The Effect Of Green Marketing Mix On Purchase Intention Of Ecoprint Fashion With Environmental Awareness As A Mediating Variable In Generation Z On Social Media

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ABSTRACT

This research aims to examine the influence of the Green Marketing Mix on Purchase Intention for ecoprint fashion with Environmental Awareness as a Mediating Variable in Generation Z on Instagram Social Media, with a sample size in this study of 200 Gen Z respondents on Instagram social media. Data collection in this research was done by distributing questionnaires. This analysis technique uses the Structure Equation Model (SEM-PLS) using the SmartPLS 3.0 program with outer modelmeasurements: convergent validity, discriminant validity, reliability test, and inner model measurements; Coeficient Determinant of (R2), Significance (tvalue). The results of this research show that green marketing mix has a significant effect on purchase intention, green marketing mix has a significant effect on environmental awareness, environmental awareness has a significant effect on purchase intention and there is an indirect effect between the green marketing mix variables on purchase intention through environmental awareness.

INTRODUCTION

Environmental phenomena and issues have become a public discussion on how important it is to protect nature for the survival of humans and also living things on earth. Extreme climate change to soil pollution is an environmental problem highlighted by the world community. This can be seen from the findings of a company founded by Ipsos Worldwide in collaboration with the French multinational electricity company, EDF, which conducted research in the country by taking a sample of people in the country. The question arose because as many as 46% of respondents considered climate change to be a natural issue that received attention or concern in their country. Related to this, extraordinary climate change issues such as tidal waves, hot temperatures, dry seasons, storms and forest fires received more votes from 43% of

respondents. Waste piles, bundling and plastics received consideration from 41% of respondents (Ipos.com, 2021).

Indonesia also has several environmental problems that are the focus of the government to overcome these problems. There are ten environmental problems that are percented in the following table:

Table 1 Types Of Environmental Pollution In Indonesia

Types of environmental pollution	Percentage
Garbage	40%
Flood	20%
Polluted river	11%
Global Warming	10%
Air pollution	6%
Destruction of marine ecosystems	4%
Difficulty of clean water	2%
Forest Damage	2%
Abrasion	2%
Soil pollution	2%

The percentage of environmental pollution in Indonesia is mostly man-made. Starting from pollution caused by garbage to river pollution caused by textile waste. This has become an important concern as well as how to tackle and re-preserve the environment. This is done by all groups, starting from the government, communities, and also business people. Referring to PROPER or Public Disclosure Program for Environmental Compliance which is one form of government policy, to improve the company's environmental management performance in accordance with what has been determined in the laws and regulations.

The textile industry is one of the contributors to the high amount of waste or waste in the world. One of the wastes produced by the textile industry is liquid waste in the form of residual dyes / synthetic dye liquids from the fabric dyeing process which contains several hazardous chemical substances. Some dyes can degrade into compounds that are carcinogenic and toxic (Kant, 2011).

Sustainable fashion is a practice in fashion that emphasizes the values of the various parties involved in it, especially the environment and humanity (Kulsum, 2020). How to make fashion whatever form it takes, from personal lifestyles to the realm of business as it should be. prosper and leave as little harm as possible. The goal of sustainable fashion is to bring together various groups in the fashion industry, namely fashion designers, producers, distributors, and consumers (buyers) to work together to change the way fashion is produced and consumed for the better (Kulsum, 2020). There are several ways that can be used in coloring textile materials with natural way, one of which is using the ecoprint coloring technique. As per eco from the word ecosystem (nature) and print which means to print. The ecoprint coloring technique was pioneered by India Flint. The long history of ecoprint batik began in the late 19th century. The ecoprinting technique was introduced in India in early 2000 by India Flint. Ecoprint is a process of transferring color and shape onto fabric through direct contact (Flint, 2008). The ecoprint technique utilizes materials from plant parts that contain color pigments such as leaves, flowers, bark, and others.

By creating an environmentally friendly product, it is a key factor for the management role in an industry to be able to pay attention to products and also marketing strategies by implementing environmentally friendly (Tuz1 & Sertyeşilışı 2022). Companies are also focusing their efforts on offering green products and services to meet environmental needs (Nguyen-Viet, 2022). Ecoprint is one of the business opportunities that can create products environmentally

friendly innovation in Indonesia. Reporting through media information, one of the well-known designers in Indonesia, Jumico Jacobs, stated that the prospect of the ecoprint business in Indonesia is growing rapidly, but ecoprint enthusiasts in Indonesia are mostly dominated by people aged 35 to 40 years and above. www.radarbogor.com.

Meanwhile in Indonesia, Generation Z, which is the largest population, is one of the reasons for driving change, the lack of interest from Generation Z is the reason for writing this research. Concern for the environment can be seen from the attitudes and actions that a person takes towards the environment (Chaerul et al., 2020). Gen Z should have a high level of environmental awareness as a generation that welcomes change. By seeing the amount of environmental pollution that occurs, it will foster a high sense of environmental awareness. The existence of phenomena that occur how and the creation of environmentally friendly innovation products and also research on the object of ecoprint products is still rarely done so it is interested in doing this research.

LITERATURE REVIEW

Green Marketing Mix

Green marketing mix research is developing from time to time, including green marketing mix research has been conducted in emerging markets (Nguyen-Viet, 2022), on consumer purchasing behavior during the covid-19 pandemic in Malaysia (Khoo Shen Ling, 2021), and in the United States (Ahmed, 2023), in the chemical industry (Luckaydi et al., 2022), and the retail sector (Mukonza, 2020). Green marketing is a concept that refers to meeting the needs and desires of consumers by paying attention to the preservation of the surrounding environment (Hayat, et al., 2019). In addition, selling products and services provided while paying attention to waste treatment from product packaging used, increasing energy efficiency and reducing pollution emissions (Awad, 2011). Green marketing is a number of efforts to meet the needs and desires of consumers with regard to protecting the surrounding environment (Jan, 2019). Dahlstrom in Pongrante (2020) green marketing is a study of all activities and efforts to consume, produce, distribute, promote, package and reclaim products in a way that is sensitive or responsive to environmental issues. Green marketing mix according to (Kirgiz 2016: 23) is divided into the following parts: Green Product, Premium Price, Palce / Distribution, Promotion.

Environmental Awareness

Technological developments as well as the ever-evolving globalization era are creating efforts to introduce green products to the market. There are more and more environmentally friendly products in every industry, ranging from food, hospitality, energy, automotive and construction (Kardos et al., 2019). Environmental awareness is a deep understanding that exists in a person manifested in thoughts, attitudes, behaviors that support environmental sustainability. Concern for the environment can be seen from the attitudes and actions a person takes towards the environment (Chaerul et al., 2021). In addition, environmental awareness is an awareness within the individual including the future safety of the environment which encourages the individual to be active and passive in making decisions (Siregar & Widodo, 2021). This understanding was conveyed by Sanchez & Lafuente (2010) in Lamkovaia et al (2020) who stated that environmental awareness consists of three indicators, including Information/Knowledge, Personal Attitude, General beliefs/values.

Purchase Intention

Kotler Keller (2016) Purchase intention is part of consumer behavior where a consumer is at the stage of wanting to buy or choose a product based on the desire to choose a product. Research on purchase intention or purchase intention which until now continues to develop and be researched, including (Ahmed, 2023) which examines the effect of green marketing mix,

green customer value on purchase intention. (Hong Ying, 2023) also examined green purchase intention for economic recovery. (Madad Ali, 2023) examines the impact of consumption behavior on purchase intention among millennials towards a sustainable environment. Purchase intention is considered one of the main components of consumer behavior that makes consumers buy products or services from certain brands (Elseidi and Baz, 2016). The tendency of consumers to buy a brand or take actions related to purchases, this is measured by how likely consumers are to buy the product or item (Assael, 2010). As for how to measure purchase intention according to (Kotler K., 2012) using the AIDA method, including Attention (attracting the attention of potential customers), Interest (Growing the interest of potential customers), Desire (Strengthening the desire of potential customers) and Action (Encouraging potential customers to take action). purchase intention has several dimensions according to (Lavuri, 2023) including the tendency of a person to buy a product or affiliate with a company, consumers always have the intention to make a purchase of a product. The tendency for someone to recommend someone to a product. This interest is carried out after consumers make a purchase and get a high value for the product. The attitude of someone who is always looking for information about the product he is interested in and looking for information that leads to supporting the positive characteristics of the product.

From previous research, there are results that support this research such as research conducted by (Zameer & Yasmeen, 2022) that environmental awareness has a significant effect on purchase intention. Furthermore, research from (Lavuri et al, 2023) environmental awareness has a strong mediating relationship between environmentally friendly attitudes purchase intention. (Chanda, 2023) The results of his research indicate that subjective norms, attitudes towards environmentally friendly products and perceived behavioral control have a positive and significant relationship with green purchasing intentions. This study will examine the influence between green marketing mix, environmental awareness and purchase intention. This framework is described in the following figure:

**Figure 1 Framework Of Thought**
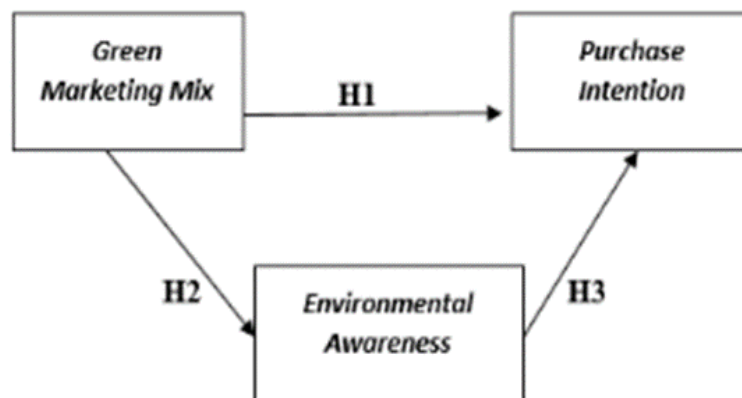
METHODS

This study uses quantitative data is a research method that uses the positivism paradigm to collect and analyze numerical data with the aim of description, explanation, production, and control of various interesting phenomena, quantitative data collection using scales, answers to questions can be displayed as a distribution across the available (predetermined) categories (Hair, et al 2017). The model in this study uses a causal research model which aims to determine the cause-and-effect relationship between independent variables and independent variables (V. Kumar et al, 2018) in accordance with this study to see and explain the cause and effect of green marketing mix, environmental awareness on purchase intention. Data processing uses the help

of Smart PLS 3.0 data processing tools with a sample in this study Gen Z who may have the intention to buy ecoprint products through Instagram social media is unknown in number so this study uses the formula for the number of 20 indicators multiplied by 5 to 10, to get the best results this study uses the formula for the number of indicators multiplied by 10. With a total of 200 respondents. Data collection in this study used questionnaires distributed through the Instagram social media platform as a means of communication and seeking information. Tests carried out include testing indicators through validity and reliability testing. Hypothesis testing using hypothesis testing with four hypotheses In this study using mediation analysis procedures with the following concepts:

Figure 2 Mediation Analysis Procedure
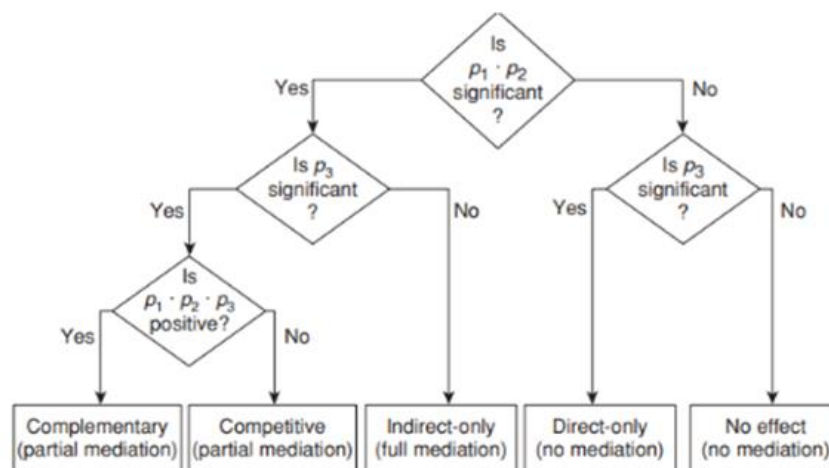
To see the size of the mediating effect (f square) on environmental awareness variables can be seen using the upsilon v formula (Lachowicz, et al 2018). In SmartPLS testing there is no output that explains the effect of mediation size, so that in the research of Lachowicz, et al 2022 issued the upsilon v formula as follows:

Figure 3 Upsilon Formula V

$$v = \beta_{YM\cdot X}^2 - \left[\beta_{YX}^2 + \beta_{YM\cdot X}^2(1 - \beta_{MX}^2) - \beta_{YX}^2\right]$$
$$= \beta_{YM\cdot X}^2 - \beta_{YM\cdot X}^2(1 - \beta_{MX}^2)$$
$$= \beta_{MX}^2\beta_{YM\cdot X}^2.$$

RESULTS AND DISCUSSION

In the results of data collection of respondents based on gender with the results of female gender as many as 187 respondents with a percentage of 93.5% and respondents with male gender as many as 13 respondents with a percentage of 6.5%. Thus the respondents were dominated by the female gender. This also indicates that many women are familiar with ecoprint fashion products. These results are also in accordance with a survey conducted by Populix (2020), namely the millennial generation and generation z are two generations that grew up in the midst of rapid technological development. Respondent data dominated by respondents with

domicile in Bandar Lampung City, as well as gen Z income which is dominated by an income of Rp. 2,500,000-Rp. 3,000,00. Instrument testing was carried out previously to see the validity and reliability of whether the instrument was feasible or not for testing. The results of the test were declared valid and reliable. Furthermore, testing is carried out by looking at the structural model which is used to predict the causal relationship between latent variables or variables that cannot be measured directly. The following is data processing on the structural model:

Table 2 Path Coefficient And R-Square

| Path	R-Sqare
Green Marketing Mix→ Environmental Awareness	0,540
Green marketing mix→ Environmental Awareness→ Purchase Intention	0,613

Source: SmartPLS 3.0 Data Processing, 2024

The table above explains that the direct effect of the green marketing mix variable on purchase intention is 0.540 or 54% with a moderate category. While the indirect effect of green marketing mix on purchase intention through environmental awareness with a value of 0.613 or 61.3% with a moderate category.

Hypothesis Test
Hypothesis testing is a method for testing a claim or hypothesis about a parameter in a population, using data measured in a sample. Where the results show whether the hypothesis is accepted or rejected. Hypothesis testing in this study is described in the following figure:

Figure 4 Hypothesis Testing Path Diagram
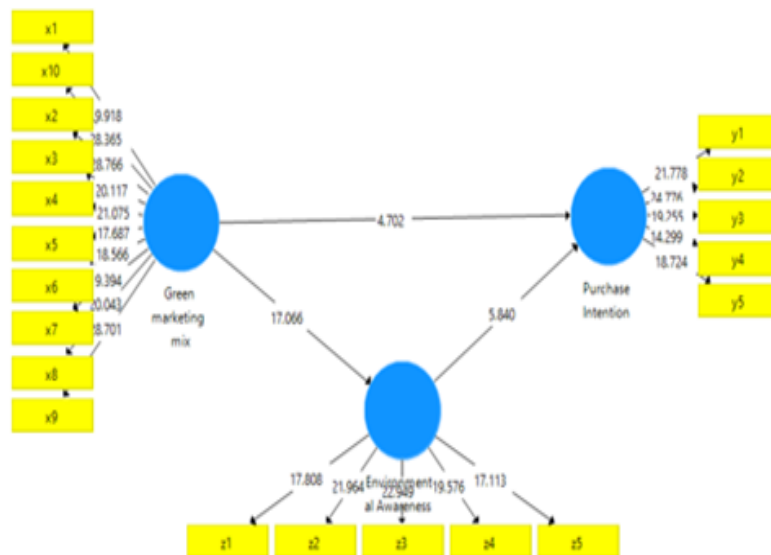
Source: Data Obtained 2024

In the figure above is the result of boostraping processing with the results of the t test value related to significance. it is seen if the t value of the structural equation> 1.97 and the significant value or p value <0.05 then H0 is rejected and Ha is accepted, which means that the hypothesis has an influence between the independent variable and the dependent variable. The results of testing the hypothesis of this study are described in the following table:

Tabel 3 Path Coeficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Environmental Awreness-> Purchase Intention	0,484	0,478	0,083	5.840	0,000
Green marketing mix -> Environmental Awareness	0,735	0,737	0,043	17.066	0,000
Green Marketing mix -> Purchase Intention	0,355	0,358	0,076	4.702	0,000

Sumber : Data diolah 2024

Tabel 4 Path Coeficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Green marketing mix -> Purchase Intention	0,356	0,353	0,066	5.359	0,000

Sumber : Data diolah 2024

Tabel 5 Hypothesis Test Of Direct Effect

| Path	Path Coefficient	T Statistics	T.Table	Sig.	Ket.
Green marketing mix -> Environmental Awareness	0,735	17.066	1,97	0,000	H0 rejected
Environmental Awreness-> Purchase Intention	0,484	5.840	1,97	0,000	H0 rejected
Green Marketing mix -> Purchase Intention	0,355	4.702	1,97	0,000	H0 rejected

Tabel 6 Indirect Influence

Path	Path Coefficient	T Statistics	T.Table	Sig.	Ket.
Green marketing mix -> Environmental awareness -> Purchase Intention	0,356	5,329	1,97	0,00	H0 rejected

Mediation Analysis Procedure

To determine whether the mediation variable in this study is full mediation (perfect mediation) or partial mediation (partial mediation) on the environmental awareness variable, which previously used a formula to determine, namely using the VAF (Variance Accounted For) formula where if the VAF value is> 80%, it is categorized as perfect mediation and VAF ranging from 20% - 80% is categorized as partial mediation by Hair et al, 2014 but revised and improved in the Hair et al book, 2017 on the concept with the following procedure.

Figure 5 Bootstrapping Test Results
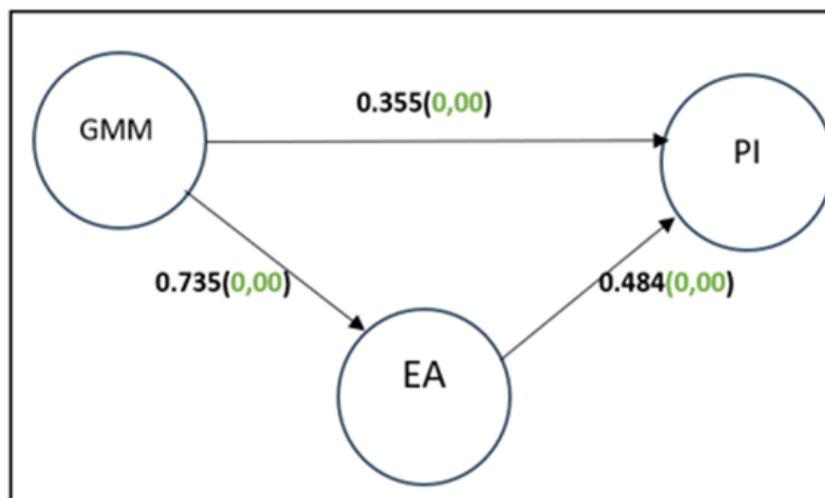
From the picture above, it can be seen that the green marketing mix variable gets a p value or significance of 0.00 <0.05, which means that it has a direct and significant effect on purchase intention. And the environmental awareness variable gets a p value or significance of 0.00 <0.05, which means that the variable significantly mediates. Then the role of environmental awareness is partial mediation. The value of P1, P2, P3, which is 0.355 0.735 0.484, is a positive value, so the mediation role of the environmental awareness variable on purchase intention is Complementary partial mediation, meaning that the independent variable (green marketing mix) is able to directly or indirectly influence the dependent variable (purchase intention) by involving the mediator variable (environmental awareness). In this case the role of the mediating variable, namely environmental awareness, is categorized as weak because it cannot mediate perfectly, this is because the value of the direct effect between the green marketing mix on purchase intention is significant so that the role of the environmental awareness variable is not full mediation (not mediating perfectly).

Tabel 7. Path Coefficient

Path	Path Coefficient	Sig.	Ket.
Green marketing mix -> Environmental awareness -> Purchase Intention	0,356	0,00	H_0 is rejected

In the test table above, the path coefficient value is 0.356 when entered into the upsilon v formula formula, which is

Upsilon formula v = 0.3562
            = 0,356 x 0,356
            = 0,12

From the results of this summation, a value of 0.12 is obtained, which in the interpretation table according to Ringlet et al, 2018 is classified as low. This means that the role of environmental awarenees variables in mediating green marketing mix variables on purchase intention is still relatively low.

CONCLUSION

Based on the results of a series of tests and also the analysis that has been carried out, it can be concluded that the results of the research on the effect of green marketing mix on

purchase intention of ecopint fashion products with environmental awareness as a mediating variable in gen Z on Instagram social media are concluded at the following points:

1. Green marketing mix has a positive and significant effect on the purchase intention of gen Z on social media instagram. The application of a good green marketing mix on social media, especially Instagram, will increase the purchase intention of gen Z.
2. Green marketing mix has a positive and significant effect on environmental awareness of gen Z on social media instagram. The application of a good green marketing mix on social media instagram as a promotional medium and also the dissemination of information will increase the environmental awareness of gen Z.
3. Environmental awareness has a positive and significant effect on the purchase intention of gen Z on social media Instagram. If the level of environmental awareness of gen Z increases, the purchase intention of ecoprint products, namely environmentally friendly products, will also increase. Green marketing mix has a positive effect on purchase intention through environmental awareness. However, the mediating role of the environmental awareness variable is categorized as weak because it cannot mediate perfectly, this is because the value of the direct effect between the green marketing mix on purchase intention is significant so that the role of the environmental awareness variable is not full mediation (not mediating perfectly). The application and also the green marketing mix strategy that focuses on good environmental awareness on Instagram social media will foster a high sense of environmental concern or environmental awareness of gen Z so that if this happens it will lead to purchase intention or purchase intention of ecoprint environmentally friendly products.

SUGGESTION

From the results and conclusions of this study, suggestions and limitations of research are proposed which are expected to be useful for interested parties. The following are suggestions that the researcher proposes for this research

1. For researchers who want to conduct further research on the purchase intention variable, it is hoped that they can continue the research by changing the variable to a buying decision. So that it can perfect the marketing process to the end point, namely the purchase decision.
2. Future research is expected to add samples with a wider population in the hope of representing gen Z in Indonesia.
3. For ecoprint fashion business actors to increase environmental awareness and also consumer buying intentions, especially Gen Z on Instagram social media, it is necessary to innovate and focus on product marketing as an environmentally friendly solution that supports a sustainable lifestyle. Determination of a relatively expensive selling price needs to be emphasized in accordance with the income of gen z, especially in Bandar Lampung City, making products at affordable prices in order to generate gen z's purchase intention seeing the lack of willingness and interest of gen z to buy at a high price. Provide transparent information about the process of making ecoprint products, the materials used, and the lower environmental impact compared to conventional products. Leverage the power of environmentally-focused influencers or sustainable communities on Instagram to promote ecoprint products.

   Hold engagement programs such as workshops or educational campaigns that invite consumers, especially Generation Z, to better understand the importance of choosing products that are environmentally friendly and have a positive impact. Demonstrate a strong commitment to sustainability through responsible business practices and ongoing CSR programs. By doing these things, it is hoped that it can attract and increase Gen Z's purchase intention towards ecoprint products.

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