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The Influence of Social Media and Brand Awareness on Willingness to Pay Premium Price with Green Attitude as a Mediating Variable on Gen Z Users of Green Product Tupperware Drinking Bottles in East Jakarta City

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Abstract : *Awareness of environmentally friendly products has become a crucial issue in line with growing global attention to resource efficiency and environmental impact reduction. Generation Z, as young consumers, tends to have high environmental concerns, which may influence their willingness to pay a premium price for green products such as Tupperware bottles. This study aims to analyze the influence of social media and brand awareness on willingness to pay a premium price for Tupperware products with green attitude as a mediating variable. This study applied a quantitative approach using questionnaires distributed to 100 Gen Z respondents who use Tupperware in East Jakarta. The data were analyzed using Structural Equation Modeling with the Partial Least Square (SEM-PLS) method. The findings reveal that social media has a positive and significant effect on both willingness to pay a premium price and green attitude. Brand awareness also significantly and positively affects these two variables. Moreover, green attitude significantly influences willingness to pay a premium price and mediates the relationship between social media and willingness to pay a premium price as well as between brand awareness and willingness to pay a premium price. These findings highlight that communication strategies through social media and strengthening brand awareness are effective in shaping Gen Z's green attitude. A positive environmental attitude increases their willingness to pay a premium price for eco-friendly products. This provides valuable insight for companies in developing sustainable marketing strategies targeting young consumers.*

Keywords: *social media, brand awareness, willingness to pay premium price, green product, generation z*

INTRODUCTION

Many Westerners have expressed concern about the sustainability of products that negatively impact the environment (Kaplan & McClements, 2025; Muna, Subawa, & Martini, 2025). This is understandable, given that their countries, which have become developed, allow their governments and societies to consider product sustainability (Barron et al., 2025). However, what about developing countries, both as countries and as societies? This is understandable, given the numerous challenges they face, often neglecting their concern for environmentally friendly products. The importance of using or purchasing environmentally friendly products has long been a topic of discussion in Western countries (Zaid, Bawaqni, Shahwan, & Alnasr, 2025). Western countries, the majority of which are developed, have long demonstrated their concern for the environment. This is demonstrated through their campaigns, their products, and the regulations they have enacted regarding environmental issues (Cavite, 2025; Marrucci, Iovino, & Iraldo, 2025).

The United States, as a developed country, has had regulations governing claims for environmentally friendly products through *The Green Guides*, published by the Federal Trade Commission since 1992 and revised several times. These rules were created to protect consumers from false claims related to green products. Meanwhile, Indonesia has only just begun to establish a legal basis for environmentally friendly trade through Law No. 32 of 2009, Government Regulation No. 46 of 2017, and Presidential Regulation No. 16 of 2018, which

emphasize the importance of energy efficiency, emission reduction, and sustainable resource management. Global public awareness of environmentally friendly products continues to increase, especially in developed countries where citizens are more concerned about the impact of consumption on the environment (Valencia-Arias et al., 2025; Zaidan et al., 2025).

Kantar's annual *Who Cares, Who Does* study shows that the global population is divided into three groups: Eco-Activists, Eco-Considerers, and Eco-Dismissers. European countries have a higher level of environmental awareness than Asia, but Indonesia is starting to show positive improvements (Firdaus, 2025; Rusydiana, Rosadhillah, & Riani, 2025). However, many Indonesians are still classified as Eco-Dismissers, so the role of the government and society is needed to improve education, access, and prices of sustainable products so that environmentally friendly consumption becomes more widespread. Drinking bottles have become a symbol of a green lifestyle in Indonesia, where the Tupperware brand has long been known for its quality and durability. However, after 2020, Tupperware sales declined significantly and is now trying to recover through various educational strategies and sustainability campaigns.

Tupperware has adopted the global *No Time to Waste* program, which focuses on reducing single-use plastic and increasing recycling to 90% by 2025 (Burt, 2019). In Indonesia, Tupperware is also active in environmental programs such as donating 5,000 mangrove seedlings with WWF. Based on an interview with one of Tupperware's directors, educational efforts to the public are carried out through seminars in schools and universities to raise awareness of the importance of environmentally friendly products. This activity is expected to encourage consumers' willingness to pay a premium price or willingness to pay more for sustainable products, as explained by Hanley & Spash (1993). The role of social media is also important in inspiring consumers and strengthening green attitudes, namely environmental concerns that encourage someone to take real action in preserving nature.

Previous studies have shown mixed and contradictory results regarding the influence of social media and brand awareness on willingness to pay a premium price, revealing significant research gaps that warrant further investigation. Torres et al. (2018) and Gupta & Syed (2022) found that social media positively influences willingness to pay a premium price and green attitude. However, research by Sevira & Widodo (2023) showed that brand awareness did not significantly influence this willingness. These contradictory findings suggest that contextual factors, such as geographical location, cultural differences, and demographic characteristics, may play crucial moderating roles.

Despite the growing body of research on green consumer behavior, several critical gaps remain unaddressed in the existing literature. First, most studies have been conducted in developed countries with established environmental regulations and high consumer awareness, limiting the generalizability of findings to developing nations like Indonesia. Second, while previous research has examined social media and brand awareness separately, few studies have investigated their simultaneous effects within an integrated model, particularly with mediating mechanisms. Third, Generation Z as a distinct consumer segment in developing countries remains underexplored, despite their unique characteristics as digital natives with growing environmental consciousness. Fourth, the specific context of reusable products in urban Indonesian settings has received limited scholarly attention, creating a knowledge gap about

how global sustainability trends manifest in emerging markets.

Based on these identified research gaps, this study is novel in several key aspects: it focuses on the context of a developing country like Indonesia and Generation Z in Jakarta, integrating multiple theoretical pathways in a single comprehensive model that has not been tested in this specific demographic and geographical context. Furthermore, this research addresses the post-pandemic shift in consumer behavior, where digital platforms have become even more central to consumer decision-making processes. The study's focus on Gen Z consumers in East Jakarta provides unique insights into how the younger generation in emerging markets reconciles environmental values with economic constraints. This study aims to analyze the influence of social media and brand awareness on willingness to pay premium price with green attitude as a mediating variable on Gen Z users of green product Tupperware drinking bottles in East Jakarta City, and provides theoretical and practical benefits for the development of green product marketing strategies in the future.

MATERIALS AND METHOD

This study used a quantitative approach, focusing on testing theories by measuring variables numerically and analyzing data with statistical procedures. The method was explanatory research, aimed at explaining the relationships between the research variables. This approach was applied to examine the influence of Social Media (X1), Brand Awareness (X2), and Green Attitude (Z) as independent variables on Willingness to Pay a Premium Price (Y) as the dependent variable.

The data consisted of primary data collected through interviews and questionnaires distributed to 100 respondents who met the research criteria, as well as secondary data from sources such as the internet, books, documents, and relevant previous research.

The population comprised all Generation Z Tupperware tumbler users in East Jakarta. Generation Z was chosen due to their greater concern for sustainability and environmentally friendly products. East Jakarta was selected because it has the highest population in DKI Jakarta and a substantial proportion of productive-age individuals, making it relevant to the study.

The sampling technique was non-probability sampling with purposive sampling, where participants were selected based on criteria such as being 17–27 years old, residing in East Jakarta, using TikTok to search for information about Tupperware, and regularly using Tupperware tumblers. The sample size of 100 respondents followed Hair Jr. et al. (2019) recommendations. Data collection involved a closed questionnaire, using a Likert scale to measure respondents' level of agreement with the statements.

RESULTS AND DISCUSSION

Evaluation of Measurement Model (Outer Model)

In this study, instrument testing was conducted in the form of reliability and validity tests, aimed at understanding the validity and reliability of the research instrument. The outer model, or measurement model, aims to describe the relationship between each indicator and its latent variable.

Validity Test

In this study, researchers used convergent validity and discriminant validity in testing the validity of the measurement model in this study.

1. Convergent Validity

convergent validity measurement model is a measurement model with indicator reflection assessed through correlations between component/item scores estimated using SmartPLS. In the convergent validity model, validity is said to be high if the correlation or loading factor score is above 0.70 and the AVE exceeds 0.5 (Fornell & Larcker, 1981). The table shows the results of the first loading factor score measurement.

Table 1. First Outer Loading Result

	Social media (X1)	**Brand awareness (X2)**	**Green Attitude (Z)**	**Willingness to pay premium price (Y)**
MS1	0.699			
MS2	0.697			
MS3	0.734			
MS4	0.817			
MS5	0.735			
MS6	0.749			
BA1		0.799		
BA2		0.703		
BA3		0.859		
BA4		0.860		
WTPPP1				0.865
WTPPP2				0.817
WTPPP3				0.783
GA1			0.803	
GA2			0.846	
GA3			0.809	
GA4			0.800	
GA5			0.818	

Source: processed primary data (2025)

Based on table 1, the results of the validity test using SmartPLS show that the outer loading of the majority of indicators in each variable in this study has an outer loading of more than 0.7 and is considered valid. However, based on table 1, it shows that not all results from the outer loading exceed 0.7. There are two items that must be removed, namely item MS1 with a score of 0.699 and the second item that exceeds a score of 0.7 is item MS2 with a score of 0.697.

Table 1 shows that items with an outer loading score exceeding 0.7 are considered to have sufficient validity and meet convergent validity. However, items with an outer loading score below 0.7 are considered to have low validity, so the variable indicator needs to be eliminated from the model. The outer loading score after both items MS1 and MS2 were eliminated due to having a score below 0.7 is shown in Table 2.

Table 2. Second Outer Loading Result

	Social media (X1)	**Brand awareness (X2)**	**Green Attitude (Z)**	**Willingness to pay premium price (Y)**
MS3	0.734			

MS4	0.817			
MS5	0.735			
MS6	0.749			
BA1		0.799		
BA2		0.703		
BA3		0.859		
BA4		0.860		
WTPPP1				0.865
WTPPP2				0.817
WTPPP3				0.783
GA1			0.803	
GA2			0.846	
GA3			0.809	
GA4			0.800	
GA5			0.818	

Source: Processed primary data (2025)

Table 2 shows the outer loading results after elimination of the first outer loading results. The table shows improvements compared to the first outer loading results where MS1 and MS2 were eliminated. Table 2 shows that all items are above 0.7, meaning all items from the four valid variables reflect measurements of social media, brand awareness, green attitude, and willingness to pay a premium price.

Data processing can be carried out to the next stage, namely AVE (Average Variance Extracted), where the AVE value that is considered valid is when it has a score above 0.5 (Fornell & Larcker, 1981).

Table 3. Average Variance Extracted Value

Variables	**(AVE) Average Variance Extracted**
Social media	0.604
Brand awareness	0.653
Green Attitude	0.665
Willingness to pay premium price	0.676

Source: Processed primary data (2025)

After examining the AVE values from SemPLS processing, it was shown that each variable in this study met the minimum threshold, thus fulfilling the requirements for good convergent validity. This allowed the study to proceed to the next stage of data processing.

2. Discriminant Validity

In the discriminant validity method, a comparison is required between the AVE score of each construct with the correlation of other constructs to determine the construct validity. Fornell & Larcker (1981) said that a model can be said to have good discriminant validity if the AVE root of each construct exceeds the correlation between the construct and other constructs.

Table 4. AVE Root

	(AVE) Average Variance Extracted	**AVE Root**
Social media	0.604	0.777
Brand awareness	0.653	0.808
Green Attitude	0.665	0.815

Willingness to pay premium price	0.676	0.822

Source: Processed primary data (2025)

Discriminant validity evaluation needs to be conducted by showing the results of the Fornell and Lacker criteria. The output results of the AVE root correlation between constructs can be seen in Table 5.

Table 1Fornell-Larcker Criterion Discriminant Validity

	Brand awareness	**Green Attitude**	**Social media**	**Willingness to pay premium price**
Brand awareness	**0.808**			
Green Attitude	0.522	**0.815**		
Social media	0.259	0.516	**0.777**	
Willingness to pay premium price	0.647	0.640	0.483	**0.822**

Source: Processed primary data (2025)

Fornell and Lacker's criterion is where the AVE root of a variable is greater than the correlation between variables. Table 5 shows a comparison where the brand awareness variable has a greater AVE (0.808) correlation with green attitude (0.522), then a greater correlation with social media (0.259), and finally a greater correlation with the willingness to pay a premium price variable (0.647). These results indicate that the discriminant validity of the brand awareness variable is met. Similarly, the AVE root scores of the other variables all exceed the correlation coefficient between variables.

Table 5 shows that all variables are considered valid because they show the AVE root > correlation coefficient, which means all variables in the study have high discriminant validity. The next measurement is using the HTMT (heterotrait-monotrait ratio) as recommended (Hair, Risher, Sarstedt, & Ringle, 2019).

Table 6. Heterotrait-Monotrait Ratio

	Brand awareness	**Green Attitude**	**Social media**
Brand awareness			
Green Attitude	0.596		
Social media	0.319	0.622	
Willingness to pay premium price	0.792	0.773	0.622

Source: Processed primary data (2025)

In their book, Hair et al. (2019) recommends HTMT because this measure of discriminant validity is considered more sensitive and accurate in detecting discriminant validity. In HTMT measurements, the recommended value is HTMT below 0.90 to be considered discriminant validity met. Table 6 shows that the HTMT value in this study is below 0.9, so it can be considered discriminant validity met. In addition to AVE and HTMT measurements, there is a cross-loading measurement between indicators and their constructs to determine the discriminant validity value, which can be seen in Table 7.

Table 7. Cross Loading

	Brand awareness	**Green Attitude**	**Social media**	**Willingness to pay premium price**
BA1	**0.799**	0.509	0.201	0.526
BA2	**0.703**	0.271	0.180	0.339
BA3	**0.859**	0.444	0.289	0.628
BA4	**0.860**	0.416	0.153	0.540
GA1	0.494	**0.802**	0.354	0.574

GA2	0.365	**0.847**	0.456	0.552
GA3	0.388	**0.809**	0.434	0.482
GA4	0.426	**0.801**	0.383	0.496
GA5	0.449	**0.817**	0.477	0.502
MS3	0.261	0.426	**0.769**	0.394
MS4	0.128	0.439	**0.818**	0.377
MS5	0.165	0.404	**0.762**	0.328
MS6	0.251	0.326	**0.757**	0.398
WTPPP1	0.501	0.582	0.459	**0.864**
WTPPP2	0.590	0.579	0.381	**0.817**
WTPPP3	0.500	0.398	0.345	**0.783**

Source: Processed primary data (2025)

The cross-loading results, as seen in Table 7, indicate that each indicator in this study has a higher cross-loading value compared to the cross-loading values of other variables. Based on the rule of thumb, if the cross-loading score is above 0.7, discriminant validity is considered good, and the results above indicate that each construct meets these requirements.

Reliability Test

Reliability testing was used to measure the construct using two criteria: composite reliability and Cronbach's alpha from the indicator block that measures the construct using the SmartPLS program. According to Ghozali (2021), a construct can be considered reliable if the composite reliability and Cronbach's alpha values are above 0.70. The results of data processing for the composite reliability and Cronbach's alpha values can be seen in Table 8.

Table 8. Cronbach's Alpha and Composite Reliability

Variables	Cronbach's Alpha	Composite reliability
Brand awareness	0.824	0.882
Green Attitude	0.874	0.908
Social media	0.781	0.859
Willingness to pay premium price	0.761	0.862

Source: Processed primary data (2025)

Cronbach's alpha and composite reliability data processing listed in Table 8, it shows that all variables in this study have scores above 0.7 and can be considered reliable. The table above shows that the highest Cronbach's alpha score is the green attitude variable with a score of 0.874, while the lowest score is the willingness to pay a premium price variable with a score of 0.761. For the composite reliability score, the highest score is the green attitude variable with a score of 0.908, while the lowest score is the social media variable with a score of 0.859.

Evaluation of Structual Model (Inner Model)

1. Collinearity Test

Collinearity testing is performed as the first stage in a structural model. To check for the absence of multicollinearity between variables, the inner VIF (Variance Inflated Factor) measurement must be below <5 to be considered as no multicollinearity between variables (Hair et al., 2019).

Table 9. Inner VIF Value

	Brand Awareness	Green Attitude	Media Social	Willingness to pay premium price
Brand awareness		1,072		1,374

Green Attitude		1,747
Social media	1,072	1,363
Willingness to pay premium price		

Source: Processed primary data (2025)

Based on the results of the VIF (Variance Inflated Factor) measurements which can be seen in table 9, it shows that all are less than 5, so it can be interpreted that there is no multicollinearity between the variables.

2. Significance Test, F- square, and Upsilon

In the process of evaluating the structural model in the second stage is to test the hypothesis between variables through the t-statistic value or p-value. In this process, the bootstrapping technique is carried out with 5000 subsamples. The test results can be said to be significant if the results of the t-statistic calculation show greater than 1.96 (t- table) or the results of the p- value test show less than 0.05 between variables. To measure the magnitude of the influence of the variable, an f-square is carried out where the criteria are (f square 0.02 is low, 0.15 is moderate, and 0.35 is high) Hair et al. Meanwhile, for the f square of the mediation effect, it is called the upsilon V statistic (Lachowicz, Preacher, & Kelley, 2018)the criteria are (f square 0.02 is low, 0.075 is moderate, and the mediation effect is high 0.175). In this study, the results of the inter-variable test can be seen in the table.

Table 10. Direct Hypothesis Testing

Hypothesis	**Path Coefficient**	**p - value**	**95% Path Coefficient Confidence Interval**		**F square**
			Lower Limit	Upper Limit	
H1. MS -> WTPPP	0.214	0.005	0.068	0.367	0.079
H2. BA -> WTPPP	0.433	0.000	0.264	0.578	0.324
H3. MS -> GA	0.408	0.000	0.258	0.542	0.272
H4. BA -> GA	0.416	0.000	0.256	0.565	0.282
H5. GA-> WTPPP	0.304	0.001	0.134	0.480	0.126

Source: Processed primary data (2025)

Based on the results of the hypothesis test in table 10, it is known that the results of the hypothesis test between variables are as follows:

1) Hypothesis Test 1: Based on Table 10, the first hypothesis (H1) shows a significant influence of social media on the willingness to pay premium prices with a path coefficient of 0.214 and a p-value of 0.005 (<0.05). At a 95% confidence interval, the magnitude of the influence is in the range of 0.068–0.367. However, the f-square value of 0.079 indicates the lowest influence compared to other hypotheses, which means that social media only makes a small contribution to consumers' willingness to pay premium prices. This occurs because social media plays a greater role as a means of conveying initial information, while premium purchasing decisions are more influenced by brand awareness and consumers' green attitudes.
2) Hypothesis Test 2: The second hypothesis (H2) shows a significant effect of brand awareness on willingness to pay a premium price with a path coefficient of 0.433 and a p-value of 0.000 (<0.05). The 95% confidence interval is in the range of 0.264–0.578, while the f-square value of 0.324 indicates a moderate effect. This means that the higher the brand

awareness consumers have of environmentally friendly products, the higher their willingness to pay a premium price. Brand awareness has a stronger influence than social media because it reflects the level of consumer trust and loyalty to the brand.

3) Hypothesis Test 3: The third hypothesis (H3) shows a significant influence of social media on green attitudes with a path coefficient of 0.408 and a p-value of 0.000 (<0.05). The 95% confidence interval is 0.258–0.542 with an f-square of 0.272, which is considered moderate. This indicates that the more active the dissemination of information about environmental issues through social media, the more positive attitudes people will form towards the use of environmentally friendly products.
4) Hypothesis Test 4: The fourth hypothesis (H4) shows a significant influence of brand awareness on green attitude with a path coefficient of 0.416 and a p-value of 0.000 (<0.05). The 95% confidence interval is at 0.256–0.565, and the f-square value of 0.282 indicates a moderate influence. This means that awareness of brands with an environmentally friendly image can shape and strengthen consumers' positive attitudes towards sustainable consumption behavior.
5) Hypothesis Test 5: The fifth hypothesis (H5) shows a significant effect of green attitude on willingness to pay a premium price with a path coefficient of 0.304 and a p-value of 0.001 (<0.05). The 95% confidence interval is at 0.134–0.480, with an f-square value of 0.126, which is in the low-moderate category. This means that the more positive consumers' attitudes toward environmentally friendly products, the greater their willingness to pay a higher price for those products. Although its influence is not as strong as brand awareness, green attitude still plays an important role in driving premium purchase intentions.

The next step is to test the hypothesis between mediating variables using the t-statistic or p-value. SmartPLS 3 and 4 currently do not automatically generate mediation effect size output. Referring to Lachowicz et al. (2018; Ogbeibu & Gaskin, (2023), several effect size measures have been developed for mediation testing, but the most satisfactory measure is the upsilon (v) mediation effect size with the following formula:

Table 11. The Influence of Size Effect with Upsilon (v)

No	Influence	Upsilon (v)	Information
1	MS -> GA -> WTPPP	$(0.408)^2$ X $(0.304)^2 = 0.0153$	Low Influence
2	BA -> GA -> WTPPP	$(0.416)^2$ X $(0.304)^2 = 0.0159$	Low Influence

Source: Processed primary data (2025)

The criteria are (f square 0.01 is low, 0.075 is medium, and high mediation effect 0.175)

Table 12. Testing the Hypothesis of Mediation Effect

Hypothesis	Path Coefficient	p - value	95% Path Coefficient Confidence Interval		Upsilon v
			Lower Limit	Upper Limit	
H6. MS -> GA -> WTPPP	0.124	0.004	0.048	0.220	0.015
H7. BA -> GA -> WTPPP	0.127	0.009	0.048	0.236	0.015

Source: Processed primary data (2025)

Based on Table 12, the sixth hypothesis (H6) shows that green attitude acts as a mediating variable in the relationship between social media and willingness to pay premium prices, with

a path coefficient of 0.124 and a p-value of 0.004 (<0.05). The 95% confidence interval is in the range of 0.048–0.220, and the upsilon v value is 0.015, which indicates a relatively low level of mediation influence. Nevertheless, this significant mediation effect indicates that increasing public positive attitudes towards an environmentally friendly lifestyle can strengthen the influence of social media on the willingness to pay premium prices.

The seventh hypothesis (H7) also shows that green attitude acts as a mediating variable in the relationship between brand awareness and willingness to pay a premium price, with a path coefficient of 0.127 and a p-value of 0.009 (<0.05). The 95% confidence interval is in the range of 0.048–0.236, and the upsilon v value is 0.015, which also indicates a low but significant mediating effect. This indicates that increased brand awareness of environmentally friendly products accompanied by a positive attitude towards the environment can encourage consumers to be willing to pay a premium price.

Thus, the type of mediation that occurs in both relationships (H6 and H7) is partial mediation. This is indicated by the analysis results, which reveal that the direct relationship between social media and willingness to pay a premium price and the direct relationship between brand awareness and willingness to pay a premium price remain significant even though the green attitude variable is included as a mediator. According to Hair et al. (2021), partial mediation occurs when the mediating variable only strengthens the relationship between the independent and dependent variables, rather than being the sole pathway of influence. Therefore, although the mediating effect of green attitude is relatively low, its presence still plays an important role in strengthening the relationship in this research model.

These findings also support the Theory of Planned Behavior (TPB) proposed by (Ajzen, 2020), where attitude, subjective norms, and perceived behavioral control are determining factors in the formation of intention to actual behavior. In the context of this study, green attitude, as a representation of the attitude toward behavior component, has been shown to play a significant role in strengthening Gen Z's intention and willingness to pay premium prices for environmentally friendly products. This indicates that the more positive an individual's attitude toward sustainability, the greater their intention to engage in environmentally friendly consumption behavior. Therefore, TPB provides a strong theoretical foundation for explaining how psychological factors can encourage sustainable consumer behavior among young consumers in East Jakarta.

In this section, the researcher will discuss the research results obtained from respondents who use tumblers in East Jakarta. After processing the data that has been done previously, in this section the researcher will discuss in more detail the research results and how the direct influence of social media, brand awareness, green attitude, and willingness to pay a premium price. This discussion is based on the Theory of Planned Behavior (TPB) framework developed by (Ajzen, 2020), where individual behavior is influenced by three main components, namely attitude, subjective norm, and perceived behavioral control, which together form behavioral intention.

In this study, green attitude is positioned as an attitude formed from an individual's belief in the importance of environmental sustainability, while social media and brand awareness serve as external stimuli that shape this attitude. Meanwhile, willingness to pay a premium price is seen as a form of behavioral intention that encourages consumers to pay more for

environmentally friendly products.

The TPB model in this study illustrates that the greater the exposure to environmental content on social media and the stronger the brand awareness of green brands like Tupperware, the more positive the green attitude formed in consumers. This green attitude then becomes a psychological factor that mediates consumers' willingness to pay a premium price. This theoretical framework provides a logical basis for explaining how external stimuli can influence attitudes and ultimately shape consumers' behavioral intentions in the context of consuming environmentally friendly products.

Based on the research data analyzed using the SEM-PLS approach, the following discussion will outline the inter-variable influences in more depth, including testing seven research hypotheses, both direct and indirect through the mediating role of green attitude. The discussion of the hypotheses is explained as follows.

The Influence of Social Media on Willingness to Pay Premium Price

Social media has been shown to significantly influence willingness to pay a premium price. The first hypothesis (H1) was accepted with a path coefficient of 0.214 and a p-value of 0.005, indicating a positive and significant effect. Although the effect is at a low level (f^2 = 0.079), this finding indicates that the higher the public's exposure to social media content containing sustainability values, the higher their willingness to pay a premium price for environmentally friendly products. Social media is an important channel capable of shaping consumer perceptions of sustainability values through visual messages, educational narratives, and green campaigns.

This finding aligns with the Theory of Planned Behavior (TPB) proposed by (Ajzen, 2020) , where attitudes, subjective norms, and perceived behavioral control play a role in shaping a person's intentions and actions. In this context, social media plays a role in shaping behavioral beliefs through the delivery of environmental information, which ultimately increases behavioral intentions to support environmentally friendly products by paying higher prices. Educational content on social media can strengthen consumer awareness of the importance of sustainable consumption and social responsibility.

This finding is consistent with previous research conducted by Gupta & Syed (2022), who found that social media variables, through word-of-mouth, interaction, entertainment, and customization, contribute to shaping green attitudes, which subsequently increase willingness to pay for green products. This means that social media is not only a communication channel but also shapes pro-environmental attitudes that encourage purchasing behavior at higher prices. Furthermore, a study by Torres et al. (2018) , which used the Fuzzy-Set Qualitative Comparative Analysis approach, reported that social media activity directly strengthens consumers' willingness to pay a premium, without having to go through other intermediaries.

The implication of these findings, particularly for Tupperware, is the importance of optimizing social media communication strategies that focus not only on price promotions and product functionality but also on promoting sustainability. Campaigns about reducing single-use plastic, recycling programs, and green lifestyles can strengthen consumers' perceived value of Tupperware products. Thus, social media can be a catalyst that drives willingness to pay a premium price, beyond just conventional marketing channels.

The Influence of Brand Awareness on Willingness to Pay Premium Price

Brand awareness was shown to have a significant influence on willingness to pay a premium price. The second hypothesis (H2) was accepted with a path coefficient of 0.433 and a p-value of 0.000, with a moderate level of influence ($f^2 = 0.324$). This finding indicates that consumer awareness of the Tupperware brand, particularly as an environmentally friendly and reusable product, can encourage their willingness to pay a premium price. Brand awareness strengthens the belief that the product is high-quality, sustainable, and has higher social value than single-use products.

This finding indicates that increased brand awareness of environmentally friendly products directly encourages Gen Z consumers in East Jakarta to be willing to pay higher prices. This explains why brand awareness influences WTP. When consumers recognize and remember brands positioned as environmentally friendly, they are more likely to assume additional quality and benefits. This finding supports (Ajzen, 2020) Theory of Planned Behavior framework because brand awareness influences behavioral beliefs as beliefs about the consequences of purchasing environmentally friendly products and subjective norms as perceived social support for purchasing environmentally friendly products.

The results of this study also align with research conducted by Collart et al. (2020), which showed that brand awareness positively impacts willingness to pay in certain product contexts. Furthermore, research conducted by Oppong et al. (2022) found that brand awareness and word-of-mouth are interrelated and contribute to increased WTP. Furthermore, Malarvizhi et al. (2022) demonstrated the important role of brand equity/ brand awareness in the pathway to a willingness to pay premium. This research reinforces the finding that strengthening brand awareness can increase consumers' tendency to pay more for value-added products.

The implication is that Tupperware needs to strengthen its brand identity as a green brand through consistent campaigns, transparency regarding environmentally friendly raw materials, and long-term sustainability programs. This way, brand awareness will not only build customer loyalty but also increase willingness to pay premium prices.

The Influence of Social Media on Green Attitude

Social media has a significant effect on green attitudes. The third hypothesis (H3) was accepted with a path coefficient of 0.408 and a p-value of 0.000, with a moderate effect ($f^2 = 0.272$). This indicates that the more frequently consumers are exposed to social media content related to environmental sustainability, the more positive their attitudes toward environmentally friendly products. Social media provides a space for consumers to access information, inspiration, and education related to environmental issues.

These findings support the Theory of Planned Behavior (TPB), which explains that individual attitudes are an important determinant in shaping intentions and actual behavior. Information received through social media serves as an external stimulus that influences individual beliefs about the benefits of environmentally friendly products. These beliefs then shape positive attitudes toward consuming green products, thus aligning with the TPB, which emphasizes that attitudes are the main predictor of behavioral intentions (Ajzen, 2020) . Thus, this study strengthens the relevance of the TPB in the context of young generation consumer

behavior towards environmentally friendly products.

The results of this study are also in line with previous studies, namely research by Dhir et al. (2021), which found that exposure to environmental content on social media increases consumers' green awareness and attitudes, ultimately encouraging them to choose sustainable products. Similarly, Sherwani et al. (2021) showed that social media plays a crucial role in shaping green attitudes by disseminating information that influences public perception and awareness of environmental issues. Furthermore, a study by Hamid & Purbawangsa (2022) confirmed that consumer interaction with environmentally friendly content on social media can create positive attitudes toward green products and strengthen consumers' emotional attachment to brands.

The implication of these results is the importance of companies, particularly those marketing environmentally friendly products, utilizing social media strategically. Educational, persuasive, and interactive content about the benefits of green products and their impact on the environment can strengthen consumers' green attitudes. This strategy not only enhances the company's image as an environmentally conscious brand but also creates a loyal customer base. Therefore, social media can be an effective tool to support sustainable marketing communications policies, ultimately strengthening business competitiveness in the green economy era.

The Influence of Brand Awareness on Green Attitude

The results of the fourth hypothesis test (H4) show that brand awareness has a significant influence on green attitudes, with a path coefficient of 0.416 and a p-value of 0.000. This means that increasing brand awareness will increase pro-environmental attitudes in society. This influence is classified as moderate at the structural level (f2=0.282). Brand awareness is very important because it can influence people's behavior in adopting an environmentally friendly lifestyle.

These findings support the Theory of Planned Behavior (TPB) proposed by (Ajzen, 2020) , where attitudes are formed from individual behavioral beliefs about an object or behavior. In this study, brand awareness serves as an external stimulus that strengthens consumer beliefs about the benefits and credibility of an environmentally friendly brand. A high level of brand awareness then encourages consumers to form positive attitudes toward consuming green products, in accordance with the TPB, which emphasizes that attitude is the main determinant in forming behavioral intentions.

The results of this study are also consistent with previous research, namely research conducted by Oppong et al., (2022) which proved that brand awareness has a significant influence in shaping positive consumer perceptions and their willingness to pay more for environmentally friendly herbal products in Ghana. Another study by Collart et al., (2020) found that brand awareness has a positive impact on willingness to pay, which in turn also strengthens consumer attitudes towards environmentally friendly brands. Furthermore, research by Sevira & Widodo, (2023) shows that brand awareness strengthened through digital marketing strategies can improve consumer attitudes towards green products, although the effect can vary depending on intermediary factors such as brand image and brand loyalty.

The implication of these findings is that companies need to improve their communication

strategies to strengthen brand awareness of Tupperware products, particularly by highlighting the brand's environmentally friendly identity. This effort can be achieved through consistent marketing campaigns, the use of green labels, and the use of social media to educate consumers about the brand's commitment to sustainability. By building strong brand awareness, companies can not only strengthen consumers' green attitudes but also increase their loyalty and willingness to support environmentally friendly products sustainably. This will ultimately provide companies with a competitive advantage in a market that increasingly emphasizes the importance of sustainable business practices.

The Influence of Green Attitude on Willingness to Pay Premium Price

There is a significant effect of green attitude on willingness to pay a premium price. The fifth hypothesis (H5) is accepted with a significant path coefficient (0.304) and p-value (0.001). An increase in green attitude will increase people's willingness to purchase environmentally friendly products at a higher price. This effect is at a moderate level (f2=0.126). This positive attitude towards the environment is important because it can encourage people to be more willing to pay a premium price for environmentally conscious products.

This finding aligns with the Theory of Planned Behavior (TPB) proposed by (Ajzen, 2020) , which states that attitude is the primary predictor of behavioral intention. In this context, green attitude is formed from an individual's behavioral beliefs regarding the environmental benefits of using eco-friendly products. These beliefs then shape positive attitudes that encourage consumers to be willing to pay a premium price to support sustainable consumption practices. Thus, the results of this study strengthen the relevance of TPB in explaining the role of attitude in shaping willingness to pay a premium price for eco-friendly products.

The results of this study are also consistent with previous studies, such as Hyder & Amir's (2023) study , which found that green attitudes significantly influence willingness to pay through the mediating role of consumer behavior in the context of green packaging. Another study by Hanson (2013) showed that consumers' green attitudes significantly increase willingness to pay for green products in the United States and Canada. Furthermore, Gupta & Syed (2022) also emphasized that positive attitudes formed through social media activities related to environmental issues play a significant role in increasing consumers' willingness to pay for green products.

The implication of these findings, particularly for Tupperware products, is the importance of strengthening consumers' green attitudes as a key strategy in encouraging willingness to pay premium prices. Tupperware can utilize marketing campaigns that emphasize the benefits of reusable products in reducing single-use plastic waste, as well as communicating the brand's tangible contribution to environmental sustainability. Through consumer education programs on sustainable lifestyles, recycling campaigns, and narratives, Tupperware can not only increase consumers' willingness to pay premium prices but also strengthen the brand's image as a green brand committed to the environment. This strategy will ultimately provide a competitive advantage and expand consumer loyalty in the eco-friendly product market.

Green Attitude Mediates the Influence of Social Media on Willingness to Pay Premium Price

Green attitude significantly mediates the indirect effect of social media on willingness to pay a premium price. The sixth hypothesis (H6) is accepted with a significant mediation path coefficient (0.124) and p-value (0.004). However, this mediation role is considered low at the structural level (upsilon v = 0.015). By increasing public motivation towards green attitudes, this mediation role can be increased.

This finding aligns with the Theory of Planned Behavior (TPB) proposed by (Ajzen, 2020) , where attitude plays a crucial role as a mediator in explaining the relationship between factors and actual intentions or behavior. In this context, environmentally friendly content consumed through social media fosters positive behavioral beliefs about the importance of sustainability, which in turn strengthens green attitudes. This green attitude then becomes a psychological factor driving the willingness to pay a premium price for environmentally friendly products. Therefore, this study confirms that social media not only functions as a marketing communication tool but also as an instrument for shaping consumer attitudes, which ultimately influence purchasing decisions.

The results of this study are consistent with previous studies, such as those by Dhir et al. (2021), which showed that exposure to environmentally friendly content on social media shapes consumers' green attitudes, which in turn leads to a higher willingness to pay for green products. Research by Hamid & Purbawangsa (2022) also found that green attitudes mediate the influence of social media on sustainable product purchase intentions among young consumers. Furthermore, a study by Sherwani et al. (2021) confirmed that social media has a significant impact on shaping green attitudes, which then strengthens consumers' willingness to pay for environmentally friendly products.

The implication of these findings, particularly for Tupperware products, is the importance of companies designing social media communication strategies that not only focus on price promotions and product functions, but also consistently emphasize the value of sustainability. Content that illustrates Tupperware's contribution to reducing single-use plastics, recycling campaigns, and green lifestyle education will strengthen consumers' green attitudes. By forming this positive attitude, social media becomes more effective in increasing willingness to pay a premium price. This means that consumers not only buy Tupperware for functional needs, but also because they believe they are contributing to environmental preservation. This strategy ultimately strengthens Tupperware's image as a green brand while increasing long-term consumer loyalty.

Green Attitude mediates the influence of Brand awareness and Willingness to pay premium price

Green attitude also plays a significant role as a mediating variable in the relationship between brand awareness and willingness to pay a premium price. The seventh hypothesis (H7) is accepted with a mediation path coefficient of 0.127 and a p-value of 0.009. Similar to mediation from social media, this mediating role is also relatively low at the structural level (upsilon v = 0.015). Increasing public motivation towards green attitudes can enhance this mediating role.

This finding aligns with the Theory of Planned Behavior (TPB) proposed by (Ajzen, 2020) , where attitude serves as an important mediator in shaping intentions and actual behavior. In this study, brand awareness acts as an external stimulus that strengthens consumers' behavioral beliefs regarding the credibility and environmental benefits of a brand. This belief then forms a positive green attitude, which ultimately encourages consumers to be willing to pay a premium price. Thus, these results emphasize that brand awareness is not only important in building brand image, but also in shaping pro-environmental attitudes that play a significant role in purchasing decisions.

The results of this study are consistent with previous studies by Oppong et al. (2022), which showed that brand awareness strengthens positive consumer perceptions, which then drives a willingness to pay premium through green attitudes. Research by Collart et al. (2020) found that brand awareness increases consumers' perceived value and positive attitudes, which in turn leads to a higher willingness to pay for green products. Furthermore, Sevira & Widodo (2023) also emphasized that digital marketing strategies that strengthen brand awareness can shape consumers' green attitudes, which in turn increases their willingness to pay for environmentally friendly products.

The implication of these findings, particularly for Tupperware products, is the importance of strengthening brand awareness aligned with sustainability values. Companies can emphasize their brand identity as an eco-friendly brand through digital campaigns, the use of green labels, and storytelling about Tupperware's tangible contributions to reducing single-use plastic. These efforts will not only increase consumer awareness of the brand but also foster a more positive green attitude.

CONCLUSION

The study of 100 Generation Z users of Tupperware green products in East Jakarta found that social media and brand awareness positively and significantly influenced willingness to pay a premium price, though the effect was low to moderate. Social media effectively disseminated information that encouraged higher payments for eco-friendly products, while strong brand awareness increased consumer preference and valuation of these products. Both social media and brand awareness also positively shaped green attitudes, which in turn increased willingness to pay more, highlighting green attitude as a key factor in green consumer behavior. Furthermore, green attitude significantly mediated the relationship between social media, brand awareness, and willingness to pay a premium, albeit with a relatively small mediating effect, suggesting that other factors also impact consumer decisions. Future research should explore additional mediators and contextual factors to better understand the complexities behind consumers’ premium pricing decisions for sustainable products.

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