

The Influence of Green Knowledge on Purchase Intention Mediated by Green Lifestyle for Tumbler Products Among Generation Z in Bandung

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Abstract

The escalation of plastic waste in Indonesia, particularly in Bandung, indicates that the reliance on single use plastics continues to pose an environmental challenge that requires intervention. A potential measure to mitigate this issue is the utilization of reusable tumblers instead of single-use drinking vessels. Nonetheless, the adoption of reusable tumblers within an environmentally conscious lifestyle remains limited among Generation Z. This study aims to examine the influence of green knowledge on purchase intention mediated by green lifestyle, concerning reusable tumblers among Generation Z in Bandung. This research utilized a quantitative approach with a sample of 121 participants chosen through purposive sampling. The information for this research was gathered via an online survey disseminated through Google Forms, and it was determined to be both valid and reliable. Furthermore the data satisfied the traditional assumption evaluations necessary for hypothesis testing in this research, which included simple regression analysis, multiple regression analysis, and the Sobel test. The examination was performed using SPSS version 26. The findings demonstrate that green knowledge positively and significantly influences green lifestyle, green knowledge also positively and significantly influences purchase intention, furthermore, green lifestyle positively and significantly impacts purchase intention, and green lifestyle mediates the effect of green knowledge on purchase intention.

INTRODUCTION

Today consumers face needs characterized by demands for practicality, efficiency, safety, and ease of mobility particularly for products that support daily activities such as tumblers. In addition to functional needs, consumer preferences are also influenced by the desire for psychological and social added value such as design aesthetics, alignment with personal identity, and a lifestyle image that aligns with group norms. At the same time, growing concern over environmental issues particularly single-use plastic waste is prompting consumers to view tumblers as an option that is not only practical but also helps reduce environmental impact.

The drive to use reusable tumblers is growing stronger as consumers face the increasingly tangible reality of environmental problems. The accumulation of waste is one of the causes of environmental degradation and damage to ecosystems. According to a report by Wastec International (2025), approximately 150 million metric tons of plastic waste are polluting the world's oceans. Indonesia is even among the top five countries contributing the most to marine plastic pollution worldwide, alongside countries such as China, the Philippines, Vietnam, and Thailand (Donnelly, 2025). This situation indicates that although environmental issues are being discussed more frequently society's reliance on single-use plastics remains one of the main challenges in preserving the environment.

Waste generation in 2022 totaled 38.6 million metric tons, then increased to 43.2 million metric tons in 2023, before declining again to 37.3 million metric tons in 2024. These figures indicate that waste generation in Indonesia continues to fluctuate. Additionally, a study by SIPSN

(2024) shows that the proportion of plastic waste in Indonesia increased from 2023 to 2024. This situation indicates that the use of single use plastics remains high. The percentage of plastic waste in Indonesia's total waste composition rose from 19.19% in 2023 to 19.49% in 2024, representing an increase of 0.30%. This rise reflects the prevalence of single use plastics and the fact that waste management processes are not yet operating at full capacity. Suasono et al. (2023) explain that plastic waste management in Indonesia is still hampered by weak regulatory enforcement, minimal oversight, and suboptimal coordination among agencies, resulting in a portion of plastic waste not being properly managed.

The city of Bandung is an urban area with a population of more than 2.5 million (BPS, 2025). Population density leads to high levels of consumer activity which contributes to an increase in the amount of waste in Bandung. As a result waste generation in Bandung in 2022 was approximately 582 metric tons. In 2023 there was an increase of 1.03% or 6 metric tons, bringing the total to 588 metric tons. Subsequently, in 2024, waste generation decreased by 6.97% or 41 metric tons to 547 metric tons. These fluctuations in waste generation in Bandung City also place pressure on the end of life waste management system. The Bandung City Government issued Bandung City Regional Regulation No. 17 of 2012 on Reducing the Use of Plastic Bags, as well as Bandung Mayor's Regulation No. 37 of 2019 as technical guidelines for implementation. However despite the issuance of these regulations the use of single use plastics remains high.

According to data from the Central Statistics Agency (BPS, 2024) 80.72% of households use branded bottled water or refillable water as their primary source of drinking water. This finding indicates that the use of reusable water bottles remains low and the public prefers the convenience of packaged drinking bottles. Puspita et al. (2023) explain that the consumption of bottled drinking water in Indonesia is influenced by factors of convenience and ease of access. These conditions point to a problem of low purchase intention for reusable water bottles.

Public awareness of the environmental benefits of using reusable water bottles is presumed to be low which likely contributes to the low purchase intention for such products in Bandung. Rosyihuddin and Krisnawati (2025) state that the higher the awareness of the environmental benefits of using reusable water bottles the greater the tendency to have the intention to purchase them.

Conceptually, environmental knowledge serves as a crucial foundation for the development of pro-environmental behavior a green lifestyle. Zeng et al. (2023) demonstrate that environmental knowledge is positively and significantly associated with a pro-environmental lifestyle, which ultimately drives the interest in consuming products that are safer for the environment. A green lifestyle has not yet been reflected in the daily consumption patterns of Bandung's urban residents. Individuals who lead an eco-friendly lifestyle tend to avoid single use packaged products and are more sensitive to issues such as waste or environmental footprints (Oesman et al., 2024). Research by Irmawartini et al. (2023) shows that only 30.2% of Bandung's residents sort their trash. This is believed to indicate that an eco-friendly lifestyle has not yet been widely adopted by the people of Bandung. The City of Bandung's efforts focus on understanding community lifestyles, particularly those of Generation Z. Aditya et al. (2025) state that Generation Z those born between 1997 and 2012 is a group exposed to digital information and lifestyle trends, giving them significant potential to become key drivers of eco-friendly consumption changes, including the use of reusable products such as tumblers.

Green knowledge serves as the cognitive foundation that shapes Generation Z's understanding of the impacts of single-use packaging and the benefits of using reusable tumblers.

If Generation Z possesses a broader understanding of the negative impacts of single-use plastics and the benefits of eco-friendly products, they are more likely to show greater interest in purchasing eco-friendly products (Suminar et al., 2024).

The city of Bandung recorded a Generation Z population of 610,547, according to the Central Statistics Agency (BPS), 2025. Their consumption habits have the potential to determine the success of plastic waste reduction efforts. However, the purchase intention on eco-friendly products has not yet been fully reflected in actual behavior (Fadhilah et al., 2025). This gap between intention and behavior is also evident in a summary of Iswenda's (2025) survey of 1,155 Gen Z respondents who stated they care about the environment but only 56% bring their own reusable cups. This pattern reinforces the argument that knowledge alone is not sufficient to drive consistent action. Apriliani et al. (2025) emphasize that Generation Z's commitment to making the purchase of eco-friendly products such as reusable tumblers a habit remains weak, indicating a gap between their level of product knowledge and an green lifestyle. Therefore, conceptually, Generation Z's knowledge needs to be internalized into a green lifestyle that is, daily habits and commitments to reduce the use of single use products. If a green lifestyle has not yet been established or remains inconsistent purchase intention toward reusable cups tends to be suboptimal because reusable cups are not yet perceived as a routine necessity in daily life, but rather merely as an additional option.

Consequently, a green lifestyle is positioned as a mediating variable in the relationship between green knowledge and purchase intention. Green knowledge is expected to foster the development of a green lifestyle characterized by habits that reduce the use of single use products and prioritize more environmentally friendly alternatives. Saleky et al. (2024) state that higher levels of environmental knowledge tend to lead to the adoption of more environmentally friendly behaviors and lifestyle habits; thus, green knowledge has a positive effect on a green lifestyle.

Once a green lifestyle is established, reusable tumblers are no longer viewed as an optional choice but rather as an integral part of daily life, thereby increasing purchase intention toward reusable tumbler products. Thus, a green lifestyle serves as a mediating mechanism that explains how environmental knowledge influences the intention to purchase reusable tumblers.

This study uses the Theory of Reasoned Action (TRA) as the theoretical framework to explain the formation of consumer behavioral intentions. The TRA developed by Fishbein and Ajzen (1975) states that behavioral intentions are influenced by an individual's attitude toward the behavior and their evaluation of the expected consequences. In the context of eco-friendly consumption the intention to purchase reusable tumblers can be understood as a form of behavioral intention that arises when individuals possess understanding, evaluations, and lifestyle orientations aligned with pro-environmental values. Therefore, this study tests a model that positions green knowledge as the cognitive foundation that shapes a green lifestyle and ultimately drives purchase intention toward reusable tumblers. This conceptual model draws on previous research (Yulianingsih et al., 2025), which emphasizes the role of a green lifestyle in bridging environmental knowledge and the intention to purchase eco-friendly products.

Green knowledge refers to an individual's understanding of various environmental issues or phenomena that can influence how they make decisions (Ryantari & Giantari, 2020). Ningrum et al. (2023) define green knowledge as an individual's understanding of the impacts and benefits of using eco-friendly products, as well as their awareness of various environmental issues or problems associated with the use of a product. Vironika and Maulida (2025) state that there are four indicators influencing green knowledge, including: 1) the ability to assess environmentally

friendly products 2) knowledge about recycling 3) knowledge about reducing beverage packaging waste and 4) understanding of environmental issues related to plastic pollution.

According to Sya'ban et al. (2025) a green lifestyle is a pattern of behavior that reflects concern for the environment, in which every action is taken consciously with consideration for its impact on environmental sustainability. A green lifestyle is a way of life that reflects environmentally friendly behavior through daily habits both in consumption and non-consumption with the aim of reducing negative impacts on the environment and ensuring sustainability (Li et al., 2024). The adoption of this lifestyle is driven by individuals' knowledge, attitudes, and awareness of environmental issues, thereby providing public health benefits (Saleky et al., 2024). According to Li et al. (2024) a green lifestyle is measured through four indicators: 1) Adopting an environmentally friendly lifestyle 2) Avoiding the use of single use packaging 3) Commitment to environmentally friendly behavior and 4) Making efforts to reduce negative impacts on the environment.

Purchase intention is a form of consumer interest in a product that drives them to seek more in depth information about that product (Budianti & Nurtjahjadi, 2023). Purchase intention reflects a consumer's desire to make a purchase which is formed after comparing and evaluating several product options (Bila & Nur Asnawi, 2024). Amalia and Ramli (2024) explain that purchase intention is influenced by behavioral specifications that include actions, product targets, situational context, and time. Purchase intention is the consumer's tendency to make a purchase of a product or service, which is influenced by perceived value and attitudes toward the brand (Cahya & Paramita, 2025). Dimiyati et al. (2022) note that purchase intention arises when consumers gain understanding and experience from observing and studying a product. Putra and Lestari (2023) state that a positive purchase intention typically indicates customer engagement or loyalty toward a product, but does not necessarily mean there is a high likelihood that they will actually make a purchase. Purchase intention is the internal drive within a consumer to buy a particular brand after comparing it with other alternatives; it is formed based on the consumer's needs, attitudes, and perceptions of the brand before making a purchase decision. Indicators of purchase intention include: 1) interest in learning more about the product or service 2) plans to purchase in the future 3) the intention to recommend the product or service to others (Septiarini & Karamang, 2023). Based on the above statements the following first hypothesis is formulated:

H1: *Green knowledge* has a positive effect on *green lifestyle*

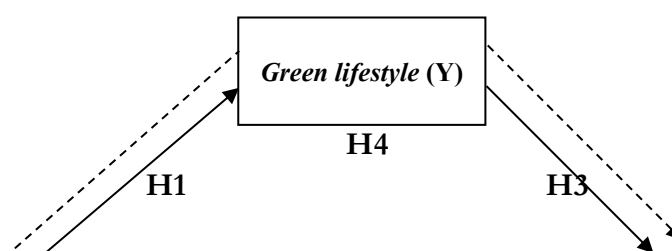
H2: *Green knowledge* has a positive effect on *purchase intention*

H3: *Green lifestyle* has a positive effect on *purchase intention*

H4: *Green lifestyle* mediates the effect of *green knowledge* on *purchase intention*

Based on the explanations and relationships between variables outlined in the theoretical framework above

this represents the conceptual model shown in the figure below



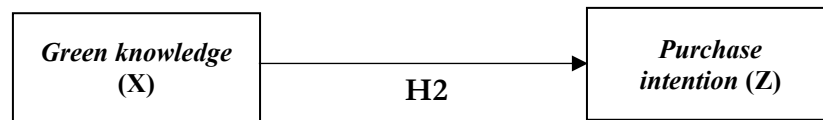


Figure 3 Conceptual Model

METHODS

The methodology employed in this investigation is a quantitative research approach. The demographic for this research consists of Generation Z inhabitants of Bandung who are inclined to utilize tumblers, aged 17 to 29 years encompassing both male and female participants within the Generation Z cohort (born 1997-2012). This research utilized a non probability sampling method, consisting of a sample of 121 participants. The data for this research were gathered via a validated questionnaire that demonstrated reliability and satisfied traditional assumption tests. The investigation employed hypothesis testing using simple regression, multivariate regression, and the Sobel test. The evaluation was conducted using SPSS version 26.

RESULTS AND DISCUSSION

The respondents in this study were Generation Z individuals aged 17-29 years who reside in the city of Bandung and are aware of or have been exposed to information regarding eco-friendly products. The total number of respondents in this study was 121. The majority of respondents were in the 20-22 age range, totaling 72 people (59.5%). Meanwhile, the smallest group was in the 17-19 age range, totaling 9 people (7.4%). Furthermore, in terms of gender, the respondents were predominantly female, totaling 78 people (64.5%), while male respondents numbered 43 (35.5%). Based on residence, all 121 respondents (100%) in this study reside in the city of Bandung. Thus, the data obtained aligns with the study's geographical scope. The majority of respondents were students totaling 87 people (71.9%). Meanwhile, the occupational category with the lowest number was homemakers, totaling 2 people (1.7%). This indicates that the study's respondents were predominantly students. Based on income, the majority of respondents earned between Rp1,500,000 and Rp5,000,000, totaling 58 people (47.9%). Meanwhile, respondents with an income exceeding Rp5,000,000 constituted the smallest group, totaling 20 people (16.6%). Furthermore, all respondents stated that they were familiar with tumblers, totaling 121 people or 100%. This indicates that each participant had prior knowledge of the product being studied. This clarification is crucial to acknowledge because the responses given by Generation Z in Bandung to the questions in this questionnaire indicate that the participants possessed the necessary demographic, geographic, and behavioral characteristics.

Table 1: Validity and Reliability Test Results

Statement Item	Calculated R	Description	Cronbach's Alpha	Remarks
Green knowledge (X)				

I am aware that eco-friendly products have a more positive impact on the environment	0.664	Valid	0.725	Reliable
I understand the concept of recycling as a way to reduce waste	0.716	Valid		
I know the proper waste management process	0.654	Valid		
I understand the impact of plastic use on environmental pollution	0.689	Valid		
Green Lifestyle (Y)				
I lead an eco-friendly lifestyle in my daily life	0.795	Valid	0.613	Reliable
I try to reduce my environmental impact in my daily life	0.710	Valid		
I am committed to behaving in an eco-friendly manner	0.771	Valid		
I try to reduce activities that have a negative impact on the environment	0.678	Valid		
Purchase intention (Z)				
I intend to purchase a tumbler	0.746	Valid	0.624	Reliable
I plan to buy a tumbler in the future		Valid		
I am willing to recommend the tumbler product to others	0.780	Valid		

Source: Data processed using SPSS version 26, 2026

The results of the validity test show that all of the questionnaire's statements are valid since their r-values are greater than the critical r-value of 0.3061. This verifies that the study's data gathering instrument can accurately measure the relevant variables. The reliability test variables all have Cronbach's alpha values more than 0.60 which ensures that the measurements collected at different times are consistent (Sekaran and Bougie, 2017).

Table 2 Results of Classical Assumption Tests

Type of Classical Assumption Test	Acceptance		Interpretation
	Criteria Test Results	Test Results	
Normality Test for Equation 1	(Sig) $\geq$ 0.05	(Sig) = 0.066	Data is Normally Distributed
Normality Test for Equation 2		(Sig) = 0.200	
Multicollinearity Test for Equation 1	Tolerance value $>$ 0.1 and VIF $<$ 10	Tolerance value = 1.000 or VIF = 1.000	There is no correlation among the independent variables
Multicollinearity Test for Equation 2		Tolerance value = 0.691 or VIF = 1.447	

Heteroscedasticity Test for Equation 1	(Sig) = 0.183	There is no equality of variance in the regression model residuals, indicating no heteroscedasticity
	(Sig) $\geq$ 0.05	
Heteroscedasticity Test for Equation 2	(Sig) = 0.116 (Sig) = 0.683	

Source: Data processed using SPSS version 26, 2026

The results of the normalcy test for the first equation were $0.066 > 0.05$, as shown in Table 2, whereas for the second equation, the values were $0.200 \geq 0.05$. The data appears to be distributed normally. In addition, the multicollinearity test indicates that none of the independent variables have tolerance values below 0.10 and the VIF is below 10, indicating that multicollinearity is not present in the model. Furthermore, the results of the heteroscedasticity test show that all variables are statistically significant ($\text{sig} > 0.05$). The absence of heteroscedasticity in the regression model indicates that the absolute residual values are unaffected by any of the independent variables.

Table 3 Results of the Simple Regression Test

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	T-value	Sig.
1	(Constant)	6.205	1,519		4.086	.000
	Green Knowledge	0.622	0.085	0.556	7.297	.000

a. Dependent Variable: Green Lifestyle

Source: Data processed using SPSS version 26, 2026

The following is the simple regression equation:

$$Y = 6.205 + 0.622 X$$

The basic regression findings show that the green lifestyle will be 6.205 when the green knowledge variable is set to zero. Further evidence that green knowledge significantly affects green lifestyle comes from a regression coefficient of 0.622, a significance level of 0.000 less than 0.05, and a calculated t-value of 7.297 more than the ttable value of 1.658. So, it's safe to say that reusable tumblers will help make Bandung a greener place to live. And if Gen Z is serious about making a difference, they could make it a goal to raise awareness about environmental issues across the board. Members of Generation Z are more inclined to embrace an eco-friendly lifestyle due to their superior environmental knowledge. A one-unit increase in green knowledge will result in a 0.622 unit increase in the green lifestyle

Table 4 Results of Multiple Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	T-value	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,071	1,043		1,986	,049
	<i>Green Knowledge</i>	0.368	0.066	0.435	5,571	,000
	<i>Green lifestyle</i>	0.278	0.059	0.368	4,710	.000

a. Dependent Variable: *Purchase Intention*

Source: Data processed using SPSS version 26, 2026

The following is the multiple regression equation:

$$Z = 2.071 + 0.368 X + 0.278 Y$$

Multiple regression analysis yielded a consistent number of 2,071 units for purchase intention when we assumed that the variables green knowledge and green lifestyle were set to zero. Green knowledge substantially and favorably influences purchase intention, as stated by the coefficient (β) of 0.368, the calculated t value of 5.571, which is greater than the important value of 1.658, and the p value of 0.000, which is less than 0.05. Generation Z is more inclined to purchase tumbler things if they are ecologically concerned, according to the statistics. An increase of one unit green knowledge is linked to a 0.368 unit increase in purchase intention.

Table 5: Sobel Test Results

Relationships Among Variables	A	B	Sa	Sb	Sobel Test Results (Calculate d T and P-Value)	Acceptance Criteria Sobel Test	Interpretation
Green knowledge → green lifestyle → purchase intention	0.62	0.27	0.08	0.05	$t_{(calculated)} = 3.961$ $P\text{-value} = 0.000$	$t_{calculated} > t_{table} = 1.98010$ and $P\text{-value} < 0.05$	A green lifestyle successfully mediates the effect of green knowledge on purchase intention

Source: Processed data from the online Sobel Preacher test, 2026

Results from the tests conducted using the data in the table above indicate that living a green lifestyle moderates the relationship between green knowledge and the intention to buy. The results of the Sobel test showed a p-value of 0.000, which is less than 0.05, and a calculated t-value of 3.961, which is greater than the essential t-value of 1.98010, hence the findings were statistically significant. Our research indicates that green consciousness and the desire to purchase tumblers among Generation Z in Bandung are moderated by ecologically responsible lifestyle.

DISCUSSION

The Influence of *Green Knowledge* on *Green Lifestyle*

According to the conclusions of this study an green lifestyle is positively and significantly influenced by green knowledge. A more green lifestyle likely to be adopted by respondents who have a higher understanding of environmental issues and eco-friendly goods. People who have good knowledge of environmental issues are more likely to make environmentally responsible purchasing decisions, such as reducing waste, reducing the use of single-use plastics, and switching to reusable drinking glasses. These results are in line with research showing that green knowledge significantly influences an eco-friendly lifestyle (Saleky et al., 2024; Ekadyasa and Krypton, 2024; Yulianingsih et al., 2025). These research findings reinforce the idea that increasing community environmental literacy can lead to more responsible and sustainable consumption habits in the long term.

The Influence of *Green Knowledge* on *Purchase Intention*

Additionally there is a positive and significant influence between green knowledge on purchase intention, according to the study. A respondent's propensity to buy environmentally friendly items is directly proportional to their level of education on the topic. People who are well versed in environmental issues are more likely to be interested in purchasing eco-friendly goods as they are aware of the positive effects that these goods may have on lowering pollution levels. This agrees with the results given by Nurdin & Ratnasari (2024), Simanjuntak et al. (2025), and Rosyihuddin and Krisnawati (2025), who all found that knowing about the environment significantly affects the propensity to buy.

The Influence of a *Green Lifestyle* on *Purchase Intention*

A green lifestyle has a positive and significant effect on purchase intention. This suggests that there is a positive correlation between leading an eco-friendly lifestyle and being interested in buying eco-friendly products. People who already lead environmentally conscious lives are more likely to be interested in purchasing eco-friendly items, as these products complement their way of life. The results of this study are in agreement with those of Chuah et al. (2021), Laela and Mohungo (2025), and Pramesti et al. (2022), all of which assert that leading an green lifestyle significantly influences consumers' purchase intention.

A green lifestyle mediates the effect of green knowledge on purchase intention

Green lifestyle to mediate the relationship between green knowledge on purchase intention. Thus, respondents's interest in purchasing eco-friendly items may be enhanced by their environmental awareness, which in turn can be achieved by the adoption of an eco-friendly lifestyle in their everyday lives. People who are well versed in environmental concerns are more likely to make environmentally conscientious choices and reduce their use of single-use plastics. As a result, people are more likely to buy eco-friendly items that complement their green lifestyle choices. According to Nurdin and Ratnasari (2024), Yulianingsih et al. (2025), and Rosyihuddin and Krisnawati (2025), a green lifestyle mediates the effect of green knowledge on purchase intention, which is supported by these research findings.

CONCLUSION

Studying how green knowledge affects the purchase intention tumblers among Generation Z in Bandung provides significant evidence that green knowledge impacts a green lifestyle. Educating members of Generation Z about environmental concerns and the benefits of eco-friendly things is likely to increase the likelihood that they will embrace a more environmentally conscious lifestyle. Green knowledge may raise consumer awareness and purchase intention on eco-friendly product

such as tumblers, since there is a positive and considerable correlation between green knowledge and the purchase intention such things. Additionally, becoming green and wanting to buy are positively and statistically significantly related. Tumbler products are more likely to attract eco-conscious consumers because of the positive connotation associated with them. According to the study's findings, consumers' environmental awareness influences their purchase intention in two ways: first, through their direct influence on purchase intention, and second, through the adoption of an green lifestyle. An individual's propensity to live a green lifestyle is positively correlated with their level of green knowledge, which in turn increases their purchase intention on tumbler items. In sum, this points to the importance of environmental education in influencing the green lifestyle choices and product preferences of Generation Z. This study follows in the footsteps of others, but it takes a fresh approach by examining the traits of Bandung's Generation Z respondents. Having said that, the results may not apply to other areas with various consumer profiles just yet due to the study's limitation to Bandung.

Hence, it is recommended that in the future, businesses selling tumblers take a more active role in promoting awareness of environmental issues and the significance of using environmentally friendly products. This can be achieved through targeted social media campaigns, digital marketing, and promotional content that is specific to Generation Z. This method has the potential to do more than just bring attention to environmental issues; it can also inspire people to live more sustainably and boost sales of tumbler products. In addition to partnering with content creators, eco-conscious communities, and green campaigns to connect with Generation Z consumers on an emotional level, companies can highlight the advantages of using tumblers in reducing single-use plastic waste as part of an environmentally-based marketing strategy. To get more varied results, future studies should include participants from different generations and broaden the study's geographical reach. To gain a more complete picture of how consumers feel about eco-friendly products, it's best to use a mixed-methods or qualitative approach and think about adding variables like perceived green value, green trust, and environmental concerns. In addition to tumblers, future studies may expand their focus to encompass other environmentally friendly products including sustainable home goods, electric automobiles, eco-friendly cosmetics, and eco-friendly clothing.

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