Determinants of environmental psychology on green consumer behavior: the moderating role of generation cohort among generation X, Y, and Z

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Abstract

This study aims to explore the Green Consumer Behavior (green purchase intention) of Generation X, Y, Z on three sectors business restaurant, fashion, and hotels in Indonesia. The conceptual model is developed to examine the relationship of green consumer behavior on purchase intention, using generation cohort as moderating variable. The study analyzed 300 samples, determined by quota sampling, using PLS-SEM modeling. The result show that Self Identity, Knowledge, and Environmental Concern have a significant impact on green purchase intention. However, the study found no significant effect from peer influence on green purchase intention. The study reveals that Knowledge has significant in 3 Generations, self identity and environtmental concern have impact in Gen X and Z. Peer influence has no significant in 3 generations. This study emphasizes the critical role of generational cohort on green purchase intention. This paper presents an analysis of Green Consumer Behavior of Generation X, Y and Z in Indonesia. Knowledge can be considered as one aspect that can influence purchase intention in terms of green consumer behavior. These findings are expected to contribute to the formulation of effective and efficient marketing strategies to increase sales and create a competitive advantage.

Keywords: psychology, green consumen behavior, green consumen purchase intention

Introduction

Indonesia's national waste management faces serious challenges. Data from the National Waste Management Information System (SIPSN) of the Ministry of Environment and Forestry Kementrian Lingkungan Hidup dan Kehutanan (2024) show that total waste generation in 2023 reached 69.9 million tons. The composition is dominated by food waste (41.60%) and plastics (18.71%), indicating that the greatest pressure stems from daily consumption patterns and the food hospitality tourism supply chain. In terms of sources, households remain the main contributors, highlighting the urgency of consumption-behavior interventions at the individual and family levels.

Shifts in consumption patterns and rising public awareness of environmental issues have fostered more responsible consumer behavior. One key indicator of such behavior is green purchase intention (GPI), consumers' intention to choose products and services that minimize environmental impact. In many studies, GPI is viewed as a leading predictor of actual behavior, thus playing a strategic role for firms and policymakers in steering markets toward sustainable consumption and production.

An environmental psychology perspective offers a comprehensive account of how and why green purchase intentions form. At least four core determinants are salient. First, green self-identity, the extent to which individuals see themselves as "environmentally concerned

people" promotes consistency between personal values and consumption choices. Second, green knowledge strengthens the ability to evaluate environmental claims, reduces skepticism, and enhances confidence in a product's ecological benefits. Third, environmental concern generates moral urgency and a sense of personal responsibility for environmental issues. Fourth, green peer influence conveys social norms and validation within one's peer network especially in digital contexts can accelerate green adoption through mechanisms of conformity and social learning.

Although these four constructs have been widely examined, cross-generational differences (cohorts) are rarely tested systematically as moderators within a single, integrated model. Yet Generation X (1965–1980), Generation Y/Millennials (1981–1996), and Generation Z (1997–2012). Badan Pusat Statistik (2021) differ in psychographic profiles, socio-economic experiences, and media ecologies. As digital natives, Gen Z, for example, is more exposed to fast-moving streams of information and peer norms shaped online; by contrast, Gen X may weigh functionality, durability, and price in distinct ways. These differences can amplify or attenuate the effects of identity, knowledge, environtmental concern, and peer influence on GPI so aggregate estimates may mask important cohort-specific dynamics. This study aims to explore the Green Consumer Behavior (green purchase intention) of Generation X, Y, Z on three sectors business restaurant, fashion, and hotels. Three product categories were selected to reflect differences in the accessibility of sustainable consumption choices and the expected intensity of product involvement. In Indonesia, environmentally friendly restaurants are still limited. According to Daniar et al. (2023), Generation Z tends to experience higher satisfaction and shows loyalty toward environmentally friendly restaurants. Jorgensen et al. (2024) showed that green identity of generation Z had a positively and significant influence for clothing. Wu, et al. (2024) showed that generation Z consumer willing to visit green hotels. Therefore, it is necessary to examine whether this pattern also applies to Generations X and Y.

Against this backdrop, the present study aims to analyze the effects of green self-identity, green knowledge, environmental concern, and green peer influence on green purchase intention, and to test the moderating role of generational cohorts (X, Y, Z) on these relationships. Theoretically, the study advances understanding of green purchase formation by integrating perspectives from social identity theory, subjective norms/TPB, and environmental literacy in a cross-generational context. Practically, the findings are expected to provide a psychographic-generational segmentation map that MSMEs and industry practitioners can use to design value propositions, marketing messages, labeling/certification strategies, and educational interventions with greater precision thereby nudging markets toward more environmentally friendly consumption.

At the same time, economic activity in related sectors is growing. The Accommodation and Food Service Activities sector recorded around 10% year-on-year growth in 2023, in line with the recovery of tourism and MICE events. Meanwhile, manufacturing which includes the food and beverages (F&B) and textiles/garments subsectors remained expansionary with growth of around 4.6% in 2023. The misalignment between the growth rates of the F&B hospitality textile sectors and the accumulation of waste indicates a gap toward sustainable consumption and production (SCP) that has yet to be bridged by market behavior.

The impact of textile waste is also increasingly relevant. KLHK reports that textiles

accounted for 2.87% of the national waste composition in 2023. Based on a total waste generation of 69.9 million tons, this contribution is equivalent to approximately 2.0 million tons of textile waste an amount that underscores the challenges of circularity in fashion and textile derivatives (blended fibers, synthetic dyes, microfibers).

In this context, green purchase intention (GPI) becomes an important entry point for steering the market toward lower-footprint choices particularly in food and beverages, textiles/fashion, and accommodation. The literature shows that GPI can predict actual behavior and provide a basis for designing more effective marketing strategies and labeling/incentive policies. However, cross-generational consumer responses have not been examined in depth across these three sectors simultaneously, even though Generations X, Y (Millennials), and Z have differing values, media preferences, and social dynamics in interpreting environmental issues and the social status of consumption.

Casalegno et al. (2022) findings that older cohorts purchase eco-friendly products and buy from socially responsible (CSR) firms more often than younger cohorts likely because green options are pricier and younger consumers face tighter budgets. Across Generations X, Y, and Z, environmental concern and perceived consumer effectiveness consistently predict green purchase intention and behavior. Environmental citizenship further strengthens these outcomes especially among Millennials and Gen Z, while collectivism appears as a distinct driver only for Gen Z and only for CSR-oriented purchase intentions, not general green buying. Overall, Gen Z shows strong concern and activism but lower actual purchasing than Gen X, with Millennials in between, indicating that age-linked resources as well as values shape eco-friendly market behavior. This study aims to investigate the effect of self identity, knowledge, peer influence, and environtmental concern on green purchase intention with generational cohort (Generation X, Y, Z) as moderation.

Literature Review

The variables chosen for this study were selected based on the stimulus-organism-response (S-O-R) framework of consumer behavior. The S-O-R framework, proposed by (Mehrabian & Russell, 1974), helps explain how external stimuli, influenced by environmental factors, trigger cognitive and affective responses in individuals. Building upon this framework, Bagozzi (1986) further applies it to the study of consumer behavior in marketing. By adopting the S-O-R framework, this study aims to gain insights into customer green purchase behavior, considering the knowledge and the environment. According to Kuhn (2021), this framework offers valuable understanding of the dynamics involved in customer behavior in these settings.

According to Batth (2018) green consumer behavior can be defined as consumer behavior that understands the causes of problems that occur in the environment, this is reflected in changes in attitudes, perceptions, motives, values, beliefs and desires according to the needs of consumers who are oriented towards environmentally friendly products.

Green purchase intention refers to consumers" willingness to purchase green products (Haratbar, et al, 2024). Purchase intention is considered important because it is a primary predictor of actual consumer behavior. Fishbein and Ajzen (1975) also argue that purchase intention can be used by organizations as an indicator to predict consumer behavior, representing objective awareness and the likelihood of purchase. Furthermore, to predict consumer behavior, deeper analysis is needed of attitudes, evaluations, and other internal

factors that ultimately give rise to purchase intention (Fishbein & Ajzen, 1977). Purchase intention is also a psychological indicator that can be used to predict consumers' future contributions to a particular product.

Green self-identity (GSI) is a personal self-perception given the potential for certain eco-friendly behaviours of buying green products (Patel, Trivedi, & Yagnik, 2020; Rahnama Haratbar et al., 2024). It is an advantage reflecting an individual's self-perception of environmental awareness (Khare & Pandey, 2017). Consumers' behavioural intentions are driven by their perception of their possessions as extensions of themselves or aspects of their self-identity. Consumers perceive themselves as environmentally friendly and experience the satisfaction of self-determined needs (Patel et al., 2020). GSI significantly and positively affects green purchase intention ((Sharma, et al, 2020; Silintowe & Sukresna, n.d.)).
H1: Self identity has a significant effect on green purchase intention

Green knowledge, also referred to as environmental knowledge, encompasses an understanding and awareness of environmental challenges and potential solutions. It represents a comprehensive grasp of facts, concepts, and the interplay between the environment and the ecosystem. In this study, green knowledge is defined as individuals' awareness of environmental issues, spanning comprehension of the natural environment. This awareness motivates those responsible to safeguard and conserve the environment . Consumers' knowledge of green packaging has also been evidenced to directly affect their intention to purchase green products (Amoako, Dzogbenuku, & Abubakari, 2020).
H2: Knowledge has a significant effect on green purchase intention

From a psychological viewpoint, the concept of peer influence refers to the set of behaviors and suggestions that people receive from others. In fact, in this concept, each person is affected by the behavior of others (Rahnama Haratbar et al., 2024). Others in this situation can be family members, friends, classmates, colleagues, and other people or groups that individuals communicate with. Thus, preventing from facing this concept is almost inevitable in social life. Concerning pro-environmental behaviors, prior and recent studies have revealed that peer influence is positively associated with purchase intention behavior (Khare & Pandey, 2017; Rahnama Haratbar et al., 2024). Take Suki and Suki's (2019) study, for example. They found that peer influence is positively related to green purchase behavior. Moreover, Gonzalez-Arcos et al. (2025) found that peer influence positively affects buying sustainable foods. Consequently, based on this discussion, the following hypotheses can be proposed
H3: Peer influence has a significant effect on green purchase intention

Environmental concern highlights the intensity of people's general awareness about environmental problems and their willingness to minimize their impact. Environmental concern is considered an essential dimension in understanding consumer behavior related to environmental awareness (consciousness), as evident from the marketing literature (Thakur, Prakash, & PK, 2024). Environmental concern can also help minimize environmental issues at the individual level, this concern often encompasses consumption habits, land use and waste behavior (Thangavel, Pathak, & Chandra, 2022). Research has

also revealed that environmental concern notably affects intention to purchase green products such as organic food (Pham, Nguyen, Phan, & Nguyen, 2019). Zaman et al. (2025) found that the influence of environmental concern on green purchase intentions was more substantial for utilitarian products like household appliances than hedonic products like green clothing. Conceptualizations by De Silva et al. (2021), the paper anticipates that environmental concern will positively influence purchase intentions for environmentally friendly products. Therefore, the paper works with the following hypothesis:

H4. Environmental concern has a significant effect on green purchase intention

According to Lajante et al. (2019), generational cohorts are the best way for an organization to segment consumers compared to other demographic variables such as age or gender. Age groups are considered the best segmentation approach because they share similar values, experiences, and preferences. Because generational cohorts possess shared values and values can drive individuals to act each generation is expected to reflect patterns of consumer and purchasing behavior that are similar yet unique to their own cohort, distinguishing them from other generations. Generation X is identified as the population born between 1965 and 1980 (Badan Pusat Statistik, 2021). Older cohorts actually purchase green products and buy from socially responsible (CSR) companies more often than younger cohorts. Because, green products tend to be pricier, so younger generations are more "aware" but have more limited purchasing power. Generation Y, or the Millennial generation, comprises those born between 1981 and 1996 (BPS, 2022). Gen Y despite their individualistic attitude, are sensitive to environmental issues, and trust the activities that companies carry out in defence of the environment, (Casalegno et al., 2022). Relatively concerned and active, but purchasing power can constrain behavior. Concern, effectiveness, and citizenship all promote green/CSR purchase intentions and behavior. Generation Z is identified as the population born between 1997 and 2012 (BPS, 2022). The Z Generation has been more significantly affected by global issues such as climate change and resource scarcity, making them inclined towards sustainability and responsible consumerism (Wu, Wang, Tao, Shao, & Yu, 2024) .

H5: Self identity has a significant effect on green purchase intention across Gen X, Gen Y, and Gen Z.

H6: Knowledge has a significant effect on green purchase intention across Gen X, Gen Y, and Gen Z.

H7: Peer Influence has a significant effect on green purchase intention across Gen X, Gen Y, and Gen Z.

H8: Environmental Concern has a significant effect on green purchase intention across Gen X, Gen Y, and Gen Z.

Methods

This study uses an explanatory research approach to test the theory objectively by testing the relationship between each variable and to measure the variables in this study by conducting an instrument test, so that the total data can be analyzed using statistical procedures using a quantitative approach. The population in this study consists of consumers from Generation X (1965–1980), Generation Y (1981–1996), and Generation Z (1997–2012) in Indonesia. The sampling technique used in this study is a non-probability

sampling technique with a purposive sampling, followed by quota sampling to ensure balanced proportions across the three groups and to support optimal multi-group analysis.

The sample used in this study amounted to 300 respondents. The data used in the study is the data obtained based on the results of the questionnaire distribution. In the questionnaire proposed, 5 Likert scales are used to determine the extent to which respondents give their opinions according to a predetermined scale. The extracted data were analyzed using data analysis using partial least squares (SEM-PLS) structural equation modeling. The reason for using PLS data analysis is that the concept is to test the modified results of several research models to provide an overview of the variables studied.

Furthermore, in this research, multigroup analysis is used to compare the results of data analysis based on Generation X, Y and Z. Multigroup analysis or what is also often referred to as multisample analysis has the aim of being able to compare analysis of data based on the characteristics of the sample with two or more data sets that are has been determined (Ghozali, 2021). Researchers used SmartPLS 3.0 software with bootstrap Multi-group Analysis (PLS-MGA).
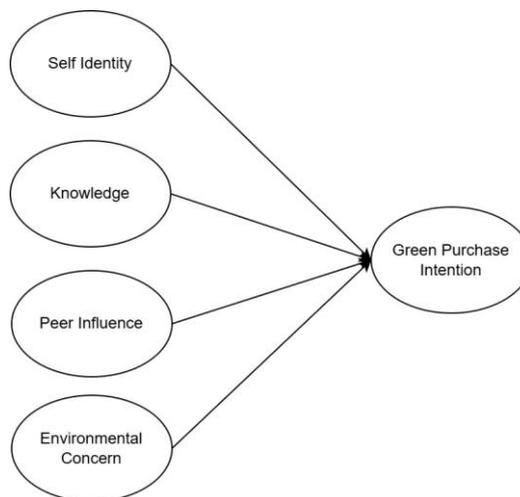
Figure 1. Conceptual Model of the Study

In this study, the variable self identity using indicators from Rahnama Haratbar et al. (2024), knowledge variables use indicators adapted from Tedjakusuma et al. (2025), peer influence variable uses indicators from (Ramadhanti, et al, 2024). Environtmental Concern uses indicators from Yang et al. (2024), and green purchase intention uses indicators from (Eunike, 2025).

Result and Discussions

Out of the 420 distributed questionnaires, 390 were returned, and 300 met the criteria required by the researchers. In addition, before testing the hypotheses, the study first assessed the measurement model to ensure that the constructs' items were valid and reliable. The data used in this study met the criteria for convergent validity with loading factor values greater than 0.6, discriminant validity with cross-loading values for each variable higher than their correlations with other constructs, and reliability with Cronbach's Alpha and Composite Reliability values above 0.6.

Table 1. Demographic Respondent

Demographics Variables	Category	Frequency	%
Gender	Female	154	51,3
	Male	146	48,7
Age Group	Gen Z (1997-2012)	100	33,3
	Gen Y (1981-1996)	100	33,3
	Gen X (1965-1980)	100	33,3
Education	Elementary/Junior/Senior Highschool	156	52
	Bachelor	120	40
	Magister	18	6
	Doctoral	6	2
Income	< Rp. 5.000.000	210	70
	Rp. 5.000.000 – Rp. 10.000.000	62	20,7
	> Rp. 10.000.000	28	9,3
Occupation	Student	71	23,7
	Entrepreneur	43	14,3
	Employee	113	37,7
	Civil Servant	9	3
	Others	64	21,3

The assessment of convergent validity is based on the correlation between the item score / component score and the construct score using PLS and testing the validity of the construct that has been made can be based on the Average Variance Extracted (AVE) value. The following are the results of convergent validity and the result of the AVE value.

Table 2. Validity Analysis

Variable	Item	Convergent Validity		Discriminant Validity	
		Loading Factor	Result	AVE	Result
Self-Identity	SI1	0.733	Valid	0.564	Valid
	SI2	0.750	Valid		
	SI3	0.738	Valid		
	SI4	0.783	Valid		
Knowledge	K1	0.684	Valid	0.588	Valid
	K3	0.749	Valid		
	K4	0.802	Valid		
	K5	0.826	Valid		
Peer Influence	PI1	0.853	Valid	0.766	Valid
	PI2	0.881	Valid		
	PI3	0.886	Valid		
	PI4	0.869	Valid		
	PI5	0.887	Valid		
Environtmental Concern	EC1	0.764	Valid	0.607	Valid
	EC2	0.792	Valid		
	EC3	0.810	Valid		
	EC4	0.748	Valid		
Green Purchase Intention	GPI1	0.792	Valid	0.671	Valid
	GPI2	0.834	Valid		
	GPI3	0.798	Valid		
	GPI4	0.851	Valid		

Table 2 shows that the outer loading value on the items from knowledge (K2) was not listed because it was not valid, and for the others item is said to be valid with a value of more than 0.60, so that the research results have a value that meets the requirements for analysis. The AVE value in the results of data processing has a value of more than 0.5, so this research model already has a good model to test the results.

Composite reliability measures the reliability estimate based on the internal correlation of the indicator variables (Hair, 2022). It can be tested by Cronbach's Alpha or Composite Reliability values (Ghozali, 2021). According to Ghozali (2021), Cronbach's Alpha and Composite Reliability values should be greater than 0.6.

Table 3. Reliability Analysis

Variable	Cronbach's Alpha	Composite Reliability
Self Identity	0.744	0.838
Knowledge	0.765	0.851
Peer Influence	0.924	0.942
Environtmental Concern	0.784	0.860
Green Purchase Intention	0.836	0.891

Table 3 shows the value of composite reliability above the specified requirements, namely 0.7 so that no dimensionality problems are found in the model that has been made. Cronbach's alpha results also show a value above 0.6, this shows that the research model that has been made is reliable. The significance of the inner model shows that there is a significant influence between one variable and another. The objective of testing the structural model (inner model) is to determine a model's suitability, which can be determined by the value of the coefficient of predictive relevance (Q^2). The Q^2 value obtained from the test is 0.814, indicating a strong predictive relevance. This value meets the criteria by exceeding 0 and approaching 1.

Testing the hypothesis through the t-test to test the significance through the bootstrapping procedure using Smart PLS by looking at the parameter coefficient values and the t-statistical significance values. Has significant information if the t-statistic value is greater than the t-table of 1.96 (t table of 5% significance = 1.96).

Table 4. Direct Hypothesis Testing

Path Coefficient	β	t-statistics	p Values	Result
SI -> GPI	0.171	2.845	0.004	Significant
K -> GPI	0.321	4.966	0.000	Significant
PI -> GPI	0.002	0.034	0.972	Not Significant
EC -> GPI	0.377	5.228	0.000	Significant

Table 4 above describes the result of the direct effect test. Based on the table, it can be explained that the effect of self identity on green purchase intention has a significant effect (β=0.171, t=2.845, p=0.004<0.005). Knowledge also has significant effect on green purchase intention (β=0.321, t=4.966, p=0.000<0.005), and Environment Concern has significant effect on green purchase intention(β=0.377, t=05.228, p=0.000<0.005).

The result of peer influence has not a significant effect on green purchase intention (β=0.002, t=0.034, p=0.972>0.005). Based on this explanation, it can be obtained that the direct hypothesis result is H1, H2. H4 accepted, and whereas H3 rejected.

Furthermore, in this research, multigroup analysis is used to compare the results of data analysis based on Generation Y and Generation Z. Multigroup analysis or what is also often referred to as multisample analysis has the aim of being able to compare analysis of data based on the characteristics of the sample with two or more data sets that are has been determined (Ghozali, 2021). Researchers used SmartPLS 3.0 software with bootstrap Multigroup Analysis (PLS-MGA), the following are the results of the multigroup analysis:
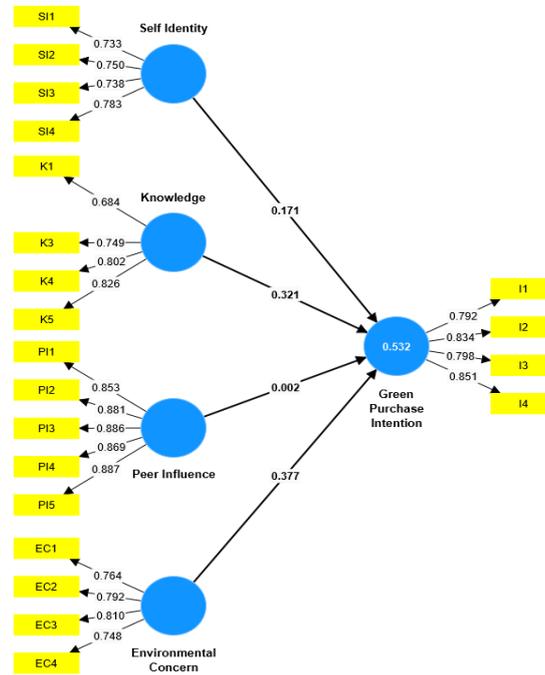

Figure 2. Result of SEM Path Model

Table 5. Multigroup Analysis (PLS-MGA) each Generation

	Path Coefficients			p Values			Interpretation		
Generation	X	Y	Z	X	Y	Z	X	Y	Z
SI -> GPI	0.210	0.098	0.412	0.000	0.523	0.000	*	n.s	*
K -> GPI	0.219	0.589	0.310	0.018	0.000	0.003	*	*	*
PI -> GPI	-0.039	0.093	-0.044	0.719	0.503	0.595	n.s	n.s	n.s
EC -> GPI	0.579	0.012	0.238	0.012	0.927	0.024	*	n.s	*

* = significant; n.s = not significant

Table 5 shows that the difference effect on three generations. Self identity and Environment Concern have significant effect on green purchase intention for Gen X and Gen Z but not for Gen Y. Gen Z has more effect between self identity and green purchase intention than Gen X based on the path coefficients value (Gen X (β=0.210) < Gen Z (β=0.412)), and the opposite between environtmental concern and green purchase intention (Gen X (β=0.579) > Gen Z (β=0.238)).

Peer influence has no significant effect on three generations, knowledge showed that has significant effect for Gen X, Y, and Z (Gen Y (β=0.589) > Gen Z (β=0.310) > Gen X (β=0.219)). Based on this explanation, it can be obtained that Multigroup Analysis result is H6 accepted, and whereas H5, H7, H8 rejected.

The study's findings indicate that self-identity has a direct impact on green purchase

intention. Consumers pay close attention to the products they buy, particularly with regard to their environmental impact. Beyond seeing themselves as individuals who care about environmental issues, they also view themselves as consumers committed to environmental conservation, and purchasing eco-friendly products is perceived as an expression of their identity. These results align with previous research conducted by Rahnama Haratbar et al. (2024), Mohammad et al. (2019), Thakur et al. (2024), which highlight the influence of self identity on the green purchase intention.

Knowledge has an effect on green purchase intention. Buying eco-friendly products yields greater environmental benefits than conventional alternatives. Drawing on their environmental knowledge, consumers prefer to examine eco-labels and certifications and to learn more about the production processes and environmental impacts before purchasing; in short, they seek key information about green products prior to buying. These results align with previous research conducted by Amoako et al. (2020), Eunike et al. (2025), which highlight the influence of knowledge on the green purchase intention.

Peer influence has no effect on green purchase intention. Family members, friends, classmates, colleagues, and other people or groups with whom individuals communicate rarely discuss their views on environmental issues or their experiences and knowledge of eco-friendly products; consequently, discussions about green products, product recommendations, and shopping together do not influence consumers' purchase intentions. These results align with previous research conducted by Rahnama Haratbar et al. (2024), which showed there is not effect between peer influence on green purchase intention.

Environtmental concern has an effect on green purchase intention. Consumers have a high level of concern for environmental issues around them, are willing to reduce their consumption to help protect the environment, and realize that major social and significant political changes are needed to safeguard the natural environment. These align with Eunike et al. (2025), Heiberg Jørgensen et al. (2024), Klabi (2025) Environtmental has an effect on green purchase intention

Self identity has an effect on green purchase intention for Gen X and Gen Z but not for Gen Y. Gen Z showed the strongest effect, as they see buying eco-friendly products as a way to express "who I am" to peers and communities. Gen X also shows a significant effect they seek consistency with a self-image of being environmentally responsible. By contrast, among Gen Y (Millennials) the effect of self-identity is weaker; their decisions are more shaped by price convenience considerations and concerns about greenwashing. Casalegno, 2022. Knowledge showed that has significant effect for Gen X, Y, and Z. Knowledge was found to significantly influence green purchase intention across Generations X, Y, and Z. All three cohorts tend to check eco-labels and certifications and want to understand production processes and environmental impacts before making a purchase; in other words, they actively seek essential information about green products prior to buying (Ivanova, Flores-Zamora, Khelladi, & Ivanaj, 2019).

Peer influence has no significant effect across Gen X, Gen Y, and Gen Z. People's close contacts such as family, friends, classmates, colleagues, and other social groups seldom share opinions on environmental issues or exchange experiences and knowledge about eco-friendly products. As a result, conversations about green products, product recommendations, or joint shopping have little to no impact on consumers' purchase intentions. This finding is consistent with Haratbar (2024), who also reported no significant

effect of peer influence on green purchase intention.

Environtment Concern has an effect on green purchase intention for Gen X and Gen Z but not for Gen Y. Gen X dan Z's inclination towards food that is organic is largely influenced by their health awareness and environmental concerns, which significantly affect their eco-friendly attitudes and level of knowledge, ultimately guiding their purchasing intention. (Casalegno et al., 2022; Wu et al., 2024). Although this study was conducted systematically, several limitations should be acknowledged. The use of a quota sampling technique with 300 respondents may limit the generalizability of the findings. Future research is encouraged to employ larger and more representative samples and to extend the analysis to additional sectors or explanatory variables in order to provide a deeper understanding of green purchase intention across Generations X, Y, and Z.

Conclusion

This study highlights the importance of environmental psychology in shaping green consumer behavior, particularly green purchase intention. Among the four psychological factors examined, self-identity, environmental knowledge, and environmental concern were found to influence consumers' intention to buy eco-friendly products. In contrast, peer influence did not show any meaningful impact. These findings suggest that internal motivations, such as a person's values and awareness, play a stronger role than external social pressures when it comes to making environmentally responsible purchasing decisions. Generational differences also emerged as a key aspect of this research. Environmental knowledge consistently influenced green purchase intention across Generations X, Y, and Z, while self-identity and environmental concern were more prominent among Generation X and Z. The lack of influence from peers across all generations highlights the need for strategies that focus more on strengthening personal values and awareness rather than relying on social trends. These insights can help businesses and marketers design more targeted and effective green marketing campaigns, tailored to each generation's psychological profile, ultimately contributing to increased customer engagement and sustainable market growth.

Acknowledgement

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