

## FACTORS INFLUENCING GEN Z'S GREEN PRODUCT PURCHASE BEHAVIOR

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### ABSTRACT

*This research examines the increasing awareness and adoption of green products among Gen Z consumers in Indonesia, particularly in Jakarta. Understanding their purchasing behaviors towards green products is crucial in promoting environmentally friendly consumption in emerging markets. Despite the growing interest, it remains unclear whether Indonesian Gen Z is actively shifting their purchases toward green products. This study aims to address this gap by exploring the factors influencing their green purchase behavior. This research specifically investigates the influences on green purchasing decisions among Indonesian Gen Z, a demographic that has not been extensively studied in previous literature regarding green purchase behavior. Data was collected through a self-administered online survey involving 335 respondents. The research employed Partial Least Squares Structural Equation Modeling (PLS- SEM) to analyze the relationships between perceived behavioral control (PBC), subjective norms (SN), green attitude (GA), green branding (GB), perceived environmental responsibility (PER), green packaging (GP), and purchase intention (PI). The findings reveal that green attitude, green packaging, and purchase intention significantly and positively impact green purchase behavior among Gen Z consumers. The study concludes that fostering positive green attitudes and enhancing brand image can significantly encourage green consumption among Indonesian Gen Z. Marketers and policymakers should prioritize these aspects to promote green purchase behavior effectively. This study makes theoretical contributions, as the mentioned literature represents key variables that ultimately lead to green purchase behavior.*

### KEYWORDS

*Theory of Planned Behavior, Green Products, Green Purchase Behavior, Indonesia, Gen Z*



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## INTRODUCTION

Nowadays, sustainability has emerged as a vital concern for both customers and businesses. Tanveer et al. (2021) noted that sustainable practices enhance customer loyalty to a brand. Wunderlich & Martinez (2018) observed that the significant increase in global consumption of goods and services in the last ten years has resulted in depletion and severe environmental damage. Lee & Lim (2020) added that this has made consumers more informed and conscious of product impacts, driving them to demand that businesses adopt sustainable practices to improve environmental performance. According to Ruggerio (2021), a robust sustainability model emphasizes nature as the primary and most critical domain because it is a finite source. Without a healthy environment, there would be no social or economic domains, as business operations cannot thrive on a lifeless planet. Hence, *green purchase* becomes essential.

*Green purchases* are made by *green consumers*, who are individuals committed to buying eco-friendly products and demonstrating commitment to activities that support environmental sustainability (Munera et al., 2021). The awareness among consumers about environmental issues influences their desire to buy green products. They recognize that their choices can help either alleviate or worsen ecological problems (Kotler & Armstrong, 2020; Natakoesoemah & Adiarsi, 2020).

Moslehpour et al. (2023) explain that green products have become a central component of sustainability efforts. These products include those that are organic and primarily crafted from recycled materials. Research by Rossi and Rivetti (2023) shows that consumers want brands to have a positive influence on social and environmental issues and intend to buy from brands that demonstrate sustainability efforts; this is increasingly relevant as current air and water pollution issues have heightened the concern of Indonesian consumers. Indonesian consumers have become more aware as the importance of green products grows in Indonesia, evidenced by various environmental activities such as *Earth Day*, *World Earth Hour*, and *Car Free Day* (Alamsyah et al., 2020). A strong trend toward eco-friendly consumption in Indonesia is indicated by McKinsey & Company (2021), which found that 79% of Indonesian consumers are willing to pay more for green products. This phenomenon emphasizes the significance of buying green products.

The younger generations in Jakarta are increasingly embracing the use of green products (Saut & Saing, 2021). By 2018, the population of Gen Z in Indonesia was estimated to be around 68 million out of a total of 179 million people. This generation is thought to influence business, politics, and social issues more than older generations. The presented data highlights the increasing population and heightened ecological awareness among Gen Z, showing that they represent a major target market that significantly influences purchasing decisions.

A survey by First Insight found that over 70% of Gen Z believe personal actions can greatly affect the environment, with their preferences leaning towards choosing and purchasing products that demonstrate a commitment to sustainable practices and corporate social responsibility. This indicates a significant change in consumer preferences that may affect the industry (Hudayah et al., 2023). However, purchase intention is not necessarily followed by actual purchase behavior (Chekima et al., 2019). A survey by Erwin et al. (2023) reveals a gap between the intention to purchase green products and actual purchase behavior. For instance, while 70% of respondents expressed the intention to buy such products, only 30% completed their purchases. A survey by Korea Procter & Gamble (P&G) in 2020, which included 4,000 consumers, showed that 82.2% of respondents were willing to purchase green products, but only 25.5% made such purchases. This significant gap highlighted the existence of other factors influencing their purchase behavior. With the demand for and calls to implement environmentally friendly practices through using green products in Indonesia, it is important for companies to understand the advantages that can arise from understanding consumer behavior in relation to green products.

### **Objectives**

To gain a deeper understanding of Indonesian Generation Z, this research employs the *Theory of Planned Behavior* (TPB), as this approach can effectively predict and explain consumer behavior by focusing on three constructs: perceived behavioral control, subjective norms, and *green attitude*. Furthermore, it is found that four additional constructs give significant results on green purchase behavior, such as *green packaging* (Guo et al., 2023; Nguyen et al., 2021), perceived environmental responsibility (Duong et al., 2022; Zheng et al., 2020), *green branding* (Andhini & Andanawarih, 2022; Adnyani & Prianthara, 2024), and *green purchase intention* (Jaiswal & Kant, 2018; Prakash & Patak, 2017). The study's findings will assist businesses in crafting marketing strategies that are both more effective and

sustainable, thereby aligning corporate practices more closely with consumer values.

Naidoo and Verma (2020) emphasize that the increasing ecological awareness among consumers has made *green marketing* and sustainability vital for individuals and businesses, especially in the digital world characterized by rapid technological advancements. When compared to other generations, Generation Z is considered the most environmentally conscious, which leads to the adoption of an eco-friendly lifestyle channelled through practices such as green purchasing and advocating for corporate programs aimed at environmental improvement. Previous surveys have also shown that Indonesian consumers are particularly concerned about waste, and a study conducted by Feber et al. (2021) found that Indonesia is among the top three countries, alongside India and China, showing the greatest concern while having a high willingness to pay for green products. For the purposes of this research, green products will be defined and categorized as products that are organic, non-toxic, and made mainly from recycled materials (Sana, 2020).

According to Azjen et al. (2018), TPB explains human behavior through three main components: attitudes toward the behavior, subjective norms, and perceived behavioral control. The *Theory of Planned Behavior* (TPB) offers a comprehensive framework for understanding the factors that influence human behavior, as highlighted by Erwin et al. (2023). It has been widely used in various fields to predict and analyze behaviors, including consumer behavior, environmental practices, and health-related actions (Barbera & Ajzen, 2020). By considering attitudes, subjective norms, and perceived behavioral control, TPB provides valuable insights into how intentions are formed and how they lead to further actions. Its relevance across multiple domains emphasizes its importance in behavioral research.

According to Ghazali et al. (2017), Perceived Behavioral Control (PBC) refers to the skills, resources, and opportunities that individuals believe are necessary to undertake a specific action. This concept reflects one's confidence in their abilities and the resources available to them, indicating how much control they feel over their actions. When it comes to making purchasing decisions, consumers who perceive that they have resources and opportunities tend to report a higher level of perceived behavioral control, especially in the face of external factors.

Research by Xu et al. (2020) indicates that consumers are more likely to purchase green products when they believe they can manage these external factors. Further examination into consumer purchase intentions in developing countries has shown that perceived behavioral control significantly influenced purchase intentions among Tanzanian consumers but not those in Kenya. Perceived behavioral control has also been found to have a positive impact on the intention to purchase green products (Hsu et al., 2017), highlighting the important role in the decision to purchase organic goods, hence the hypothesis is proposed:

**H1:** Perceived behavioral control has a significant and positive impact on the purchase intention of green products.

The influence of subjective norms on purchase intentions has been a significant area of study within consumer behavior research. It refers to the belief that important others will approve or disapprove of one's behavior, influencing an individual's motivation to comply with said expectations. The *Theory of Planned Behavior* (TPB) explains that attitudes, subjective norms, and perceived behavioral control are significant predictors of behavioral intentions (Ajzen, 1991). Furthermore, a study on green food purchasing intentions concluded that

subjective norms were significant predictors of purchasing intentions, with descriptive norms (real activities and behaviors of others) and social norms (perceived opinions of others) both influencing consumer behavior (Al-Nahdi et al., 2015). Research suggests that peer influence and social media also significantly impact young consumers' purchasing intentions (Norris et al., 2000). Thus, grasping how subjective norms operate in the particular context can offer crucial insights for creating effective marketing strategies that utilize social influence. Hence, the hypothesis is proposed:

**H2:** Subjective norm has a significant and positive impact on the purchase intention of green products.

According to Azjen (1991), attitude refers to the behavior that indicates an individual's disposition toward specific actions. A person with a positive perception and behavior is more likely to engage in that behavior, and attitude is then linked to the consumer's intention, which also reflects their trust in the buying process. Numerous studies have concluded that there is a positive relationship between attitude and behavioral intention, particularly regarding green products. This further suggests that attitude holds a crucial role in the intention of purchasing green products and reflects a level of trust in the process. Due to the lack of research focusing on green attitude and green purchase intention, with most focusing on green marketing, the following hypothesis is proposed:

**H3:** The *green attitude* of consumers toward green products has a significant and positive impact on the purchase intention of green products.

According to research conducted by Yusiana et al. (2020), *green branding* is a marketing mix planning process that utilizes ever-changing consumer awareness of products or services that are more environmentally friendly by changing products, methods of making, and environmentally safe packaging to satisfy consumers' needs and invite consumers to care more about the environment. Further research has consistently shown that branding has played a pivotal role in shaping consumer behavior, including the intention to purchase. A study showed that brand awareness positively affects purchase intention among the Gen Z population in Indonesia for green products (Adnyani & Prianthara, 2024). This further suggests that consumers are more likely to purchase green products if they are familiar with the brand and its values. The narrative of a brand also significantly affects consumers' perceptions and purchase behavior (Andhini & Andanawarih, 2022), especially within Gen Z in Indonesia. Therefore, creating an engaging brand story will enhance the appeal of green products while increasing purchase intentions. Hence, the hypothesis is proposed:

**H4:** *Green branding* has a significant and positive impact on the purchase intention of green products.

Zheng et al. (2021) stated that perceived environmental responsibility refers to an individual's sense of duty to protect the environment and ensure that their daily activities do not harm the ecosystem. While it is expected that customers who are more environmentally conscious are more likely to purchase eco-friendly products, this correlation does not always hold true (Alhamad et al., 2023). Further research has shown that perceived environmental responsibility plays a significant role in environmental studies as it has a close relationship with the purchase of green products, reflecting personal values and beliefs shaped by individuals (Guo et al., 2023). Wijekoon and Sabri (2021) further attribute that a consumer's sense of responsibility significantly impacts their intention to make a green purchase. Based on

the literature review, it is evident that responsibility affects the intention to buy green products, leading to the proposal of the following hypothesis:

**H5:** Perceived environmental responsibility has a significant and positive effect on green purchase behavior.

*Green packaging* is referred to by various terms in academic literature, including eco-packaging and sustainable packaging, but it fundamentally serves the same function as traditional packaging while also providing added sustainable benefits to minimize environmental pollution (Kardoyo, 2020; Lee, 2014; Nguyen et al., 2020; Prakash & Pathak, 2017). In situations where two products perform similarly, the additional green attributes may influence consumer preferences (Nguyen et al., 2021). Therefore, the availability of *green packaging* and its attributes can emerge as significant factors in consumer decision-making. Research on *green packaging* has primarily concentrated on consumer intention, yet there is still a need to explore actual purchasing behavior, especially in the context of Jakarta, leading to the proposal of the following hypothesis:

**H6:** *Green packaging* has a significant and positive effect on green purchase behavior.

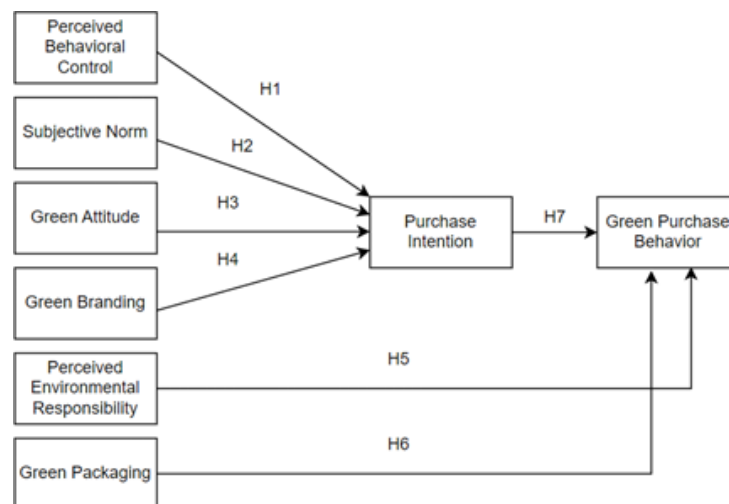
Purchase intention has been defined in several ways. Firstly, it is defined as the tendency of the consumer to purchase or take a certain action toward the product and then measured by how far the consumer will purchase that certain product (Assael, 2001). Secondly, purchase intention is a method the customer uses before actually making a purchase (Kotler & Armstrong, 2020). The intention to purchase green products refers to an individual's willingness to engage in the specific behavior of buying green products.

Several studies have shown that *green purchase intention* has a strong effect on *green purchase behavior* (Jaiswal & Kant, 2018; Prakash & Patak, 2017). For instance, research by Dong et al. (2017) applied the *Theory of Planned Behavior* (TPB) to investigate buying habits in India and found that purchase intention effectively led to purchase behavior. Other studies identified six main factors that affect consumers' choices to purchase green products: *green attitude*, perceived environmental responsibility, subjective norms, *green branding*, perceived behavioral control, and *green packaging* (Guo et al., 2023; Kumar & Ghodeswar, 2015; Nguyen et al., 2019). This research combines these factors with TPB to evaluate how they influence intentions to buy green products and their overall impact on purchase behavior.

According to Naz et al. (2020), *green purchase behavior* refers to buying and using products that are environmentally friendly, sustainable, and recyclable. *Green consumers* are motivated not only by their personal needs but also by a desire to consider the welfare of society (Witek & Kuzniar, 2021). The growing awareness regarding environmental issues among Gen Z is a critical factor that influences their purchase behavior. Studies suggest that consumers who are more environmentally conscious are more likely to choose green products (Baeshen et al., 2021). Nguyen et al. (2019) investigated the relationship between *green purchase intention* and *green purchase behavior*, and the results have shown mixed results. However, some studies indicate a strong relationship between the two, while other researchers have found that the link is either weak or non-existent. Therefore, based on these studies, the following hypothesis has been formulated:

**H7:** *Purchase intention* has a significant and positive effect on *green purchase behavior*. The conceptual framework of this study is shown in Figure 1.





**Figure 1. Conceptual Framework**

## RESEARCH METHOD

This study targets Gen Z individuals, specifically those born between 1997 and 2012, who show interest in green products. The researchers will use purposive non-probability sampling to select participants. The focus is on Gen Z individuals aged 22 to 27, a group known for unique buying habits and a lifestyle driven by self-identity (Andriyanti & Dewi, 2021; Andriyanti & Wahab, 2019). A total of 200 respondents, who are aware of their preference for green products and fit within this age range, will be surveyed.

Field (2018) recommends a minimum sample size of 200 to achieve sufficient statistical power, particularly for regression analysis and factor analysis in social sciences, as it helps ensure reliable estimates and minimizes errors in hypothesis testing. Due to the large and unspecified population size, a pilot test with 30 participants was conducted to ensure the validity and reliability of the questionnaire, serving as a pre-test to refine the research instrument before the main study (Majid et al., 2017).

### Overview of Research Methodology

A quantitative approach is used in this research to assess the relationship between variables defined in the research framework and tested through hypotheses. This method is supported by previous studies that have effectively evaluated factors influencing *green purchase intentions* and the connection between these intentions and actual green purchase decisions (Paul et al., 2016).

The survey comprises nine sections: the first section evaluates perceived behavioral control with 5 questions, the second assesses subjective norm with 5 questions (Kumar & Ghodeswar, 2015; Puspitasari et al., 2018; Guo et al., 2023; Vermeir & Verbeke, 2008), the third examines green attitude with 5 questions (Kumar & Ghodeswar, 2015; Puspitasari et al., 2018; Guo et al., 2023), the fourth measures green branding with 5 questions (Lika Akhfiani, 2022), the fifth focuses on perceived environmental responsibility with 5 questions, the sixth gauges green packaging with 5 questions (Kumar & Ghodeswar, 2015; Puspitasari et al., 2018), the seventh examines green purchase intention with 5 questions (Chen & Chang, 2012; Kumar & Ghodeswar, 2015; Nguyen et al., 2019), and the eight is green purchase behavior (Hashed Makbhot, 2024; Lee, 2008). The nine, a socio-demographic section collects data on age,

gender, education, and income. The questions in this questionnaire are measured using Likert scales ranging from 1 (strongly disagree) to 5 (strongly agree).

Data analysis would be performed using Smart-PLS, known for its capability to handle complex models and perform both confirmatory factor analysis (CFA) and structural equation modeling (SEM) (Ringle et al., 2015). Statistical techniques, including path analysis will be used to examine the relationship between green packaging, green branding, green brand image, and green purchase intention. In this study questionnaire would be distributed through WhatsApp and Instagram to Generation Z, data collection would take place from August to October 2024. With questionnaires available in both English and Bahasa Indonesia to accommodate respondents' language preferences.

A pilot test was conducted of 30 respondents, and from pilot test results of the Cronbach's range from 0.713 to 0.917 whilst the CR showed the result between 0.859 to 0.942. Thus it can be concluded that validity and reliability have been confirmed. Cronbach's Alpha of 0.7 is acceptable for exploratory research.

## RESULT AND DISCUSSION

**Table 1: Profile of the Respondents**

Characteristic	Category	Number (%)
Gender	Male	174 (51.9)
	Female	161 (48.1)
Age	Less than 22	0
	22-27	335 (100)
	More than 27	0
Education Level	High school diploma or equivalent	17 (5.1)
	Bachelor's Degree	300 (89.6)
	Master's Degree	18 (5.4)
	Doctoral Degree (PhD, EdD, etc.)	0
Monthly Income	< IDR 3.000.000	6 (1.8)
	IDR 3.000.000 - IDR 5.000.000	62 (18.5)
	IDR 6.000.000 - IDR 10.000.000	240 (71.6)
	More than IDR 10.000.000	27 (8.1)

All 335 respondents were individuals who have had prior knowledge of green products. Respondents were comprised of both male and female, 51.9% (N=174) and 48.1% (N=161) respectively. All respondents were in the age group 22 to 27 years old (100%). Most respondents have earned a bachelor's degree, 89.6% (N=300) and earned IDR 6.000.000 to IDR 10.000.000 monthly 71.6% (N=240). The detailed information can be found in Table 1.

### Reliability and Validity

This research employs a reflective model to assess the reliability and validity of the construct (Hair et al., 2019). Cronbach's alpha and Composite Reliability (CR) were calculated for reliability. Each variable should be more than at least 0.70. The result of the Cronbach's test ranged from 0.718 to 0.840 whilst the CR showed the result between 0.728 to 0.821 which were beyond the recommended amount of >0.7. Al-Gasawneh *et al.* (2022) states that Average Variable Extracted (AVE) is used to determine convergent validity. The result of AVE is ranging from 0.676 to 0.779. It can conclude that all of AVE surpassing above the minimum

requirement of 0.5 for indicates that the items are valid (Cheung et al., 2024).

**Table 2. Internal Consistencies and Item Loadings**

	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
<b>Green Attitude</b>	0.798	0.881	0.712
<b>Green Branding</b>	0.787	0.874	0.699
<b>Green Purchase Behavior</b>	0.840	0.892	0.676
<b>Perceive Environmental Responsibility</b>	0.789	0.876	0.702
<b>Purchase Intention</b>	0.718	0.876	0.779
<b>Subjective Norms</b>	0.792	0.878	0.706

**Table 3. Result of the hypothesis testing**

Hypothesis	Relationship	Original Sample	Standard deviation	T statistics	P values	
H1	PBC -> PI	-0.276	0.083	3,325	0.001	Rejected
H2	SN -> PI	0.084	0,106	0,552	0,403	Rejected
H3	GA -> PI	0,60	0,083	7,215	0.000	Supported
H4	GB -> PI	0.087	0,117	0,517	0,420	Rejected
H5	ER -> GPB	0,12	0,084	1,470	0,098	Rejected
H6	GP -> GPB	0,26	0,071	3,748	0.000	Supported
H7	PI -> GPB	0,30	0,093	3,192	0.001	Supported

The hypothesis results are in Table 6, showing the following: GA -> PI ( $\beta = -0.60$ , T-Statistic = 7.215,  $p = 0.000$ ), GP -> GPB ( $\beta = 0.26$ , T-Statistic = 3.748,  $p = 0.000$ ), PI -> GPB ( $\beta = 0.30$ , T-Statistic = 3.192,  $p = 0.001$ ). The results convey those 4 hypotheses was rejected: PBC -> PI ( $\beta = -0.27$ , T-Statistic = 3.325,  $p = 0.001$ ), SN -> PI ( $\beta = 0.08$ , T-Statistic = 0.552,  $p = 0.403$ ), GB -> PI ( $\beta = 0.08$ , T-Statistic = 0.517,  $p = 0.420$ ), PER -> GPB ( $\beta = 0.12$ , T-Statistic = 1.470,  $p = 0.098$ ).

The hypothesis 1 proposing a positive relationship between perceived behavioral control and purchase intention ( $\beta = -0.27$ , T-Statistic = 3.325,  $p = 0.001$ ) was rejected in this study due to the discovery of a significant but negative relationship. Unlike past study that explain the consumers are more likely to purchase green products when they believe they can manage these external factors (Xu et al., 2020), this finding indicates that the positive correlation does not exist; rather, heightened feelings of control do not lead to increased intentions to purchase green products among consumers. One possible explanation for this negative relationship is that external factors affecting purchasing intention may overshadow the sense of control that consumers experience, causing them to intend to buy less even when they feel in control.

Hypothesis 2 proposing a significant and positive relationship between subjective norm and purchase intention ( $\beta = 0.08$ , T-Statistic = 0.552,  $p = 0.403$ ) was rejected. Several reasons



may account for this outcome. Unlike past studies that showed peer influence and social media significantly impact young consumers purchasing intentions (Nahdi et al., 2015), these findings indicate that sustainability may not be a particularly engaging topic for discussions among peers, as conversations on this subject tend to be serious. Additionally, in everyday situations, casual conversations about sustainably packaged products and ecological awareness are rare, typically occurring only in the context of product recommendations.

Hypothesis 3 proposing a significant and positive relationship between green attitude and purchase intention ( $\beta=0.60$ , T-Statistic = 7.215,  $p = 0.000$ ) is accepted, which indicates that consumers want to contribute to preserving the environment by purchasing green products. This result is supported by previous studies that consumers are concern about environmentally friendly products such as the product's packaging that cause lesser impact on the environment.

Hypothesis 4 proposing a significant and positive relationship between green branding and purchase intention ( $\beta = 0.08$ , T-Statistic = 0.517,  $p = 0.420$ ) was rejected. Unlike past study that show green branding affect the purchase intention among the Gen Z for green products (Adnyani & Prianthara, 2024), but the result of this study showed there is no relationship between the variables. In markets where many brands say they are "green," consumers may start to doubt or ignore these claims. This overload of options can cause confusion and reduce the impact of branding efforts that promote sustainability.

Hypothesis 5 proposing a significant and positive relationship between perceived environmental responsibility and green purchase behavior ( $\beta = 0.12$ , T-Statistic = 1.470,  $p = 0.098$ ) was rejected. Past study showed that there is a positive and significant relationship between the variables (Wijekoon & Sabri., 2021) but the result of this study show that external influences, such as social norms or marketing strategies, might play a more critical role in shaping consumer purchase behavior than individual perceptions of responsibility.

Hypothesis 6 proposing a significant and positive relationship between green packaging and green purchase behavior ( $\beta = 0.26$ , T-Statistic = 3.748,  $p = 0.000$ ) is accepted, which indicates that green packaging affects consumer purchase behavior. Green packaging can signal a company's commitment to sustainability, making it more appealing to environmentally conscious consumers. This result is supported by previous studies—where—the additional green attributes influence consumer's preferences as consumers become more aware of sustainability issues (Nguyen et al., 2021; Ojha et al., 2015)

Hypothesis 7 proposing a significant and positive relationship between purchase intention and green purchase behavior ( $\beta = 0.30$ , T-Statistic = 3.192,  $p = 0.001$ ) is accepted, meaning that consumers who express a strong intention to purchase green products are indeed more likely to follow through with those purchases. This result is supported by previous studies that purchase intention has a strong effect on green purchase behavior (Jaiswal & Kant, 2018; Prakash & Patak, 2017).

**Table 4: Evaluation of the Structural Model**

	<b>R-square</b>	<b>R-square adjusted</b>
<b>Green Purchase Behavior</b>	0.844	0.842
<b>Purchase Intention</b>	0.702	0.698

$R^2$  in table 3 shows that the value of the Green Purchase Behavior variable is 84.4%.

Means that the ability of the independent variables of this research can explain the variance. Dependent variable of repurchase intention is 70.2%. It shows that 70.2% can explain the variance of purchase.

## CONCLUSION

In Indonesia, a developing country where the use of green products is still viewed as unconventional, this study aimed to provide meaningful contributions to academic literature by offering theoretical insights, as well as to businesses by delivering practical insights into the purchasing behavior of Indonesian Gen Z. The findings reveal that Indonesian Gen Z demonstrates a notable level of environmental consciousness, which influences their attitudes toward purchasing green products. The data we collected indicates that social norms, perceived behavioral control, *green branding*, and perceived environmental responsibility do not significantly influence Gen Z purchasing behavior. However, Indonesian Gen Z consumers are increasingly using technology to investigate companies and assess their true sustainability practices. This shift highlights the necessity for businesses to genuinely commit to sustainable practices, as the accessibility of information empowers consumers to be more discerning and mindful in their choices regarding sustainably packaged products. In summary, this research serves as a valuable foundation for both managers and academics focused on sustainable strategies and policies, providing insights into how to enhance purchasing behavior among Indonesian Gen Z.

The differences in research results between *purchase intention* and *purchase behavior* highlight the importance of this study, which provides literature on perceived behavioral control, subjective norms, *green attitude*, *green packaging*, perceived environmental responsibility, *green branding*, *green purchase intention*, and *green purchase behavior*. These factors influence the green purchasing behavior of Gen Z in Indonesia. Based on the findings, this study makes theoretical contributions, as the mentioned literature represents key variables that ultimately lead to *green purchase behavior*. The result of this study can help the government understand what influences Gen Z's *green purchase behavior*, enabling them to make effective strategic decisions to promote environmental protection and sustainable development in Indonesia. For businesses, these findings highlight the importance of adapting to the green preferences of consumers and shifting away from traditional marketing models to create new opportunities in a competitive market. Ultimately, marketing managers and product developers can use these insights to better understand *green consumers* and develop strategies for *green products*.

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