

How a Unilever Brand's Green Initiatives Shape Gen Z's Eco-Conscious Purchase Intention

Salsyabrina Padmawati^{1*}, Ali Hanafiah²

Faculty Economics and Business, Universitas Mercu Buana

Corresponding Author: Salsyabrina Padmawati salsyabrina11@gmail.com

A R T I C L E I N F O

Keywords: Green Product, Green Awareness, Corporate Social Responsibility, Green Purchase Intention

Received: 5, October

Revised: 23, October

Accepted: 24, November

©2025 Padmawati, Hanafiah: This is an open access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



A B S T R A C T

Indonesia faces a serious problem related to environmental pollution due to plastic waste, ranking it second as the country that produces the most marine plastic waste in the world. Companies such as Unilever have innovated by presenting environmentally friendly products, such as Rinso, which is the pioneer of the first recycled sachet detergent packaging in Indonesia. This study aims to analyze the influence of Green Product, Green Awareness, and Corporate Social Responsibility Activities on Green Purchase Intention for Rinso products in generation Z. The type of research used is quantitative with a causal analysis method. The sample taken was 170 respondents, using a purposive sampling technique. Data analysis was carried out using Partial Least Square (PLS) version 4.0. show that All variables have a positive and significant effect on Green Purchase Intention: Green Product, Green Awareness, and Corporate Social Responsibility Activities. The results of the study indicate that these three variables play an important role and can be used as a company marketing strategy.

INTRODUCTION

Global environmental issues, particularly plastic pollution, have become one of the biggest challenges to sustainable development. Indonesia ranks second as the world's largest producer of marine plastic waste, reaching 187.3 million tons per year, after China (Septia Nissa, 2023). This situation is particularly worrying because Indonesia is an archipelagic nation with 70% of its territory covered by oceans. Suboptimal plastic waste management results in most of it ending up in the ocean, resulting in serious impacts on aquatic ecosystems and human health (Warlina, 2019).



Figure 1. Countries with the Largest Waste Production in the World

Source: (Septia Nissa, 2023)

In line with global commitments, Indonesia strives to support the achievement of the Sustainable Development Goals (SDGs), particularly Goal 12 on responsible consumption and production (Anjani, 2021). One of the instruments used is encouraging businesses to implement Corporate Social Responsibility (CSR), as mandated by Law No. 40 of 2007 on Limited Liability Companies. CSR is seen as a form of corporate responsibility not only towards profits but also towards people and the environment (planet), as reflected in the Triple Bottom Line concept (Marshall & Toffel, 2005).

In the context of consumer behavior, the emergence of Generation Z as the largest demographic group in Indonesia (27.94% of the total population; BPS, 2023) presents both opportunities and challenges. This generation possesses unique characteristics: they are more technologically literate, open-minded, and demonstrate a high level of concern for sustainability issues (Stillman, 2017; Wijoyo et al., 2020). Several studies have shown that Generation Z consumers are willing to pay more for environmentally friendly products and tend to support brands committed to sustainability (Nurcahyadi Ghani, 2021). Several studies have also explored the behaviors of Gen Z in Indonesia, highlighting key factors that shape their consumer choices (Hanafiah & Djabbar, 2024; Fortunata & Hanafiah, 2024; Hanafiah et al., 2024; Hanafiah et al., 2023).

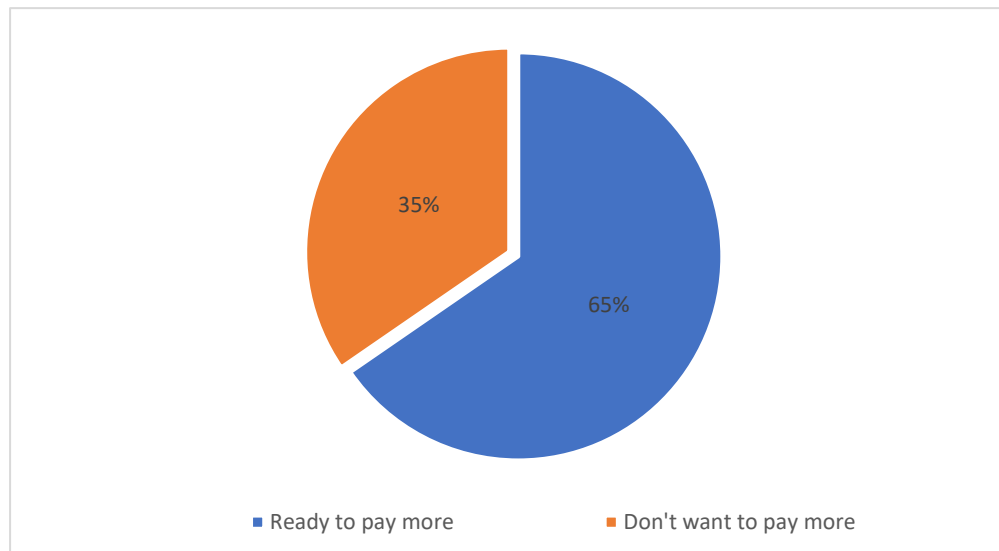


Figure 2. Willing to Pay More for Green Products
Source: (Nurcahyadi Ghani, 2021)

In response to environmental issues, various multinational companies in Indonesia, including Unilever, P&G, Nestlé, and Wings, are competing to implement sustainability strategies. Unilever, through its Unilever Sustainable Living Plan (USLP) and now Unilever Compass, targets carbon emission reduction, the use of recycled plastic, and environmentally friendly product innovation (Unilever Sustainability Report, 2023). Rinso products are one concrete example, presenting the first recycled detergent sachets in Indonesia and the #GenerasiPilahPlastik community education program.

However, despite the sustainability innovations that have been made, Unilever faces a decline in revenue in 2023 due to increasing competition and political issues that affect the company's image. Besides that, a lot other companies that have implemented sustainability and offer environmentally friendly products environment, so that society now have more choices.

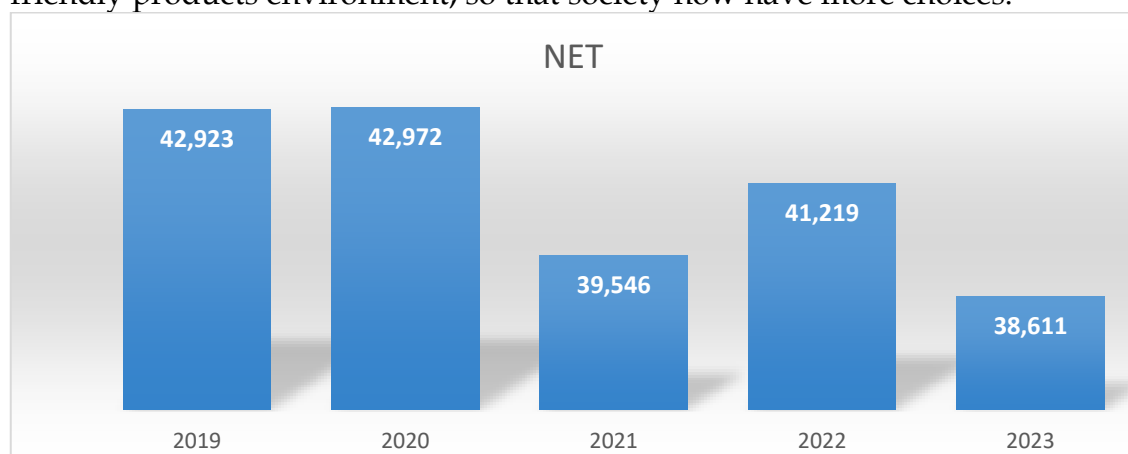


Figure 3. Sales Unilever Clean 2023
Source: (Unilever Sustainability Report, 2023)

Unilever is implementing a "Clean Future" program, committing to replacing fossil-based chemicals with renewable and recycled carbon materials

and using biodegradable surfactants that are more easily broken down. Furthermore, the Rinso factory in Indonesia utilizes biomass energy from palm kernel shells, which helps reduce the carbon footprint of the production process (Unilever Annual Report, 2023). However, the success of this eco-friendly strategy depends not only on product innovation, but also on consumer perception and green purchase intention.

Based on the results of a pre-survey of 30 Generation Z respondents, it was found that Green Product, Green Awareness, and CSR activities were the main determinants of green purchase intention for Rinso products. This finding is also consistent with previous research showing that environmentally friendly products, environmental awareness, and CSR significantly contribute to the formation of green purchase intention (Widy & Ramli, 2024; Lestari et al., 2021; Tao et al., 2022).

Although many previous studies have examined the factors influencing green purchase intention, specific studies on the combined influence of Green Products, Green Awareness, and CSR Activities on Generation Z in Indonesia, focusing on FMCG products such as Rinso, are still limited. Therefore, this study has academic and practical urgency to bridge the literature gap while providing recommendations for sustainable marketing strategies in Indonesia.

Based on this background, this research was conducted with the title: "The Influence of Green Products, Green Awareness, and Corporate Social Responsibility Activities on Green Purchase Intention for Rinso Products in Generation Z."

LITERATURE REVIEW

Sustainable Development Goals (SDGs)

The Sustainable Development Goals (SDGs), launched by the UN in 2015, contain 17 goals, one of which is Goal 12, which focuses on responsible consumption and production patterns. This goal is relevant to sustainability issues, as overconsumption and unsustainable production are the primary causes of environmental degradation (Anjani, 2021). Therefore, companies need to promote efficient production patterns and consider the environmental impacts of the entire supply chain.

Theory of Planned Behavior (TPB)

According to the Theory of Planned Behavior (Ajzen, 1991), attitudes, subjective standards, and perceived behavioral control all have an impact on an individual's behavioral intention. The primary determinants of green purchasing intention include social pressure, a favorable attitude toward eco-friendly items, and a conviction that engaging in green consumption behavior is simple. This idea offers a foundation for comprehending how customers, especially younger generations, decide which sustainable items to buy.

Triple Bottom Line (TBL)

The Triple Bottom Line (3P: People, Planet, Profit) concept emphasizes that companies focus not only on economic profit but also on social and environmental responsibility (Marshall & Toffel, 2005). Implementing CSR based

on the Triple Bottom Line (TBL) is believed to enhance a company's reputation, build consumer loyalty, and strengthen long-term competitiveness (Imaningsih et al., 2022).

Generation Z Consumer Behavior

Generation Z (born 1997–2012) is the largest demographic group in Indonesia, accounting for nearly 28% of the total population (BPS, 2023). They are known as digital natives, characterized by technological literacy, open-mindedness, and high environmental awareness (Stillman, 2017; Wijoyo et al., 2020). Generation Z tends to favor sustainable products, making them a strategic segment in the marketing of eco-friendly products. As part of the literature review, several studies also emphasize that Gen Z's purchasing behavior is shaped by their lifestyle, social influence, and preference for brands that align with their values, especially in the context of environmental sustainability (Hanafiah & Djabbar, 2024; Fortunata & Hanafiah, 2024).

Green Purchase Intention

Green Purchase Intention is defined as an individual's desire to purchase environmentally friendly products or services (Mujahidin, 2020; Meilisa, 2020). Indicators of green purchase intention include preference for green products, willingness to pay more, long-term benefits, level of trust, and consistency in choosing environmentally friendly products (Lestari et al., 2021).

Green Product

Green products are products designed to minimize negative impacts on the environment, including raw materials, production processes, distribution, and disposal (Zulkifli, 2020; Handayani, 2012). Characteristics of green products include the use of recycled materials, durability, non-toxicity, and eco-labeled packaging (Grant, 2015; Febriani, 2019).

According to Widy & Ramli (2024) in their research stated that *green products* have a positive and significant effect on *green purchase intention*. Based on the results of previous research, the hypothesis the following can be formulated:

Purchase Intention

Green Awareness

According to Rizwan et al. (2014) and Laksmi & Wardana (2015), "green awareness" refers to consumers' comprehension of the connection between human activity and environmental circumstances as well as the significance of buying ecologically friendly products. Environmental responsibility, avoiding ecologically harmful items, and a propensity to select environmentally friendly products are examples of indicators (Lestari et al., 2021).

Green purchasing intention is positively impacted by green awareness, according to research by ER Lestari et al. (2021). The following hypothesis may be developed based on the findings of earlier studies:

H2: Green Purchase Intention is positively and significantly impacted by Green Awareness

Corporate Social Responsibility (CSR)

CSR is a company's commitment to conducting business ethically and contributing to sustainable economic development, while also paying attention to social and environmental impacts (Choiri & Nurhadi, 2019; Safitri et al., 2023). CSR indicators include pro-environmental programs, environmental protection, ethical integrity, social responsibility, and contributions to community well-being (Zhang & Ahmad, 2021).

According to research by Li and Rabeeu (2024), corporate social responsibility has a positive and significant effect on green purchase intention. Based on the results of previous research, the hypothesis the following can be formulated:

significant effect on Green Purchase Intention

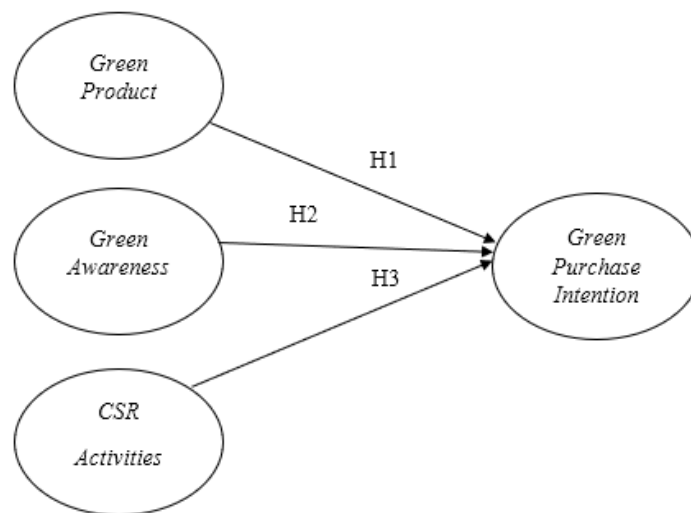


Figure 4. Research Framework

Source: Data processed by researchers, 2025

Based on Figure 4, framework the conceptual model above describes the influence of Green Product (X1), Green Awareness (X2), and CSR Activities (X3) on Green Purchase Intention (Y). Based on the relationship between variables in this research framework, the following hypothesis is formulated:

H1: Green Product has a positive and significant effect on Green Purchase Intention

Purchase Intention

H3: Corporate Social Responsibility Activities has a positive and significant effect on Green Purchase Intention

METHODOLOGY

Research Design

The causal link between independent and dependent variables is examined in this study using a quantitative method with a causal design (Sugiyono, 2020). Green Purchase Intention (Y) is the dependent variable in this study, whilst Green Product (X1), Green Awareness (X2), and Corporate Social Responsibility Activities (X3) are the independent factors.

Population and Sample

The study population was Generation Z on the island of Java who are familiar with Rinso products. Generation Z was selected based on their proportion, which reaches 27.94% of the total Indonesian population (BPS, 2023) and their role as a potential consumer segment for environmentally friendly products. The sampling technique used was purposive sampling with the following criteria: knowing Rinso Unilever products, aged 13–28 years, have the intention to buy Rinso products.

The sample size was determined using G*Power 3.1 analysis with effect size parameters $f^2 = 0.08$, $\alpha = 0.05$, power = 0.80, and number of predictors = 3. The analysis results showed a minimum requirement of 141 respondents. This study successfully collected 170 respondents, so the sample size met the statistical adequacy requirements.

Data Collection Technique

Primary data was obtained through an online questionnaire (Google Form) with a Likert scale of 1–5 (1 = strongly disagree, 5 = strongly agree). The research instrument consisted of statements related to the indicators of each variable, adapted from previous research: (Green Product: Febriani, 2019), (Green Awareness: Lestari et al, 2021), (CSR Activities: Zhang & Ahmad, 2021), (Green Purchase Intention: Lestari et al, 2021).

Table 1. Operational Variables

Variabel	Items
Green Product	GP1. I believe that Rinso products are products friendly environment. GP2. I believe that Rinso products have recyclable packaging. GP3. I believe that Rinso products are made from ingredients that are not dangerous. GP4. I believe that Rinso products are good products friendly environment because using eco-labels on the packaging.
Green Awareness	GA1. I feel that I have a responsibility of the envirointment. GA2. I am committed for avoid using products that can damage the environment. GA3. I actively looking for environmentally friendly products environment.
CSR Activities	CSR1. I believe that Unilever is actively Corporate Social sponsors programs that focus on Environmental responsibility. CSR2. I believe that Unilever is committed for protect environment through initiative sustainability. CSR3. I believe that Unilever strives to become company that can be trusted ethically. CSR4. I believe that Unilever emphasizes its social responsibility towards society. CSR5. I believe that Unilever contributes to campaigns and projects that support community welfare.
Green Purchase	GPI1. I prefer for using the product green purchase compared to non-green

Intention	products. GPI2. I am willing to pay more for the product green because it can have a positive impact for environment. GPI3. I believe that green products have benefits long-term for environmental sustainability. GPI4. I believe that green products are generally more trustworthy. GPI5. I always make green products my choice my first.
-----------	--

RESEARCH RESULT

Results of Respondent Description Analysis

The results of data processing show that of the 170 respondents, 74.1% were female and 25.9% were male. Thus, the majority of respondents in this study were female.

The results of data processing show that of the 170 respondents, there were (1.8%) respondents aged 13-17 years, (60.0%) respondents aged 18-23 years, and (38.2%) respondents aged 24-28 years. Thus, the majority of respondents in this study were respondents aged 18-23 years.

The results of data processing show that of the 170 respondents, 28.8% were students, 55.9% were employees, and 15.3% were self-employed. Therefore, the majority of respondents in this study were employees.

The results of data processing show that of the 170 respondents, there are (47.6%) who have monthly expenses of < 3,000,000, (40.0%) respondents have monthly expenses of 3,000,000 – 5,000,000, (6.5%) respondents have monthly expenses of 5,000,000 – 7,000,000, (5.9%) respondents have monthly expenses of 7,000,000 – 10,000,000, and (0%) respondents have monthly expenses of > 10,000,000. Thus, the majority of respondents in this study have expenses of > 3,000,000.

Partial Least Square Data Analysis Results

Testing the Measurement Model (Outer Model)

Hair et al. (2021) state that the objective of evaluating the outer model is to test the model's reliability using Cronbach's alpha and composite reliability for the indicator block, as well as to examine validity using convergent validity and discriminant validity.

Convergent Validity

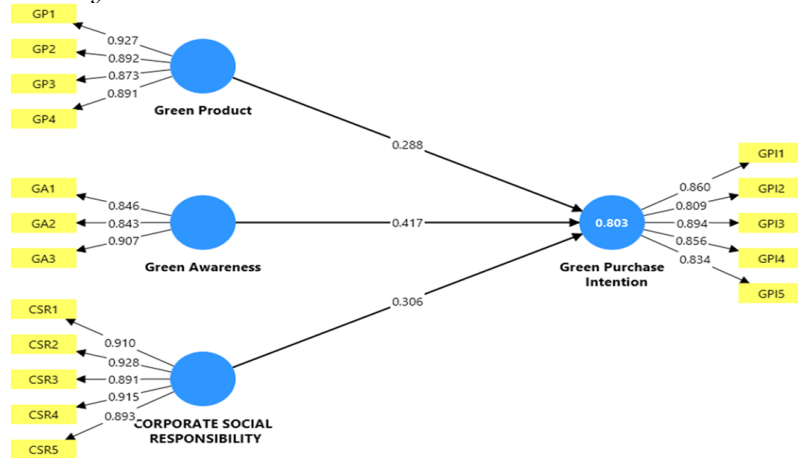


Figure 5. PLS 4.0 Algorithm Results

Source: PLS 4.0 Processing Results

Table 2. Convergent Validity Test Results

Variables	Item	AVE	Loading Factor
<i>Green Purchase Intention (Y)</i>	GPI 1	0.724	0.860
	GPI 2		0.809
	GPI 3		0.894
	GPI4		0.856
	GPI5		0.834
<i>Green Product (X1)</i>	GP 1	0.803	0.927
	GP 2		0.892
	GP 3		0.873
	GP 4		0.891
<i>Green Awareness (X2)</i>	GA 1	0.750	0.846
	GA 2		0.843
	GA 3		0.907
<i>Corporate Social Responsibility Activities (X3)</i>	CSR 1	0.824	0.910
	CSR 2		0.928
	CSR 3		0.891
	CSR 4		0.915
	CSR5		0.893

Source: PLS 4.0 Processing Results

Based on Figure 5 and Table 2, all items meet convergent validity criteria with outer loading values >0.7 (Hair et al., 2021). The AVE value also exceeded 0.5, indicating that the average construct is able to explain more than half of the indicator variables and meets convergent validity requirements.

Discriminant Validity*Cross Loading*

Table 3. Discriminant Validity Test (Cross Loading)

	<i>Green Product (X1)</i>	<i>Green Awareness (X2)</i>	<i>CSR Activities (X3)</i>	<i>Green Purchase Intention (Y)</i>
GP1	0.927	0.658	0.759	0.776
GP2	0.892	0.632	0.718	0.719
GP3	0.873	0.466	0.739	0.658
GP4	0.891	0.552	0.735	0.740
GA1	0.532	0.846	0.458	0.626
GA2	0.496	0.843	0.472	0.657
GA3	0.645	0.907	0.602	0.749
CSR1	0.764	0.565	0.910	0.731
CSR2	0.788	0.575	0.928	0.732
CSR3	0.712	0.529	0.891	0.667
CSR4	0.739	0.491	0.915	0.726
CSR5	0.730	0.534	0.893	0.728
GPI1	0.691	0.694	0.678	0.860
GPI2	0.687	0.602	0.653	0.809
GPI3	0.677	0.732	0.668	0.894
GPI4	0.721	0.713	0.654	0.856
GPI5	0.670	0.592	0.714	0.834

Source: PLS 4.0 Processing Results

Based on Table 3, the results of the discriminant validity test show that all indicators have higher cross-loading values for their respective constructs compared to other constructs. In the Green Product variable, items GP1 (0.927), GP2 (0.892), GP3 (0.873), and GP4 (0.891) have higher values compared to the correlations with other constructs. A similar thing is seen in the Green Awareness variable, with GA1 (0.846), GA2 (0.843), and GA3 (0.907) consistently higher than the cross-correlations with other constructs. For the Corporate Social Responsibility Activities variable, all indicators CSR1 (0.910), CSR2 (0.928), CSR3 (0.891), CSR4 (0.915), and CSR5 (0.893) also meet the same requirements. Finally, for the Green Purchase Intention variable, the GPI1 (0.860), GPI2 (0.809), GPI3 (0.894), GPI4 (0.856), and GPI5 (0.834) indicators have higher loading values compared to the correlations with other constructs. Thus, all constructs are declared to meet the discriminant validity criteria.

Fornell Larcker

Table 4. Results of the Discriminant Validity Test (Fornell Larcker)

	<i>Green Product</i>	<i>Green Awareness</i>	<i>CSR Activities</i>	<i>Green Purchase Intention</i>
<i>Green Product</i>	0.896			
<i>Green Awareness</i>	0.648	0.866		
<i>Corporate Social Responsibility Activities</i>	0.823	0.594	0.908	
<i>Green Purchase Intention</i>	0.810	0.785	0.791	0.851

Source: PLS 4.0 Processing Results

Based on Table 4 above, it can be concluded that all construct values are higher than the correlation between one construct and another in the model. Therefore, the model can be considered to have good discriminant validity and has met the established testing criteria.

Heterotrait Monotrait Ratio (HTMT)

Table 5. Heterotrait Monotrait Ratio (HTMT) Results

	<i>Green Product</i>	<i>Green Awareness</i>	<i>CSR Activities</i>	<i>Green Purchase Intention</i>
<i>Green Product</i>				
<i>Green Awareness</i>	0.732			
<i>Corporate Social Responsibility Activities</i>	0.883	0.664		
<i>Green Purchase Intention</i>	0.887	0.899	0.855	

Source: PLS 4.0 Processing Results

Based on Table 5 above, the results of the Heterotrait Monotrait Ratio (HTMT) test indicate that the research model has good discriminant validity. This is evident from the correlation between all eligible research constructs, which is below 0.9. Thus, it can be concluded that this model has good discriminant validity.

Reliability Test

Reliability testing aims to assess the internal consistency of research instruments. Two measures are used: Cronbach's Alpha and Composite

Reliability (CR). According to Hair et al. (2021), an instrument is considered reliable if both Cronbach's Alpha and Composite Reliability values are above 0.70.

Table 6. Reliability Test Results

Variables	Cronbach Alpha	Composite Realibility
<i>Green Product (X1)</i>	0.918	0.921
<i>Green Awareness (X2)</i>	0.833	0.842
<i>Corporate Social Responsibility Activities (X3)</i>	0.946	0.947
<i>Green Purchase Intention (X3)</i>	0.904	0.906

Source: PLS 4.0 Processing Results

Based on the data processing results (Table 6), all research variables showed Cronbach's Alpha and Composite Reliability values above the minimum threshold. This indicates that all constructs – Green Product, Green Awareness, Corporate Social Responsibility Activities, and Green Purchase Intention – have good reliability and are suitable for further analysis.

Testing the Structural Model (Inner Model)

R-Square Value

Table 7. R-Square Test Results

Variables	R- Square
<i>Green Purchase Intention</i>	0.803

Source: PLS 4.0 Processing Results

From the data above, it can be concluded that the R-Square value of 0.803 indicates that the variability of green purchase intention can be explained by three exogenous variables, namely green product, green awareness, and corporate social responsibility activities, amounting to 80.3% and the remaining 19.7% is explained by other variables outside this research model.

Effect Sizes (F-Square)

Table 8. F-Square Test Results

Variables	F- Square
<i>Green Product → Green Purchase Intention</i>	0.119
<i>Green Awareness → Green Purchase Intention</i>	0.502
<i>Activity Corporate Social Responsibility → Green Purchase Intention</i>	0.150

Source: PLS 4.0 Processing Results

Based on Table 8, the results of the f-square (f^2) test show that Green Product has a small effect on Green Purchase Intention (0.119), Green Awareness has a large effect (0.502), while Corporate Social Responsibility Activities has a moderate effect (0.150).

Predictive Relevance (Q2)

Table 9. Q-Square Value Test Results

Variables	Q ² predict
<i>Green Product → Green Purchase Intention</i>	0.788
<i>Green Awareness → Green Purchase Intention</i>	
<i>Activity Corporate Social Responsibility → Green Purchase Intention</i>	
<i>Green Purchase Intention → Green Purchase Intention</i>	

Source: PLS 4.0 Processing Results

Based on Table 9, the Q² test shows a value (Q² Green Purchase Intention = 0.788 > 0), which means that each exogenous variable can predict the endogenous variable (Green Purchase Intention) with good relevance. Therefore, the model developed in this study meets the strong criteria and is worthy of further testing.

VIF (Variance Inflation Factor)

Table 10. Variance Inflation Factor (VIF) Test Results

Variables	VIF
<i>Green Product → Green Purchase Intention</i>	3.528
<i>Green Awareness → Green Purchase Intention</i>	1.757
<i>Activity Corporate Social Responsibility → Green Purchase Intention</i>	3.165

Source: PLS 4.0 Processing Results

The multicollinearity test results for the green product variable showed a VIF value of 3.528. The green awareness variable had a VIF value of 1.757, while the corporate social responsibility activities variable had a VIF value of 3.165. Overall, all VIF values for these variables were less than 5, thus it can be concluded that this regression model does not have multicollinearity among the independent variables.

Fit Model

Table 11. Model Fit Test Results

	<i>Saturated Model</i>	<i>Estimated Model</i>	Information
SRMR	0.052	0.052	<i>Acceptable Fit</i>

Source: PLS 4.0 Processing Results

Based on the results in Table 11, the SRMR value of 0.052 indicates an acceptable fit. The criteria used are that a value below 0.08 indicates a good fit, while a value between 0.08 and 0.10 is still considered acceptable.

Hypothesis Testing

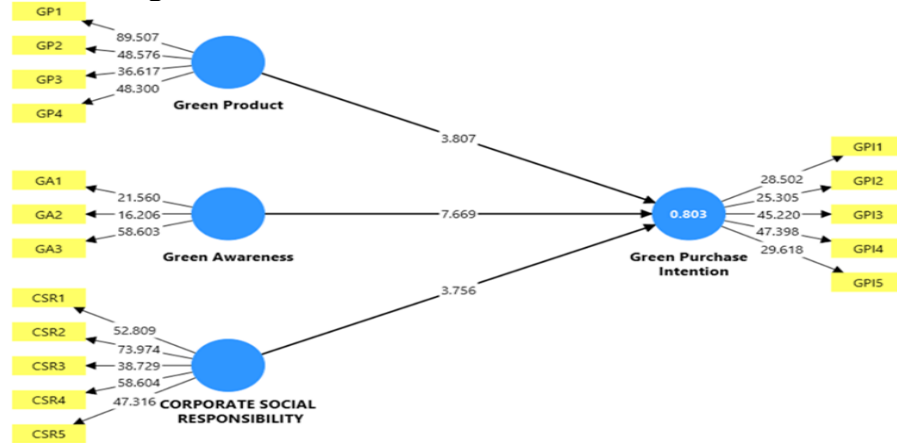


Figure 6. Bootstrapping P-Value Test Results

Source: PLS 4.0 Processing Results

Table 12. Hypothesis Test Results

Relationship	Original sample (O)	T statistics	P values	Results
Green Product (X1) → Green Purchase Intention (Y)	0.288	3.807	0.000	Accepted
Green Awareness (X2) → Green Purchase Intention (Y)	0.417	7.669	0.000	Accepted
CSR Activities (X3) → Green Purchase Intention (Y)	0.306	3.756	0.000	Accepted

Source: PLS 4.0 Processing Results

Based on the PLS 4.0 results, all three exogenous variables are confirmed to have a positive and significant effect on Green Purchase Intention. The Green Product variable shows an original sample value of 0.288, with a t-statistic of 3.807 and a p-value of 0.000. Green Awareness demonstrates the strongest influence, indicated by an original sample value of 0.417, a t-statistic of 7.669, and a p-value of 0.000. Corporate Social Responsibility Activities also exhibit a significant effect, with an original sample value of 0.306, a t-statistic of 3.756, and a p-value of 0.000. Therefore, hypotheses H1, H2, and H3 are all supported.

DISCUSSION

Based on the results of the PLS 4.0 (Partial Least Squares) analysis, this section will discuss the calculation results. This study aims to determine the influence of Green Products, Green Awareness, and Corporate Social Responsibility Activities on Green Purchase Intention for Rinso Products. Testing is carried out using existing hypotheses to determine the influence of each variable on the others.

H1: Green Products Have a Positive and Significant Influence on Green Purchase Intention of Rinso Unilever Products

Based on the test results, it can be concluded that the Green Product variable has a positive and significant influence on Green Purchase Intention, which means H1 is accepted. The results of the hypothesis test in this study show a t-statistic value of 3.807, which is greater than alpha 1.65. In addition, the p-value obtained is smaller than 0.05, which is 0.000. This indicates that Green Products have an influence on consumers in making Green Purchase Intention of Rinso Products in generation Z.

Respondents felt that the green products offered by Rinso were good, thus supporting green purchasing intentions among Generation Z. This finding is supported by research by Widy & Ramli (2024) which showed that green products have a positive and significant influence on green purchasing intentions. Within the Theory of Planned Behavior (TPB) framework, this finding illustrates the attitude toward behavior dimension, namely an individual's positive attitude towards purchasing behavior for environmentally friendly products. The better the consumer's attitude toward the quality of green products, the greater their intention to purchase those products. Thus, the better the quality of green products, the higher the green purchasing intention of Generation Z to choose environmentally friendly products.

H2: Green Awareness Has a Positive and Significant Influence on Green Purchase Intention of Rinso Products

Based on the test results, it can be concluded that the Green Awareness variable has a positive and significant influence on Green Purchase Intention, which means H2 is accepted. The results of the hypothesis test in this study show a t-statistic value of 7.669, which is greater than alpha 1.65. In addition, the p-value obtained is smaller than 0.05, namely 0.000. This indicates that Green Awareness has an influence on consumers in making Green Purchase Intention of Rinso Products in generation Z.

Respondents perceived Rinso's green awareness as positive, potentially supporting green purchasing intentions among Generation Z. This finding is supported by research by ER Lestari et al. (2021), which demonstrated that green awareness has a positive and significant impact on green purchasing intentions. From the TPB perspective, green awareness can be viewed as part of the formation of attitudes toward behavior, whereby the higher a consumer's awareness of environmental issues, the more positive their attitude toward purchasing environmentally friendly products. Therefore, the higher the green awareness, the higher the green purchasing intention of Generation Z to choose environmentally friendly products.

H3: The Influence of Corporate Social Responsibility Activities is Positive and Significant on Green Purchase Intention of Rinso Products

Based on the test results, it can be concluded that the Corporate Social Responsibility Activities variable has a positive and significant influence on Green Purchase Intention, which means H3 is accepted. The results of the hypothesis test in this study show a t-statistic value of 3.756, which is greater than alpha 1.65. In addition, the p-value obtained is smaller than 0.05, which is 0.000. This indicates that Corporate Social Responsibility Activities have an influence on consumers in making Green Purchase Intention of Rinso Products in generation Z.

Respondents perceived Unilever's corporate social responsibility offerings as positive, potentially supporting green purchasing intentions among Generation Z. These findings are supported by research by Li & Rabeeu (2024), which demonstrated that corporate social responsibility has a positive and significant impact on green purchasing intentions. Within the TPB framework, this relates to the subjective norms dimension, where the perception that the social environment supports responsible companies will encourage consumers to have higher purchasing intentions. In other words, the stronger a company's CSR activities, the greater the perceived social incentives consumers feel to purchase environmentally friendly products.

CONCLUSIONS AND RECOMMENDATIONS

Based on the research results, Green Product has a positive and significant effect on Green Purchase Intention of Rinso products among Generation Z. This shows that the higher the quality and environmentally friendly characteristics of Rinso products, the greater the green purchase intention of Generation Z. Green Awareness is also proven to have a positive and significant effect on Green Purchase Intention, even becoming the most dominant factor. This means that the higher the awareness of Generation Z towards environmental issues, the greater their tendency to choose environmentally friendly products. Furthermore, Corporate Social Responsibility (CSR) also has a positive and significant effect on Green Purchase Intention. This proves that the stronger the CSR activities carried out by Unilever through Rinso products, the greater the trust and intention of Generation Z to purchase these products. Thus, it can be concluded that the combination of green product quality, green awareness, and CSR activities are important factors that can encourage the formation of green purchase intentions in Generation Z in Indonesia.

Implications for companies include increasing transparency regarding environmentally friendly production processes by providing clear education about the raw materials used and featuring digital campaigns that emphasize sustainability. Furthermore, companies need to encourage consumers to more actively choose environmentally friendly products through loyalty programs, collaborations with influencers focused on sustainability issues, and special labeling of green products on e-commerce platforms. In terms of social responsibility, companies are also advised to strengthen communication regarding CSR activities by presenting interactive reports that demonstrate tangible impacts, while also directly involving consumers in programs such as

plastic waste recycling or environmental cleanup actions. With this integrated strategy, it is hoped that the younger generation's trust and green purchasing intentions for Rinso products will increase.

ADVANCED RESEARCH

The R-Square test results indicate that the green purchase intention variable in this study is influenced by green products, green awareness, and corporate social responsibility activities by 0.803. For further research, it is recommended to add other variables that may influence green purchase intention, such as product quality, marketing strategy, and social media influence. In addition, research can be conducted on other products in the same category, or using different research methods to gain a deeper understanding of the factors that drive purchase intentions for environmentally friendly products.

ACKNOWLEDGMENT

The researcher would like to express his sincere gratitude to Mr. Ali Hanafiah, SE., MM., DBA as the supervisor who has provided advice, time, motivation, guidance, enthusiasm, knowledge and advice that are very useful for the researcher also expresses his sincere gratitude to his parents, siblings, and friends who have provided continuous support, which played an important role in the completion of this research.

REFERENCES

- Ali, H., & Kasmu, ABP (2016). The influence of promotion on brand image in decision making. decision become Mercuri University students Buana. *Scientific Journal of Management and Business*, 2(2), 571-585.
- Amalia, E. (2020). The Influence of Green Product Innovation and Green Process Innovation on Profitability with Environmental Policy Moderation. Thesis, Airlangga University.
- Amallia, BA, Effendi, MI, & Ghofar, A. (2021). The effect of green advertising, trust, and attitude on green purchase intention: Evidence from Jogjakarta, Indonesia. *International Journal of Creative Business and Management*, 1(1), 66-79.
- Amallia, BA, Effendi, MI, & Ghofar, A. (2023). The influence of green advertising, green brand trust, and attitudes toward green products on green purchase intention. *Entrepreneurship Business Management Accounting (E-BISMA)*, 3(2), 68-84.
- Anggraini, FDP, Aprianti, A., Setyawati, VAV, & Hartanto, AA (2022). Learning Statistics Using SPSS Software for Validity and Reliability Testing. *Basicedu Journal*, 6(4), 6491-6504.
- Anjani, A. (2021). Implementation of Corporate Social Responsibility in Supporting the 2030 Sustainable Development Goals (Study Case study at PT Pupuk Kujang) (Thesis, University of Brawijaya, Malang). Accessed from <http://repository.ub.ac.id/187796>.
- Chang, M. (2024). Indonesia ranks second in the world as a contributor to plastic waste: UMN ECO 2024 will There is bad karma. Multimedia Nusantara University. Accessed from <https://www.umn.ac.id/indonesia-peringkat-dua-dunia-penyumbang-sampah-plastik-umn-eco-2024-akan-ada-karma-buruk/>
- Coordinating Ministry Field Economy Republic of Indonesia. (2023, February 10). Apply Green economy, the government encourages industrial players to undertake sustainable development. <https://ekon.go.id/publikasi/detail/4916/terapkan->

- ekonomi-hijau-pemerintah-dorong-pelaku-industri-melakukan-pembangunan-berkelanjutan
- Damaris, V. (2020). The Influence of Green Advertising, Green Brand, and Green Perceived Value on Green Purchase Intention [Thesis, Atma Jaya University Yogyakarta].
- Dea, RK (2023). The Influence of Green Products, Green Advertising, and Green Brands on Green Purchase Intention [Thesis, Atma Jaya University Yogyakarta].
- Farin, SE (2021). Accumulation of Difficult-to-Decompose Plastic Waste Impacts the Future Environment. Lambung Mangkurat University, Banjarmasin.
- Febriani, S. (2019). The effect of green marketing mixes on green product purchase intention for Innisfree products in Jakarta with consumer's attitude as a mediating variable. *Journal of Business Management and Entrepreneurship*, 3(1), 49-60.
- Fernandes, AD, Astuti, AB, Solimun, AL, Nurjannah, & Isaskar, R. (2019). Smoothing Spline Nonparametric Path: Application for Green Product and Green Marketing Strategy towards Green Product Purchasing Intention. *IOP Conference Series: Earth and Environmental Science*.
- Fortunata & Hanafiah. (2024). Examining Indonesian Gen Z Muslim Consumers' Purchase Intentions for Muslim Fashion on Shopee: A TPB Extension Perspective. *Journal Ilmiah Manajemen dan Bisnis*, 10 (2), 195-212.
- Ghozali, I. (2021). *Principal Least Squares Concept, Techniques, and Applications Use Smartpls 3.0*. Diponegoro University.
- Hair, J.F. (2021). *A primer on partial least squares structural equations modeling (PLS-SEM)*. SAGE.
- Hanafiah, A., & Djabbar, R. U. (2024). Exploring the Role of Green Advertising in Shaping Generation Z's Purchase Intentions for GESITS Electric Motorbikes: A TPB Perspective in JABODETABEK Area. *International Journal of Integrative Sciences*, 3(9), 1067-1080.
- Hanafiah, A., Laylatushufa, N., Ahmad, F. S., Wibowo, M. W., & Nusraningrum, D. (2023). Purchase Intention of Halal Lip Cosmetics on Shopee among Youth Generation: An Investigation using Theory of Planned Behavior. *Jurnal Manajemen Teknologi*, 22(3), 282-299. <https://doi.org/10.12695/jmt.2023.22.3.5>
- Hasanah, AS, Hindrayani, A., & Noviani, L. (2023). The influence of environmental awareness and green advertising on purchasing decisions for green products. *Journal of Environmental Science Economics (JIE)*, 2(1), 1-12.
- Hernizar, AT, Ramdan, AM, & Mulia, F. (2020). The influence of green product and green brand awareness on green purchase intention. **E-Journal of Economics and Business, Udayana University **, 9(3), 263-274. ISSN: 2337-3067.
- Hotimah, RADN, & Samsudin, A. (2024). The influence of green product, green marketing, and green brand image towards green purchase intention on Sensatia Botanicals products in Surabaya. **Formosa Journal of Multidisciplinary Research**, 3(2), 551-562.
- Imaningsih, NS and W. (2022). *Green Marketing*. Media Edu Library.
- Jayani, D.H. (2021). More than Half of Indonesia's population lives in Java. Accessed from <https://databoks.katadata.co.id/demografi/statistik/4e9e52829d77f4b/lebih-dari-setengah-penduduk-indonesia-tinggal-di-jawa>
- Kartawinata, BR, Maharani, D., Pradana, M., & Amani, HM (2020, August). The Role of Customer Attitude in Mediating the Effect of Green Marketing Mix on Green Product Purchase Intention in Love Beauty and Planet Products in Indonesia. *IEOM Society International*, 3023-3033.

- Kotler, P., & Keller, K. (2016). *Marketing Management* 15 Global Edition. United States: Pearson Education Limited.
- Kristanti, L., & Ramli, Y. (2024). The influence of green marketing, green image & sustainable beauty awareness on green purchase intention of Love Beauty and Planet products in Jakarta. *JFM: Journal of Fundamental Management*, 4(1), 66-79.
- Kumparan. (2023, October 3). The Role of Generation Z in Addressing the Environmental Crisis.
- Laksmi, AD, & Wardana, M. (2015). The Role of Attitude in Mediating the Influence of Environmental Awareness on Intention to Purchase Environmentally Friendly Products. *E-Journal of Management Unud*, 4(7), 1902-1917.
- Law No. 40 of 2007 concerning Limited Liability Companies (State Gazette of the Republic of Indonesia 2007 Number 106, Supplement State Gazette of the Republic of Indonesia Number 4756);
- Lestari, ER, Septifani, R., & Nisak, K. (2021). Green awareness and green purchase intention: The moderating role of corporate image. *IOP Conference Series: Earth and Environmental Science*, 924, 012051.
- Li, M., & Rabeeu, A. (2024). What a corporate social responsibility motivation drives customer extra-role behavior and green purchase intentions: The role of ethical corporate identity. *Sustainability*, 16(3), 5611.
- Liputan6. (2023, December 27). P&G's ambitious target for environmental sustainability: Reduce 30 million tons of emissions carbon and 100 percent reusable packaging. <https://www.liputan6.com/lifestyle/read/5290402/target-ambisius-pampg-untuk-keberlanjutan-lingkungan-kurangi-30-juta-ton-emisi-karbon-dan-100-persen-kem>
- Maulana, H., & Soepatini, P. (2021). *Segmenting, Targeting, Positioning: Why, what, and how*. Muhammadiyah University Press.
- Media Indonesia. (2023, August 23). Consumer survey: Willing to pay more for sustainable products. <https://mediaindonesia.com/ekonomi/427733/survei-konsumen-bersedia-bayar-lebih-untuk-produk-berkelanjutan>
- Mulya, EAW, & Kusumawardhani, A. (2023). The impact of green marketing on customer purchase intention: The mediating role of customer concerns and beliefs and green brand knowledge. *Diponegoro International Journal of Business*, 6(2), 90-103.
- Nissa Septia. (2023). Facts about plastic waste in Indonesia. *Kompasiana*. <https://www.kompasiana.com/nissaseptia3894/63b442047767e451ba0e13b2/fakta-sampah-plastik-di-negara-indonesia>
- Nurhalisa, S., Wahyuningsih, T., Liestyana, Y., Utami, Y., & Tugiyo, T. (2023). Analysis of green product, green advertising, green perceived value, green trust, and green purchase intention of Aqua product in Special Region of Yogyakarta. **Journal of International Conference Proceedings**, 6(6), 29-41.
- Priansa, DJ 2017. *Consumer Behavior in Contemporary Business Competition*. Bandung: Alfabeta Publisher.
- PT Unilever Indonesia Tbk. (2023). *Annual report 2023*.
- PT Unilever Indonesia Tbk. (2023). *Sustainability Report 2023: A Healthy, Prosperous, and Sustainable Indonesia*.
- Putra, DR, & Prasetyawati, YR (2021). The Influence of Green Products on Consumer Repurchase Intention Through Green Advertising (A Study of Starbucks Consumers). *Journal of Marketing Management*, 15(2), 69-74.
- Putri, VP (2023). Encouraging sustainable choices: Eco-labeling, eco-branding, and their impact on green purchase intentions and consumer behavior. *Journal of Business Economics, Management, and Accounting (Jebma)*, 3(3), 1-15.

- Raihan, A., & Ramli, Y. (2024). The influence of green products, green awareness, and environmental concern on green purchase intention on Garnier products in the Meruya area. **Journal of Sustainable Economics and Business**, 1(1), 49-58.
- Rainer, P. (2023). BPS Census: Indonesia is Currently Dominated by Gen Z. GoodStats Data. Retrieved from <https://data.goodstats.id/statistic/sensus-bps-saat-ini-indonesia-didominasi-oleh-gen-z-n9kqv>
- Riyanti, C., & Raharjo, ST (2023). Asset-Based Community Development in Corporate Social Responsibility (CSR) Programs. *Collaborative Journal Resolution Conflict*, 3(1), 115-126.
- Rizwan, Muhammad, Usman M, Hammad S and Arham T. (2014). 'An Empirical Study about Green Purchase Intentions', *Journal of Sociological Research*, 5 (1) ISSN 1948-5468.
- Rumondang, A., Sudirman, A., Sitorus, S., Kusuma, AHP, Manuhutu, M., Sudarso, A., Simarmata, J., & Hasdiana, D., (2020). *Digital Marketing and Consumer Behavior*. Kita Menulis Foundation.
- Safitri, D., Tazkia, P., Amanda, X., Shintia, Y., Putri, TF, Amada, SN, & Putra, EY (2023). Analysis of corporate social responsibility at PT Unilever Indonesia in business international journal in Indonesia. *Publication Journal Management Science (JUPIMAN)*, 2(2), 178-189.
- Satriadi, S., Tubel Agusven, ST, Elvi Latriani, SE, Triyani Capege Hadmandho, MBA, Ramli, RAL, Annisa Sanny, SE, ... & KM, S. (2022). *Marketing Management*. CV Rey Media Graphics.
- Setyaningrum, Ayu and Putu Nina Madiawati. "Green Marketing on the Brand Image of Philips LED Lamp Products in Bandung City." *Journal of Economics and Business* 1, no.2 (2017): 166.
- Sugiarto. (2021). *Business Research Methods*. Yogyakarta: Andi.
- Sugiyono. (2020). *Quantitative, Qualitative, R & D Research Methods*. Bandung: Alfabeta.
- Tao, Y.-T., Lin, M.-D., & Khan, A. (2022). The impact of CSR on green purchase intention: Empirical evidence from the green building industries in Taiwan. *Frontiers in Psychology*, 13, 1055505.
- UIN Jakarta. (2023). *PPIM UIN Jakarta Research: Generation Z Cares More About the Environment Than Other Generations*.
- Warlina, L. (2019). Plastic waste management for mitigation disaster environment. Diki, S. Utami, YT Hewindati, E, Herlinawati (Eds.), *The Role of Mathematics, Science and Technology in Disasters*, Open University, Banten, 89-110.
- Widi, RN, & Ramli, Y. (2024). The influence of green products, environmental concerns, and green trust on Tupperware's green purchase intention (Study on Ciledug Society). **Journal of Sustainable Economics and Business**, 1(1), 1-11.
- Yulius, A. (2019). *The Influence of Green Product, Green Price, and Green Advertising on Green Purchase Intention* [Thesis, Atma Jaya University Yogyakarta].
- Zhang, Q., & Ahmad, S. (2021). Analysis of corporate social responsibility execution effects on purchase intention with the moderating role of customer awareness. *Sustainability*, 13(8), 4548.
- Zulkifli, A. (2020). *Green Marketing; Redefinition of Green Product, Green Price, Green Promotion, Green Place* (1st ed.). House Knowledge.