



The Influence of Perceived Country Origin of Green Products Towards Generation Z: Local VS Global

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Abstract

Purpose: This study aims to understand better the perception of the country of origin of green products towards the Generation Z population between local and global brands. This study also serves as a reference for future studies or research on how the influence of perception can determine the weight of how the Generation Z population views and potentially buy an environmentally friendly product between local and global brands.

Method: This study uses primary data collected through questionnaires and distributed to the population of Generation Z from the island of Batam, with 376 valid respondents. Indicators from Partial Least Square-Structural Equation Modelling (PLS-SEM) were used to analyze how Local Brands and Global Brands can influence the perception of Green Products from the view of the Country of Origin from the Generation Z population.

Result: The results of this study have practical implications, suggesting that the variables used in this study have a positive influence and are significant. For instance, Perceived Brand Globalness (PBG) and Perceived Brand Localness (PBL) have a positive and significant nature toward Brand Stereotype Warmth and Competence. Brand Stereotype Warmth and Competence also positively and significantly affect Perceived Value. Perceived Value also has a positive and significant nature towards Purchase Intentions. These findings are not only insightful but also relevant and applicable to the field of consumer behavior and green products.

INTRODUCTION

Brands have become one of the images or signs that appear both from outside and inside the country and are widespread in different ways. Brands often appear in various forms of media, such as household appliances, food or beverage packaging, animations that often appear on TV and can also appear in a newspaper, or the form of goods or services in the workplace, malls, restaurants, cafes, and other places and so on. According to a researcher, a Brand is one or a set of signs to identify and distinguish products and businesses; is the image of products and businesses in the public's minds (Tien et al., 2019). To summarize, Brands can be found around our respective neighborhoods and are often used in life in various forms of media, from childhood to the present day. In recent decades, Brands in various markets have increased investment in advertising,

distribution, and technology as a way to enter international markets, leading to competition between local and global brands (Steenkamp, 2019). Brands have been divided into two types, namely local brands and global brands. A global brand is a single brand sold in various markets worldwide with the exact market positioning and similar marketing mix under a unified global marketing strategy (T. Song, 2023). Global brands are always perceived or stereotyped as expensive, having good quality and an excellent corporate image (Salasah & Nugroho, 2021). Local brands are individual brands created and produced in the home country itself and marketed to the country's local market. The current consumer market for local and global brands is changing due to developments in the globalization process (Vaziri et al., 2023). Globalization increases market share competition between brands and shows how consumers from different markets react to those brands (Rodrigues et al., 2023). Of the various local and global brands, of course, there are products that the brand will use to spread and tell the good name of the manufacturing company that makes the brand. One of the advantages often used by companies is to use words such as "Environmentally Friendly", "Organic," "Green," and other words that are also used as synonyms (Majhi, 2022). These products are often encountered when conducting in-store product surveys to find out the uses and benefits of the product. Therefore, these products are also often referred to as environmentally friendly products or green products. Green products are products that meet certain environmental protection requirements in their entire life cycle process, do no harm or have minimal impact on the ecological environment, are safe for human health, and consume less energy (Kuang et al., 2021).

Eco-friendly products differ from others because they are environmentally friendly and clean (Singh & Gupta, 2021). Eco-friendly products can be used for various things, such as tote bags, paper straws, tumblers, and paper bags. Environmentally friendly products are often promoted and widely distributed by global and local companies, large and small, to give ideas or plant seeds of thought to consumers that the company cares about the natural environment by processing and making these environmentally friendly products. In the current era, products such as reusable cups or self-service bags have become the latest trend and one of the icons in society (Veronica & Lady, 2023). From these results, companies will also benefit from the sale of environmentally friendly products to consumers who buy these products with the thought that consumers can reduce the use of products that waste the use of natural materials that are not quickly recovered. By 2022, most consumers worldwide see their purchasing behavior becoming slightly more environmentally friendly than the previous five years (D. Tighe, 2023).

The selection of this research topic is related to environmentally friendly products with local brands (Local Brand) and global brands (Global Brand) using variables such as Perceived Brand Globalness (PBG), Perceived Brand Localness (PBL), Brand Stereotype (Brand Competence & Brand Warmth), Perceived Value (Functional, Emotional & Social), and Purchase Intention. The object of this research is environmentally friendly products with local brands (Local Brands) and global brands (Global Brands). The research can be studied to see which generation is aware of and uses environmentally friendly products. According to several research studies, younger generations, such as Generation Z or Gen Z, a generation that is more aware and involved in the environment and environmental issues, are more likely to be involved in environmental issues. (Liang et al., 2022; Prayoga et al., 2020; Y. Song et al., 2020). Generation Z, or Gen Z, was born between 1997 and 2012, aged 11-26 (Septiani, 2023). This generation also has better attitudes towards green goods and a more significant environmental commitment and prioritizes green products (often called green products) (Lavuri et al., 2021; Liang et al., 2022).

First Insight Inc. (2020) reports that 62% of Gen Z shoppers prefer to buy from sustainable brands, and 73% are willing to pay more for sustainable products. The report also revealed that Gen Z is the most likely to make purchasing decisions based on personal, social, and environmental values. Other reports by First Insight Inc. (2021) show that three-quarters of Generation Z consumers stated that sustainability is more important to them than brands when purchasing decisions. Seventy-five percent of Generation Z survey participants prefer sustainability over product brand names. There are also reports of Generation Z showing a strong preference for sustainability, with an impressive 76-77% of survey respondents in this generation

choosing to buy products in sustainable packaging, 7% higher than the average (Trivium Packaging, 2023). After determining the population, the respondents for this research are Generation Z or Gen Z in Batam. According to the Central Bureau of Statistics (Statistik, 2022), the total population of Batam City is 1,144,959 from the age group of 0 - 75 years old. For Generation Z, the total population is only calculated from the age that matches the data of the Central Bureau of Statistics (Age Group = 15 - 29 Years) with a total of 290,025 Souls (Female + Male). With the research topic, research object, and the generation chosen to conduct this research, gaps or problems must be researched, and in-depth research must be conducted. Problems that can be known in the form of questions: Do consumers think twice about buying products from these companies if they use words such as "Environmentally Friendly," "Eco-Friendly," "Biodegradable"? Do consumers look based on brands, both local and global? Do consumers prefer to buy global brands that are environmentally friendly compared to local brands that also sell environmentally friendly products? Can brands significantly influence consumers' decisions to buy environmentally friendly products?. So from the questions above, there are reasons why this research was conducted: to find out what factors influence consumers to buy environmentally friendly products from local brands or global brands, whether consumers prefer to use environmentally friendly products from local brands or global brands, and also to find out how consumers perceive environmentally friendly products that have been produced by local brands and global brands at large and can use this knowledge for their knowledge. This research was conducted because until now, no one has tested the object of research by comparing environmentally friendly products from local brands (Local Brands) and global brands (Global Brand) within the country and abroad.

Perceived Brand Globalness (PBG)

Global brands have been defined as brands with a market presence in multiple countries (Mohan et al., 2018). Perceived Brand Globalness (PBG) refers to the extent consumers believe the brand is marketed in many countries and recognized as a global brand in different countries (Kolbl et al., 2020). Perceived Brand Globalness (PBG) refers to the extent to which a brand is perceived as a global brand in the minds of target consumers, an essential aspect of global consumer culture positioning (Yeboah-Banin & Quaye, 2021). Perceived Brand Globalness (PBG) is primarily achieved through visual representation of the brand, marketing communications, and market presence (Kolbl et al., 2020). Perceived Brand Globalness (PBG) represents strength, uniqueness, and excitement (Dong & Yu, 2020). Therefore, Perceived Brand Globalness (PBG) is a function of the brand positioning strategy. (Bourdin et al., 2021).

Perceived Brand Localness (PBL)

Local brands are perceived as well-intentioned and generate brand intimacy, referring to the feeling that the brand listens, understands, and cares about consumers (Davvetas & Halkias, 2019). Local brands are generally valued because they adapt to the local and can better satisfy consumers' needs for authenticity and originality; brands that are considered local are sometimes considered as "defenders" of the local economy by supporting the local economic structure and reducing local unemployment (Bourdin et al., 2021). Perceived Brand Localness (PBL) means the extent to which "a brand is recognized as a local player and a symbol or icon of local culture" (Kolbl et al., 2020). Perceived Brand Localness (PBL) also refers to consumers' perception that "a brand symbolizes the values, needs, and aspirations of members of the country's local community" (Mandler et al., 2021). Perceived Brand Localness (PBL) signifies tradition, authenticity, and a down-to-earth style (Dong & Yu, 2020).

Brand Stereotype (Brand Competence & Warmth)

Stereotypes are beliefs about the attributes of members of a social group (Japutra et al., 2020). Brand Stereotypes reflect consumers' shared beliefs about the brand as an intentional agent (Gidaković & Zabkar, 2022). The idea of brands as intentional agents comes from the Stereotype content model, where Warmth reflects intentions and Competence reflects the brand capabilities

of social group members (Japutra et al., 2018). The common denominator between the above labels is that Warmth is communion morality, reflects the intentions of others, and "relates to functioning in social relationships." In contrast, Competence is agency, ability, describes the ability of others to carry out these intentions and "refers to task functioning and goal achievement," so it can be noted that Warmth is captured with descriptors such as kind, warm, and friendly. In contrast, Competence includes being capable, competent, and efficient (Kolbl et al., 2020). Although different labels have been used in the literature to refer to the two dimensions, there seems to be a consensus that Competence and Warmth can universally capture individuals' perceptions of various social targets and that these "Big Two" persist across different stimuli, times, and places (Fiske, 2018; Halkias & Diamantopoulos, 2020).

Perceived Value

Perceived Value is the perception consumers feel after interacting with a brand and how to use the brand when what is paid is more significant than what is received (Christiarini & Rosha, 2022; Maharani & Hidayat, 2023). Perceived Value is also defined as the difference between the Value of the benefits of a good or service obtained by the customer and the Value of the benefits expected by the customer (Wijaya et al., 2020). Perceived Value is a valuable result of a brand's marketing efforts, one of which can be done by creating a brand experience strategy for consumers (Coelho et al., 2020). Perceived Value is the difference between a consumer's perceived evaluation of the benefits and tradeoffs of an offering and its alternatives (Pratiwi et al., 2021). In the narrow sense, perceived Value is the price paid for a product/service (DAM, 2020).

Purchase Intentions

In a business-to-business setting, both Competence and Warmth influence Purchase Intention (Crisafulli et al., 2020). Purchase Intention is considered a mix of consumer concerns and opportunities to purchase goods (DAM, 2020). Purchase Intention can also be said to be an activity where consumers consider or take action to buy a product or service (Clorina & Lailita, 2023; Ellitan et al., 2022). Purchase Intention has been commonly used as a predictor of purchase success (Harcourt, 2020). Consumers build Perceived Value to generate Purchase Intention and decisions about final purchase behavior (Nuzula & Wahyudi, 2022). Perceived Value leads to firm Purchase Intention (Ling et al., 2023).

Perceived Brand Globalness (PBG) and Perceived Brand Localness (PBL) on Brand Stereotype

Perceived Brand Globalness (PBG) is a function of the brand positioning strategy (Bourdin et al., 2021). The two notions (i.e., brand globality and locality) may coexist rather than be opposing and incompatible (Bourdin et al., 2021). Recent findings have been shown that Perceived Brand Globalness (PBG) and Perceived Brand Localness (PBL) have influence over Brand Stereotype content (Davvetas & Halkias, 2019; Kolbl et al., 2019). There are two parts that are often mentioned by (Fiske, 2018; Japutra et al., 2020) when referring towards Brand Stereotype, which is Competence and Warmth. Competence relates to characteristics such as ability, efficiency, and intelligence (Bourdin et al., 2021). According to the hypothesis by (Kolbl et al., 2019), that Perceived Brand Globalness (PBG) and Perceived Brand Localness (PBL) empirically support a cross-relationship, but also highlighted that this may depend on the country settings involved (e.g., while the PBL → competence cross-relationship was consistently significant in both developed and developing country contexts, the PBG → warmth cross-relationship was only observed in the latter context). To test the significant relationship of Perceived Brand Globalness (PBG) to Brand Stereotype Competence, the following hypotheses have been proposed:

H1: Perceived Brand Globalness (PBG) has a significant positive effect on Brand Stereotype Competence.

Perceived Brand Localness (PBL) perceived as well-intentioned and generates brand intimacy, referring to the feeling that the brand listens, understands, and cares about consumers (Davvetas & Halkias, 2019). The two notions (i.e., brand globality and locality) may coexist rather

than be opposing and incompatible (Bourdin et al., 2021). Recent findings have been shown that Perceived Brand Globalness (PBG) and Perceived Brand Localness (PBL) has influence over Brand Stereotype (Davvetas & Halkias, 2019; Kolbl et al., 2019). There are two parts that are often mentioned by (Fiske, 2018; Japutra et al., 2020) when referring towards Brand Stereotype, which is Competence and Warmth. Warmth, captures notions of friendliness, kindness, and generosity (Bourdin et al., 2021). According to the hypothesis by (Kolbl et al., 2019), that Perceived Brand Globalness (PBG) and Perceived Brand Localness (PBL) empirically support a cross-relationship, but also highlighted that this may depend on the country settings involved (e.g., while the PBL → competence cross-relationship was consistently significant in both developed and developing country contexts, the PBG → warmth cross-relationship was only observed in the latter context). To test the significant relationship of Perceived Brand Localness (PBL) to Brand Stereotype Warmth, the following hypotheses have been proposed:

H2: Perceived Brand Localness (PBL) has a significant positive effect on Brand Stereotype Warmth.

Perceived Brand Localness (PBL) is perceived as well-intentioned and generates brand intimacy, referring to the feeling that the brand listens, understands, and cares about consumers (Davvetas & Halkias, 2019). The two notions (i.e., brand globality and locality) may coexist rather than be opposing and incompatible (Bourdin et al., 2021). Recent findings have shown that Perceived Brand Globalness (PBG) and Perceived Brand Localness (PBL) influence Brand Stereotypes (Davvetas & Halkias, 2019; Kolbl et al., 2019). Two parts are often mentioned (Fiske, 2018; Japutra et al., 2020) when referring to Brand Stereotype, which is Competence and Warmth. Competence relates to ability, efficiency, and intelligence (Bourdin et al., 2021). According to the hypothesis by (Kolbl et al., 2019), Perceived Brand Globalness (PBG) and Perceived Brand Localness (PBL) empirically support a cross-relationship, but also highlighted that this may depend on the country settings involved (e.g., while the PBL → competence cross-relationship was consistently significant in both developed and developing country contexts, the PBG → warmth cross-relationship was only observed in the latter context). To test the significant relationship of Perceived Brand Localness (PBL) to Brand Stereotype Competence, the following hypotheses have been proposed:

H3: Perceived Brand Localness (PBL) has a significant positive effect on Brand Stereotype Competence

Perceived Brand Globalness (PBG) is a function of the brand positioning strategy (Bourdin et al., 2021). The two notions (i.e., brand globality and locality) may coexist rather than be opposing and incompatible (Bourdin et al., 2021). Recent findings have shown that Perceived Brand Globalness (PBG) and Perceived Brand Localness (PBL) influence Brand Stereotype content (Davvetas & Halkias, 2019; Kolbl et al., 2019). Two parts are often mentioned (Fiske, 2018; Japutra et al., 2020) when referring to Brand Stereotypes: Competence and Warmth. Warmth captures notions of friendliness, kindness, and generosity (Bourdin et al., 2021). According to the hypothesis by (Kolbl et al., 2019), Perceived Brand Globalness (PBG) and Perceived Brand Localness (PBL) empirically support a cross-relationship, but also highlighted that this may depend on the country settings involved (e.g., while the PBL → competence cross-relationship was consistently significant in both developed and developing country contexts, the PBG → warmth cross-relationship was only observed in the latter context). To test the significant relationship of Perceived Brand Globalness (PBG) to Brand Stereotype Warmth, the following hypotheses have been proposed.

H4: Perceived Brand Globalness (PBG) has a significant positive effect on Brand Stereotype Warmth

Brand Stereotype on Perceived Value

Perceived Value should be theorized as a multidimensional aspect, including functional Value, which meets the customer's demand for product performance relative to price; emotional

Value about happiness and enjoyment; Social Value, which is related to how customers interact with other customers (Baek et al., 2020). Given the duality of foreign-local brand propositions competing for the attention of such consumers, choices in such an environment are inherently subject to pro-con evaluations, hence value judgments (Yeboah-Banin & Quaye, 2021). Consumers make inferences about brand characteristics based on stereotype diagnostics for value assessment or Perceived Value (Gidaković et al., 2022). To test the significant relationship of Brand Stereotype Competence to Perceived Value, the following hypothesis has been proposed:
H5: Brand Stereotype Competence has a significant positive effect on Perceived Value

Consumers rely on the different cues emitted by brands to weigh benefits against sacrifices and to develop their value perceptions, thus expecting that consumers' judgments of brand stereotypes of warmth and competence enable the transfer of information relevant to consumers' evaluation of potential benefits/sacrifices (i.e., perceived value perceptions) because they embody relevant information about capabilities and that can reduce uncertainty (Kolbl et al., 2020). Given the situation or context, consumers can have different local and global cultural frameworks and move between the two (Steenkamp, 2019). To test the significant relationship of Brand Stereotype Warmth to Perceived Value, the following hypothesis has been proposed:
H6: Brand Stereotype Warmth has a significant positive effect on Perceived Value

Perceived Value on Purchase Intentions

Perceiving a particular brand as having high competence can increase consumers' positive evaluation of product quality and performance, further increasing purchase intention. In addition, perceiving a particular brand as having high warmth can increase consumers' positive evaluations of relevant companies and brands as sincere, friendly, and caring. When customers feel fully respected and understood by a company or brand, their needs related to respect and acceptance are met according to Maslow's hierarchy of needs theory. This further drives consumers' positive attitudes towards the company and brand; consequently, their Purchase Intentions are significantly and positively influenced (Xue et al., 2020). Perceived Value becomes the aspect when customers evaluate the overall effectiveness of a product (Nuzula & Wahyudi, 2022). It can be recognized by several studies that Perceived Value is a precursor to Purchase Intentions and also affects Purchase Intentions positively, thereby increasing consumer Purchase Intentions (Curvelo et al., 2019; DAM, 2020; Shevia et al., 2023). Higher Perceived Value makes higher Purchase Intentions. The more Value is perceived, the more consumers will make another purchase (Hakim & Keni, 2020). To test the significant relationship of Perceived Value to Purchase Intentions, the following hypothesis has been proposed:
H7: Perceived Value has a significant positive effect on Purchase Intentions

RESEARCH METHODS

The population that has been selected to conduct this research is Generation Z or Gen Z. The characteristics of the selected population Gen Z are namely those who have an awareness of Green Products with Global Brands and Local Brands, around the age of 11 – 26 years old and is located in Batam city, Indonesia. Based on what has been discussed, this generation also has a better attitude towards green goods and a more significant environmental commitment and prioritizes environmentally friendly products (often called green products) (Lavuri et al., 2021; Liang et al., 2022). The population of Generation Z or Gen Z in Batam city based on BPS data is 290,025 Souls (Female + Male) (BPS, 2022), so the sample was calculated using the Krejci & Morgan (1970) table. The reason for using this table is because the population selected for research has actual data that has been observed and published as accurate information and can be used by other studies to conduct analysis. The Krejci and Morgan table determines the sample size of the population to be studied (Abdul, 2021). The Krejci & Morgan (1970) table shows how many respondents must be researched, namely in the form of 342 respondents from the age group 15 - 29 years. However, after distributing the questionnaires, 459 respondents have been collected.

After the data collection of respondents has been achieved, data management and testing in this study will use SmartPLS with SEM-PLS calculations.

The technique that will be used to collect primary data is to create and distribute questionnaires to Generation Z or Gen Z who know and prefer to buy environmentally friendly products, both from global brands and local brands. The scale that will be used to measure this respondent is a Likert scale of 1 - 5. The Likert scale is a measurement method used to measure a person's opinion, and a questionnaire is used to determine the attitude scale towards a particular object. On this Likert scale, the questionnaire provided provides a score for each answer, namely 1-5. Score 1 (one) for strongly disagreeing opinions/answers while scoring 5 (five) for strongly agreeing opinions/answers (Sumartini et al., 2020). The sample collected for this study used Purposive Sampling, which can be referred to as Judgmental Sampling; it is a sampling that involves researchers deliberately selecting samples that they believe can be the most useful in answering research questions; the variables used can be simple demographics such as age, gender, and socioeconomic status (Farrugia, 2019).

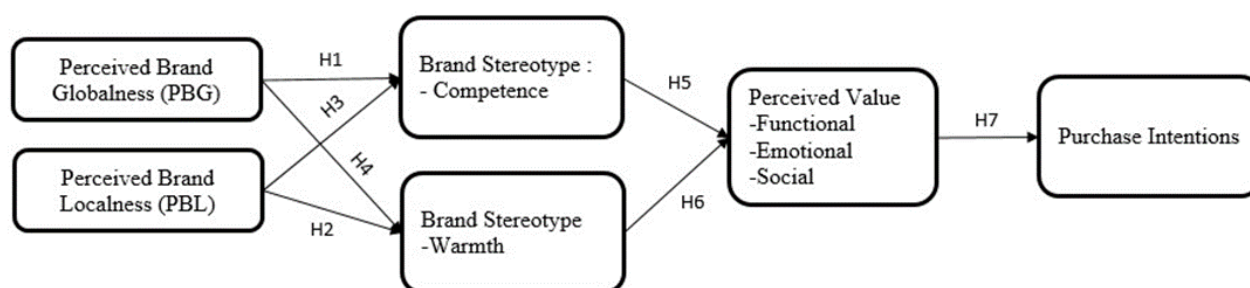


Figure 1. Research Model

RESULTS & DISCUSSION

Based on the results obtained, there were 459 respondents, of which 83 respondents did not meet the desired criteria. Therefore, the total number of valid respondents is 376 respondents.

Table 1.
Statistic Descriptive Respondents Results

Demography Characteristics	Category	Total	Percentage (%)
Gender	Male	166	44,1%
	Female	210	55,9%
Age	11 - 18 Years Old	9	2,4%
	19 - 26 Years Old	326	86,7%
	27 - 33 Years Old	32	8,5%
	34 - 39 Years Old	5	1,3%
	>40 Years Old	4	1,1%
Last Academy	SD	1	0,3%
	SMP	4	1,1%
	SMA/SMK	216	57,4%
	S1	150	39,9%
	S2	4	1,1%
	S3	1	0,3%
Occupation	University Student	164	43,6%
	Student	9	2,4%
	Business Employer	46	12,2%
	Employee	141	37,5%
	Housewife	15	4,0%
	Jobless	1	0,3%

Demography Characteristics	Category	Total	Percentage (%)
Income	<Rp. 1.000.000	81	21,5%
	Rp. 1.000.000 - Rp. 3.000.000	127	33,8%
	Rp. 4.000.000 - Rp. 6.000.000	111	29,50%
	Rp. 7.000.000 - Rp. 9.000.000	37	9,8%
	>Rp. 10.000.000	20	5,3%
Tota		376	100%

From the data table 1, it is known that the majority of respondents who answered the questionnaire were female, with 210 respondents (55.9%), and male, with 166 respondents (44.1%). The majority are aged 19-26 years (86.7%), and at least four respondents are aged > 40 years (1.1%). The latest education is SMA / SMK, with a total of 216 respondents (57.4%), and SD and SMP with one respondent (0.3%); the majority of occupations are students, with 164 respondents (43.6%) and at least one respondent who does not work (0.3%). The majority of income is Rp 1,000,000 - Rp 3,000,000 per month with 127 respondents (33.8%), and the minimum respondent is income > Rp 10,000,000 with 20 respondents (5.3%). Most respondents are in the data range needed to analyze further and research if they are leaning more towards Global Brands or Local Brand in Green Products.

Based on the results of the Outer Loadings and Average Variance Explained (AVE) test values on table 2, the values that are accepted and considered valid in the SmartPLS system are Outer Loadings values above 0.7 and AVE values above 0.5 (Trenngonowati & Kulsum, 2018). Based on the results that have been obtained, it is known that one variable does not meet the criteria, so it has been removed from the study, namely PEV5, with a value of 0.685. This data proves that most respondents know about global and local brands in green products.

Table 2.
Outer Loadings & Average Variance Explained (AVE) Results

Variable Statement	Outer Loadings	Average Variance Explained (AVE)	Description
PBG1	0.721	0.512	Valid
PBG2	0.713		
PBG3	0.712		
PBL1	0.706	0.524	Valid
PBL2	0.712		
PBL3	0.752		
BC1	0.700	0.504	Valid
BC2	0.706		
BC3	0.723		
BC4	0.709		
BW1	0.705	0.515	Valid
BW2	0.707		
BW3	0.714		
BW4	0.744		
PEV1	0.712	0.554	Valid
PEV2	0.714		
PEV3	0.736		
PEV4	0.720		
PFV1	0.706	0.511	Valid
PFV2	0.734		
PFV3	0.717		
PFV4	0.709		
PFV5	0.706		

Variable Statement	Outer Loadings	Average Variance Explained (AVE)	Description
PSV1	0.730	0.513	Valid
PSV2	0.721		
PSV3	0.702		
PSV4	0.713		
PI1	0.771	0.583	Valid
PI2	0.794		
PI3	0.723		

Based on the results of the Direct Effects test, the T Statistics / T value is 5,871 with a P-Value of 0.000 and a sample mean of 0.338 (table 3), which is stated to be a positive value, it can be seen that Perceived Brand Globalness (PBG) on Brand Stereotype Competence has been proven to have a positive and significant effect. Thus, this hypothesis is supported. The same results have been received by several researchers such as (Davvetas & Halkias, 2019; Dong & Yu, 2020; Kolbl et al., 2019, 2020; Salasah & Nugroho, 2021; Sichtmann et al., 2019). Judging by how the hypothesis of Perceived Brand Globalness on Brand Stereotype Competence is supported, the given results can be influenced by a number of factors such as how one's brand green product is viewed, used in daily necessities and how reliable the green product is so that it will become a globally known product amongst the wide range of different green products in the worldwide markets.

Based on the results of the Direct Effects test, the T Statistics / T value is 6,785 with a P-Value of 0.000 and a sample mean of 0.377 which is stated to be a positive value, it can be seen that Perceived Brand Localness (PBL) on Brand Stereotype Warmth has a positive and significant effect. Thus, this hypothesis is supported. Several researchers have received the same results (Davvetas & Halkias, 2019; Kolbl et al., 2019, 2020; Mohan et al., 2018; Safer et al., 2022; Sichtmann et al., 2019). The hypothesis of Perceived Brand Localness (PBL) on Brand Stereotype Warmth is supported, therefore the results varied from how a brand's green product is seen, how the brand's green product brings a good impression, and how environmentally friendly the green product is until the brand is well known in the local markets and in the country.

Table 3.
Direct Effects Results

Variable Statement	Sample Mean	T Statistics	P Values	Description
Perceived Brand Localness -> Brand Warmth	0.377	6.785	0.000	Supported
Perceived Brand Localness -> Brand Competence	0.343	6.206	0.000	Supported
Perceived Brand Globalness -> Brand Warmth	0.320	5.417	0.000	Supported
Perceived Brand Globalness -> Brand Competence	0.338	5.871	0.000	Supported
Brand Warmth -> Perceived Emotional Value	0.385	6.687	0.000	Supported
Brand Warmth -> Perceived Functional Value	0.536	12.211	0.000	Supported
Brand Warmth -> Perceived Social Value	0.396	7.948	0.000	Supported
Brand Competence -> Perceived Emotional Value	0.340	5.850	0.000	Supported
Brand Competence -> Perceived Functional Value	0.289	6.165	0.000	Supported
Brand Competence-> Perceived Social Value	0.288	5.930	0.000	Supported
Perceived Emotional Value -> Purchase Intentions	0.298	4.926	0.000	Supported
Perceived Functional Value -> Purchase Intentions	0.164	2.515	0.011	Supported
Perceived Social Value -> Purchase Intentions	0.253	3.878	0.000	Supported

Based on the results of the Direct Effects test, the T Statistics / T value is 6,206 with a P-Value of 0.000 and a sample mean of 0.343, which is stated to be a positive value, it can be seen that Perceived Brand Localness (PBL) on Brand Stereotype Competence has a positive and significant effect. Thus, this hypothesis is supported. Several researchers have received the same results (Davvetas & Halkias, 2019; Kolbl et al., 2019, 2020; Mohan et al., 2018; Safeer et al., 2022; Sichtmann et al., 2019). The same could be said for Brand Perceived Localness (PBL) on Brand Stereotype Competence is supported, it depends on how a brand's green product will be viewed, used in daily necessities and how reliable the green product is but in the local markets in the country instead of the global markets with other countries involved.

Based on the results of the Direct Effects test, the T Statistics / T value is 5.417 with a P-Value of 0.000 and a sample mean of 0.320, which is stated to be a positive value, it can be seen that Perceived Brand Globalness (PBG) on Brand Stereotype Warmth has a positive and significant effect. It has been proven that Perceived Brand Globalness (PBG) and Perceived Brand Localness (PBL) affect how the perception of a brand from locally or globally has a significant and positive influence on Brand Stereotype Competence and Brand Stereotype Warmth. Thus, this hypothesis is supported. The same results have been received by several researchers such as (Davvetas & Halkias, 2019; Dong & Yu, 2020; Kolbl et al., 2019, 2020; Salasah & Nugroho, 2021; Sichtmann et al., 2019). Perceived Brand Globalness (PBG) on Brand Stereotype Warmth is supported with several factors that can come into play, one of which are how the brand's green product is viewed to bring a positive impression, how environmentally friendly the brand is and how kind the green product is that it spreads into the global markets.

Based on the results of the Direct Effects test, the T Statistics / T value is 5.850 (Perceived Emotional Value), 5.930 (Perceived Social Value), and 6.615 (Perceived Functional Value) with a P-Value of 0.000 and sample mean results of 0.340 (Perceived Emotional Value), 0.288 (Perceived Social Value), and 0.289 (Perceived Functional Value) which are expressed as positive values, it can be seen that Brand Stereotype Competence on Perceived Value has a positive and significant effect. Thus, this hypothesis is supported. The same results have been received by several researchers such as (Gidaković et al., 2022; Gidaković & Zabkar, 2022; HARCOURT, 2020; Kolbl et al., 2020; Xue et al., 2020). The hypothesis of the three perceived values (Perceived Functional Value, Perceived Emotional Value & Perceived Social Value) on Brand Stereotype Competence is supported, the reasoning behind it can be concluded with several factors, namely how the brand's green product is made with consistent quality and care & how the product fulfil its role (Perceived Functional Value), how the product is portrayed to be enticing enough to want to buy and use it & how the product brings joy to the consumer (Perceived Emotional Value), how the product makes the consumer feel accepted in the environment & how a product affects the view of the public towards the consumer using the product (Perceived Social Value).

Based on the results of the Direct Effects test, the T Statistics / T value of 6,687 (Perceived Emotional Value), 7,948 (Perceived Social Value), and 12,211 (Perceived Functional Value) with a P Value of 0.000 and sample mean results of 0.385 (Perceived Emotional Value), 0.396 (Perceived Social Value), and 0.536 (Perceived Functional Value) which are expressed as positive values, it can be seen that Brand Stereotype Warmth on Perceived Value has a positive and significant effect, thus this hypotheses is supported. The influence of a brand in terms of Competence and in terms of Warmth can affect how a brand is perceived. The same results have been received by several researchers such as (Gidaković et al., 2022; Gidaković & Zabkar, 2022; HARCOURT, 2020; Kolbl et al., 2020; Xue et al., 2020). The hypothesis of the three perceived values (Perceived Functional Value, Perceived Emotional Value & Perceived Social Value) on Brand Stereotype Warmth is supported, the reasoning behind it can be concluded with several factors, namely how the brand's green product is made with consistent quality and care & how the product fulfil its role (Perceived Functional Value), how the product is portrayed to be enticing enough to want to buy and use it & how the product brings joy to the consumer (Perceived Emotional Value), how the product makes the consumer feel accepted in the environment & how a product affects the view of the public towards the consumer using the product (Perceived Social Value).

Based on the results of the Direct Effects test, the T Statistics / T value is 4,926 (Perceived Emotional Value), 3,878 (Perceived Social Value), and 2,515 (Perceived Functional Value) with a P Value of 0.000, and 0.011 (Perceived Functional Value) and a sample mean of 0.298 (Perceived Emotional Value), 0.253 (Perceived Social Value), and 0.164 (Perceived Functional Value) which are expressed as positive values, it can be seen that Perceived Value on Purchase Intentions has a positive and significant effect, thus this hypotheses is supported. The influence of how a brand is perceived can affect the intention to buy a product or service, locally or globally. The same results have been received by several researchers such as (Curvelo et al., 2019; DAM, 2020; Nuzula & Wahyudi, 2022; Shevia et al., 2023; Xue et al., 2020). The hypothesis of the three perceived values (Perceived Functional Value, Perceived Emotional Value & Perceived Social Value) on Purchase Intentions is supported, the reasoning behind it can be concluded with several factors, namely how the brand's green product is made with consistent quality and care & how the product fulfil its role (Perceived Functional Value), how the product is portrayed to be enticing enough to want to buy and use it & how the product brings joy to the consumer (Perceived Emotional Value), how the product makes the consumer feel accepted in the environment & how a product affects the view of the public towards the consumer using the product (Perceived Social Value), that is where the consumer will make their decision such as Purchase Intentions.

Table 4.
Indirect Effects Results

Variable Statement	Sample Mean	T Statistics	P Values	Description
Perceived Brand Localness → Brand Warmth → Perceived Emotional Value → Purchase Intentions	0.044	3.369	0.001	Supported
Perceived Brand Localness → Brand Warmth → Perceived Functional Value → Purchase Intentions	0.033	2.300	0.024	Supported
Perceived Brand Localness → Brand Warmth → Perceived Social Value → Purchase Intentions	0.038	3.112	0.002	Supported
Perceived Brand Localness → Brand Competence → Perceived Emotional Value → Purchase Intentions	0.035	2.927	0.005	Supported
Perceived Brand Localness → Brand Competence → Perceived Functional Value → Purchase Intentions	0.016	2.169	0.037	Supported
Perceived Brand Localness → Brand Competence → Perceived Social Value → Purchase Intentions	0.025	2.674	0.009	Supported
Perceived Brand Globalness → Brand Warmth → Perceived Emotional Value → Purchase Intentions	0.037	3.178	0.002	Supported
Perceived Brand Globalness → Brand Warmth → Perceived Functional Value → Purchase Intentions	0.028	2.085	0.031	Supported
Perceived Brand Globalness → Brand Warmth → Perceived Social Value → Purchase Intentions	0.031	2.921	0.005	Supported
Perceived Brand Globalness → Brand Competence → Perceived Emotional Value → Purchase Intentions	0.034	2.884	0.004	Supported
Perceived Brand Globalness → Brand Competence → Perceived Functional Value → Purchase Intentions	0.016	2.005	0.045	Supported
Perceived Brand Globalness → Brand Competence → Perceived Social Value → Purchase Intentions	0.024	2.485	0.015	Supported

Just like the results of the Direct Effects test, the value is said to be valid and significant if the T Statistics / T value is above 1.96 (Yusuf & Sartika, 2021) and the P value is below 0.05 (Rohmatillah et al., 2023). Based on the results that have been obtained, there are four indicators

where Perceived Brand Globalness (PBG) and Perceived Brand Localness (PBL) to Brand Stereotype Competence and Brand Stereotype Warmth to Perceived Value (Perceived Emotional Value, Perceived Social Value, and perceived Functional Value) to Purchase Intentions where the T Statistics / T is above 1.96 (Table 4). The P-Value is below 0.05, so the data has been said to be significant and valid, and the mean sample results also state positive. Thus, this hypothesis is supported.

R Square tests the level of goodness of a model and how much influence the independent latent variable has on the dependent latent variable (Permata et al., 2021). The R Square value test results have criteria with values of 0.67, 0.33, and 0.19, which indicate Strong (0.67), Moderate (0.33), and Weak (0.19) models (Kurniati, 2020).

Table 5
R Square Results

Variabel Statement	R Square	Description
Brand Competence	0.348	Moderate
Brand Warmth	0.365	Moderate
Perceived Emotional Value	0.439	Moderate
Perceived Functional Value	0.578	Moderate
Perceived Social Value	0.392	Moderate
Purchase Intentions	0.385	Moderate

It can be seen from the table 5 that the variable values that have been used to test the R Square results have a Moderate model with a Perceived Functional Value, which has the most significant value of 0.578. The moderate model means that the model structure that has been tested has a pretty good level, and the influence of its variables has a moderate effect on the independent latent variable over the dependent latent variable.

Table 6
Standardized Root Mean Square Residual (SRMR) Results

Variabel Statement	Sample Mean	Description
Saturated Model	0.051	Fit & In accordance with the data
Estimated Model	0.060	Fit & In accordance with the data

Standardized Root Mean Square Residual (SRMR) on table 6 is used to measure the model's fit (Dewi, 2022). The results of the Standardized Root Mean Square Residual (SRMR) test are said to be fit by the data if the SRMR value is below 0.1 (UIB, 2022), so it can be concluded that the SRMR value in the research model has met the criteria so that it is said to be fit or by the data, both from the saturated model and the estimated model.

CONCLUSION

Based on what has been analyzed and discussed in this study, it can be seen that several conclusions ranging from hypothesis H1 to hypothesis H7 have been analyzed and researched that Perceived Brand Globalness (PBG) and Perceived Brand Localness (PBL) have a positive and significant nature towards Brand Stereotype Warmth and Competence. Perceived Brand Globalness (PBG) and Perceived Brand Localness (PBL) have been known as brands to what extent a consumer believes and considers that the brand has been recognized as a global or local brand and has a positive and significant relationship with Brand Stereotype Warmth and Competence. Brand Stereotype Warmth and Competence also positively and significantly affect Perceived Value. Perceived Value is a consumer's perception after interacting with the product, so from the analysis results, it can be seen that Perceived Value has a positive and significant effect on Brand Stereotype Warmth and Competence. Apart from that, perceived value positively and

significantly affects purchase intentions. With Perceived Value, purchase intentions will appear, of course. Purchase Intentions are said to be a bridge between consumer concerns and opportunities to get sales so that if the Perceived Value of a product, both from global and local brands, the higher the Purchase Intentions of a consumer toward that product.

There are several limitations to this research. Namely, the population selected for this research is limited to Generation Z by the age group compiled and stated by the Batam Central Statistics Agency (BPS) in 2023. Other factors influence consumers in purchasing environmentally friendly products from global or local brands, such as consumer preferences for brands or Brand Preference (DAM, 2020), Consumer perception or Perceived Consumer Value (Yeboah-Banin & Quaye, 2021), the influence of the experience of using environmentally friendly products or Brand Experience (Maharani & Hidayat, 2023) and other factors that cannot be examined in depth in this study. There are also limitations in time and resources in conducting this research, so it is recommended that if similar research is carried out in the future, it can overcome this and gain in-depth knowledge about consumer behavior in the perception of environmentally friendly products from global and local.

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