



## Impact of Green Advertising and Packaging on Purchase Decisions via Green Perceived Value

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**ABSTRACT:** This study seeks to explore the impact of green advertising, eco-friendly packaging, and perceived green value on consumer purchasing decisions within the beverage industry, particularly in the bubble tea sector. Most bubble tea beverages are served in disposable plastic cups, lids, and straws, contributing to the accumulation of waste in Indonesia. Observing this issue, the Indonesian public has begun to feel a sense of guilt associated with the use of plastic packaging and prefers brands that incorporate sustainability in their packaging. Consequently, Chatime has initiated the implementation of green marketing by introducing the Eco Cup as an environmentally friendly alternative beverage packaging made from paper. Chatime promotes its Eco Cup to consumers through green advertising on Instagram. This study employs the SOR theory to explain how green advertising and green packaging serve as stimuli that partially influence green perceived value (the organism), ultimately leading to purchase decisions (the response). Using a quantitative approach with a survey method, questionnaires were distributed to 400 respondents. The findings indicate that while green perceived value has an indirect impact, the direct influence of green advertising and green packaging on purchase decisions is more significant. The indirect effect of green packaging on purchase decisions through green perceived value is notable, as is the direct influence of green packaging on both green perceived value and purchase decisions. Green packaging plays a crucial role in shaping positive perceptions before individuals make a purchase.

**Keywords:** Green Advertising, Green Packaging, Green Perceived Value, Purchase Decision, Chatime Eco Cup



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## INTRODUCTION

In 2023, Indonesia ranked as the fifth-largest contributor to plastic waste globally ([World Population Review, 2024](#)). Data from the Indonesian Plastic Industry Association (INAPlas) and the Central Statistics Agency (BPS) reveals that Indonesia produced 64 million tons of waste ([Winardi, 2022](#)), with 18.2% of this amount, or 12.5 million tons, being plastic waste ([Ruhulesin, 2023](#)). Between 60% and 90% of the waste found in the ocean comprises plastic straws, plastic cups, and plastic bags ([Sutrisno, 2022](#)). Additionally, Indonesia ranked fifth globally as a

contributor of plastic waste to the oceans, with a total of 56.3 thousand tons in 2021 ([Meijer et al., 2021](#)). The population of coastal areas in Indonesia is nearly the same as in India. However, India's plastic waste pollution entering the ocean is only 0.09-0.24 million tons per year, ranking 12th globally. This indicates that Indonesia has a poor waste management system ([Riksfardini & Asmara, 2023](#)).

One of the industries contributing to plastic waste in Indonesia is the beverage sector, particularly within the bubble tea category. Bubble tea is commonly referred to as boba tea, pearl tea, or tapioca ball tea ([Pulumbara et al., 2023](#)). The plastic packaging used for bubble tea is typically made from single-use petroleum-based plastics. These plastics are not recyclable or are often rejected by recycling facilities because they contain additives that can contaminate recycled plastic batches and damage recycling infrastructure ([Lee et al., 2022](#)). Indonesia has the largest bubble tea market in Southeast Asia, with an estimated annual turnover of IDR 23.74 trillion ([Nabila & Rubiyanti, 2023](#)). Of 821 respondents, including 257 employees and 169 students, 65% frequently ordered bubble tea online ([Jakpat, 2022a](#)). The survey respondents were predominantly Gen Z (18-25 years old) from the Greater Jakarta area, making up 38% of the total.

One of the impacts of plastic waste pollution on marine life is the death of a whale in the waters near Kapota Island, Wakatobi Regency, Southeast Sulawesi, due to ingesting 5.9 kg of plastic waste ([Fathun, 2021](#)). Additionally, plastic waste poses a threat to human health, as exposure to diseases or poisoning can occur from consuming seafood contaminated with microplastics from plastic waste. Microplastics are small plastic fragments that are often consumed by living organisms such as plankton in aquatic environments, which are then eaten by fish or other aquatic animals ([Rahmawati & Soliha, 2024](#)).

A survey by Jakpat revealed that respondents aged 20-25 have the highest awareness of the environmental dangers of plastic waste and the strongest desire to reduce plastic use ([Jakpat, 2019](#)). Among 1,012 respondents aged 16-39 from 10 major cities in Indonesia, only 1% were unaware and had no desire to reduce plastic use. Indonesia ranks among the top three countries globally, after India and China, with the highest level of concern about packaging waste, and the highest willingness to pay for sustainable packaging ([Feber et al., 2021](#)).

The growing environmental awareness among the public has led many companies and brands to adopt marketing concepts that emphasize environmental responsibility, known as green marketing. Green marketing is a strategy that promotes and sells products and services by highlighting their positive environmental benefits ([Reddy et al., 2023](#)). In green marketing communications, brands can leverage green advertising. Advertising is a tool that can influence consumer behavior and encourage them to purchase more environmentally friendly products or services ([Mahmoud, 2019](#)). Green advertising includes information about a company's environmental responsibilities and efforts to communicate this to consumers ([Chang, 2011](#)). When using green advertising, companies should not only target consumers who are already concerned with environmental protection but also aim at conventional consumers who may be less concerned with environmental issues, to raise their awareness in this area ([Wahab, 2018](#)).

Packaging is often recognized as the fifth element in the marketing mix, known as the 5Ps ([Salam et al., 2015](#)). Green packaging refers to sustainable or recyclable packaging made from environmentally friendly materials, designed to protect the environment while ensuring that the product remains safe and effective for both human health and the planet ([Wandosell et al., 2021](#)). The growing demand for eco-friendly products is prompting companies to rethink their manufacturing processes to align with environmental sustainability. As a result, many companies are redesigning their packaging to be more eco-friendly, as consumers increasingly prioritize

products with sustainable packaging. This trend is pushing companies to integrate green packaging into their marketing strategies ([Wandosell et al., 2021](#)).

Green perceived value is a comprehensive understanding of the benefits consumers will receive and what they will sacrifice based on their expectations regarding the environment ([Chen & Chang, 2012](#)). When consumers decide to make a purchase, they will maximize the value they can obtain, comparing perceived costs with perceived value, and purchase products that provide higher perceived value ([Grimmer & Woolley, 2014](#)).

Chatime is one of the brands implementing green marketing in the bubble tea sector. Chatime, a Taiwanese beverage brand established in 2011 under F&B ID (PT Foods Beverages Indonesia), is known for its flagship tea with over 50 flavor variations and various toppings. The brand is recognized for its vibrant image, featuring a bright purple logo and unique packaging design that sets it apart from competitors ([Pasaribu & Hidayat, 2023](#)). Chatime is also noted for maintaining high product quality and catering to all social classes ([Malau & Oetarjo, 2022](#)).

Chatime beverages are served in disposable plastic cups of various sizes, complete with plastic straws for easy consumption of boba toppings. The use of disposable plastic cups contributes to increased plastic waste. According to a Jakpat survey, Chatime was the favorite bubble tea brand in Indonesia in 2022 ([Jakpat, 2022b](#)), with a popularity rate of 39.3%.

Following the success of the #GerakanSapuPlastik campaign, Chatime launched an innovation on June 17, 2022: the Chatime Eco Cup. To promote the Chatime Eco Cup, Chatime utilized green advertising on its Instagram account @chatimeindo. The advertisements included images, quizzes, and videos showcasing how to use the Eco Cup, positive messages about the benefits of using the Eco Cup, and discounts offered to customers who used the Eco Cup for their drinks. These advertisements were posted nine times, receiving hundreds to thousands of likes and dozens to hundreds of comments.

The Chatime Eco Cup falls under the category of green packaging, made from easily recyclable paper. Its design is more streamlined, featuring a foldable lid to reduce plastic usage. The Eco Cup allows consumers to drink directly through two openings at both ends of the cup, making it a convenient solution for those with high mobility.

After interacting with green packaging and receiving information about the environmental benefits of the Eco Cup through green advertising, consumers can assess the product's value and form either a positive or negative impression of its environmental impact. The information provided influences consumers' beliefs and their willingness to use the product ([Chen & Chang, 2012](#)). By observing the comments section on green advertising posts on the Instagram account @chatimeindo, it's evident that the Chatime Eco Cup has elicited a range of responses from consumers, whether they have purchased the Eco Cup or not. This variation in reactions highlights the concept of green perceived value.

Previous research on green advertising, green packaging, and green perceived value has not specifically targeted the bubble tea beverage industry [Click or tap here to enter text.](#) ([Christanto et al., 2023](#); [Hasanah & Handayani, 2020](#)). It has been established that green advertising, green packaging, and green perceived value each individually influence purchasing decisions [Click or tap here to enter text.](#) ([Damayanti & Nuvriasari, 2021](#); [Mardiyah et al., 2022](#); [Purnama, 2019](#)). However, most studies on green advertising and green packaging primarily address green perceived value but often do not extend their analysis to purchasing decisions ([Bi et al., 2023](#); [Hapsari &](#)

[Widodo, 2023](#)). To bridge this gap, the current research utilizes path analysis to investigate the extent of their impact on purchasing decisions.

The researchers chose the Chatime Eco Cup as the focus of this study because Chatime is the first bubble tea brand to introduce an innovative product that stands out from conventional paper cup packaging. Despite the brand's prominence, research on Chatime in the context of "green" initiatives has not yet been conducted ([Laila & Hananto, 2019](#)); [Marzuq & Andjarwati, 2020](#); [Muhajir & Indarwati, 2021](#); [Nurfalah & Indrawati, 2021](#)). This study aims to address that research gap.

### **Stimulus-Organism-Response (SOR) Theory**

The SOR (Stimulus-Organism-Response) theory offers a theoretical framework for analyzing individual behavior, focusing on three key components: stimulus, organism, and response ([Russell & Mehrabian, 1974](#)). This theory posits that external environmental stimuli can influence individual perceptions, subsequently driving behavioral responses ([Jayanti & Tasrim, 2023](#)). The SOR theory has been extensively applied in consumer behavior research ([Song et al., 2022](#)).

The SOR theory posits that external stimuli (such as marketing, advertising, and packaging) can shape consumer intentions and behaviors by influencing their perceptions, such as perceived quality and perceived value ([Bi et al., 2023](#); [Hapsari & Widodo, 2023](#); [Li et al., 2023](#); [Rivas et al., 2022](#)). This study aims to extend the research from purchase intention to actual purchase decisions. Thus, it employs green advertising and green packaging as stimuli (S), green perceived value as the organism (O), and purchase decisions as the response (R).

### **Green Advertising (Stimulus)**

Green advertising is a marketing strategy that promotes products by emphasizing their environmental benefits and the company's commitment to sustainability ([Kashyap & Saraswat 2024](#); [Luo et al., 2020](#)). Green advertising can be assessed through three dimensions: (1) Information Usefulness, which refers to how well the information meets consumer needs and addresses environmental concerns; (2) Information Attractiveness, which gauges how engaging and enjoyable the communication is to consumers; and (3) Information Truthfulness, which ensures that the information provided is accurate and reliable, free from errors in description ([Wang & Li, 2022](#)).

### **Green Packaging (Stimulus)**

Green packaging, also known as eco-friendly or sustainable packaging ([Wandosell et al., 2021](#)), refers to environmentally safe and easily recyclable packaging. This definition aligns with Priambudi dan Deliana (2021), who describe green packaging as packaging that is not harmful to the environment and can be easily recycled. Green packaging can be measured through three dimensions: (1) Packaging Materials, where the packaging should be made from safe, non-toxic materials that are biodegradable, recyclable, reusable, and preferably paper-based; (2) Manufacturing Technology, which should use natural and organic materials, minimize costs and environmental damage, and employ advanced production technologies; and (3) Market Appeal, where the packaging should attract consumers through good visual appeal, affordability, and effective performance ([Nguyen et al., 2020](#)).

### **Green Perceived Value (Organism)**

Green perceived value is defined as the cognitive assessment of the effectiveness of eco-friendly products or services, based on consumers' perceptions of the benefits they receive and the sacrifices they make (Han, 2021). It reflects the perceived value derived from both the positive and negative environmental impacts associated with the use or purchase of a product or service (Charviandi, 2023). Green perceived value can be measured through four dimensions: (1) Functional Value, which encompasses consumers' perceptions of utilitarian benefits, performance, reliability, durability, price, and quality during the decision-making process; (2) Social Value, which involves individuals' perceptions of societal opinions or reactions to their purchases; (3) Emotional Value, which refers to the positive emotions or affective states that motivate the use of products and services; and (4) Conditional Value, which is the perceived benefit based on the advantages of eco-friendly products compared to conventional products in various situations Click or tap here to enter text. (Woo & Kim, 2019).

### Purchase Decision (Response)

Purchase decision represents the final behavior of consumers, whether individual or household, in acquiring products or services for personal use (Armstrong et al., 2023). Purchase decision is an evaluation process carried out by consumer using their knowledge of two or more alternative product choices and choosing one of them (Wang et al., 2016). Purchase Decision can be measured through five dimensions: (1) Need Recognition, this initial stage involves the consumer identifying a need or problem triggered by internal or external stimuli; (2) Information Search, consumers interested or not in a product or service seek information. This information can be gathered from various sources, including family, friends, commercial sources, public sources, and personal experiences with the product; (3) Evaluation of Alternatives, after gathering information, consumers compare the product or service with other options. The decision may involve direct action, seeking advice, or reading reviews to decide on the next steps related to the product or service; (4) Purchase Decisions, following the evaluation, consumers decide which product or service to purchase. At this stage, factors such as others' opinions and unforeseen circumstances can influence the decision, along with their intentions and the situation at hand, in making their final choice; (5) Postpurchase Behavior, after making a purchase, consumers experience satisfaction or dissatisfaction with the product. The level of satisfaction depends on how well the product meets consumer expectations. If the product's performance aligns with expectations, consumers are satisfied; otherwise, they may be dissatisfied (Armstrong et al., 2023).

### Conceptual Framework

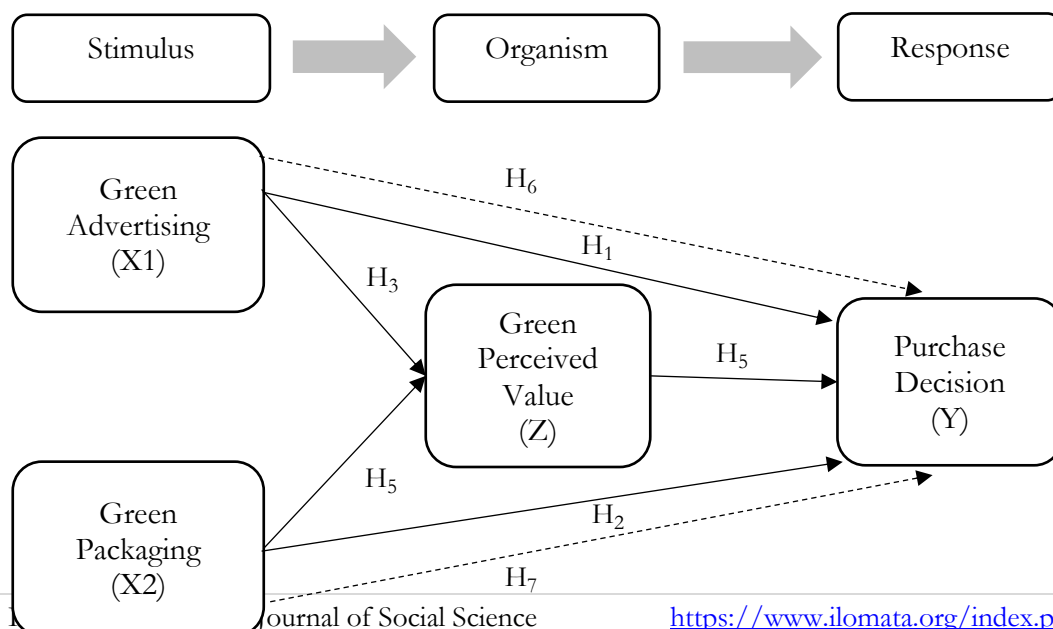


Figure 1. Conceptual Framework

The conceptual framework above is derived from a combination of Damayanti & Nuvriasari, 2021; Hapsari & Widodo, 2023; Li et al., 2023.

**Hypothesis:**

- H<sub>1</sub> : Green advertising directly affects purchase decisions.
- H<sub>2</sub> : Green packaging directly affects purchase decisions.
- H<sub>3</sub> : Green advertising directly affects green perceived value.
- H<sub>4</sub> : Green packaging directly affects green perceived value.
- H<sub>5</sub> : Green perceived value directly affects purchase decisions.
- H<sub>6</sub> : Green advertising affects purchase decisions through green perceived value.
- H<sub>7</sub> : Green packaging affects purchase decisions through green perceived value.

**METHOD**

The approach used in this study is quantitative, with a survey method. The data analysis in this study is numerical or quantitative, empirical, and involves hypothesis testing (Neuman, 2014). The survey method is applied by distributing questionnaires or conducting interviews to obtain information such as certainty, background, and behavior from many individuals (Neuman, 2014, pp. 48-49).

Furthermore, the population is a large group of people with abstract ideas from which a sample is taken to generalize the entire population (Neuman, 2014). Quantitative methods allow for objective and measurable measurements, which are essential for assessing the specific impact of factors such as green advertising and green packaging on purchasing decisions. Quantitative data allows for the generalization of research results to a wider population, providing more representative insights into consumer behavior. This method supports statistical analysis that can provide accurate and testable results to measure relationships between variables. The exact population size is unknown for this study, so the Lemeshow formula was used to calculate the sample size. The sample in this study consists of 400 individuals. The sampling technique applied in this research is non-probability sampling. According to Neuman (2014), in this method, sample selection is typically based on specific criteria, such as characteristics pertinent to the research objectives. Therefore, purposive sampling or judgmental sampling is applied in this study, as specific criteria are determined. The criteria are following the Instagram account @chatimeindo, having seen Chatime Eco Cup green advertising, and having used Chatime Eco Cup. Chatime Eco Cup is a concrete example of an environmentally friendly initiative undertaken by a widely recognized brand. This allows for relevant and up-to-date research on green marketing and consumer behavior. Chatime Eco Cup is an innovation in environmentally friendly packaging, which can serve as a model for studies on how such innovations influence consumer perceptions and purchasing decisions.

**RESULT AND DISCUSSION**

The validity and reliability of this study were assessed using SmartPLS 3.0. An indicator is deemed valid if its factor loading exceeds 0.7 and the Average Variance Extracted (AVE) is greater than 0.5. Reliability is evaluated through Cronbach's Alpha and Composite Reliability values; indicators

are considered reliable if these values surpass 0.7 (Ghozali, 2021). All variables in this study met these criteria, thus considered valid and reliable.

**Table 1. R-Square Results**

	Original Sample	T-Statistics	P Values
Z (Green Perceived Value)	0.306	11.054	0.000
Y (Purchase Decisions)	0.466	7.072	0.000

Based on the table above, the R-Square value for the Green Perceived Value (Z) variable is 0.306, indicating that 30.6% of the variability in Green Perceived Value can be explained by the Green Advertising (X1) and Green Packaging (X2) variables. This falls into the moderate category, with the remaining 69.4% attributable to other factors. Similarly, the R-Square value for the Purchase Decision (Y) variable is 0.466, showing that 46.6% of the variability in Purchase Decisions can be explained by the Green Advertising (X1), Green Packaging (X2), and Green Perceived Value (Z) variables. This is also within the moderate category, with the remaining 53.4% of the variability due to other factors.

**Table 2. Path Coefficient (Direct effect)**

Hypothesis		Original Sample	T-Statistics	P Values
H <sub>1</sub>	X1 -> Y	0.201	3.705	0.000
H <sub>2</sub>	X2 -> Y	0.338	6.418	0.000
H <sub>3</sub>	X1 -> Z	0.290	5.208	0.000
H <sub>4</sub>	X2 -> Z	0.349	6.417	0.000
H <sub>5</sub>	Z -> Y	0.298	5.450	0.000

Based on the table above, it is evident that all variables exhibit a positive and significant influence. This conclusion is supported by the original sample, T-statistics, and P Values, all of which meet the required criteria. The T-statistics values exceed the t-table value of 1.196, and the P Values are below the alpha threshold of 0.05. Therefore, it can be concluded that Hypotheses 1 through 5 are accepted.

**Table 3. Specific Indirect Effects Results**

Hypothesis		Original Sample	T-Statistics	P Values
H <sub>6</sub>	X1 -> Z -> Y	0.086	3.979	0.000
H <sub>7</sub>	X2 -> Z -> Y	0.104	3.824	0.000

Based on the table above, the variables X1 and X2 have a positive and significant impact on Y through Z. This is evident from the original sample, with T-statistics values greater than the t-table value (1.96) and P-values smaller than 0.05. Therefore, Hypotheses 6 and 7 are accepted.

This study contributes to the development of knowledge on the SOR (Stimulus-Organism-Response) theory in the context of green advertising, green packaging, green perceived value, and

purchase decisions among Generation Z. Consumer behavior in this context occurs because Stimulus (S) in the form of advertising and environmentally friendly packaging function as external stimuli that affect the internal conditions of consumers. The organism (O) is the internal state of the consumer, represented by the perceived value of being environmentally friendly (Z), reflecting the psychological and emotional response to the stimulus. While the Response (R) here is a purchase decision (Y) which is consumer behavior. The positive and significant impact of eco-friendly advertising and packaging confirms the application of the SOR model in understanding consumer behavior. The practical implication is that the factors that significantly increase the perceived value of Generation Z women are more likely to buy eco-friendly packaging. Thus, companies must adjust marketing strategies such as emphasizing environmental sustainability and sustainability aspects, this is considered to increase the value of the packaging.

Based on the data processed in the crosstab, the findings of this study indicate that the respondents are Generation Z females (< 26 years old) who are graduates (Diploma and Bachelor's degree holders) with expenditures of less than 1,000,000 per month and who have purchased the Eco Cup 1-3 times. This aligns with a survey by Foopak Bio Natura (2023), which found that 94% of Generation Z prioritizes eco-friendly packaging. Research by Dwidienawati et al. (2021) also found that Generation Z is highly conscious of environmental issues and actively participates in reducing plastic usage. Kardos et al. (2019) found that Generation Z is more responsive to sustainable packaging, indicating that they demonstrate more attention, care, and support for green packaging compared to previous generations.

Hypothesis 1 shows that Chatime Eco Cup's Green Advertising positively influences Purchase Decisions by 0.201. This finding is consistent with previous research indicating that Green Advertising influences Purchase Decisions ([Herniah, 2023](#); [Rahmawati & Soliha, 2024](#)). The Green Advertising indicator with the greatest influence is the information conveyed in Chatime Eco Cup's Instagram ads, which is presented with attractive visual elements (Images and Illustrations). Firstly, the use of bright green, purple, and blue colors creates a natural impression, consistent with the eco-friendly theme. Secondly, the use of modern, eco-friendly illustrations, such as an illustration of a smiling Earth with the caption "NTAPSS!" adds a cute touch, enhancing the visual appeal and making the ad more memorable. These aspects align with research by Kim et al. (2021), which found that the attractiveness of Green Advertising has the greatest influence on purchase intentions. Attractive Green Advertising can motivate consumers to be among the first to adopt eco-friendly behaviors and purchase eco-friendly products ([Kim & Cha, 2021](#)).

The design of the images and text in Green Advertising that is made more appealing and effectively conveys the most important messages about eco-friendly products can increase consumer awareness to purchase and consume products that are beneficial for both themselves and the environment ([Darlius & Keni, 2021](#)). This is also consistent with the second most significant Green Advertising indicator, which is that the information conveyed in Chatime Eco Cup ads helps reduce the current problem of plastic waste accumulation. Firstly, Green Advertising often uses words like "Recyclable" and "Compostable." These terms help environmentally conscious and unconscious consumers understand that the Eco Cup has a lower environmental impact compared to typical single-use plastic packaging. Secondly, Green Advertising often uses casual and fun language (Figure 1). One example is the main message "A New Way to Drink Chatime While Loving the Earth." This message communicates that by using the Eco Cup, consumers can drink Chatime in a modern and eco-friendly way. Thirdly, the message also gives a friendly and familiar impression, especially to Generation Z consumers, who are the majority of respondents in this study. These findings are consistent with research by Hasanah and Handayani (2020), which found



that the message in Green Advertising for Himalaya Herbals skincare was well-delivered to consumers, becoming the strongest indicator influencing purchase decisions. The ad explained the use of eco-friendly ingredients in each product set, leading consumers who saw the Green Advertising to decide to purchase the product. Based on these two indicators, Green Advertising not only attracts consumer attention but also conveys important messages about the environmental benefits of the packaging, thereby encouraging consumers to purchase the Chatime Eco Cup.

**Figure 1.** The Use of Casual and Fun Language in Chatime Eco Cup's Green Advertising



Source: Chatime Indonesia, 2022a

Hypothesis 2 shows that Green Packaging influences the Purchase Decision of Chatime drinks by 0.338. This occurs because the Chatime Eco Cup is recyclable, which helps reduce plastic waste accumulation. This is consistent with previous research indicating that biodegradable Green Packaging can attract environmentally conscious users to make purchases (Mardiyah et al., 2022). Furthermore, the Chatime Eco Cup has a packaging design that makes it easier for consumers to enjoy the drink. This packaging design, which does not require a straw, offers a more practical and eco-friendly experience since there is no need to find or use a single-use plastic straw. As mentioned above, the majority of Chatime consumers are Generation Z, and according to Varlina dan Maulini (2024), this generation appreciates practicality. Therefore, this packaging design can influence consumers in making purchase decisions. Hence, it can be interpreted that the recyclable and practical design of Chatime's packaging can drive individuals' purchase decisions.

Hypothesis 3 indicates that Green Advertising affects Green Perceived Value by 0.290. This finding aligns with previous research demonstrating that Green Advertising influences Green Perceived Value (Bi et al., 2023). Among the Green Perceived Value indicators, the highest average score is for the feeling of comfort when using the Chatime Eco Cup. This is supported by significant Green Advertising indicators, where engaging information makes consumers feel more comfortable. For example, an ad featured a quiz asking, "Which is not a benefit of buying an Eco Cup?" with options including a) it's more affordable, b) it's simpler to drink, c) it's recyclable and compostable, d) it can make the Earth happier, and e) it's healthier and more refreshing. The correct answer was option e, and comments on the ad reveal that most consumers selected this option. Research by Wang et al. (2018) supports this, showing that when consumers receive information through Green Advertising indicating that an energy-efficient product reduces household energy consumption and costs over its lifecycle, their Green Perceived Value for the product increases.

Similarly, the second most significant Green Perceived Value indicator is the perception that the Chatime Eco Cup is worth its price. Chatime sometimes offers promotional prices for the Chatime Eco Cup through Green Advertising. In this study, consumers viewed attractive Green Advertising highlighting the benefits of the Eco Cup, making them feel comfortable (emotional value) using it because it helps reduce plastic waste accumulation. The study by Azemi et al. (2022) found that Generation Z has a more prominent emotional perception compared to Generations X and Y. Generation Z also values the importance of visual appeal in advertising, including the use of emotionally appealing images that help them feel more connected to the advertised product. Moreover, seeing promotional price information further increases consumers' comfort in using the Eco Cup because the packaging becomes more affordable and offers greater value to consumers.

Hypothesis 4 shows that Green Packaging influences Green Perceived Value by 0.349. In this study, Green Packaging can influence Green Perceived Value because the Chatime Eco Cup is made from recyclable materials, providing consumers with emotional value—a sense of comfort when using eco-friendly packaging. Using the Chatime Eco Cup gives consumers a sense of comfort as they can enjoy their favorite drink while contributing to environmental protection. Additionally, the packaging design with a foldable lid as a straw substitute offers a practical experience for consumers (Figure 3). Besides providing ease of use, the Chatime Eco Cup design also gives comfort to environmentally conscious individuals by reducing the need for additional plastic straws, especially those made of plastic. Therefore, it can be interpreted that the materials used in the Chatime Eco Cup and its unique and simple design without an additional straw can enhance consumers' Green Perceived Value, particularly in terms of emotional and functional value.

**Figure 3.** Chatime Eco Cup design that Eliminates the Need for a Straw



*Source:* Chatime Indonesia, 2022b

Hypothesis 5 demonstrates that Green Perceived Value influences Purchase Decisions by 0.298. This result is consistent with previous research indicating that Green Perceived Value affects Purchase Decisions (Damayanti & Nuvriasari, 2021). The Purchase Decision indicator with the highest average score is the decision to buy the Chatime Eco Cup due to a promotional price. This finding reflects that the Green Perceived Value indicators make consumers feel more comfortable trying the Eco Cup, as promotional pricing makes the purchase decision easier and more affordable. The majority of respondents reported purchasing the Eco Cup 1-3 times, which aligns with (Mishra et al., 2024) showing that discounts positively influence consumer purchase decisions.

Promotional pricing allows consumers to save money while acquiring the product they want, benefiting both the company and the customers (Bocken et al., 2016). Additionally, promotional pricing can lower the perceived risk associated with trying new packaging.

The Purchase Decision indicator with the second-highest average score is the act of seeking information about the Chatime Eco Cup on Instagram @chatimeindo. In addition to displaying promotional information, Green Advertising also posts images and videos related to the use and benefits of the Eco Cup. As a result, consumers feel that buying packaging at a promotional price offers them greater value, as they not only get the packaging at a lower cost but also obtain packaging that they believe is comfortable and eco-friendly. Furthermore, Green Packaging is usually expensive. However, Chatime offers promotional prices for the Eco Cup. This is also consistent with most respondents in this study who have an income of less than 1,000,000/month, making it more affordable and still appealing to Generation Z, whether they are environmentally conscious or not.

Hypothesis 6 shows that Green Advertising influences Purchase Decisions through Green Perceived Value by 0.086, while Hypothesis 7 shows that Green Packaging has a greater influence on Purchase Decisions through Green Perceived Value by 0.104. The direct influence of Green Packaging on Purchase Decisions is indeed greater than that of Green Advertising. Moreover, the influence of Green Packaging on Purchase Decisions is the largest among the six other hypotheses.

This is because consumers who are aware of this feel comfortable (emotional value) knowing that by purchasing and using the Chatime Eco Cup, they are contributing to the environment by not adding to plastic waste accumulation. The Chatime Eco Cup design, with a foldable lid, is also unique. Furthermore, the price is commensurate with the benefits of the Chatime Eco Cup, which makes the Purchase Decision easier and more affordable. Consumers perceive the Eco Cup to be of great value because it is made from recyclable materials and has a practical and attractive design, enhancing their overall Green Perceived Value.

The research finds that Green Perceived Value, as an intervening variable (O), positively mediates the influence of Green Advertising and Green Packaging (S) on Purchase Decisions (R). However, the direct influence (S to R) is greater than the indirect influence (S through O to R). This differs from the findings of Rivas et al. (2022), who suggested that marketers should increase their focus on promoting the adoption of green innovations (including purchase decisions) through consumption value.

Green Advertising has a smaller direct and indirect impact compared to Green Packaging (H1, H3, H5). Chatime frequently promotes promotional pricing and the benefits of the Eco Cup; however, the testimonials provided may lack authenticity, raising doubts about the effectiveness of the Eco Cup. Additionally, inconsistencies between the advertising and actual practices, such as the continued use of plastic straws despite the Eco Cup being designed to reduce plastic usage, also affect consumer perception. Following the launch of the Eco Cup, Chatime introduced the Purple Tumbler, which is perceived as more effective and offers greater value due to its reusability, leading consumers to feel that the Eco Cup is less necessary.

Based on the R-Square value, the Purchase Decision variable (Y) can be explained by 46.6% through variables X1, X2, and Z. Meanwhile, 53.4% is explained by other factors. There is a hypothesis that Variable Y could be explained by several factors. First, the influence of those around them. This is because, during the distribution of the questionnaire, it was found that many individuals who purchased the Chatime Eco Cup encouraged their peers to buy drinks using this

packaging. They invited their peers by tagging usernames in the comments section of Green Advertising posts.

Second, green brand image awareness, which is the brand perception in consumers' minds related to the brand's commitment to environmental protection (Chen et al., 2019). In 2022, Chatime began their commitment to becoming a brand that cares about the environment. Before launching the Eco Cup, Chatime initiated the #GerakanSapuPlastik campaign to collect plastic waste at dropboxes, also known as Mini Collection Points (MCP), available at their outlets. Additionally, Chatime frequently used the phrase "Make the Earth Happier" in their Green Advertising campaigns. Chatime also celebrated Planting Day by encouraging consumers to purchase the Eco Cup. These efforts led consumers to perceive that Chatime is environmentally conscious, particularly concerning plastic waste accumulation. This is consistent with the findings of Isbahi et al. (2024), which indicate that green brand image awareness influences Purchase Decisions. The Body Shop ensures its green image by offering products that are not tested on animals and use sustainable plant-based ingredients. The campaigns they run also reinforce their positive impact on the environment and their brand, resulting in consumer Purchase Decisions.

Furthermore, Green Perceived Value (Z) can be explained by Variables X1 and X2 by 30.6%. The remaining 69.4% can be attributed to other factors. There is a hypothesis that Variable Z could be explained by the concept of warm glow. Warm glow refers to the feeling of moral satisfaction that consumers experience when they engage in actions that benefit the greater good (Andreoni, 1990), such as purchasing Green Packaging. The moral satisfaction consumers feel when buying green brands enhances their overall evaluation of the benefits of the Chatime Eco Cup, thereby increasing their Green Perceived Value. This is consistent with the findings of Lin et al. (2017), which found that warm glow is positively related to Green Perceived Value.

## CONCLUSION

This study applies the Stimulus-Organism-Response (SOR) theory to explore how Green Advertising and Green Packaging influence the Purchase Decisions of Generation Z, particularly regarding Chatime's Eco Cup. The findings reveal that the direct impact of these stimuli on purchase behavior is stronger than the indirect influence mediated by Green Perceived Value. This suggests that companies should prioritize immediate, compelling stimuli that resonate with consumers, while still nurturing long-term green perceived value. For Generation Z, practical and aesthetic aspects of Green Packaging and visually appealing Green Advertising on platforms like Instagram are key motivators for purchasing decisions. While Green Perceived Value has a smaller indirect effect, it still contributes to purchase behavior by enhancing the emotional and functional value of eco-friendly products.

Based on the analysis, the following recommendations are proposed. First, in future research, exploring other mediators such as environmental awareness or green beliefs could provide a more nuanced understanding of the S-O-R model, especially in contexts where direct effects dominate. Additionally, using a longitudinal approach could reveal how the balance between direct and indirect influences evolves, offering insights into sustaining brand loyalty and trust through green marketing initiatives. Second, future studies could examine additional factors, such as the impact of social surroundings and Green Brand Image Awareness on Purchase Decisions. Investigating the effect of "warm glow" on Green Perceived Value could also be insightful. These factors can be analyzed as independent or intervening variables, either in combination or separately. Third,

since Green Packaging has the most significant impact on purchase decisions, Chatime should not only continue to prioritize the eco-friendliness of the Eco Cup but also innovate further. This could involve exploring new sustainable materials, improving the cup's design for better functionality, or even creating a reusable version to appeal to eco-conscious consumers. Additionally, Chatime could launch campaigns that highlight the benefits of using the Eco Cup, positioning it as a must-have for environmentally responsible consumers. This research can also serve as a reference for other brands looking to develop green marketing strategies aimed at Generation Z. Fourth, while Green Perceived Value has a smaller impact, it remains crucial for long-term brand loyalty. Chatime could enhance this by creating a brand narrative that connects emotionally with Generation Z's values, such as sustainability, social responsibility, and community. This could include partnerships with environmental NGOs, participation in green initiatives, or storytelling that showcases the positive impact of using the Eco Cup. Transparency is also key—providing detailed information about the product's lifecycle, from sourcing to disposal, can build trust and reinforce the brand's commitment to sustainability. Utilizing environmental certifications is a strategic move, as it not only reassures consumers but also differentiates Chatime from competitors.

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