Green Purchase Decision on Mineral Waters' Environmental Packaging: Millennials Perspectives

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ABSTRACT

Research purpose - This research aims to analyze the factors influencing green purchase decision of 100% recycled plastic material created by Aqua in Indonesia on millennials perspectives.
Methods – The researchers used quantitative method with online questionnaire as the collection data tool. Sampling in this research is to use purposive sampling and collected 175 millennials respondents who live in Jabodetabek. The data analyze used SPSS ver.22 and Smart PLS 3.2.8. This research is trying to identify the result of 7 hypothesis that have been developed.
Result - This research found out that green knowledge had no reliability to the other factors that were intended in the model. The model of variables of the research down from 4 to 3 which remaining green awareness, green purchase intention and green purchase decision to stay analyzed. The final result showed that there are significant factors influencing green purchase decision from environmental awareness, green purchase intention and from green awareness through green purchase intention. It is learned that the millennials who are aware to the environmental issues, will lead to the intention to buy green products.
Originality / value – To authors best knowledge, this research is the first research about mineral water environment packaging that launching by Aqua on early of 2019 in Jabodetabek area. Moreover. millennials as green consumers are underrepresented in green purchase behavior literature.
Keywords: *Green Awareness, Green Knowledge, Green Product, Green Purchase Intention, Green Purchase Decision.*

INTRODUCTION

According to The World Bank (2019), in Indonesia itself, every day Indonesia generates at least 175,000 tons of waste and plastic waste contribute 24,500 tons or 14% of total waste within a day. Every 20 minutes, approximately as much as 10 tons truckload of plastic are being dumped into the waters of Indonesia. Indonesia in 2015, is sitting on the 2nd rank of the most plastic waste contributors into the ocean after China (Genoveva, 2016). Concerning about this issue, Indonesia has set a target to reduce the plastic waste as much as 70% by 2025 (Hajramurni, 2018).

One of the ways to solve the cases of plastic waste, Chow, So & Yeung (2017) proposed the waste management controls. Rinkesh (2017) explains that waste management is involving the activities of treating waste and provide several offers to the recyclable waste that still can be utilized from the landfills. Gupta (2017) argues that the factors of omnipresent and also the characteristic of non-biodegradable of plastics that make it difficult on the waste management controls.

Interestingly, taking the action into account, one of the companies in Indonesia is starting to take a step to achieve the target that Indonesia has set to reduce the plastic waste, which is Aqua. One of the breakthroughs of Aqua in order to achieve the target set by Indonesia to reduce the plastic waste as much as 70% by 2025, has unveiled their new design of packaged drinking water which is rPET (recycled polyethylene terephthalate) (Kompas.com, 2018). rPET bottle is a bottle

that is 100% made from recycled PET which makes it not using any virgin plastics at all (Heritage Paper, 2017). rPET (recycled polyethylene terephthalate) is the recycled materials from PET (polyethylene terephthalate) (Leblanc, 2019). It is also known that Aqua is the pioneer of 100% recycled plastic packaging for packaged drinking water (Hananto, 2019). The implementation of rPET also believed to help reducing the plastic waste (EarthHero, 2017).

The innovation that has been created by Aqua of this environmentally packaging product can be taken as the movements of inventing Green Products. Green products in brief, refer to the products that are environmentally or preferable to the environment in terms of the consumption on the customers (Dangelico & Pontrandolfo, 2010). By this definition, green product is the products that can be suitable in terms of battling against the environmental issues since it is preferable in the environment. Although since 2018 Aqua has produced recyclable bottle packaging and has campaigned Aqua as an environmentally friendly product, the Aqua brand index has decreased from 63.9% in 2018 to 61% in 2019 (Genoveva & Samukti, 2020). Based on this problem, Aqua's environmentally friendly packaging have not directly impact on purchase intentions and purchasing decisions.

To dig deeper to the case of green products of Aqua, this research has chosen generation Y (millennials) in Indonesia. The characteristics of Millennials described by Ordun (2015), that millennial is the generation that open minded and also open to the information in general. The information of environmental issues builds the knowledge and awareness of millennial as the result of exposure of information about the environmental issues in the social media as one of the platforms of information can be gathered (Arnolda & Obermeister, 2018).

Anvar & Venter (2014) describes that the awareness of the millennials toward the environmental issues is one of the factors that lead the millennials to the green products. Chaudhary & Bisai (2018) supported that as the result of knowledge and awareness of the millennials toward the environmental information, leads to the purchase decision of the green products. Chaudhary & Bisai (2018) also added that the knowledge and concern of the millennials toward the information lead to intention of the millennials to the green products. By far, we have established that the awareness and also the knowledge of the millennials affecting the intention and decision to purchase the green products.

Despite the characteristics of millennials that are open and accept the information of environmental issues, it is still debatable according to the research of Bernades et al., (2019), argues that Millennials do not spend too much time searching for the information of environmental issues. It is also supported by the finding of the research by Naderi & Steenburg (2018), stated that millennials are not truly implementing the actions toward the green products. Therefore, based on this problem, researchers will be finding green purchase decision of Aqua mineral water environmental packaging from the millennial perspectives.

LITERATURE REVIEW

Millennials

By definition, generation Y also commonly known as the Millennials according the book of Benckendorff, Moscardo & Pendergast (2010). According to Montes (2017), generation Y was born in between the year of 1980 and 2000. In the book of Tulgan & Martin (2001), stated truths about generation Y which that generation Y is both the most open generation in the terms of educational and also the generation that paving the way to a wider concept of open and tolerant to the society. Knight & Spears (2011) stated that generation Y can also be seen as Generation Green concerning that the focus on environmental and energy issues along with their formative years. Combining (Tulgan & Martin, 2001; Knight & Spears, 2011), the researcher infers that generation Y is suitable to be considered as "generation green" since that they are wide open for the critical and analytical

panels such as education and also the society which becomes one of the points to understand the essence of environmental issues that are currently occurring (Aldeia & Alves, 2019).

Green Knowledge

Green knowledge in general, stated by Gbadamosi (2016) is the possession of knowledge individuals have concerning about the environmental issues and their capability to evaluate and also to understand the impact from the environmental issues toward the society and also the environment. Similar definition comes from Dima (2014) in his book, saying that green knowledge is the level of knowledge about environment and also the impacts that can be resulted from human activities on the environment. Sadik & Sadik (2014) added that green knowledge as the fundamental development of knowledge, skills and attitude toward the actions that will be taken to reduce the environmental issues.

Green knowledge is very important in the perspective of customer, since it can lead to the sustainability by meeting the resources and services needed in the present time without compromising the health of the ecosystems or the environment that provide them (Saczyna, 2015). The faster the expansion of human activities, it is causing the Earth resources rapidly consumed and an excessive amount of wastes and pollutions have been undoubtedly generated (Q.J. et al., 2017). Environmental knowledge in a firm can be defined as an understanding of environmental issues that resulting the firms to create environmentally friendly products (Saczyna, 2015).

Active learning method is one of the most successful way to increase the green knowledge (Batri, Alami, Zaki, & Nafidi, 2019). The education starting from school is the most effective strategies to prepare the young people to learn and be knowledgeable about their environmental issues, and be able to solve them (Mohiuddin, Mamun, Syed, Masud, & Su, 2018). Students of business school in the emerging countries develop their understanding and knowledge of eco-friendly business processes as they are targeting to internationalize their business scope into developed markets scale that need some environmentally adjustment to penetrate the market (Mohiuddin, Mamun, Syed, Masud, & Su, 2018). Knight & Spears (2011) and Genoveva & Syahrivar (2020) stated that generation Y can also be seen as Generation Green concerning that the focus on environmental and energy issues along with their formative years.

Indriyani, Rahayu & Hadiwidjojo (2019) concluded that, green knowledge influence on green purchase intention. Genoveva (2016) in context plastic paid research arque that, the customers with enough knowledge about environment influence on green purchase decision. Similarly, Bukhari, Rana, Rahalsa (2017) result that in Pakistan green knowledge impact to customer purchase otention. Therefore, the first hypothesis in this study is :

H_1: There is a direct influence of green knowledge towards millennials' green purchase intention.

Green Awareness

Green awareness explained by the book of Korcal, Petit & Pacella (2016) that green awareness is the awareness of consciousness in the field of environment. Yang & Ma (2011) added that environmental awareness arisen from the environmental issues that is happening as the result of human activities. Hilty & Aebischer (2015) in his book saying that environmental awareness of the customers indicating that the customers are terrified with the fact of environmental issues resulted from the waste that is overwhelming.

Considering that environmental issue is not only affecting an individual, the awareness of the customers in term of buying the products that can generate another cause to the environment is needed (Viswanathan & G, 2015). To take an action protecting the environment, the fundamental causes of the environmental issues are needed (Ali, 2015). In line with the effect of green product

that is preferably to the environment, the customers who are considering the environmental aspects need to be aware about the existence of green products (Hussain, Khokar, & Asad, 2014). In the perspective of business, the demand generated from the awareness of the customers to the environmental issues are considered to infuse green values in their products (Chen C. H., 2016).

In this research, Environmental Awareness has been distinguished into three dimensions proposed by Syaifuddin & Alamsyah (2017) and Bozdogan (2016): 1) Environmental Issues, 2) Green Brand Image Awareness, and 3) Green Product Awareness.

The awareness of the customers toward environmental issues indicating the people are concerned by the environmental issues which leads to the decision to purchase green products that as commonly known that green product is preferable to the environment (Ogunbode & Arnold, 2012). Supporting this issue, Nhu, My & Thu (2019) result that there is influence green awareness towards green purchase intention in Vietnam. In Indonesia context, Genoveva (2016) also result the same issue, as well as India Context, Braimah (2015) concluded that is influence green awareness on green purchase intention. In this study researchers argue that, Indonesian millennials aware to have intention on the green product, therefore the second hypothesis is:

H_2: There is a direct influence of green awareness towards millennials' green purchase intention.

Green Purchase Intention

Gbadamosi (2016), in his book explained that green purchase intention is a distinct performance from the customers to buy green products. Ayodele, Panama & Akemu (2017) added that green purchase intention (GPI) can be defined as an intention to purchase a product or service which is less or not at all harming for the environment and society. Another definition of green purchase intention explained by Eles & Sihombing (2017) as the willingness of the customers to purchase green products because of the environmental concern.

The changes of consumer attitudes toward the green lifestyle, has been attracting the business owners or organizations to get the opportunity in the competitive market by exploiting the potential of the green market (Rizwan, Mahmood, Siddiqui, & Tahir, 2014). Green companies spread the information of the green products through green advertisement that can be in the form of green campaign that can result to the intention of the customers (Kong, Harun, Sulong, & Lily, 2014).

The green purchase intention in this research is distinguished into four dimensions according to Kong, Harun, Sulong & Lily (2014) and Sharma (2017) : 1) Green Advertisement, 2) Environmental Concern, 3) Collectivism, 4) Environmental attitude.

Environmental issues have arisen the awareness of the society to be more careful on consuming the products that they purchase in order to harm less the environment since that pollution can be risen from the products that we consume such as its plastic packaging (Harun, 2014). The previous research that has been conducted by Rahmi & Prima (2017) result that green purchase intention influence on green purchase decision. In the same result come from Lavan & Kennedy (2017). Therefore, the third hypothesis as follow:

H_3: The green purchase intention will positively drive to create green purchase decision.

Green Purchase Decision

Green purchase decision explained by Antonelli & McCullough (2012), in their book stating that green purchase decision is intentionally commit to buy the green products because of environmental support indicated from self-evaluation. Horner & Swarbrooke (2016) implied in their book that purchase decision and purchase behavior from the customer is similar since that purchase decision is the physical action resulted from purchase behavior that can be referred to the

emotional action to purchase the products. In a book by Reynolds & Olson (2008) explained the foundational assumptions of consumer purchase decision in general:

1. Self Needs, Desires & Goals, refer to the considerations of why the products are about to be bought
2. Consequences, refers to the positive and negative effect of the desired items
3. Personal Relevance, refers to the evaluation of the use of the products relating to the needs and goals of buying the products
4. Intentional Conscious Decision making, refers to the state of being conscious to buy the products because of the purpose of buying the products positively fulfill the needs/desires/goals, impacting to the decision maker and related or can be utilized properly.

Some study concluded that, green knowledge influence on green purchase decision. Genoveva (2016) in context plastic paid research arque that, the customers with enough knowledge about environment influence on green purchase decision. Similarly, Bukhari, Rana, Rahalsa (2017) result that in Pakistan green knowledge impact to customer purchase otention. Therefore, the fourth hypothesis in this research as follow:

H_4: There is a direct influence of green knowledge towards millennials' green purchase decision.

The fundamental belief of green purchase decision notes back to the awareness of the environmental issues by the customers to finally decide to purchase the products that contribute the safety to the environment (Rasaputra & Yin, 2015). The self-force to protect and support the environmental actions are ones of the key factors implicating the green purchase decision of the customers (Itani, 2014). Green purchase decision can be assured by the companies that guides their customers to purchase green products by promoting the green value that they infuse in their product (Braimah, 2015). Therefore, Braimah (2015) and Genoveva (2016) concluded that green awareness towards green purchase decision. The hypothesis fifth formulated as follow:

H_5: There is no direct influence of green awareness towards millennials' green purchase decision

The green purchase decision in this research is distinguished into three dimensions according to Bukhari & Rana (2017); supporting environmental protection, drive for environmental responsibility, and green brand preference. Implying one of the foundational assumptions by Reynolds & Olson (2008), the researchers wanted to relating the intentional conscious decision making of the millennials to the green products. From the previous researches we can conclude that green purchase intention influence by green knowledge and green awareness to green purchase decision (Ogunbode & Arnold, 2012; Antonelli & McCullough (2012); Gbadamosi (2016); Rahmi & Prima (2017); Mohiuddin, Mamun, Syed, Masud, & Su, 2018). The new result from Djaelani, Negari & Cuaca (2020) also support that millennials green behavior included awareness positive influence towards purchase decision mediated by purchase intention.

Therefore the sixth and seventh hypothesis as follow :

H_6: Green purchase intention does successfully mediate the link between green knowledge to green purchase decision.

H_7: Green purchase intention does successfully mediate the link between green awareness to green purchase decision.

A total of four variables will be incorporated in this research, namely Product Knowledge, Product Awareness, Purchase Intention and Purchase Decision. In total there are seven hypotheses being tested in this study. The theoretical framework of this study illustrates by figure 1. as follow:

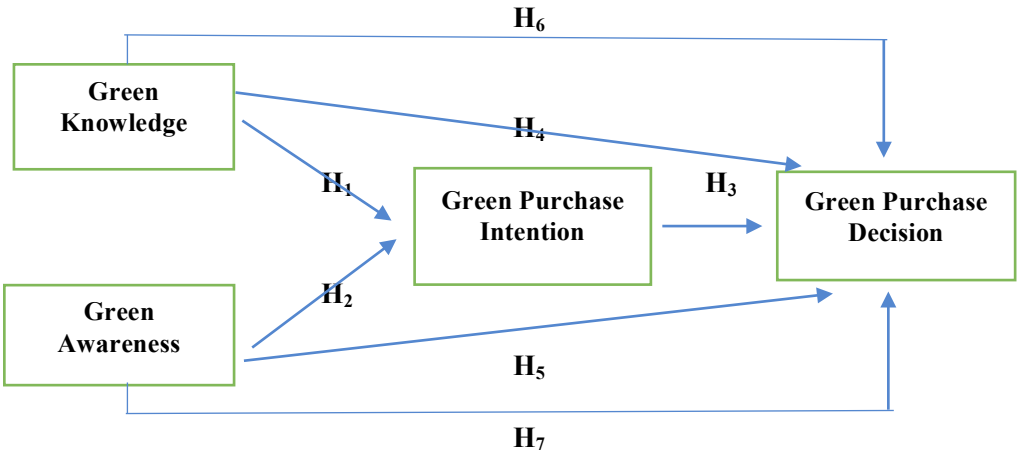

Figure 1. Theoritical Framework

METHODOLOGY

This research has adapted the quantitative descriptive design where generally, this design is used to evaluate an object and analyze the influence between independent variable, mediating variable and the dependent variable based on the casual-comparative design. This research used purposive sampling technique where the criteria is set by the researcher in order to meet the sample criteria that in line with the research (Sekaran & Bougie, 2016). The criteria were the millennials who were born between the year of 1980-2000 who live in Jakarta, Bogor, Depok, Tangerang and Bekasi (Jabodetabek).To know the number of respondents needed by the researcher to represent the population, this research adapted the equation by Hair et al., (2014). In this research, there are 29 questions, as the number of respondents referred N x 5-10, therefore the minimal total of respondents is 145. Researchers collected 175 valid questionnaires, its' mean that meet the minimum requirement. We used SPSS ver.22 and Smart PLS 3.2.8 to conducting the analysis.

DATA ANALYSIS

Respondents Profile

The total valid respondents are 175 with male is 70 (40%), while female is 105 (605). Based on age categories, the millennials in this research divided four, namely 20-25 years old as much as 98 (56%), the next is age group >25 – 30 a number 44 (25%), while the >30-35 years old is number 21 (12%) and the smallest number is age group >35 – 40 which is equal to 12 (7%).

Table 1. Respondent Profile

Demographic	Categories	Frequency	Percentage (%)
Gender	Male	70	40%
	Female	105	60%
Age	20-25	98	56%
	>25-30	44	25%
	>30-35	21	12%
	>35 – 40	12	7%

Source : SPSS Ver.22, 2020

Descriptive Analysis

The researchers used descriptive statistic explained by Sugiyono (2017) (1.00 – 1.80 Strongly Disagree, 1.81 – 2.60 Disagree, 2.61 – 3.40 Neutral, 3.41 – 4.20 Agree, 4.21 – 5.00 Strongly Agree) to see the average answer from each of the variable. From the table 2 we can see that the variable X1, X2, Y & Z are showing the mean as much as 4.399, 4.408, 4.384, 4.469. this indicate that the respondents are dominating the scale statement of Strongly Agree.

Table 2. Descriptive Statistic

Variable	Min	Max	Mean	Std Deviation	Result
Green Knowledge (X1)	2	5	4.399	0.675	Strongly Agree
Green Awareness (X2)	1	5	4.408	0.671	Strongly Agree
Green Purchase Intention (Y)	1	5	4.384	0.671	Strongly Agree
Green Purchase Decision (Z)	2	5	4.469	0.647	Strongly Agree

Source: SPSS Ver.22, 2020

Pre-Test

Pre-test validity and reliability of the measurement before going to full data testing. Using Smart PLS 3.2.8 upon 50 respondents. For the validity test, figure 2 show that the Outer Loading Factor should be > 0.60. The invalid questions are come from Green Knowledge questions number GK1, GK2, GK3, Green Awareness number GA1, and Green Purchase Decision number GPD4. After knowing the outer loading factor, the convergent validity found some questions are invalid, another convergent validity measured by Average Variance Extracted (AVE).

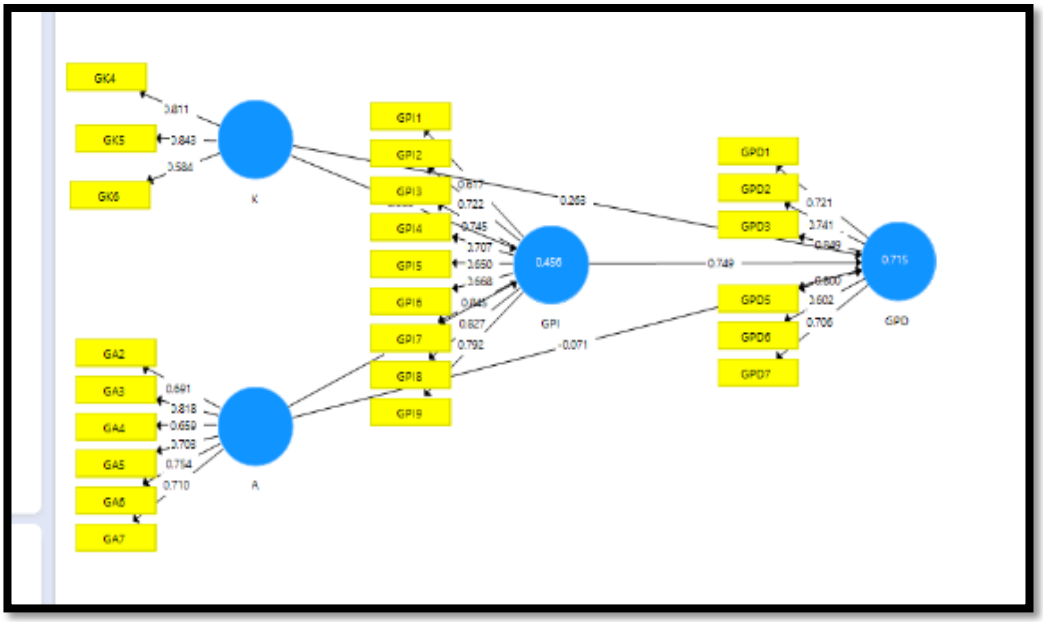

Figure 2. Pre-Test Outer Loading Factor

Source: Processe

d Data Smart PLS 3.2.8

Average Variance Extracted at least 50% by Hair et al., (2019) of the indicator contribute to variable. The table 3 show that, all of variable score are AVE > 0.50, it means that all of variables result are valid and can be using for the next process.

Table 3. Average Variance Extracted Pre-Test

No	Variable	AVE	Rule of Thumb	Result
1	Green Knowledge/GK (X1)	0.570	> 0.50	Valid
2	Green Awareness/GA (X2)	0.525	> 0.50	Valid
3	Green Purchase Intention/GPI (Y)	0.539	> 0.50	Valid
4	Green Purchase Decision/ GPD (Z)	0.548	> 0.50	Valid

Source: Processed Data Smart PLS 3.2.8

After analyzing from Outer Loading Factor of Convergent Validity of (GK4, GK5, GK6) as the independent variable, cannot valid to other variables, whether the AVE of GK was lower than 0.5, Cronbach Alpha was lower than 0.6 and even the OLF of GK was lower than 0.6, so the Researchers had to delete the variable. Another indicator after full data testing also some of them were deleted; GA2, GA4, GA6, GPI1, GPI4, GPI5, GPI6, GPD2, and GPD6. The table 4 show the data after elimination.

Table 0. OLF Full Data Testing After Eliminat ion

Indicators	Outer Loading Factor	Rule of Thumb	Average Variance	Result
GA3	0.699	> 0.6	0.556	Valid
GA5	0.725	> 0.6		Valid
GA7	0.808	> 0.6		Valid
GPI2	0.676	> 0.6	0.520	Valid
GPI3	0.704	> 0.6		Valid
GPI7	0.715	> 0.6		Valid
GPI8	0.768	> 0.6		Valid
GPI9	0.767	> 0.6		Valid
GPD1	0.736	> 0.6	0.528	Valid
GPD3	0.784	> 0.6		Valid
GPD5	0.674	> 0.6		Valid
GPD7	0.685	> 0.6		Valid

Source: Processed Data SmartPLS 3.2.8

Validity test used HTMT (Heterotrait-Monotrait) show that Green Awareness (GA) – Green Purchase Decision (GPD), accepted; 0.821 < 1 (HTMT). The same result also come from Green Awareness (GA) –

Green Purchase Intention (GPI), accepted; 0.715 < 1 (HTMT) and Green Purchase Decision (GPD) – Green urchase Intention (GPI), accepted; 0.806 < 1 (HTMT).

The reliability test indicates two concerns, which are Cronbach's Alpha (>0.60) and Composite Reliability (>0.0) (Hair et al., 2019). As we can see that for the Cronbach's Alpha of 3 variables (GA, GI, GPD) are reliable. The same result also came from Composite Reliability, 3 variables (GA, GPI, GPD) are consistent.

Tabel 5. Reliability Test

Variable	Cronbach Alpha		Composite Reliability	
	Score	Result	Score	Result
Green Awareness (GA)	0.60 > 0.60	Reliable	0.79 > 0.7	Consistent
Green Purchase Intention (GPI)	0.78 > 0.60	Reliable	0.81 > 0.7	Consistent
Green Purcahse Decision (GPD)	0.69 > 0.60	Reliable	0.85 > 0.7	Consistent

Source: Smart PLS 3.2.8

Path Coefficient

To see the significance level of the hypothesis proposed. The significance result, the t-stat compared to the t-value of 1.96 with 0.05 significance level and 100 degree of freedom and if it is higher than the t-value, the hypothesis is accepted and significantly influence. In this research, the relation between Green Awareness as independent variable to Green Purchase Decision as dependent variable, mediated by Green Purchase Intention. In the path coefficient, discussed about the direct effect and the indirect effect using the Green Purchase Intention as the mediating variable.

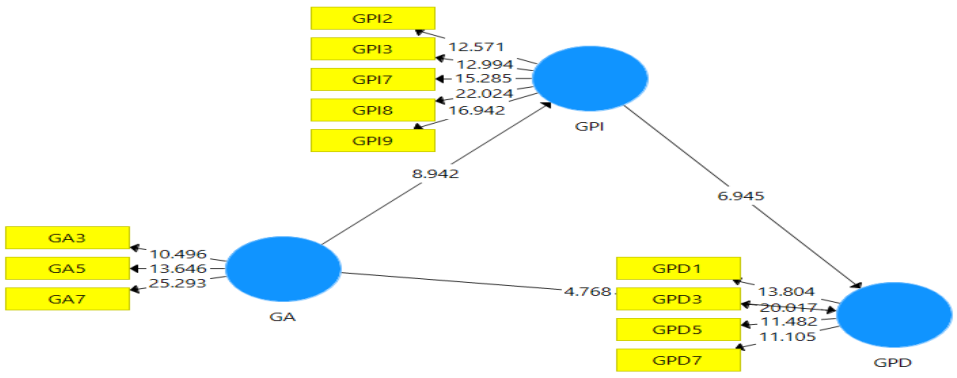

Figure 3. Path Coefficient
Source: Processed Data Smart PLS 3.2.8

As the table 6 shown us, the Green Awareness significantly influenced Green Purchase Decision with the t-stat of 4.768, means when the millennials have the green awareness, they will be likely to purchase green products. Green Awareness significantly influenced Green Purchase Intention with the t-stat of 8.942 which means that millennials that have green awareness, will be likely to drive them to have the tendency to purchase green products. Green Purchase Intention significantly influenced to Green Purchase Intention, the t-stat accounted for 6.945, which means that the intention of the millennials to purchase green products, will lead them to the purchase of the green product. According to the direct effect of the path coefficient mode, the modified hypothesis after dropping Green Knowledge as the variable, proven to us that Green Awareness, Green Purchase Intention still and more significance as represented by the new modified hypothesis.

Table 6. Path Coefficient

	Sample Mean	Standard Dev.	T Statistic	P Value
GA ---> GPD	0.320	0.069	4.768	0.000
GA ---> GPI	0.501	0.055	8.942	0.000
GPI ---> GPD	0.442	0.063	6.945	0.000

Source: Processed Data SmartPLS 3.2.8

The table 7 shown us that there is a significant influence between Green Awareness to Green Purchase Decision mediated by Green Purchase Intention, as the T-stat is 5.369 or above the t-table which was 1.96. Means that Millennials who are aware about the environment will be likely to have the tendency to purchase green products and finally will make decision to purchase the green products innovated by Aqua's 100% recycled plastic packaging of mineral water.

Table 7.Specific Indirect Effects

	Sample Mean	Standard Dev.	T Statistic	P Value
GA-->GPI--->GPD	0.221	0.040	5.369	0.000

Source: Processed Data Smart PLS 3.2.8

Coefficient of Determinant R^2

To determine the measurement of independent variables toward the dependent variable, indicated by R^2 : 0.25 weak, 0.50, moderate and 0.75 strong (Hair et al., 2019). by the table 8 shown us that the Green Awareness has the impact of 0.236 (23.6%) towards the Green Purchase Intention that the Researcher considered as weak. The rest of the 0.764 (76.4%) of what impacting the Green Purchase Intention are not discussed in this research. Indicated, there has a greater impact of variable Y (green purchase intention) towards the variable Z (green purchase decision) with 0.432 (43.2%) that the researcher considered as weak to moderate. The other factors as much as 0.568 (56.8%) are the factors to the green purchase decision that are not discussed in this research. Looking at the coefficient of the determinant of the model proposed, this research revealed that that the model is fit with the relation of R^2 considered accepted.

Table 8. Coefficient of Determinant

	R Square	R Square Adjusted
GPD	0.439	0.432
GPI	0.240	0.236

Source: Processed Data Smart PLS 3.2.8

DISCUSSION AND FINDING

After doing the pre-test, the researchers found out that there are some indicators that had to be thrown away, they are GK1, GK2, GK3, GA1, GPD4 < 0.60 OLF. However, after conducting the full test, resulting that Green Knowledge had to be thrown away or eliminated. It is indicated by the OLF and Average Variance Extracted of the GK, did not show any consistency among the respondents and also the variable did not indicate significance variance from the indicator to the model proposed. As described in table 4 that the OLF of the GK's indicators were all below the rule of thumb (>0.6), and also the AVE of GK's indicators were under the rule of thumb (>0.5). This is in line with the research of Indriani, Rahayu & Hadiwidjojo (2019) that saying Green Knowledge does not influence to Green Purchase Intention. And also supported by Hadriana & Hudrasyah (2013) that saying Green Knowledge does not influence to Green Purchase Decision. Since there are 3 hypotheses: (H1, H4 & H6) which were involving Green Knowledge in the development of the hypotheses, therefore the researcher of this research decided to eliminate these hypothesis as well as the variable of Green Knowledge and proposing the new theoretical framework of this research as shown in Figure 4.

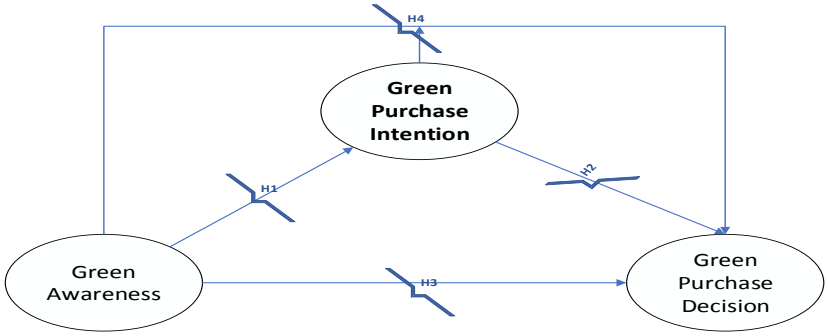

Figure 4. New Theoretical Framework
Source: Processed Data Smart PLS 3.2.8

The hypothesis from the new proposed theoretical framework are shown as;
H_1: There is a direct influence of green awareness towards millennials' green purchase intention.
H_2: The green purchase intention will positively drive to create green purchase decision.
H_3: There is no direct influence of green awareness towards millennials' green purchase decision.
H_4: Green purchase intention does successfully mediate the link between green awareness to green purchase decision.

Whether there is any direct effect of green awareness towards the green purchase intentions of the millennials. Considered the direct effect, it is indicated that green awareness has a direct towards the green purchase intention since the T-Stat of the GA to GPI is 8.942 which is more than

the T-value of 1.96. It is in line with the previous research of Genoveva (2016) and Nhu, My & Thu (2019) that explained that Green Awareness has a significant influence towards Green Purchase Intention, where in his research, the consumption of green products was being led by the environmental concern of the customers toward the environmental issues. It fits the statement of Chang & Fong (2010) that those who consume green products would be most likely are the people that concern about the environment especially the environmental issues.

Table 9. Hypothesis Result

Hypothesis	T-Value	T-Stat	P-Value	Result	H_{01}	H_1
H_1	1.96	8.942	0.000	Significant	Rejected	Accepted
H_2	1.96	6.945	0.000	Significant	Rejected	Accepted
H_3	1.96	4.768	0.000	Significant	Rejected	Accepted
H_4	1.96	4.768	0.000	Significant	Rejected	Accepted

Source: Processed Data SmartPLS 3.2.8

Considering the direct effect, it is indicated that Green Purchase Intention has a direct effect towards the Green Purchase Decision sine the T-Stat of the GPI to GPD is 6.945 which is more than the T-value of 1.96. The result is fit with the previous research that has been conducted by Rahmi & Prima (2017) stating that green purchase intention influence to green purchase decision since the intention of someone to purchase intention will ultimately make the purchase decision into green products. Also supported by Rasaputra & Yin (2015) that people who are buying green products are the one who are willing to protect the environment from the environmental issues.

As indicated by the T-Statistic of GA towards GPD, accounted as much 4.768 that is more than the T-value which is 1.96. It fits with the previous research that has been conducted by Hussain & Khokar (2014) found out that the drive of someone to purchase green products, comes from their concern. Hussain & Khokar (2014) also added that the decision of someone to purchase green products had to come first from their awareness to both of green products and also why green products exist (resulted from the environmental issues).

As indicated by its T-Statistic that accounted as much as 5.369 that is more than the T-value which was 1.96 the researcher accepts the hypothesis of this factor. Since according to Nhu, My, Thu (2019) that said green awareness influences to green purchase intention and Rahmi & Prima (2017) that said the correlation between green purchase intention to green purchase decision. The researcher concluded that these 2 researches have been representing the model variable of Green Awareness influencing Green Purchase Decision mediated by Green Purchase Intention. Eles & Sihombing (2017) supported that the green purchase decision is the result from the willingness from the customers to purchase the green products because that green products are preferably to the environment. Viswanathan & G (2015) added that considering that environmental issue is not only

affecting an individual, the awareness of the customers in term of buying the products that can generate another cause to the environment is needed

CONCLUSION

According to the new product of Aqua which promotes the environmental value in its packaging, the purpose of the research that wanted to find out the influence of green knowledge, green awareness toward the green purchase decision mediated by green purchase intention. As in the analysis of the findings, it turned out that green knowledge had no reliability and significance toward the variables involved, so that the researcher had to eliminated green knowledge as the variable. Therefore, the hypothesis number 1,4 and 6 proposed the relation with green knowledge to green purchase intention, green knowledge to green purchase decision and green knowledge to green purchase decision through green purchase intention are eliminated. As the result, the variables left are green awareness, green purchase intention and green purchase decision. The variables are picked because of the findings by the researcher of the definitions, relations and facts about the variables gathered from the eligible resources such as journals, books and other resources.

The purchase decision of the millennials who were born between the year of 1980 until 2000. The scope of the millennials was picked in Jabodetabek, Indonesia, which shown the projection of the most millennials in Indonesia. It is believed that generations Y (millennials) are the Green Generation, means that they will be the potential green consumers in the future. The support of the millennials to be the generation green was because that in theory, millennials are the generation of open mindedness and also the acceptance of exposure of the environment regarding the environmental issues that they have. The exposure of the environmental issues will lead the millennials to have a better understanding and fundamental belief about the products that they consume.

Answering the hypothesis 2, green awareness does significantly influence to green purchase intention because of the information that making the millennials in Jabodetabek aware about the green products. To answer the question number 3, the green purchase intention does lead to green purchase decision since the environmental aspect green products promote and the support and protection that come from the millennials to finally deciding to purchase Aqua rPET. For the question number 5, green awareness also directly influencing to green purchase decision since that they are aware about the environmental issues making them purchasing green products to support and protect the environment. Answering the question number 7, the green purchase intention of the millennials in Jabodetabek is the result from their awareness to the environmental issues that will drive to their purchase decision on Aqua's new environmental packaging. The innovation of Aqua is one of their movement to battle against the plastic waste which in line with the target of Indonesia to reduce the plastic waste in 2025 by 70% and expected to lower the plastic waste that Indonesia contribute worldwide as the statistic had shown in 2015, Indonesia was on the 2nd rank to contribute plastic waste worldwide after China.

Suggestion for the role of the government in a country is the most crucial factor in dealing with problems. Taking plastic waste into account, the governments are needed to educate their take the action to educate the people, especially millennials (in line with the context of this research). Why millennials? Because that millennials are considerably to be the green generation which is supported by their flexibility and agility to get the information to help to prevent and solve the environmental issues. For the millennials, they can try to imply the value of "millennialism" in yourself. It has to start with small things like watching the news or hearing an advertisement of environmentally-related things. The information can be accessed easily now compared to the past.

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