

GREEN PURCHASING BEHAVIOR AMONG Z CONSUMERS

Michelle P. Yu

North Eastern Mindanao State University, Department of Business and Management, Cantilan, Surigao del Sur, Philippines

*For correspondence; Tel. + (63) 947-334-8609, E-mail: queen_misyel@yahoo.com.ph

ABSTRACT: *This research explores the green purchasing behaviour of Generation Z consumers in Cantilan, examining their environmental knowledge, concerns, beliefs, awareness, social consciousness, and attitudes. The study employed a descriptive survey method using a questionnaire created by the researcher, which included 609 participants. Various statistical methods were applied to analyse the data, such as Pearson Correlation to evaluate the significant relationship between green purchasing behaviour and the factors identified, the Kruskal-Wallis Test to assess significant differences among groups, and Linear Regression to pinpoint the factor that had the most impact on green purchasing behaviour. The results indicate a strong preference for eco-friendly practices among Generation Z, reflecting a shared belief in the importance of environmental factors when making purchasing decisions. The research revealed very strong positive relationships between environmental awareness, knowledge, attitudes, beliefs, concerns, and social consciousness with green purchasing behaviour. This suggests that enhancing environmental awareness, knowledge, and fostering positive attitudes toward sustainability can effectively promote eco-friendly purchasing practices within this generation. The study also pointed out the necessity of considering the demographic factors, particularly how younger generations influence the purchasing decisions within their households. The research underscored the importance of educational initiatives to increase environmental awareness and knowledge, given that these aspects were closely linked to sustainable consumption. It also emphasised the role of social consciousness in influencing purchasing habits, indicating that Generation Z was motivated to make a positive societal impact. Although Generation Z showed a strong dedication to sustainability, financial constraints and limited availability of eco-friendly products may impede their complete commitment to boosting their purchases of such products.*

Keywords: Green Purchasing Behaviour, Generation Z, Environmental Knowledge, Environmental Concerns, Environmental Beliefs, Environmental Awareness, Environmental Social Consciousness, Environmental Attitude, Purchasing Intention

1. INTRODUCTION

The increasing threat of environmental damage has made green purchasing a major research consideration. The growing attention was vital since understanding the mindset behind these selections was progressively significant. Globalisation - a foremost contributor has sharp apprehensions about climate change – intensifying temperatures, sea levels, and melting ice – and unmanageable consumption, fueled by high-carbon products and services. A rising consciousness of the UN's Sustainable Development Goals (SDGs), focused on responsible consumption and climate action, and is fluctuating consumer priorities. This amplified demand inspires industries to produce more ecologically friendly goods and services. Green purchasing is choosing products and services with negligible environmental effects [1]

This change towards sustainable consumption is highlighted by years of quick economic advances that have led to overconsumption and exhaustion of natural resources [2]. Continually, this trend worsens environmental degradation, resulting in global warming, ozone depletion, pollution, and other harmful effects [3]. In response to these challenges, rising mindfulness of these complications has driven a global movement towards environmental protection and sustainable development. This extensive concern urged individuals and organisations to adopt more sustainable practices. This modification towards responsible consumption is vital, and required on increased environmental awareness and consciousness. Consumers can reduce their ecological impact through heedful purchasing decisions. Pro-environmental attitudes are key drivers of "green buying" – selecting products that benefit the environment [4].

This growing consumer interest in sustainability created a new market dynamic, where consumers were gradually choosing eco-friendly products, creating opportunities for businesses that highlighted their environmental commitment. The urgent need to address unsustainable consumption habits, including global warming and climate change, is driving significant lifestyle changes. Consumer choices directly and indirectly impact environmental improvement [5]. Therefore, consumers often favour businesses that embrace green marketing strategies, even paying more to support environmentally responsible practices [6].

This consumer behaviour reflected a broader trend of green consumerism, merely a preference for environmentally friendly products (Matthews & Wonneberger [7]. This preference manifested in consuming less, buying sustainably, and reducing pollution [8]. From a social marketing perspective, this behaviour was motivated by a consumer's motivation to balance social, environmental, and personal interests [9].

Understanding the factors that drive green consumerism required a refined approach, as evidenced by research showing that green consumer knowledge influenced green purchasing behaviour. Nonetheless, this effect was partially mediated by consumer social responsibility. Green advertising positively moderated the relationship between social responsibility and green purchasing, an effect strengthened by consumer trust [10]. According to Witek, L. and Ku [11], focusing on the socio-demographic profile of consumers, women were more likely to favour green products than men [11].

Younger consumers were more sceptical. Higher education levels were linked to a greater emphasis on personal needs over environmental ones.

According to Witek and Kuzniar [12], marketing strategies were essential to focus on engaging young consumers. The younger generations were increasingly discerning about the actions of companies and were more informed about environmental issues. They had a substantial impact on the purchasing choices of their family members. Additionally, they are skilled at using modern media, making them a vital segment of buyers with considerable future purchasing power. Their early development of eco-friendly habits and knowledge further highlighted their potential as influential consumers.

These findings highlighted the importance of considering demographic factors when studying green consumer behaviour, especially given the growing influence of this research. This research is particularly relevant to Generation Z, whose purchasing power and values are reshaping markets and sustainability initiatives. Their preference for eco-friendly and ethical products is encouraging corporate strategies across various industries.

However, a critical gap existed in the current research landscape, as existing research on green purchasing behaviour has largely focused on general consumer populations, neglecting the unique characteristics and preferences of the Z Generation, especially in the locality of Cantilan. This study addressed the gap by investigating the factors influencing the green purchasing behaviour specifically among Generation Z consumers. The research aimed to identify the demographic profile of this group and assessed the influence of environmental knowledge, concern, beliefs, awareness, social consciousness, and attitude on their green purchasing behaviour. By understanding these factors, the study sought to develop intervention programs to assist businesses in improving their marketing strategies and competitiveness within the local market, ultimately contributing to more sustainable consumption patterns. This contrasts with previous studies that examined some of these factors individually or within broader demographics, but not in the detailed context of Generation Z's green purchasing decisions. The study's hypotheses speculated positive relationships between these factors and green purchasing behaviour, offering a more comprehensive understanding than broader generalisations found in prior research.

2. MATERIAL AND METHODS

A descriptive survey method was used in the study. The researcher-made questionnaire was utilised as the foremost tool for data gathering. Consultations were also conducted to answer clarifications, authenticate the responses of the respondents, and provide supplementary facts.

Statistical Methods:

- a. Significant Relationship- Pearson Correlation
- b. Significant Difference – Kruskal Wallis Test
- c. Linear Regression- to come up with what factor most influenced the green purchasing behaviour.

Participants:

The respondents are the Z generation in the locality. Members of the Gen Z years were born between 1997 and 2012. So as of 2024, the Gen Z age range is anywhere from 11 to 27.

3. RESULTS AND DISCUSSION

Factors Influencing Green Purchasing Behaviour

Among the factors influencing green purchasing behaviour among Generation Z, results revealed a strong inclination towards eco-friendly practices, with an overall average weighted mean of 4.27, indicating a consensus on the importance of environmental considerations in their purchasing decisions. This is supported by various studies that highlighted the significance of environmental knowledge, awareness, and attitudes in shaping consumer behaviour among this market group.

The strong agreement (4.26) regarding environmental knowledge aligned with the findings from Zahid *et al.* [13] who asserted that individuals with greater environmental awareness were more likely to engage in green purchasing behaviours. This suggested that educational initiatives aimed at increasing environmental knowledge could enhance sustainable consumption among Generation Z. The high scores for environmental awareness (4.32) and environmental attitude (4.31) reflected a deep-seated commitment to sustainability among Gen Z consumers. Research by Kaur *et al.* supported this, indicating that positive environmental attitudes significantly influence green purchasing decisions. Furthermore, Song *et al.* [14] found that environmental awareness directly impacts green purchases, reinforcing the idea that informed consumers are more likely to choose sustainable options. The factor of environmental social consciousness (4.23) indicated that social norms and community expectations play a vital role in shaping purchasing behaviours. Witek *et al.* [15] emphasised the importance of social responsibility in motivating individuals to make environmentally friendly choices, particularly among younger demographics. This aligned with the findings that Generation Z is increasingly motivated by collective responsibility towards the environment.

Purchasing Intention

Generation Z's purchasing intentions regarding eco-friendly products, with a weighted mean score of 4.21, indicate an overall agreement toward green purchasing behavior. The individual statements revealed a varying degree of commitment to eco-friendly products, with the highest agreement on intentions to prioritise environmentally friendly products in the future (4.26). This strong agreement of eco-friendly purchases suggests that Generation Z is actively seeking out sustainable options in their purchasing decisions. This aligns with findings from Qazi *et al.* [16] demonstrated that green attitudes, social norms, and purchase intentions are significant predictors of actual green buying behaviour among Gen Z consumers. Their findings indicate that Gen Z is favorably inclined toward eco-friendly goods and that their intentions translate into real purchasing action. According to a study comparing Gen Z and Gen Y in India by Ghouse, *et.al.* [17], eco-friendly behaviour, subjective norms, and environmental awareness all have a significant impact on Gen

Z's intentions to make green purchases. The results highlight how a distinct set of factors, such as digital literacy and an increased awareness of social and environmental responsibility, influence Gen Z's sustainable decisions and encourage sustainable lifestyles.

In the context of Generation Z's green purchasing behaviour, the statement with the least weighted mean from the provided data is: "I plan to increase environmentally friendly products in the coming months," which received a score of 4.19. This score suggested a moderate level of agreement, indicating that while there was a positive inclination towards increasing green purchases, it is not as strong as other statements in the survey. This reflected a positive sentiment but also indicated some reservations or barriers that may prevent Generation Z from fully committing to increasing their purchases of eco-friendly products. This distinction perspective aligns with findings of Oprilyani, et.al. [2024] that Generation Z's green buy intention is strongly influenced by environmental concern and green brand knowledge, which in turn has a favourable impact on their actual green purchase behaviour. Nevertheless, despite generally favourable sentiments, the intention to expand purchases of reusable and environmentally friendly products is moderated by factors including awareness and perceived product availability, indicating some hesitancy. [18]

Correlation of Environmental Awareness and Green Purchasing Behaviour

There is a very strong positive correlation between Environmental Awareness and Green Purchasing Behaviour, indicating that higher levels of environmental awareness are associated with a significant increase in green purchasing behaviour among consumers. This suggests that promoting environmental awareness could effectively encourage sustainable purchasing practices. This result is supported by the study by Haiyan Li *et al.* [19] explore how environmental awareness impacts green purchase intentions. It highlighted the increased environmental consciousness that leads consumers to prefer eco-friendly products, reinforcing the idea that promoting environmental awareness could enhance sustainable purchasing practices.

Correlation of Environmental Knowledge and Green Purchasing Behavior

There is a very strong positive correlation between Environmental Knowledge and Green Purchasing Behaviour, indicating that as individuals' environmental knowledge increases, their likelihood of engaging in green purchasing behaviour also significantly increases. This suggests that enhancing environmental knowledge could effectively promote sustainable consumption practices among consumers.

The findings aligned with the previous studies that established a positive link between environmental knowledge and green purchasing intentions. For instance, research by Joshi and Rahman [20] supported this relationship, indicating that higher levels of environmental knowledge led to increased intentions to purchase green products. Also, Chen *et al.* [21] found that positive attitudes towards eco-friendly products not only influence purchase intentions but also lead

to positive word-of-mouth communication, further promoting sustainable consumption behaviours.

Correlation of Environmental Attitude and Green Purchasing Behaviour

There is a very strong positive correlation between Environmental Attitude and Green Purchasing Behaviour, indicating that as individuals' environmental attitudes increase, their likelihood of engaging in green purchasing behaviour also significantly increases. This suggests that fostering positive environmental attitudes could effectively promote sustainable consumption practices among consumers. The findings were consistent with existing literature that highlighted the critical role of environmental attitudes in influencing pro-environmental behaviors and purchasing decisions.

Numerous studies supported the assertion that environmental attitudes significantly influence green purchasing behaviour. The study by Tikka *et al.* [22] found that women generally express more positive environmental attitudes than men, which correlates with higher levels of green purchasing behaviour among females. This aligns with the findings from Zelezny *et al.* [23], who reported similar trends across various countries, indicating that gender differences may affect how environmental attitudes translate into purchasing decisions.

Correlation of Environmental Beliefs and Green Purchasing Behavior

There is a very strong positive correlation between Environmental Beliefs and Green Purchasing behaviour, indicating that as individuals' environmental beliefs increase, their likelihood of engaging in green purchasing behaviour also significantly increases. This suggests that fostering strong environmental beliefs could effectively promote sustainable consumption practices among consumers. The findings aligned with the existing literature that emphasised the importance of environmental attitudes and values in influencing pro-environmental behaviours and purchasing decisions.

This result supported the research by Kautish *et al.* [24] and highlighted the role of perceived consumer effectiveness (PCE) in mediating the relationship between environmental beliefs and green purchasing behaviour. The study emphasises that consumers who believe their actions could positively impact the environment are more inclined to make green purchases. Additionally, the study by Sharma *et al.* [25] investigates how cultural values and environmental awareness impact green purchase intentions. It suggested that individuals with strong ecological beliefs were more likely to engage in eco-friendly purchasing behaviours, reinforcing that fostering these beliefs could enhance sustainable consumption practices.

Correlation of Environmental Concern and Green Purchasing Behaviour

There is a very strong positive correlation between Environmental Concerns and Green Purchasing behaviour, indicating that as individuals' environmental concerns increase, their likelihood of engaging in green purchasing behaviour also significantly increases. This suggested that heightened awareness and concern for environmental issues

could effectively drive consumers toward more sustainable purchasing practices. The findings aligned with the existing literature that emphasises the role of environmental concerns in shaping consumer behaviour and attitudes toward eco-friendly products.

The result is reinforced by Meekaewkunchorn's [26] study, which investigated how environmental concern influences consumers' willingness to purchase green products. It found out that environmentally conscious consumers respond positively to green marketing efforts, indicating a significant correlation between environmental concern and purchasing behaviour. The research highlighted that the positive brand image, reinforced by environmental concern, enhances consumers' willingness to engage in green purchasing practices.

Correlation of Environmental Social Consciousness and Green Purchasing Behaviour

There is a very strong positive correlation between Environmental Social Consciousness and Green Purchasing Behaviour, indicating that as individuals' environmental concerns increase, their likelihood of engaging in green purchasing behaviour also significantly increases. This suggests that heightened awareness and environmental consciousness issues could effectively drive consumers towards more sustainable purchasing practices. The findings aligned with the existing literature that emphasised the role of environmental consciousness in shaping consumer behaviour and attitudes toward eco-friendly products. The results implied that enhancing environmental social consciousness could effectively drive consumers toward sustainable purchasing practices. This aligned with theories such as the Theory of Planned Behaviour, which posits that attitude toward behaviour, subjective norms, and perceived behavioural control influence intentions and actions. Research conducted by Lee *et al* [27] found that environmental consciousness positively influences eco-friendly purchase intentions and behaviour, and also highlighted that situational factors such as ease of purchase and eco-label credibility can strengthen the connection between intention and actual green purchasing. This suggests that consumers who develop loyalty through environmental consciousness are more likely to consistently engage in green purchasing behaviour. Additionally, the research examined the impact of environmental consciousness on actual purchasing behavior and revealed that while consumers show interest in eco-friendly products, situational factors like ease of purchase and eco-label credibility remain crucial in shaping their final decisions. This suggested that while consciousness is vital, it must be supported by practical conditions to translate into action.

Correlation of Green Purchasing Behavior and Purchasing Intention

There is a very strong positive correlation between Green Purchasing Behavior and Purchasing Intention, indicating that as individuals' intention to purchase green products increases, their actual green purchasing behavior also significantly increases. This suggested that enhancing consumers' purchasing intention is crucial for promoting sustainable consumption practices. The findings aligned with

existing literature that highlighted the importance of purchasing intention as a predictor of actual buying behaviour in the context of green products.

Several studies explored the factors influencing green purchasing intention, often utilising the Theory of Planned Behaviour (TPB) as a foundational framework. This theory posits that attitudes toward behaviour, subjective norms, and perceived behavioural control shape intentions and subsequent actions [29]. Research has shown that positive attitudes towards green products significantly enhance purchase intentions, which aligns with the findings of your correlation analysis. An extended TPB model confirms that green purchase intention has a positive and significant effect on green purchase behavior. This finding supports the notion that purchasing intention serves as a precursor to actual behavior in environmentally friendly product contexts.

4. CONCLUSIONS

Generation Z's examination of green purchasing behaviour demonstrates a robust commitment to sustainability, with an emphasis on environmental knowledge, awareness, and attitudes toward sustainable practices. The average weighted mean of 4.27 suggested that these behaviours were not just a temporary trend but were influencing their purchasing behaviour. Educational programs that focused on improving environmental awareness and knowledge had a significant impact on purchasing behaviour among this group, as these factors were strongly linked to sustainable consumption.

The results also indicated that social consciousness is a significant factor in the formation of purchasing patterns. Millennials were driven by the desire to contribute positively to society, emphasising the importance of sustainability. The trend of buying less is causing some concerns. There has been a slight decrease in the agreement on plans to increase the use of environmentally friendly products in the coming months. The nuances revealed that Generation Z is eager to embrace sustainable lifestyles, but financial limitations and limited product availability may hinder their full commitment.

Ultimately, it is important to foster environmental beliefs and attitudes that could encourage green purchasing behaviour. Both awareness-raising and supportive conditions for sustainable choices were highlighted in the study. Given the growing influence of Generation Z, understanding and addressing their motivations and challenges were crucial to creating a more sustainable marketplace.

Communities could take advantage of the sustainability-focused mindset of Generation Z by adopting practical measures to promote and encourage eco-friendly behaviours. Schools and local groups should coordinate informative events or campaigns that educate young people about the advantages of green purchasing while dealing with issues such as cost and availability. Creating an environment that is conducive to sustainable living can encourage this generation to take action.

Moreover, teaming up with nearby businesses to provide affordable sustainable options can contribute to the encouragement of these behaviors. By engaging in community service projects, such as clean-up drives and

sustainability challenges, young people can become more involved with their environment. The collective effort can contribute to the creation of a more sustainable future for all.

5. REFERENCE

- [1] Ritter, Ágata & Borchardt, Miriam & Vaccaro, Guilherme & Pereira, Giancarlo & Almeida, Francieli. (2014). Motivations for promoting the consumption of green products in an emerging country: exploring attitudes of Brazilian consumers. *Journal of Cleaner Production*. 106. 10.1016/j.jclepro.2014.11.066.
- [2] Tan, Booi Chen & Lau, Teck-Chai. (2010). Attitude towards the Environment and Green Products: Consumers' Perspective. *Management Science and Engineering*. 4.
- [3] Ramlogan, R. (1997). Environment and human health: a threat to all. *Environmental Management and Health*, 8, 51-66.
- [4] Mainieri, T., Barnett, J. and Oskamp, S. (1997) Green Buying: The Influence of Environmental Concern on Consumer Behavior. *Journal of Social Psychology*, 137, 189-204.
- [5] Öberseder, Magdalena & Schlegelmilch, Bodo & Murphy, Patrick & Gruber, Verena. (2013). Consumers' Perceptions of Corporate Social Responsibility: Scale Development and Validation. *Journal of Business Ethics*. 124. 101-115. 10.1007/s10551-013-1787-y.
- [6] Polonsky, M.J. and Rosenberger, P.J. (2001) Reevaluating Green Marketing: A Strategic Approach. *Business Horizons*, 44, 21-30.
- [7] Matthes, J., & Wonneberger, A. (2014). The Skeptical Green Consumer Revisited: Testing the Relationship between Green Consumerism and Skepticism toward Advertising. *Journal of Advertising*, 43, 115-127. <http://dx.doi.org/10.1080/00913367.2013.834804>
- [8] Hoffmann, Stefan & Schlicht, Julia. (2013). The impact of different types of concernment on the consumption of organic food. *International Journal of Consumer Studies*. 37. 10.1111/ijcs.12044.
- [8] Lin, H.-Y., and Hsu, M.-H. (2015) Using Social Cognitive Theory to Investigate Green Consumer Behavior. *Bus. Strat. Env.*, 24: 326–343. doi: 10.1002/bse.1820.
- [9] Moisander, J. (2007). Motivational complexity of green consumerism. *International journal of consumer studies*, 31(4), 404-409.
- [9] Gupta, S., & Ogden, D. T. (2009). To buy or not to buy? A social dilemma perspective on green buying. *Journal of consumer marketing*, 26(6), 376-391.
- [9] Schuitema, G., & De Groot, J. I. (2015). Green consumerism: The influence of product attributes and values on purchasing intentions. *Journal of Consumer Behaviour*, 14(1), 57-69.
- [10] Borah, P. S., Dogbe, C. S. K., & Marwa, N. (2024). Generation Z's green purchase behavior: Do green consumer knowledge, consumer social responsibility, green advertising, and green consumer trust matter for sustainable development?. *Business Strategy and the Environment*, 33(5), 4530-4546.
- [11] Witek, L., & Kuźniar, W. (2021). Green Purchase Behavior: The Effectiveness of Sociodemographic Variables for Explaining Green Purchases in Emerging Market. *Sustainability*, 13(1), 209. <https://doi.org/10.3390/su13010209>
- [12] Witek, L., & Kuźniar, W. (2021). Green Purchase Behavior: The Effectiveness of Sociodemographic Variables for Explaining Green Purchases in Emerging Market. *Sustainability*, 13(1), 209. <https://doi.org/10.3390/su13010209>
- [13] Zahid, M. M., Ali, B., Ahmad, M. S., Thurasamy, R., & Amin, N. (2018). Factors affecting purchase intention and social media publicity of green products: The mediating role of concern for consequences. *Corporate Social Responsibility and Environmental Management*, 25(3), 225-236.
- [14] Casimicrobium Song et al., 2020 in National Center for Biotechnology Information (NCBI). NCBI Taxonomy. Checklist dataset <https://doi.org/10.15468/rhydar> accessed via GBIF.org on 2025-03-21.
- [15] Witek, L.; Kuźniar, W. Green Purchase Behavior: The Effectiveness of Sociodemographic Variables for Explaining Green Purchases in Emerging Market. *Sustainability* 2021, 13, 209. <https://doi.org/10.3390/su13010209>
- [16] Qazi, H., Alam, S., & Phulpoto, A. (2023). Motivating factors influencing green buying behavior of Generation Z: An application of Theory of Planned Behavior (TPB). *Pakistan Journal of Humanities and Social Sciences*, 11(3), 3649–3665. <https://doi.org/10.52131/pjhss.2023.1103.0646>
- [17] Ghouse, S.M., Shekhar, R. and Chaudhary, M. (2024), "Sustainable choices of Gen Y and Gen Z: exploring green horizons", *Management & Sustainability: An Arab Review*, Vol. ahead-of-print No. ahead-of-print. [https://doi.org/10.1108/MSAR-04-2024-0018\[21\]](https://doi.org/10.1108/MSAR-04-2024-0018[21])
- [18] Oprilyani, A. D., Malini, H., Barkah, Listiana, E., & Setiawan, H. (2024). Exploring Generation Z Consumers' Manners on Green Purchase Behavior Regarding Reusable Product. *Ilomata International Journal of Management*, 6(2), 613 - 631. <https://doi.org/10.61194/ijjm.v6i2.1518>
- [19] Li, H., Haq, I. U., Nadeem, H., Albasher, G., Alqatani, W., Nawaz, A. A., & Hameed, J. (2020). How environmental awareness relates to green purchase intentions can affect brand evangelism? Altruism and environmental consciousness as mediators. *Revista Argentina de Clínica Psicológica*, 29(5), 811-825.
- [20] Joshi, Y., & Rahman, Z. (2015). Factors affecting green purchase behaviour and future research directions. *International Strategic Management Review*, 3(1), 128-143.
- [21] Chen, Y., Zhang, Y., & Wang, Y. (2021). The impact of consumer attitudes towards eco-friendly products on purchase intentions and word-of-mouth

- communication. *Frontiers in Psychology*, 12, Article 760051. <https://doi.org/10.3389/fpsyg.2021.760051>
- [22] Tikka, P., Kuitunen, M., & Tynys, S. (2000). Effect of educational background on students' environmental attitudes. *Journal of Environmental Education*, 31(3), 12-20.
- [23] Zelezny, L. C., Chua, P.-P., & Aldrich, C. (2000). New ways of thinking about environmentalism: Elaborating on gender differences in environmentalism. *Journal of Social Issues*, 56(3), 443-457. <https://doi.org/10.1111/0022-4537.00175>
- [24] Kautish P, Sharma R. Determinants of pro- environmental behavior and environmentally conscious consumer behavior: An empirical investigation from emerging market. *Bus Strat Dev*. 2019;1–16. <https://doi.org/10.1002/bsd2.82>
- [25] Sharma, N., Paço, A., and Kautish, P. (2022). The impact of eco-innovation on green buying behaviour: The moderating effect of emotional loyalty and generation. *Manag. Environ. Qual. Int. J.* 33 (4), 1026–1045. doi:10.1108/MEQ-11-2021-0267
- [26] Meekaewkunchorn, N., Muangmee, C., & Zhou, J. (2024). Exploring the relationship between environmental concerns, green marketing, and brand image with green purchasing intention. *Proceedings of the 2024 International Conference on Humanities, Wellness, and Environmental Sustainability Management (HWESM-24)*, 339–348. Atlantis Press. https://doi.org/10.2991/978-2-38476-253-8_42
- [27] Kim, N., & Lee, K. (2023). Environmental consciousness, purchase intention, and actual purchase behavior of eco-friendly products: The moderating impact of situational context. *International Journal of Environmental Research and Public Health*, 20(7), 5312. <https://doi.org/10.3390/ijerph20075312>