



The Role of Tumbler Products In Supporting Sustainable Consumption and Production in Generation Z

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Article Info

Article history:

Received: 7 February 2025;

Accepted: 15 April 2025;

Published: 1 June 2025.

Keywords: Sustainable Consumption, Generation Z, Tumbler, Green Marketing, Theory of Planned Behaviour

Abstract

The purpose of this study is to investigate how using tumblers might promote sustainable production and consumption, especially among Generation Z. By examining pertinent studies on green marketing, the Theory of Planned Behaviour, and sustainable consumption, the study takes a conceptual approach. According to the research, tumblers have changed from being basic drinking vessels to representing young people's ecologically sensitive way of life. Purchase intention and tumbler uptake are greatly impacted by a few important influencing variables, including as accessibility, social influence, favorable environmental views, and green marketing strategies. Using tumblers not only helps reduce plastic waste but also supports Sustainable Development Goal (SDG) 12 by reinforcing youth's social identity as change agents. According to the study's findings, tumblers are a major factor in changing consumer habits and are a long-term solution to reduce dependency on single-use plastics.

Abstrak

Penelitian ini menggunakan pendekatan konseptual untuk melihat bagaimana penggunaan tumbler dapat mendorong produksi dan konsumsi berkelanjutan, terutama di kalangan Gen Z. Untuk mencapai tujuan ini, penelitian ini memeriksa studi terkait tentang pemasaran hijau, teori perilaku terencana, dan konsumsi berkelanjutan. Menurut penelitian tersebut, tumbler telah berkembang dari sekadar wadah minum menjadi simbol gaya hidup yang ramah lingkungan bagi remaja. Beberapa faktor penting, termasuk aksesibilitas, pengaruh sosial, persepsi lingkungan yang baik, dan taktik pemasaran ramah lingkungan, sangat memengaruhi niat pembelian dan penggunaan tumbler. Menggunakan tumbler tidak hanya membantu mengurangi sampah plastik, tetapi juga mendukung Tujuan Pembangunan Berkelanjutan (SDG) 12 dengan membuat anak muda menjadi agen perubahan di masyarakat. Temuan penelitian menunjukkan bahwa tumbler adalah komponen penting dalam mengubah kebiasaan konsumen dan dapat membantu mengurangi ketergantungan konsumen pada plastik sekali pakai dalam jangka panjang.

How to Cite:

Wulandari, D.S., & Suhud, U. (2025). The Role of Tumbler Products In Supporting Sustainable Consumption and Production in Generation. *Economic, Management, Business and Accountancy International Journal*, 2(1), 1-10. <https://doi.org/10.21009/EMBAIJ.002.1.1>

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INTRODUCTION

An important worldwide environmental problem is the rise of single-use plastic garbage, particularly from beverage bottles. The usage of single-use packaging is growing due to people's practical consumption and fast-paced lifestyles, which is causing widespread plastic pollution (Wilts et al., 2020). Using reusable items, like tumblers, is an alluring substitute in this situation. In addition to being used as drink containers, tumblers have come to represent an environmentally conscious way of living that is popular among young consumers, especially those in Generation Z (Fitri et al., 2024).

Those born between 1997 and 2012 are known as Generation Z. They are digital natives who are very sensitive to environmental and ethical principles. Their purchasing decisions are influenced by a product's compliance with their social and ecological values in addition to its usefulness (Djafarova & Foots, 2022). As a result, they are targeted strategically when promoting eco-friendly goods like tumblers. As a small-scale solution, tumblers can help reduce plastic dependency and promote sustainable behavior in accordance with global agendas like the United Nations Sustainable Development Goals (SDGs), especially SDG 12, which calls for responsible consumption and production patterns (Kamalakkannan et al., 2022). The adoption rate of eco-friendly items, like tumblers, is still unequal, nevertheless, despite growing awareness of environmental challenges. At this point, marketing initiatives play a critical role in closing the awareness-to-action gap.

Based on the Theory of Planned Behavior, this study investigates the psychological and social elements that affect the adoption of tumblers, such as the impact of brand communication, environmental attitude, social norms, and perceived behavioral control (Wu et al., 2022). This study also looks at conventional and digital marketing strategies that might establish tumblers as the new standard for people's consumption habits. Environmental consciousness and heightened customer interest in eco-friendly products are linked, according to several research. According to Arias et al., (2021), education is crucial for converting pro-environmental information into practical action. The significance of marketing in influencing green consumption patterns was also emphasized by Haider et al., (2022). Nonetheless, a lot of research is still broad in scope and has not concentrated on certain product categories, like tumblers, or age groups, like Generation Z. The psychological facets of sustainable consumption behavior have been well-established by earlier research. Druică et al., (2023) demonstrated the applicability of the Theory of Planned Behavior. The impact of green marketing communication on customer purchase decisions was demonstrated by Correia et al., (2023). The dearth of real-world marketing case studies assessing the efficacy of tumbler advertising tactics for Generation Z, however, is a significant flaw in earlier research. Starbucks' "Bring Your Own Tumbler" program, for instance, is frequently brought up in research (Dwipamurti et al., 2018), but few studies have examined its long-term behavioral effects or suitability for use in various cultural contexts.

Social impact, young identity formation, and sustainable consumerism appear to be closely related, according to recent research. Social media and brand narratives influence Generation Z's perceptions of sustainable products to demonstrate personal values, according to Putra & Ikhsan., (2023). In the meanwhile, Shidiq et al., (2024) demonstrate that marketing using brief videos may greatly boost tumbler buy intentions. Green marketing has evolved into an immersive and interactive brand experience that prioritizes openness, genuine rewards, and shareable content, going beyond just promoting products. The primary medium for sharing sustainable living is now digital platforms like Instagram and TikTok. The design of tumbler items, which are becoming more individualized, fashionable, and multipurpose, also contributes to their status as a visually and socially significant lifestyle icon (Romanello et al., 2024).

The purpose of this study is to bridge the gap between strategic marketing techniques and consumer behavior theory in relation to tumbler items. This study thoroughly incorporates aspects of consumer behavior, social identity, and green marketing into a single holistic framework, in contrast to earlier research that frequently divides consumer psychology techniques from branding strategies. In addition to focusing on a single product category tumbler as a case study for sustainable consumption, the research's primary innovation is the way it integrates the Theory of Planned Behavior with contemporary digital marketing trends. The traits and preferences of Generation Z, a significant market sector that is very concerned with sustainability and environmental concerns, are also given consideration in this study. This study offers companies and stakeholders useful advice on how to create a more relevant, successful, and impactful approach by tying contemporary marketing tactics like value-based marketing and social media campaigns with the value orientations and psychology of the younger generation. In this context, tumblers are viewed as a sign of lifestyle and dedication to a cleaner and more sustainable environment, in addition to being a useful tool for reducing the use of plastic.

LITERATURE REVIEW

1. Sustainable Consumption and Production

SCP (Sustainable Consumption and Production) has emerged as a key concept in discussions about global development and environmental sustainability. To reduce environmental degradation, optimize resource use, and preserve ecosystem services for future generations, it refers to the usage of products and services (Glavič, 2021). Sustainable Development Goal 12 (SDG 12) highlights the significance of SCP by calling on stakeholders from all sectors to shift toward more sustainable patterns of production and consumption, such as lowering plastic usage, extending product lifespans, and promoting recycling and reuse (Kamalakkannan et al., 2022). Reusable tumblers and other consumer items are examples of concrete instruments for putting SCP principles into effect. Research highlights that in high-adoption areas, regular usage of reusable containers, such as tumblers, may cut plastic waste by as much as 80% (Herweyers et al., 2024). These actions reflect a move away from throwaway culture and toward circular consumption patterns that prioritize environmental responsibility and durability.

The psychological drivers of such sustainable behavior are highlighted by (Arias et al., 2021), who point out that customers who are highly conscious of the environment are more inclined to choose eco-friendly items like tumblers. This emphasizes how environmental education and awareness efforts may act as SCP accelerators. Furthermore, marketing tactics that highlight the benefits of a product's lifetime, such its reusability and lower carbon footprint, can successfully promote sustainable practices (Haider et al., 2022). Additionally, (Wojciechowska-Solis & Barska, 2021) point out that SCP calls for more extensive structural adjustments, such as integrating sustainability concepts into product design and marketing and providing access to eco-friendly substitutes. To guarantee long-term behavioral change, a systems-based strategy is essential, in which producers, consumers, and policymakers collaborate to accomplish SCP objectives.

2. Generation Z

Generation Z, which was born roughly between 1997 and 2012, has become a significant consumer demographic with unique perspectives on sustainability. This generation, being digital natives, has been greatly impacted by online movements like #ZeroWaste and #PlasticFree, environmental activism, and climate awareness campaigns (Djafarova & Foots, 2022). Their purchase decisions reflect both their ethical alignment with social and environmental ideals and their functional assessment of the goods. Archie et al., (2025) state that Generation Z is very receptive to sustainability messaging and demonstrates significant pro-environmental attitudes. Their use of eco-friendly products, such reusable tumblers, is frequently connected to their sense of self and need for approval from others. Therefore, green marketing that targets this demographic must prioritize social impact, authenticity, and compatibility with their beliefs.

According to Nila & Amelindha, (2024), Gen Z buyers are very likely to believe environmental promises made by brands that are transparent and use green packaging. Products like tumblers appeal to Gen Z's desire to make decisions that have an influence on society when they are promoted using emotionally compelling and values-based storylines. Additionally, Generation Z's online persona is closely linked to their consumption habits. Their tastes are greatly influenced by viral sustainability campaigns, digital storytelling, and social media influencers. Positioning green items in the market thus requires an awareness of this demographic's digital behavior and motives.

3. Eco-Friendly Tumblers

As a reaction to the worldwide plastic catastrophe, eco-friendly tumblers have become more and more important. These reusable items, which are frequently composed of glass, bamboo, stainless steel, or recycled materials, provide a sustainable substitute for single-use plastic cups and bottles. According to research by Gabay & Flores, (2024), tumbler adoption can promote environmental responsibility, especially in school settings. They discovered that regular tumbler users show greater ecological consciousness and help to cut

down on plastic waste at school. According to Herweyers et al., (2024), adoption rates are also greatly impacted by design factors including durability, usability, and aesthetics. Gen Z customers are more receptive to fashionable and customized tumblers that combine sustainability with individuality.

Additionally, tumbler use has been effectively encouraged by corporate and educational programs that employ brand narrative and incentives, as Starbucks' "Bring Your Own Tumbler" effort (Darmawan & Suasana, 2021). These initiatives demonstrate that the integration of sustainable goods into daily routines and culture increases their likelihood of long-term adoption. However, Sedtha et al., (2023) point out that obstacles to tumbler adoption include established convenience habits and a lack of refill facilities. It will need teamwork in infrastructure, legislation, and consumer education to overcome these challenges.

4. Theory of Planned Behavior

The main theory behind this study is the Theory of Planned Behavior (TPB), which was created by Icek Ajzen in 1988. According to TPB, the best indicator of actual behavior is a person's desire to engage in a behavior, which is influenced by three main elements: perceived behavioral control, attitude toward the conduct, and subjective norms. These elements offer a thorough framework for analyzing Generation Z's decisions to embrace or shun reusable items in relation to tumbler usage.

Attitude describes how a customer feels about using a tumbler overall. In this group, attitude frequently encompasses both pragmatic factors like simplicity of use and visual attractiveness as well as environmental issues like the desire to avoid plastic waste. According to research by Wu et al., (2022), having a favorable attitude toward the environment is a powerful motivation for forming eco-friendly behaviors, such as carrying your own tumbler rather than buying drinks in throwaway containers. Generation Z is more prone to embracing activities that are viewed as socially conscious or well-liked in their social circles since they are heavily influenced by their peers, social media trends, and influencers (Druică et al., 2023). This generation is more likely to follow suit and engage when tumbler use is made a clear social norm, boosted by digital influencers or sustainability efforts. Through an organized examination of Generation Z's tumbler usage, TPB demonstrates how a confluence of social dynamics, external factors, and internal impulses shapes sustainable consumption. The framework validates TPB as a complete model for encouraging sustainability-oriented behavior in the contemporary consumer landscape by successfully aligning with the goals of promoting reusable items to promote SDG 12 on responsible consumption and production.

5. Green Marketing

Green marketing is a strategy approach that highlights the advantages that products or services have for the environment at every stage of their life cycle, from design, manufacture, and distribution to communication and the effects that come after consumption. Fundamentally, green marketing aims to balance ecological principles with consumer demands to impact consumer values, attitudes, and long-term behavioral change. Green marketing is crucial in encouraging a move away from single-use plastic consumption and toward more sustainable alternatives when it comes to reusable items like tumblers. Green marketing works best when it can link environmental message to both practical and emotional customer motives. This is especially true for Generation Z, whose purchase decisions are often influenced by their beliefs. Generation Z seriously evaluates whether a brand complies with their ethical and environmental criteria in addition to pricing and product quality (Magfiroh & Vania, 2024).

Green marketing is defined by a few fundamental concepts. Tan et al., (2022) state that eco-labeling, which indicates environmental certification, brand transparency, which reassures customers that sustainability claims are supported by actual actions, and educational content, which enlightens and empowers customers to make more environmentally friendly decisions, are essential elements. According to Correia et al., (2023), interactive and narrative-based communication is where green marketing thrives, surpassing static advertising. Campaigns like "My Sustainable Routine" films or social media challenges that incorporate actual consumers, influencers, and community comments foster a feeling of involvement and shared identity. Green marketing

turns into a two-way process in this sense, educating consumers and encouraging their behavior in support of common environmental objectives.

Platforms like YouTube, Instagram, and TikTok are essential avenues for green marketing in the digital age. According to research by Shidiq et al., (2024), user-generated material and short-form video content greatly increase the reach and engagement of environmentally friendly marketing. By making sustainability appealing and accessible, such information might encourage behavioral adoption for goods with high visual and lifestyle appeal, like as tumblers. Influencer endorsements, innovative product displays, and hashtag campaigns all serve as social proof that supports the notion that using tumblers is a contemporary, ethical way of living.

The primary goals of green marketing for tumbler products should be to inform consumers about the environmental costs of single-use plastics, empower them to make sustainable decisions by demonstrating practical, clear actions, and emotionally and socially engage them through community-centered storytelling. When these components are present, green marketing may be used to boost sales as well as cultivate a devoted, mission-driven customer base that actively supports sustainability initiatives. Considering the growing severity of environmental issues and the pivotal role that consumption plays in determining ecological consequences, green marketing offers a potent strategic framework for altering routine consumer behavior. According to this study, it is not just seen as a marketing gimmick but also as a transformative force that has the power to alter how Generation Z views items like tumblers as markers of identity, instruments for action, and change agents in the larger movement for sustainable production and consumption.

METHOD

This study uses a qualitative descriptive research approach to examine how environmentally friendly tumbler items help Generation Z, or those born between 1997 and 2012, promote sustainable production and consumption. The study focuses on how people in Generation Z utilize reusable tumblers instead of single-use plastics because of a variety of interconnected reasons, including lifestyle changes, social and peer pressure, environmental awareness, product accessibility, and green marketing tactics. Gen Z customers in metropolitan areas make up the topic of the study, which focuses on the tumbler as a sustainable product. Additionally, secondary data from reports, scholarly publications, and sustainability initiatives were included to bolster analysis. This approach allows for a thorough comprehension of tumbler adoption patterns and offers tactical insights into how sustainable goods may be positioned to successfully impact Generation Z's purchasing decisions and achieve SDG 12 on responsible production and consumption.

RESULTS AND DISCUSSION

1. Tumbler as a Lifestyle

According to the study, the tumbler is now seen by Generation Z as a lifestyle icon with aesthetic, social, and environmental importance rather than just a practical tool for carrying drinks. The growing awareness among young people of the harm that single-use plastic trash does to the environment is intimately linked to this change. Generation Z has embraced goods like tumblers as symbols of ethical consumerism and sustainability-focused identity, in addition to being instruments for waste reduction, considering growing worries about global plastic pollution, particularly from throwaway water bottles and cups.

The involvement of young people in sustainability initiatives like HiLo Green Community's Tumbler Day is indicative of this phenomena in urban Indonesian environments (Islami, 2018). Because tumbler use is linked to eco-friendly behavior, these efforts help to socially mainstream its use. Activities that promote community involvement and highlight the significance of individual acts in larger environmental movements include bottle swap programs, flash mobs, and picture contests. As a result, the tumbler represents environmental principles and a shared commitment to sustainable living in a visible way. According to Heydemans & Langi, (2019), these symbolic actions are part of a process of "reconciliation with nature" in which young people try to make their everyday routines more ecologically conscious. Adoption of tumblers among young people who are concerned about their appearance is greatly increased by aesthetic appeal. Branded tumblers from businesses such as Starbucks are seen as both stylish and high-end lifestyle items in

addition to being good for the environment (Darmawan & Suasana, 2021). Customers who want to blend ecology with personal flair find them appealing due to their sleek design and branding storylines that highlight sustainability. In this way, using a tumbler becomes a tool for social difference and identity expression, straddling the boundary between personal use and public image.

Furthermore, long-term behavioral engagement is improved by the psychological correlation between tumbler usage and self-efficacy in promoting climate action. When Generation Z consumers' activities, like carrying a tumbler, are presented as significant contributions to global sustainability goals like SDG 12, they feel more in control and purposeful, according to study by Fitri et al., (2024). In addition to maintaining regular usage, this sense of effect motivates them to advocate online or educate their peers to influence others. The acceptance of this lifestyle is further supported by legislation and educational institutions. Tumbler usage is being more and more incorporated into environmental programs at colleges and universities. These behaviors are ingrained in everyday behavior through policies that encourage refilling containers and discourage the use of single-use plastics (Rahmawati & Abdulkarim, 2023). Tumblers become more than just useful implements in these contexts; they represent a collective institutional dedication to sustainability, with students acting as proactive changemakers

The tumbler, in the context of Generation Z, is a combination of aesthetic lifestyle choices, social identity, and environmental conscience. Its dual purpose practical and ideological that enables people to practice sustainability in both public and private spheres is the source of its symbolic appeal. This makes the tumbler an important tool in the behavioral transition toward sustainable consumerism, serving as a cultural artifact of green living as well as a plastic substitute. Understanding its function as a lifestyle icon offers important information to those involved in creating more successful environmental interventions that speak to the values, aesthetics, and goals of Generation Z.

2. Transformation of Consumption Patterns

To solve the environmental issues related to contemporary consumerism, including the waste from single-use plastics, Generation Z's changing purchasing habits represent a significant turning point. The ease of use and accessibility of throwaway items, such plastic coffee cups, and water bottles, have historically influenced consumer behavior. Because of their usefulness, these products have dominated consumer behavior, particularly in fast-paced metropolitan lifestyles (Wilts et al., 2020). However, peer pressure, digital education, and environmental awareness all play a significant role in the discernible shift toward more sustainable, responsible, and value-driven consumption patterns, according to this study.

Boström, (2022) highlights the idea of transformational learning as one of the main forces behind this transition, in which people critically reflect on their surroundings and alter their behavior. People start to understand the harm that single-use plastics do to the environment and make the morally and personally responsible decision to switch to reusable alternatives. In addition to changing behavior, people are also changing their thinking, redefining purchasing as an act of environmental responsibility rather than convenience. People bring their own tumblers instead of purchasing bottled beverages, demonstrating a deliberate break from the disposable society. This shift is especially evident in Generation Z, who start consuming in ways that are consistent with environmental ideals after being exposed to sustainability education, social media campaigns, and peer modeling (Putra & Ikhsan, 2023). Tumblers and other sustainable items fulfill two purposes: they fulfill functional demands and provide consumers a way to show their individuality and dedication to sustainability.

The dominance of mass marketing that promotes disposables, the enduring convenience-based consumer behaviors, and the lack of infrastructure for water replenishment in public spaces all continue to impede wider adoption. These structural impediments imply that without structural backing, individual change is insufficient. According to Liedtke et al., (2013), government policy, business innovation, and easily available infrastructure are all necessary components of a supporting environment for long-lasting behavioral change. The study also highlights the necessity of community-driven initiatives and education to scale and maintain this change. The One Million Tumbler Movement and Tumbler Day are two examples of how institutional and grassroots initiatives may encourage sustainable behaviors and spark societal changes. Youth behavior change is more feasible and long-lasting when it is backed by laws that discourage single-use plastics and encourage reusable alternatives, such as discounts or environmental points.

Generation Z's increasing preference for using tumblers is indicative of a continuous shift in consuming culture away from impulsive, convenience-driven behaviors and toward deliberate, morally-driven, and environmentally sensitive conduct. Although this shift is slow, it has great potential to reduce plastic waste and encourage wider social alignment with Sustainable Development Goal 12, which advocates for responsible

production and use. As a result, the tumbler becomes a symbol of generational transition and environmental awareness in addition to hydration.

3. Production Ecosystem Support

The concepts of sustainable production and consumption are closely related. According to this study, tumbler items' contribution to Generation Z's responsible consumption cannot be separated from the changing environment in which they are made. An increasing number of manufacturers are adopting environmentally responsible methods that give equal weight to long-term product value and ecological effect. The tumbler industry has made it a normal practice to use environmentally friendly materials, such as glass, bamboo, stainless steel, and recycled plastics, in place of traditional plastic-based models that are harmful to both human health and ecosystems (Romanello et al., 2024). These materials reduce the total carbon footprint throughout the manufacture and post-consumption disposal stages in addition to being more robust and reusable. Tumbler production is progressively moving toward a closed-loop system in accordance with the ideas of the circular economy, where product components are made to last a long time, be recyclable, and cause the least amount of environmental damage possible. In addition to reducing waste, this change increases user pleasure and brand loyalty as customers become more conscious of the lifetime effect of the items they use Archie et al., (2025).

Manufacturers have been lowering pollutants, improving water consumption in industries, and integrating energy-efficient gear. Some manufacturers are embracing greener technology to cut down on industrial waste and running their operations on renewable energy. Furthermore, the development of modular tumbler designs that are simple to disassemble and recycle, as well as the reuse of manufacturing leftovers, are examples of an increasing trend towards full-cycle sustainability (Gabay & Flores, 2024). In this environment, design innovation is another essential component. In addition to being useful, today's tumbler items are designed to be aesthetically pleasing, adaptable, and suitable for a variety of lifestyle requirements elements that significantly appeal to Generation Z's need for consumerism as a means of self-expression. These days, a lot of tumblers include features like ergonomic handles, leak-proof lids, thermal insulation, and contemporary design. According to Darmawan & Suasana, (2021), these product improvements increase attractiveness and promote regular usage, which amplifies environmental advantages through habitual adoption.

The sustainability of packaging is equally important. By using recyclable or biodegradable wrappers instead of traditional plastic ones, businesses are further aligning with zero-waste goals. This tactic enhances the product's overall ecological character and builds brand credibility. Research indicates that consumers, especially in the Gen Z market, are more inclined to trust companies that demonstrate full environmental stewardship from production to packaging (Tan et al., 2022). Businesses promote a culture of environmental responsibility by making sure that their goods are not only useful and aesthetically pleasing, but also created ethically and promoted responsibly. This advances the more general goals of Sustainable Development Goal 12, which advocates for systems of responsible production and consumption. The integrity and openness of the production environment are crucial for Generation Z, whose decisions are increasingly influenced by ethical considerations. In this way, the tumbler represents both the result of sustainability and the process of achieving it, acting as both a product and a process.

4. Barriers and Challenges in Product Adoption

This study finds several enduring obstacles that prevent tumbler goods from becoming widely used, even despite Generation Z's increasing knowledge of and favorable views toward sustainability and eco-conscious consumerism. Peer conformity and social censure are among the main obstacles. For many young people, carrying a tumbler might be seen as cumbersome, superfluous, or even socially embarrassing, particularly in social settings where single-use items are still common. Islami, (2018) points out that carrying a personal tumbler might expose users to subliminal criticism or exclusion in environments devoid of environmental culture. According to Druică et al., (2023) peer group norms have a big impact on this behavior, and before eco-friendly methods are widely implemented, they need to be socially validated.

According to Herweyers et al., (2024) the environmental context has a significant impact on product acceptance; in the absence of adequate infrastructure to facilitate frequent tumbler use, customers turn to disposable alternatives out of convenience. This emphasizes how urgently governments, academic institutions, and private businesses must work together to mainstream sustainable habits in public life, increase refill availability, and include eco-facilities into urban development.

Adoption rates are also influenced by aesthetic and economic views in addition to infrastructure issues. Tumblers, especially branded or designer ones, are seen as rather pricey lifestyle goods rather than reasonably priced requirements by certain Gen Z customers, particularly students or those with low incomes. Price

sensitivity is still a significant obstacle in markets for sustainable products, according to Åberg & Greene, (2024). Regardless of its environmental advantages, tumblers are less likely to be adopted if they are viewed as ugly, heavy, or out of step with the user's own style. This is also true of product design and branding. This highlights the significance of inclusive pricing and innovative design in making tumblers both aesthetically pleasing and reasonably priced for a range of young consumers.

According to Correia et al., (2023), companies need to communicate authentically to overcome these trust deficiencies. This includes using quantifiable effect statements, transparent supply chain data, and third-party eco-certifications. Furthermore, by utilizing influencer credibility and storytelling, brand message and consumer belief may be reconciled, building trust and reaffirming environmental ideals in audiences who may be doubtful. Even though Generation Z is increasingly viewing tumbler items as symbols of an eco-friendly lifestyle, several interrelated issues still prevent their widespread use. These consist of psychological resistance based on distrust, the absence of enabling infrastructure, economic and aesthetic hurdles, and societal norms that stigmatize deviance from normal consuming patterns. The full potential of tumbler products to support Sustainable Development Goal 12 requires a multifaceted approach that combines design-based, behavioral, infrastructure, and communication interventions to create an environment that supports sustainable consumption over the long term.

5. Social and Environmental Impact of Tumbler Use

In terms of the environment, regular use of tumblers replaces single-use plastic bottles and cups, resulting in a significant reduction in the amount of plastic waste generated; studies show that in high-adoption communities, such as youth-based eco-networks or university environments, the volume of plastic waste can decrease by up to 80% due to sustained tumbler usage (Herweyers et al., 2024). Tumbler use represents a common identity and generational movement, which goes beyond environmental action from a social perspective. Tumbler Day and the One Million Tumbler Movement are two examples of initiatives that show how engaging, innovative campaigns may instill sustainable habit in young people's culture. These initiatives encourage participants to promote sustainability within their peer groups and local communities, promoting environmental citizenship in addition to providing reusable containers (Septina et al., 2023). When people work together, they create a culture that normalizes and celebrates green behavior, making the use of tumblers a sign of social responsibility and awareness.

Additionally, as Rahmawati & Abdulkarim (2023) point out, these campaigns frequently employ participatory tools like photo contests, social media hashtags, workshops, and cooperative community events to link environmental behavior with emotional values and cultural relevance. This participatory approach helps anchor eco-friendly habits—like bringing a tumbler—not only as logical choices but also as moral commitments embedded in daily life. Through these repeated actions and public expressions of values, people start to see themselves as part of a larger movement for planetary well-being. As a result, the tumbler acts as a product as well as a social storytelling tool. It is often used in offices, cafés, schools, and on social media, which serves as a constant reminder of the importance of sustainability. Additionally, its prominence strengthens peer-to-peer influence, which has been found to be a key element in young people's behavioral adoption (Heydemans & Langi, 2019).

Significantly, these effects are only long-lasting when backed by systemic infrastructure and policy alignment. According to (edtha et al., (2023) policy environments that combine regulatory restrictions with incentives and education produce the most long-lasting reductions in plastic waste. Supportive business practices (e.g., discounts for tumbler users), public refill stations, and clear governmental regulations (e.g., plastic tax or bans on single-use packaging) are essential for maintaining tumbler adoption. Using a tumbler has turned into a gateway behavior that encourages young people to embrace other sustainable practices, including using reusable bags, avoiding straws, or purchasing locally produced goods. It represents the start of a new way of living that encourages environmental responsibility and questions rapid consumerism. With the help of government agencies, academic organizations, and commercial companies, the tumbler is used as a tool for consumption as well as a catalyst for more extensive social and environmental change.

CONCLUSIONS AND SUGGESTION

Eco-friendly products particularly, the tumbler are becoming more and more significant in advancing sustainable manufacturing and consumption methods. The study shows how important it is for Generation Z, who are frequently viewed as the next generation of environmental sustainability leaders, to embrace these goods. After

being viewed as just useful drinkware, tumblers have come to represent environmental awareness, especially among younger customers who are becoming more mindful of the effects that single-use plastics have on the ecology. This change is exactly in line with Sustainable Development Goal 12 (SDG 12) of the UN, which advocates for responsible production and consumption. Accessibility, social influence, favorable opinions about the environment, and the success of green marketing techniques are important elements impacting tumbler adoption. In addition to helping to reduce plastic waste, tumblers have become a social change instrument that gives young people the ability to participate as change agents in the environment. The study also highlights how green marketing can impact Generation Z's purchasing decisions. Successful marketing campaigns that appeal to young consumers' environmental values can increase the uptake of sustainable products like tumblers. The study also indicates that the tumbler movement is about more than just promoting eco-friendly products; it's about promoting a broader cultural shift towards sustainability

Governments and organizations must work together to improve public infrastructure to encourage the widespread usage of reusable tumblers and lessen reliance on single-use plastics. To make it easier for customers to incorporate tumblers into their daily routines, refill stations should be placed in handy locations, especially in metropolitan areas. Customers who bring their own tumblers might also be rewarded with discounts or loyalty points by companies and legislators. To appeal to Generation Z's ideals and their heightened awareness of environmental concerns, businesses should concentrate on creating focused green marketing initiatives. Utilizing social media channels and influencers, along with emphasizing tumblers' environmental advantages, marketers may boost engagement and encourage sustainable purchasing practices. Campaigns to educate people about the value of switching to reusable alternatives and minimizing single-use plastics should be started in addition to this. Schools, colleges, and other organizations may fund these efforts, guaranteeing that a larger audience hears the message.

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