
EXPLAINING GREEN PURCHASE INTENTION AMONG GENERATION Z: A STRUCTURAL EQUATION MODELING APPROACH BASED ON THE THEORY OF PLANNED BEHAVIOUR



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Abstract

This study examines the determinants of green purchase intention among Generation Z consumers in Indonesia by analyzing the roles of green advertising and green product innovation, with green brand image acting as a mediating variable. Although research on sustainable consumption has grown significantly, limited studies have explained how marketing communication and product innovation jointly influence green purchase intention through brand perception, particularly among Generation Z in emerging markets. Grounded in the Theory of Planned Behavior (TPB), this study proposes a structural model explaining how marketing-related stimuli influence consumer behavioral intention through cognitive brand evaluation. A quantitative survey was conducted with 250 Generation Z respondents in Indonesia, and the data were analyzed using Structural Equation Modeling (SEM) with AMOS 24. The results reveal that green advertising and green product innovation significantly influence green brand image, which in turn has a strong positive effect on green purchase intention. The findings confirm that green brand image plays a mediating role in translating sustainability-oriented marketing strategies into consumer behavioral intentions. Theoretically, this study extends the TPB framework by highlighting the role of brand perception as a cognitive mechanism linking marketing stimuli and behavioral intention in the context of sustainable consumption. Practically, the results suggest that firms should strengthen sustainability communication and continuously innovate environmentally friendly products to build a credible green brand image among young consumers. Nevertheless, the study is limited by its cross-sectional design and the dominance of highly educated respondents, which may restrict the generalizability of the findings.

Keywords: Green Advertising, Green Product Innovation, Green Brand Image, Purchase Intention, Theory of Planned Behaviour

INTRODUCTION

Contemporary discourse on sustainable consumption has evolved, driven by growing global awareness of environmental challenges and their implications for consumption and business practices. This awareness has catalysed the promotion of environmentally friendly products, which align with consumer demands and represent corporate sustainability commitments (Hasudungan & Saragih, 2024). To encourage this change, many companies have altered their marketing strategies, incorporating more pro-environmental themes into their promotional messages to target potential consumers, particularly those who care about the environment, through green (Braga et al., 2024; Freudenreich & Penz, 2024; Khoirianti et al., 2024). Green advertising and eco-labels have become communication tools used by companies to encourage the purchase of environmentally friendly products (Bodkin et al., 2015). However, consumers' desire to purchase products identified as environmentally friendly is hampered by their lack of credibility and trust in advertising. Similarly, low consumer acceptance of the term environmental truth has created widespread scepticism about green advertising and eco-labels, making the communication efforts used by organisations sometimes go unnoticed (Carrión-Bósquez et al., 2024; Martanto et al., 2024).

Therefore, green product innovation is needed as hardware or software innovation related to green products or processes and consisting of technical improvements or new administrative practices (Rupasinghe et al., 2024), with the ultimate goal of improving the effectiveness of environmental management (Manyati et al., 2024). When companies innovate with environmentally friendly products, they aim to use resources more efficiently, which can improve production processes (Farida & Setiawan, 2024; Yang & Singhdong, 2024). Companies that successfully implement these green strategies can achieve sustainable competitive advantage, strengthen their core competencies, enhance their green brand image, capitalise on new market opportunities, and improve their financial performance (Abadzhiev et al., 2022; Alkebsee et al., 2023; Baquero, 2024; Karjaluo & Vaccaro, 2009; Khoiriani, 2021; Khoiriani et al., 2025; Padilla-Lozano et al., 2024; Padilla-Lozano & Collazzo, 2022; Patwary et al., 2022; Wu et al., 2024). Additionally, they can enhance customer satisfaction, perceived value, purchase intention, and decision (Chahal et al., 2014; Khoiriani et al., 2025; Laheri et al., 2024; Lupindo et al., 2024; Rodrigo & Mendis, 2023; Rukhsar et al., 2025; Sakaya, 2023; Troudi & Bouyoucef, 2020; Zhao et al., 2024). Therefore, the successful implementation of green strategies has become an important goal for many companies in order to maintain a green brand image.

Green brand image is becoming increasingly important, especially in an environment where consumers are developing sceptical attitudes towards green products or services due to greenwashing and the negative green image it creates (Lin et al., 2017). In particular, employee behaviour that is not environmentally responsible can hinder the implementation of green strategies within organisations, increase green production costs, damage relationships with green communities, or damage the green brand image in the minds of customers (Kong & Zhang, 2014). Companies must provide training on the importance of sustainability and the positive impact of environmentally friendly practices. By increasing employee awareness of environmental responsibility, they will be more motivated to contribute to the company's green strategy.

Although previous studies have explored the determinants of green purchase intention, several important gaps remain in the literature. First, many studies focus on environmental attitudes and awareness but pay limited attention to the role of marketing-driven stimuli such as green advertising and green product innovation in shaping consumer perception. Second, existing studies often examine these factors independently rather than integrating them into a unified behavioural framework. Third, empirical evidence explaining how green brand image mediates the relationship between sustainability-oriented marketing strategies and consumer purchase intention is still limited, particularly in the context of Generation Z in emerging economies such as Indonesia. Generation Z represents a critical consumer segment with strong environmental awareness and digital exposure, yet their responses to green marketing strategies remain underexplored. Therefore, this study aims to fill these gaps by developing and testing a structural model that explains how green advertising and green product innovation influence green purchase intention through the mediating role of green brand image.

REVIEW OF LITERATURE

Theory Of Planned Behaviour (TPB)

Various theories have been developed in recent decades to understand and predict human behaviour in various contexts. TPB is a prominent socio-psychological model, first proposed by Ajzen in 1985, which has since gained significant recognition. Consumers consciously consider factors such as perceived benefits, costs, and potential outcomes before making a decision. According to TPB, purchase intention has three constructs that are central to the theory: attitude (ATT), subjective norms (SN), and perceived behavioural control (PBC) (Amalia et al., 2020; Iranmanesh et al., 2020; Kasri et al., 2023; Koay et al., 2024; Lacasse et al., 2024; Marmaya et al., 2019; Miguel et al., 2022; Wibowo et al., 2022).

According to the Theory of Planned Behaviour (Ajzen, 1991), behavioural intention is influenced by attitude, subjective norms, and perceived behavioural control. In the context of sustainable consumption, marketing-related stimuli such as green advertising and green product innovation can shape consumers' attitudes toward environmentally friendly products and influence their behavioural intentions. Green brand image can be understood as a cognitive evaluation mechanism through which consumers interpret sustainability signals communicated by firms. Therefore, this study positions green brand image as a mediating construct that translates sustainability-oriented marketing stimuli into behavioural intention. By integrating marketing communication variables within the TPB framework, this research extends the application of TPB in explaining environmentally responsible consumption behaviour.

Green Advertising

Green advertising is environmentally friendly advertising that influences individuals' mindsets towards advertising and consumers' desire to be environmentally friendly (Braga et al., 2024). Green advertising promotes products or brands based on their environmental benefits. This has a positive impact on brand reputation as it helps to build trust and brand responsibility (Majeed et al., 2022; Nagar, 2015; Schmuck et al., 2018; Tu et al., 2024). Various studies have shown that a positive attitude towards green advertising and consistent marketing helps to enhance a brand's reputation as environmentally friendly and increases the intention to purchase environmentally friendly products. This effect is much stronger

when green advertising is perceived as authentic and part of a genuine long-term commitment, rather than a separate or misleading claim (greenwashing). The impact of green advertising on brand image is most pronounced for high-involvement consumer products, where consumer attention to environmental claims is heightened. Furthermore, environmentally friendly brand image often acts as a mediator between green advertising and outcomes such as purchase intention and brand loyalty, thereby reinforcing the impact of green marketing on consumer behaviour. The effectiveness of green advertising also increases when consumers have a high level of environmental knowledge and trust the environmental claims made by brands (Li, 2025; Lim et al., 2020).

H1: Green advertising has a positive effect on green brand image.

H4: Green advertising has a positive effect on green purchase intention.

Green Product Innovation

Green product innovation can be understood as a type of innovation that provides benefits to the environment, referred to as eco, ecological, or environmental innovation (Alkebsee et al., 2023; Baquero, 2024; George et al., 2023; Macheke et al., 2024; Manyati et al., 2024; Padilla-Lozano et al., 2024; Padilla-Lozano & Collazzo, 2022; Rupasinghe et al., 2024; Wu et al., 2024; Yang & Singhdong, 2024). Environmental awareness has encouraged many companies to innovate by producing 'green' labelled goods in order to enhance their reputation and attract environmentally conscious consumers. Several surveys in various sectors and regions consistently show that green product innovation has a significant and positive impact on a company's brand image. Those who provide environmentally friendly products will gain a favourable perception, where they will be seen as more responsible and reliable, thereby strengthening their brand image in the eyes of consumers. This effect can be seen in various sectors such as skincare, fashion, manufacturing, and others (Yao et al., 2021).

H2: Green product innovation has a positive effect on green brand image.

H5: Green product innovation has a positive effect on green purchase intention.

Green Brand Image

Green brand image is a set of brand perceptions in the minds of consumers that are related to environmental commitment and environmental awareness (Lin et al., 2017). Understanding how green brand image influences the intention to purchase environmentally friendly products is crucial for businesses that want to succeed in the sustainable market. Several studies have consistently found that a strong green brand image has a positive and significant impact on consumers' intention to purchase green products (Mohd Suki, 2016). This effect has been observed in various industries, including bottled water, automotive, and cosmetics, where consumers are more likely to buy from brands that are considered environmentally responsible.

H3: Green brand image has a positive effect on green purchase intention.

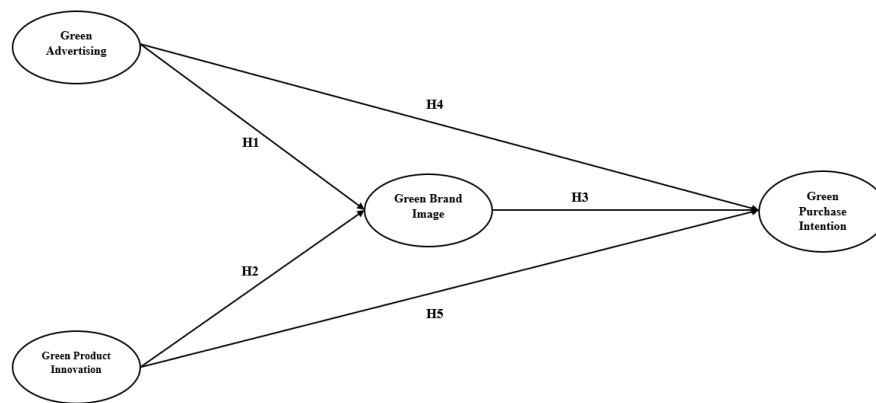
Green Purchase Intention

In academic literature, terms such as 'green purchasing', 'green acquisition', and 'environmentally responsible purchasing' are used to examine consumers' green purchasing behaviour. This is most often reflected in green purchase intention, which is the consumer's intention to purchase and pay for green products. Motivational factors influence this intention, which ultimately changes consumer purchasing behaviour towards green products (Zaremohzzabieh et al., 2021). The intention to purchase green products is an important part

of consumers' actual green purchasing behaviour. This intention indicates that a person will purchase the product if it is attractive and valuable to them (Liao et al., 2020). (Zhuang et al., (2021) propose that three items can be used to measure the intention to purchase green products, namely considering purchasing green products, switching to another brand for ecological reasons, and switching to the green version of a product.

Based on the theoretical arguments discussed above, this study proposes a conceptual model that explains the relationships between green advertising, green product innovation, green brand image, and green purchase intention. Green advertising and green product innovation are expected to shape consumers' perceptions of a brand's environmental responsibility, which is reflected in green brand image. In turn, a strong green brand image is expected to increase consumers' intention to purchase environmentally friendly products.

Figure 1.
Proposed Research Model



RESEARCH METHOD

This study uses a quantitative approach by conducting a survey using a research questionnaire. This study employed a purposive sampling technique, targeting Generation Z consumers who were familiar with environmentally friendly products. Although non-probability sampling limits statistical generalisation, it is commonly used in behavioural studies focusing on specific consumer segments. Researchers will examine and analyse the factors that stimulate the intention to purchase environmentally friendly products among Generation Z in Indonesia using the antecedents of green advertising and green product innovation, as well as the mediating role of green brand image. This is important to provide a comprehensive understanding for academics and practitioners in understanding the factors that stimulate the intention to purchase environmentally friendly products among Generation Z in Indonesia. The number of respondents in this study was 250. The data analysis method in this study used structural equation modelling (SEM) analysis techniques through analysis of moment structure (AMOS-24) software.

RESULTS AND DISCUSSION

Profile Respondent

The study engaged 250 respondents in this study, with females representing the larger share at 160 respondents. The sample was predominantly young adults, as 215 participants fell within the 19–27 age bracket. In terms of education, most respondents possessed a bachelor's degree, amounting to 190 individuals. Furthermore, 150 respondents reported a monthly income between IDR 2,000,000 and IDR 6,000,000, making it the most common income range in the dataset.

The demographic profile shows that the majority of respondents were young and highly educated individuals. This demographic concentration may influence the results, as individuals with higher education levels tend to exhibit stronger environmental awareness. Therefore, future studies should consider more diverse demographic compositions to improve the generalisability of the findings.

Measurement Instrument

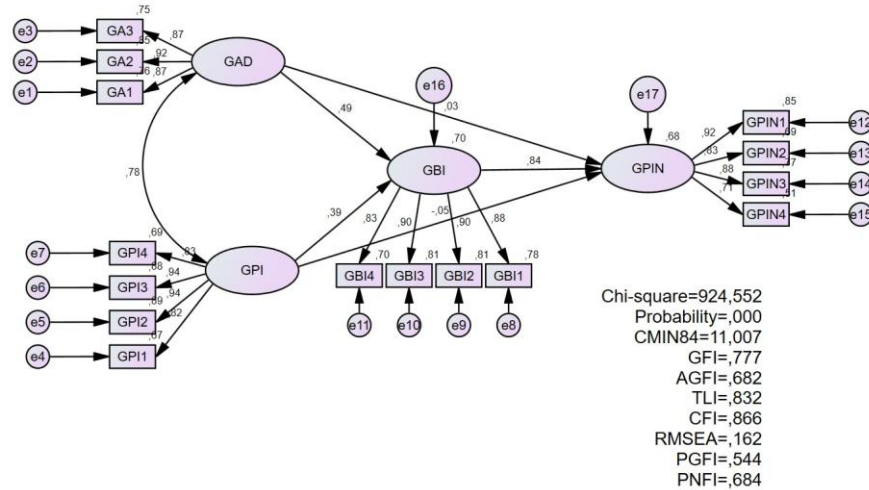
The measurement items used in this study were adapted from established scales in previous research. Green advertising was measured using items adapted from (Majeed et al., 2022), while green product innovation was measured based on the scale developed by (Yao et al., 2021). Green brand image was measured using items adapted from (Lin et al., 2017). Finally, green purchase intention was measured using three items adapted from (Zaremohzzabieh et al., 2021). All items were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Validity and Reliability Test

The results of construct validity and reliability testing show that all variables in this study meet the required criteria. Convergent validity is determined based on the Average Variance Extracted (AVE) value with a minimum standard of 0.50, while construct reliability is measured through Composite Reliability (CR) with a minimum limit of 0.70. The Green Advertising variable has an AVE value of 0.875 and a CR of 0.952, indicating that its indicators are able to explain the latent variable well and have very high internal consistency. The Green Product Innovation variable also shows very satisfactory results with an AVE value of 0.838 and a CR of 0.947, which means that each indicator is valid and the construct is very reliable. Furthermore, the Green Brand Image variable obtained an AVE value of 0.858 with a CR of 0.947, so it can be concluded that the indicators used are valid and the construct has strong reliability. Finally, the Green Purchase Intention variable, with an AVE value of 0.795 and a CR of 0.939, also meets the criteria well. All constructs in this study have met the standards of convergent validity and reliability, so the research instrument is declared suitable for use in structural model analysis.

Gof Test

Figure 2. Structural Equation Modeling (SEM)



The Goodness of Fit (GOF) test results on the Structural Equation Modelling (SEM) model indicate that most of the model feasibility criteria have been well met. The Chi-square value of 128.284 with a significance level of 0.000 does indicate a difference between the data and the model, but this is reasonable because a large sample size can make the Chi-square test very sensitive. Therefore, a more accurate assessment can be obtained from other indices. The CMIN/DF value of 3.376 is still within the acceptable range, although slightly above the ideal value of 3, but still below the maximum threshold of 5. The GFI index of 0.777 and AGFI of 0.682 have not reached the ideal threshold of 0.90, but are still in the near-fit category. Meanwhile, the TLI index of 0.832 and CFI of 0.866 have exceeded the minimum limit of 0.95, so it can be concluded that the model has a very good level of suitability. The RMSEA value of 0.162 is also still within the tolerance limit, which is less than 0.08, so it can be considered quite good. In terms of parsimony, the PGFI of 0.644 is still below the ideal value of 0.50, while the PNFI of 0.684 meets the criteria. Overall, although there are several indicators that are below the ideal standard, most of the main indices show satisfactory results, so the model can be said to have a good level of goodness of fit and is suitable for further analysis.

Although some indices such as GFI and AGFI were slightly below the recommended threshold of 0.90, several key indices including CFI, TLI, and RMSEA indicated an acceptable model fit. According to (Hair et al., 2019), models with multiple acceptable fit indices can still be considered adequate for structural analysis.

Hypothesis Test

Table 1.
Hypothesis Test

	Estimate	S.E.	C.R.	P	Label
GBI <--- GAD	,543	,068	7,952	***	par_1
GBI <--- GPI	,418	,065	6,443	***	par_3
GPIN <--- GBI	,778	,074	10,517	***	par_2
GPIN <--- GAD	,027	,077	,345	,730	par_15
GPIN <--- GPI	-,045	,069	-,656	,512	par_16

H1: Green advertising has a significant effect on green brand image. This can be seen from the p-value of *** (0.000) or less than the significance level (0.005). Therefore, it can be concluded that the first hypothesis proposed in this study is accepted.

H2: Green product innovation has a significant effect on green brand image. This can be seen from the p-value of *** (0.000) or less than the significance level (0.005). Therefore, it can be concluded that the first hypothesis proposed in this study is accepted.

H3: Green brand image has a significant effect on green purchase intention. This can be seen from the p-value of *** (0.000) or less than the significance level (0.005). Therefore, it can be concluded that the first hypothesis proposed in this study is accepted.

H4: Green advertising has a not significant effect on green purchase intention. This can be seen from the p-value of (0.730) or less than the significance level (0.005). Therefore, it can be concluded that the first hypothesis proposed in this study is not accepted.

H5: Green product innovation has a not significant effect on green purchase intention. This can be seen from the p-value of (0.512) or less than the significance level (0.005). Therefore, it can be concluded that the first hypothesis proposed in this study is not accepted.

Green marketing has a positive effect on green brand image. Green advertising, or environmentally friendly advertising, is one of the most effective marketing strategies in building a brand image that is responsible for the environment. As found in this study, green advertising has been proven to have a significant effect on green brand image, which means that advertisements promoting products with environmentally friendly claims can strengthen the brand image in the eyes of consumers. Previous studies, such as those conducted by Braga et al. (2024), show that green advertising has a positive impact on consumer mindset, where advertisements that demonstrate a brand's environmental commitment increase consumer interest in choosing those products.

Green advertising, according to Majeed et al. (2022), has the ability to change consumer perceptions of brands, as these advertisements convey the message that the brand cares about environmental issues. This improvement in brand reputation is particularly important in markets that are increasingly concerned about environmental sustainability. Furthermore, Li (2025) and Lim et al. (2020) emphasise that the effectiveness of green advertising is greatly influenced by consumers' level of environmental knowledge and their level of trust in the claims made by brands.

Green product innovation has a positive effect on green brand image. Green product innovation is one of the main drivers in creating a positive brand image related to environmental sustainability. In the context of this study, the results of the analysis show that green product innovation has a significant effect on green brand image, which means that product innovation oriented towards sustainability can strengthen the image of an environmentally friendly brand. This study is in line with the findings of Yao et al. (2021), which show that products with clear sustainability values strengthen consumers' perceptions of brands as environmentally conscious.

Green brand image has a positive effect on green purchase intention. Green brand image plays a very important role in shaping the intention to purchase environmentally friendly products. This study found that green brand image has a significant effect on green purchase intention, meaning that a strong brand image associated with environmental commitment can increase consumers' intention to purchase green products. This is consistent with the findings of Mohd Suki (2016), which show that a positive green brand image

encourages consumers to be more inclined to purchase products that are considered environmentally friendly.

This study also provides evidence that brand image associated with sustainability not only increases purchase intention but can also encourage consumers to choose green products as their first choice. This shows that consumers are now increasingly prioritising environmental factors in their purchasing decisions, and brands that can build a strong eco-friendly image have a greater opportunity to influence their purchase intention. These findings reinforce the third hypothesis that green brand image has a positive effect on green purchase intention.

The findings reinforce the argument of the Theory of Planned Behaviour that behavioural intention is influenced by cognitive evaluations and attitudes toward an object. In this study, green brand image functions as a cognitive representation of environmental responsibility, which translates marketing stimuli into behavioural intention.

CONCLUSION

This study aims to examine the relationships between green advertising, green product innovation, green brand image, and green purchase intention among Generation Z consumers in Indonesia. Using Structural Equation Modeling (SEM), the findings provide important insights into the mechanisms that influence environmentally friendly purchasing behavior.

The results show that green advertising has a positive and significant effect on green brand image, indicating that marketing communication emphasizing environmental responsibility can effectively strengthen consumers' perceptions of a brand as environmentally friendly. In addition, green product innovation also demonstrates a positive and significant influence on green brand image, suggesting that environmentally oriented product development contributes to shaping a positive brand perception among consumers.

Furthermore, green brand image is found to have a strong and significant influence on green purchase intention. This finding highlights the critical role of brand perception in translating sustainability-oriented strategies into consumers' behavioral intentions. However, the results reveal that green advertising and green product innovation do not directly influence green purchase intention. Instead, their effects occur indirectly through green brand image.

These findings indicate that green brand image functions as a mediating variable in the relationship between sustainability-oriented marketing strategies and consumer purchase intention. Consumers are more likely to develop an intention to purchase environmentally friendly products when marketing strategies successfully enhance the brand's environmental image. Overall, this study demonstrates that building a credible green brand image is a crucial mechanism through which companies can influence sustainable consumption behavior among Generation Z consumers.

Theoretical Implications

This study provides several important contributions to the literature on green marketing and sustainable consumer behavior. First, the findings extend the application of the Theory of Planned Behaviour (TPB) in the context of environmentally responsible consumption. While TPB traditionally emphasizes the role of attitudes, subjective norms, and perceived behavioral control in shaping behavioral intentions, this study highlights the importance of brand perception as an additional cognitive mechanism that links marketing

stimuli with behavioral intention. Specifically, green brand image functions as a cognitive representation of environmental responsibility that influences consumers' intention to purchase environmentally friendly products.

Second, this study contributes to the green marketing literature by demonstrating the mediating role of green brand image in the relationship between green advertising, green product innovation, and green purchase intention. The results indicate that marketing communication and product innovation alone are not sufficient to directly influence consumers' purchasing intentions. Instead, these strategies must first shape consumers' perceptions of the brand's environmental commitment before influencing their behavioral intentions.

Third, the findings contribute to the growing body of research focusing on Generation Z as an emerging consumer segment. As younger consumers are often considered more environmentally conscious, understanding how sustainability-oriented marketing strategies influence their purchasing decisions provides valuable insights for both academics and practitioners.

Practical Implications

The findings of this study offer several important implications for managers and practitioners seeking to promote environmentally friendly products. First, companies should prioritize building a strong green brand image as a strategic asset. The results show that green advertising and green product innovation influence purchase intention primarily through their ability to strengthen brand image. Therefore, firms should ensure that their sustainability communication is consistent, transparent, and credible in order to enhance consumer trust.

Second, organizations should invest in continuous green product innovation to demonstrate their commitment to environmental sustainability. Developing environmentally friendly products not only improves operational sustainability but also enhances the brand's reputation as an environmentally responsible organization. Third, marketers should design green advertising campaigns that emphasize authentic environmental values rather than superficial sustainability claims. Consumers, particularly Generation Z, are increasingly aware of environmental issues and may respond negatively to misleading green claims or greenwashing practices.

Finally, companies should utilize digital platforms and social media channels to communicate sustainability initiatives more effectively. Given that Generation Z consumers are highly active in digital environments, online communication strategies can play a critical role in strengthening green brand image and influencing environmentally responsible purchasing behavior.

Limitations and Recommendations for Future Research

This study has several limitations that should be acknowledged. The research focuses only on Generation Z consumers in Indonesia, which may limit the generalizability of the findings to other generational groups or cultural contexts. In addition, the study examines a limited number of variables, namely green advertising, green product innovation, green brand image, and green purchase intention, while other potentially relevant factors such as environmental concern, green trust, perceived value, or social influence were not included in the model. The use of a cross-sectional research design also restricts the ability to observe changes in consumer attitudes and intentions over time.

Future research is encouraged to expand the scope of this study by including respondents from different generational groups or countries to provide broader insights into environmentally friendly consumer behavior. Researchers may also consider incorporating additional variables, such as environmental awareness, green trust, perceived risk, or social norms, to develop a more comprehensive understanding of the factors influencing green purchase intention. Furthermore, future studies could employ longitudinal designs to examine changes in consumer perceptions and intentions over time, or apply mixed-method approaches to gain deeper insights into how sustainability-oriented marketing strategies influence consumer decision-making processes.

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