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THE SWITCHING INTENTION OF GEN Z TO BRING TUMBLERS: THE PRO-ENVIRONMENTAL PREDICTORS

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ABSTRACT: Pro-environmental behavior affects many aspects, including the coffee industry with eco-friendly movement by using tumblers. This under-investigated trend involves the Generation Z for their environmental concern. This research examines the role of attitude in mediating the influence of environmental knowledge, environmental concern, and social influence on the intention to switch to bringing a tumbler to a coffee shop. This research uses quantitative approaches with 300 data were collected through an online questionnaire, and analyzed using the partial-least-square structural equation model. The results showed that environmental knowledge is not significant to attitude, environmental concern is not significant to switching intention, and attitude does not mediate the effect of environmental knowledge on switching intention. However, other hypothesized relationships in the model were statistically supported. These findings encourage coffee shops to take advantage of the changing behavior of Generation Z by developing strategies that target environmental concerns.

Keywords: Environmental Knowledge; Environmental Concern; Social Influence; Attitude; Switching Intention

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INTRODUCTION

The coffee industry is an exciting and growing industry with a broad impact on the economy in Indonesia. It is fueled by an increase in coffee consumption by the public (Ardhi et al., 2021). The increasing number of coffee shops encourages the increased use of local Indonesian coffee beans that have a distinctive flavor. This can help provide employment, tourism development, including the development of other supporting sectors of the coffee industry. This condition is also a breath of fresh air for farmers and producers so that it can support the sustainability of the local economy. The use of local raw materials can also reduce carbon emissions by minimizing long-distance shipping (Tang et al., 2015). This can increase employment, tourism development, including supporting coffee farmers. However, the growth of the coffee shop industry has the potential to generate a lot of waste due to plastic cups and plastic straws (Windiana et al., 2021). Hence the increase in the number of people buying coffee at coffee shops also has the potential to increase the quantity of plastic waste. Plastic is a favored material, as it is cheap and easy to use (Herdiansyah et al., 2022). The largest sector of plastic is packaging, which is designed to be disposable (Jambeck et al., 2015).

People are slowly becoming more aware of the importance of protecting the environment, especially in developing countries (Moshood et al., 2023). While climate change is an important issue, many do not realize the impact of plastic consumption on global warming (Zwicker et al., 2020). Since its commercial development around 1930-1940, the use of plastics has increased significantly. Plastic waste in the marine environment is a concern due to its slow degradation and its effects on marine and terrestrial ecosystems and even potentially harmful to humans (Barnes, 2019; Jambeck et al., 2015). Plastics also have a significant carbon footprint from the production process to the carbon dioxide (CO2) released at the end of their life cycle (Zwicker et al., 2020). Indonesia, ranked second by poorly managed plastic waste (Jambeck et al., 2015). As the coffee shop industry grows, so does the potential increase in plastic waste generated. The potential increase in plastic waste will hinder the Sustainable Development Goals (SDGs), such as responsible consumption and production, terrestrial and marine ecosystems that also affect clean water and sanitation, and climate change.

These phenomena can be analyzed using the TPB (Theory of Planned Behavior) model. By using TPB, the behavior associated with these phenomena can be measured (Ajzen, 1991). Furthermore, this study aims to examine the elusive role of attitude in mediating the influence of environmental knowledge, environmental concern, and social influence on the intention to use environmentally friendly products or practices.

Attitudes refer to mental and neural states that shape an individual's responses to various objects and situations they encounter, particularly in the context of attitudes toward environmental issues and preserve the environment (Kumar et al., 2017; Suhartanto et al., 2023). Environmental knowledge refers to an individual's understanding of how the use of eco-friendly products affects the environment (Simanjuntak et al., 2023). In addition, environmental concern is another key factor influencing the desire to switch to sustainable practices,

alongside environmental knowledge. Environmental concern is an individual's value orientation toward the natural environment, the extent of their worry about the future state of the environment, and their awareness of how human progress is impacting the environment (Vainio & Paloniemi, 2014). Another influential factor is social influence, which refers to how individuals observe and are impacted by the behavior of others in their environment, including family, friends, and peers who approve of the use of a particular product (Hashim et al., 2018; Wang, 2014). These factors are crucial elements in shaping the intention to switch to eco-friendly products. Intention refers to an individual's motivation to engage in a particular behavior. The greater their understanding of environmental issues, the more likely they are to make changes or switch their behavior (Gao & Shao, 2022).

THEORETICAL REVIEW

Peattie (2001) explains the concept of green marketing as an activity that involves promoting products and services that aim to minimize social and environmental harm. Developing a green marketing strategy typically involves four stages: segmentation, targeting, positioning, and differentiation (Dangelico & Vocalelli, 2017). Additionally, the green marketing mix supports the creation of effective strategies by focusing on green products, green place, green price, and green promotion (Dangelico & Vocalelli, 2017; Kotler & Armstrong, 2016). The green marketing mix can assist businesses in increasing consumers' purchase intentions (Dangelico & Vocalelli, 2017; Kotler & Armstrong, 2016; Mahmoud et al., 2017; Peattie, 2001).

Purboyo et al., (2022) examined how environmental knowledge and social influence impact the intention to purchase green products, with attitude serving as a mediator. The findings show that both environmental knowledge and social influence have a partial but significant effect on attitude. Additionally, social influence and attitude partially affect purchase intention, while environmental knowledge and social influence also indirectly influence purchase intention through attitude. Other studies suggest that a high level of environmental knowledge regarding environmental issues generally leads to more positive attitudes toward environmental conservation efforts (Arlanti & Suyanto, 2019; Kumar et al., 2017; Suhartanto et al., 2023). Lestari et al., (2020); Moshood et al., (2023) highlight that environmental concern positively influences attitude. Additionally, attitudes are shaped by other factors, including social influence in the context of buying environmentally friendly products. The stronger the perceived social influence, the greater its impact on shaping or changing one's attitude (Anvar, 2014).

H1: Environmental knowledge has a positive effect on attitude
H2: Environmental concern has a positive effect on attitude
H3: Social influence has a positive effect on attitude

Previous studies have explored various environmentally conscious behaviors, such as the intention to buy green products (Alharthey, 2019; Purboyo et al., 2022), switch from conventional plastic to eco-friendly plastic (Gao & Shao,

2022; Moshood et al., 2023; Suhartanto et al., 2023), bring reusable shopping bags (Nguyen et al., 2022), purchase tumblers (Darmawan & Suasana, 2021; Fitri et al., 2024), use tumblers (Fadilla et al., 2021), and buy environmentally friendly products (Laksmi & Wardana, 2015). These studies examine consumer behavior in relation to environmental protection. Strong environmental knowledge often encourages actions that support sustainability (Arlanti & Suyanto, 2019; Moshood et al., 2023). Social influence has a stronger impact on shaping people's intention to switch to eco-friendly products (Hashim et al., 2018; Purboyo et al., 2022; Wang, 2014). Additionally, attitude is key determining factor in the decision to switch to eco-friendly products (Fitri et al., 2024; Hidayat et al., 2019; Kumar et al., 2017; Nguyen et al., 2022).

H4: Environmental knowledge has a positive effect on switching intention
H5: Environmental concern has a positive effect on switching intention
H6: Social influence has a positive effect on switching intention
H7: Attitude has a positive effect on switching intention

Furthermore, Moshood et al., (2023) examined the impact of environmental concern, knowledge, and perceived value on the intention to transition from synthetic to biodegradable plastics among young consumers in Malaysia, aged 15-40, with attitude acting as a mediator. Their findings show that both environmendtal concern and perceived value have a partial positive effect on attitude. Additionally, attitude positively influences the intention to switch and partially mediates the relationship between environmental concern, knowledge, and the intention to switch. Other research indicates that significant social influence can shape a person's attitude, thereby reinforcing their intention to switch to eco-friendly products (Purboyo et al., 2022) reinforcing the TPB (Gao & Shao, 2022; Moshood et al., 2023; Purboyo et al., 2022), for the following conceptual framework as in Figure 1.

H8: Attitude acts as a mediator in the relationship between environmental knowledge and switching intention
H9: Attitude acts as a mediator in the relationship between environmental concern and switching intention
H10: Attitude act as a mediator in the relationship between social influence and switching intention

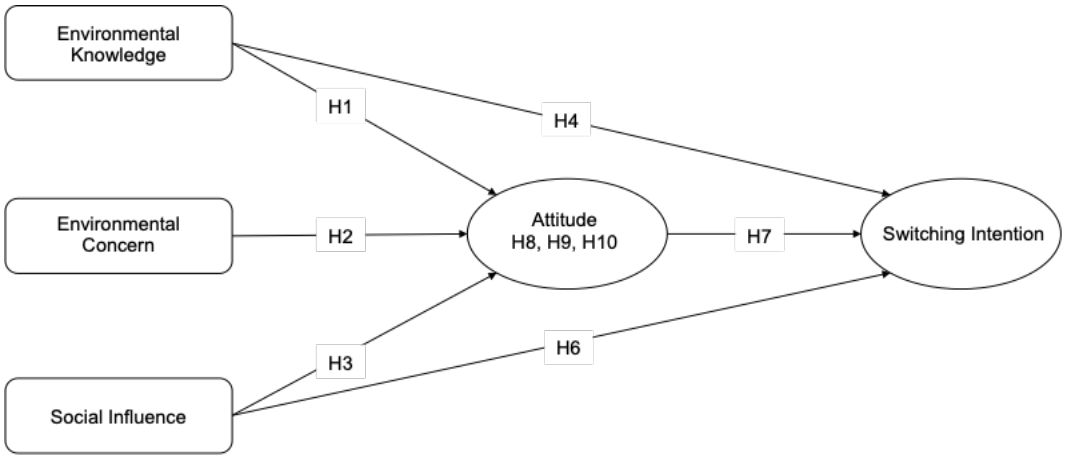

Figure 1. Conceptual Framework

METHODOLOGY

This research maximizes the quantitative approach, with the associative design aiming to determine the relationship between two or more variables (Siregar, 2017). It tests the relationship between variables, i.e., environmental knowledge, environmental concern and social influence as independent variables, on switching intention as the dependent variable and attitude as a mediator. The data observable is from the responses of the generation Z in Pontianak City, Indonesia born in 1995-2010, resulting in 300 samples. Table 1 provides the demographics data.

Table 1. Demographic Profiling

Profile	N	Percentage (%)
Gender		
Male	116	39
Female	184	61
Age		
17-20	119	40
21-23	102	34
24-26	42	14
27-29	37	12
Last education		
High school/equivalent	213	71
Diploma/Vocational School	15	5
Undergraduate	66	22
Master	6	2
Job		
Student	181	60
Private employee	64	21
Civil servant (ASN)	14	5
BUMD/BUMN employee	3	1
Housewife	5	2
Profession (Doctor, Lawyer, etc)	3	1
TNI / Polri	10	3
Entrepreneur	11	4
Not in employment	4	1
Others	5	2
Income per month (IDR)		
0-1.999.999	183	61
2.000.000-3.999.999	82	27
4.000.000-5.999.999	22	7
6.000.000 or above	13	4
Frequency of visiting coffee shops per month		
1 - 10 times	235	78
11 - 20 times	57	19
21 - 30 times	8	3

The data used in this study consisted of primary data and secondary data. Primary data collection in this study uses a questionnaire. The questionnaire will be distributed to samples selected by purposive sampling method, which is a sampling technique based on certain criteria. Secondary data is obtained through literature studies or searches for related literature.

The analysis carried out in this study consists of descriptive analysis and statistical analysis. Descriptive analysis in this study was carried out based on respondents' answers in the questionnaire. Descriptive analysis consists of an interpretation of the characteristics of the respondents. Statistical analysis is an analysis used to test structural models or test hypotheses that have been determined by researchers. Statistical analysis will be computed by employing the structural equation model (SEM) of partial-least square with the SmartPLS software. Tests will provide the information regarding the validity and reliability tests, i.e., loading, alpha, and AVE, while the Fornell-Larcker tests verifies the discriminant validity. Sufficing both, the test will move on to the hypothesis testing by its coefficient correlation and bootstrapping procedure for *t*-test analysis.

RESULTS

This data collection uses primary data, namely questionnaires. discussion of the characteristics of respondents is carried out to explain and describe the various characteristics of research respondents such as age, gender, occupation, and income, this questionnaire was distributed to 300 generation Z respondents who had visited coffee shops/coffee shops. T

The information in Table 1 that most of the respondents were female as many as 184 respondents or 61%, aged 17-20 years as many as 119 respondents or 40%, the last education was high school / equivalent as many as 213 respondents or 71%, students / college students as many as 181 respondents or 60%, had an income of Rp0 - Rp1,999,999 as many as 183 respondents or 61%, with a frequency of going to coffee shops per month being 1-10 times as many as 235 respondents or 78%.

Outer Loadings

Before testing the model that has been made, the first step that must be taken is to ensure that outer loadings are used to assess how much the loading factor of each indicator is used. A loading factor value of 0.5-0.6 is considered adequate for early stage research (Ghozali & Latan, 2015). If the loading factor value exceeds 0.7, the indicator is considered very valid and suitable for wider use. Based on the outer loading results as in Table 2, it can be seen that there are no indicators that have a loading factor value <0.6. So, it can be concluded that all indicators contained in this study can be used in the research questionnaire.

Construct Reliability and Validity

After measuring the outer loading, it is continued by measuring its validity and reliability. Indicators are considered valid if they have an AVE (average variance extracted) value of more than 0.5. This AVE value is the average percentage of variance taken from a set of latent variables, which is calculated through the standarized loading of its indicators in the algorithm iteration process in PLS (HM & Abdillah, 2009). Based on Table 2, it can be seen that Cronbach's Alpha has a value of >0.6 and Composite Reliability >0.7, which indicates that all

constructs used are reliable. In addition, this value is also used to ensure that the research results are robust. Validity testing shows positive results because the AVE value for all variables exceeds 0.5. Therefore, all variables can be considered valid in terms of discriminant validity.

Table 2. Outer Loading, Construct Reliability, and Validity

Variable/Item	Loading	Alpha	CR	AVE
Environmental Knowledge (EK)		0.765	0.849	0.586
EK1. I am aware of environmental issues.	0.664			
EK2. I know how to choose products that can reduce waste.	0.842			
EK3. I know about the recycling process.	0.781			
EK4. I know that green products cause less damage than other products.	0.763			
Environmental Concern (EC)		0.792	0.866	0.620
ECC1. I am emotionally involved in environmental protection issues.	0.626			
ECC2. I really care about our earth.	0.798			
ECC3. I'm afraid our waste problem is getting worse.	0.870			
ECC4. I strongly agree with the statement that "environmental protection starts with me"	0.835			
Social Influence (SIF)		0.882	0.918	0.738
SIF1. Most people who are important to me carry a tumbler/bottle	0.797			
SIF2. Most people who are important to me think that I should bring a tumbler/bottle instead of using plastic cups.	0.862			
SIF3. Most people who are important to me would think that carrying a tumbler/bottle is a good idea.	0.879			
SIF4. Most people who are important to me would think it's a wise idea to bring a tumbler/bottle.	0.895			
Attitude (AT)		0.896	0.928	0.764
AT1. I like the idea of bringing a tumbler/drinking bottle.	0.871			
AT2. Bringing a tumbler/drinking bottle is a good idea.	0.909			
AT3. I have a positive attitude about carrying a tumbler/drinking bottle.	0.906			
AT4. I try to reduce the use of single-use plastic cups to reduce waste.	0.807			
Switching Intention (SI)		0.915	0.937	0.748
SI1. I will gradually reduce the use of plastic cups in coffee shops.	0.791			
SI2. I would consider switching to carrying a tumbler/bottle for environmental reasons.	0.801			
SI3. I will be using a tumbler/drinking bottle in the near future.	0.912			
SI4. I plan to use a tumbler/drinking bottle regularly.	0.904			
SI5. I intend to use a tumbler/drinking bottle because it is more environmentally friendly.	0.908			

Source: Author Formulation (2024)

The Table 4 above shows that all AVE roots (Fornell-Larcker Criteria) for each construct are greater than their correlations with other variables, which

indicates that the discriminant validity requirements of this research model have been met.

Coefficient of Determination (R Square)

The information in table 3 shows that the R -quare value which shows the joint or simultaneous influence of Environmental Knowledge, Environmental Concern and Social Influence on Attitude is 0.515. So, it can be concluded that all exogenous constructs (Environmental Knowledge, Environmental Concern, Social Influence) simultaneously affect Attitude by 0.515 or 51.5%. Because Adjusted R Square is in the range of 0.400-0.599, the relationship between exogenous and endogenous constructs is sufficient.

Table 3. Goodness Fit Model

Path	R-Square	R-Square Adjusted
Attitude	0.515	0.510
Switching Intention	0.639	0.634

Source: Adapted Smartpls 3 Output (2024)

The table 3 shows that the R Square value which shows the joint or simultaneous influence of Environmental Knowledge, Environmental Concern, Social Influence and Attitude on Switching Intention is 0.639. So, it can be concluded that all exogenous constructs (Environmental Knowledge, Environmental Concern, Social Influence and Attitude) simultaneously influence Switching Intention by 0.639 or 63.9%. Because Adjusted R Square is in the range of 0.600-0.799, the relationship between exogenous and endogenous constructs is strong. Table 4 is presented to provide the validity test by the Fornell-Larcker criteria. The data reveals that all constructs possess higher score other than non-measured variables.

Table 4. Discriminant Validity

No.	Constructs	1	2	3	5	6
1	Environmental Concern	0.788				
2	Switching Intention	0.483	0.865			
3	Social Influence	0.505	0.683	0.859		
4	Enviro. Knowledge	0.552	0.377	0.328	0.765	
5	Attitude	0.475	0.764	0.703	0.323	0.874

Source: Adapted Smartpls 3 Output (2024)

Hypothesis Test Results

The results of the path coefficient analysis are used to see how strong the relationship is between the influencing variables (exogenous variables) and the influenced variables (endogenous variables). This relationship is considered significant if the P-value is less than 0.05, which means that the effect is statistically important. In addition, if the t value is greater than 1.96 at the 5% confidence level, then this relationship is also considered significant (Hair et al., 2021), as in Table 5.

Table 5. The Hypothesis Findings

Hypothesis	Effect	*t*-value	*p*-value	Decision
H1: Environmental Knowledge→Attitude	0.043	0.905	0.366	Rejected
H2: Environmental Concern→Attitude	0.139	2.015	0.044	Accepted
H3: Social Influence→Attitude	0.619	10.974	0.000	Accepted
H4: Environmental Knowledge→Switching Intention	0.095	2.229	0.026	Accepted
H5: Environmental Concern→Switching Intention	0.050	0.836	0.404	Rejected
H6: Social Influence→Switching Intention	0.254	3.532	0.000	Accepted
H7: Attitude→Switching Intention	0.531	7.050	0.000	Accepted
H8: Envir. Knowld.→Attitude→Switch.Intention	0,023	0,875	0,382	Rejected
H9: Environmt. Concern→Attitude→Switc.Intent.	0,074	2.045	0,041	Accepted

Source: Adapted Smartpls 3 Output (2024)

The findings indicate different nexus revelations. Social influence and attitude have the highest effect size as well as the *t*-value by 10.974, higher than the 1.96 cut-off value for hypothesis acceptance. Others vary in size, and is presented in conclusive observation as in Figure 2.

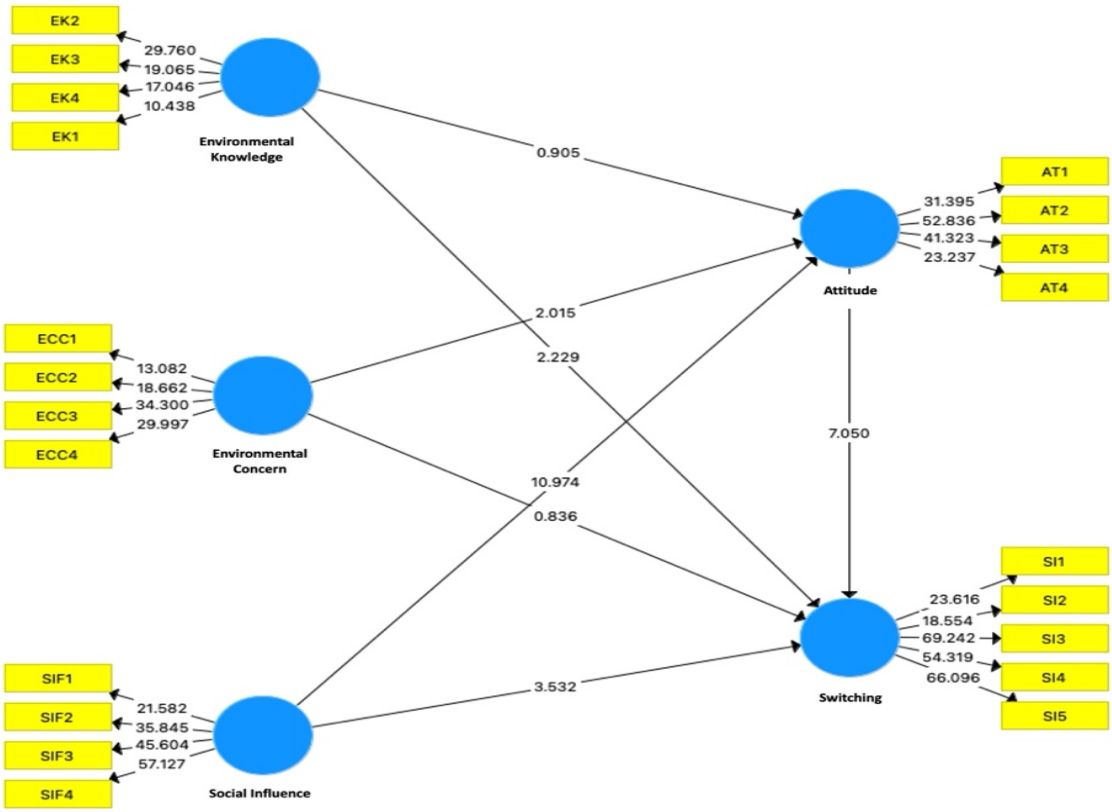

Figure 2. The PLS Analysis

DISCUSSION

The results indicated that green marketing plays a crucial role in shaping environmental knowledge, concern, and social influence. Through the green marketing mix, green marketing especially contributes to shaping perceptions of the use of eco-friendly products (Dangelico & Vocalelli, 2017). Additionally, green promotions, such as campaigns promoting the use of eco-friendly

packaging, have a positive impact on the switching intentions of consumers, particularly Generation Z.

From the results of the study, it can be concluded that environmental knowledge not significant on attitudes so that hypothesis H1 is rejected. The results of this study are in line with the results of research Suhartanto et al. (2023) which shows that knowledge about the environment is not enough to encourage changes in one's attitude. However, the results of this study contradict research conducted by Arlanti & Suyanto (2019); Kumar et al. (2017); Purboyo et al. (2022); Suhartanto et al. (2023) which states that high environmental knowledge about environmental issues tends to increase positive attitudes in environmental conservation efforts.

The environmental concern variable has a positive effect on attitudes, so hypothesis H2 is accepted. This result shows that the higher the level of concern can encourage changes in attitude. So that concern for environmental issues is one of the important factors to motivate Generation Z in Pontianak City, Indonesia, especially regarding the encouragement to bring tumblers to coffee shops. The results of this study are in line with research conducted by Lestari et al. (2020); Moshood et al. (2023); Suhartanto et al. (2023). Generation Z shows significant environmental concern, particularly in their preference for eco-friendly packaging (Dharmesti et al., 2020; Efimov et al., 2020).

The social influence variable has a positive effect on attitude, thus proving that H3 is accepted. These results indicate that the stronger the perceived social influence, the more impact it will have on changing one's attitude. The results of this study are in line with research conducted by Anvar, (2014); Purboyo et al. (2022). Coffee shop consumers, especially Generation Z, are inclined to favor items with perceived added value, such as tumblers, to showcase their environmental concern.

The environmental knowledge variable has a positive effect on switching intention, that hypothesis H4 is accepted. These results indicate that the higher a person's environmental knowledge, the higher the intention to switch to bringing a tumbler to a coffee shop. So that good environmental knowledge tends to encourage taking actions that affect sustainability. The results of this study are in line with research conducted by Arlanti & Suyanto, (2019); Moshood et al. (2023). Plastic packaging waste is a pressing issue for both the coffee shop industry and its consumers (Purnomo, 2018). The growing awareness and information about this problem, along with efforts to address it, have led consumers, particularly Generation Z, to opt for eco-friendly packaging options like tumblers.

The environmental concern variable is not significant on switching intentions, so hypothesis H5 is rejected. This study shows that despite having high environmental concern, it does not immediately make generation Z in Pontianak City have the intention to switch to bringing tumblers to coffee shops. The results of this study are in line with research by Moshood et al. (2023) and contradict research conducted by Rinaldi et al. (2024); Suhartanto et al. (2023). This highlights that, for Generation Z consumers, environmental knowledge and environmental concern are viewed as distinct concepts (Martinez-Martinez et al., 2019). Hence, they remain open to changing their preferences based on other variables.

The social influence variable has a positive effect on switching intention, thus proving that H6 is accepted. This result shows that the greater the social influence a person feels, the greater the intention to switch to bringing their own tumbler to a coffee shop. The results of this study are in line with research conducted Hashim et al. (2018); Purboyo et al. (2022); Wang (2014). This also indicates that Generation Z in Pontianak City needs to see examples of how using tumblers can offer benefits, particularly from a social standpoint.

The attitude variable has a positive effect on switching intention, thus proving that H7 is accepted. This study shows that the more positive the attitude, the greater the intention to switch to bringing a tumbler to a coffee shop. The results of this study are in line with research such as that conducted by Arlanti & Suyanto (2019); Fitri et al. (2024); Hidayat et al. (2019); Kumar et al. (2017); Moshood et al. (2023); Nguyen et al. (2022); Purboyo et al. (2022); Suhartanto et al. (2023), which shows consistent results that attitude has an important role in the intention to switch such as to various things related to environmentally friendly. Therefore, it demonstrates that Generation Z consumers have a positive attitude toward using eco-friendly packaging, such as tumblers.

Based on the results of the indirect effect, it shows that the attitude variable does not mediate the effect of environmental knowledge on switching intention, so hypothesis H8 is rejected. These results indicate that although environmental knowledge affects switching intention directly, attitudes cannot mediate switching intention. So that even though Generation Z consumers have high environmental knowledge, they do not directly have the intention to switch through attitude. The results of this study are in line with research conducted by Kumar et al. (2017); Moshood et al. (2023).

The attitude variable mediates the effect of environmental concern on switching intention, thus proving that H9 is accepted. This result shows that although environmental concern does not affect switching intention directly, it turns out that the role of attitude can mediate the influence on switching intention (Eagly & Chaiken, 1993; Murphy, 2012; Weber & Milliman, 1997), where a positive attitude can increase Generation Z consumers' switching intention. So that the higher the level of Generation Z consumers' concern, the more positive the attitude that is formed (Tang et al., 2018), will increase the intention to switch to bringing a tumbler to a coffee shop.

The attitude variable mediates the influence of social influence on switching intentions, thus proving that H10 is accepted. This result shows that social influence can have an impact both directly on switching intentions and indirectly through attitudes (Abratt & Sacks, 1988; Ali et al., 2016; Langford et al., 1997; Shim et al., 2015). So that strong social influence can influence a person's attitude to strengthen his intention to switch to bringing a tumbler to a coffee shop. The results of this study are in line with research conducted by Purboyo et al. (2022).

CONCLUSION

Based on the results, it can be concluded that environmental knowledge has a direct positive influence on switching intentions, but not through attitudes.

Environmental concern has a positive effect on attitude, but does not have a direct effect on switching intention, unless mediated by attitude. Meanwhile, social influence is shown to have a direct effect on switching intention and indirectly with attitude as a mediator. These results suggest that attitudes and social influence play an important role in driving sustainable behavioral intentions, such as the habit of bringing a tumbler to a coffee shop. Thus, this study emphasizes that social influence and attitude are more effective in motivating green behavior change intentions than knowledge or concern for the environment alone.

FURTHER STUDY

This study focuses solely on Generation Z in a single observation place, Pontianak City, Indonesia. Therefore, the results need to be cautiously considered for the generalization of the findings. Additionally, the results are specific to the intention to bring tumblers to coffee shops and should not be generalized to other contexts. For future research, it is recommended to explore other variables that influence the intention to switch to bringing tumblers to coffee shops, particularly variables beyond environmental knowledge. Furthermore, moderating factors such as gender, education level, and occupation could be examined to provide a more comprehensive understanding of the factors affecting this intention.

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