PURCHASE INTENTION AMONG GENERATION Z: PRODUCT INNOVATION, GREEN MARKETING, BRAND AWARNESS, AND BRAND IMAGE

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ABSTRACT

The rapid development of technology in the current era is also utilized in creating environmentally friendly products, amidst the industrial world that is beginning to have social and environmental impacts, which can influence lifestyle and societal behavior, influenced by factors such as economic ability, awareness, and the abundance of goods proportional to the increasing needs of individuals, where appearance is a very important factor to be considered to enhance beauty. With increasingly fierce competition, the Somethinc brand creates quality and environmentally friendly beauty products while still considering the impact on the environment in the future. To address this challenge, this study aims to investigate the factors influencing the purchase intention of Somethinc products. Research data were obtained through an online survey involving 200 respondents. Data analysis was conducted using Structural Equation Model (SEM) with the SmartPLS 4 analysis tool. The results show that Product Innovation does not affect purchase intention, while green marketing and brand awareness influence purchase intention. Brand image mediates the influence of product innovation, green marketing, and brand awareness on purchase intention for Somethinc products among Generation Z in Indonesia.

KEYWORDS	*Product Innovation, Green Marketing, Brand Awareness, Brand Image, Purchase Intention*

INTRODUCTION

Global warming is a process resulting in an increase in the average temperature on the Earth's surface caused by the accumulation of greenhouse gases. The impacts of global warming are felt by many countries around the world, including Indonesia, leading to changes in seasons such as longer dry seasons and water

shortages. Environmental awareness has become a recent phenomenon in the industrial era for business actors who are competing to create environmentally friendly products that can sustain life and reduce the impact of global warming. Environmentally friendly products are those made from natural materials, reducing chemicals, and recyclable (Deccasari et al., 2022). According to the Ministry of Industry website (2019), the use of environmentally friendly products can assist government programs regarding industrial resource development by creating products with the concept of "Circular Economy," meaning products can be reduced, reused, recycled, recovered, and rethought to become alternative energy sources. This activity can also help government programs comply with Regulation Number 41 of 2015 concerning Industrial Resource Development, which requires industrial companies to utilize natural resources efficiently and create environmentally friendly products.

The rapid development of technology in the current era is utilized to create environmentally friendly products. The industrial world is beginning to impact society and the environment, influencing lifestyle choices influenced by factors such as economic ability, awareness, and the abundance of goods proportional to the increasing needs of individuals. In today's era, appearance is a significant factor in enhancing beauty, and lifestyle choices are influenced by various factors. Therefore, in line with the rapid development of the industrial world, the personal care and beauty industry is experiencing significant growth, especially in Indonesia (Moningka et al., 2020). Many businesses seize this phenomenon as a business opportunity, particularly in the cosmetics sector.

The use of beauty products is no longer age-specific, with children and adults alike using them. This is in line with a survey conducted by Zap Beauty Index in collaboration with Markplus, which conducted online research from July to September 2019 with 6,460 female respondents spread across Indonesia aged 13-65 years. The research found that 43.3% of women start using makeup at the age of 13, 36% use skincare products from the age of 19, and 1 in 4 women in Indonesia have undergone treatment at beauty clinics since their teenage years, under 19 years old. Based on these findings, it can be said that the use of beauty products is not age-specific; even children are beginning to take care of their appearance (ZAP Beauty Index, 2020).

Regarding age, there are several classifications that categorize individuals into specific generations. Based on the generation theory developed by Karl Mannheim in 1923 titled "The Problem of Generation," a generation is a group of individuals born within a relatively similar time span who share similar characteristics and tendencies. The theory also explains the division of generations based on a 15-year birth range, categorized into several generations including the Baby Boomer Generation, Generation X, Generation Y or Millennials, and Generation Z (Mannheim, 1992). According to mccrindle.com, generational classifications are divided into 6 categories as shown in the following image:

Figure 1. Generation Type Classification
Source: mccrindle.com.au

Based on the generational differences shown in the table above, each generation has certain spending habits for purchasing beauty products, which can determine the priority level for individuals in fulfilling their beauty product needs. In a survey conducted by ZAP Beauty Index (2020), it is stated that Generation Z has the highest spending on beauty products compared to other generations, with an average monthly expenditure on beauty products ranging from Rp. 1,000,000 to Rp. 2,999,999. Additionally, Generation Z often spends time online seeking role models in the beauty world. More than half of Generation Z women (54.0%) choose beauty influencers as role models in the beauty world. In this regard, Generation Z has a greater interest in beauty products compared to other generations.

With the increasing interest in beauty products, companies continue to innovate to create quality and environmentally friendly products. Based on a survey conducted by Compas.co (2022) in the period April - June 2022, there are 10 best-selling skincare brands on e-commerce platforms, as seen in the image below:
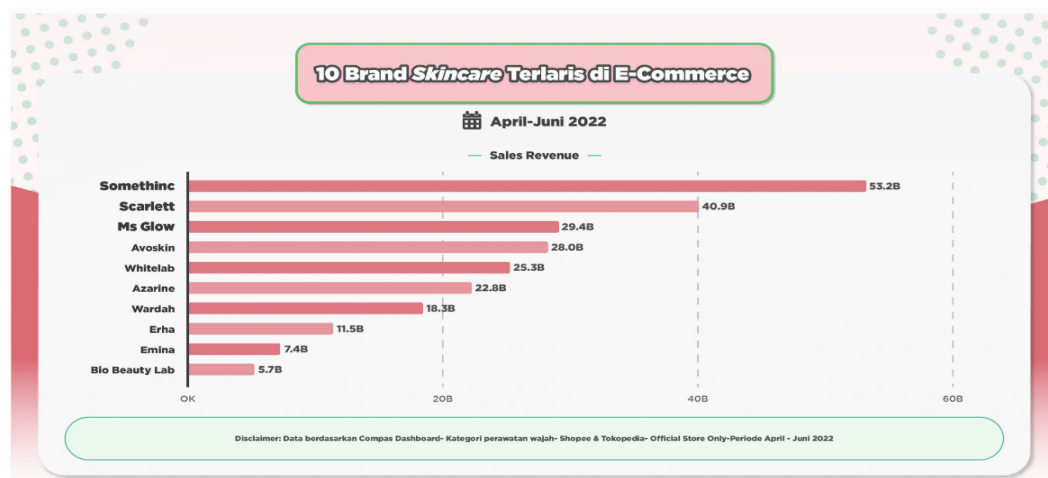
Figure 2. Best Selling Skincare Brand in E-Commerce
Source:(Compas.co, 2022)

The survey results reveal the top ten best-selling skincare brands, where the brand Somethinc, despite being established in 2019, managed to dominate the market with total sales reaching Rp. 53.2 billion. Somethinc continues to innovate its products in an effort to attract consumer purchase intentions, and through product innovation, the company hopes to remain competitive and grow (Tjiptono, 1997). This is supported by research conducted by Ishak Sirait et al. (2022), showing that the Product Innovation variable has a significant and positive effect on Purchase Intention. However, research by Kusuma et al. (2021) yielded different results, indicating that the Product Innovation variable does not have a significant effect on Purchase Intention.

Somethinc is a local skincare brand that offers beauty products that meet customer needs with good quality and halal certification (Lindungihutan, 2022). The concept of Green Marketing implemented by Somethinc is an alternative marketing activity that utilizes resources effectively and efficiently to obtain innovative products with good quality while also considering environmental sustainability in the future. Using environmentally friendly products is one strategy used to attract consumer purchase intentions, as shown by research conducted by Suparmi & Daryanto (2021), indicating that the Green Marketing variable influences Purchase Intention. However, research by (Jinan et al., 2022) obtained different results, showing that the Green Marketing variable does not affect Purchase Intention.

According to Crueltyfree (2023), Somethinc brand never uses animals for testing in the product manufacturing process because their products are made from organic and environmentally friendly materials. Additionally, Somethinc also initiates a movement by inviting the community in Indonesia to help reduce waste/plastic bottles by disposing of such waste at Somethinc Recycle Stations spread throughout Indonesia (Somethinc, 2023). Another strategy employed by Somethinc to introduce their products and reach a wider market is by collaborating with Korean artists such as NCT Dream and Han So Hee. This movement is one strategy to be easily remembered by consumers, thus increasing Brand Awareness of the

Somethinc brand, which is an important dimension in building brand equity. This is also in line with research conducted by Pandapotan & Risqiani (2022), showing that Brand Awareness influences Purchase Intention. However, research by Ningrum et al. (2022) showed that Brand Awareness does not affect Purchase Intention. Creating innovative products, applying Green Marketing strategies, engaging in social movements, and collaborating with famous Korean artists to enhance Brand Awareness are factors that can improve the positive Brand Image of Somethinc products in the eyes of consumers. Based on the phenomena outlined above, this research is titled "Purchase Intention among Generation Z: product innovation, green marketing, brand awareness, and brand image."

RESEARCH METHOD

This research employs a quantitative descriptive approach. The study focuses on users or individuals familiar with products from Somethinc who have not been identified. The population used consists of Generation Z individuals aged 15 to 29 years who are Indonesian citizens. In determining the sample, a non-probability sampling technique is used, namely accidental sampling, where the sample is selected based on chance encounters with the researcher, deemed suitable as a data source for the study (Sugiyono, 2018). According to Hair et al. (2021), if the population size is unknown, the sample size should be 5 to 10 times the number of indicators used in the study. The sample size used in this research is 20 indicators, resulting in a calculation of 20 X 10 = 200 samples. The research survey is conducted by distributing questionnaires via Google Form. Data analysis in this study is assisted by descriptive analysis using the SPSS statistical application and Smart PLS software. SEM method is a continuation of path analysis and multiple regression analysis, both of which are forms of multivariate analysis (Haryono, 2017:2). In this study, data analysis technique using Smart PLS. The conceptual framework of this research is depicted in the following diagram (Ningrum & Tobing, 2022).
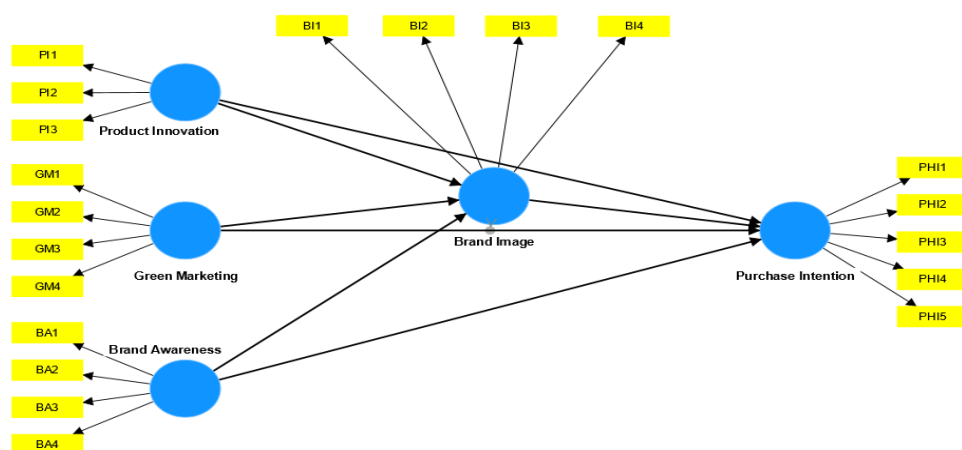
Gambar 3. Bentuk konseptual penelitian

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The independent variables in this study consist of the product innovation variable, green marketing variable, brand awareness variable, while the dependent variable is the purchase intention variable. The moderating variable is the Brand Image Variable. Each variable consists of several indicators and is summarized in the following table:

Table 1. Operational Variables

No	Variable	Indicators	Reference	Scale
1	Product Innovation	- Product Excellence - Product Design - Product Quality	Karystin Meilisa Suade & Poernomo, (2021)	Likert
2	Green Marketing	- Green Product - Premium Price - Green Place - Green Promotion	Allen Manongko, (2018)	Likert
3	Brand Awareness	- Recall - Recognitif - Purchase - Consumption	Keller, (2009)	Likert
4	Brand Image	- Professional Impression - Modern Impression - Serving all segments - Attention to Customers	Hoeffler & Keller, (Hoeffler & Keller, 2003)	Likert
5	Purchase Intention	- Consumers want to seek information about the product - Consumers want to know more details about the product - Consumers are interested in trying the product - Consumers want to buy - Consumers want to own the product	Heru Triatmaja Eryadi, Eka Yuliana, ST., (Eryadi & Yulianna, 2016)	Likert

RESULT AND DISCUSSION

This research used 200 respondents based on the considerations explained in the methodology section. The data analysis began with understanding the descriptive characteristics of the respondents, including Gender, Age, and Occupation. This was done to understand how differences in backgrounds could influence perceptions of the questionnaire items (indicators) previously presented. Based on the table below, the average respondents were female, accounting for 66%, with the dominant age group being 20-24 years old at 53.5%, and the average respondent being students.

Table 2. Respondent Characteristics

Characteristic		Frequency	Percentage
Gender	Female	132	66%
	Male	68	34%
Age	15 – 19 year	26	13%
	20 – 24 year	107	53,5%
	25 – 29 year	67	33,5%
Occupation	Civil Servant	17	8,5%
	Private Employee	43	21,5%
	Student	76	38%
	Entrepreneur	39	19,5%
	Freelance	18	9%
	Others	7	3,5%

Table 3. Outer Loading

Source: Research processed data 2023

Variable	PI	GM	BA	BI	PHI
PI1	0.836				
PI2	0.774				
PI3	0.843				
GM1		0.785			
GM2		0.810			
GM3		0.827			
GM4		0.840			
BA1			0.827		
BA2			0.841		
BA3			0.805		
BA4			0.833		
BI1				0.805	
BI2				0.817	
BI3				0.827	
BI4				0.817	
PHI1					0.793
PHI2					0.799
PHI3					0.795
PHI4					0.830
PHI5					0.804

Based on the convergent validity test results, seen through the loading factor values and AVE, where AVE values > 0.5 and outer loading values > 0.7 indicate

satisfactory results (Duryadi, 2021). Table 3 shows that each construct's convergent validity has a loading factor value greater than 0.7, indicating that each indicator used adequately explains the research construct.

Table 4. AVE

Variable	Average Variance Extracted (AVE) > 0,5
Product Innovation	0.670
Green Marketing	0.665
Brand Awareness	0.683
Brand Image	0.667
Purchase Intention	0.647

Source: Research processed data 2023

Besides being known from the loading factor value, the convergent validity test can also be seen by looking at the Average Variance Extracted (AVE) value. The AVE value that must be generated for each variable is at least 0.5. If the variable AVE value is above 0.5, it can be said that the variable has met convergent validity (Haryono, 2017). The AVE value listed in table 4 shows that all variables used in this study have a value greater than 0.5 which means that they have met the convergent validity limit.

Table 5. Fornell-Larcker

	PI	GM	BA	BI	PHI
Product Innovation	**0.819**				
Green Marketing	0.530	**0.816**			
Brand Awareness	0.566	0.531	**0.826**		
Brand Image	0.540	0.548	0.539	**0.816**	
Purchase Intention	0.804	0.565	0.587	0.579	**0.804**

Source: Research processed data 2023

The model is said to have a fairly good discriminant validity if the AVE root for each construct is greater than the correlation between the construct and other constructs (Haryono, 2017: 383 as Table 5 shows that the AVE root is greater than the latent variable correlation so that the research data has met the discriminant validity so that it is declared valid.

Table 6. Construct Reliability

Variable	Cronbach's Alpha > 0,7	Composite Reliability > 0,7
Product Innovation	0.755	0.859
Green Marketing	0.832	0.888
Brand Awareness	0.845	0.896
Brand Image	0.833	0.889
Purchase Intention	0.864	0.902

Source: Research processed data 2023

The reliability of a construct can be measured by reflexive indicators, it can be done in two ways, namely with Cronbach's Alpha and Composite Reliability (Ghozali &; Latan, 2015). Composite Reliability and Cronbach's Alpha both have values of more than 0.7, indicating a high level of reliability for the measurement model.

Table 7. F-Square (F^2)

	PI	GM	BA	BI	PHI
Product Innovation				0.066	0.024
Green Marketing				0.090	0.055
Brand Awareness				0.064	0.076
Brand Image					0.066
Purchase Intention					

Source: Research processed data 2023

F-square analysis is used to determine the weak strength (effect size) of the influence of exogenous variables on endogenous variables and mediation variables on endogenous (Y) with a criterion range of 0.35 declared strong, 0.15 declared moderate and 0.02 declared weak (Cohen et al., 1998). Values less than 0.02 can be ignored or considered no effect (Sarstedt et al., 2017). Based on table 7 F Square, that the effect size of all variables is categorized as medium, because it obtains results greater than 0.02 and smaller than 0.15.

Table 8. R-Square (R^2)

	R-square	R-square adjusted
Brand Image	0.424	0.415
Purchase Intention	0.493	0.483

Source: Research processed data 2023

The determination of R2 aims to determine the effect of all exogenous variables on endogenous variables used in research. R2 *square* values with a range of 0.19; 0.33 and 0.67 which are defined as low, moderate, high (Duryadi, 2021). In table 8, the R-Square value obtained by the brand image construct is 0.424. This value explains that the amount of influence with Product innovation, green marketing, brand awareness is worth 42.4% (moderate influence). Then for the R-Square value for the purchase intention construct is 0.493. This acquisition means that the percentage of purchase intention can be explained by the construct of Product innovation, green marketing, brand awareness and brand image of 49.3% (moderate influence).

Table 9. Q-Square (Q^2)

	Q^2 predict
Brand Image	0,385

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Purchase Intention	0,426

Source: Research processed data 2023

The Q-square (Q2) value of > 0 indicates that predictive is relevant both which means that the level of observation in the study is high, while if the Q-square (Q2) value < 0 indicates that the predictive is not well relevant, which means that the observation level is low (Duryadi, 2021) based on table 9 of the brand image construct of 0.385 and the purchase intention construct of 0.426 which means that predictive is relevant well and predictive relevance is high.

Table 10. Model Fit

	Saturated model	Estimated model
SRMR	0.057	0.057
NFI	0.829	0.829

Source: Research processed data 2023

The model fit test in this research model is seen from the SRMR and NFI values. In order for the model to meet the model fit criteria, the SMSR value must be less than 0.08 (Henseler et al., 2015). Based on the SMART PLS website for NFI, the score range is 0 to 1, which is closer to 1, the better the model built. In table 10, the SRMR value is 0.057 < 0.08 and the NFI value is 0.829 (close to 1) so that it can be concluded that the data already describes the overall model or fit model with the data.

Table 11. Hypothesis Test Results

Hypotheses	Relationships Between Hypotheses	Original sample (O)	T statistics	P value	Result
H1	PI→PHI	0.145	1.533	0.125	Not Supported
H2	PI→BI	0.250	2.426	0.015	Supported
H3	GM→PHI	0.218	2.692	0.007	Supported
H4	GM→BI	0.285	3.191	0.001	Supported
H5	BA→PHI	0.259	2.717	0.007	Supported
H6	BA→BI	0.246	2.890	0.004	Supported
H7	BI→PHI	0.241	3.229	0.001	Supported
H8	PI→BI→PHI	0.060	2.108	0.035	Supported
H9	GM→BI→PHI	0.069	2.047	0.041	Supported
H10	BA→BI→PHI	0.059	2.056	0.040	Supported

Source: Research processed data 2023

The level of significance used in this study is 0.05 ($\alpha = 5\%$), the condition for a hypothesis to be accepted or rejected is seen from the Statistical T value and P-Value. If the t-statistic value ≥ 1.96 or p-value ≤ 0.05, then the hypothesis is accepted and if the t-statistic value ≤ 1.96 or p-value ≥ 0.05, then the hypothesis is rejected (Haryono, 2016).

The Influence of Product Innovation on Purchase Intention

Based on the test results, it is shown that product innovation has a positive but not significant effect on purchase intention. This is evidenced by the path coefficient of 0.145 with a t-statistic value of 1.533 < 1.96 and a p-value of 0.125 > 0.05. Thus, H1 in this study is rejected, meaning that product innovation does not have a direct influence on the purchase intention of Somethinc product users among Generation Z in Indonesia. This finding is supported by the study conducted by Kusuma et al., (2021), which found that product innovation does not affect purchase intention. This indicates that product innovation is not a primary factor for respondents in determining purchase interest in Somethinc products.

The Influence of Product Innovation on Brand Image

Based on the test results, it is shown that product innovation has a positive and significant effect on brand image. This is evidenced by the path coefficient of 0.250 with a t-statistic value of 2.426 < 1.96 and a p-value of 0.015 > 0.05. Therefore, H2 in this study is accepted, meaning that for Generation Z in Indonesia, increasing product innovation in Somethinc products will affect the brand image of Somethinc products to build a good brand image for the product. This finding is also supported by studies conducted by (Soemali, 2015; Yildiz & Koçan, 2018), which showed that product innovation affects brand image, indicating the need for increased innovation and quality attention from Somethinc products to gain good attention among Generation Z consumers in Indonesia and improve the brand image of the product.

The Influence of Green Marketing on Purchase Intention

Based on the test results, it is shown that green marketing has a positive and significant effect on purchase intention. This is evidenced by the path coefficient of 0.218 with a t-statistic value of 2.692 < 1.96 and a p-value of 0.007 < 0.05. Therefore, H3 in this study is accepted. This indicates that for Generation Z in Indonesia, their benchmark in purchasing interest for Somethinc products is by considering good and natural product quality that can provide health benefits to the skin. This finding is also supported by studies conducted by (Mursandi et al., 2020; Suparni & Daryanto, 2021), which found that Green Marketing has a positive and significant effect on Purchase Intention, indicating the need to improve environmentally friendly product quality, use recyclable raw materials, non-toxic products, and use eco-labels to increase consumer buying interest in Somethinc products.

The Influence of Green Marketing on Brand Image

Based on the test results, it is shown that green marketing has a positive and significant effect on brand image. This is evidenced by the path coefficient of 0.285 with a t-statistic value of 3.191 < 1.96 and a p-value of 0.001 < 0.05. Thus, H4 in this study is accepted. This indicates that the increase in the implementation strategy of green marketing concepts by Somethinc products in promoting their offered products can enhance the brand image or brand image of Somethinc products

among Generation Z in Indonesia. This finding is supported by research conducted by (Asyhari & Yuwalliatin, 2021; Juliantari et al., 2019), which showed that green marketing has a positive and significant effect on brand image. Therefore, effective green marketing strategies are needed to improve the positive image of Somethinc products among Generation Z in Indonesia.

The Influence of Brand Awareness on Purchase Intention

Based on the test results, it is shown that brand awareness has a positive and significant effect on purchase intention. This is evidenced by the path coefficient of 0.259 with a t-statistic value of $2.717 < 1.96$ and a p-value of $0.007 < 0.05$. Therefore, H5 in this study is accepted. This indicates that increasing brand awareness or good brand awareness of Somethinc products can increase buying interest among Generation Z in Indonesia. This finding is supported by research conducted by (Shahid et al., 2017), which explained that brand awareness has a positive and significant effect on purchase intention.

The Influence of Brand Awareness on Brand Image

Based on the test results, it is shown that brand awareness has a positive and significant effect on brand image. This is evidenced by the path coefficient of 0.246 with a t-statistic value of $2.890 < 1.96$ and a p-value of $0.004 < 0.05$. Therefore, H6 in this study is accepted. This indicates that the better the brand awareness of Somethinc products, the better the brand image perceived by Generation Z in Indonesia. This finding is supported by studies conducted by (Tarabieh, 2022; Zia et al., 2021), which found that brand awareness has a positive and significant effect on brand image. Thus, good brand awareness is needed as an access for product recognition and recall to enhance the brand image of Somethinc products among Generation Z, thereby gaining a competitive advantage over competitors.

The Influence of Brand Image on Purchase Intention

Based on the test results, it is shown that brand image has a positive and significant effect on purchase intention. This is evidenced by the path coefficient of 0.241 with a t-statistic value of $3.229 < 1.96$ and a p-value of $0.001 < 0.05$. Therefore, H7 in this study is accepted. This indicates that the better the brand image of Somethinc products, the higher the purchase intention among Generation Z in Indonesia. This is because brand image is related to brand reputation and credibility, which will serve as a guide for consumers in trying or using a product, thereby creating a "Brand Experiment" experience that will be considered whether the consumer is loyal or just an opportunity (easily switch to another brand) (Lestyowati, 1970). This finding is supported by research conducted by (Devanagiri & Rastini, 2022; Hien et al., 2020), which showed that brand image positively influences purchase intention.

The Relationship between Product Innovation and Purchase Intention through Brand Image as a mediating variable

Based on the test results, it is shown that the indirect effect coefficient of product innovation on purchase intention through brand image is significant. This

is evidenced by the path coefficient of 0.060 with a t-statistic value of 2.108 < 1.96 and a p-value of 0.035 < 0.05. Therefore, H8 in this study is accepted. This indicates that the better the product innovation of Somethinc products, the better the brand image perceived by consumers, which will further increase purchase intention among Generation Z in Indonesia for that product. By creating new products, revising inadequate products, or developing existing products, it can increase customer desire to buy the product (Rachma & Asiyah, 2022). This finding is also supported by research conducted by (Wijaya, 2022), which found that brand image can indirectly mediate the relationship between product innovation and purchase intention for a product.

The Relationship between Green Marketing and Purchase Intention through Brand Image as a mediating variable

Based on the test results, it is shown that the indirect effect coefficient of green marketing on purchase intention through brand image is significant. This is evidenced by the path coefficient of 0.069 with a t-statistic value of 2.047 < 1.96 and a p-value of 0.041 < 0.05. Therefore, H9 in this study is accepted. This indicates that the better the implementation of green marketing concepts in promoting Somethinc products, the better the brand image perceived by consumers, and the higher the purchase intention among Generation Z in Indonesia. The concept of green marketing is not only about marketing activities or product characteristics but also includes the production process and techniques used (Osiyo, 2018). This finding is supported by research conducted by Juliantari et al., (2019); Andika & Respati, (2021), which found that brand image can partially mediate the relationship between green marketing and purchase intention.

The Relationship between Brand Awareness and Purchase Intention through Brand Image as a mediating variable

Based on the test results, it is shown that the indirect effect coefficient of brand awareness on purchase intention through brand image is significant. This is evidenced by the path coefficient of 0.059 with a t-statistic value of 2.056 < 1.96 and a p-value of 0.040 < 0.05. Therefore, H10 in this study is accepted. This indicates that the better the brand awareness of Somethinc products, the higher the brand image perceived by Generation Z in Indonesia, thus increasing purchase intention for that product. With good brand awareness, they can introduce their products and reach a wider market. This finding is also supported by research conducted by (Büyükdağ, 2021; Tariq et al., 2017), which found that brand image can mediate the relationship between brand awareness and purchase intention for a product.

CONCLUSION

Based on hypothesis testing, discussion results, and research findings, the conclusions obtained are as follows: green marketing and brand awareness have a significant positive effect on purchase intention. However, different results are found for product innovation, which does not affect the purchase intention. Brand image can mediate product innovation, green marketing, and brand awareness on purchase intention.

This research is able to provide implications that can be used and considered in making decisions in the business world, especially in the beauty products industry, to understand consumer interest in purchasing products, especially among Generation Z in Indonesia. It is hoped that future research can include more factors influencing purchase intention besides those found in this study.

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