

Influence of Green Advertising, Environmental Awareness, Green Attitude on Green Purchase Intention (UNIQLO)

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Abstrak

Penelitian ini meneliti pengaruh Green Advertising dan Environmental Awareness terhadap Green Purchase Intention dengan Green Attitude sebagai mediasi pada UNIQLO Blue Cycle Jeans di kalangan Generasi Z Jabodetabek. Data dari 107 responden dianalisis menggunakan PLS-SEM. Hasil menunjukkan Green Advertising dan Environmental Awareness berpengaruh signifikan terhadap Green Attitude, namun hanya Environmental Awareness yang berdampak langsung pada Green Purchase Intention. Green Attitude tidak memediasi hubungan variabel independen dan niat pembelian, mengindikasikan kesadaran lingkungan lebih berperan dibanding green advertising dalam mendorong niat pembelian hijau.

Kata kunci: Green Advertising; Environmental Awareness; Green Attitude; Green Purchase Intention; Generation Z

Abstract

This study examines the effect of Green Advertising and Environmental Awareness on Green Purchase Intention, with Green Attitude as a mediator, for UNIQLO Blue Cycle Jeans among Generation Z consumers in Jabodetabek. Data from 107 respondents were analyzed using PLS-SEM. The results show that Green Advertising and Environmental Awareness significantly influence Green Attitude, but only Environmental Awareness has a direct effect on Green Purchase Intention. Green Attitude does not mediate the relationship between independent variables and purchase intention, indicating that environmental awareness plays a more crucial role than green advertising in driving green purchase intention.

Keywords: Green Advertising; Environmental Awareness; Green Attitude; Green Purchase Intention; Generation Z

1. PENDAHULUAN

The global climate crisis continues into 2025, with extreme temperatures projected to make it the second or third hottest year on record (WHO, 2025). The fashion industry contributes significantly to environmental issues, producing 8% of global greenhouse gas emissions, 92 million tons of textile waste annually, and consuming 215 trillion liters of water each year (Patriella, 2025). Fast fashion exacerbates these impacts (Albab et al., 2024), and in Indonesia, textile waste accounted for 2.87% of total national waste in 2023 (KLHK, 2023), with garment dyeing polluting industrial areas such as Cikarang and Karawang (Trisnadi, 2025).

Consumer behavior is shifting, especially among Indonesia's Generation Z, with growing popularity of thrift stores and interest in sustainable fashion (Setiawan, 2020; Mazanec & Harantova, 2024). Some fast fashion brands, like UNIQLO, have implemented sustainable practices, such as Blue Cycle Jeans, which reduce water usage by up to 99% (Salma, 2023). Green advertising has been shown to influence consumer attitudes and green purchase intentions (Marliyani & Utama, 2025; Maharani et al., 2023).

However, studies examining the effects of green advertising and environmental awareness on green purchase intention among Generation Z in Indonesia, particularly in fast fashion markets like Jabodetabek, remain limited.

This gap underscores the need to explore the relationships between green advertising, environmental awareness, green attitude, and green purchase intention for eco-friendly products like UNIQLO Blue Cycle Jeans.

1. THEORETICAL BACKGROUND

Green Purchase Intention

Green purchase intention refers to consumers' tendency to choose environmentally friendly products and avoid those that harm the environment, indicated by transactional, referential, preferential, and explorative interest (Hanasti et al., 2025). It also reflects consumers' willingness to prioritize sustainable products over conventional alternatives, indicating environmentally responsible behavior, with indicators such as interest in trying, considering purchase, willingness to replace, and seeking further information (Maharani et al., 2023).

Green Advertising

Green advertising is a promotional activity that communicates a company's commitment to environmental sustainability and creates an eco-friendly image that influences consumers' purchase decisions (Agustini, 2019). Its indicators include advertising the relationship of products with the environment, green lifestyle advertising, and advertisements that present the company's image of environmental responsibility (Maharani et

al., 2023). In addition, Hanasti et al. (2025), identify other indicators of green advertising, such as advertising objectives, executional framework, message elements, consumer benefits, and driving forces.

Environmental Awareness

Environmental awareness is consumers' knowledge, understanding, and concern about environmental issues, influencing attitudes and intentions toward eco-friendly products, though other factors like product quality, brand trust, and social perceptions also affect purchase decisions (Alhamad et al., 2023). It also refers to individual efforts to understand and care for environmental protection, indicated by perceptions of local conditions, concern for environmental issues, and family influence (Maharani et al., 2023).

Green Attitude

Positive consumer attitude toward environmentally friendly products (green attitude) plays an important role in encouraging green consumption (Li & Kim, 2024). Green attitude is shaped by consumers' cognitive factors (knowledge and awareness), affective factors (feelings and emotions), and behavioral factors (actions toward the environment) (Maharani et al., 2023). It also involves individuals' rational evaluation of the importance of protecting the environment, where consumers with positive attitudes

toward eco-friendly products are more likely to make green purchases. Key indicators include perceived reliability of the product's environmental reputation, dependability of its environmental performance, trustworthiness of environmental claims, fulfillment of environmental expectations, and commitment to environmental responsibilities (Suhaily et al., 2018).

3. RESEARCH METHODOLOGY

The population in this study consisted of Generation Z in the Jabodetabek area who are aware of the UNIQLO brand, with the sample selected using purposive sampling according to the research criteria. The determination of sample size referred to Hair's guideline in Emmanuella & Kuswoyo (2025), which states that the minimum sample size is five times the number of indicators, resulting in a required sample of 105 respondents (21 items \times 5), and in its implementation, 107 respondents were successfully collected.

Data analysis was conducted using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach through the SmartPLS software, which included the evaluation of the measurement model (outer model) and the structural model (inner model) (Hamid & Anwar, 2019).

Outer Model Results

Convergent Validity

The recommended threshold for the loading factor is greater than 0.7 (Hamid &

Anwar, 2019). The initial validity test indicated that two indicators had loading factor values below 0.7, and therefore needed to be removed from the model. These indicators are X2Q4 and ZQ2. Once these indicators were eliminated, all remaining instruments met the criteria for validity, both in terms of convergent and discriminant validity.

TABLE 1. CONVERGENT VALIDITY AND

	<i>X2</i>	<i>X1</i>	<i>Z</i>	<i>Y</i>
X1Q1	0.321	0.517	0.391	0.221
X1Q2	0.402	0.524	0.415	0.394
X1Q3	0.239	0.480	0.318	0.192
X1Q4	0.140	0.337	0.267	0.133
X1Q5	0.392	0.240	0.157	0.301
X1Q6	0.310	0.734	0.463	0.407
X2Q1	0.597	0.269	0.377	0.289
X2Q2	0.726	0.496	0.509	0.529
X2Q3	0.319	0.221	0.231	0.122
X2Q5	0.317	0.292	0.244	0.206
X2Q6	0.660	0.346	0.320	0.411
YQ1	0.392	0.203	0.317	0.580
YQ2	0.385	0.423	0.337	0.543
YQ3	0.189	0.114	0.201	0.267
YQ4	0.314	0.406	0.349	0.647
ZQ1	0.447	0.330	0.616	0.352
ZQ3	0.357	0.507	0.652	0.382
ZQ4	0.293	0.347	0.446	0.291
ZQ5	0.361	0.418	0.554	0.299

DISCRIMINANT VALIDITY

Source: Processed using SmartPLS 3.0 (2026)

Average Variance Extracted (AVE)

The AVE must also > 0.5 for a construct to be considered sufficiently capable for explaining the variance of its indicators (Hamid & Anwar, 2019). The following is a report on the table of the results of the AVE. According to Fornell and Larcker (1981), even if the AVE is below 0.5, a construct’s convergent validity can still be considered adequate as long as the CR exceeds 0.6. In this study, the AVEs of all

key variables were around 0.5, and the CRs were above 0.7, indicating that the measurements achieved acceptable convergent validity (Gong et al., 2025)

TABLE 2. AVERAGE VARIANCE EXTRACTED (AVE)

<i>Variable Latency</i>	<i>AVE</i>	<i>Result</i>
Environmental Awareness (X2)	0.304	not sufficiently valid
Green Advertising (X1)	0.247	not sufficiently valid
Green Attitude (Z)	0.328	not sufficiently valid
Green Purchase Intention (Y)	0.280	not sufficiently valid

Source: Processed using SmartPLS 3.0 (2026)

Composite Reliability

Cronbach’s alpha and composite reliability (pC) range from 0 to 1, with higher value indicating better reliability. Values between 0.60 and 0.70 are acceptable for exploratory research, while values between 0.70 and 0.90 are considered adequate for advance research (Hair et al., 2021).

TABLE 2. AVERAGE VARIANCE EXTRACTED (AVE)

<i>Variable Latency</i>	<i>CR</i>	<i>Reliability</i>
Environmental Awareness (X2)	0.663	Reliable
Green Advertising (X1)	0.639	Reliable
Green Attitude (Z)	0.657	Reliable
Green Purchase Intention (Y)	0.590	Marginal

Source: Processed using SmartPLS 3.0 (2026)

Environmental Awareness (X2), Green Advertising (X1), and Green Attitude (Z) have CRs of 0.663, 0.639, and 0.657, respectively,

which are acceptable. Green Purchase Intention (Y) has a CR of 0.590, considered marginal, requiring caution. Overall, most variables demonstrate acceptable reliability.

Inner Model Results

R Square Value (R²)

The R Square value indicates the extent to which the variation in an endogenous construct (dependent variable) can be explained by all related exogenous constructs (independent variables) (Hair et al., 2017)

TABLE 3. R-SQUARE VALUE (R²)

<i>Variable Latency</i>	<i>R²</i>	<i>R² Adjusted</i>
Green Attitude (Z)	0.567	0.559
Green Purchase Intention (Y)	0.470	0.455

Source: Processed using SmartPLS 3.0 (2026)

The coefficient of determination analysis shows an R Square value of 0.567 for Green Attitude (Z) and 0.470 for Green Purchase Intention (Y). This indicates that the independent variables explain 56.7% of the variance in Green Attitude and 47% of the variance in Green Purchase Intention, representing a moderate predictive power for the overall model.

Effect Size (f²)

The coefficient of determination analysis shows an R Square value of 0.567 Effect size (f²) is a measure used to assess

the magnitude of the influence of an independent variable on a dependent variable within a model (Hair et al., 2017).

	<i>X2</i>	<i>X1</i>	<i>Z</i>	<i>Y</i>
X2			0.156	0.135
X1			0.369	0.045
Z				0.029
Y				

TABLE 4. EFFECT SIZE (f²)

Source: Processed using SmartPLS 3.0 (2026)

The effect size (f²) analysis shows that Green Advertising (X1) has a large effect on Green Attitude (Z) with a value of 0.369. Meanwhile, Environmental Awareness (X²) exerts a medium effect on Green Attitude (Z) at 0.156. In contrast, all predictors show small to weak effect sizes toward Green Purchase Intention (Y) with values ranging from 0.029 to 0.135

Multicollinearity Test (VIF)

Ideally, the VIF value should be below 3 to ensure the stability of the model estimates (Hair et al., 2021).

TABLE 5. MULTICOLLINEARITY TEST (VIF RESULT)

	<i>X2</i>	<i>X1</i>	<i>Z</i>	<i>Y</i>
X2			1.600	1.849
X1			1.600	2.191
Z				2.310

Source: Processed using SmartPLS 3.0 (2026)

Based on the results of the multicollinearity test by examining the Inner VIF values, all variables have VIF values below 3. Therefore, it can be concluded that there is no multicollinearity issue in the structural model.

Hypothesis Result

<i>Hypothesis</i>	<i>T Statistic</i>	<i>P Value</i>	<i>Result</i>
H1	5.954	0.000	Supported
H2	3.923	0.000	Supported
H3	1.453	0.147	Rejected
H4	3.349	0.001	Supported
H5	1.380	0.168	Rejected

TABLE 4. HYPOTHESIS RESULT

Source: Processed using SmartPLS 3.0 (2026)

Based on the PLS-SEM test results, it can be concluded that out of the five hypotheses tested, three relationships are supported and two are rejected. Green Advertising and Environmental Awareness both have a positive and significant impact on Green Attitude, with T-statistics of 5.954 and 3.923 respectively ($P < 0.07$), while Environmental Awareness also significantly influences Green Purchase Intention ($T = 3.349$). In contrast, both Green Advertising and Green Attitude fail to significantly influence Green Purchase Intention, as their T-statistics (1.453 and 1.380) fall below the 1.96 threshold and their P-values exceed 0.07, leading to the rejection of these two hypotheses.

3. DISCUSSION

Effect of Green Advertising on Green Attitudes

The hypothesis test results show that Green Advertising (X1) has a positive and significant effect on Green Attitude (Z) ($T = 5.954$; $P = 0.000$) with a large effect size ($f^2 = 0.369$). This indicates that UNIQLO's promotion of its environmental commitment through Blue Cycle Jeans

successfully fosters positive perceptions among Generation Z. These findings support previous studies by Maharani et al. (2023), Suhaily et al. (2018), Augtiah et al. (2022), Marliyani & Utama (2025), and Amallia et al. (2021), which emphasize the effectiveness of green advertising in shaping favorable attitudes toward sustainable products.

Effect of Environmental Awareness on Green Attitude

Environmental Awareness (X2) has a positive and significant effect on Green Attitude (Z) ($T = 3.923$; $P = 0.000$). Individual concern for local environmental conditions and family influence enhances positive attitudes toward eco-friendly products. Although significant, the effect size is moderate (0.156), indicating that consumers' internal awareness plays a moderate role in shaping their attitudes. These results are consistent with prior studies by Maharani et al. (2023), Khaleeli & Jawabri (2020), and Huda et al. (2023).

Effect of Green Advertising on Green Purchase Intention

Green Advertising (X1) was found to have no significant direct effect on Green Purchase Intention (Y) ($T = 1.453$, $P = 0.147 > 0.05$). Thus, Hypothesis 3 is rejected, indicating that advertising alone is insufficient to drive actual purchase intentions of Gen Z in Jabodetabek for UNIQLO Blue Cycle Jeans. This aligns with Alamsyah's findings, which also reported an insignificant effect of green advertising. Green purchase intention is

shaped not only by advertising but also by social media, online reviews, and consumer skepticism toward green claims (Nurcahya & Susila, 2025).

Effect of Environmental Awareness on Green Purchase Intention

Environmental Awareness (X2) has a positive and significant effect on Green Purchase Intention (Y), with a T-statistic of 3.349 and a P-value of 0.001. This indicates that Gen Z's purchase intentions are driven more by their personal knowledge and concern about the global climate crisis than by advertising exposure alone. The higher an individual's environmental awareness, the more likely they are to explore and seek information about sustainable products. These results are consistent with previous studies, including Maharani et al. (2023), Li et al. (2020), Amanda et al. (2024), Alhamad et al. (2023), and Risyafani et al. (2024).

Effect of Green Attitude on Green Purchase Intention

The test results show that Green Attitude (Z) does not have a significant effect on Green Purchase Intention (Y), with a T-statistic of 1.380 and a P-value of 0.168. Hypothesis 5 is rejected. This indicates the existence of a "gap" between attitude and behavior; although consumers feel positive or have favorable thoughts about environmentally friendly products, this does not automatically translate into a desire to purchase. Attitude does not significantly influence the intention to purchase green products, often because

consumers follow established consumption patterns and do not consider adopting green products as important (Indrajaya et al., 2023). Other factors such as price, availability, and product quality have a greater influence on the intention to purchase green products than consumers' environmental knowledge or attitudes (Alalei & Jan, 2023).

Mediation Effects Testing

The results show that although Green Advertising and Environmental Awareness significantly influence Green Attitude, Green Attitude does not significantly affect Green Purchase Intention ($T = 1.380$; $P = 0.168$). Therefore, Green Attitude does not mediate the effects of Green Advertising or Environmental Awareness on Green Purchase Intention, indicating an attitude intention gap where positive attitudes do not necessarily lead to green purchase intention.

5. CONCLUSION AND SUGGESTIONS

This study examines the effects of Green Advertising and Environmental Awareness on Green Purchase Intention with Green Attitude as a mediating variable among Generation Z consumers in Jabodetabek toward UNIQLO Blue Cycle Jeans. The results show that Green Advertising and Environmental Awareness significantly influence Green Attitude; however, only Environmental Awareness has a significant direct effect on Green Purchase Intention. Green Attitude does not influence or

mediate purchase intention, indicating an attitude intention gap where positive attitudes toward eco friendly products do not necessarily lead to buying intentions.

Based on these findings, brands such as UNIQLO should prioritize strengthening consumers' environmental awareness through transparent and educational sustainability communication rather than relying solely on green advertising. To reduce the attitude intention gap, companies should improve perceived product value through competitive pricing, clear eco-labels, and credible environmental information delivered via digital platforms relevant to Generation Z. Future research may include additional variables and broader samples to enhance result generalizability.

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