

Green Marketing Through Social Media On Generation Z's Purchase Intention With Environmental Awareness As A Mediation

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ABSTRACT

This study will examine how *the purchase intention* of Generation Z in Lebak Regency is influenced by *green marketing* through social media and *environmental awareness*. The structural equation model based on *partial least squares structural equation modeling (SEM-PLS)* is a quantitative method used in this study. One hundred respondents were randomly selected to be the sample. Thus, *green marketing* through social media has a significant positive influence on *purchase intention*. *Green marketing* through social media significantly increases *environmental awareness*. In addition, *purchase intention* is not influenced by *environmental awareness*, either positively or negatively. In *green marketing* through social media, *purchase intention* is not directly influenced by *environmental awareness*. The results indicate that increased *environmental awareness* is not automatically followed by a tendency to purchase *green products*. This study contributes to business actors in developing *green marketing strategies* through social media.

INTRODUCTION

Environmental degradation has shown an increasingly worrying trend in recent years. Increased global production and consumption activities contribute to ecosystem degradation, waste accumulation, and a surge in plastic waste, which impacts climate change (Ngo *et al.*, 2025). The intensity of these problems has driven public attention to sustainability issues and raised the need to understand the determinants of consumption behavior, particularly *purchase intention*, which is influenced by several factors (Panopoulos *et al.*, 2023).

In Indonesia, the problem of plastic waste is a real challenge, especially that originating from the consumption of single-use products such as Bottled Drinking Water (AMDK). According to *Green Network Asia projections* for 2024–2025, inadequate waste management is the cause of 40.18% of the total 33.86 million tons of plastic waste in Indonesia in 2024. Indonesia is the second largest exporter of plastic waste to the ocean in the world. Beverage packaging waste is one of the largest contributors

to the total national waste generation (Asriany & F. Raffel, 2022) . A company now faces new challenges as the popularity of bottled drinking water increases. On the one hand, it plays a role in meeting the community's need for clean water, but on the other hand, it faces pressure to reduce the ecological impact of plastic packaging use (Abhirama *et al.* , 2023) . Therefore, the responsibility for maintaining sustainability lies not only with the government, but also with industry players and consumers as key actors in the consumption chain.

Responding to this situation, a number of companies have begun to adopt a *green marketing approach* as a strategy to integrate environmental aspects into marketing practices (Husna *et al.* , 2025) . *Green marketing* is not limited to developing *green products* , but also includes conveying sustainability values in a transparent, consistent, and relevant manner to consumers' lives (Gumeni *et al.* , 2018) . Social media then becomes a strategic channel in *green marketing communication* because of its interactive, participatory characteristics and its ability to reach a wide audience in a short time (Shaheen, 2025) .

Products using Aqua Life bottled drinking water (AMDK) clearly demonstrate this technique. In Indonesian culture, this brand has a long history, where Aqua faced demands to maintain the availability of safe drinking water while reducing the environmental impact of plastic packaging. Various initiatives have been implemented, including the use of recycled materials, waste management campaigns, and environmental education through *digital platforms*. (Qonaah, 2019) . However, the effectiveness of *green marketing strategies* which is communicated through social media in encouraging consumer *purchase intention* , especially among young people, still requires empirical proof (Saputra *et al.* , 2025) .

Generation Z is a consumer group also known as i-Gen or Centennials, referring to individuals born between 1997 and 2012. This group grew up in an environment saturated with *digital technology* and social media, thus having relatively high *digital literacy and broad access to information*. (Radithya & Rosidah, 2025) . Several studies show that Generation Z tends to be more sensitive to social and environmental issues, and considers both personal and social values when making *purchase intentions* . This value orientation makes them a relevant market segment in studies on sustainable marketing (Song *et al.* , 2020) .

awareness level is positioned as a psychological factor in this study that aims to influence consumer response to *green marketing messages* . Individuals with high *environmental awareness are generally more likely to* . critical of business practices that impact the environment and more selective in choosing products (Hiqmah, 2017) . By revealing the process that connects Generation Z's *purchase intention* with *green marketing* Through social media, *environmental awareness* has the potential to influence *purchase intention* directly or indirectly.

Although the concept of *green marketing* through social media Although extensively studied in the sustainable marketing literature, previous studies have yielded conflicting findings. According to several studies, *green marketing techniques* can increase customer interest in environmentally friendly products. Sunarjo *et al.* . (2025) ; Sun & Xing (2022) stated that social media marketing has a positive and significant influence on consumer *purchase intention to buy green products* . Furthermore, these results are in line with research by Soegesti *et al.* . (2024) ; Irawati *et al.* . (2024) ; Murti & Ahmadi (2025) ; Pancić *et al.* . (2023); and Angie & Aditya (2025) where the application of *green marketing* and *Green Products* can increase *purchase intention* while strengthening *environmental awareness* in the Generation Z group.

However, several other studies have shown different results. Customer *purchase intention* is not significantly influenced by social media marketing (Okadiani *et al.* , 2019) , however, the study shows that the variable " *green product* " has a significant influence. Relatively similar results were also reported by Wang *et al.* , (2024) where through intermediary factors such as *perceived value* , social media marketing indirectly influences consumer *purchase intention to buy green products* . The difference in empirical findings indicates that the relationship between *green marketing* through social media and consumer *purchase intention* still requires further study, especially in understanding the psychological mechanisms underlying the formation of purchase intention towards *green products* .

A *gap* exists indicating the need for further research to examine factors that can explain the relationship between *green marketing* through social media and consumer *purchase intention* . *Environmental awareness* is one factor that may play a role in this relationship, functioning as a moderating variable that influences *the purchase intention* of environmentally friendly goods. By examining how *environmental awareness* influences *the purchase intention* of Generation Z, this study aims to mitigate the impact of *green marketing* through social media, taking the research context of Generation Z in Lebak Regency. This study aims to increase our understanding of the effectiveness of *green marketing strategies* in the digital era while providing empirical support for scientific studies on sustainable consumer behavior.

The research hypothesis is formulated as follows:

H1: *Green marketing* through social media has a positive influence on *the purchase intention* of Generation Z in Lebak Regency.

Green marketing through social media serves as a communication tool that conveys environmentally friendly values to consumers. For Generation Z, who frequently use social media, informative and persuasive content has the potential to shape positive brand perceptions, foster trust, and increase *purchase intentions*. (Puspitasari *et al.* , 2025) Aliyari, (2025) that *purchase intention* is significantly and positively influenced by *green marketing* .

H2: *Green marketing* through social media has a positive influence on *the environmental awareness* of Generation Z in Lebak Regency.

Besides its commercial orientation, *green marketing* also has an educational dimension. Similar to Soegesti *et al.*'s (2024) claim , the implementation of *green marketing* on *Instagram* significantly increased Generation Z's *environmental awareness* . *Exposure to messages regarding* Product sustainability, environmental issues, and the consequences of consumption on nature that are consistently conveyed through social media can broaden understanding and increase *environmental awareness* of Generation Z (Tian, 2024) .

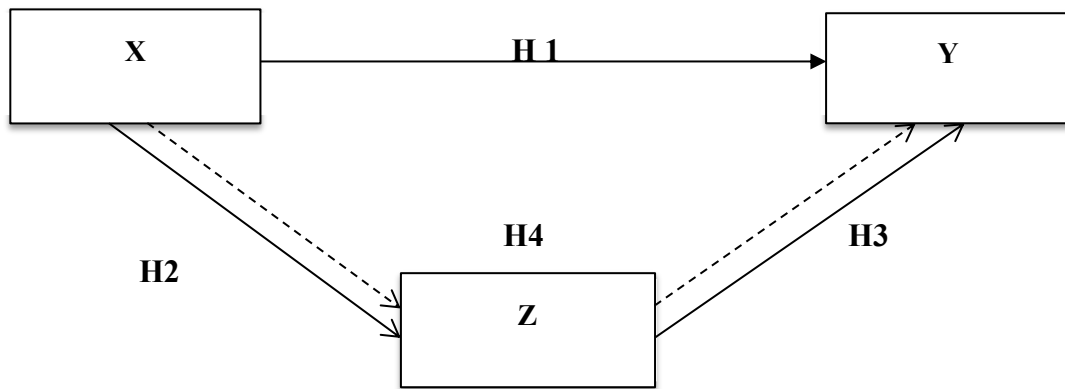
H3: *Environmental awareness* has a positive influence on *the purchase intention* of Generation Z in Lebak Regency.

Environmental awareness reflects an individual's level of concern for the ecological impact of consumption activities. Generation Z, with higher *environmental awareness*, tends to incorporate *sustainability considerations into the product evaluation process*, thus having a greater tendency to demonstrate *purchase intention* toward products that uphold sustainable principles (Han *et al.* , 2024) . Furthermore, Silalahi *et al.*, (2025) stated that *purchase intention* is positively and significantly influenced by *environmental beliefs* .

H4: *Environmental awareness* mediates the influence of *green marketing* through social media on *the purchase intention* of Generation Z in Lebak Regency.

In this research model, *environmental awareness* is positioned as a mechanism that bridges the relationship between exposure to *green marketing* and *purchase intention*. (Astuti *et al.* , 2024) . *Green marketing* strategies communicated through social media primarily increase consumer *environmental awareness* , which, in turn, leads to increased consumer interest in green products . Aliyari (2025) explains that the influence of *green marketing* on *purchase intention* is significantly reduced due to consumer knowledge.

Figure 1. Conceptual Framework



Source : Research Data, 2026

RESEARCH METHODS

This research combines associative quantitative methods with survey techniques. Using *environmental awareness* as a mediating variable, this study seeks to examine the causal relationship between Generation Z's *purchase intentions* and *green marketing* through social media. The survey was completed by residents of Lebak Regency, Banten, who are members of Generation Z.

The number of Generation Z in Lebak Regency is recorded at 405,635 (BPS, 2020) . The study population was determined to be all Generation Z residents in Lebak Regency. The large population size limited the researcher's ability to reach all members of the population. Sampling techniques were used to collect data that accurately represented the study population. The sample size for this study, namely 100 respondents with a *margin of error* of 10%, was determined using the Slovin method. This number is considered representative of the Generation Z population in Lebak Regency (Sugiyono, 2024) .

An online survey was developed to collect data. *The Google Forms platform* was used to distribute the research instrument to participants. The survey respondents were members of Generation Z in Lebak Regency. To ensure that every individual in the population had an equal chance of being selected as a sample, this study used a probability sampling approach. To ensure that the responses received matched the characteristics of the study population, the researchers considered several factors (Creswell & Creswell, 2018) .

purchase intention (Y) is the dependent variable in this study. Customer *purchase intention* is closely related to *purchase intention*, which is influenced by various consumer factors. Kotler *et al.*, (2024), explain that cultural, social, psychological, and individual aspects all influence consumer *purchase intention*. This includes how customers evaluate their needs, obtain information, consider various options, and ultimately choose what to purchase. Experimental parameters were evaluated using questionnaire questions from previous research conducted by (Asif & Parveen, 2025).

“*Green marketing* through social media” (X) is variables independent in study This. According to Solomon (2019), consumer attitudes are influenced by three main factors: conative (activity), affective (feeling), and cognitive (knowledge). In the context of digital marketing, social media can influence these three components through persuasive content such as advertisements, influencers, and emotional messages. Therefore, increasing customer awareness of *green products*, encouraging more sustainable consumption practices, and strengthening corporate image can be achieved through *green marketing* on social media. Questionnaire items from Asif & Parveen's (2025) research were used to evaluate the experimental parameters.

The mediating variable in this study is *environmental awareness* (Z). *Environmental awareness* is not solely shaped by an individual's level of knowledge regarding ecological issues. Other factors, such as social values, group influence, and an individual's internal motivation, also influence the formation of *environmental awareness*. (Pramita *et al.*, 2023). In this context, *environmental awareness* is viewed as the result of the interaction of various interrelated dimensions. This research variable was measured using statement items adapted from previous research conducted by (Canoğlu & Üstüner, 2025). Respondents' opinions on a number of statements from the previous study were evaluated using a five-point Likert scale.

To analyze the correlation between the research variables and evaluate the influence of mediating factors, an analytical technique known as *PLS-SEM* was used, applied to this experimental data using the *SmartPLS statistical program*. To determine whether the indicators used can measure the research variables reliably and accurately, the analytical procedure includes an assessment of the measurement model (outer model), which includes testing construct reliability, discriminant validity, and convergent validity. β , R-squared values, and bootstrapping methods were used to analyze the correlation between variables in structural equation modeling (SEM). To answer the research questions and evaluate the hypotheses, this analysis was conducted to determine whether the influence of *green marketing* via social media on the *purchase intention* of Generation Z in Lebak Regency is balanced by *environmental awareness*.

RESULTS AND DISCUSSION

By distributing questionnaires to 100 Generation Z in Lebak Regency, the distribution of this research questionnaire was carried out from March 2 to 14, 2026. The respondent profile in this study will describe the criteria of 100 respondents based on age, gender, and domicile.

Table 1
Respondent Characteristics

No	Variables	Classification	Number of people	Percentage (%)
1	Age (Years)	14-17	14	13.7%
		18-20	38	37.3%
		21-25	40	39.5%
		26-29	8	7.8%
2	Gender	Man	31	30.4%
		Woman	69	68.3%
3	criteria	Generation Z who live in Lebak Regency		

Source: Primary Data, 2026

Respondents who are Generation Z in Lebak Regency from various ages, genders and Gen Z criteria who live in Lebak district where the age range is 14 to 29 years who have seen environmental care advertisements.

Table 2
CONVERGENT VALIDITY RESEARCH RESULTS

	Z (Environmental awareness)	X (Green marketing through social media)	Y (Purchase intention)
Z1	0.82		
Z2	0.84		
Z3	0.81		
Z4	0.75		
X1		0.71	
X2		0.87	
X3		0.74	
X4		0.76	
Y1			0.73
Y2			0.79
Y3			0.88

Source: Processed Data Results, 2026

The results of the convergent validity test are shown in Table 2, where the external loading value for each variable indicator is >0.70. Therefore, these indicators are reliable and accurately reflect the questionnaire's objectives.

To assess discriminant validity, compare the square root of the average variance extracted (\sqrt{AVE}) of each variable with its relationship to the other variables in the model. The model has adequate discriminant validity if the square root of the AVE of each variable is greater than the correlation between that variable and all other variables.

Table 3
DISCRIMINANT VALIDITY RESULTS

Research Variables	AVE	Fornell-Lacker Criterion Correlation		
		Green marketing through Mrdia Social (X)	Environmental awareness (Z)	Generation Z (Y) purchase intention
Green marketing through social media (X)	0.59	0.69		
Environmental awareness (Z)	0.65	0.59	0.81	0.74
Generation Z (Y) purchase intention	0.64	0.69		0.52

Source: Processed Data Results, 2026

Table 3 shows the results of the discriminant validity test. Each variable in the studied model meets the criteria for discriminant validity. Discriminant validity can be evaluated using the AVE values of these variables. If the AVE value for each variable is > 0.50, the model is considered valid.

Table 4
RESEARCH RESULTS ON INSTRUMENT RELIABILITY

Variable	Cronbach's alpha	Composite reliability (rho a)	Composite reliability (rho c)
Green marketing through social media (X)	0.77	0.82	0.86
Environmental awareness (Z)	0.82	0.82	0.88
Generation Z (Y) purchase intention	0.72	0.74	0.83

Source: Processed Data Results, 2026

Composite reliability is demonstrated by *purchase intention* , *environmental awareness* , and *green marketing* (Cronbach's alpha value > 0.70). The results indicate that the model meets the common Cronbach's alpha reliability assumptions.

There are two dependent variables in this model structure: *environmental awareness* (Z) and *purchase intention* (Y). Table 5 displays the coefficient of determination (R²) for each dependent variable.

Table 5
R-SQUARE VALUE OF THE BOUNDED VARIABLE

Structural model	Dependent Variable	R-square	Adjusted R-square
1	Environmental awareness (Z)	0.24	0.24
2	Purchase intention (Y)	0.43	0.42

$$\begin{aligned} \text{Calculation: } Q^2 &= 1 - (1 - (R1^2)) (1 - (R2^2)) \\ &= 1 - (1 - 0.24) (1 - 0.43) \\ &= 1 - 0.43 = 0.57 \end{aligned}$$

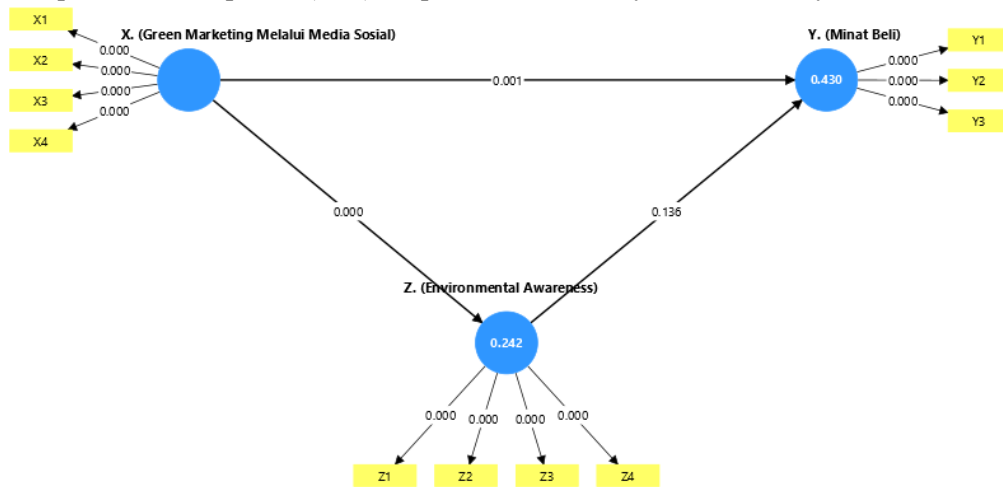
Source: Processed Data Results, 2026

Based on Table 5, the R-square value of 0.24 is seen from the model of the influence of *green marketing* through social media on *environmental awareness* so that the *green marketing* variable

through social media is responsible for 24% of *environmental awareness* , while other variables not studied are responsible for 76%. Furthermore, the model of the influence of *green marketing* through social media on *environmental awareness* on *purchase intention* .

Q-square calculations are needed to evaluate the model's suitability and parameter estimates to the observed data. This approach produces *Q-square values* ranging from 0 to 1, with values closer to 1 indicating significant predictive ability. The results indicate that the model has high predictive ability, with a *Q-square score* of 0.57. Therefore, *green marketing* on social media and *environmental awareness* influence 57% of the variation in *purchase intention* . Other variables influence 43% of this variable.

the partial least squares (PLS) empirical model analysis in this study.



Source: Processed Data Results, 2026

Figure 2. Empirical Model of Direct Influence

The following table shows the results of the β validation test for each directly influenced path.

Table 6
DIRECT EFFECT TEST RESULTS (PATH COEFFICIENT)

	Relationship between variables	Original Sample (O)	T Statistics	P Value	Information
H1	X. (Green marketing through social media) → Y. (Purchase intention)	0.51	3.12	0.00	Have a significant impact
H2	X. (Green marketing through social media) → Z. (Environmental Awareness)	0.49	6.18	0.00	Significant influence
H3	Z. (Environmental awareness) → Y. (Purchase intention)	0.23	1.48	0.14	No effect

Source: Processed Data Results, 2026

It is proven that *green marketing* on social media influences *purchase intention* . With a t-value of 3.12 (> 1.96), a positive β value of 0.51, and a p-value of $0.00 < 0.050$, indicating that Hypothesis 1 (H1) can be proven. The results indicate that Gen Z's *purchase intention* will increase along with better green advertising through social media.

Green marketing through social media has been shown to have a significant impact on *environmental awareness* . This result is supported by a T-statistic value of 6.18 and a positive β of 0.49 and a p-value of $0.00 < 0.050$. Thus, Hypothesis 2 (H2) can be proven. The results obtained can be interpreted that the better *the green marketing* through social media, the more *environmental awareness* will increase.

Environmental awareness was shown to have no significant effect on *purchase intention* . Because β was weakly positive at 0.23, the t-value was 1.48 (<1.96), and the p-value was 0.14 (>0.050), Hypothesis 3 (H3) was not supported. The result showed that environmental awareness had no impact on consumer *purchase intention* .

Table 7
Indirect Effect Testing (Specific Indirect Effect)

Indirect Effect					
	Relationship between variables	Original Sample (O)	T Statistics	P Value	Information
H4	X. (<i>Green marketing</i> via social media)→ Z. (<i>Environmental awareness</i>)→ Y. (<i>Purchase intention</i>)	0.12	1.47	0.15	No effect

Source: Processed Data Results, 2026

It is proven that *environmental awareness* does not impact consumer *purchase intention* in *green marketing* on social media. A β of 0.12, a t-value of 1.47 (<1.96), and a p-value of 0.15 (>0.050) all support this conclusion. Therefore, Hypothesis 4 (H4) cannot be proven. The results indicate that *environmental awareness* does not influence Gen Z's *purchase intention* with *green marketing* on social media.

The findings of this study indicate that *green marketing* through social media has a positive and significant influence on *the purchase intention* of Generation Z in Lebak Regency. This finding indicates that *green marketing materials* disseminated through digital media may have a direct influence on *the purchase intention* of young customers. Sustainability commitments consistently communicated through social media increase brand trust and credibility. This trust can encourage young consumers' *purchase intention* to consider marketed products. This research aligns with research by Soegesti *et al.* (2024) , which found that Generation Z will be more interested in shopping thanks to *green marketing* on social media. Sunarjo *et al.* (2025) added that *purchase intention* *Green products* are significantly and positively influenced by marketing through social media. Panci' *et al.* , (2023) revealed that *green marketing* , *green advertising* , and *brand awareness* increase *purchase intention* and *repurchase intention*. *green product* . The research results confirm the role of social media as an efficient communication channel in conveying sustainability messages, the intensity of social media use in Generation Z strengthens the formation of positive attitudes towards products, these attitudes contribute to increasing consumer *purchase intentions* .

The analysis results show that *green marketing* through social media has a positive and significant effect on *environmental awareness*. Posts on social media about sustainability increase public understanding and concern for environmental issues. Moreover, Soegesti *et al.*, (2024) claim that *green marketing mix communication* on social media plays a role in strengthening Generation Z's *environmental awareness*. The application of social media functions as an effective means of disseminating information, promotion, and environmental education, content that displays companies' environmentally friendly practices expands consumers' knowledge about the impact of consumption on the environment, repeated delivery of information forms an attitude of environmental concern and strengthens sustainable behavioral orientation. Meanwhile, Gong *et al.*, (2021) continued how *environmental awareness* increases through consistent exposure to sustainability information. Joshi & Rahman (2015) also explained that environmental knowledge and *green marketing communication* play a role in shaping consumer ecology. These results indicate that social media-based *green marketing* strategies can be used as educational and promotional tools to increase Generation Z's *environmental awareness*.

These results indicate that *environmental awareness* has no effect on *purchase intention* and is statistically insignificant. These results indicate a gap between consumer behavior and environmental understanding, or between attitudes and behavior. Astuti *et al.* (2024) support how *purchase intention* is more influenced by *green marketing* than by *environmental awareness*. This means that while consumers may care about the environment, this is not always reflected in their considerations when choosing items to purchase.

The conclusion of this study shows how Generation Z's shopping habits are influenced by *green marketing* on social media due to *environmental awareness*. The results of the hypothesis testing indicate that *green marketing* via social media does not have a significant influence on Generation Z's *purchase intention* when mediated by *environmental awareness*, as shown by β in Table 7. Moreover, Setiawan *et al.*, (2024) explained about *environmental awareness*, which is an indicator of *purchase intention*. *Green product* awareness is not positively or significantly influenced by knowledge about *green products*. Overall, the results of this study confirm that the power of *green marketing messages* on social media is more effective in shaping *purchase intention* than *environmental awareness*. In other words, consumers are more responsive to the functional and emotional values communicated in marketing strategies than to moral motivations based on sustainability.

CONCLUSION AND SUGGESTIONS

the Smart PLS 4 analysis, researchers found that *green marketing* through social media significantly increased Generation Z's readiness to make purchases in Lebak Regency. This suggests that young consumers' purchasing decisions may be directly influenced by *green marketing materials* distributed online. Furthermore, *green marketing* through social media has a significant and beneficial impact on *environmental awareness*. This shows how messages on social media about sustainability can increase public awareness and concern for environmental issues. In addition, the researchers found that *purchase intention* was not significantly influenced by *environmental awareness*. This indicates the existence of an *attitude-behavior gap phenomenon*, namely the gap between *environmental awareness* and actual purchasing behavior. This insignificant relationship causes *environmental awareness* to be unable to mediate *green marketing* through social media on *the purchase intention* of

Generation Z in Lebak Regency. This emphasizes that the power of *green marketing* through social media is more effective in forming *purchase intention* than *environmental awareness* .

Based on the conclusion, it shows that in Lebak Regency, Generation Z's shopping behavior is largely uninfluenced by *environmental awareness* . Therefore, the *environmental awareness variable* is not proven to mediate the relationship between *green marketing* through social media and Generation Z's *purchase intention* in Lebak Regency. This finding indicates that increased *environmental awareness* is not automatically followed by a tendency to purchase *green products* . This condition indicates the existence of psychological and situational complexity in the process of forming *purchase intention* . *Environmental awareness* may not be a primary consideration in Generation Z's *purchase intention*. *Purchase intention* seems to be more influenced by price, product quality, perceived value, brand trust, and ease of access. Future research should examine more mediating factors to better understand the processes underlying these varying relationships. Variables such as *perceived value* , *green trust* , *brand image* , or *green perceived quality* can be considered as potential mediators. Practically, it is hoped that the basis of *green marketing strategies* can be further promoted through social media. Business actors are advised not only to emphasize environmental education, but also to highlight functional benefits, product quality and economic value that are relevant to Generation Z. Communication strategies that combine sustainability messages with real product value are estimated to be more effective in encouraging *purchase intention* .

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