalihah & Rubiyant, 2023). Environmental awareness not only reflects the level of individual understanding of environmental issues but also their concern and commitment to supporting environmental conservation efforts (Mataracı & Kurtuluş, 2020). Environmental awareness plays a significant role in encouraging consumers to choose environmentally friendly products. Individuals with high levels of environmental

awareness are more likely to consider the environmental impact of the products they purchase and are more inclined to show purchase intention toward sustainable products (Yohana & Suasana, 2020). This implies that environmental awareness can be a major driving factor for consumers to shift toward eco-friendly products, whether due to intrinsic motivation to protect the environment or social pressure to follow positive environmental norms. Therefore, increasing environmental awareness among consumers not only benefits environmental sustainability but also influences purchasing patterns and encourages markets to offer more environmentally friendly products (Ardana & Praswati, 2024).

Environmental awareness is an important factor that can mediate consumer decisions in choosing products that support sustainability (Elafansa & Hartono, 2023). The role of environmental concern specifically and significantly mediates the relationship between green purchase intention and green consumption behavior (Iqbal et al., 2023). This is because environmental concern plays a crucial role in mediating the relationship between the intention to purchase green products and actual green consumption behavior, ensuring that the intention to buy environmentally friendly products is implemented in practice. However, a study by Gema (2024) shows that the role of environmental awareness as a mediator in the relationship between the green marketing mix and purchase intention is relatively weak. Based on this phenomenon, the researcher is interested in further examining how environmental awareness can mediate the influence of green marketing on consumer purchase intention for an environmentally friendly product, namely the tumbler product. With a focus on Generation Z in Yogyakarta as the research subject, the research question is whether environmental awareness mediates the influence of green marketing on the purchase intention of LocknLock tumbler products among Generation Z in Yogyakarta.

Theory and Hypothesis

The Theory of Planned Behavior (TPB), developed by Ajzen (1991), is a widely used framework for explaining the relationship between individual beliefs, social norms, and behavior. According to this theory, attitudes toward a particular behavior are the main factor that can predict an individual's actions (Elafansa & Hartono, 2023). Krisdayanti (2022) explained that TPB can be applied to understand the reasons why individuals choose green products, which are influenced by their attitudes toward green marketing and environmental awareness. The study indicated that positive attitudes based on individual beliefs significantly affect the intention to purchase environmentally friendly products. Consumers with high environmental awareness tend to purchase green products because they recognize their benefits to society (Kim & Lee, 2023).

Green Marketing Influence on Purchase Intention

This process involves product modification, changes in environmentally friendly production processes, and the use of eco-friendly product packaging. Research conducted by Kusuma (2019) found that green marketing has a direct, positive, and significant effect on purchase intention, meaning that an increase in Tupperware's green marketing strategy was followed by an increase in consumer purchase intention. Similarly, Supandini (2019) showed that green marketing has a positive and significant influence on the intention to purchase environmentally friendly products. This suggests that the more effective the green marketing strategy applied by The Body Shop, the stronger the consumer's desire to buy The Body Shop's cosmetic products, and consequently, the higher the potential purchase intention, and vice versa. Based on these previous studies, the following hypothesis is proposed:

H1: Green marketing has a positive and significant effect on purchase intention.

The Influence of Green Marketing on Environmental Awareness

Green marketing provides information about environmentally friendly products and serves to educate consumers about environmental issues (Iftikhar et al., 2022). In addition, green marketing can encourage behavioral change by motivating consumers to adopt more sustainable practices, such as supporting eco-friendly products (Supandini, 2019). Research conducted by Nurhidayat (2023) and Krisdayanti (2022) also showed that green marketing has a positive and significant effect on environmental awareness of environmentally friendly products. Based on these previous studies, the following hypothesis is proposed:

H2: Green marketing has a positive and significant effect on environmental awareness.

The Influence of Environmental Awareness on Purchase Intention

Environmental awareness is an important indicator for predicting the purchase behavior of eco-friendly products and serves as a key factor in consumer decision-making processes (Lukiarti, 2019). Research by Margiyanti (2023) revealed that environmental awareness has a positive and significant effect on consumer purchase intention. This indicates that as environmental awareness increases, purchase intention toward green products also rises. Similar results were also reported by Lukiarti (2019), who stated that environmental awareness positively and significantly influences the intention to purchase green products. However, a different result was found in a study by Yohana (2020), which showed that while environmental awareness positively affects purchase intention, it does not demonstrate a significant influence individually. Based on these empirical studies, the following hypothesis is formulated:

H3: Environmental awareness has a positive and significant effect on purchase intention.

Green Marketing Influences Purchase Intention When Mediated by Environmental Awareness

Consumer purchase intention, namely the likelihood of buying or switching from one brand to another, is positively and significantly influenced by environmental awareness (Adialita et al., 2022). Research by Risayafani (2019) found that green marketing has a positive and significant impact on the purchase intention of environmentally friendly products among Starbucks consumers in Jambi City. Environmental awareness also acts as a mediator that strengthens the influence of green marketing on the intention to purchase eco-friendly products (Ahmed et al., 2021a). Thus, effective green marketing strategies, supported by increased consumer awareness, can drive purchase intention toward environmentally friendly products. Based on previous research, the following hypothesis is proposed:

H4: Green marketing has a positive and significant effect on purchase intention when mediated by environmental awareness.

Method

The type of research employed in this study is a quantitative method using a questionnaire scale as the measurement tool. This research adopts a causal study design, as it aims to examine cause-and-effect relationships between two or more variables (Ariningrum, 2021). Furthermore, this study uses a survey design because the data are collected from a sample of a population. The population in this research consists of Generation Z in Yogyakarta. The sampling technique applied is purposive sampling. Using Hair's sampling method, the number of indicators is multiplied by 5 to 10; with 11

indicators, the required sample size is 11×10 , resulting in a total of 110 respondents needed for this study. The analytical method used in this research is the Structural Equation Model (SEM) based on Partial Least Squares (PLS), employing SmartPLS 4.0 software. SEM-PLS was chosen because it possesses strong statistical capabilities and can detect significant effects in data derived from populations with common factor models. The research process includes testing the outer model, which functions as the link between all indicators and the latent variables they represent (Wibisono, 2022).

Data Analysis

The evaluation conducted on the outer model includes several aspects, namely indicator loading (factor loading), construct reliability measured using Cronbach's alpha and composite reliability, as well as construct validity, which consists of convergent validity through Average Variance Extracted (AVE) and discriminant validity using the Fornell-Lacker criterion and cross-loading. The next step in testing the inner model is to analyze the relationships among latent variables that have been designed based on the constructed path model.

Convergent Validity Test Results

Factor loading measurement is used to assess and evaluate construct validity. Higher validity values indicate that the variable indicators have a stronger correlation with their respective constructs. The general standard for factor loading is 0.7. However, previous research suggests that a value of 0.6 is already considered adequate and reliable for evaluating factor loadings.

Table 1 Factor Loading

Indicator Code	Environmental awareness (Z)	Green marketing (X)	Purchase intention (Y)
EA1	0,689		
EA2	0,733		
EA3	0,684		
EA6	0,748		
EAA9	0,709		
GM1		0,685	
GM10		0,658	
GM2		0,785	
GM3		0,689	
GM5		0,682	
GM6		0,708	
GM7		0,759	

GM9	0,691
PI1	0,807
PI10	0,842
PI11	0,780
PI12	0,747
PI2	0,761
PI3	0,771
PI4	0,742
PI5	0,715
PI7	0,604
PI8	0,704
PI9	0,648

Source: Processed Primary Data (2025)

Based on the table above, it can be seen that many of the research variables have outer loading values greater than 0.60. The discriminant validity among variables can be analyzed using the Fornell-Lacker criterion. The test results presented in Table 8 show that the Fornell-Lacker value for each variable is higher than the value of the other constructs. This indicates that the discriminant validity among the variables has been met and is appropriate according to the established requirements.

Table 2 Discriminant Validity

Variable relationships	Environmental awareness (Z)	Green marketing (X)	Purchase intention (Y)
Environmental awareness (Z)	0,713		
Green marketing (X)	0,594	0,708	
Purchase intention (Y)	0,639	0,428	0,741

Source: Processed Primary Data (2025)

Table 3 Construct Reliability Test and Average Variance Extracted (AVE)

Variabele	<i>Cronbach's alpha</i>	<i>Composite reliability</i>	AVE
<i>Green marketing (X)</i>	0,858	0,889	0,502
<i>Purchase l intention (Y)</i>	0,917	0,930	0,549
<i>Environmental awareness (Z)</i>	0,760	0,838	0,508

Source: Processed Primary Data (2025)

The variables in this study met the established criteria, as can be seen from the results of Cronbach's alpha, composite reliability, and the Average Variance Extracted (AVE). In this study, the Cronbach's alpha value for green marketing was 0.858, for purchase intention 0.917, and for environmental awareness 0.760. Since all of these variables have values above 0.7, the study is considered to meet the criteria based on Cronbach's alpha. The composite reliability value for green marketing was 0.889, for purchase intention 0.930, and for environmental awareness 0.838. The threshold of 0.7 indicates the minimum requirement, which shows that these variables meet the standard when evaluated through composite reliability. The AVE calculation in this study produced a value of 0.502 for green marketing, 0.549 for purchase intention, and 0.508 for environmental awareness, where an AVE value of 0.5 is the minimum acceptable threshold.

Inner Model Testing

The calculation of the inner model was carried out by examining the R-square or coefficient of determination, which ranges from 0 to 1. This analysis was conducted to determine the extent to which the independent variables influence the dependent variables. The test results are presented in Table 10, which shows the coefficient of determination values in this study.

Table 4 Inner Model Testing

Variable	R-square
Environmental awareness (Z)	0,353
Purchase intention (Y)	0,409

Source: Processed Primary Data (2025)

R-square value for the latent variable *environmental awareness* as a mediating variable is influenced by green marketing at 0.353 or 35.5%. This result indicates that green marketing has a 35.5% effect on environmental awareness as a mediating variable, while the remaining 64.5% is influenced by other factors not explained in this study. Furthermore, the R-square value for the variable *purchase intention* is 0.409, which shows that purchase

intention can be explained by 40.9% of the variables included in the model. Meanwhile, the remaining 59.1% is explained by other variables not included in this research. The next step in the R-square analysis is testing the T-statistic value for hypothesis testing. The T-statistic values are obtained through bootstrapping calculations using SmartPLS software.

Table 5. Hypothesis Testing

Hypothesis Path		Original Sample (O)	T- statistics	P values	Results
H1	GM (X) → PI (Y)	0,030	0,315	0,752	<i>Not Supported</i>
H2	GM (X) → EA (Z)	0,594	9,399	0,000	<i>Supported</i>
H3	EA (Z) → PI (Y)	0,621	7,383	0,000	<i>Supported</i>
H4	GM (X) → EA (Z) → PI (Y)	0,369	5,177	0,000	<i>Supported</i>

Source: Processed Primary Data (2025)

If the T-statistic value is greater than the T-table value of 1.98 at a significance level of 5%, then the null hypothesis (H0) is rejected and the alternative hypothesis (H1) is accepted. Hypotheses tested using Partial Least Square (PLS) software, specifically SmartPLS version 4.0. Based on the results of the hypothesis testing conducted, the findings of this study indicate that H1 is rejected, while H2 and H3 are accepted. If the T-statistic value is greater than the T-table value of 1.98 at a significance level of 5%, then the null hypothesis (H0) is rejected and the alternative hypothesis (H1) is accepted. Table 12 presents the hypotheses tested using Partial Least Square (PLS) software, specifically SmartPLS version 4.0. Based on the results of the hypothesis testing conducted, the findings of this study indicate that H1 is rejected, while H2 and H3 are accepted.

Effect of Green Marketing (X) on Purchase Intention (Y): Original sample (O) value for the green marketing variable is 0.030, indicating a positive direction in the relationship. However, the T-statistic value is lower than the T-table value ($0.315 < 1.98$), and the P-value is greater than the significance level ($0.752 > 0.05$). Therefore, the first hypothesis (H0) is accepted and the alternative hypothesis (H1) is rejected, meaning that green marketing has an effect, but it is not statistically significant. This finding aligns with the study by Kurniawan (2023), which also reported an insignificant direct effect of green marketing on purchase intention.

Original sample (O) value for the green marketing variable is 0.030, indicating a positive direction in the relationship. However, the T-statistic value is lower than the T-table value ($0.315 < 1.98$), and the P-value is greater than the significance level ($0.752 > 0.05$). Therefore, the first hypothesis (H0) is accepted and the alternative hypothesis (H1) is rejected, meaning that green marketing has an effect, but it is not statistically significant. This finding aligns with the study by Kurniawan (2023), which also reported an insignificant direct effect of green marketing on purchase intention.

Effect of Green Marketing (X) on Environmental Awareness (Z): The original sample value is 0.594, with a T-statistic value of 9.399, which is greater than the T-table value, and a p-value of 0.000, which is less than the alpha level of 0.05. Thus, H0 is rejected and H1 is accepted. The results of this study indicate that green marketing has a direct and significant effect on environmental awareness. This finding is consistent with the studies of Nurhidayat (2023) and Krisdayanti (2022), which state that green marketing has a positive and significant influence on environmental awareness.

The Effect of Environmental Awareness (Z) on Purchase Intention (Y): Original sample value is 0.621, with a T-statistic of 7.383, which is greater than the T-table value of 1.98, and a p-value of 0.000, which is less than the alpha value of 0.05. Therefore, H0 is rejected and H1 is accepted. The results of this study indicate that environmental awareness significantly influences purchase intention.

The Mediating Role of Environmental Awareness in the Relationship between Green Marketing and Purchase Intention (Hypothesis 4):

The hypothesis test results show that environmental awareness significantly mediates the relationship between green marketing and purchase intention. The original sample value is 0.369, with a T-statistic of 5.777 (which is greater than the T-table value of 1.98), and a p-value of 0.000 (less than 0.05). Therefore, H0 is rejected and H1 is accepted. This indicates that environmental awareness effectively mediates the effect of green marketing on purchase intention.

Discussion

The Effect of Green Marketing (X) on Purchase Intention (Y): Based on the results of the first hypothesis test in Table 12, the original sample (O) value for the green marketing variable is 0.030, indicating a positive direction. However, the T-statistic value is lower than the T-table value ($0.315 < 1.98$), and the p-value is greater than the alpha level ($0.752 > 0.05$). Therefore, H0 is accepted and H1 is rejected. This means that green marketing has an effect, but it is not statistically significant. This finding is in line with the study by Kurniawan (2023), which also reported an insignificant direct effect of green marketing on purchase intention.

This study shows that green marketing has an effect but does not significantly influence purchase intention. This is due to the fact that LocknLock's marketing campaign did not utilize social media as an advertising platform; instead, the campaign was conducted door-to-door at several universities. As a result, the public is unaware that LocknLock products have implemented green marketing concepts and are environmentally friendly.

According to the Theory of Planned Behavior (TPB) adapted in this study, green marketing has an effect but is not significant on purchase intention. This occurs because when consumers have a positive attitude toward eco-friendly products, they appreciate the positive environmental impacts such as realizing the benefit of using tumblers to reduce pollution. However, the subjective norm, which reflects social pressure or influence from important others, is insufficient to generate significant concern for environmental sustainability. Thus, even though consumers may have positive intentions to purchase environmentally friendly products, they tend to prioritize factors such as price and the lack of information about LocknLock products. Therefore, although LocknLock's green marketing efforts have a positive influence on Generation Z, they may become insignificant if other factors such as price and campaign strategy are not supportive.

The Effect of Green Marketing (X) on Environmental Awareness (Z): Based on Table 13, the original sample value is 0.594 with a T-statistic of 9.399, which is greater than the T-table value, and a p-value of 0.000, which is lower than the alpha value of 0.05. Therefore, H₀ is rejected and H₁ is accepted. The results of this study indicate that green marketing has a direct and significant effect on environmental awareness. This finding is in line with the studies of Nurhidayat (2023) and Krisdayanti (2022), which state that green marketing has a positive and significant influence on environmental awareness.

This indicates that companies implementing green marketing strategies highlight sustainable and environmentally friendly business practices. By promoting eco-friendly products, green marketing encourages consumers to consider environmental impacts. Furthermore, when companies take concrete steps to protect the environment, consumers become more aware and motivated to support sustainable products.

From the adapted Theory of Planned Behavior (TPB), this study supports the notion that green marketing influences environmental awareness. Through comprehensive green marketing campaigns, positive consumer attitudes toward environmentally friendly products, subjective norms that reinforce social pressure, perceived behavioral control that facilitates eco-friendly purchasing, and a strong intention to engage in sustainable practices, consumers become more aware and motivated to support and choose green products. The green marketing campaigns promoted by LocknLock can positively influence environmental awareness, especially among Generation Z.

The Effect of Environmental Awareness (Z) on Purchase Intention (Y): Based on Table 12, the original sample value is 0.621 with a T-statistic of 7.383, which is greater than the T-table value of 1.98, and a p-value of 0.000, which is below the alpha level of 0.05. Hence, H₀ is rejected and H₁ is accepted. The results of this study indicate that environmental awareness significantly influences purchase intention. This is consistent with the findings of Liang (2024), who reported that environmental awareness positively affects purchase intention.

This also shows that environmental awareness plays an important role in driving consumers' intention to purchase. When consumers possess high environmental awareness, they are more likely to consider the environmental impact of the products they buy and are more inclined to purchase products that support sustainability (Yohana & Suasana, 2020). The increasing environmental awareness among consumers not only supports sustainability efforts but also has the potential to alter consumer purchasing patterns and push the market to offer more eco-friendly products (Ardana & Praswati, 2024).

Based on the Theory of Planned Behavior (TPB) applied in this study, the research explains how environmental awareness influences purchase intention through the components of attitude, subjective norm, and perceived behavioral control. As

environmental awareness increases, consumers tend to develop a positive attitude toward eco-friendly products, feel social pressure from their peer groups to make sustainable purchases, and gain more confidence and perceived capability in selecting products that support sustainability. These factors collectively shape a stronger purchase intention toward environmentally friendly products. Therefore, companies can utilize green marketing not only to boost sales but also to support environmental sustainability.

In this study, Generation Z demonstrates a high level of environmental awareness, as seen in their interest in LocknLock's eco-friendly products. This growing awareness encourages them to favor sustainable options, such as LocknLock's tumblers, which are specifically designed with environmental impact in mind.

The Effect of Green Marketing on Purchase Intention Mediated by Environmental Awareness

Analysis results show an original sample value of 0.369, with a T-statistic of 5.777, which is greater than the T-table value of 1.98, and a p-value of 0.000, which is smaller than the alpha level of 0.05. Therefore, H₀ is rejected and H₁ is accepted. These findings indicate that environmental awareness significantly mediates the relationship between green marketing and purchase intention. This finding aligns with Iqbal (2023), who confirmed that environmental awareness significantly mediates the relationship between green marketing and the intention to purchase environmentally friendly products.

Similarly, Risyafani (2019) explains that effective green marketing strategies, supported by rising consumer environmental awareness, can drive the intention to purchase green products. As consumers become increasingly aware of the importance of environmental protection, they tend to show stronger support for products and companies that demonstrate a commitment to sustainability. Based on the TPB framework adopted in this study, green marketing influences purchase intention through environmental awareness as a mediating variable. Effective green marketing campaigns can raise consumer awareness of environmental sustainability, thereby enhancing purchase intention toward eco-friendly products. Accordingly, the adapted TPB model illustrates how green marketing campaigns can emphasize environmental concern and create social pressure to buy green products. When people around the consumer, such as friends or family, support environmentally responsible behavior, consumers are more likely to follow these norms. Additionally, perceived behavioral control consumers' belief in their ability to purchase eco-friendly products strengthens the relationship between green marketing and purchase intention.

Conclusion

This section provides a summary of the final findings of the present study, conducted to examine how green marketing strategies implemented by LocknLock influence the purchase intention of Generation Z in Yogyakarta, with environmental awareness serving as a mediating variable.

Based on the results and discussions obtained through data analysis techniques applied in this research, the following conclusions can be drawn. Green marketing of LocknLock's tumbler products has a positive but not significant effect on the purchase intention of Generation Z in Yogyakarta. Green marketing of LocknLock's tumbler products has a positive and significant effect on environmental awareness. Environmental awareness has

a positive and significant effect on purchase intention for LocknLock's tumbler products. Green marketing has a positive and significant effect on purchase intention when mediated by environmental awareness in the context of LocknLock's tumbler products.

Limitations and Recommendations

This study has several limitations across different aspects. The research was conducted with a sample size of fewer than 200 respondents. Moreover, the subject of this study was limited exclusively to Generation Z in Yogyakarta. Additionally, the only independent variable examined was green marketing. Therefore, future researchers are advised to use a larger sample size and not restrict the study solely to Generation Z in Yogyakarta. Subsequent studies may also consider expanding or adding new variables to further strengthen the explanatory power and influence on purchase intention.

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