

The Influence of Green Advertising and Environmental Quality Awareness on Green Purchase Behaviour: The Mediating Role of Environmental Attitude

Yulia Dini Kartika Sari¹, Nilam Anggar Sari², Ilham³

Department Of Management, Faculty of Economics and Business, Universitas Kutai Kartanegara, Indonesia^{1,2,3}

Corresponding Author: Yulia Dini Kartika Sari (yuliadini1915@gmail.com)

ARTICLE INFO

Received:

11 November 2025

Revised:

25 July 2026

Accepted:

22 August 2026

Published:

01 September 2026

ABSTRACT

This study aims to analyze the effect of green advertising and environmental quality awareness on the green purchase behavior of Generation Z in Tenggarong City, with environmental attitude as a mediating variable. The background of this study is the growing environmental awareness among young consumers, which is not yet fully reflected in their purchase of green products. The research used a quantitative approach, with a survey of 155 respondents who use Outside products. Data analysis was conducted using SmartPLS 4.1.5. The results show that green advertising and environmental quality awareness have a significant positive effect on environmental attitude. Furthermore, environmental attitudes have a positive effect on green purchase behavior and act as a mediator. Environmental attitudes can also mediate the effects of green advertising on Green Purchase Behavior. However, environmental quality awareness does not affect green purchasing behavior. The R^2 values of 0.588 for environmental attitude and 0.556 for green purchase behavior are good. This study emphasizes the importance of authentic green communication strategies to build positive attitudes and encourage sustainable consumption behavior among Generation Z. These findings have practical implications for marketers, who should design campaigns that focus on the value and authenticity of sustainability messages.

Keywords: Environmental Attitude; Environmental Quality Awareness; Gen-Z; Green Advertising; Green Purchase Behavior



Cite this as: Sari, Y. D. K., Sari, N. A., & Ilham, I. (2026). The Influence of Green Advertising and Environmental Quality Awareness on Green Purchase Behaviour: The Mediating Role of Environmental Attitude. *Wiga: Jurnal Penelitian Ilmu Ekonomi*, 16(2), 271–285. <https://doi.org/10.30741/wiga.v16i2.1773>

INTRODUCTION

In recent years, there has been a notable shift in consumer behavior driven by growing global awareness of environmental sustainability and related issues. According to a study by Hijrah et al. (2025), a substantial majority approximately 73% and of consumers worldwide express a willingness to change their purchasing habits to reduce their environmental footprint. This change is fundamentally reshaping marketing strategies, emphasizing the integration of sustainability practices into promotional activities, notably through green advertising that promotes ecological responsibility and environmental ethics. Green purchasing behavior is essential for promoting and supporting environmental sustainability (Vironika & Maulida, 2025), as it emphasizes the acquisition of products designed with reduced environmental impact, such as those that are

recyclable and biodegradable. This behavior represents consumers' deliberate choices and intentions to purchase eco-friendly products, primarily motivated by their environmental awareness and concern (Widiantari & Rachmawati, 2023). Green Purchasing Behavior describes consumers' actions when buying products that are regarded as environmentally friendly or "green" due to their minimal environmental impact (Sondhi et al., 2023). Consequently, firms that embed environmental considerations into their operations have increasingly received recognition over recent decades (Alam & Islam, 2021). Businesses are encouraged to cultivate environmental awareness and knowledge within their communities by launching initiatives that tackle ecological challenges (Tan et al., 2022). Furthermore, several contemporary companies have made environmental protection a central concept in designing eco-friendly marketing strategies (Majeed et al., 2022). Consequently, identifying the factors that influence green purchasing behavior has emerged as a major focus of investigation within the scientific community (Alghamdi & Agag, 2024; Carrión Bósquez et al., 2023; Carrión Bósquez & Arias-Bolzmann, 2022; Noubar et al., 2023). Although many factors have been identified, most studies agree that consumers' environmental attitude, awareness, and exposure to green advertising play a significant role.

Consumers' motivations to purchase green products are closely linked to their environmental attitudes, which reflect their positive or negative evaluations of environmental issues and behavior. Environmental attitudes can be understood as individuals' favorable assessments of actions aimed at reducing detrimental environmental impacts (Woo & Kim, 2019). Research shows that individuals with optimistic views of organic products not only consider buying them worthwhile but also perceive significant benefits from such purchases (Carrión Bósquez & Arias-Bolzmann, 2022). Therefore, environmental attitudes often function as a critical mediating factor that connects external influences, such as green advertising and heightened environmental awareness, to actual green purchasing behavior (Rizkynugraheny et al., 2025; Sh. Ahmad et al., 2022). In addition to environmental attitude, environmental awareness is also considered an important factor influencing green purchase behavior. Environmental awareness is a cognitive concept that shapes an individual's level of concern and motivates actions that support environmental preservation (A. Y. Anggraeni et al., 2024; Lubis et al., 2024). When individuals are aware of environmental degradation, they are more likely to adopt eco-friendly habits, including green purchasing. This leads individuals to adopt environmentally responsible behaviors and to develop a tendency to purchase non-polluting, eco-friendly products (Yuriev et al., 2020). Apart from awareness, the way environmental messages are communicated also shapes consumer behavior. In this regard, green advertising serves as a persuasive tool that can enhance consumers' environmental attitudes and purchase intentions. Several studies on green consumption have incorporated green advertising into their research frameworks to examine how advertising messages affect consumers' purchasing decisions (Nguyen-Viet, 2022). Based on these findings, it can be inferred that green advertising has a positive relationship with consumers' intentions to purchase environmentally friendly products (Hidayat & Sananta, 2024; Li, 2025).

This study focuses on Outside, Asia's first locally produced oat milk produced in Indonesia, which represents an example of green product innovation and marketing. Outside offers a taste similar to cow's milk with a creamy texture and malty flavor. This product uses natural mountain water and maintains quality from the oat grain to the finished milk. As a plant-based milk, Outside is rich in beta-glucan, which is good for the heart, lowers cholesterol, strengthens the immune system, and is low in saturated fat. Its production process is environmentally friendly, saving 90% water and land while reducing emissions by 70% compared to cow's milk (Mehta et al., 2025). Outside also uses Rainforest Alliance-certified ingredients and recyclable packaging. Produced domestically, outside helps reduce transportation costs and carbon emissions from importing raw materials. Although outside uses green advertising as a promotional activity, consumer habits are always difficult to change. Building trust in green claims is challenging, as they are often perceived as mere marketing strategies. Zhuo et al (2022) highlight the gap between positive intentions to support environmentally friendly products and actual purchasing behavior. Although consumers are willing

to purchase green products to prevent or alleviate environmental degradation, their positive attitude towards green products does not always translate into action. This phenomenon is called the attitude-behavior gap/consistency in the context of green consumption. Nygaard & Silkset (2023) discovered that although a large portion of consumers (67%) expressed favorable attitudes toward buying organic food products, only a small fraction (4%) actually followed through with such purchases. In a similar vein, Tsai et al. (2020) reported that while 30% of consumers in the UK claimed to be concerned about environmental issues, this concern seldom resulted in actual green purchasing behavior. In Indonesia, the Ministry of Environment and Forestry reports that only about 28% of consumers actually buy green products, even though more than 70% claim to care about environmental issues (Parawansa & Sigit, 2025). In an era where sustainable development is increasingly vital across social and economic sectors, examining this issue holds substantial importance. This research focuses on Indonesia's Generation Z, a cohort characterized by strong digital literacy but simultaneously exposed to ambiguous and often contradictory environmental information circulating through social media. Prior studies have shown that young consumers are pivotal drivers of the shift toward more responsible consumption patterns (Suryaputra et al., 2024). Generation Z, born between 1997 and 2012, represents the largest demographic group in Indonesia (IDN Research Institute, 2025). However, their growing environmental awareness does not always translate into tangible purchasing behavior, a discrepancy commonly referred to as the attitude and behavior gap (Zhuo et al., 2022). To address this issue, the present study investigates the effects of green advertising and environmental quality awareness on green purchase behavior, with environmental attitude serving as a mediating variable. This approach seeks to provide deeper insights that can strengthen sustainable consumption patterns among young consumers by examining the interrelation between environmental attitude, environmental quality awareness, green advertising, and green purchasing behavior.

THEORETICAL FRAMEWORK AND HYPOTHESES

Green Purchase Behavior

Green purchase behavior refers to consumers' decisions to buy products that are environmentally friendly or have a reduced impact on the environment. Research identifies several key factors influencing this behavior, including personal attitudes toward green products, environmental concern, perceived consumer effectiveness (the belief that individual actions can make a difference), and the perceived green image of companies (Kamalanon et al., 2022; K. Sharma et al., 2023). Product attributes, such as eco-labels and high quality, as well as green marketing strategies, also play important roles in shaping green purchase decisions (A. P. Sharma, 2021). However, there is often a gap between consumers' positive attitudes toward green products and their actual purchasing behavior, with barriers such as lack of environmental knowledge, higher prices, perceived risks, and low trust in green claims contributing to this discrepancy (Y. Wang et al., 2024). Research consistently shows that Gen Z green purchase behavior is influenced by a combination of personal attitudes, social norms, perceived behavioral control, and environmental concerns, with these factors significantly shaping both their intentions and actual purchasing actions across diverse cultural contexts (Fadhilah et al., 2025; Ngo et al., 2025).

Green Advertising

Green advertising means marketing communications that highlight environmental benefits. This aims to guide consumer intentions toward sustainable choices (Sio et al., 2022). Green advertising is a promotional approach that communicates the environmental advantages of products or services, emphasizing consumers' perceptions of ecological value (R. Anggraeni & Islamy, 2022). Such advertising tends to have strong persuasive power, as it can enhance a product's perceived market value (Sun et al., 2021). By integrating environmental themes, these advertisements generally capture more consumer attention compared to conventional ones.

Environmental Attitudes

Environmental attitude refers to an individual's psychological orientation, encompassing their concern, beliefs, and values about environmental issues, and is often measured as a multidimensional construct reflecting both emotional and evaluative connections to environmental protection (Müller et al., 2025). Research consistently finds that environmental attitudes are important predictors of pro-environmental behaviors, such as sustainable consumption and ecological actions, but the strength of this relationship can vary depending on factors like the intensity of the attitude, perceived costs and benefits, self-control, cognitive resources, and demographic characteristics (Kaiser & Lange, 2021). The relationship becomes stronger when certain situational and personal conditions are in place conditions such as reduced effort or cost required to act sustainably, a clearer sense of personal benefit, stronger self-regulation, and sufficient cognitive resources (Langenbach et al., 2020).

Environmental Quality Awareness

Environmental quality awareness refers to an individual's understanding of the state of environmental conditions and the factors influencing ecological quality. It encompasses knowledge of how anthropogenic activities affect ecosystems, natural resources, and public health (Si et al., 2022). More broadly, environmental awareness is defined as a conscious recognition of environmental issues coupled with a personal sense of responsibility toward environmental protection and sustainable living (Z. Wang et al., 2023). Specifically, Environmental Quality Awareness (EQA) involves acknowledging the links between environmental performance, ecosystem resilience, and long-term socioeconomic sustainability at both community and national levels (Estoque & Wu, 2024). Individuals with high EQA typically display stronger pro-environmental orientations, including energy conservation, recycling, and the use of biodegradable or low-impact products. Empirical evidence consistently shows that environmentally knowledgeable individuals are more likely to support and participate in environmental conservation efforts (Handayani et al., 2021; Langenbach et al., 2020; Sh. Ahmad et al., 2022).

Hypothesis Development

Green advertising is a form of marketing communication that emphasizes sustainability, social responsibility, and environmental awareness to build a positive brand image and encourage environmentally friendly consumption behavior (Pratiwi et al., 2018). Advertisements that convey environmental messages authentically and consistently can foster green trust or confidence in a company's sustainability claims (Afianto & Waskito, 2025). This trust then generates positive purchase intentions because consumers feel that their purchasing decisions contribute to environmental preservation (Asif et al., 2022). Furthermore, research by Sondhi et al., (2023) shows that green advertising messages that raise moral awareness and ecological concern can strengthen consumers' intrinsic motivation to choose environmentally friendly products. Thus, green advertising positively influences green purchase behavior by connecting consumers' personal values with corporate social responsibility through relevant, credible messages. Based on the explanation, we propose hypothesis 1 as follows:

H1: Green advertising has a positive effect on green purchase behavior.

Green advertising and environmental attitudes matter because ads can shape consumers' perceptions, emotions, and values about ecological issues. This strengthens pro-environmental attitudes. Recent studies show that credible, informative, and emotional green ads can improve environmental attitudes. These messages also boost intentions to purchase green products (Dahhan & Arenkov, 2025; Sun et al., 2021). Maharani et al. (2023) found that appealing green advertising increases positive attitudes toward environmentally friendly agricultural products. It does so by reinforcing perceptions of corporate social responsibility and ecological ethics. Adawiya et al. (2025) showed that green advertising is important for shaping younger consumers' attitudes and interest in sustainable products such as IKEAs. Several studies note the effectiveness of authentic, value-driven green ads in fostering favorable consumer attitudes. N. Carrión-Bósquez et al. (2024) and

Rizkynugraheny et al. (2025) reveal that exposure to credible green ads fosters new perspectives and encourages environmentally conscious habits, especially among Generation Z. Therefore, we propose the following hypothesis:

H2: Green advertising has a positive effect on environmental attitude.

Rizkynugraheny et al., (2025) found that individuals with high environmental quality awareness are more ecologically sensitive. They base their purchasing decisions on sustainability values rather than solely on economic factors. Qasim et al., (2019) confirm that awareness of environmental quality strengthens moral motivation and social responsibility. This leads to a higher intention to buy green products. Purwoko et al., (2025) State that rising environmental awareness leads directly to changes in consumption behavior. Consumers feel empowered to help environmental quality through their choices. Environmental quality awareness positively influences green purchase behavior by fostering a sense of responsibility and a commitment to sustainability. It acts as an antecedent to green attitudes and behaviors (Sh. Ahmad et al., 2022).

H3: Environmental quality awareness has a positive effect on green purchase behavior.

Previous research, such as Sh. Ahmad et al., (2022) it is supported by evidence showing that environmental quality awareness has a significant positive influence on environmental attitude. Logically, an individual's awareness naturally shapes their attitude, as being conscious of an issue often leads to the intention or readiness to act. Previous studies have also shown that environmental awareness plays an important role in increasing the number of green-oriented companies (Arin et al., 2023). The growth of these environmentally responsible companies contributes positively to society and creates a wider beneficial impact. Based on these notions, we propose the following hypotheses:

H4: Environmental quality awareness positively affects environmental attitudes.

Currently, the most researched variable in the context of green purchase behavior is attitude (K. Sharma et al., 2023). The more environmental attitudes the public applies, the more green purchasing attitudes will increase. Several studies have found different results regarding the relationship between environmental attitudes and green purchase behavior; some have stated positive and negative relationships (N. Carrión-Bósquez et al., 2024; Han et al., 2011; Sh. Ahmad et al., 2022). In addition, consumers with strong environmental attitudes are more likely to turn positive intentions into actual green purchases (Aurelia et al., 2024; Ogiemwonyi et al., 2023; Sondhi et al., 2023). Based on the explanation, we propose hypothesis 5 as follows:

H5: Environmental attitudes positively influence green purchase behavior.

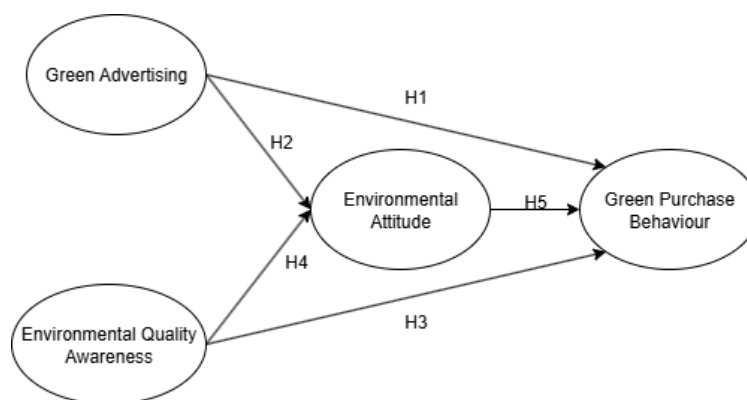


Figure 1. Conceptual Framework

METHODS

This study employs a quantitative research design using a survey method, with questionnaires serving as the primary data collection instrument. The target population comprises consumers of outside products residing in Tangerang City, Indonesia. A purposive sampling technique was used to ensure that only respondents who met specific inclusion criteria were selected. Referring to Hair et al., (2021), the minimum sample size for PLS-SEM analysis is determined by multiplying the number of indicators by 10. This study utilized 15 indicators, thereby requiring at least 150 respondents. However, the total number of valid responses obtained from the field was 155. Because all responses met the predetermined criteria and passed the data screening process, the entire dataset was included in the analysis. Screening questions were included at the beginning of the questionnaire to ensure respondent eligibility. These questions verified that respondents (1) belonged to Generation Z, defined as individuals aged 13 to 28 years according to the IDN Research Institute, (2025); (2) had previously purchased or consumed outside products; and (3) had been exposed to environmentally friendly advertising materials released by the outside brand. Only respondents who answered “yes” to all screening questions proceeded to the main questionnaire.

Variable measurement was based on previously validated scales. The green advertising construct was measured using four items adapted from Sun et al., (2021); environmental quality awareness was measured using five items from Rosli et al., (2017); environmental attitude was measured using three items from Trivedi et al., (2018); and green purchase behavior was measured using three items from (Kim & Choi, 2005). All items were assessed using a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree), enabling respondents to indicate their level of agreement with each statement. Data were analyzed using SmartPLS version 4.1.5 to evaluate both the measurement and structural models.

RESULTS AND DISCUSSION

Outer Model Test

Table 1. Validity and Reliability Test

Constructs	Items	Loadings	Cronbach's Alpha	CR	AVE
Environmental Attitude	EA1	0.792	0.790	0.798	0.614
	EA2	0.843			
	EA3	0.748			
	EA4	0.748			
Environmental Quality Awareness	EQA1	0.904	0.900	0.904	0.834
	EQA2	0.948			
	EQA3	0.887			
Green Advertising	GA1	0.832	0.831	0.836	0.664
	GA2	0.770			
	GA3	0.840			
	GA4	0.816			
Green Purchase Behavior	GPB1	0.881	0.837	0.845	0.673
	GPB2	0.844			
	GPB3	0.753			
	GPB4	0.799			

The measurement model shows strong validity and reliability. All indicators have factor loadings between 0.748 and 0.948, exceeding the 0.70 threshold recommended in SEM-PLS literature. Cronbach's Alpha values range from 0.790 to 0.900, and Composite Reliability values range from 0.798 to 0.904, confirming internal consistency. Average Variance Extracted values between 0.614

and 0.834 meet Fornell and Larcker's convergence criteria. These results confirm that all constructs are suitable for further structural model testing.

Table 2. Fornell – Larcker

	Environmental Attitude	Environmental Quality Awareness	Green Advertising	Green Purchase Behavior
Environmental Attitude	0.784			
Environmental Quality Awareness	0.737	0.913		
Green Advertising	0.663	0.69	0.815	
Green Purchase Behavior	0.654	0.573	0.702	0.82

Table 2 presents the outcomes of the discriminant validity assessment conducted using the Fornell-Larcker criterion, which involves comparing the square roots of the Average Variance Extracted (AVE) values (displayed along the diagonal) with the inter-construct correlation coefficients (displayed below the diagonal). The constructs, Environmental Attitude (EA = 0.784), Environmental Quality Awareness (EQA = 0.913), Green Advertising (GA = 0.815), and Green Purchase Behavior (GPB = 0.820) all demonstrate diagonal values exceeding their corresponding inter-variable correlations. This confirms that each construct possesses satisfactory discriminant validity, effectively distinguishing itself from the others. The most pronounced correlation was observed between Environmental Attitude and Environmental Quality Awareness ($r = 0.737$), indicating a strong, positive association between individuals' environmental awareness and their attitudinal orientation towards environmental issues. Moreover, a notable relationship was also identified between Green Advertising and Green Purchase Behavior ($r = 0.702$), suggesting that favorable perceptions of environmentally oriented advertising can stimulate consumers' intention to purchase eco-friendly products. Collectively, these results substantiate the proposed conceptual framework by demonstrating robust, positive interrelations among the study's key constructs.

Table 3. R-Square

	R-square	R-square adjusted
EA	0.588	0.583
GPB	0.556	0.547

The R^2 analysis reveals that the Environmental Attitude (EA) construct attained an R^2 of 0.588 and an adjusted R^2 of 0.583, whereas Green Purchase Behavior (GPB) attained an R^2 of 0.556 and an adjusted R^2 of 0.547. These figures suggest that approximately 58.3% of the variance in Environmental Attitude is accounted for by the model's predictors, namely Environmental Quality Awareness and Green Advertising. Similarly, 54.7% of the variance in Green Purchase Behavior is explained by Environmental Attitude alongside other contributing constructs. As R^2 values exceeding 0.50 are generally regarded as indicative of moderate to strong explanatory capacity, these findings demonstrate that the structural model possesses a sound level of predictive effectiveness in elucidating the determinants of green purchasing behavior.

Fit Model Test

Table 4. Fit Model

	Saturated model	Estimated model
SRMR	0.084	0.084
d_ ULS	0.85	0.85
d_ G	0.359	0.359
Chi-square	318.205	318.205
NFI	0.791	0.791

The Fit Model analysis reveals that the proposed research framework demonstrates a satisfactory level of goodness-of-fit. The Standardized Root Mean Square Residual (SRMR) is reported at 0.084, which is below the suggested cutoff of 0.10, indicating a minor deviation between the actual and anticipated covariance matrices. This confirms the model's suitability. Additionally, the Normed Fit Index (NFI) was 0.791, approaching the threshold for a suitable model fit (cut-off ≥ 0.75), consistent with the model's overall adequacy. The Chi-square statistic of 318.205, along with the d_G value of 0.359, further validates that the model aligns well with the empirical data obtained. As a result, both the measurement and structural models are affirmed as appropriate for elucidating the interrelationships among the variables examined in this study.

Hypothesis Test

Table 5. Hypothesis Test

	Original sample (O)	T statistics (O/STDEV)	P values	Results
EA -> GPB	0.343	4.552	0.000	Supported
EQA -> EA	0.533	6.121	0.000	Supported
EQA -> GPB	-0.013	0.156	0.876	Not Supported
GA -> EA	0.295	3.9	0.000	Supported
GA -> GPB	0.483	6.236	0.000	Supported

The hypothesis-testing results indicate that five structural relationships were examined. Four were statistically significant ($p < 0.05$), and one path was not. Environmental Attitude (EA) had a positive, significant effect on Green Purchase Behavior (GPB) ($\beta = 0.343$; $T = 4.552$; $p = 0.000$). Environmental Quality Awareness (EQA) also had a strong, positive effect on EA ($\beta = 0.533$; $t(1, 1) = 6.121$; $p = 0.000$). However, EQA did not have a direct impact on GPB ($\beta = -0.013$; $T = 0.156$; $p = 0.876$). This suggests its influence on purchasing behavior occurs indirectly through environmental attitudes. Green Advertising (GA) significantly affected both EA ($\beta = 0.295$; $T = 3.900$; $p = 0.000$) and GPB ($\beta = 0.483$; $T = 6.236$; $p = 0.000$). These findings confirm that Environmental Attitude mediates the relationship between environmental awareness, green advertising, and green purchasing behavior. They also highlight the importance of persuasive and authentic green communication in shaping pro-environmental consumer behavior.

Table 6. Indirect Effect

	Original sample (O)	T statistics (O/STDEV)	P values
EQA -> EA -> GPB	0.183	3.325	0.001
GA -> EA -> GPB	0.101	3.244	0.001

The results presented in the Indirect Effects table demonstrate a statistically significant mediating relationship. Specifically, the pathway from Environmental Quality Awareness (EQA) through Environmental Attitude (EA) to Green Purchase Behavior (GPB) yielded a coefficient of 0.183, a T-statistic of 3.325, and a p-value of 0.001. This finding indicates that environmental awareness exerts an indirect influence on green purchasing behavior by enhancing environmental attitudes. Similarly, the pathway from Green Advertising (GA) to EA and subsequently to GPB recorded a coefficient of 0.101 ($T = 3.244$; $p = 0.001$), signifying that the impact of green advertising on purchase behavior operates indirectly through its effect on environmental attitudes. Hence, Environmental Attitude functions as a significant mediating variable, reinforcing the link between environmental awareness, green advertising, and consumers' propensity to engage in environmentally responsible purchasing behavior.

The Effect of Green Advertising on Green Purchase Behavior

Sustainability-themed advertising appears to be playing a growing role in shaping consumer responses to Outside, particularly among Gen Z. As awareness of environmental issues expands, promotional messages that foreground ecological responsibility tend to elicit stronger cognitive and

emotional engagement. In the case of Oatside, campaigns that highlight natural ingredients, low-impact production, and ethical sourcing seem to construct a narrative framework that Gen Z perceives as both relevant and credible. This credibility matters: when sustainability claims feel grounded in observable practices rather than decorative branding, they become part of how consumers judge the product's integrity. Adawiya et al., (2025) Demonstrate that the green marketing mix, which includes product, price, place, and promotion, significantly influences students' purchasing decisions in Bandung, with environmentally focused advertising affecting overall decision-making. Aurelia et al., (2024) show that message authenticity acts as a psychological gateway. Generation Z respondents are more likely to convert interest into purchase intention when advertising aligns with tangible sustainability actions, such as recyclable packaging or verified ethical sourcing of raw materials. These findings suggest that environmental messaging serves not only to attract attention but also to signal consistent corporate behavior.

Nekmahmud and Fekete-Farkas, (2020) offer a framework for understanding this process, demonstrating that trust in sustainable brands is established through perceived authenticity. Consumers respond positively when ecological values are embedded in routine business operations rather than presented as temporary marketing strategies. For Oatside, aligning sustainability narratives with operational transparency fosters a coherent brand identity that Generation Z perceives as both socially meaningful and personally rewarding, thereby enhancing their purchase intentions. Sustainability communication is emerging as a broader sociocultural expectation among younger consumers. The case of Oatside illustrates that environmental narratives serve not only as promotional content but also as elements of an evaluative framework through which Generation Z assesses brand legitimacy, thereby aligning personal consumption with ethical self-expression.

The Effect of Green Advertising on Environmental Attitudes

Research indicates that environmentally oriented advertising is increasingly influencing Oatside's market performance as public concern about sustainability grows. When ads focus on ecological protection, responsible sourcing, and reduced environmental impact, they do more than inform consumers; they also inspire action. They help develop an environmentally aware mindset. This shift in thinking encourages people to turn their concerns into action. Over time, repeated exposure to messages about sustainability can help make pro-environmental habits normal parts of daily decision-making. This is especially important for Gen Z, whose ongoing engagement with ecological issues may influence wider society, as noted by (Rizkynugraheny et al., 2025). Empirical evidence substantiates these mechanisms. For example, N. G. Carrión-Bósquez et al., (2025) report that green advertising not only fosters eco-friendly purchasing but does so through the mediating role of environmental attitudes. Rizkynugraheny et al., (2025) provide evidence that repeated exposure to environmental messages directly influences consumer perspectives, leading to a stronger preference for sustainable options. Furthermore, Purwoko et al., (2025) and Maharani et al., (2023) show that increases in both the intensity and credibility of green promotional campaigns are associated with the development of more positive environmental attitudes.

The Effect of Environmental Quality Awareness on Green Purchase Behavior

The results show that even though consumers are very aware of environmental issues, this does not always lead them to buy environmentally friendly products. This gap between attitudes and actions is especially clear among Generation Z. While they often say they care about the environment, their choices are influenced by factors such as limited budgets, fewer product options, difficulty finding sustainable goods, and the belief that green products cost more. Benyamin and Siagian (2021) confirm that price is a major barrier to young people considering green products. Because of this, Generation Z's ideals about sustainability often clash with the economic and practical realities of their everyday shopping, underscoring the complexity of the link between values and behavior in sustainable consumption.

The Effect of Environmental Quality Awareness on Environmental Attitudes

Environmental awareness is a key factor influencing consumer evaluation of sustainable product options, including plant-based beverages such as Outside oat milk. Individuals with a comprehensive understanding of environmental challenges, such as climate instability, persistent pollution, and ecological degradation, are more likely to favor products with lower environmental impacts. Evidence from Rizkynugraheny et al., (2025) demonstrates that increased environmental awareness consistently strengthens pro-environmental attitudes, indicating that knowledge of ecological risks leads to more supportive behavioral orientations. Research by Su et al., (2024) further demonstrates that younger consumers with high levels of environmental consciousness perceive plant-based milk as an ethically responsible choice and are also more willing to pay price premiums for these alternatives. This finding suggests that environmental awareness influences not only attitudes but also purchase intentions and value-driven consumption behaviors. As individuals deepen their understanding of the drivers and consequences of environmental harm, they increasingly internalize sustainability principles. This cognitive and moral alignment encourages a mindset oriented toward ecological preservation and reinforces support for brands like Outside that embody low-impact production and responsible sourcing. In this context, environmental awareness serves as both a psychological catalyst and a behavioral determinant, guiding consumers toward products that align with their ecological values and long-term ethical commitments (Asfarani et al., 2024).

The Effect of Environmental Attitudes on Green Purchase Behavior

Environmental attitudes play a key role in motivating consumers to choose green products, especially in categories such as plant-based beverages, where sustainability is important. People with strong pro-environmental views look at products not just for their usefulness but also for how well they support ecological preservation. Research by Aurelia et al., (2024) and Qasim et al., (2019) shows that these attitudes make consumers more likely to pick plant-based options, mainly because they see these choices as helping to reduce emissions and use resources more efficiently. Ogiemwonyi et al., (2023) found that people with strong environmental values see buying sustainable products as a reflection of their moral identity. For Gen Z, this moral aspect becomes a kind of ecological self-branding, with their buying choices signaling their commitment to the environment. As a result, brands like Outside work in a space where sustainability messages do more than inform; they help people express their identity. When brands clearly explain the environmental benefits of their products, it can strengthen the link between Gen Z's attitudes and what they actually buy. Sondhi et al., (2023) also found a strong connection between environmental attitudes and green purchasing. Overall, these attitudes form the basis for responsible buying, so choosing sustainable products directly reflects the values that consumers believe in and support.

CONCLUSION

The implementation of green advertising strategies on Outside products revealed that it had a positive and significant influence on green purchase behavior. This confirms that young consumers (Gen Z) pay much attention to green advertising. Meanwhile, Green Advertising (GA) has a positive impact on EA, indicating that emphasizing sustainability ideals can improve product perception and increase purchase intent. Furthermore, young consumers who have high environmental quality awareness have also been shown to have a positive relationship with environmental attitudes. Environmental attitudes were shown to have a positive relationship with green purchase behavior. This confirms that green advertising also influences green purchase behavior indirectly, but through environmental attitudes as its mediator. However, environmental quality awareness does not affect green purchasing behavior. The results of this study show that Generation Z has a good level of concern for the environment and is willing to contribute to protecting the environment. The research results reveal that Environmental Quality Awareness (EQA) has no notable impact on individuals' Green Purchasing Behavior (GPB). In practical terms, this shows that while customers are aware of the importance of environmental quality, this awareness alone is not enough to persuade them to

make green purchases without first developing a positive attitude. Environmental Attitude (EA) has been shown to significantly impact GPB, suggesting that environmental awareness is a key motivator for customers to purchase environmentally friendly goods. Companies should develop and reinforce this beneficial mindset through education and sustainable brand experiences. For future research. It is recommended to use different generational groups such as the Baby Boomers generation, Gen-X, etc. It is expected to go deeper and explore other related variables, such as eco-labels from previous studies by N. G. Carrión-Bósquez et al. (2025) or perceived behavioral control from Paul et al. (2016), which use other variables within the same scope.

REFERENCES

- Adawiya, A. D., Kastaman, R., & Syahmurman, F. (2025). Pengaruh Green Marketing Mix terhadap Keputusan Pembelian Susu Oatside sebagai Produk Hijau pada Mahasiswa di Kota Bandung. *Mimbar Agribisnis : Jurnal Pemikiran Masyarakat Ilmiah Berwawasan Agribisnis*, 11(1), 352. <https://doi.org/10.25157/ma.v11i1.15494>
- Afianto, R. A., & Waskito, J. (2025). Impact of Greenwashing and Perceived Value on Purchase Intention in the Bottled Drinking Water Industry: Mediating Role of Trust. *Journal of Enterprise and Development*, 7(1), 79–91. <https://doi.org/10.20414/jed.v7i1.12795>
- Alam, S. M. S., & Islam, K. M. Z. (2021). Examining the role of environmental corporate social responsibility in building green corporate image and green competitive advantage. *International Journal of Corporate Social Responsibility*, 6(1). <https://doi.org/10.1186/s40991-021-00062-w>
- Alghamdi, O. A., & Agag, G. (2024). Understanding Factors Affecting Consumers' Conscious Green Purchasing Behavior. *Sustainability (Switzerland)*, 16(2), 1–22. <https://doi.org/10.3390/su16020705>
- Anggraeni, A. Y., Bakhtiar, Y., Jyuhn Wang, H., & Tse Hou, T. C. (2024). The Influence of environmental mindsets and cultural values on sustainable behavior intentions. *Keberlanjutan : Jurnal Manajemen Dan Jurnal Akuntansi*, 9(2), 151–161. <https://doi.org/10.32493/keberlanjutan.v9i2.y2024.p151-161>
- Anggraeni, R., & Islamy, T. N. (2022). Does Green Advertising Matter to Purchase Intention? *Proceedings of the Brawijaya International Conference on Economics, Business and Finance 2021 (BICEBF 2021)*, 206(Bicebf 2021), 244–251. <https://doi.org/10.2991/aebmr.k.220128.032>
- Arin, K. P., De Iudibus, A., Sayour, N., & Spagnolo, N. (2023). Environmental awareness and firm creation. *Journal of Economic Studies*, 51(9), 137–147. <https://doi.org/10.1108/JES-07-2023-0360>
- Asfarani, S., Sari, W. P., & Irsandi. (2024). Sustainable Marketing: The Influence Of Environmental Awareness On Consumer Purchasing Decisions. *International Journal of Economics, Business and Innovation Research (IJBIR)*, 3(6), 964–970.
- Asif, M. H., Zhongfu, T., Irfan, M., & Işık, C. (2022). Do environmental knowledge and green trust matter for purchase intention of eco-friendly home appliances? An application of extended theory of planned behavior. *Environmental Science and Pollution Research*, 30(13), 37762–37774. <https://doi.org/10.1007/s11356-022-24899-1>
- Aurelia, V. B., Masyhuri, & Suryantini, A. (2024). The Influence of Green Marketing Mix and Environmental Awareness on Oat Milk Purchase Decision in the Special Region of Yogyakarta Province. *Habitat*, 35(3), 318–334. <https://doi.org/10.21776/ub.habitat.2024.035.3.26>
- Benyamin, B., & Siagian, D. (2021). Why does environmental consciousness not affect intention to buy? *Jurnal Ekonomi Perusahaan*, 28(2), 52–56. <https://doi.org/10.46806/jep.v28i2.832>
- Carrión-Bósquez, N. G., Ortiz-Regalado, O., Veas-González, I., Naranjo-Armijo, F. G., & Guerra-Regalado, W. F. (2025). The mediating role of attitude and environmental awareness in the influence of green advertising and eco-labels on green purchasing behaviors. *Spanish Journal*

- of Marketing - ESIC, 29(3), 330–350. <https://doi.org/10.1108/SJME-08-2023-0217>
- Carrión-Bósquez, N., Veas-González, I., Naranjo-Armijo, F., Llamo-Burga, M., Ortiz-Regalado, O., Ruiz-García, W., Guerra-Regalado, W., & Vidal-Silva, C. (2024). Advertising and Eco-Labels as Influencers of Eco-Consumer Attitudes and Awareness—Case Study of Ecuador. *Foods*, 13(2), 228. <https://doi.org/10.3390/foods13020228>
- Carrión Bósquez, N. G., & Arias-Bolzmann, L. G. (2022). Factors influencing green purchasing inconsistency of Ecuadorian millennials. *British Food Journal*, 124(8), 2461–2480. <https://doi.org/10.1108/BFJ-05-2021-0558>
- Carrión Bósquez, N. G., Arias-Bolzmann, L. G., & Martínez Quiroz, A. K. (2023). The influence of price and availability on university millennials' organic food product purchase intention. *British Food Journal*, 125(2), 536–550. <https://doi.org/10.1108/BFJ-12-2021-1340>
- Dahhan, A., & Arenkov, I. (2025). The impact of green advertising on consumer purchase intention based on the theory of planned behavior. *Multidisciplinary Science Journal*, 7(9). <https://doi.org/10.31893/multiscience.2025427>
- Estoque, R. C., & Wu, J. (2024). The resilience–sustainability–quality of life nexus. *Science of The Total Environment*, 912, 169526. <https://doi.org/10.1016/j.scitotenv.2023.169526>
- Fadhilah, N. N., Zahara, L. M., Januar, I. D., & Tamara, D. (2025). Factors Influencing Gen Z's Green Product Purchase Behavior. *Eduvest - Journal of Universal Studies*, 5(6), 6683–6695. <https://doi.org/10.59188/eduvest.v5i6.51320>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*. Springer International Publishing. <https://doi.org/10.1007/978-3-030-80519-7>
- Han, H., Hsu, L. T. J., Lee, J. S., & Sheu, C. (2011). Are lodging customers ready to go green? An examination of attitudes, demographics, and eco-friendly intentions. *International Journal of Hospitality Management*, 30(2), 345–355. <https://doi.org/10.1016/j.ijhm.2010.07.008>
- Handayani, W., Ariescy, R. R., Cahya, F. A., Yusnindi, S. I., & Sulisty, A. (2021). *Literature Review: Environmental Awareness and Pro-Environmental Behavior*. 2021, 170–173. <https://doi.org/10.11594/nstp.2021.0925>
- Hidayat, T., & Sananta, D. P. (2024). Theory of Planned Behavior on Green Marketing Influence to Green Purchase Decision. *Journal of Digital Marketing and Halal Industry*, 6(1), 1–16. <https://doi.org/10.21580/jdmhi.2024.6.1.20694>
- Hijrah, L., Hakim, A. F., Hikmah, M., Nurrohman, R., & Nadroh, U. (2025). Perjalanan Menuju Green Living: Sebuah Studi Kualitatif Tentang Motivation, Barriers, and Lifestyle Change. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 9(2), 20–40. <https://doi.org/10.31955/mea.v9i2.5733>
- IDN Research Institute. (2025). Indonesia Millennial and Gen Z Report 2025. In *IDN Research Institute*.
- Kaiser, F. G., & Lange, F. (2021). Offsetting behavioral costs with personal attitude: Identifying the psychological essence of an environmental attitude measure. *Journal of Environmental Psychology*, 75, 101619. <https://doi.org/10.1016/j.jenvp.2021.101619>
- Kamalanon, P., Chen, J. S., & Le, T. T. Y. (2022). “Why do We Buy Green Products?” An Extended Theory of the Planned Behavior Model for Green Product Purchase Behavior. *Sustainability (Switzerland)*, 14(2), 1–28. <https://doi.org/10.3390/su14020689>
- Kim, Y., & Choi, S. M. (2005). Antecedents of Green Purchase Behavior: An Examination of Collectivism, Environmental Concern, and Perceived Consumer Effectiveness. *Advances in Consumer Research*, 32(January 2005), 592–599.
- Langenbach, B. P., Berger, S., Baumgartner, T., & Knoch, D. (2020). Cognitive Resources Moderate the Relationship Between Pro-Environmental Attitudes and Green Behavior. *Environment and Behavior*, 52(9), 979–995. <https://doi.org/10.1177/0013916519843127>
- Li, D. (2025). Impact of green advertisement and environmental knowledge on intention of consumers to buy green products. *BMC Psychology*, 13(1). <https://doi.org/10.1186/s40359-025-02538-x>
- Lubis, E. E., Siregar, Y. I., Nofrizal, Efni, N., & Ananda, F. (2024). Perceptions of Environmental

- Awareness and Pro-Environmental Behaviour of People in the Riverfront City, Pekanbaru City, Riau, Indonesia. *International Journal of Sustainable Development and Planning*, 19(5), 1763–1771. <https://doi.org/10.18280/ijstdp.190514>
- Maharani, T. A., Shalahuddin, A., Listiana, E., & Fauzan, R. (2023). How does green attitude, green advertising, and environmental awareness impact on green purchase intention? *Enrichment: Journal of Management*, 13(5), 2838–2850. <https://www.enrichment.iocspublisher.org/index.php/enrichment/article/view/1689/>
- Majeed, M. U., Aslam, S., Murtaza, S. A., Attila, S., & Molnár, E. (2022). Green Marketing Approaches and Their Impact on Green Purchase Intentions: Mediating Role of Green Brand Image and Consumer Beliefs towards the Environment. *Sustainability*, 14(18), 11703. <https://doi.org/10.3390/su141811703>
- Mehta, Y., Reichenbach, M., Brümmer, B., & Schlecht, E. (2025). Estimating environmental efficiency in dairy production using by-production technology. *Agricultural Systems*, 223, 104200. <https://doi.org/10.1016/j.agsy.2024.104200>
- Müller, A., Bács, Z., Fenyves, V., Kovács, S., Lengyel, A., & Bácsné, É. B. (2025). Demographic Influences on Environmental Attitudes and Actions: an Analysis of the Attitude-Behavior Gap. *Geojournal of Tourism and Geosites*, 60(2 supplement), 1028–1040. <https://doi.org/10.30892/gtg.602spl01-1477>
- Nekmahmud, M., & Fekete-Farkas, M. (2020). Why Not Green Marketing? Determinates of Consumers' Intention to Green Purchase Decision in a New Developing Nation. *Sustainability*, 12(19), 7880. <https://doi.org/10.3390/su12197880>
- Ngo, Q. H., Nguyen, T. D., & Phan, N. B. (2025). Exploring green purchasing intentions and behaviours among Vietnamese Generation Z: A perspective from the theory of planned behaviour. *PLoS ONE*, 20(5 May), 1–25. <https://doi.org/10.1371/journal.pone.0323879>
- Nguyen-Viet, B. (2022). Understanding the Influence of Eco-label, and Green Advertising on Green Purchase Intention: The Mediating Role of Green Brand Equity. *Journal of Food Products Marketing*, 28(2), 87–103. <https://doi.org/10.1080/10454446.2022.2043212>
- Noubar, H. B. K., Holagh, S. R., & Sadri, A. (2023). Identifying Factors Affecting Green Consumer Purchase Behavior on E-Commerce Websites. *TalTech Journal of European Studies*, 13(1), 40–62. <https://doi.org/10.2478/bjes-2023-0003>
- Nygaard, A., & Silkoset, R. (2023). Sustainable development and greenwashing: How blockchain technology information can empower green consumers. *Business Strategy and the Environment*, 32(6), 3801–3813. <https://doi.org/10.1002/bse.3338>
- Ogiemwonyi, O., Alam, M. N., Alshareef, R., Alsolamy, M., Azizan, N. A., & Mat, N. (2023). Environmental factors affecting green purchase behaviors of the consumers: Mediating role of environmental attitude. *Cleaner Environmental Systems*, 10(June), 100130. <https://doi.org/10.1016/j.cesys.2023.100130>
- Parawansa, & Sigit, D. (2025). *Pemasaran Hijau dan Trnasformasi Gaya Hidup Konsumen:kajian empiris pada masyarakat perkotaan*. NEM.
- Paul, J., Modi, A., & Patel, J. (2016). Journal of Retailing and Consumer Services Predicting green product consumption using theory of planned behavior and reasoned action. *Journal of Retailing and Consumer Services*, 29, 123–134. <https://doi.org/10.1016/j.jretconser.2015.11.006>
- Pratiwi, N. P. D. K., Sulhaini, & Rinuastuti, B. H. (2018). The Effect Of Environmental Knowledge, Green Advertising And Environmental Attitude Toward Green Purchase Intention. *Russian Journal of Agricultural and Socio-Economic Sciences*, 78(6), 95–105. <https://doi.org/10.18551/rjoas.2018-06.10>
- Purwoko, P., Fikri, M. A., Rini, P. L., & Marhadi, M. (2025). Green Advertising, Eco Labels, Environmental Responsibility and Green Purchase Behavior: Environmental Attitude as mediation. *Jurnal Manajemen Bisnis*, 16(1), 281–295. <https://doi.org/10.18196/mb.v16i1.25998>
- Qasim, H., Yan, L., Guo, R., Saeed, A., & Ashraf, B. N. (2019). The Defining Role of Environmental Self-Identity among Consumption Values and Behavioral Intention to Consume Organic

- Food. *International Journal of Environmental Research and Public Health*, 16(7), 1106. <https://doi.org/10.3390/ijerph16071106>
- Rizkynugraheny, A. D., Pakarti, P., Aryanto, V. D. W., & Fatmawati, E. R. (2025). Green Advertising and it's Impact on Green Purchase Behavior among. *Jurnal Pendidikan Ekonomi Dan Kewirausahaan*, 9(1), 188. <https://doi.org/10.29408/jpek.v9i1.29538>
- Rosli, N. T., Ahmad, F. S., Quoquab, F., & Salam, Z. A. (2017). Measuring Environmental Performance Awareness: A Qualitative Approach. *Advanced Science Letters*, 23(4), 3198–3201. <https://doi.org/10.1166/asl.2017.7709>
- Sh. Ahmad, F., Rosli, N. T., & Quoquab, F. (2022). Environmental quality awareness, green trust, green self-efficacy and environmental attitude in influencing green purchase behaviour. *International Journal of Ethics and Systems*, 38(1), 68–90. <https://doi.org/10.1108/IJOES-05-2020-0072>
- Sharma, A. P. (2021). Consumers' purchase behaviour and green marketing: A synthesis, review and agenda. *International Journal of Consumer Studies*, 45(6), 1217–1238. <https://doi.org/10.1111/ijcs.12722>
- Sharma, K., Aswal, C., & Paul, J. (2023). Factors affecting green purchase behavior: A systematic literature review. *Business Strategy and the Environment*, 32(4), 2078–2092. <https://doi.org/10.1002/bse.3237>
- Si, W., Jiang, C., & Meng, L. (2022). The Relationship between Environmental Awareness, Habitat Quality, and Community Residents' Pro-Environmental Behavior—Mediated Effects Model Analysis Based on Social Capital. *International Journal of Environmental Research and Public Health*, 19(20). <https://doi.org/10.3390/ijerph192013253>
- Sio, de S., Zamagni, A., Casu, G., & Gremigni, P. (2022). Green Trust as a Mediator in the Relationship between Green Advertising Skepticism, Environmental Knowledge, and Intention to Buy Green Food. *International Journal of Environmental Research and Public Health*, 19(24). <https://doi.org/10.3390/ijerph192416757>
- Sondhi, S. S., Chawla, U., & Iqbal, H. (2023). Relationship Between Social Cause, Environment Conservation and Environmental Attitude, Towards Promoting Green Purchasing Behavior. *Serbian Journal of Management*, 18(1), 27–43. <https://doi.org/10.5937/sjm18-36157>
- Su, W., Zhang, Y. Y., Li, S., & Sheng, J. (2024). Consumers' Preferences and Attitudes towards Plant-Based Milk. *Foods*, 13(1). <https://doi.org/10.3390/foods13010002>
- Sun, Y., Luo, B., Wang, S., & Fang, W. (2021). What you see is meaningful: Does green advertising change the intentions of consumers to purchase eco-labeled products? *Business Strategy and the Environment*, 30(1), 694–704. <https://doi.org/10.1002/bse.2648>
- Suryaputra, R., Daryanti, S., & Setyowardhani, H. (2024). Role of Social Media in Promoting Sustainable Green Lifestyles: Influencers and Value Co-Creation with Gen Z in Indonesia. *Journal of Entrepreneurial Economic*, 1(1), 48–65. <https://doi.org/10.61511/jane.v1i1.2024.1036>
- Tan, K., Siddik, A. B., Sobhani, F. A., Hamayun, M., & Masukujaman, M. (2022). Do Environmental Strategy and Awareness Improve Firms' Environmental and Financial Performance? The Role of Competitive Advantage. *Sustainability (Switzerland)*, 14(17). <https://doi.org/10.3390/su141710600>
- Trivedi, R. H., Patel, J. D., & Acharya, N. (2018). Causality analysis of media influence on environmental attitude, intention and behaviors leading to green purchasing. *Journal of Cleaner Production*, 196, 11–22. <https://doi.org/10.1016/j.jclepro.2018.06.024>
- Tsai, F. M., Bui, T.-D., Tseng, M.-L., Lim, M. K., & Hu, J. (2020). Municipal solid waste management in a circular economy: A data-driven bibliometric analysis. *Journal of Cleaner Production*, 275, 124132. <https://doi.org/10.1016/j.jclepro.2020.124132>
- Vironika, P., & Maulida, M. (2025). Green Purchase Behavior in Indonesia: Examining the Role of Knowledge, Trust and Marketing. *Challenges*, 16(3), 41. <https://doi.org/10.3390/challe16030041>
- Wang, Y., Zhao, J., & Pan, J. (2024). The investigation of green purchasing behavior in China: A conceptual model based on the theory of planned behavior and self-determination theory.

- Journal of Retailing and Consumer Services*, 77, 103667.
<https://doi.org/10.1016/j.jretconser.2023.103667>
- Wang, Z., Liu, Q., & Hou, B. (2023). How Does Government Information Service Quality Influence Public Environmental Awareness? *International Journal of Environmental Research and Public Health*, 20(1). <https://doi.org/10.3390/ijerph20010177>
- Widiantari, N., & Rachmawati, I. (2023). Investigating the Factors of Green Purchase Intention on Green Cosmetics in Indonesia. *Journal of World Science*, 2(12), 2082–2098.
<https://doi.org/10.58344/jws.v2i12.510>
- Woo, E., & Kim, Y. G. (2019). Consumer attitudes and buying behavior for green food products: From the aspect of green perceived value (GPV). *British Food Journal*, 121(2), 320–332.
<https://doi.org/10.1108/BFJ-01-2018-0027>
- Yuriev, A., Dahmen, M., Paillé, P., Boiral, O., & Guillaumie, L. (2020). Pro-environmental behaviors through the lens of the theory of planned behavior: A scoping review. *Resources, Conservation and Recycling*, 155(August 2019), 104660.
<https://doi.org/10.1016/j.resconrec.2019.104660>
- Zhuo, Z., Ren, Z., & Zhu, Z. (2022). Attitude-Behavior Gap in Green Consumption Behavior: A Review. *Journal of Economics, Management and Trade*, 28(12), 12–28.
<https://doi.org/10.9734/jemt/2022/v28i121065>