



Does The Green Advertising Attract Gen Z to Buy?

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Abstract. Green advertising has become an increasingly prevalent strategy among brands aiming to engage environmentally conscious consumers, particularly those in Generation Z. Despite its widespread adoption, concerns persist regarding its actual impact on purchase intention and whether consumers perceive these messages as authentic or merely as marketing tactics. While prior research suggests a positive association between green advertising and purchase intention, variations in perception exist across different cultural and economic contexts. In Indonesia, where environmental awareness is growing, empirical studies on this subject remain scarce. With a focus on The Body Shop, this study aims to examine how green advertising affects the purchase intentions of Indonesian Generation Z customers. Utilizing a purposive sampling approach, an online survey was conducted with 100 respondents aged 12 to 27 years who frequently visit The Body Shop outlets. Data were gathered through a structured questionnaire and analyzed using correlation tests, linear regression, and t-tests. The results showed a strong positive correlation between purchase intention and green advertising, underscoring its pivotal role in influencing consumer behavior. However, this influence should be assessed in conjunction with other contributing factors. This research offers valuable implications for marketers in crafting more effective and credible green advertising strategies while deepening the understanding of Generation Z's purchasing behavior in the Indonesian market.

Keywords: Green advertising, purchase intention, gen Z

1 Introduction

The democratization of big data has improved public awareness of how production and consumption affect the environment, which is increasingly driven by global warming. As future leaders, Generation Z now feels a strong responsibility to shift consumption patterns towards greater environmental sustainability for the benefit of future generations [1].

Green influence advertising on purchase intentions has become a topic that is receiving increasing attention, especially in the context of Asian and European markets [2]. Green advertising, which emphasizes environmental and sustainability messages, is often used by brands to attract consumers who are increasingly concerned about environmental issues [3]. However, the problem that arises is the extent to which green advertising influences consumer purchasing intentions and whether these messages are considered

authentic or just a marketing strategy. Purchase intention refers to an individual's natural tendency to obtain goods or services using resources such as money and time [4]. Cases in Asia and Europe show that there are differences in perceptions and attitudes towards green advertising. In Europe, where environmental awareness is generally higher, the effects of green advertising tend to be more significant. However, in Asia, despite increasing awareness, cultural and economic factors often influence how environmental messages are understood and received by consumers [5].

Previous research found that green advertising directly influenced consumer purchase intentions positively [6]. Research [7] supports the idea that green advertising positively influences consumers' purchase intentions directly, in line with other research on the connections amongst green advertising and consumer behavior. Based on research [8], it was concluded that green advertising significantly influenced the tendency of the millennial generation in India to have an interest in buying green products.

Recent research has identified key factors influencing Generation Z's purchasing intentions of eco-friendly products, including environmental awareness, eco-labels, influencers, and user-generated content [9]. These factors are also influenced by functional value, conditional value, and the level of environmental concern, where environmental concern acts as a moderating influence on social value [10]. The role of knowledge about environmental concerns in shaping purchase intentions has also been emphasized previously [11]. However, more investigation is required to examine the specific impact of environmentally friendly advertising on Generation Z's purchasing intentions, especially in different cultural and geographic contexts. Against this background, further research plans are to investigate green advertising variables in the Indonesian context, with a focus on Generation Z, which is rarely studied in the literature. This research is relevant given the increasing environmental awareness in Indonesia and the increasing use of green advertising by brands, as seen by The Body Shop's practices. Therefore, this research is considered important to provide in-depth insights to industry and academics regarding the implementation of sustainable marketing strategies. In addition, it is hoped that the results of this research can provide practical guidance for brands such as The Body Shop is increasing the impact and authenticity of its environmental messages to effectively attract consumers.

2 Methods

This research employed an explanation and a quantitative approach to investigate the correlation between purchase intention and green advertising. This correlation is described using a straightforward linear regression model, which seeks to forecast the value of one variable based on another [12]. To explore this correlation, a descriptive-correlational approach was adopted, focusing on the influence of green advertising on the purchase intentions of Generation Z consumers of The Body Shop in Indonesia. The questionnaire was developed based on theoretical frameworks and concepts from relevant literature, emphasizing consumer perceptions of green advertising and purchase intention. The study assessed green advertising through six dimensions: honesty, message clarity, detail, commitment, urgency, and shared value [13], while purchase

intention is measured across four dimensions: efficiency, fulfillment, security, and trust [14]. Data were collected using an online questionnaire and analyzed through descriptive statistical methods and simple linear regression analysis using SPSS version 25 for Windows. The unit of analysis consists of The Body Shop consumers in Indonesia, with the population including both potential and active consumers who may be influenced by the brand's green advertising. A sample of 100 respondents was selected through convenience sampling, with data collection conducted via an online questionnaire administered through Google Forms. Data analysis techniques encompass descriptive statistics for an overall summary, correlation tests to examine the relationship between variables, as well as simple linear regression analysis and t-tests to evaluate the significance of these relationships.

3 Results and discussion

This study gathered data through the distribution of online questionnaires to The Body Shop consumers, with a filtering mechanism in place to ensure that only Generation Z individuals, specifically those aged 12 to 27 years, were eligible to complete the survey. The analysis results offer a comprehensive overview of respondents' demographic characteristics, frequency of visits to The Body Shop outlets, and the sources of information that influence their purchasing decisions.

Table 1 shows the results of data collected through distributing online questionnaires to The Body Shop consumers selected for this study. The data show that the majority of respondents were women, reaching 87 people, while only 13 were men. The largest number of people filled out the questionnaire, with a total of 28 people. A total of 81 people answered that they often visited The Body Shop outlets, while the rest did not. The majority of respondents also revealed that they got information about The Body Shop through advertising media.

Table 1. General Description and Experience of Respondents

Criteria	Category	Amount
Gender	Man	13
	Women	87
Job	Student	32
	Government Employees	17
	Private Employees	28
	Businessman	23
Frequency of visiting The Body Shop	Often	81
	Seldom	10
Resources	Advertising Media	46
	Event	6
	Relatives	21

Other	27
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Source: Author's work

In accordance with the analysis's results, as show in table 2 the significance value is 0.200, which exceeds the predetermined probability threshold of 0.05. This suggests that the tested data adheres to the assumption of a normal distribution. It means that the data can be considered normally distributed, ensuring its suitability for further analysis in this study.

Table 2. Normality test

Analysis indicators	Unstandardized Residual
Asymp. Sig. (2-tailed)	0.200

Referring to the correlation coefficient interpretation range of 0.400 to 0.599, as show in table 3 the analysis findings indicate a moderate association between green advertising and purchase intention, with a correlation coefficient of 0.585. Besides, based on the R Square value of 0.342, green advertising is responsible for 34.2% of the variation in purchase intention, with other factors that were not considered in this study influencing the remaining 65.8%.

Table 3. Correlation coefficient

Model	R	R square
1	0.585	0.342

This study employed a simple regression analysis technique to examine how the purchase intention variable (dependent variable, Y) can be individually predicted by the green advertising variable (independent variable, X). The result of Data analysis using IBM SPSS Statistics 25 for Windows as show in table 4 yields the regression equation: $Y = 8.994 + 0.465X$. The constant value of 8.994 signifies a baseline level of purchase intention, while the regression coefficient of 0.465 indicates that each one-unit increase in green advertising leads to a 0.465-unit rise in purchase intention.

Purchase intention rises by 0.465 units for every unit raised through green advertising. With a coefficient of determination (R^2) of 34.2%, green advertising is responsible for 34.2% of the variation in purchase intention, with other factors not included in this study accounting for the remaining 65.8%. With the independent variable accounting for some of its variability, these results show that green advertising significantly boosts purchase intention.

Table 4. Linear regression

Model	Unstandardized Coefficients (B)	Unstandardized Coefficients (B)
1	Constant	8.994
	Green Advertising	0.465

To figure out the relevance of the correlation coefficient between green advertising and purchase intention, a hypothesis test working with the t-test was carried out in this investigation. To investigate the association between both independent and dependent factors separately, the t-test was utilized. According to the findings, the critical t-table value at a 5% significance level is 1.984, whereas the computed t-value for green advertising is 7.134. The alternative hypothesis (H1) is accepted, and the null hypothesis (H0) is rejected since the computed t-value is greater than the t-table value. This demonstrates that purchase intention is significantly impacted by green advertising.

Table 5. T-test significance

Model		t
1	Constant	4.033
	Green advertising	7.134

In this research, although the analysis results showed a significant influence between green advertising and purchase intention, it turns out that the contribution of green advertising to variability in purchase intention is still relatively low, only around 34.2%. This may be caused by the existence of other factors outside the variables studied, which also influence consumer purchasing decisions, the complexity of purchase intentions which are influenced by personal preferences and situational factors, as well as the unique dynamics of the Generation Z context in Indonesia. Nevertheless, these findings remain in line with support from previous literature which showed that green advertising had a significant impact on purchase intentions, with factors such as consumer attitudes, brand image, perceived value, and subjective norms being important mediators in this relationship, as supported by research by [2], [15]. Therefore, in developing an effective marketing strategy, companies need to consider diverse factors and design green campaigns holistic and comprehensive advertising to increase their impact on the purchasing intentions of Generation Z consumers in Indonesia.

4 CONCLUSION

Although the degree of influence is very low, this study demonstrates that green advertising significantly affected Generation Z consumers' purchase intentions. Although it should be highlighted that other factors outside of green advertising also had an impact on consumer behavior, this indicates that green advertising continues to play a significant role in influencing consumer purchase decisions. It is advised that future studies involve a larger sample by taking into account various geographic and cultural contexts, and incorporate more variables that affect purchase intention. A more thorough grasp of the elements influencing consumer purchase intentions in the context of sustainable marketing can be obtained by doing research on how effective sustainable marketing tactics, not limited to Green Advertising.

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