

Green Purchase Intention of Generation Z in Indonesia: An Extended Model Theory of Planned Behaviour

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ABSTRACT

Submitted: *Purpose of the study* — This research aims to determine the interest in purchasing green products in Indonesia, especially among the younger generation.

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Research method — This research will use a quantitative approach. Primary data collection will use surveys via online and offline questionnaires. The research model will be tested on Generation Z. From the questionnaires distributed, 374 eligible questionnaires were collected for processing, with details of 130 questionnaires in offline form and 244 questionnaires in online form. To test the model and hypothesis, Structural Equation Modeling (SEM) will be used by presenting confirmatory factor analysis (CFA) to measure loading factor, average variance extracted (AVE), and composite reliability (CR) to meet predetermined Goodness of Fit (GoF) standards.

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Result — Social media information was found to positively and significantly affect green purchase intention. Social media information has a positive influence on subjective norms in Gen Z. Subjective norms positively influence the intention to purchase green products. This research finds subjective norms positively influence moral norms in Generation Z. Moral norms positively influence Generation Z's green purchasing interest

Conclusion — These findings show that purchasing green products will be considered a personal contribution to something better. First, this research only focuses on Generation Z in the West Java region, which can be developed in other areas. Second, the number of respondents who filled out the questionnaire was limited. It is hoped that future research can develop this research model using theories related to environmental issues. Social media will play an important role in green products sold to Generation Z because they actively use social media to search for information. Maximizing social media use will indirectly increase subjective and moral norms, ultimately improving the intention to purchase green products in Indonesia. The novelty offered by this research is analyzing the relationship between social media variables and moral norms as antecedents of subjective norms and green purchasing intentions.

Keywords: Information Social Media, Subjective Norms, Moral Norms, Green Purchase Intention, Generation Z.

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INTRODUCTION

Environmental problems have become a focus of the world and have attracted the attention of researchers (Hidayat & Wijaya, 2023). Indonesia cannot be separated from the threat of ecological issues, including environmental change, air pollution, and waste processing. This problem is caused by a population that continues to increase, and awareness about protecting the environment is still lacking (Sunarjo et al., 2021). Implementing sustainable development by preserving resources for future generations and sustainable economic growth is essential (Nekmahmud et al., 2022). One way to overcome this situation is by promoting environmentally friendly products. Thus, selling and promoting green products can become a focus for environmental sustainability.

Most studies on the Asian continent use the Theory of Planned Behavior as the basic theory for conceptual frameworks (Wijekoon & Sabri, 2021). Several researchers have tried to explain the interest in green products based on the Theory of Planned Behavior (TPB) (Boobalan et al., 2021; Liu et al., 2020; Panda et al., 2024). Liu et al., 2020, although the TPB can explain its relationship with green purchasing intention, it still faces limitations. Pop et al., 2020, who tested the TPB variable, indicated that it is essential to know social media relationships as an antecedent of green purchase intention. Information provided through social media and broadcasting nature documentaries can positively impact consumers' intentions to purchase green products (Murwaningtyas et al., 2020; Sun & Xing, 2022). Increasing the use of social media can be a way for entrepreneurs to increase interest in green purchases. Although green production has increased in popularity among consumers, especially on social media, it is not yet widely accepted (Kumar & Pandey, 2023). Furthermore, Jacob et al. (2020) found that the role of media exposure has not been able to provide awareness and a sense of belonging, accompanied by minimal shared information that can build attitudes towards the environment in Indonesia. So, understanding how social media influences green purchasing interest will help understand green purchasing behavior.

Research related to purchasing green products considers individual characteristics and environmental concerns; on the other hand, social norms are also considered as determining factors (Bautista Jr et al., 2020). Liu et al., 2020 proposed that moral norms are not part of subjective norms that can influence green purchasing intentions. Subjective norms have been recognized as a component of the TPB that significantly influences purchasing intentions for environmentally friendly products (Kumar & Pandey, 2023). Thus, modifying the TPB by linking moral norms with subjective norms will help predict green purchasing interest in Indonesia.

This research aims to determine the interest in purchasing green products in Indonesia, especially among the younger generation. This research will focus on young consumers with a bachelor's degree education. The selection of young consumers in this research is to support sustainability in environmental care, and active social media users are dominated by young

people or Generation Z. Research regarding the intention to purchase green products among Generation Z was found to be lacking, especially in West Java province. It is hoped that this research will provide enlightenment for environmental sustainability and companies that focus on environmentally friendly products in the future. The novelty offered by this research is analyzing the relationship between social media variables and moral norms as antecedents of subjective norms and green purchasing intentions. Furthermore, this research uses subjective norms as a mediating variable for social media and moral norms associated with green purchasing interest. So, it will contribute to developing new models in the future.

This research will then review the literature and differentiate it from previous studies. It will then collect materials and methods, which will be explained in detail. After that, the research will focus on analyzing data collected using quantitative methods with questionnaires. Next, the results will be presented and discussed thoroughly, providing a debate with previous research. Finally, the implications and recommendations will be clarified, along with their conclusions and limitations. The Theory of reasoned action (TRA) became the forerunner to the creation of the Theory of planned behavior by adding a new component, namely perceived behavioral control (PBC) (Ajzen, 1991; Ajzen & Fishbein, 1975). One assumption is that rational individuals make decisions based on information by considering their actions before carrying out a behavior (Ajzen & Fishbein, 1980). The TPB model explains that human behavior is guided by three considerations: attitude, subjective norms, and perceived behavioral control to produce specific goals. Combining attitudes based on attitude, subjective norms, and perceived behavioral control will accompany the formation of behavioral intentions (Yadav & Pathak, 2017).

Attitude, the first predictor, refers to an individual's beliefs about the consequences of behavior, with an evaluation of the importance of those consequences (Ajzen, 1991). If a person believes that a particular behavior will produce positive results will have a supportive attitude towards that behavior, and vice versa. Subjective norms, the second predictor, refer to the responses of essential reference groups (e.g., family members and close friends) to a particular behavior and whether a person will consider those responses when deciding to engage in that behavior (Ajzen, 1991). PBC is an individual's perception of whether a particular behavior is easy or difficult (Ajzen, 1991).

Stimulus–organism–response (SOR) theory defines behavior as a response to a particular stimulus, which is processed internally by the organism, thereby regulating the relationship between Stimulus and response. Experts continue to use the SOR model to predict consumer purchase intentions, and currently, the Theory is one of the classic theories for studying consumer behavior and is widely used to predict user behavior in sharing information on the Internet and social media (Jacoby, 2002; Sun & Xing, 2022).

The relationship between social media and green purchase intention is multifaceted, influenced by various factors such as marketing strategies, consumer attitudes, and barriers to green consumption. Social media is a powerful platform for disseminating green consumption information, which can significantly enhance consumers' intentions to purchase eco-friendly

products, particularly among younger demographics (Zhou & Ahmad, 2024). Furthermore, Wu & Long (2024) suggest that social media marketing boosts eco-friendly purchase intentions. When focusing on marketing on social media, consumers will increase their awareness of green products and get more information about them, thus increasing the individual's eco-friendly purchase intention. Nekmahmud et al. (2022) find that social media is strongly and positively associated with purchasing green products. Consumers learn about green products and services from social media and get informed about how they could support people's health and environment. At the same time, they share posts on social media about green products with their friends and family.

The theoretical basis of SOR provides the view that information the younger generation shares via social media with their followers and friends can provide recommendations (Xie & Madni, 2023). Currently, the attributes of an item that are evaluated by the younger generation are different compared to the older generation and place more emphasis on the sensory experience of the product (Barbarossa & De Pelsmacker, 2016). Previous research shows that there is a significant influence between information obtained through social media on subjective norms (Nekmahmud et al., 2022; Sun & Wang, 2020). Based on the description above, the hypothesis proposed is as follows:

H1: Social media information can influence green purchase intentions
H2: Social media information can influence subjective norms

Ajzen (1991) states that in addition to social pressure, personal feelings regarding an individual's moral obligation and responsibility for a particular behavior are also worthy of consideration in various situations. Liu et al. (2020) proposed adding additional variables, including moral norms, to obtain better results. Moral norms are values created socially, validated, and attached to certain behaviors (Conner & Armitage, 1998). The TPB model often ignores the moral-emotional factor, which is increasingly important in modern civilization (Xu et al., 2022). On the other hand, self-awareness of morality by forming their norms to be involved in green consumption will accelerate their commitment to the environment (Ogiemwonyi & Jan, 2023). Thus, including the moral norm variable will provide insight into the behavior of purchasing intentions for green products in the younger generation.

Subjective norms significantly influence moral norms in the context of purchasing behavior for environmentally friendly products (Liu et al., 2020). Furthermore, subjective norms, which include social pressure and expectations, play an essential role in shaping consumers' intentions to purchase environmentally friendly products (Xu et al., 2022). Thus, the interaction between subjective and moral norms plays a vital role in understanding consumer behavior in the context of green product purchase intentions.

The moral norms can better predict consumer purchase intentions towards organic food (Arvola et al., 2008). On the other hand, moral norms have been proven to be an independent predictor of intentions towards recycling products (Botetzagias et al., 2015). Furthermore, Liu et

al. (2020) significantly influenced the relationship between moral norms and green purchase intentions in China. Based on the description above, the hypothesis proposed:

H3: Subjective norms can influence green purchase intentions

H4: Subjective norms can influence moral norms

H5: Moral norms that can influence green purchase intentions

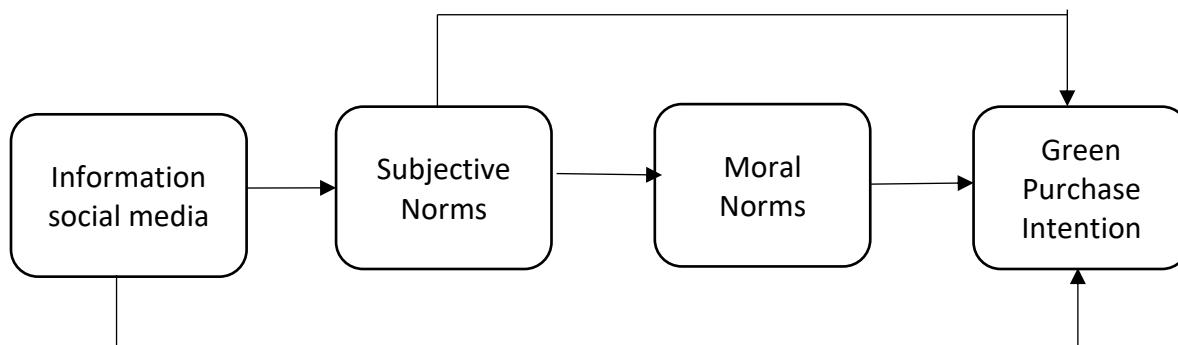


Figure 1. Conceptual Framework

METHOD

Research Design

This research will use a quantitative approach. Primary data collection will use surveys via online and offline questionnaires. The research model will be tested on Generation Z. Generation Z refers to the birth year between 1995 – and 2009 when Internet usage increased. This population subgroup in Indonesia consists of 60 million individuals in 2023, or 24% of the country's entire population (BPS, 2023). This subgroup was chosen because they are used to using social media to access various information quickly. The sampling method is non-probability sampling with a convenience sampling method. A seven-point Likert scale will be used in this study (1 strongly disagree to 7 strongly agree). From the questionnaires distributed, 374 eligible questionnaires were collected for processing, with details of 130 questionnaires in offline form and 244 questionnaires in online form (Table 1).

Measurement

This research will employ four variables, namely social media information (ISM), subjective norms (SNM), moral norms (MNM), and green purchase intention (GPI). The ISM indicator measurements that will be used refer to the work of Jiang et al. (2010) and Xie & Madni (2023), which consists of 4 indicators. Furthermore, SNM measurements will use 3 indicators referring to work (Gleim et al., 2013; Pop et al., 2020). The measurement for MNM will employ 4 indicators in line with the work of (Liu et al., 2020). Finally, measurements for GPI will use 3 indicators from the work (Sunarjo et al., 2021). To test the model and hypothesis, Structural Equation Modeling (SEM) will be used by presenting confirmatory factor analysis (CFA) to

measure loading factor, average variance extracted (AVE), and composite reliability (CR) to meet predetermined Goodness of Fit (GoF) standards (Bagozzi & Yi, 1988).

RESULTS AND DISCUSSION

Table 1. Demographic respondent

Category	Categories	Frequency	Percentage
Age	15-19	95	25.4
	20-24	201	53.7
	25-29	78	20.8
Gender	Male	178	47.5
	Female	196	52.4
Level of Education	Undergraduate	247	66.1
	Graduate	115	30.7
	Postgraduate	12	3.2

Based on the results of the distributed questionnaire, some information regarding the respondents' demographics was obtained. Of all the respondents, it was found that most of those who filled out the questionnaire were between 20 and 24 years old, 53.7%. Furthermore, there were 47.5% male and 52.4% female. It was found that those who filled out the questionnaire were primarily female. The degree of education found by most of those who filled out the questionnaire was at the undergraduate level, with a total percentage of 66.1%, followed by graduates at 30.7% and finally, postgraduates at 3.2%.

Table 2. Measurement result

Item	Factor Loadings	AVE	CR
Information social media		0,587	0,850
ISM_1	0,792		
ISM_2	0,738		
ISM_3	0,757		
ISM_4	0,777		
Subjective Norms		0,516	0,762
SNM_1	0,741		
SNM_2	0,692		
SNM_3	0,721		
Moral norms		0,530	0,818
MNM_1	0,722		
MNM_2	0,758		
MNM_3	0,709		
MNM_4	0,722		
Green Purchase Intention		0,653	0,850

Item	Factor Loadings	AVE	CR
GPI_1	0,834		
GPI_2	0,775		
GPI_3	0,815		

The validity and reliability of the model are essential to check. The Measurement Model was assessed through convergent validity and discriminant validity. The results of the calculations reflect good internal consistency between variables with a composite reliability (CR) value of > 0.7 (Hair et al., 2021). The average value of variance extracted (AVE) is > 0.5 , indicating the construct's convergent validity (Chin, 1998). The guiding principle in assessing discriminant validity is that the square root of the AVE value for each latent variable must be greater than the correlation coefficient between the latent variables (Fornell & Larcker, 1981). Table 2 shows the results of the CR value being above 0.7. Information social media 0.850, Subjective norms 0.762, Moral norms 0.818, and green purchase intention 0.850. The AVE values for all constructs ranged from 0.516 to 0.653, which exceeds the threshold level of 0.50 (Hair et al., 2010). All AVE values demonstrated adequate convergent validity.

Table 3. Descriptive statistics and correlations

Variable	Mean	SD	SM	SNM	MNM	GPI
ISM	3,56	1,46	0,766			
SNM	4,02	1,36	0,429	0,718		
MNM	4,17	1,38	0,626	0,512	0,728	
GPI	4,55	1,43	0,555	0,560	0,601	0,808

The value of each square root of the AVE latent variable is greater than that of the correlation coefficient with other factors, so the discriminant validity is good. Furthermore, a significant correlation was found between social media information, subjective norms, moral norms, and green purchase intention.

Table 4. Model Fitness

Model	χ^2	df	χ^2/df	GFI	CFI	RMSEA
Single factor model	573,719	77	7,451	0,766	0,754	0,138
Two-factor model	303,993	76	4	0,877	0,887	0,094
Three-factor model	158,738	74	2,145	0,933	0,958	0,058
Four-factor model	87,622	71	1,234	0,966	0,992	0,026

Note: Single factor model: GPI+MNM+SNM+ISM; Two-factor model: GPI, ISM+SNM+MNM; Three-factor model: GPI, MNM, SNM+ISM; Four-factor model: GPI, MNM, SNM, ISM

Based on reliability and validity tests used to test model adaptation. Model fit was assessed using several indices, including the statistic χ^2 , χ^2/df , RMSEA, GFI, CFI, and comparison

fit index. The four-factor model fit effect was the best; it was χ^2 is 87.622; χ^2/df is 1,234, GFI value is 0.966, CFI value is 0.992, all greater than 0.9; RMSEA is 0.026, less than 0.06, indicating that the model has good adaptability. All values of the four-factor model in Table 4. show a good fit. Finally, we can proceed to hypothesis testing.

Table 5. Testing Hypothesis

Hypothesis	Paths		Beta	S.E	t-value	p	Decision	
H1	ISM	→	GPI	0,121	0,053	2,014	0,044	Supported
H2	ISM	→	SNM	0,517	0,06	7,255	0,001	Supported
H3	SNM	→	GPI	0,186	0,087	2,245	0,025	Supported
H4	SNM	→	MNM	0,588	0,079	7,628	0,001	Supported
H5	MNM	→	GPI	0,635	0,083	7,802	0,001	Supported

This research tests the five hypotheses that have been proposed. Based on Table 5. the five hypotheses proposed are supported. First, H1 is confirmed by findings showing that social media information can significantly influence green purchase intention ($b = 0.121, p < 0.044$). Second, social media information positively and significantly influences subjective norms ($b = 0.517, p < 0.001$). Therefore, H2 is supported. Third, the direct effect of subjective norms on green purchase intention was found to have a positive and significant effect ($b = 0.186, p < 0.025$) therefore H3 is supported. Fourth, subjective norms can significantly influence moral norms ($b = 0.588, p < 0.001$). Therefore, H4 is supported. Finally, the influence of moral norms on green purchase intention was found to have a positive and significant effect ($b = 0.635, p < 0.001$), hence H5 is supported.

This research empirically investigates the influence of the relationship between social media information, subjective norms, moral norms, and green product intention using the Theory of planned behavior (TPB) combined with the Stimulus–organism–response (SOR) theory. This research uses Generation Z as the main questionnaire filler. Based on the test results, it can be seen that all models fit, and all proposed hypotheses are supported.

First, social media information was found to positively and significantly affect green purchase intention. The findings of this research are in line with previous research, which states that there is an influence between information provided or shared via social media on increasing consumers' interest in buying green but is not specific to Generation Z (Alam et al., 2023; Nazish et al., 2024; Zafar et al., 2021). Gen Z is a generation that uses social media in everyday life, so information obtained from social media can be their first reference in determining their interests. On the other hand, their speed in obtaining information on social media regarding environmentally friendly products will increase interest in purchasing green products. Thus, the social media information received by Gen Z will significantly impact their increase in green products.

Second, social media information has a positive influence on subjective norms in Gen Z. The research findings are in line with previous research works, which state that information obtained from social media can provide a stimulus to subjective norms held by individuals or groups (Kumar & Pandey, 2023; Pop et al., 2020). Gen Z, who are accustomed to sharing their references to a product via social media, will impact their social environment, resulting in their social status (Elahi et al., 2021). Individuals with a significant influence on social media who share posts about environmentally friendly products can have an impact that effectively increases their followers on environmental issues through social demonstrations (Chwialkowska, 2019). Thus, their interactions on social media regarding environmentally friendly products could be an initial stimulus to increase the social environment's awareness of green products.

Third, subjective norms positively influence the intention to purchase green products. It has long been found that subjective norms can increase purchase intentions (Sunarjo et al., 2021). A social environment concerned with green products will directly impact increasing individual interest in environmentally friendly products (Sun & Xing, 2022). Having subjective norms can be interpreted as their evaluation of the suitability of personal behavior, which impacts social pressure to behave green, leading to increased interest in green products. Gen Z is interested in green products to satisfy their needs, influence social needs, and establish and maintain social relationships that lead to social status. So, the perceived social pressure will increase their interest in purchasing green products.

Fourth, this research finds subjective norms positively influence moral norms in Generation Z. The findings of this study align with previous research, which found that subjective norms can increase moral norms (Liu et al., 2020; Meng et al., 2022). Djafarova & Fooths (2022) found that Gen Z has a relatively high awareness of consumption and strong morals regarding environmental awareness. It was found that subjective norms that match consumers' expectations of verified green products will trigger moral norms (Han et al., 2017; Meng et al., 2022). On the other hand, moral norms are seen to be intrinsic compared to extrinsic subjective norms. Thus, pressure from the social environment that is pro towards green products will increase the formation of moral norms regarding green products.

Fifth, moral norms positively influence Generation Z's green purchasing interest. The results of this research align with previous research, which found that moral norms on sustainability will increase their purchasing interest in green products (Hossain et al., 2022). These findings illustrate that Gen Z in Indonesia already has morals that are good enough to increase their interest in buying green products. On the other hand, their desire and responsibility for environmentally friendly products have increased along with their purchasing interest in environmentally friendly products.

CONCLUSION

Based on the test results, it was found that all hypotheses were accepted. Social media information can positively impact increasing interest in buying green products for Generation Z. These findings show that one source of information that can stimulate buying interest in Generation Z is content on social media. Furthermore, social media information can increase the subjective norms of Generation Z. This finding shows that social media information received through content related to green products can improve the social environment so that they are more aware of environmental issues. Moral norms are vital to Generation Z's interest in buying products. These findings show that purchasing green products will be considered a personal contribution to something better (the environment). Moral norms can also provide the assumption that buying green products compared to conventional products will be considered morally right.

The morally extended TPB model conceptualizes moral norms as determinants of green purchase intentions and considers the indirect role of subjective norms, which represent balanced self-interest and pro-social motives. This research indicates that internalized feelings of moral obligation to choose what feels right and not the need to conform to social standards will affect the intention to purchase green products. Furthermore, theoretically, moral norms will be differentiated from the TPB construct and will still be discussed through attitudes or subjective norms (Chen, 2016). Kaiser (2006) argues that moral norms are already represented in a person's attitudes. The results of this study are also in line with previous research, which found that moral norms greatly influence purchase intentions (Liu et al., 2020). These findings support that moral norm can directly impact purchase intentions after controlling for subjective norms.

The managerial implications that will be given are based on the findings from this research, which show that Generation Z in Indonesia has strong moral norms that can influence purchasing intentions. With the discovery that social media information can influence purchasing intentions, entrepreneurs who sell green products can utilize social media to campaign for the products they want to sell. Social media will play an important role in green products sold to Generation Z because they actively use social media to search for information. Maximizing social media use will indirectly increase subjective and moral norms, ultimately improving the intention to purchase green products in Indonesia.

Although this research provides several significant results for developing the TPB model, it cannot be separated from research limitations. First, this research only focuses on Generation Z in the West Java region, which can be developed in other areas. Second, the number of respondents who filled out the questionnaire was limited. It is hoped that future research can develop this research model using theories related to environmental issues.

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