GREEN PACKAGING AND BRANDING IMPACT ON GREEN PURCHASE INTENTION WITH GREEN BRAND IMAGE AS A MEDIATOR: STUDY AT LOVE BEAUTY AND PLANET OF GEN Z IN WEST JAVA

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Abstract

In the present era, there has been a widespread global adoption of environmental consciousness, leading to a swift transformation in people's actions and attitudes. Observing this occurrence, companies are starting to adjust and incorporate environmental considerations into account by creating and producing environmentally sustainable products or services. One of the ways of contributing is by providing sustainable packaging options for their products. This article aims to examine the influence of green packaging and branding on the intention of Generation Z consumers in West Java to purchase Love Beauty and Planet items that are environmentally friendly. A digital survey was undertaken to gather data from 255 individuals. Subsequently, the questionnaire data was analyzed using Structural Equation Modelling (SEM) employing the Partial Least Squares (PLS) technique through SmartPLS 4. In the end, this study found that Gen Z in West Java sees green packaging and branding as a significant direct force towards green purchase invention. This study also found that green brand image is an important factor in driving green purchase intention. However, this study concentrates on a particular brand and customer profile. Therefore, future research can investigate different brands or specialized markets as the primary subject.

Keywords: Green Marketing; Green Packaging; Green Branding; Green Purchase Intention; Green Brand Image

Introduction

Each household incurs an ecological impact on our world, since it continuously emits carbon dioxide equivalent (CO2e) through various household activities and goods, often without our awareness (Mello, 2023). Because of the phenomenon, in Indonesia, 66% of people are becoming more concerned about the environment and 35% think it has worsened over the past 20 years (Food Ingredients Global, 2022). In light of the present circumstances, individuals have grown more aware of their impact on the environment and have taken greater responsibility for reducing their carbon emissions resulting from their daily actions. Environmental consciousness has emerged as a worldwide movement, swiftly altering individuals' behaviour (Nozari et al., 2021). An instance of a shift in individuals' conduct towards the environment is the adoption of more sustainable choices in their everyday usage. In response to this phenomenon, firms are increasingly incorporating environmental considerations into their goals, practises, and strategies. This includes the development and production of ecologically sustainable products or services, with the aim of minimising the adverse environmental effects of industrial activity and promoting cleaner production (Dangelico & Vocalelli, 2017; Lin et al., 2017; Nozari et al., 2021). This stimulated the expansion of the sustainable market across several industries.

The sustainable cosmetics and personal care business in Indonesia is seeing significant growth, with projected sales of $247 million by the conclusion of 2023 (Statista, 2021). Therefore, companies who effectively promote their environmentally friendly initiatives through green marketing in the sustainable personal care industry might reap advantages as consumers become increasingly conscious of product contents (Business Wire, 2022). This is where green marketing shows its benefits. Green marketing refers to marketing operations that take into account their environmental impact while satisfying customers' demands. Consequently, it promotes products and services that cause less harm (Erciş & Çat, 2016). Companies and enterprises frequently demonstrate their commitment to the environment by implementing several green marketing initiatives, including the creation of sustainable products, the implementation of environmentally-friendly pricing strategies, and the introduction of green commercials. They also take into account green positioning and segmentation (Majeed et al., 2022).

One of the ways companies use green marketing is through green packaging. The growing adoption of environmentally-friendly packaging is driven by customers' need for extended product shelf life to accommodate their contemporary lifestyle, hence prompting the development of formal sustainability plans (Wandosell et al., 2021). This means that consumers' concern for the environment influences their purchasing decisions, leading them to choose products that come in eco-friendly packaging. Unilever is one of the corporations that actively engage in promoting their environmental concerns through their commercial practises. One manner in which they demonstrate their commitment to the environment is by making sustainable choices for their sub-brands, such as Love Beauty and Planet. The brand is committed to ensuring

that all of their actions contribute to enhancing both the physical beauty of the body and the environmental beauty of the earth.

One of customers group that is massively keen to the sustainable market is Gen Z. They courageously responds to environmental disruption, in line with the current market trend. Being inundated with knowledge, this generation is acutely aware of several immoral behaviours committed by organisations worldwide (Maersk, 2022). Indonesia is one of the countries that is heavily influenced by the presence of the Generation Z demographic. Based on the Indonesian citizenship census of 2020, individuals belonging to Generation Z, who were born between 1997 and 2012, represent 27.94% of the total population. According to the research from BPS Jawa Barat, the majority of the Generation Z population in Indonesia resides in the province of West Java. Due to a significant Gen Z population, West Java in Indonesia exhibits a considerable potential for the expansion of environmentally conscious consumers. Hence, the researcher's interest lies in specifically studying the Gen Z demographic in West Java, as it has the biggest population of Gen Z individuals in Indonesia.

As there are many benefits of green marketing approaches, however, based on previous research, the results can vary, depending on the market and culture. Research regarding specific green brand in Indonesian market is still limited. Therefore, to fill the research gap, research to see the impact of green marketing towards green purchase intention on Love Beauty and Planet in the growing Indonesian market, especially on Gen Z in West Java, is needed. Thus, this study focuses on these following questions:
1. How does green packaging and branding impact customer green purchase intention at Love Beauty and Planet on Gen Z in West Java?
2. How does green packaging and branding impact customer green purchase intention at Love Beauty and Planet with green brand image as mediator on Gen Z in West Java?

Literature Review
Green Marketing
Green marketing started to become a global focus around the 1980s and the 1990s when sustainability began to rise as people considered addressing global challenges, resulting in new markets for environmentally friendly goods (Peattie, 2001). Nowadays, green marketing encompasses a diverse array of marketing endeavors, including planning, process, production, promotion, and people. Its objective is to reach all consumers and demonstrate the company's dedication to minimizing the environmental impact of its products and services (Groening et al., 2018).

Currently, numerous companies prioritize and adopt the strategic aspect of green marketing. This involves taking actions to develop environmentally friendly products, communication strategies, pricing methods, and production-related choices. These measures enable companies to have the flexibility to conserve energy and minimize pollution, ultimately safeguarding or promoting the well-being of the environment (Papadas, 2020). Subsequently, the aforesaid measures can be implemented using green packaging as a means of effectively conveying the environmentally friendly advantages to consumers. Additionally, green marketing methods might specifically target the packaging of the product. The packaging of a product is essential as it is an integral component of the product itself and its brand identity, and it distinguishes the brand from others (Orth & Malkewitz, 2008). In order to establish an environmentally friendly brand, marketers typically prioritize strategies such as the reuse or recycling of materials, the utilization of recyclable or biodegradable packaging, the evaluation of the product's life cycle, and the adoption of renewable energy sources (Cronin et al., 2011). A recent study shows that green packaging and branding are essential to lead customer behavior (Chen et al., 2017).

Green Packaging and Branding
Contemporary businesses must contemplate how to manage their packaging. The packaging is intrinsically connected to both the product and the brand, serving to accentuate the distinctive qualities of the brand (Orth & Malkewitz, 2008). Establishing a distinctive green viewpoint with brand differentiation is crucial as it enables brands to effectively alter consumers' views towards environmentally friendly products (Shabbir et al., 2020). Historically, packaging served primarily as a means of safeguarding the product. However, in contemporary times, it has assumed a new role in addressing the environmental challenges stemming from the escalating accumulation of packaging waste (Yang & Zhao, 2019). Approximately 33% of the overall waste generated is attributed to the packaging utilised on a daily basis, namely for food and water in developed countries (Herbes et al., 2020).

To tackle the waste generated, eco-friendly packaging emerged, and it is synonymous with the term "green packaging". It is characterised as packaging that is capable of being recycled, reused, or does not undergo degradation, deterioration, or pollution to both humans and the environment during the product's utilisation (G. Zhang & Zhao, 2012). Similarly, according to Hao et al. (2019), eco-friendly packaging refers to packaging that has minimal environmental or public health risks during its entire lifespan.

Nowadays, marketers establish a distinction in the product packaging by modifying it to have a more environmentally friendly appeal. Prior studies have demonstrated that the use of green packaging and branding can have a favourable impact on customers' intention to make a purchase (Majeed et al., 2022). Various factors

impact their selection, including the aesthetics of the packaging, the materials utilised, the biodegradability, recyclability, and the origin of the products (Wandosell et al., 2021).

However, as the market grows, companies need to be cautious about excessive use of green packaging, as it may have a negative impact on the company's green brand image. Customers may perceive the company's environmental initiatives differently, potentially leading them to believe that the company is making exaggerated claims or oversimplifying the complexity of its sustainable packaging strategy (Boz et al., 2020). Thus, it should be noted that although there is a growing demand for green packaging, which might potentially have a beneficial impact on consumer attitudes and purchase intentions, this may not hold true in other countries and markets (Jayasinghe, 2022; Majeed et al., 2022). A recent study conducted in Ghana and Malaysia revealed that eco-packaging does not significantly influence purchasing decisions in the country (Kong et al., 2014; Mahmoud et al., 2022) (Mahmoud et al., 2022). Therefore, to comprehend the relationship between green packaging and branding in the context of this study, the following hypothesis is formulated:

H_{1a}: Green packaging and branding (X) impact green purchase intention (Y) positively.
H_{1b}: Green packaging and branding (X) impact green brand image (M) positively.

Green Purchase Intention

Due to the growing popularity of environmentally friendly products, the concept of "green purchase intention" has emerged. Green purchasing intention refers to the personal probability that consumers will make a purchase of environmentally friendly products (Akturan, 2018). However, it is commonly known as the likelihood of a customer making a purchase based on their environmental convictions (L. Zhang et al., 2018).

There is a positive correlation between green purchasing intention and behavioural intention. This means that when consumers want to buy green products and they really follow through with their purpose, it is considered as pro-environmental behaviour (Ahmed et al., 2023). Favourable attitudes towards eco-friendly products will enhance buyers' inclination to engage in environmentally conscious purchasing (Situmorang et al., 2021). Additional variables may also impact the inclination to make environmentally friendly purchases. The implementation of product instruments, such as green packaging, can enhance customers' purchase intention by augmenting their perceived value and reducing their perceived risk associated with the product (Pan et al., 2021). Nevertheless, there are other factors that could potentially hinder the goal to make green purchases. Greenwashing can have a detrimental impact on purchase intention. Greenwashing adversely impacts the perception of a brand's legitimacy and sustainability, leading to a negative impact on the value of environmentally friendly brands and the intention to purchase them (Akturan, 2018).

Another factor that can affect purchase behaviour is culture. According to Mooij & Hofstede, (2011), culture has a significant impact on various aspects of consumer behaviour. Researchers have utilised the Hofstede national culture dimensional model to examine cross-cultural consumer behaviour. The Hofstede model, as of 2011, consists of six dimensions: power distance, uncertainty avoidance, individualism/collectivism, masculinity/femininity, long/short-term orientation, and indulgence/restraint (Hofstede, 2011).

Green Brand Image

The green brand image refers to the consumer's cognitive perception of a brand that is associated with a particular product or service. Additionally, it encompasses the symbolic implications of distinct brand attributes (Cretu & Brodie, 2007). The establishment of a good brand image has facilitated customers in comprehending the brand's defined expectations and differentiating it from its rivals (Dam & Dam, 2021). Nowadays, firms are actively seeking to establish a symbolic association with environmental consciousness, making the green brand image an integral component of their overall brand image (Majeed et al., 2022).

As mentioned, The perception of a company's brand as environmentally friendly is crucial for its success. An exceptional green brand image yields several advantages for firms, since it directly influences green brand trust, green brand loyalty, and customers' behavioral intentions (Martínez, 2015). The company may capitalise on its strong green brand image to enhance consumer satisfaction. To sustain this, the company should strive to enhance its brand innovativeness (Nysveen et al., 2018). Given the advantages, it can be inferred that a green brand image has become crucial in differentiating the company from its competitors and addressing the growing impact of greenwashing, since it can establish trust with customers (Lin et al., 2017). Thus, to understand better the role of green brand image, this study aims to investigate whether the green brand image has a mediating influence on a specific green marketing strategy. Consequently, the following hypotheses were formulated:

H_2: Green brand image (M) impact green purchase intention (Y) positively.
H_3: Green brand image (M) mediates the relation of green packaging and branding (X) and green purchase intention (Y) positively.
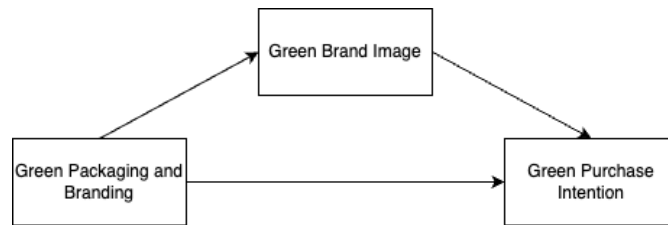
Figure 1. Proposed Conceptual Framework

Methods
Sample and Data Collection
This study gathered the data from an online survey. The target population for this study comprises individuals belonging to Generation Z in the region of West Java, encompassing those born between the years 1997 and 2012. The author utilized non-probability sampling. Non-probability sampling is a way of selecting a sample from a population based on certain criteria, without ensuring equal opportunity for all individuals in the population to be included in the sample (Sekaran & Bougie, 2016). The sample methodology employed in this study is purposive sampling, which is a non-probability method. Purposive sampling is a method of selecting a sample that is limited to a particular group of individuals (Sekaran & Bougie, 2016).

The study's sample consists of individuals born between 1997 and 2012, residing in West Java, who have not previously purchased Love Beauty and Planet items. Prior to the main study, an initial assessment was carried out to evaluate the accuracy and consistency of the model through an online questionnaire. Subsequently, a total of 255 respondents were collected through the dissemination of the questionnaire in September 2023. Table 1 shows the profile of the questionnaire respondents' profile.

Measures
This study uses a five-point Likert scale as mentioned by Sekaran & Bougie, (2016), which rates from strongly disagree to strongly agree. To measure green packaging and branding, three items from Pan et al., (2021) were used. Meanwhile, to asses green purchase intention, four items from Majeed et al., (2022) were used and five items from Lin & Zhou, (2022) were used to asses green brand image.

Once the data from the questionnaire was collected, it was analyzed using Structural Equation Modelling (SEM) with the assistance of SMARTPLS 4 software. Furthermore, the author employed descriptive analysis by providing a methodical description to elucidate the overall impact of green marketing on the intention to make environmentally conscious purchases of Love Beauty and Planet products. The verification approach was also employed to examine the correlations among the aforementioned variables

Result and Discusssion
Demographics
Respondent characteristics refer to the diverse backgrounds possessed by the respondents. This research focuses on gathering information about the respondent's background, including their gender, age, highest level of education, income, and frequency of purchases of personal care items. The results obtained are displayed in Table 1.

Table 1. Demographics statistics of respondents

Features	N	(%)
Gender		
Male	201	78,82%
Female	54	21,18%
Age		
14	2	0,78%
15	5	1,96%
16	4	1,57%
17	5	1,96%
18	16	6,27%
19	43	16,86%
20	29	11,37%
21	29	11,37%
22	37	14,51%
23	22	8,63%
24	28	10,98%
25	20	7,84%
26	15	5,88%
Latest Education		

Middle School	17	6,67%
High School	131	51,37%
Bachelors	98	38,43%
Masters	9	3,53%
Income		
<IDR1.000.000	73	28,63%
IDR1.000.000 - IDR2.500.000	81	31,76%
IDR2.500.000 - IDR6.000.000	62	24,31%
>IDR6.000.000	39	15,29%
Frequency of Shopping Personal Care Products		
<1	59	23,14%
1 - 3	130	50,98%
>3	66	25,88%

According to the shared questionnaire, the majority of respondents are female, accounting for 78.82% of the total respondents. This indicates that out of 255 respondents, 201 are female. The age group with the biggest percentage of respondents is 19, accounting for 16.86% of the total respondents. Regarding education, the majority of the respondents (51.37%) have completed high school, which aligns with the necessary 12-year education requirement set by KEMENDIKBUD in 2025. In terms of economics, the majority of respondents, accounting for 28.63% of the total, have a monthly income of less than IDR1,000,000. This indicates that most of the respondents belong to the middle-lower to lower income group according to Pusdiklat Pajak, (2015).

Measurement Model Assessment

To assess the fitness of the model in this study, a Confirmatory Factor Analysis (CFA) test was conducted, in addition to tests of validity and reliability. The CFA is a statistical technique used to assess the distinctiveness of unobserved constructs and the effectiveness of indicators in measuring them. When assessing model fit, there are multiple factors that need to be considered. According to Schumacker & Lomax, (2004), CMIN/df must be <5. Other things to consider are GFI, TLI, as they must be more less >.90 (Bentler, 1990; Hair et al., 2010). Additionally, the SRMR and RMSEA must be more less <0.08 to indicate that the model fit is supported (Hu & Bentler, 1998). Furthermore, validity and reliability test were also conducted to demonstrate and communicate the accuracy of research processes and reliability of the research findings (Roberts & Priest, 2006). An indicator is considered valid if its loading factor score is greater than 0.5 and its AVE (average variance extracted) is greater than 0.6, which is the critical value. Reliability testing involves assessing Cronbach's Alpha (α) and composite reliability. A test is considered reliable if both the Cronbach's Alpha score (α) and composite reliability exceed 0.7.

Table 2 CFA, Validity and Reliability Test Results

Factor	Constructs	Standardized factor loadings	Cronbach's α	AVE	
Green Packaging and Branding		0,802	0,708	0,632	
	GPB1				
	GPB2	0,824			CMIN/df =1,437
	GPB3	0,757			CFI = 0,988
Green Purchase Intention		0,815	0,737	0,655	TLI = 0,983
	GPI1				
	GPI2	0,768			GFI = 0,964
	GPI3	0,844			SRMR = 0,029
Green Brand Image		0,781			RMSEA = 0,041
	GBI1				
	GBI2	0,768			
	GBI3	0,812			
	GBI4	0,782			
	GBI5	0,828	0,854	0,632	

The model's overall goodness of fit was assessed using model-fit measures derived from the test. These measures included CMIN/df = 1,437, CFI = 0,988, TLI = 0,983, SRMR = 0,029, and RMSEA = 0,041. All of the values fell within the commonly accepted range, indicating that the model had a good fit. In addition, based

on the validity test results, all the loading factors are greater than 0.5 and the average variance extracted (AVE) values are all over 0.6. This indicates that the variables included in this study are valid. Furthermore, the Cronbach's Alpha score for all variables is consistently above 0.7, indicating a high level of reliability for the questionnaire. This suggests that the questionnaire is internally consistent and will yield consistent results.

Result of The Structural Model

The evaluation process primarily centers around analyzing the structure path of path coefficients, which represent the relationships between variables, and determining their statistical significance. Prior to conducting the evaluation, a research model is developed and displayed in figure 1. The calculation is conducted with bootstrapping method with 5000 subsamples and 0.095 significance level.
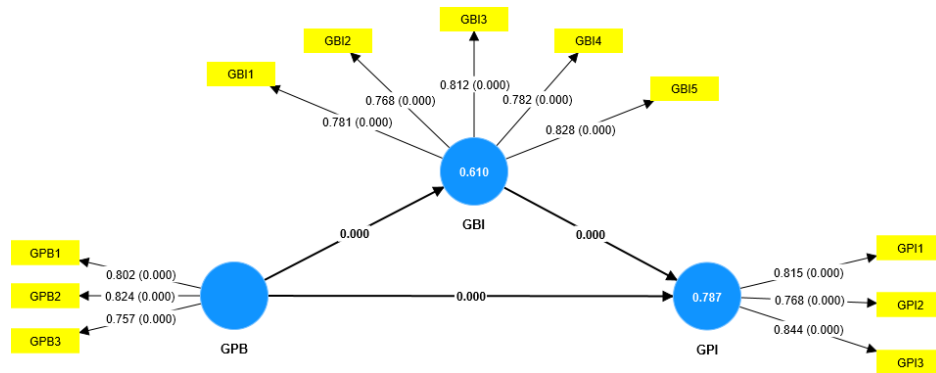

Figure 2. Research Model of The Study

Table 3 shows the results of the path analysis of this study. The results shows that green packaging and branding does have a significant positive impact towards green purchase intention (β = 0,260; STDEV = 0,059; t = 4,463; p < 0,05), thus, hypothesis 1a is supported. It also shows that green packaging and branding does positively impact green brand image (β = 0,781; STDEV = 0,036; t = 21,962; p < 0,05) which also considered as significant, thus hypothesis 1b is supported. On H2, green brand image shows a significant impact towards green purchase intention (β = 0,669; STDEV = 0,056; t = 11,991; p < 0,05), thus hypothesis 2 is supported.

Table 3. Bootstrapping and hypothesis test result

	Hypothesis	β	STDEV	T-Statistics	P Value	Results
H1a	GPB (X) → GPI (Y)	0,260	0,058	4,463	0,000	Supported
H1b	GPB (X) → GBI (M)	0,781	0,036	21,962	0,000	Supported
H2	GBI (M) → GPI (Y)	0,669	0,056	11,991	0,000	Supported

Mediation Analysis

This study focused to see the mediating effect of green brand image variable and the result is showed on table 4. The result shows that the relationship is significant with β = 0,523; t = 10,318 p < 0,05. Thus, it can be concluded that H3 is supported. According to Zhao et al., (2010), there are five mediation types. Mediation type can be determined by looking at the significance of a x b. On this case, path a x b is indirect effect between GPB – GBI – GPI. The results shows that both direct and indirect effect are significant. Therefore, it shows that mediation from the variable GBI does indeed happen positively. According to the result, the mediation type for this hypothesis is partial complimentary mediation.

Table 4. Specific indirect effect results

	Relationship	Coefficient	SD	T value	P value
H3	GPB (X) → GBI (M) → GPI (Y)	0,523	0,051	10,318	0,000

Discussion

The primary objective is to assess the impact of a specific green marketing strategy, namely green packaging and branding on the intention of Gen Z consumers in West Java to purchase Love Beauty and Planet products. The study discovered green packaging and branding had a substantial and favourable direct influence on individuals' inclination to make environmentally friendly purchases.

Research findings indicate that green packaging and branding have a strong positive impact on consumers' propensity to make environmentally-friendly purchases at Love Beauty and Planet. This results corroborates the previous research conducted by Jayasinghe (2022), which specifically examined various items in the Sri

Lankan market. The study concluded that packaging has a beneficial impact on behavioral intentions. Majeed et al. (2022) have posited a similar argument, stating that in the overall product market in Pakistan, the implementation of green packaging has a favorable impact on customer purchase intention. The resemblance of the prior research may be attributed to the comparable products examined in the research. The packaging of a product has a significant role in shaping the brand as it is closely associated with the product and has the potential to amplify the brand's attributes (Orth & Malkewitz, 2008). Based on this survey, it appears that Generation Z in West Java perceives the packaging and branding of Love Beauty and Planet as sustainable and environmentally friendly, which in turn has a direct impact on their desire to make green purchases.

Other than that, it is shown that green packaging and branding affect green brand image positively, which can help customers to become more satisfied with the products (Nysveen et al., 2018). Thus, based on the findings of the results, it can be concluded that Love Beauty and Planet's packaging and branding effectively reinforce the brand's environmentally friendly image and contribute to the perception of being an eco-conscious brand in the minds of customers. Which in turn makes green brand image to have a positive mediating effect towards green purchase intention.

Conclusion

The study examines the impact of a specific green marketing strategy, green packaging and branding, on Gen Z consumers' intention to purchase Love Beauty and Planet products in West Java. The results support previous research that green packaging and branding positively influences green purchase intention, and that green brand image can mediate this relationship. The packaging of a product plays a significant role in shaping the brand, and Generation Z in West Java perceives Love Beauty and Planet's packaging and branding as sustainable and environmentally friendly, which directly impacts their desire to make green purchases.

Limitations and Future Research

This study has multiple constraints. This study specifically examines the brand Love Beauty and Planet. Future research can investigate other brands or specific markets as the primary focus. In addition to this, the study is limited to analysing only one specific generation, namely Gen Z. However, future research can investigate other generations to observe their responses to similar green marketing strategies. This will enable companies and researchers to gain a more comprehensive understanding of how different generations react to green marketing approaches. Additionally, it will help determine whether the findings from the Gen Z generation in West Java can be applied to other regions or age groups. Furthermore, the model on this study can be expanded with the inclusion of other variables that may also influence the relations of the variables mentioned on this study. Variables that can be explored are green brand image, greenwashing, and green awareness. Given the constraints of time and money, this study exclusively targets clients located in West Java. Additional research can investigate alternative domains to assess the efficacy of different green marketing strategies in influencing customer behaviour across various cultural and demographic contexts.

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