

The Influence of Green Promotion and Environmental Awareness on the Perceived Value of Low Watt Rice Cooker through Eco-Friendly Attitude in Generation Z in Surabaya

Agus Sastriono, Siti Mujanah, Abdul Halik

Universitas 17 Agustus 1945, Surabaya

agussastriono1809@gmail.com, sitimujanah@untag-sby.ac.id, halik@untag-sby.ac.id

Abstract

This study aims to analyze the influence of green promotion and environmental awareness on the perceived value of low-watt rice cookers through eco-friendly attitude among Generation Z in Surabaya City. The novelty of this research lies in the use of eco-friendly attitude as a mediating variable in the relationship between green promotion and environmental awareness toward perceived value in energy-efficient electronic products, particularly low-watt rice cookers. This study employed a quantitative approach with data collected through questionnaires distributed to Generation Z consumers in Surabaya City who are familiar with low-watt rice cooker products. The sampling technique used was purposive sampling, while the data analysis method applied was Partial Least Square-Structural Equation Modeling (PLS-SEM) using SmartPLS software. The results indicate that green promotion and environmental awareness have a positive and significant effect on eco-friendly attitude and the perceived value of low-watt rice cookers. Furthermore, eco-friendly attitude also has a positive and significant effect on perceived value and is proven to mediate the influence of green promotion and environmental awareness on the perceived value of low-watt rice cookers among Generation Z in Surabaya City.

Keywords: green promotion, environment awareness, eco-friendly attitude, perceived value

Introduction

Changes in the lifestyle of modern society have encouraged the emergence of sustainable lifestyle trends among the younger generation, especially Generation Z. Generations born and raised in this digital era have a high level of exposure to information issues such as environmental issues, climate change, and energy crises through social media. Various campaigns on reducing carbon emissions, using renewable energy, and the importance of energy efficiency have made awareness to save energy no longer just an economic necessity, but has developed into a part of young people's lifestyles. Generation Z tends to care more about products that have sustainability and environmentally friendly values than previous generations. This phenomenon can be seen from the increasing use of energy-efficient products in daily life, such as LED lights, electric vehicles, and electricity-efficient household appliances.

In Indonesia, public awareness of the importance of energy saving continues to increase in line with the increase in electricity tariffs and various government programs that encourage energy efficiency in households. Generation Z is starting to show concern about the level of electricity consumption before deciding to buy electronic products, including kitchen appliances such as low-wattage rice cookers. This product is considered more efficient in the use of electrical power so that it can help save costs while supporting

environmental conservation efforts. On the other hand, social media also plays a big role in spreading energy-efficient lifestyle trends through various educational content, product reviews, and green lifestyle-themed campaigns. This shows that Generation Z's consumption decisions are not only based on the functional benefits of the product, but are also influenced by the values of concern for the environment contained in it.

Green promotion through social media has become one of the marketing strategies that many companies implement to attract consumer interest in environmentally friendly products. This form of promotion focuses on the value of sustainability, concern for the environment, and the energy efficiency of a product. The company utilizes various social media platforms such as Instagram, TikTok, and YouTube to convey marketing messages in a more engaging, interactive, and easy-to-understand way for Generation Z. Promotional content related to environmental issues is considered to be able to create a positive consumer perception of energy-efficient products. In this study, green promotion on social media is expected to encourage an increase in Generation Z's interest in low-watt rice cooker products.

Several previous studies have shown that green promotion has a positive and significant influence on consumer buying interest. Research conducted by Rahman and Putri (2023) found that eco-friendly promotions through social media are able to increase purchase intention in energy-efficient electronic products. Similar results were also found by Sari and Nugroho (2022) who stated that digital-based green marketing strategies have a significant effect on the purchase decision of environmentally friendly products in Generation Z. However, different results were found by Prasetyo (2021) who stated that green promotion does not have a significant effect on buying interest because consumers still consider the price and quality of products more than the environmental message conveyed by the company. The difference in the results of the study shows that there is a research gap regarding the influence of green promotion on buying interest.

In addition to green promotion, environmental awareness is also an important factor in influencing consumer behavior towards environmentally friendly products. Environmental awareness is the level of individual understanding and concern for environmental issues and the impact of consumption activities on nature conservation. Generation Z who have a high environmental awareness tend to pay more attention to the impact of using products on the environment before making a purchase. Consumers with good environmental awareness typically prefer products that are energy-efficient, can be used in the long term, and have a lower negative impact on the environment. Environmental awareness can also affect consumers' perceived value of energy-efficient products. Consumers who are aware of the importance of protecting the environment tend to consider environmentally friendly products to have more value than conventional products.

Low watt rice cooker products are perceived as products that not only provide functional benefits in the form of electricity savings, but also provide environmental benefits because they support household energy efficiency. Therefore, the higher the consumer's environmental awareness, the higher the perceived value of energy-saving products. Previous research has shown mixed results regarding the influence of environmental awareness on perceived value. Research by Lestari and Hidayat (2022) found that environmental awareness has a positive and significant effect on the perceived value of environmentally friendly electronic products. Another study by Wijaya (2023) also shows that consumers with a high level of environmental concern have a more positive product assessment of energy-efficient products.

However, research by Kurniawan and Adelia (2021) found that environmental awareness does not have a significant effect on perceived value because some consumers are still more focused on price and the main function of the product. The difference in the results of the study shows that there is an inconsistency in the research results so that further research

is needed. Eco-friendly attitude is a form of individual concern for environmental sustainability which is reflected in daily consumption behavior. An attitude of caring for the environment is a psychological factor that can affect the way consumers assess a product. Generation Z with a high level of eco-friendly attitude tends to be more selective in choosing products and considering the environmental impact of the products used. In this study, eco-friendly attitude is seen as an intervening variable that can strengthen the influence of green promotion and environmental awareness on the perceived value of low wattage rice cookers.

The relationship between green promotion and eco-friendly attitude is explained through consumer behavior theory which states that environmentally-based marketing messages can shape consumers' positive attitudes towards environmentally friendly products. Research by Amelia and Santoso (2023) shows that green promotion has a significant effect on the eco-friendly attitude of young consumers. In addition, environmental awareness can also increase environmental care because consumers feel that they have a responsibility to preserve the environment through wiser consumption behavior. Research by Putra and Wahyuni (2022) found that environmental awareness has a positive influence on eco-friendly attitudes. Eco-friendly attitude also has a close relationship with the perceived value of environmentally friendly products.

Consumers who have high environmental concern tend to consider environmentally friendly products as products that are of more value because they provide personal benefits as well as environmental benefits. Research by Hidayah and Pramono (2023) shows that eco-friendly attitudes have a positive and significant effect on the perceived value of environmentally friendly products. However, another study by Yusuf (2021) found that environmental care does not always increase perceived value if consumers feel that the price of the product is too expensive compared to the benefits obtained. The difference in the results of the study shows that eco-friendly attitude is still an interesting variable to be tested as an intervening variable.

Organizations need to use a strategic and entrepreneurial perspective to survive in an era of highly competitive business environments (Wijaya, 2022). Based on the phenomenon of increasing trends in energy-saving living among Generation Z, the development of green promotion, the importance of environmental awareness, and the inconsistency of previous research results, this study is important to determine the influence of green promotion and environmental awareness on the perceived value of low watt rice cooker through an eco-friendly attitude in Generation Z in the city of Surabaya. This research is expected to make a theoretical contribution to the development of green marketing and environmentally friendly consumer behavior, as well as a consideration for companies in developing effective energy-efficient product marketing strategies for Generation Z. Organizations need to use a strategic and entrepreneurial perspective to survive in an era of highly competitive business environments.

Method

This study uses a type of quantitative research with an associative approach. Quantitative research is a research method used to test the relationship between variables through the measurement of data in the form of numbers and analyzed using statistical techniques. The associative approach aims to determine the influence between independent variables on dependent variables either directly or indirectly through intervening variables. This study was conducted to analyze the influence of green promotion and environmental awareness on the perceived value of low watt rice cooker through eco-friendly attitude in Generation Z in the city of Surabaya. The research data was obtained through the distribution of questionnaires to respondents who met the research criteria. The population in this study is Generation Z in the city of Surabaya who know or have seen the promotion of low watt rice

cooker products. The sampling technique uses purposive sampling with the following criteria: Gen Z aged 17 – 27 years, Domiciled in the city of Surabaya, Have an interest in energy-saving products, Have seen the promotion of low watt rice cookers on social media.

Results and Discussion

Outer model test

An outer model analysis or measurement model shows how the latent variable relates to its indicators. This analysis is to ensure that the measurements used are worthy of being used as a measure or valid and reliable.

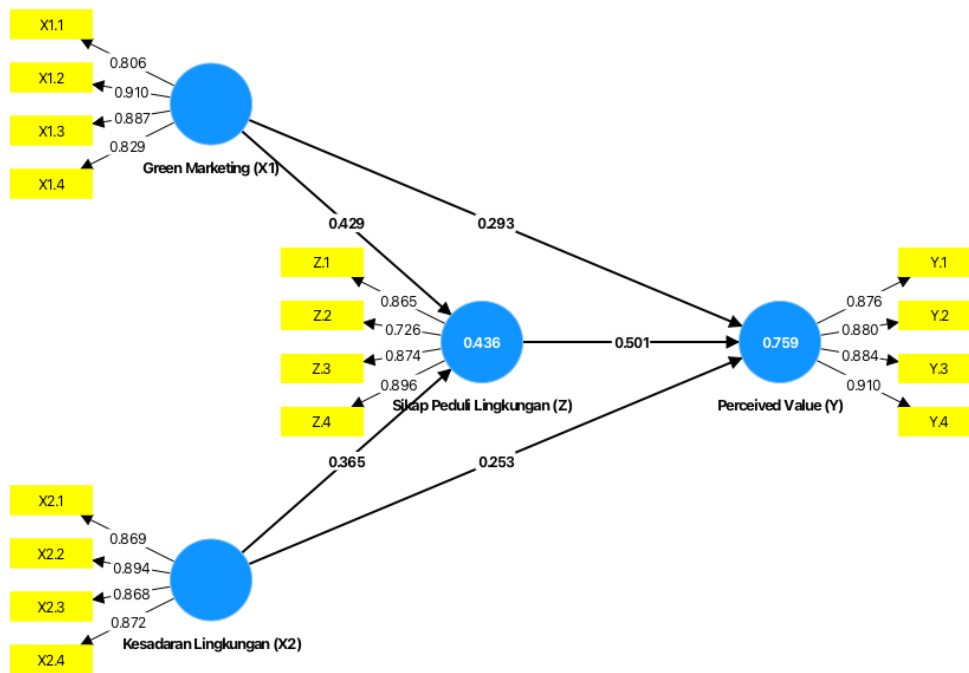


Figure 1. Outer Model Results

Source : processed via smartpls v4

In this study, the outer model test used algorithm analysis on the smartpls application. The rule of thumb that is usually used to assess convergent validity is that the loading factor value must be more than 0.70 (ghozali, 2021:68). The loading factor value of each indicator in Figure 1 above is explained as in table 2 below:

Table 2. Outer Loading Test Results

	Green Marketing (X1)	Environmental Awareness (X2)	Perceived Value (Y)	Attitude Carin g for the Environment (Z)
X1.1	0.806			
X1.2	0.910			
X1.3	0.887			
X1.4	0.829			
X2.1		0.869		
X2.2		0.894		
X2.3		0.868		

X2.4		0.872		
Y.1			0.876	
Y.2			0.880	
Y.3			0.884	
Y.4			0.910	
Z.1				0.865
Z.2				0.726
Z.3				0.874
Z.4				0.896

Source : processed via smartpls v4

Based on the results in table 3 above, the statement items have a loading factor value of more than 0.70 and have met the convergent validity criteria so that the next stage can be carried out, namely discriminant validity.

Testing of discriminant validity in this study used cross loading results. Discriminant validity can be seen in table 3 below:

Table 3. Discriminant Validity Results

	Green Marketing	Environmental Awareness	Perceived Value	Caring Attitude Environment
X1.1	0.806	0.257	0.431	0.393
X1.2	0.910	0.330	0.582	0.480
X1.3	0.887	0.368	0.650	0.561
X1.4	0.829	0.333	0.615	0.492
X2.1	0.390	0.869	0.640	0.455
X2.2	0.285	0.894	0.506	0.439
X2.3	0.340	0.868	0.524	0.498
X2.4	0.308	0.872	0.522	0.455
Y.1	0.562	0.596	0.876	0.715
Y.2	0.649	0.545	0.880	0.752
Y.3	0.606	0.535	0.884	0.714
Y.4	0.572	0.559	0.910	0.659
Z.1	0.582	0.516	0.785	0.865
Z.2	0.309	0.329	0.485	0.726
Z.3	0.512	0.440	0.691	0.874
Z.4	0.459	0.464	0.689	0.896

Source : processed via smartpls v4

Based on the table above, it can be seen that the cross loading value of each constructor indicator is greater than the other, so it can be concluded that all indicators of each construct have met the criteria of discriminant validity.

After evaluating convergent validity and discriminant validity, variables can be considered valid and reliable after involving construct reliability and validity. According to Ghozali (2021), a variable qualifies convergent and discriminant validity if it has a composite reliability, cronbach alpha >0.70 , and an ave value of >0.50 . Information about construct reliability and validity that determine the validity and reliability of variables can be found in the following table 4:

Table 4. Convergent validity and discriminant validity results

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Green Marketing (X1)	0.882	0.896	0.918	0.738
Environmental Awareness (X2)	0.899	0.901	0.929	0.767
Perceived Value (Y)	0.910	0.911	0.937	0.788
Attitude Caring for the Environment (Z)	0.864	0.888	0.907	0.710

Source : processed via smartpls v4

The results of Table 4 can be concluded if the research variables are declared valid and reliable. It is known that all statement items on the Green Marketing variable (X1) are declared valid and reliable because they have a composite reliability value and Cronbach's alpha greater than 0.70 and an ave value > 0.50 . Then for the Environmental Awareness variable (X2) it was also declared valid and reliable because it had a composite reliability value and Cronbach's alpha greater than 0.70 and an ave value > 0.50 . Then for the variable, then for the variable Attitude of Environmental Care (Z) is declared valid and reliable because it has a composite reliability value and Cronbach's alpha greater than 0.70 and an ave value of > 0.50 . And the last one for the Perceived Value (Y) variable is also declared valid and reliable because it has a composite reliability value and Cronbach's alpha is greater than 0.70 and the ave value > 0.50 .

Inner model test

After verifying that each construct meets the requirements of convergent validity, discriminant validity, and construct reliability and validity, the next step is to evaluate the structural or inner model. At this stage, the main attention is directed to the analysis of the relationships between variables as well as the assessment of their strength and direction in the model.

Table 5. Path Coefficient Results

	Green Marketing (X1)	Environmental Awareness (X2)	Perceived Value (Y)	Attitude Carin g for the Environment (Z)
Green Marketin g (X1)			1.496	1.169
Environmental Awareness (X2)			1.405	1.169
Perceived Valu e (Y)				
Attitude Carin g for the Environment (Z)			1.774	

Source : processed via smartpls v4

Based on the results of the path coefficient test in table 5, it can be seen that Green Marketing (X1) to Environmental Care Attitude (Z) has a path coefficient value of 1.169 which shows that Green Marketing has a positive effect on Environmental Care Attitude, then Environmental Awareness (X2) Environmental Awareness (Z) also has a path coefficient value 1,169 which shows that Environmental Awareness has a positive effect on Environmental Care Attitude, then Environmental Care Attitude (Z) towards Perceived Value has a path coefficient value of 1.774 which shows that Environmental Care Attitude has a positive effect on Perceived Value, Green Marketing (X1) on Perceived Value (Y) has a path coefficient value 1,496 which shows that Green Marketing has a positive effect on Perceived Value, then Environmental Awareness (X2) Perceived Value (Y) also has a path coefficient value of 1,405 which shows that Environmental Awareness has a positive effect on Perceived Value.

Coefficient of Determination (R²)

Table 6. Determination Coefficient Test Results

	R-square	R-square adjusted
Perceived Value (Y)	0.759	0.753
Environmental Care Attitude (Z)	0.436	0.427

Source : processed via smartpls v4

It can be seen in Table 6, that the value of r square adjusted for Environmental Care (Z) is 0.427. And to the Perceived Value (Y) of 0.753. And it is in the medium category.

Test F

F-square is used in testing to show how much influence the predictor latent variable has on the endogenous latent variable on the structural order. Ghozali (2021:75) classifies f-squares into three categories, namely: 0.02 for weak influence, 0.15 for moderate influence, and 0.35 for strong influence.

Table 7. F Test Results

	Green Marketing (X1)	Environmental Awareness (X2)	Perceived Value (Y)	Attitude Carin g for the Environment (Z)
Green Marketin g (X1)			0.238	0.280
Environmental Awareness (X2)			0.189	0.202
Perceived Valu e (Y)				
Attitude Carin g for the Environment (Z)			0.587	

Source : processed via smartpls v4

From table 7, it is found that the Green Marketing variable (X1) has a strong influence on Environmental Care Attitude (Z) with a value of f- square 0.280. Similarly, Environmental Awareness (X2) exerts a strong influence on the Perceived Value (Y) with an f-square value of 0.189. However, Environmental Awareness (X2) has a strong influence on Environmental Care Attitude (Z) with an f-square value of 0.202. Green Marketing(X1) has a strong influence on the Perceived Value (Y) with an f-square value of 0.238, and Environmental Care (Z) has a strong influence on the Perceived Value (Y) with an f-square value of 0.587.

Goodness Of Fit

The goodness of fit test aims to test the overall fit of the model, both for the outer model and the inner model and whether there is a match between the observed values and the expected values in the model.

Table 8. Goodness of Fit Results

	Saturated model	Estimated model
SRMR	0.071	0.071
d_ ULS	0.689	0.689
d_ G	0.464	0.464
Chi-square	323.080	323.080
NFI	0.798	0.798

Source : processed via smartpls v4

The statistical results in Table 8 show that the value of the model gof is 0.798 in the nfi table and is included in the high gof category. Empirical data is able to explain measurement models and measurement models with a high degree of compatibility.

Hypothesis test

Structural model testing is carried out by measuring t-statistic and p-values. The basis used in testing the hypothesis directly is the value contained in the output path coefficient and indirect effect to test the indirect influence hypothesis. The following explanation of hypothesis testing can be seen in table 9:

Table 9. Direct Influence Hypothesis Test Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P Values
Green Marketing (X1) -> Perceived Value (Y)	0.293	0.291	0.118	2.486	0.013
Green Marketing (X1) -> Attitude of Caring for the Environment (Z)	0.429	0.418	0.151	2.842	0.004
Environmental Awareness (X2)-> Perceived Value (Y)	0.253	0.265	0.125	2.030	0.042
Environmental Awareness (X2) -> Environmental Care Attitude (Z)	0.365	0.369	0.136	2.684	0.007
Environmental Concern (Z) -> Perceived Value (Y)	0.501	0.477	0.149	3.360	0.001

Source : processed via smartpls v4

Based on the statistical results of the hypothesis test in Table 9, it was found that directly, there was a significant influence between the research variables.

Table 10. Indirect Influence Hypothesis Test Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P Values
Green Marketing (X1) -> Attitude of Caring for the Environment (Z) -> Perceived Value (Y)	0.215	0.201	0.096	2.237	0.025
Environmental Awareness (X2) -> Attitude Caring for the Environment (Z) -> Perceived Value (Y)	0.183	0.179	0.089	2.057	0.040

Source : processed via smartpls v4

Based on the statistical results of the hypothesis test in Table 10, it was found that indirectly, the variables of Environmental Care Attitude (Z) were able to mediate the variables of Green Marketing (X1) and Environmental Awareness (X2) to Perceived Value (Y).

Discussion

1. Green promotion has a significant effect on the eco-friendly attitude of Generation Z in the city of Surabaya.

Green promotion has a significant influence on the eco-friendly attitude of Generation Z in the city of Surabaya because promotions that raise environmental themes are able to increase consumer awareness and understanding of the importance of maintaining environmental sustainability. Generation Z is a group that is very active in using social media so that it is easier to receive various information related to environmental issues, such as energy efficiency, waste reduction, and the use of environmentally friendly products. When companies deliver promotions that highlight the value of environmental care and sustainability, young consumers tend to form a positive view of behaviors that support environmental conservation. In addition, green promotion content that is presented in an attractive, educational, and interactive manner can encourage the formation of a mindset that the use of energy-efficient products is part of today's lifestyle that cares more about the environment.

Along with the efforts of the City of Surabaya in carrying out various environmental conservation and sustainable development programs, Generation Z is increasingly encouraged to use electronic products that are more efficient in energy use, one of which is a low-watt rice cooker. Green promotion that is actively conveyed through social media can increase consumer understanding that the use of low-power products is part of the implementation of a lifestyle that cares about the environment. The more creative, informative, and sustainable the green promotion message regarding the benefits of low watt rice cookers received by consumers, the stronger the eco-friendly attitude formed in Generation Z in the city of Surabaya.

2. Environmental awareness has a significant effect on the eco-friendly attitude of Generation Z in the city of Surabaya.

Environmental awareness has a significant effect on the eco-friendly attitude of Generation Z in the city of Surabaya because the higher the individual's understanding and concern for environmental problems, the greater their tendency to implement behaviors that support environmental sustainability. Generation Z is a generation that can easily obtain information about climate change, pollution, and energy crisis issues through social media and other digital platforms. This information makes Generation Z more aware of the importance of using environmentally friendly and energy-efficient products in daily life. This awareness then forms an eco-friendly attitude which is reflected in the habit of choosing products that are more efficient and do not have a bad impact on the environment.

In the context of using low-watt rice cookers, Generation Z who have high environmental awareness tend to view these products as a solution that supports energy savings while reducing household electricity consumption. Low wattage rice cooker products are considered to be able to help reduce energy use without reducing the main function of the product, so that it is in accordance with the environmentally friendly lifestyle that is starting to develop among young people. In addition to providing economic benefits through saving electricity costs, the use of low watt rice cookers is also perceived as a form of real contribution in supporting energy efficiency and protecting the environment. Therefore, the higher the level of environmental awareness that Generation Z has in the city of Surabaya, the higher the eco-friendly attitude formed towards the use of energy-saving products such as low-watt rice cookers.

3. Green promotion has a significant effect on the perceived value of low watt rice cookers in Generation Z in the city of Surabaya.

Green promotion has a significant effect on the perceived value of low watt rice cookers in Generation Z in the city of Surabaya because environment-based promotion is able to form a positive perception of consumers on the benefits and value of products. Through green promotion, the company not only introduces product functions, but also emphasizes environmental benefits such as energy savings, electricity use efficiency, and contribution to an eco-friendly lifestyle. Generation Z who actively use social media tends to more easily receive promotional information that is packaged in an attractive, educational, and relevant way to environmental issues. When consumers often see promotional content about the benefits of low watt rice cookers as an energy-saving product, consumers will give a higher assessment of the quality and value of the product.

In addition, green promotion can increase perceived value because consumers feel that low watt rice cookers not only provide functional benefits, but also economic and environmental benefits. This product is perceived to be able to help reduce household electricity use so that it is more cost-effective in the long run. On the other hand, promotional messages that highlight the concept of environmental sustainability make Generation Z feel that the use of low-watt rice cookers is part of a modern lifestyle that cares about environmental sustainability. Therefore, the more effective the green promotion carried out by the company through social media, the higher the perceived value formed by Generation Z for low watt rice cooker products in the city of Surabaya.

4. Environmental awareness has a significant effect on the perceived value of low watt rice cookers in Generation Z in the city of Surabaya.

Environmental awareness has a significant effect on the perceived value of low watt rice cooker because consumers who have a high level of environmental awareness tend to give more positive assessments to products that support energy efficiency and environmental sustainability. Generation Z in the city of Surabaya increasingly understands the importance of using energy wisely due to increasing information about the energy crisis, climate change, and the impact of excessive electricity use on the environment. This awareness makes consumers pay more attention to the environmental benefits of a product before making a purchase. In this case, a low watt rice cooker is perceived as a product that can help reduce household electricity consumption so that it has more value than conventional products.

In addition, perceived value is not only formed from the physical quality of the product, but also from the emotional and social benefits felt by consumers. Generation Z who have high environmental awareness will view the use of low wattage rice cookers as a form of contribution to energy saving and environmental conservation. These products are considered to provide economic benefits through reducing electricity costs while providing psychological satisfaction because they support an environmentally friendly lifestyle. Therefore, the higher the environmental awareness that Generation Z has, the higher the perceived value of low wattage rice cooker products.

5. Eco-friendly attitude has a significant effect on the perceived value of low watt rice cookers in Generation Z in the city of Surabaya.

Eco-friendly attitude has a significant effect on the perceived value of a low watt rice cooker because the attitude of environmental care that consumers have can affect the way they assess the benefits of a product. Generation Z who have a high eco-friendly attitude tend to appreciate products that are able to support energy efficiency and reduce negative impacts

on the environment. In this context, low watt rice cookers are seen as products that are in line with values and environmentally friendly lifestyles because they use less electrical power than ordinary rice cookers. This attitude of caring for the environment makes consumers give a higher assessment of the benefits and quality of products.

In addition, Generation Z not only considers the functional aspects of the product, but also the inherent sustainability value of the product. Consumers who have a high eco-friendly attitude will feel that the use of a low watt rice cooker is a form of environmentally responsible consumption behavior. This creates the perception that products have more value because they are able to provide personal benefits as well as environmental benefits. Therefore, the higher the eco-friendly attitude that Generation Z has in the city of Surabaya, the higher the perceived value of low watt rice cooker products.

6. Eco-friendly attitude mediates the influence of green promotion on the perceived value of low watt rice cookers in Generation Z in the city of Surabaya.

Eco-friendly attitude is able to mediate the influence of green promotion on the perceived value of low wattage rice cookers because environment-based promotion can form an attitude of consumers who care about the environment first before increasing the assessment of the product. Green promotions carried out through social media usually display messages about energy savings, electricity efficiency, and environmental benefits from using a low wattage rice cooker. The message not only provides product information, but also encourages Generation Z to be more concerned about environmental issues and use energy wisely. This attitude of caring for the environment that is formed then affects the way consumers assess the benefits of products.

Additionally, Generation Z tends to be more easily influenced by social media content that matches their values and lifestyle. When green promotion succeeds in forming an eco-friendly attitude, consumers will see the low watt rice cooker as a product that is not only functionally useful, but also supports environmental sustainability. Thus, green promotion does not directly increase perceived value, but through changing consumer attitudes towards the environment. Therefore, eco-friendly attitude plays a role as a mediating variable that strengthens the influence of green promotion on the perceived value of low watt rice cookers in Generation Z in the city of Surabaya.

7. Eco-friendly attitude mediates the influence of environmental awareness on the perceived value of low watt rice cookers in Generation Z in the city of Surabaya.

Eco-friendly attitude mediates the influence of environmental awareness on the perceived value of low watt rice cooker because the environmental awareness possessed by consumers can form an attitude of caring for the environment which then affects the assessment of the product. Generation Z who are aware of the importance of protecting the environment tend to have more selective consumption behavior and consider the impact of using products on the environment. This awareness will encourage the emergence of an eco-friendly attitude, which is an attitude that supports the use of energy-saving products such as low-watt rice cookers. This attitude of caring for the environment then makes consumers give a higher assessment of the value of the product.

In addition, low watt rice cookers are perceived not only as ordinary household appliances, but also as products that support energy efficiency and an environmentally friendly lifestyle. Generation Z who have high environmental awareness will feel that the use of these products is a form of contribution to reducing electricity consumption and preserving the environment. When environmental awareness succeeds in forming an eco-friendly attitude, the perceived

value of the product will also increase because consumers feel that the product provides functional, economic, and environmental benefits at the same time. Therefore, eco-friendly attitude is a mediating variable that strengthens the relationship between environmental awareness and perceived value of low watt rice cooker in Generation Z in the city of Surabaya.

Conclusion

The results of the study show that green promotion and environmental awareness have a positive and significant effect on eco-friendly attitude and perceived value of low watt rice cooker in Generation Z in the city of Surabaya. Green promotion conveyed through social media is able to increase consumer environmental awareness while forming a positive assessment of the benefits of energy-efficient products. In addition, Generation Z who have high environmental awareness tend to provide better perceived value to low-watt rice cookers because the product is considered to be able to support energy savings and an environmentally friendly lifestyle. This study also proves that eco-friendly attitude has a positive and significant effect on the perceived value of products.

Indirectly, eco-friendly attitudes have been proven to be able to mediate the influence of green promotion and environmental awareness on the perceived value of low watt rice cookers. This shows that the promotion of eco-friendliness and environmental awareness not only affects perceived value directly, but also through the formation of an attitude of environmental care in consumers. The higher the eco-friendly attitude that Generation Z has, the higher the perceived value of low watt rice cooker products in the city of Surabaya.

Suggestions for future research

Based on the results of the research that has been conducted, there are several suggestions that can be given to low watt rice cooker production companies. Companies are advised to improve their green promotion strategy through social media by presenting more educational, creative, and interactive content about the benefits of energy saving and the product's contribution to the environment. The use of social media such as Instagram, TikTok, and YouTube needs to be maximized because Generation Z is a consumer group that actively uses these digital platforms. The company is also advised to strengthen the message regarding energy efficiency and environmental benefits in low watt rice cooker products so that consumers better understand the more value that the product has compared to conventional products. In addition, companies can work with influencers or content creators who have concerns about environmental issues to increase consumer trust and interest in energy-efficient products.

For consumers, especially Generation Z in the city of Surabaya, this research is expected to increase awareness about the importance of using energy-efficient products as part of an environmentally friendly lifestyle. The use of a low watt rice cooker not only provides economic benefits through electricity savings, but also makes a real contribution in supporting environmental preservation and household energy efficiency. For future researchers, it is recommended to develop research by adding other variables such as green trust, green brand image, or purchasing decisions so that the results of the research become broader and more in-depth. In addition, further research can use other environmentally friendly product objects or expand the research area to obtain more diverse and representative results.

References

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
- Amelia, P., & Santoso, R. (2023). The influence of green promotion on eco-friendly attitude among young consumers. *Journal of Sustainable Marketing*, 8(1), 45–58.
- Chen, Y. S., & Chang, C. H. (2012). Enhance green purchase intentions: The roles of green perceived value, green perceived risk, and green trust. *Management Decision*, 50(3), 502–520.
- Joshi, Y., & Rahman, Z. (2015). Factors affecting green purchase behaviour and future research directions. *International Strategic Management Review*, 3(1–2), 128–143.
- Kotler, P., & Armstrong, G. (2018). *Principles of marketing* (17th ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.
- Kurniawan, D., & Adelia, S. (2021). Environmental awareness and perceived value of green products: The role of price and product functionality. *Journal of Environmental Marketing Studies*, 5(3), 88–97.
- Lestari, R., & Hidayat, M. (2022). The effect of environmental awareness on perceived value of environmentally friendly electronic products. *Journal of Sustainable Consumer Behavior*, 7(2), 101–115.
- Prasetyo, B. (2021). The effect of green promotion on consumer buying interest in environmentally friendly products. *Journal of Consumer Behavior Studies*, 5(3), 87–99.
- Putra, A., & Wahyuni, D. (2022). Environmental awareness and its effect on eco-friendly attitude in green product consumption. *International Journal of Green Consumer Behavior*, 6(2), 77–91.
- Rahman, A., & Putri, D. (2023). The influence of green promotion through social media on purchase intention of energy-saving electronic products. *Journal of Green Marketing Research*, 8(2), 115–128.
- Sari, N., & Nugroho, R. (2022). Digital green marketing strategy and purchasing decisions of environmentally friendly products among Generation Z. *International Journal of Sustainable Business*, 6(1), 45–59.
- Schiffman, L. G., & Kanuk, L. L. (2010). *Consumer behavior* (10th ed.). Pearson Education.
- Sun, Y., & Xing, J. (2022). The impact of social media information sharing on the green purchase intention among Generation Z. *Sustainability*, 14(11), 6879. <https://doi.org/10.3390/su14116879>
- Wijaya, A. (2023). Environmental concern and perceived value toward energy-saving products among consumers. *International Journal of Green Marketing*, 9(1), 56–69.
- Wijaya, O. Y. (2021). *Strategic entrepreneurship*. Penerbit Lakeisha.
- Yadav, R., & Pathak, G. S. (2017). Determinants of consumers' green purchase behavior in a developing nation: Applying and extending the theory of planned behavior. *Ecological Economics*, 134, 114–122.