

**The Effect of Analysis Brand Orientation and Gen Z Consumer Attitudes Toward Green Products Purchase Decision****Tobing, Rudy P<sup>1\*</sup>, Valia, Arin<sup>1</sup>, Mulyaningsih<sup>1</sup>, Nani<sup>1</sup>**<sup>1</sup>Management Study Program, Faculty Business and Education, MNC University  
Jl. Panjang Kedoya, Jakarta Barat. Indonesia**\*Email:** [rudy.tobing@mncu.ac.id](mailto:rudy.tobing@mncu.ac.id)**ABSTRACT**

Generation Z is associated with a group of people who pay special attention to environmental pollution and global warming issues. These consumers are concerned over the impact of environmental pollution in everyday life. This is explanatory research with a purposive sampling method. The sample consisted of 83 university students and students in the Green Garden area of West Jakarta, ranging in age from 13 to 26 years. Data collection techniques through online surveys and applying a control questionnaire to research questions. Multiple regression statistical analysis test with SPSS software. The results of the analysis show that there is an influence of brand orientation and customer attitude on purchasing decisions for green products. Gen Z has more exposure to eco-friendly products but needs to have high confidence in eco-friendly products. Brands have an important role in building self-confidence from consumers to migrate from non-environmentally friendly to environmentally friendly consumers.

**Keyword:** *Brand Orientation, Gen. Z, Consumer Attitude, Green Product, Purchase Decision*

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### INTRODUCTION

Today society is faced with the climate change crisis because of environmental damage around the world, including in Indonesia. Establishment of the public awareness on environmental pollution consequences, is an important step to prevent additional environmental damage. Campaign to promote the use of green products to the public and to increase the consumption of green products (Hariyadi et. al., 2021). Green product defined as products that are environmentally friendly or harmless to the environment, both during the production process and when consuming them (Pankaj & Vishal, 2014).

On the other hand, consumers today also demand for company responsibilities to society by becoming environmentally friendly brand, providing the best quality service, and brands that have a sustainability agenda that concerns future generations. A brand is a collection of names, terms, signs, symbols, or a combination of all that represents the identity of the manufacturer or seller of the product (Kottler, 2020). Companies today realize the important roles of the brand for maintaining continuity of business activities amid the current tight market competition; as for companies that are known as brand-oriented companies or companies that carry out brand orientation (Baumgarth et. al., 2013).

Brand orientation is a company's sustainability efforts, for both financially and non-financially, to survive market competition to ensure business continuity (Urde, 2013). The results of brand orientation efforts can be measured by level of consumer interest and interest in a brand through purchasing decisions made, this is evidence of consumer response to reputation and image to consumers, better consumer perceptions will be reflected through market share and increased company income received from before. Both large, medium and small-scale companies are currently affected by the rapid advances in information and communication technology that have occurred in the last two decades.

This condition requires companies to take adaptation steps in a business strategy that adapts to current market conditions (Tobing et. al, 2020). When observed more closely, many consumer products companies are brand-oriented and implement sustainability efforts as part of their business strategy, this commitment can be seen in sustainability reporting which is periodically submitted to the public through the stock market as part of business accountability procedures. (Kotler & Keller, 2009). Consumers make purchase decision after assessment of the intended brand through the products they want to use by considering the maximum benefits they will receive.

Consumers who consume environmentally friendly products can be categorized as green consumers (Hariyadi et. al., 2021). So that individuals or groups of people who are ecological aware also referred to green consumers. According to Harahap & Amanah (2018) in Fianto (2020) purchase decisions are the stage of the processes that need recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior as steps before consumers buy products or services. Indicators of a purchase decision include meeting needs, quality products, product design, purchase recommendations, and repurchasing. So a purchase decision is a series of processes in determining consumer choices before making a purchase. Empirical facts also show the low purchasing interest of the public to consume green products.

The same thing happened to generation Z or gen Z; by showing that consumers still have a low self-esteem associated with an interest in buying green products, which supports environmentally friendly awareness associated with sustainability of the earth. According to the Badan Pusat Statistik (BPS) the Gen Z population is currently 68,662,815 people, or around 27.94

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percent of Indonesia's population (Indonesian data, 2023). In order to understand the relation between brand and individual attitude toward green product, this research is carried out by linking it to the role of companies who carry out brand principles. In extend, this research will help create strategy for green businesses in reaching out consumers, as well as creating sustainable environmental awareness related to solutions to environmental problems and preventive actions that need to be taken now (Hengboriboon, 2020). Furthermore, these academic findings can provide an answer to the desire to purchase green products by Gen Z in developing countries, as a generation that adapts quickly to technology (Hidayat & Tobing, 2012).

### METHODS

The research method used in this study uses explanatory research methods with purposive sampling techniques. Explanatory research is conducted to examine the influence of one variable on another and also explain its influence position (Sugiyono, 2014). This research is conducted randomly on respondents who were born between the period of 1997 and 2012. A sample of 83 respondents represents university students and high school students, employees, and entrepreneurs who live in the Green Garden area of West Jakarta, which have ages ranging from 13 years to 26 years old, known as gen Z. The data collection techniques were carried out through online survey methods and applying a control questionnaire to ensure the validity of the answers from research respondents. A multiple regression statistical analysis test with SPSS software.

### RESULTS

Results of the analysis show that the validity test with sig.  $0.00 < 0.05$ , and reliability with a Cronbach Alpha value of  $0.843 > 0.7$ , and the normality test shows a result of  $0.06 > 0.05$ , which means all analysis have met statistical requirements. Furthermore, the multicollinearity test shows a Tolerance Level of  $0.67 > 0.1$  and VIF shows  $1.477 < 10$ , so the results show there is no collinearity. Multiple Linear Regression Analysis shows an equation to see the effect of brand orientation and Z gene Consumer Attitude on Green Products Purchase Decisions using a multiple linear regression model, which is as follows:

The construct of multiple linear regression model shows in the follows:

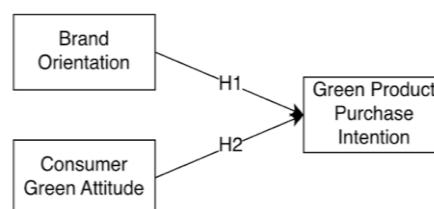
$$Y = -1,343 + 0.367 X_1 + 0.895 X_2$$

Description:

Y = Purchase decision as the dependent variable; a = Constants from the multiple regression equation; b1 = Brand orientation regression coefficient; X1 = Brand orientation variable; b2 = Regression coefficient of gen Z consumer attitude; X2 = Consumer attitude variable

This research wants to answer the presence research model and hypothesis described in figure 1 below.

**Figure1.** Model Analysis



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The testing of coefficient of determination ( $R^2$ ) produces a value of 0.675. These results shown that 67.5% green product purchase decision is influence by brand orientation (X1) and gen Z consumer attitude (X2). Furthermore, the F test is carried out to test the multiple regression model giving the results of  $F_{count} 83.200 > F_{table} 2.715$  with sig.0.000 and showed that the model was simultaneous and influential. Testing hypothesis 1 (H1) is accepted by showing that brand orientation has an effect on green product purchase decisions based on the results of  $t_{count} 3.086 > t_{table} 1.9901$  with sig. 0.003. The testing hypothesis 2 (H2) is accepted by showing that customer attitude influences green product purchase decisions based on the results of  $t_{count} 8.550 > t_{table} 1.9901$  with a sig.t-test of 0.000. Furthermore, the results of testing for hypothesis can be seen in table 1 of the t-test results below,

**Table 1.** Test results t-Test

Model		Coefficients <sup>a</sup>						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1,343	2,980		-.451	,653		
	Brand Orientation	,367	,119	,239	3,089	,003	,677	1,477
	Customer Attitude	,895	,105	,682	8,550	,000	,677	1,477

a. Dependent Variable: Purchase Decision

## DISCUSSION

### 1. Effect of Brand Orientation on Green Product Purchase Decision

The results of analysis show that brand orientation influences green product purchase decisions. Further understood, the brand as a corporate identity is the cognitive anchor and point of recognition where the customer. A brand designed by a company must be able to meet the needs and desires of consumers and have to communicate properly so when consumers need a particular product, they will immediately decide to choose and buy that brand as their main choice (Ivoni, et. al., 2015). Brand is not just a term but also a sign and symbol or a combination of both. Through the brand, the company offers its promise of benefit, features and services to customers. Brand orientation can strengthen consumer confidence in the brand and overcome doubts due to the amount of information received in the market and the competitors (Megantara et. al., 2016). A strong brand orientation can not only attract customers, but is also the key to making customers feel comfortable with the purchasing decisions they make (Tobing et. al., 2020) so this brand orientation will greatly influence consumers to make purchase decisions. Green products can be one of the things that characterizes brand orientation where it can help consumers make purchase decisions (Rayon et. al., 2021).

### 2. Effect of Consumer Attitude on Green Product Purchase Decision

The results of analysis show that consumer attitude influences green product purchase decisions. According to Mini 2010 in (Leonora et., al., 2018), consumer attitudes arise because of

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the circumstances experienced linked to future events. Consumers have knowledge and attitude of protecting the environment wish to buy an environment friendly product, (Suwarso et.al., 2015). As an adaptive educated generation, Gen Z is a generation that is quick to respond to problems that are currently the main issues in society. According Fogel and Schneider (Chairani et. al., 2022) the younger generation has emerged as a sizable group of consumer’s advocate who want to do environmental protection because they are aware of the consequences of environmental damage. This generation is willing to use their income and carry out an active social responsibility in present situation for giving the future impact. Bear in mind that Gen Z are the future consumers who will later contribute to the world economy and business, therefore, this is important for business people now to introduce green initiative as response on this concern regarding environmental issues, so in the future time this generation will get used to using green products.

### IMPLICATIONS

For academics, these results serve as a bridge for further studies on this topic and introduce novelty related to brand orientation and consumer attitude for providing solutions to current environmental problems and increasing consumer confidence. For consumers, this can increase self-confidence that using environmentally friendly products is a part of our participation in solving environmental problem occurred. Furthermore, companies implementing a brand orientation approach will be an entry point to introduce environmentally friendly brands and products to their consumers.

### CONCLUSION

This study shows an influence of brand orientation and customer attitude on purchasing decisions for green products. Gen Z has more exposure related with environmentally friendly products but has not gained the same self-confidence regarding environment friendly products, this requires information dissemination and invites involvement in using environmentally friendly products. Understanding related to environmentally friendly initiatives does not necessarily guarantee a purchase decision for environment friendly products. Brands have a unique role in building consumer self-confidence by educate their willingness to migrate from non-environment friendly mindset to environmentally friendly consumption. Brand orientation becomes a platform for companies to carry out brand and product strategies based on environment friendly approach.

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