

## **We Trust in Green Product: The Impact of Green Marketing and Packaging on Purchase Intention**

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### **ABSTRACT**

*Customers in Malang City's Generation Z are becoming more conscious of the harm that plastic garbage is doing to the environment. This study investigates the significance of green trust in establishing a connection between the impact of green packaging and marketing and the desire to make green purchases. 170 respondents made up the study's sample and were chosen based on predetermined criteria using a purposive sampling approach. The Partial Least Square (PLS) technique and descriptive statistical analysis were used in the data analysis. The results obtained suggest that green marketing and green packaging have a significant positive effect on green trust. Green trust has a significant positive impact on green purchase intention. Green marketing and green packaging have a significant positive effect on green purchase intention. Green faith acts as a strong mediating factor in the relationship between green marketing and green purchase intention, as well as between green packaging and green purchase intention.*

**Keywords:** *green marketing, green packaging, green purchase intention, and green trust.*

### **INTRODUCTION**

Plastic waste-related environmental issues are of global concern. According to SIPSN 2022 data, food packaging is Indonesia's leading waste cause. Customers' growing concerns about the ecological effects are pushing businesses to provide ecologically friendly products as a responsible move. This highlights how crucial it is to use technical innovation, other tactics, and consumer education to move people toward eco-friendly merchandise. Generation Z possesses a strong understanding of environmental issues and a propensity to make green purchases or buy ecologically friendly things (Utami, 2020; Liao et al., 2020; Tan et al., 2022; Utama & Komara, 2022; Moslehpour et al., 2023). Green purchase intention is the propensity to purchase eco-friendly merchandise that is considered safe for the environment (Chen & Chang, 2012; Kotler & Keller, 2022). According to studies by Wibowo et al., (2022) and Madjidan & Sulistyowati (2022), green marketing significantly and favorably influences consumers' intentions to purchase green.

Green marketing is related to using green packaging, which shows an organization's environmental awareness. Green packaging is environmentally friendly, produced with energy efficiency, uses minimal materials in packaging and shipping, and is made from recycled materials. Research shows that green packaging can increase green purchase intention. However, the findings on the effect of green packaging on green product purchase intention vary (Yang & Zhao, 2019; Dermawan

et al., 2022; Wahyuningsih et al., 2022; Kusumawati & Tiarawati, 2022). Credibility is the key marketing strategy to increase consumer purchase intention by assuaging doubts and strengthening trust. Green trust is the customer's belief that the use of green products has a positive impact on the environment, encouraging them to buy and use them (Chen & Chang, 2012 & Tan et al., 2022); this is supported by Wasaya et al., (2021) and Wahyumar (2023) showing the desire to make green purchases intention is significantly positively impacted by green trust. However, Tahir (2021) stated the insignificance of green trust in green purchase intention, creating differences in research results. Consumers tend to trust and have a higher intent to acquire goods that are considered environmentally friendly. Green marketing and buying intention are connected through green trust; products with green packaging can increase belief in environmental promises and corporate commitment to sustainability, with green trust as an intermediary to purchase intention (Chen & Chang, 2012; Yang & Zhao, 2019; Yahya, 2022; Askaria & Arief, 2022). Despite this, Hasibuan et al. (2018) state that green packaging affects purchase intention directly, without significantly through the intermediary of green trust.

Starbucks, committed to green business practices, uses social media campaigns and discounts on special days to reduce waste. They encourage the use of tumblers with the "Tumbler Day" program that provides discounts to customers every Thursday to reduce the use of single-use plastic packaging (Tansia & Candraningrum, 2021; Putri et al., 2022; Azmi & Maksum, 2022). Therefore, the researcher took the object of Starbucks in Malang City. Malang City in East Java, with a population of approximately 846 thousand people in 2022, is known as the City of Education, with more than 50 private universities and 5 state universities (BPS Malang City, 2022; Malang Kota.go.id, 2022). In the 2022/2023 academic year, the number of new students is estimated to reach 330 thousand (Sya'ban, 2022). Many universities in Malang City are relevant for research on Generation Z consumer behavior related to purchasing environmentally friendly products, with a focus on green marketing, green packaging, green purchase intention, and green trust.

This research project aims to develop a sound model and investigate the impact of green packaging and marketing on green purchase intention and green trust. Therefore, this study combines theories related to environmental issues and the theoretical frameworks of green marketing, green packaging, green purchase intention, and green trust. Thus, by examining the contributing components, this study sheds light on the issue of green marketing, green packaging, green purchase intention, and green trust in Gen Z Starbucks consumers in Malang City.

The hypotheses that arise in this study are:

- H1: There is an effect of green marketing on green trust variables
- H2: There is an influence of green packaging on green trust variables
- H3: There is an influence of green trust on green purchase intention
- H4: There is an effect of green marketing on green purchase intention
- H5: There is an influence of green packaging on green purchase intention

H6: There is an indirect effect of green marketing on green purchase intention through green trust

H7: Green packaging is having an indirect impact on green purchase intention through green trust.

## LITERATURE REVIEW

### Green Marketing

Green marketing, as defined by the American Marketing Association in Kotler & Keller, 2022, is the promotion of goods that are deemed to be environmentally safe. The increasing public awareness of the need for more environmentally friendly products to improve survival may also be used to explain why green marketing represents a new phase in the evolution of marketing (Krishna et al., 2018). Businesses that prioritize prevention have reacted by implementing internal green marketing initiatives, including safer product design and development, recyclable and biodegradable packaging, improved pollution control, and more energy-efficient operations (Kotler & Armstrong, 2020).

Madjidan & Sulistyowati (2022) claim that green marketing, which emphasizes eco-friendly items, influences consumers' intent to make eco-friendly purchases by encouraging them to support goods that promote sustainability and environmental preservation. The term "green marketing" refers to a concept in marketing that is always connected to "environmentally friendly" products. Suppose environmentally friendly products have satisfied consumer expectations and desires. In that case, consumers will voluntarily rely on brands, products, and services based on trust (green trust), which results from the company's ability, credibility, and policies to generate interest in purchasing (Yahya, 2022). Green marketing, then, has a beneficial impact on both green trust and green purchasing intention. This is because advertised items with environmentally friendly features typically elicit greater attention and confidence from customers, which positively affects their purchasing decisions and builds their trust in the brand.

### Green Packaging

According to Yang and Zhao (2019), "green packaging" is described as packaging that is constructed from recycled materials, is energy-efficient, requires little materials for packing and shipping, and can be reused. In terms of marketing strategy, it also clarifies that encouraging consumers to use environmentally friendly products requires the availability of green packaging (Dermawan et al., 2022). According to Kotler & Armstrong (2020), the primary components of green packaging are composed of sustainable and environmentally friendly materials. This involves using recyclable materials like cardboard, paper, and biodegradable polymers. According to Susanti (2021) discovered that effective packaging design can foster consumers' trust. Consequently, using green packaging is crucial to a company's marketing plan. Businesses can draw attention to and encourage consumers to buy

environmentally friendly items by utilizing packaging that is favorable to the environment.

### **Green Purchase Intention**

Chen and Chang (2012) define green purchase intention as the likelihood that a consumer's desire to purchase particular goods is sparked by a desire to reduce environmental harm. Purchase interest is a step that a consumer takes to assess the information they have been given for it to be assumed that customers intend to purchase a product. Consequently, even though consumers may decide not to buy a product, their propensity to do so will be more likely (Maharani, 2020). This indicates how consumers select eco-friendly products after weighing the available information. Even though this is just the planning stage of the buying process, customers are more likely to acquire environmentally friendly products if they have a green purchase intention. In this instance, consumer purchasing decisions for environmentally friendly products are significantly predicted by green purchase intention.

### **Green Trust**

According to Chen and Chang (2012), green trust refers to the inclination to utilize reputable products, services, or brands that are thought to have a positive environmental impact. Because trust engenders confidence in the other party to behave as expected, trust is crucial in the decision-making process while making purchases (Rakhmawati et al., 2019). Customers confident in green products or have "green trust" are more likely to purchase environmentally friendly goods (Yahya, 2022). Customers are more likely to buy a company's interests when they believe it is committed to sustainability and makes environmental promises. Yahya (2022) claims a direct correlation between green purchasing intentions and trust. Green packaging and green buying intents can be mediated by green trust (Yang & Zhao, 2019).

## **RESEARCH METHOD**

Researchers use quantitative research with explanatory research. Sugiyono (2019) states that quantitative analysis tests hypotheses with statistical data from populations or samples through research instruments. The instrument used in this study is the Likert Scale 1-5 (strongly agree, agree, undecided, disagree, strongly disagree) with data collected through a questionnaire with closed questions measured. This research involves an infinite population. Therefore, this study referred to the opinion of Hair et al. (2021) and obtained a sample of 170 respondents, selected through a purposive sampling technique with specific criteria, namely Generation Z consumers in Malang who have never bought Starbucks but plan to try Starbucks products, and who have an awareness of environmental friendliness. Descriptive statistical analysis and the Partial Least Square (PLS) approach utilizing SmartPLS version 3 software were used in the data analysis for this investigation.

## RESULTS AND DISCUSSION

### Results

#### 1. Analysis of Respondent Characteristics Description

The following is a description of the characteristics of respondents in this study, which are characterized by several attributes, such as gender, age, profession, and income.

**Table 1. Demographic characteristics of respondents**

Description		Amount	%
Gender	Man	75	44,1
	Woman	95	55,8
Age	15-20 Years	27	15,8
	21 - 25 Years old	143	84,1
Profession	College students	98	57,6
	Students	14	8,2
	Private Employee	42	24,7
	Entrepreneur	12	7
	Student & Private Employee	4	2,3
Income	< 1 million	97	57
	1-2 million	19	11,1
	2-3 million	45	26,4
	3-4 million	7	4,1
	more than 4 million	2	1,1

Source: Data processing, 2023

Table 1 displays the demographic characteristics of the respondents. The gender proportion was dominated by women (55.8%) compared to men (44.1%). Most respondents were aged 21-25 (84%), while 15-20 years accounted for 15.8%. Most were university students (57.6%), while others were students (8.2%), private employees (24.7%), entrepreneurs (7%), or a combination of students and remote employees (2.3%). The majority of respondents' income was below 1 million (57%), with some respondents having revenue between 1-2 million (11%) or 2-3 million (26.4%), while a small proportion had income above 3 million (4.1%) or more than 4 million (1.1%).

#### 2. Convergent Validity Analysis Test

Hair et al. (2021) state that if the value is less than 0.5 in the Convergent Validity analysis, it should be removed from the model. If the measurement is more

than 0.5 but still invalid, gradually remove it from the model until it is valid. Further tests can be performed after validity is met. The final check is when the Average Variance Extracted (AVE) value exceeds 0.5.

**Table 2. Convergent Validity Test Results**

	Items	Outer Loading	AVE	CR	CA
GM1	I like Starbucks products because they are environmentally friendly.	0.815	0.593	0,853	0,770
GM2	The price is in line with the quality of the product.	0.739			
GM3	Starbucks outlets are widely available in areas near where I live.	0.720			
GM4	I think Starbucks' promotions on social media carry a message of environmental awareness.	0.801			
GP1	The packaging used by Starbucks can be recycled.	0.754	0.557	0,834	0,735
GP2	Starbucks has packaging that can be reused in the future.	0.750			
GP3	The packaging used by Starbucks uses materials such as paper, cardboard, or paperboard, which are more attractive than plastic.	0.742			
GP4	The packaging used by Starbucks does not use hazardous materials, so it will not damage the environment; this makes me interested in buying.	0.740			
GPI1	I intend to buy Starbucks products because they are environmentally friendly.	0.862	0.662	0,887	0,829
GPI2	I prefer Starbucks over other brands whose products do not care about the environment.	0.805			
GPI3	I intend to buy Starbucks products to reduce plastic waste and environmental pollution.	0.835			
GPI4	I will feel satisfied and happy when buying Starbucks products because they are environmentally friendly and beneficial to protect the environment.	0.747			

GT1	I trust and believe that the products offered by Starbucks are safe and will not harm the environment.	0.827	0.646	0,879	0,816
GT2	I trust and believe in Starbucks' performance in making safe, eco-friendly packaging.	0.807			
GT3	Starbucks' claims regarding its contribution to preserving the environment are honest, accurate, and trustworthy.	0.744			
GT4	When I buy Starbucks products, my expectations of the environment can be met.	0.834			

Source: Data processing, 2023

The Convergent Validity analysis results show that all outer loading values are > 0.5 and AVE values for all variables > 0.5. This indicates good convergent validity, indicating that the indicators measure the construct well. In Cronbach alpha (CA) and Composite Reliability (CR), values > 0.6 indicate a good level of reliability for all constructs in the study.

Discriminate validity is also met, with all variable indicators having a loading factor higher than the cross-correlation with other variables. This indicates that the hands are stronger in explaining variance in the measured variable than in other variables in the study. Thus, the results show that the constructs in this study are valid, reliable, and have good discriminatory validity.

**Table 3. Discriminant Validity Test**

	GM	GP	GPI	GT
GM	0.770			
GP	0.659	0.747		
GPI	0.738	0.697	0.814	
GT	0.732	0.696	0.810	0.804

Source: Data processing, 2023

According to Table 3's findings of the discriminant validity test, every variable in this study has strong discriminant validity.

Because each variable's root AVE value is higher than its correlation value with other factors in the model, all the variables in this study exhibit excellent discriminant validity.

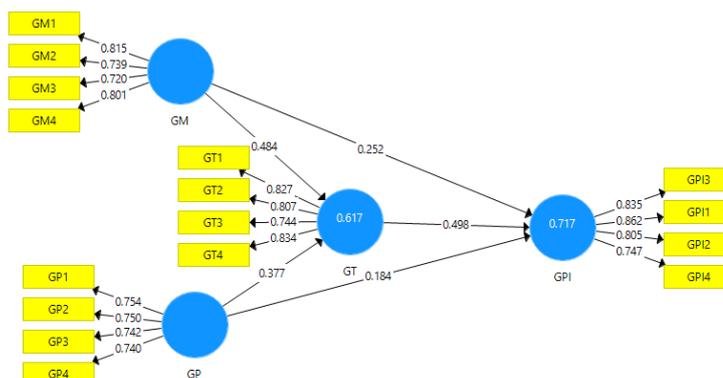
### 3. R-Square Test

**Table 4. R-Square Test**

	R Square
<b>GPI</b>	0.717
<b>GT</b>	0.617

Source: Data processing, 2023

Table 4 displays the value of R-Square of the green purchase intention variable, which obtained a value of 0.717 or 71%, and the green trust variable received a value of 0.617 or 61%. It demonstrates that the model is sufficient to account for the variance in both variables. Nevertheless, the factors in the model do not account for 39% of the variance in green trust and 29% of the variation in "green purchase intention", and other factors may also explain this variation.



**Figure 1. Structural Model (Inner Model)**

Source: Data processing, 2023

### 4. Hypothesis Test

**Table 5. Hypothesis Test Results**

Hypothesis	Path Coefficients	Standard Deviation (STDEV)	P Values	Information
H1 GM -> GT	0.484	0.068	0.000	H1 accepted
H2 GP -> GT	0.377	0.074	0.000	H2 accepted
H3 GT -> GPI	0.498	0.083	0.000	H3 accepted
H4 GM -> GPI	0.252	0.083	0.003	H4 accepted
H5 GP -> GPI	0.184	0.079	0.020	H5 accepted

Source: Data processing, 2023

Table 5 shows that green marketing factors significantly increase green purchase intention and trust with strong path coefficients (0.252 and 0.484) and low p-values (0.003 and 0.000). This shows that green marketing plays a significant part in promoting green trust and buying intention. Furthermore, the propensity to make green purchases is positively impacted by green packaging factors and green trust,

albeit with lower significance levels (0.184 and 0.377). This emphasizes the importance of green packaging in influencing green purchase intention and belief. Ultimately, the desire to make green purchase intention is significantly impacted by the green trust variable of 0.498, indicating that the level of consumer trust in sustainable products affects purchase intention. These results underscore the important role of sustainable marketing strategies and green packaging in encouraging more sustainable consumer behavior. Although there are some relationships with lower significance levels, these powerful factors have a significant impact on achieving sustainable marketing goals.

### 5. Intervening/Mediation Test

**Table 6. Intervening/Mediation Test**

	Hypothesis	Path Coefficients	Standard Deviation (STDEV)	P Values	
H7	GM -> GT -> GPI	0.241	0.055	0.000	H7 accepted
H8	GP -> GT -> GPI	0.188	0.051	0.000	H8 accepted

Source: Data processing, 2023

The results of Table 4.11 show that the green marketing -> green purchase intention -> green trust relationship has a path coefficient of 0.241. This reflects the effect of green marketing on green purchase intention through the statistically significant mediation of green trust. The P-value close to zero (0.000) shows a substantial and robust mediation role for green confidence in the link between green marketing and green purchasing intention.

With a path coefficient of 0.188, the link between green packaging, green purchasing intention, and green trust describes how green packaging influences green purchase intention through green trust. With a P-value of 0.000, the low significance level verifies this mediating role's high and statistical relevance. Green trust is an important link in articulating the influence of green packaging on green purchase intention.

### Discussion

The results of hypothesis testing show that green marketing has a positive and significant effect on the green trust of Gen Z Starbucks consumers in Malang City. Research that supports these findings by showing the effectiveness of green marketing in increasing green trust is Román et al. (2022) and Idrus & Serang (2023). It can be seen from the indicator items of the green marketing variable that consumer interest in Starbucks products is through Starbucks' promotional strategies on social media that reinforce environmental awareness messages. as well as indicator items on the green trust variable related to increasing consumer trust with their

expectations of sustainability. This item has the highest value compared to the others in the outer loading value, meaning that the statement indicator is most by the observed phenomenon. Analysis of respondent characteristics shows that most women are 21-25 years old, university students with incomes below Rp. 1,000,000. Consumers with this profile tend to be more interested in promos such as Tumbler Day or Earth Day, which Starbucks Malang City often holds.

Furthermore, the results of hypothesis testing confirm the positive and significant influence of green packaging on green trust in Gen Z Starbucks consumers in Malang City. This finding is also reinforced by the research of Hasibuan et al. (2018) and Susanti (2021), which state that green packaging design positively and significantly affects green trust. It can be seen from the green packaging and green trust variable items that "packaging practices carried out by Starbucks, which support recycling and reuse," and the indicator item that has the highest value to influence is "consumer expectations when buying Starbucks products will be met and affect consumer confidence that Starbucks products are not only safe but also environmentally friendly". According to the results of the respondent analysis, the Starbucks tumbler, attractively designed for Gen Z, supports the green packaging strategy and has successfully increased consumer confidence, especially among Gen Z female college students aged 21-25 years.

The results of further hypothesis testing indicate a positive and significant influence between green trust and green purchase intention among Gen Z Starbucks consumers in Malang City. The research supports these results from Wibowo et al. (2022), which show that green trust positively and significantly affects green purchase intention. However, these results differ from the research from Antonius (2019), which states that green confidence in green purchase intention is not significant. Based on the green trust variable, the item with the strongest influence is "consumers believe that Starbucks products are safe and environmentally friendly, ensuring the fulfillment of their environmental expectations when choosing Starbucks products". And on the green purchase intention variable indicator item on "consumer intention to buy Starbucks products because they are environmentally friendly". The majority of Gen Z female-dominated consumers (21-25 years old), especially college students with incomes below Rp. One million tend to have a positive belief in Starbucks' green products. These demographic characteristics, especially among Gen Z, can influence the impression that Starbucks products support environmental sustainability, reflected in greener purchase intentions.

Furthermore, the results of hypothesis testing confirm that green marketing has a positive and significant influence on green purchase intention. This finding is supported by the research results by Madjidan & Sulistyowati (2022), which show that green marketing significantly influences purchase intention. In addition, research by Wibowo et al. (2022) also aligns with these findings, confirming that green marketing influences green purchase intention. Based on the green marketing variable, items that consumers are interested in through promotional strategies on

social media strengthen environmental awareness. This encourages consumers to have the intention to buy Starbucks products in Malang City, driven by the desire to support environmentally friendly products and contribute to the reduction of plastic waste and environmental pollution, which is an item of the green purchase intention variable. The majority of consumers in Malang City, especially Gen Z females (21-25 years old), many of whom are university students with incomes below Rp. 1,000,000. This profile shows consumer interest in promos such as Tumbler Day or Earth Day, which Starbucks Malang City often holds. Gen Z consumers tend to be active on social media, sensitive to environmental issues, and like discount promos through Starbucks' social media accounts. A marketing strategy combining environmental awareness with social media promotions could be the key to motivating purchases, especially among Gen Z in Malang City.

The results of further hypothesis testing show that green packaging positively and significantly impacts green purchase intention. This result is in line with the research findings of Kusumawati & Tiarawati (2022), which show that green packaging positively affects green purchase intention. However, the results of Dermawan et al., (2022) indicate that green packaging does not significantly affect green purchase intention. It can be seen from the green packaging variable items that the effect is higher than the items of other indicators on green purchase intention that the packaging practices adopted by Starbucks, which support recycling and reuse, influence consumers to have the choice to buy Starbucks products in Malang City. This motivation arises from the desire to support environmentally friendly products and contribute to reducing plastic waste and environmental pollution.

Furthermore, hypothesis testing in this study shows that green marketing affects green purchase intention through green trust. These results are supported by the research conducted by Yahya (2022), which states that green trust is a significant mediator in connecting green marketing with green purchase intention. Tan et al. (2022) found a positive correlation of green trust mediating the relationship between green marketing and green purchase intention. The item with the strongest influence on the green marketing variable is "consumers like Starbucks products because Starbucks products are environmentally friendly". The indicator item with the highest impact on the green trust variable is "consumers believe that when they buy Starbucks products their expectations of the environment can be met". And the indicator item that has the strongest influence on the green purchase intention variable is "Consumers intend to buy Starbucks products because they are environmentally friendly and to reduce plastic waste". Green marketing from Starbucks serves as a tool to convey product sustainability values. Consumers exposed to these messages can form trust in the sustainability of Starbucks products, which is called green trust. Green trust is an important bridge that connects green marketing with environmentally friendly purchase intentions. The success of green marketing lies in transparency and convincing consumers, forming trust in product sustainability claims, and ultimately, motivating greener purchase intentions.

Finally, the results of hypothesis testing show the influence of green packaging on green purchase intention through green trust. These results are supported by Hasibuan et al. (2018), who state that green packaging indirectly affects green purchase intention through green trust as an intervening variable. The item with the strongest influence on the green packaging variable is "The packaging used by Starbucks can be recycled again". The indicator item with the highest impact on the green trust variable is "consumers believe when they buy Starbucks products their expectations of the environment can be met". And the indicator item that has the strongest influence on the green purchase intention variable is "Consumers intend to buy Starbucks products because they are environmentally friendly and to reduce plastic waste". Consumers' awareness and belief that they are participating in environmental conservation efforts through purchasing products with green packaging can be the main driver of green purchase intention among Gen Z consumers at Starbucks in Malang City.

## CONCLUSION

The following conclusions can be drawn based on the results of the analysis conducted in this study on the effect of green marketing and green packaging on green purchase intention with the mediating variable of green trust in Gen Z Starbucks consumers in Malang City.

The results of the hypothesis in this study state that green marketing and green packaging have a significant effect on green trust in Gen Z Starbucks consumers in Malang City; the results show that when Starbucks adopts a marketing approach that focuses on sustainability and implements environmentally friendly packaging practices that support recycling, this can make consumers more trusting of Starbucks products. The next result is a positive and significant influence between green trust and green purchase intention of Gen Z Starbucks consumers in Malang City. Consumer confidence in the safety and sustainability of Starbucks products ensures the fulfillment of environmental expectations, which directly impacts purchasing intentions because they believe "green" products do not damage the environment.

Furthermore, the results of hypothesis testing show that green marketing and green packaging have a positive and significant impact on the green purchase intention of Gen Z Starbucks consumers in Malang City, with Starbucks marketing and packaging practices that support recycling and reuse motivating consumers to buy products with environmental concerns. Further hypothesis testing in the study shows that green marketing and green packaging affect green purchase intention through green trust in Gen Z Starbucks consumers in Malang City; it can be concluded that through consumer trust in Starbucks products, the influence of marketing strategies through promotions on social media and support for positive contributions in efforts to reduce plastic waste and environmental pollution affects consumer buying interest in environmentally friendly products.

## SUGGESTIONS AND IMPLICATIONS

1. Future researchers can expand the research by identifying strong mediating variables other than Green Trust. Variables such as green satisfaction, green perceived quality, and green awareness can be studied to strengthen the understanding of the relationship between variables. Exploration of environmentally friendly brands or campaigns that have not been widely studied can also provide deeper insights.
2. Practical Recommendations for Starbucks in Malang City
  - a. To improve Starbucks' green place by opening more branches in every sub-district in Malang City, creating equal accessibility and sustainability awareness.
  - b. To further emphasize the environmentally friendly aspects of the product to increase the satisfaction of Generation Z consumers. Campaigns highlighting the positive benefits of products to the environment can motivate purchasing decisions.
  - c. To increase the trust of Generation Z consumers by highlighting Starbucks' sustainability claims. Transparency regarding sustainability practices can strengthen ties with environmentally conscious consumers.
  - d. Maintain and innovate environmentally friendly products and promote sustainability in marketing campaigns to increase the interest of Generation Z consumers.
  - e. Maintain Starbucks' reputation as an environmentally committed company to maintain the trust and loyalty of Generation Z consumers in Malang City. Consistency in environmental commitment is key to maintaining positive relationships with consumers.

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