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The Role of Eco-labels, Advertising, Price, Attitude, and Environmental Awareness in Influencing Purchasing Decisions for Environmentally Friendly Products for Generation Z in Tangerang City

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Abstract

Environmental damage has become an increasingly evident global threat, urging humanity to become more environmentally conscious. One effort to address this is by purchasing environmentally friendly products, such as eco-labeling bottled water. This study analyzes the influence of ecological labels, advertising, price, attitudes, and environmental awareness on Generation Z's purchasing decisions for ecologically labeled bottled water in Tangerang City. The basic method of this study is causal-comparative. The location of the study was determined purposively, namely in Tangerang City, Banten. This study used primary and secondary data, analyzed with Structural Equation Modeling-Partial Least Square (SEM-PLS) using SmartPLS version 3. The study used an accidental sampling technique, with 150 respondents from Generation Z aged 18 to 27 who had purchased eco-labeled bottled water. The analysis results show that eco-label, price, attitude, and environmental awareness positively and significantly influence the purchasing decision of eco-labeled bottled water among Generation Z in Tangerang City. In contrast, advertising has a positive but insignificant influence. Attitude influences the purchasing decision of eco-labeled bottled water, followed by price, environmental awareness, and eco-label. Industry players should continue to innovate to create products without ignoring environmental sustainability and set optimal prices comparable to product quality. In addition, industry players need to improve communication of the benefits of ecological products through education with clear information on the packaging or eco-label campaigns.

Keywords: eco-friendly; eco-label effect; eco-labeled bottled drinking water; purchase decision

INTRODUCTION

Environmental degradation has become a global threat recognized by societies worldwide. According to a report by the Intergovernmental Panel on Climate Change (IPCC) (Dewi, 2021), the Earth is now in a "code red" state for humanity due to ongoing climate disruptions. These changes are projected to result in a global temperature increase exceeding 15 °C, leading to rising air temperatures, unpredictable climate shifts, and melting polar ice, ultimately causing sea level rise. One of the key contributors to environmental damage is waste-related issues.

Waste management poses a significant challenge for nearly all countries, including Indonesia. The larger the population, the greater the amount of waste generated. Based on data from the National Waste Management Information System (SIPSN) in 2023, Indonesia's

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national waste accumulation reached 31.9 million tons, with 11.4 million tons remaining inadequately managed. Plastic waste constitutes the second-largest category after food waste, accounting for approximately 19.5% of the total waste composition. The waste problem will worsen if responsible consumption behaviors do not accompany public environmental awareness. One example of environmentally sustainable practices is consuming eco-friendly products, such as bottled drinking water with eco-labels. This encourages business people to start paying attention to the environmental impacts caused by their products. Currently, various products circulating in the market are listed as eco-labels.

Eco-labels serve as a solution to promote more environmentally responsible consumption behavior. Eco-labels provide information that assures consumers a product has a lower environmental impact than similar products without such labeling. In this context, consumers play a strategic role in influencing the market. Environmentally conscious individuals tend to shift toward consuming eco-friendly products, encouraging producers to supply eco-friendly options, including bottled drinking water with eco-labels. Bottled drinking water refers to water processed without food additives, packaged, and safe for consumption (Republic of Indonesia, 2011).

The city of Tangerang, located in Banten Province, has the highest demand for bottled drinking water as its residents' primary source of drinking water. According to data from the Statistics of Banten Province in 2023, 83.18% of Tangerang's population relies on bottled drinking water as their primary source of drinking water. However, the high consumption of bottled drinking water also contributes to the increase in plastic waste, as many people rely on it as their primary drinking water source. Based on data from the SIPSN in 2023, 19.66% of plastic waste is the second most dominant type after food waste in Tangerang. This condition requires serious attention, particularly from the younger generation, who hold a crucial role as future leaders.

Generation Z, born between 1997 and 2012, has grown up in the digital era. Generation Z is a cohort raised amidst technology, the internet, and social media development (Arum et al., 2023). This generation is characterized by social and environmental concerns (Zaman, 2024). TangerangPos.id (2024) reported that the Banksasuci Foundation has encouraged Generation Z in Tangerang to participate in river-cleaning activities to sort and recycle waste into valuable and productive materials. However, this environmental awareness is not necessarily reflected in their purchasing decisions, including eco-labeled products.

According to Lai and Cheng (2016), the decision to purchase environmentally friendly products is associated with environmentally conscious consumers who try to use purchasing decisions to influence change. According to Riyanto et al. (2018), eco-labels influence purchasing decisions because the more consumers know the eco-label components of a product, the greater the influence on the decision to purchase environmentally friendly products. In addition, other factors such as price, availability, promotion, social issues, and the level of consumer awareness of decisions and consumption behavior can also influence the decision to purchase environmentally friendly products (Tan et al., 2019). Based on this background, this study aims to analyze the influence of eco-labels, advertisements, price, attitudes, and environmental awareness on the purchasing decisions of eco-labeled bottled drinking water products among Generation Z in Tangerang. This study focuses on specific aspects of eco-labeled bottled water consumption in the Generation Z population in Tangerang City, aged 18 to 27. Understanding Generation Z's consumption behavior is important for future development because this generation will be the leaders.

MATERIALS AND METHOD

Study area

The method of determining the location is purposive. The study was conducted in Tangerang, selected due to the high consumption of bottled drinking water, which reached 83.37% in 2023 (Statistics of Banten Province, 2023). This high consumption contributes to increased plastic waste, particularly plastic bottles. In this city, plastic waste constitutes the second most significant type after food waste, accounting for 19.66% (SIPSN, 2023).

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Study design

This study employs a quantitative method with a causal-comparative research design. According to Sumanto (2014), causal-comparative research aims to identify cause-and-effect relationships. The analysis in this study was conducted to determine the effect or causal relationship, namely the effect of eco-labels, advertising, price, attitude, and environmental awareness as independent variables and purchasing decisions as the dependent variable. The method used for this study is the Structural Equation Modeling (SEM) method. This study uses the Partial Least Square (PLS) approach using SmartPLS 3 software. The stages evaluated the outer model using the load factor, average variance extracted (AVE), cross-loading, Cronbach's alpha, and composite reliability. In addition, an evaluation of the inner model is carried out with the criteria of the determination coefficient (R^2) and predictive relevance (Q^2). Finally, a hypothesis test was carried out using the path coefficient criteria: *p*-value and *t*-statistics.

Sampling techniques

This study employs a non-probability sampling method, where not all population members have an equal chance of being selected as a sample (Sugiyono, 2019). The sampling technique employed was accidental sampling. The population in this study was people who had bought eco-labeled bottled water products. The exact population size is unknown, so the number of samples in this study was determined using the Hair formula. According to Hair et al. (2016), the number of samples used is at least five times the number of items (indicators) questions to be analyzed. A total of 150 respondents were used as the sample. The sample members were Generation Z in Tangerang City, aged 18 to 27, who consume eco-labeled bottled water.

Data collection

The sources and types of data utilized included primary and secondary data obtained through observation, questionnaires, record-keeping, and documentation. The questionnaire contains questions about the respondents' identities and relates to the variables used. The questionnaire was distributed online through Google Form and shared with respondents via social media platforms like WhatsApp and Instagram. There is a series of screening questions at the beginning of the questionnaire, which aims to ensure that the respondents who fill out the questionnaire meet the criteria set by the researcher. The data used in the study were collected using a questionnaire based on a Likert scale ranging from 1 to 5, with responses categorized from the lowest to the highest as follows: strongly disagree, disagree, neutral, agree, and strongly agree.

RESULTS AND DISCUSSION

The method used in this study is SEM with a PLS approach using the SmartPLS 3 software. SEM aims to test the predictive relationships between constructs by examining whether these constructs have associations or effects (Budiarsi, 2020).

Evaluation of the measurement model (Outer model)

Table 1 shows that all variable indicators are deemed valid. The loading factor values meet the criteria, which is greater than 0.7. Indicators with a loading factor exceeding 0.7 indicate that respondents understand each indicator well and effectively explain its corresponding latent variable.

Based on the results of the AVE test in Table 2, it can be seen that all variables have AVE values greater than 0.5. According to Purwanto et al. (2020), an AVE value greater than 0.5 indicates that all variables in this study have met the criteria for assessing convergent validity. It means that all indicators used in measuring the constructs contribute effectively to explaining the variation within those constructs.

Discriminant validity

Table 3 shows that each indicator within its latent variable has a higher cross-loading value than indicators within other latent variables. It indicates that the indicator is more strongly associated with the latent variable it measures than other latent variables in the model. An indicator is considered valid if it exhibits a higher cross-loading value for the measured construct than others (Candana et al., 2020). Based on these results, it can be concluded that all indicators in the model meet the criteria for discriminant validity. It is supported by the statement of A. Purwanto et al. (2020), which states that an indicator meets discriminant validity if its cross-loading value is 0.7 or higher.

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Table 1. Results of the convergent validity test

Code	E	I	H	S	KL	KP
E1	0.825					
E2	0.860					
E3	0.832					
E4	0.725					
E5	0.777					
I1		0.781				
I2		0.759				
I3		0.836				
I4		0.850				
I5		0.802				
H1			0.788			
H2			0.804			
H3			0.811			
H4			0.762			
S1				0.816		
S2				0.844		
S3				0.807		
S4				0.814		
S5				0.871		
KL1					0.859	
KL2					0.852	
KL3					0.896	
KL4					0.871	
KL5					0.845	
KP1						0.815
KP2						0.845
KP3						0.867
KP4						0.804
KP5						0.806

Note: E = Eco-labels, I = Advertising, H = Price, S = Attitudes, KL = Environmental awareness, KP = Purchase decisions

Table 2. AVE values of variables in the instrument test

Variables	AVE	Pieces of information
Eco-label	0.649	Valid
Advertising	0.650	Valid
Price	0.626	Valid
Attitude	0.690	Valid
Environmental awareness	0.748	Valid

Composite reliability and Cronbach's alpha

Table 4 shows that all variables have met the reliability test criteria, where the Cronbach's alpha and composite reliability values for each variable are greater than 0.7. Therefore, it can be concluded that all variables in this study exhibit high reliability and are considered to have good consistency in measurement.

Structural model evaluation (Inner model)

Based on Table 5, it is evident that the purchase decision variable, with a R^2 value of 0.778 falls into the strong category. It indicates that approximately 77.8% of the variation in the purchase decision variable can be explained by the exogenous variables: eco-label, advertising, price, attitude, and environmental awareness.

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Table 3. Results of the discriminant validity test

Code	E	H	I	KL	KP	S
E1	**0.825**	0.484	0.680	0.674	0.649	0.720
E2	**0.860**	0.621	0.578	0.591	0.613	0.573
E3	**0.832**	0.609	0.613	0.570	0.640	0.561
E4	**0.725**	0.399	0.595	0.491	0.544	0.592
E5	**0.777**	0.471	0.666	0.589	0.661	0.636
I1	0.514	**0.788**	0.516	0.525	0.569	0.527
I2	0.490	**0.804**	0.411	0.457	0.540	0.559
I3	0.544	**0.811**	0.579	0.546	0.567	0.543
I4	0.489	**0.762**	0.429	0.445	0.595	0.517
I5	0.568	**0.414**	0.781	0.546	0.566	0.572
H1	0.682	0.532	**0.759**	0.557	0.563	0.565
H2	0.621	0.501	**0.836**	0.676	0.628	0.590
H3	0.682	0.579	**0.850**	0.666	0.671	0.693
H4	0.594	0.438	**0.802**	0.664	0.658	0.662
S1	0.606	0.458	0.672	**0.859**	0.643	0.684
S2	0.577	0.467	0.650	**0.852**	0.607	0.638
S3	0.687	0.646	0.732	**0.896**	0.780	0.752
S4	0.631	0.559	0.666	**0.871**	0.694	0.733
S5	0.634	0.541	0.621	**0.845**	0.654	0.731
KL1	0.610	0.622	0.545	0.578	**0.815**	0.655
KL2	0.626	0.578	0.690	0.702	**0.845**	0.686
KL3	0.671	0.573	0.678	0.731	**0.867**	0.697
KL4	0.663	0.656	0.627	0.606	**0.804**	0.678
KL5	0.634	0.548	0.633	0.630	**0.806**	0.707
KP1	0.608	0.625	0.649	0.668	0.670	**0.816**
KP2	0.652	0.547	0.655	0.678	0.688	**0.844**
KP3	0.641	0.601	0.601	0.637	0.686	**0.807**
KP4	0.638	0.553	0.608	0.669	0.676	**0.814**
KP5	0.647	0.494	0.674	0.752	0.716	**0.871**

Note: E = Eco-labels, I = Advertising, H = Price, S = Attitudes, KL = Environmental awareness, KP = Purchase decisions. Bold means variables in this study have met the criteria for assessing convergent validity

Table 4. Cronbach's alpha and composite reliability values in the outer model test

Variables	Cronbach's alpha	Composite reliability	Pieces of information
Eco-label	0.863	0.902	Reliable
Advertising	0.865	0.903	Reliable
Price	0.801	0.870	Reliable
Attitude	0.887	0.918	Reliable
Environmental awareness	0.916	0.937	Reliable

In comparison, the remaining 29.2% is influenced by other variables not included in the study.

Based on Table 6, it is known that the Q^2 value on the dependent variable is the purchasing decision. The Q^2 value on the purchasing decision variable is 0.523 or 52.3%. It shows that the model is said to be feasible because the model can explain the diversity of data by 52.3%. This value indicates that the model has predictive relevance and a good observation value because the resulting value is more than 0.

Variables test

Based on Table 7, it can be seen that the *t*-statistic value and *p*-value are for each variable test. These results show that almost all of the variables in this study are significant because they have a *t*-statistic value > 1.96 and a *p*-value

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≤ 0.05 at the 5% significance level. The results are different for the advertising variable, which shows that they are insignificant because they have a *t*-statistic value of 1.646 and a *p*-value of 0.100.

Results of testing the eco-label variable on purchasing decisions

Eco-labels positively and significantly impact Generation Z's purchasing decisions in Tangerang City. Eco-labels can be an essential indicator for consumers when making purchases. The eco-label logo on bottled water packaging indicates that the product meets specific environmental standards. This eco-label shows that the production and distribution process of the product has considered environmental impacts, such as reducing the use of hazardous materials, energy efficiency, and environmentally friendly waste management. In addition, this logo also provides information to consumers that the product they choose is committed to sustainability and is responsible for the preservation of nature. For consumers, the eco-label logo is an essential indicator in selecting products that are safer for health and more environmentally friendly. Based on this, eco-labels are vital for consumers' purchasing decisions. It is in line with the research of Siregar and Widodo (2021), which found that eco-labeling significantly affects purchasing decisions for environmentally friendly products. In addition, other research by Rahman and Widodo (2020) also states that eco-labeling significantly impacts purchasing decisions for environmentally friendly products.

Results of testing the advertising variable on purchasing decisions

Advertisement has a positive influence but does not significantly influence purchasing decisions for eco-labeled products for Generation Z. This means that although the information and values in the advertisement have been conveyed to consumers, it is not the main factor that encourages Generation Z to change purchasing decisions. This is in line with research by Ariescy et al. (2019), which states that advertising has not been able to encourage consumers to make purchases. Respondents felt that the advertisements conveyed were unsuitable for them, so this did not guide them in buying eco-labeled bottled drinking water. The existence of other factors that are more dominant in purchasing decisions for respondents also causes advertising not to be a consideration in purchasing, such as more dominant eco-labeling, price, and environmental awareness factors. This is in line with the research of Pawitaningtyas (2015) that advertising has an effect but is not significant in the decision to purchase bottled drinking water because the tendency of consumers in this study to make purchasing decisions is more likely due to the inherent brand image. Based on this, it can be said that advertising is not a consideration for Generation Z in Tangerang City in driving the decision to buy eco-labeled bottled water products.

Results of testing the price variable on purchasing decisions

There is a positive and significant influence between price and purchasing decisions. Price can be an attraction for consumers when they make purchases. The price indicators in this study are price consideration, willingness to pay more for green product packaging, eco-labeling to form prices, and willingness to provide support for green products. Pricing on eco-labeled bottled drinking water products must be balanced with good product quality. The price offered for the product must give the impression that the product purchased by consumers has value following the money spent. The affordability of the product price and the suitability of the product price to the quality and benefits obtained will create a feeling that is following the product purchased. This is in line with Tan et al. (2019) and Saputro et al. (2024), who found that price affects purchasing decisions for environmentally friendly products. Based on this, it can be said that in this study, there is strong evidence that price is an important consideration for consumers when influencing their purchasing decisions.

Table 5. R^2 value

Variable	R^2	Pieces of information
Purchase decision	0.778	Strong

Table 6. Q^2 value

Variable	Q^2	Pieces of information
Purchase decision	0.523	Predictive relevance

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Table 7. Results of variables test

Relations	Original sample	*t*-statistics	*p*-values	Pieces of information
Eco-label → Purchase decision	0.173	2.526	0.012	Significant
Advertising → Purchase decision	0.136	1.646	0.100	Not significant
Price → Purchase decision	0.208	2.701	0.007	Significant
Attitude → Purchase decision	0.307	3.158	0.002	Significant
Environmental awareness → Purchase decision	0.174	2.231	0.026	Significant

Results of testing the attitude variable on purchasing decisions

Attitude positively and significantly influences purchasing decisions for Generation Z in Tangerang City for eco-labeled bottled drinking water. This is in line with Safitri and Setriyarini (2023), namely, the attitude of respondents influences purchasing decisions for environmentally friendly products. The results are also in line with the research of Ayuningtyas and Ruslim (2021), which states that attitude has a positive and significant effect on purchasing decisions. The impetus that causes respondents to take an interest in buying eco-labeled bottled drinking water products is the belief that they will get benefits and be safe for consumption from the purchases made. Obtaining benefits and a sense of security from consuming eco-labeled bottled drinking water because products claimed to be environmentally friendly have quality assurance for consumers' health. In addition, products claimed to be environmentally friendly also have a lower impact on the environment than other products, so the benefits obtained apply to consumers and the environment. Respondents also realized that there was another impetus for making purchases: the need to make purchasing decisions by buying eco-labeled bottled water. It does not mean that consumers cannot buy ordinary packaged drinking water; instead, they must select bottled drinking water brands before purchasing. Although many products offer advantages but are not concerned with the environment, respondents will be more interested in making decisions to buy products that have an eco-label logo and are claimed to be environmentally friendly.

Results of testing the environmental awareness variable on purchasing decisions

Environmental awareness positively and significantly influences purchasing decisions for Generation Z in Tangerang City for eco-labeled bottled drinking water. This is in line with the research of Tan et al. (2019) and Hasanah et al. (2023), which states that environmental awareness can influence purchasing decisions. There is an impetus that causes respondents to purchase eco-labeled bottled drinking water products, one of which is related to environmental issues. Generation Z, which is active on social media and open to information on current issues, realizes that environmental conditions are not okay. Environmental issues occurring endlessly in various regions have become serious and must be resolved. These environmental issues also make Generation Z aware of the phenomenon and realize that they should take action that reflects awareness of the environment. This is the impetus that makes respondents buy eco-labeled bottled drinking water. This is in line with the research of Wang et al. (2020) that the existence of environmental conditions that occur motivates consumers to have consumption behavior on environmentally friendly products.

CONCLUSIONS

Eco-labels have the most significant influence on purchasing decisions, so industry players need to improve communication regarding the benefits and advantages of eco-labeled products through consumer education by presenting clear information on product packaging or through informative campaigns regarding

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their importance. Price influences purchasing decisions, so industry players should set or maintain optimal prices comparable to product quality. Manufacturers must ensure that product prices follow Generation Z's purchasing power without sacrificing the quality and environmentally friendly value offered. Attitudes influence purchasing decisions, so industry players should be able to continue to innovate and create more efficient and attractive products without abandoning the principles of environmental sustainability. This can influence Generation Z so that they will buy the product. Environmental awareness influences purchasing decisions, so industry players can collaborate with influencers or communities to increase consumer literacy regarding the importance of protecting the environment. This can build environmental awareness among Generation Z. Further, researchers who conduct similar research should consider adding other variables that can influence consumer purchasing decisions that are not used in this study.

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