



How Generation Z Perceived Tumbler: A Marketing Mix Study

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Abstract. The increasing volume of waste, particularly plastic, is a major environmental concern globally, with Indonesia being one of the largest contributors. In 2021, Indonesia produced 68.5 million tons of waste, 17% of which was plastic. Projections suggest that without intervention, this plastic waste could triple by 2040. This rising concern is driving shifts in consumer behavior, particularly towards eco-friendly products, and promoting the concept of green consumerism. Businesses are responding by offering sustainable products, such as tumblers, which have gained popularity due to their environmentally friendly attributes.

This study aims to explore Generation Z's preferences for tumbler products, using the marketing mix framework (product, price, place, and promotion) to understand their purchasing decisions. A quantitative method was employed, gathering data from 105 university students using a Likert scale-based questionnaire. The results highlight that quality, price-to-value ratio, promotional strategies, and distribution channels significantly influence consumer choices. Most respondents are satisfied with the quality and packaging of tumblers, and promotional strategies, particularly social media campaigns, play a crucial role in driving purchasing behavior. This study sheds light on how businesses can cater to the eco-conscious Generation Z by aligning their marketing mix with consumer expectations.

Keywords: *Tumbler, Drinking Bottle, Marketing Mix, Generation Z*

1 Introduction

Currently, environmental issues are being examined and addressed strategically by a number of parties in an attempt to safeguard the environment, which is becoming more and more important as consumer awareness rises. The government and manufacturers are starting to take into account the need to use recyclable and ecologically friendly items due to the growing volume of waste. The Ministry of Environment and Forestry estimates that in 2021, Indonesia will produce 68.5 million tons of waste, of which 17%, or roughly 11.6 million tons, will come from plastic waste. People are becoming more conscious of the need to preserve the environment as a result of this occurrence. Additionally, this encourages business actors to start

looking for ways to conduct production activities without harming the environment [1].

According to Katadata (2024) seen on the Figure 1 below, domestic plastic waste generation is projected to continue to increase from 2017 to 2025. The generation of plastic waste in 2025 is projected to reach 9.9 million tonnes, also equivalent to 13.98% of the total volume of waste generation for that period. Indonesia is often highlighted as one of the largest plastic waste producing countries in the world and is also bad at handling its waste. Previously, the United Nations Environment Program (UNEP) predicted that the amount of plastic waste entering marine ecosystems would almost triple by 2040, if there were no efforts to prevent this pollution. The UN organization noted that the amount of plastic pollution was around 9-14 million tons in 2016. The amount of plastic pollution waste has the potential to increase to 23-27 million tons in 2040. This statement was conveyed by the Director General of Waste, Waste and B3 Management of the Ministry of Environment and Forestry.

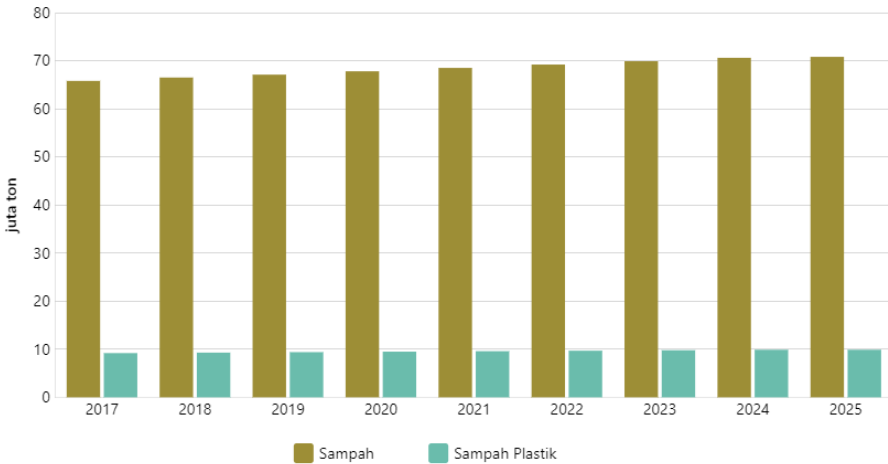


Fig. 1. Domestic Plastic Waste

One global consumerism movement, frequently known as "green consumerism," is the growing awareness of people's rights to receive things that are safe, suited for consumption, and environmentally beneficial. Businesses and entrepreneurs do not remain silent in the face of shifting consumer conditions. Rather, they see it as both a challenge and a chance to meet customer demands and preferences. As a result, numerous businesses are attempting to draw in customers using a variety of strategies. One of them is by evolving into a business that is concerned with the community and the environment in addition to profit [3]. One of the products that endorse green consumerism is tumbler. The drinkware market in Indonesia was estimated to be worth USD 1.2 billion in 2020 and is projected to grow at a compound annual growth rate (CAGR) of 8.9% to reach USD 2 billion by 2026. (2021-2026). Drinking vessels have become more and more popular throughout Indonesia as a result of rising disposable incomes fuelling the country's need for consumer items like mugs and glassware. In addition to changing lifestyle habits, an increasing number of cafes,

bars, hotels, and resorts are contributing to an increase in the sales of different kinds of drinkware items in Indonesia [4].

The tumbler industry of today offers a vast array of items that are tailored to suit various products and consumer preferences. The market's expansion has been aided by the industry's soaring popularity. We should expect new methods in tumbler manufacture as well as ongoing technical developments. The mix of cutting-edge features like double-lock mechanisms, dependable sealing technology, and premium materials in food and beverage storage containers is what makes drinkware particularly tumblers so popular. The product may continue to hold its position as the industry leader in the storage container category with ongoing innovation and a focus on customer needs. The company's ability to successfully blend product dependability would undoubtedly improve its brand image [5].

Thus, a study about the preferences of a tumbler needs to be uncovered especially for the preferences of the Generation Z using marketing mix. The marketing mix outlines managerial instruments that have the potential to impact sales. The marketing mix, which consists of product, price, place, and promotion, must be implemented and thoroughly understood by the business in order to sustain growth in a highly competitive market [6]. Like any other generation, Gen Z's upbringing has influenced their conduct. Today's youth have grown up amid concerns of an impending economic collapse, epidemic lockdowns, and climatic calamity. The internet had just become widely used when the first members of Generation Z were born. The first generation to have grown up with the internet ingrained in daily life is known as "digital natives." The generation is diverse; the youngest Gen Zers are still in their preteen years, while the oldest have mortgages and careers.

2 Method

This study used quantitative methods. The data was obtained by filling out questionnaires with Likert scale measurements with 5 choices. There are 105 respondents answered the questionnaire, with accidental sampling which refers to consumers who want to buy products or consumers who have bought tumbler more than once. Most of them are university students who lived in various cities in Java. The questions asked are regarding the marketing mix indicators of a tumbler and their personal purchase decisions based on the marketing mix. The marketing mix is a collection of controllable factors that businesses can use to influence the way that customers react. The wide range of marketing concepts was condensed into four marketing policies, or the "4Ps," which stand for "product, price, place, and promotion." Numerous research on the application of the marketing mix shown that this tactic affected the decisions made by consumers [7]. The indicators of marketing mix used in this study can be seen on the table below:

Table 1. Variables and Indicators

Variables	Indicators
Product	Tumbler quality
	Satisfaction
	Brand warranty
	Product development
	Packaging
	Claim and quality comparison
Price	Price to quality
	Purchasing willingness
	Purchasing power
Promotion	Brand strategy
	Advertisement
	Sales promotion
	Personal selling
	Social media promotion
Place	Selling point
	Salesperson
	Online selling
	Shipping services
Buying Decision	Need fulfilment
	Brand comparison
	Recommendation

3 Results and Discussions

Figure 2 below offer a detailed look into the demographics of Generation Z respondents, highlighting their gender distribution and regional domicile. The first chart depicts that 60.0% of the respondents are women, while 40.0% are men, showing a clear majority of female participants. This gender gap suggests that young women from Generation Z are more engaged or perhaps more inclined to participate in this particular study. The even balance, however, still reflects the significant contribution of both genders in understanding the preferences and behaviors of this generation.

The second chart explores where these respondents are located, with the largest group coming from Jawa Barat (37.1%), followed by DKI Jakarta (19.0%), and Banten (17.1%), making these three regions the most represented areas. This concentration in the western part of Indonesia, especially in urban and suburban centers, may reflect greater access to the survey or a higher population density of Gen Z individuals in these regions. Other notable areas include Jawa Timur (9.5%), Jawa Tengah (7.6%), and smaller percentages from regions like Sumatera Utara (2.9%), DI Yogyakarta (3.8%), and Bali (1.0%). These distributions highlight that while most respondents are from Java, there is still a degree of representation from other islands and regions, showing some geographic diversity within the sample of Generation Z respondents.

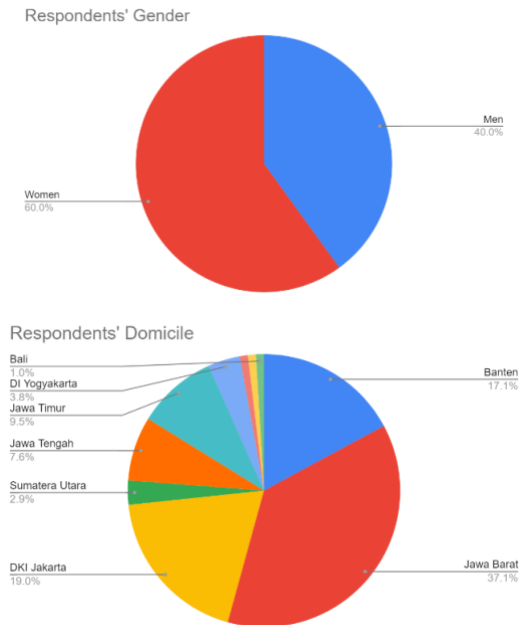


Fig 2. Respondents' Background

3.1 Marketing Mix

Companies utilize a marketing mix as a continuous marketing tool to meet their marketing goals. If marketing research has identified the target market, a solid plan for entering the selected market segment needs to be created [8]. Borden (1964) introduced the term "marketing mix," originally called "mixer of ingredients" by Culliton (1948) as a business recipe. Borden's "marketing mix" included 12 elements such as product, pricing, branding, and promotion. Later, McCarthy refined Borden's concept by grouping the 12 elements into four main categories, known as the 4Ps: product, price, promotion, and place, which are used by marketing managers to meet target market needs [9].

3.2 Product

The first question regarding the product is its quality. As shown on the Figure 3 the majority of respondents are satisfied with the quality of the drinking bottle (tumbler) product, with 61.9% giving it the highest rating of 5 and 30.5% rating it a 4, indicating a strong overall approval. A smaller percentage, 5.7%, gave a neutral rating of 3, while only 1.0% rated the product with a 2, reflecting some level of dissatisfaction. Overall, more than 90% of users feel the product meets their needs to a high degree. Furthermore, the Figure 4 below illustrates customer satisfaction with the tumbler brand they chose which represent the second question of the study, with the majority of respondents, 46.7%, giving the highest rating of 5, indicating strong satisfaction. Another 41.0% rated the brand at 4, showing a high level of satisfaction. 10.5% of the respondents gave a neutral rating of 3, while only 1.0% each rated the brand at 2 and 1, indicating slight and strong dissatisfaction, respectively. Overall, the chart shows that most customers are satisfied with the tumbler brand, with over 87% rating it at 4 or 5.

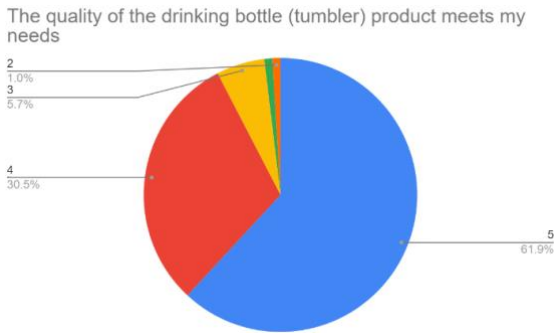


Fig 3. Tumbler Quality

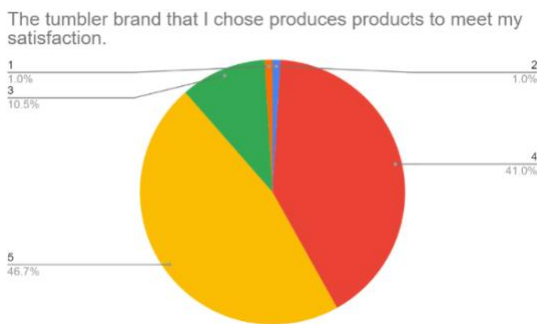


Fig 4. Respondents' Satisfaction

Figure 5 below shows customer opinions regarding whether the tumbler brand provides a product guarantee. The majority of respondents, 47.6%, rated it a 4, indicating that they mostly agree the brand offers a guarantee. Another 41.9% gave

the highest rating of 5, showing strong confidence in the guarantee. A smaller portion, 7.6%, rated it a 3, reflecting a neutral stance, while 1.9% rated it 1, indicating strong dissatisfaction, and 1.0% gave it a 2, showing slight dissatisfaction. Overall, the data indicates that most respondents believe the brand provides a reliable product guarantee. Afterwards, the Figure 6 below illustrates customer perceptions of the tumbler brand’s product development strategy. The majority of respondents, 52.4%, rated it a 5, indicating strong agreement that the brand has a good strategy for product development. Another 32.4% gave a rating of 4, showing a generally positive view. A smaller portion, 12.4%, rated it a 3, reflecting a neutral stance, while 1.0% rated it a 2, and 1.9% gave it a 1, indicating some dissatisfaction. Overall, most respondents have a favorable opinion of the brand’s product development strategy.

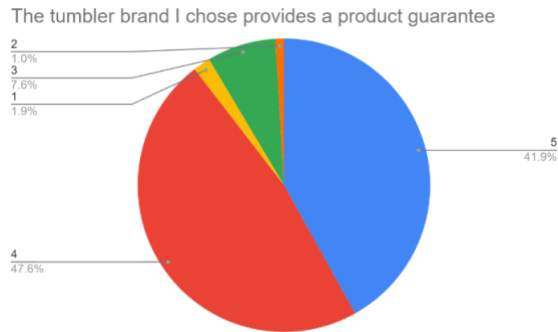


Fig 5. Product Guarantee

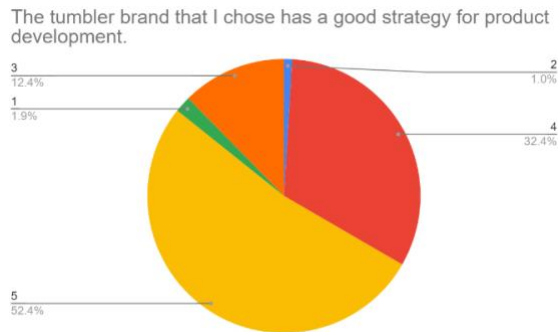


Fig 6. Product Development

The next figure below displays customer feedback on the packaging quality of tumbler products. The majority of respondents rated the packaging as either 5 or 4, with 43.8% giving a rating of 5 and 41% giving a rating of 4, indicating overall satisfaction with the packaging. A smaller proportion, 11.4%, rated it as 3, suggesting some room for improvement. Only a minimal percentage of respondents rated the packaging poorly, with 2.9% rating it as 2, and no one giving a rating of 1. This indicates that most customers find the packaging to be of good quality. The customer feedback regarding the quality of tumbler products in relation to the claims made

about them showed on the Figure 8 below. A significant portion of respondents, 50.5%, rated the quality as 5, suggesting that they believe the product meets or exceeds the claims. Another 41% rated the quality as 4, indicating general satisfaction. A smaller segment, 6.7%, gave a rating of 3, while 1% of respondents gave the lowest possible rating of 1. This suggests that while most customers find the quality to align with the claims, there are a few who see room for improvement.

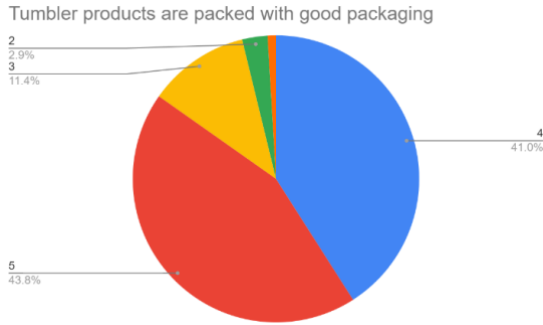


Fig 7. Product Packaging

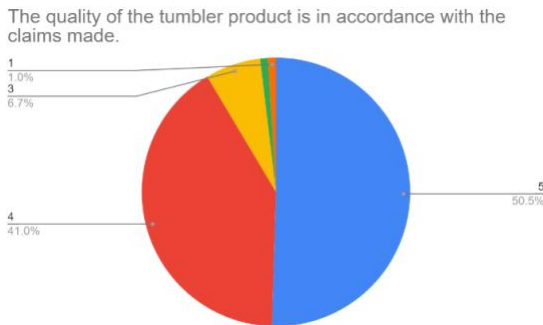


Fig 8. Claim and Quality

3.3 Price

The first question regarding the price depicts on the Figure 9, which shows customer perceptions of whether the price of the tumbler product matches its quality. Over half of the respondents, 54.3%, gave the highest rating of 5, indicating strong agreement that the price aligns with the quality provided. A further 33.3% rated it a 4, reflecting general satisfaction with the price-quality ratio. However, 10.5% gave a moderate rating of 3, suggesting that some customers feel the price could be more balanced with the quality. Only a small portion, 1.9%, rated it 1, indicating dissatisfaction with the pricing relative to quality. Overall, the majority of customers believe the tumbler's price fairly reflects its quality. The responses to the statement, "Pricing is based on what I am willing to pay," with a range of ratings from 1 to 5 illustrated on the Figure 10. A majority of respondents, 45.7%, selected a rating of 5, indicating strong agreement. This is followed by 41% of participants who rated it a 4, showing

moderate agreement. A smaller portion, 12.4%, gave a rating of 3, suggesting a neutral stance. Only 1% of respondents rated the statement with a 1, reflecting minimal agreement. There are no significant responses for the 2 rating, implying that most people either strongly agreed or were neutral.

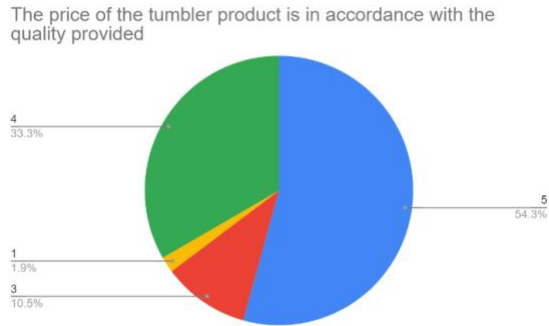


Fig 9. Price to Quality

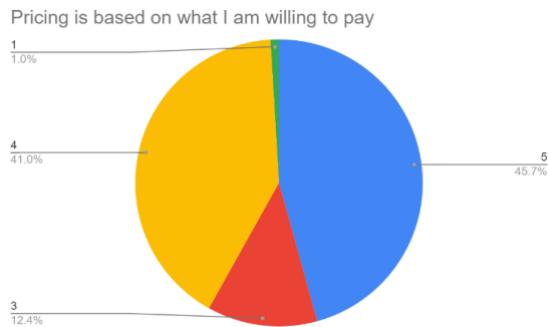


Fig 10. Purchase Willingness

The distribution of responses to the statement, “Product prices are based on my purchasing power,” shown on the Figure 11 below. The largest group, 47.6%, strongly agreed with a rating of 5, while 36.2% moderately agreed with a rating of 4. A smaller portion, 14.3%, gave a neutral rating of 3, and only 1% strongly disagreed, rating the statement with a 1. There is no significant response for a rating of 2, indicating that most participants lean towards agreement that product prices align with their purchasing power.

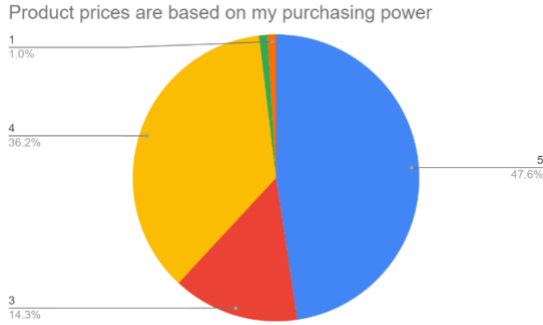


Fig 11. Respondents’ Purchasing Power

3.4 Promotion

The first question on promotion illustrated on the Figure 12 below, “People know about tumbler products based on the promotional strategies carried out by the Brand.” A majority, 57.1%, strongly agree with this statement, giving it a rating of 5. Another 35.2% moderately agree, selecting a rating of 4. A small group, 5.7%, took a neutral position with a rating of 3, while the smallest segment, representing minimal agreement, rated it a 1. There are no significant responses for a rating of 2, indicating general agreement with the statement across participants. Afterwards, the Figure 13 below depicts the distribution of responses regarding the use of advertising as a promotional strategy by brands as the second question. A majority, 49.5%, of the respondents chose option 4, followed by 41% selecting option 5. Option 3 accounts for 8.6% of the responses, while 2 received only 1%. These results suggest that most brands prioritize advertising in their promotional efforts, with significant variation in how often it is implemented.

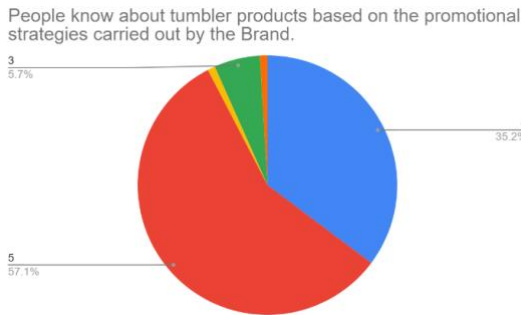


Fig 12. Brand Promotion

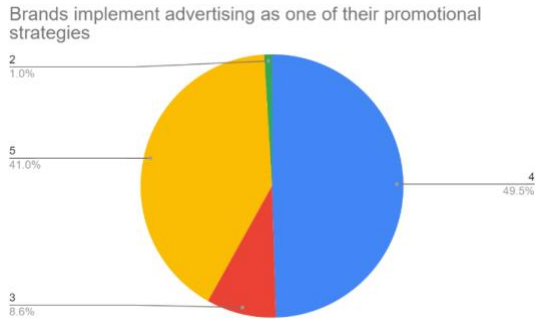


Fig 13. Advertisement

Figure 14 shows the distribution of responses regarding the use of sales promotions as a promotional strategy by brands. The majority, 51.4%, selected option 5, indicating that over half of the respondents see sales promotions as a highly used strategy. Option 4 follows with 40%, while option 3 accounts for 6.7%, and option 1 has a minimal response at 1.9%. This suggests that sales promotions are widely adopted by brands, with most respondents indicating a high frequency of use in their promotional strategies. Thus, Figure 15 illustrates responses regarding the influence of brand promotion strategies on purchasing levels. The majority of respondents, 42.9%, selected option 4, followed closely by 41.9% choosing option 5, indicating that most believe brand promotion strategies have a significant positive impact on purchasing behavior. Smaller portions selected option 3 with 11.4%, while both options 1 and 2 received minimal responses at 1.9%. This suggests that respondents generally agree that brand promotions effectively boost purchasing levels.

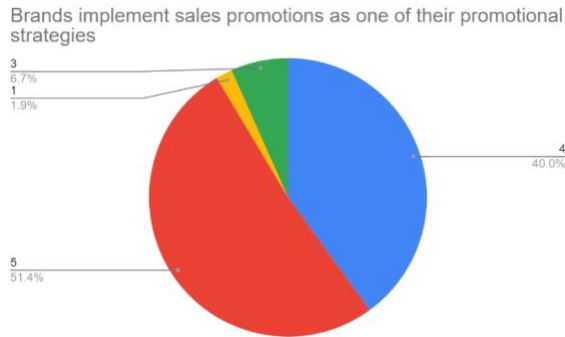


Fig 14. Sales Promotion

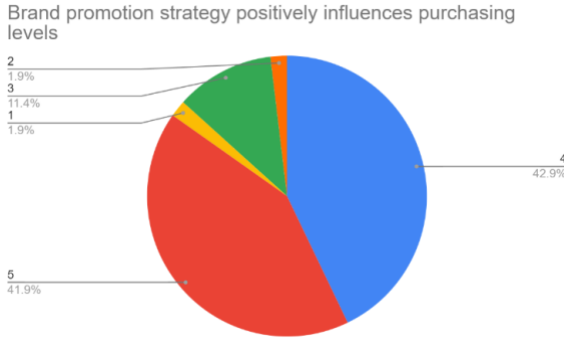


Fig 15. Promotion and Purchasing

Figure 16 below illustrates the perceived effect of brand promotion strategies carried out on social media on purchasing levels. The majority of respondents (54.3%) strongly agree (5) that social media promotions have a positive impact on purchasing behavior. A significant portion (37.1%) also agree (4), while smaller percentages either are neutral (3) at 6.7%, disagree (1.9% for level 1), or disagree strongly (represented by the missing slice for 2), suggesting overall consensus on the effectiveness of social media promotions in driving purchases.

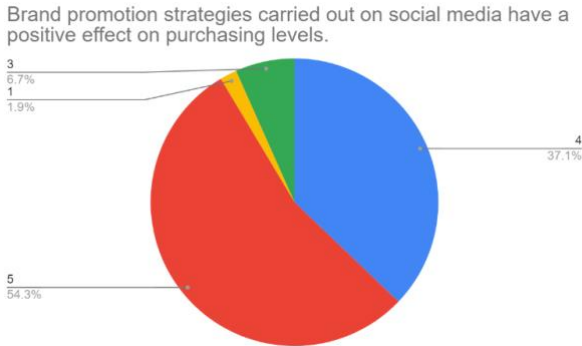


Fig 16. Social Media Promotion

3.5 Place

The statement regarding the use of specific agents and channels by brands to distribute tumbler products showed on the Figure 17 below. Nearly half of the respondents (49.5%) agree (4) that brands utilize certain distribution channels, while 39% strongly agree (5). A smaller percentage (9.5%) remain neutral (3), and only 1.9% disagree (1), with no representation for the "strongly disagree" option. This suggests a broad consensus that brands actively use particular agents and channels for distributing tumbler products. The responses regarding whether tumbler brands have a direct sales force to sell their products depicted on the Figure 18 below. A significant portion of respondents (47.6%) agree (4) with the statement, while 41.9% strongly

agree (5). A smaller group, 8.6%, are neutral (3), and only 1.9% disagree (1), with no representation for strong disagreement. This indicates that the majority believe tumbler brands rely on direct sales teams to drive their sales efforts.

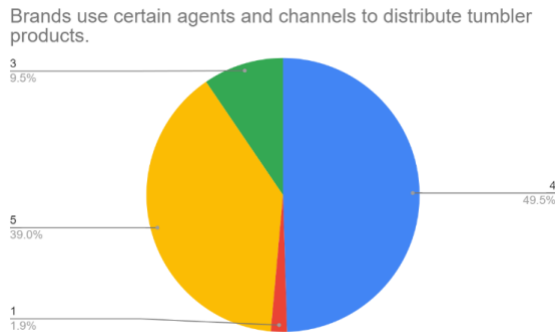


Fig 17. Channel Distribution

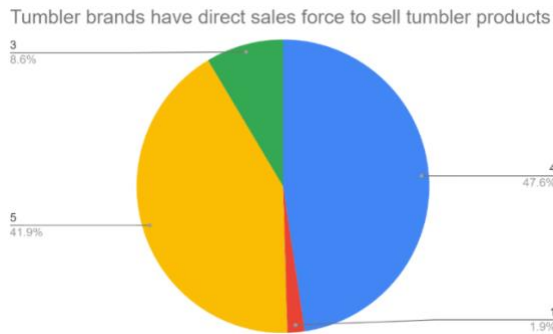


Fig 18. Sales Force

Figure 19 below illustrates the percentage distribution of tumbler brands utilizing different online distribution channels. The majority, representing 49.5%, falls under category 5, followed by 40% in category 4. A smaller portion, 9.5%, is associated with category 3, while category 1 accounts for the smallest percentage at 1%. The chart highlights the dominance of two primary categories in online distribution, with a significant disparity between them and the remaining smaller segments. The next question is regarding the customer opinions on the delivery service of a tumbler brand. As shown on the Figure 20, the largest portion, 51.4%, represents category 5, indicating that over half of respondents rate the delivery service very highly. Category 4 follows with 35.2%, while 10.5% of respondents selected category 3. Smaller percentages fall under categories 1 and 2, at 1.9% and 1.0% respectively. Overall, the majority of feedback is positive, with the highest ratings making up a significant portion of the responses.

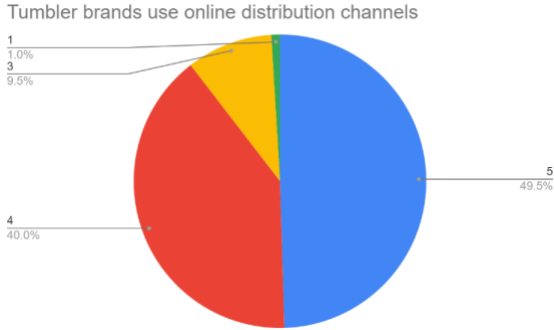


Fig 19. Online Distribution

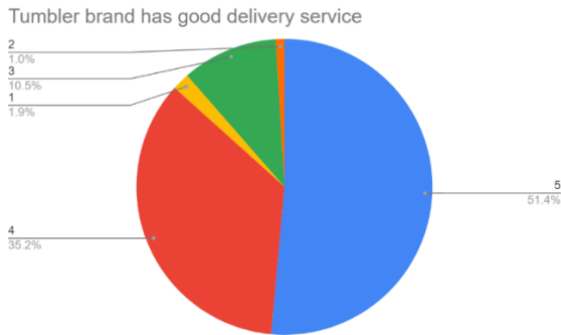


Fig 20. Delivery Service

The last question is the use of multi-distribution channels by tumbler brands to reach geographically diverse customer groups. The largest segment, at 45.7%, corresponds to category 5, followed closely by 44.8% in category 4, showing that the majority of brands favor these top two categories for distribution. A smaller portion, 7.6%, falls under category 3, while categories 2 and 1 represent the smallest shares at 1.9% and a negligible amount, respectively. The chart highlights the prominence of higher categories in the use of diverse distribution channels.

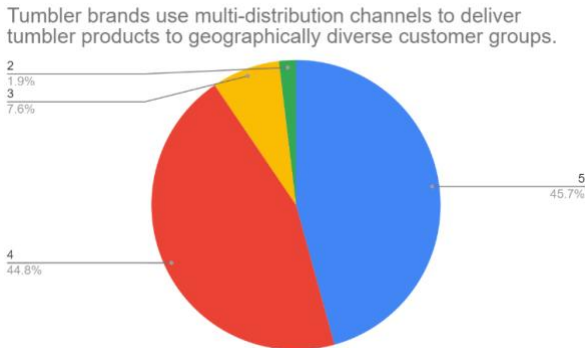


Fig 21. Multi-distribution Channel

4 Conclusion

The growing awareness of environmental issues, particularly in plastic waste management, is pushing governments and businesses to adopt eco-friendly practices. Indonesia's waste generation, especially plastic, is expected to rise significantly, with forecasts showing an increase in domestic plastic waste through 2025. In response to this, businesses are increasingly shifting towards sustainability, as evidenced by the rise of "green consumerism," which calls for products that are safe and environmentally friendly. Tumbler products, a prime example of this shift, have seen an increase in demand, driven by changing consumer habits, especially among Generation Z. The market for drinkware is growing rapidly in Indonesia, with technological innovations and sustainable practices fuelling the industry's expansion. This study focusing on Generation Z's preferences for tumblers reveals how the marketing mix—product, price, place, and promotion—affects their buying decisions. A vast majority of respondents expressed high satisfaction with the tumbler products, particularly noting that the quality met or exceeded their expectations. Over 90% of users rated the product highly, reflecting a deep sense of satisfaction with the tumbler's functionality, durability, and overall performance. Moreover, brand satisfaction mirrored these positive sentiments, with 87% of respondents giving high ratings. This suggests that Generation Z places significant emphasis on both product quality and brand reliability when choosing sustainable consumer goods like tumblers.

Price also played a pivotal role in shaping consumer behavior. This study revealed that most Generation Z consumers perceive the pricing of tumblers to align well with the product's quality. A strong majority, over 87%, agreed that the price they paid was justified by the tumbler's quality, indicating a positive price-to-quality ratio. Interestingly, willingness to pay was also strongly affirmed, with nearly 86.7% of respondents agreeing that the tumbler prices were within their purchasing power. This suggests that although these consumers are price-conscious, they are also willing to invest in products they perceive as valuable and eco-friendly.

Promotional efforts, particularly those leveraging social media, proved to be effective in driving sales. More than half of the respondents credited social media promotions for influencing their decision to purchase a tumbler, emphasizing the importance of digital marketing in reaching Generation Z. Brand promotion strategies, including advertising and sales promotions, were also seen as impactful, with over 80% of participants agreeing that these tactics significantly shaped their purchasing decisions. This highlights the need for businesses to integrate robust online promotion strategies, including targeted social media campaigns, to effectively engage with younger, tech-savvy consumers.

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