

RESEARCH

Green Consumption Behaviour of Gen Z as Sustainable Lifestyle on Environmentally Friendly Products

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ABSTRACT

PURPOSE: This research aims to determine Generation Z (Gen Z)'s intention to do green consumption based on environmentally friendly products.

DESIGN/METHODOLOGY/APPROACH: Total respondents in this research were 192 Gen Z people from three major cities in Indonesia. Statistical analysis used a linear regression test to determine the factors influencing Gen Z intentions to do entrepreneurship based on environmentally friendly products.

FINDINGS: Derived from the research results, the factor influencing Gen Z's intentions in doing green consumption is self-efficacy, with a p-value of 0.000, which means that self-efficacy has a positive relationship with Gen Z's intentions towards green consumption.

ORIGINALITY/VALUE: This study contributes original empirical evidence from an emerging economy context, demonstrating that self-efficacy is the dominant driver of green consumption intentions among Indonesian Gen Z, offering actionable insights for universities and policymakers.

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PRACTICAL IMPLICATIONS: Universities should integrate green entrepreneurship education and self-efficacy-building activities into curricula to foster sustainable consumption behaviours.

KEYWORDS: *Environmental Issue; Green Consumption; Gen Z; Intention; Self-efficacy; Sustainability.*

INTRODUCTION

Over the past decade, Indonesia's economic growth has increased rapidly; however, this progress has been accompanied by environmental degradation, including rising carbon emissions (Idroes *et al.*, 2024), biodiversity loss, and increased plastic pollution (Robinson, 2023). Against this backdrop, green consumption—defined as the purchase and use of products that minimise environmental damage—has emerged as a crucial strategy for aligning economic development and ecological extinction. Young people, particularly those belonging to Generation Z (Gen Z)—individuals born between 1997 and 2012—who will become future entrepreneurs, are increasingly recognised as drivers of sustainable consumption. Therefore, strengthening their green consumption intentions is crucial, as it will contribute to future sustainable economic development (Cai *et al.*, 2022; Hermawan, 2026). According to Cai *et al.* (2022), one way to reduce environmental destruction in the economic sector is by engaging in green consumption. To encourage sustainable development, the government is creating a new breakthrough in the economic sector, namely “green consumption”.

The green economy is a highly debated topic, particularly among experts in economics and ecology (Guo *et al.*, 2021). It typically combines environmental and business objectives to achieve social and ethical transformation for all entrepreneurial actors or specific entities (Qazi *et al.*, 2020). Entrepreneurship has evolved and is even viewed as an alternative for personal growth linked to individual survival. Thus, we can assert that social influence drives different people's actions. As determined by the Coordinating Ministry for Economic Affairs of the Republic of Indonesia, there are three (3) priority components in green consumption: improving environmental quality, increasing resilience to disasters and climate change, and low-carbon development. Among the many ways to achieve the Sustainable Development Goals (SDGs), entrepreneurship is considered a driver of sustainable development because it can, in many cases, solve environmental problems and generate sustainable economic growth.

As more people recognise the need to reduce negative environmental impacts so that humans can make positive contributions to the planet, green consumption has become an attractive option to pursue today (Shabeeb Ali *et al.*, 2023). Research has shown that self-efficacy has a positive impact on entrepreneurial intentions, as explained by the Theory of Planned Behaviour (TPB). Although

academic attention to green entrepreneurship has increased, as demonstrated in previous research (Mohamed and Sheikh Ali, 2021; Shabeeb Ali *et al.*, 2023), relatively few empirical studies have examined the antecedents of green consumption intentions specifically in the context of Gen Z in Indonesia. This is a gap in the literature, given Indonesia's status as a rapidly developing economy with a large youth population. This study aims to identify factors influencing Gen Z's intentions to engage in green consumption, with a particular focus on the role of self-efficacy. This study makes three main contributions: (1) it provides empirical evidence from a developing economic context; (2) it identifies self-efficacy as a dominant predictor of green consumption intention among Indonesian Gen Z; and (3) it offers actionable recommendations for universities and policymakers seeking to cultivate a culture of sustainable consumption.

LITERATURE REVIEW

Green Consumption

As part of education for sustainable development, the need for green consumption is emerging amidst enthusiasts and encouraging entrepreneurs to access this challenging market. Currently, universities need to develop special programmes to improve Gen Z's entrepreneurial skills. Zhang *et al.* (2025) argue that green consumption based on environmentally friendly products involves innovative value creation through environmental management practices and cleaner production processes.

The younger generation seems more interested in achieving business success by opening their own businesses (Abdullah Alnemer, 2021; Cai *et al.*, 2022; Vasilescu *et al.*, 2025). Green entrepreneurial culture needs to be improved in the younger generation (Bulu *et al.*, 2026). Green consumption has been widely adopted in several countries, such as Turkey (Burucuoğlu, 2026), Indonesia, Pakistan (Majeed and Rasheed, 2025) and Peru.

Environmental entrepreneurship is a main impetus for improving ecological sustainability by enabling green innovation practices to reduce environmental degradation (Song *et al.*, 2019). To balance sustainable social and economic development, green consumption functions as a means to save the environment from degradation. Plenty of the "green interventions" launched so far have failed since they were implemented from the top down, with goals beyond the control and understanding of society itself. Several environmental conservation projects in various regions, such as the establishment of protected areas, although sacrificing the community's economic interests, ultimately results in the community having to leave the area where they live in the name of preserving forests and the environment. Therefore, effective green consumption must be driven from within communities, ensuring that entrepreneurial initiatives are inclusive, locally grounded, and aligned with both environmental and socio-economic aspirations.

Environmentally Friendly Product

A resource-efficient, low-carbon, and socially inclusive economy is the hallmark of the green economy. In a green economy, job and income growth is driven by private and public investments in infrastructure, economic activities, and assets which help reduce pollution, carbon emissions, increase resource-use efficiency and energy efficiency, as well as measures to prevent ecosystem services and biodiversity loss (Mustafa *et al.*, 2022).

The utilisation and production of environmentally friendly products can have a significant impact on a sustainable green economy. High CO₂ emissions come from various sources, such as excessive crude oil consumption. If people are motivated to buy environmentally friendly products, the sustainable green economy dream can become a reality (Mustafa *et al.*, 2022). Increasingly, companies are starting to adopt green innovation strategies as an important way to gain competitive benefit. Hence, plenty of companies develop various green product programmes such as green products, green technology, etc., which can improve their organisational capacity for green innovation (Wang *et al.*, 2025). Green consumption is to considered as the process of identifying, evaluating and allocating startup opportunities based on green, sustainable and environmentally friendly principles (Ye *et al.*, 2020).

Through the past few decades, green consumption has become a significant research focus among academics and policy makers. The concern and important main source of this are the increasing need for entrepreneurship. Entrepreneurs need to accelerate and increase financial growth by providing and generating new ideas as well as turning them into profitable businesses. Entrepreneurial behaviour does not only give birth to scientific innovation, but also provides employment opportunities and increases competitiveness (Schultz *et al.*, 2011).

Derived from the self-efficacy theory, it states that self-efficacy is an individual's assessment, belief or feeling about their ability to conduct an activity to a certain extent. Self-efficacy refers to the level of personal abilities and personality traits; but this does not represent their true level (Gao and Huang, 2022). Self-efficacy is also an individual's belief in their ability to achieve goals and control positive and negative cognition when starting a business (Alshebami, 2025; Gebresilase *et al.*, 2025).

Self-efficacy plays an important role in the intention to engage in environmentally friendly business. Self-efficacy is a person's belief in their ability to successfully conduct certain actions. In the context of green consumption, self-efficacy can influence a person's intention to start a business that focuses on environmentally friendly business activities. People with high levels of self-efficacy tend to be more confident in overcoming obstacles and challenges that may arise when starting an environmentally friendly business. Hence, self-efficacy can increase self-confidence and readiness to start an environmentally friendly business (Ferreira-Neto *et al.*, 2023).

RESEARCH METHODOLOGY

Research Design, Population, and Sample

The approach used in this research is a quantitative approach with a cross-sectional method. Similar research using the same approach was also conducted by several other researchers (Cai *et al.*, 2022; Qazi *et al.*, 2020). This research was conducted among Gen Z in three major cities in Indonesia. This research was conducted at the end of July 2024. A total of 192 respondents completed the questionnaire. The link of questionnaire (Primary Data, 2025) can be accessed at:

<https://drive.google.com/file/d/1uovQE6QDb438Zj9XU032cTpK7TIq71zB/view?usp=sharing>

Research Instrument and Data Collection

The research instrument comprised six validated scales: (1) Conceptual Support for Developing Entrepreneurship, measuring the extent to which universities provide conceptual guidance for green consumption; (2) Educational Support for Developing Entrepreneurship; (3) Country Support for Entrepreneurship; (4) Technology Support for Entrepreneurship; (5) Entrepreneurial Self-Efficacy (ESE); and (6) Green Consumption Intentions.

Table 1: Research Variables and Measurement Scale

Variable Type	Variable Name	Operational Definition	Measurement Scale
Dependent Variable	Entrepreneurial Intentions among Gen Z (Green Consumption Intentions)	The intention of Gen Z to engage in entrepreneurial activities that promote green consumption and environmentally friendly business practices	Likert Scale = SD: strongly disagree, D: disagree, N: neutral; A: agree, SA: strongly agree
Independent Variables	College Conceptual Support	The extent to which universities provide conceptual understanding and theoretical knowledge related to green entrepreneurship and green consumption	
	College Education Support	The extent to which universities provide formal educational programmes, training, and curriculum support related to green entrepreneurship	
	State Support for Students	The extent of government or regional support that facilitates student entrepreneurship and green business development	
	Technological Facilities Provided by Universities	The availability of technological infrastructure and facilities that support green entrepreneurial activities	
	Self-Efficacy of Students in Conducting Entrepreneurship	Students' confidence in their ability to perform entrepreneurial activities, particularly in green business practices	

Source: Primary Data (2025)

Data Analysis

Researchers used International Business Machines – Statistical Package for the Social Sciences (IBM SPSS) version 26 to perform statistical analysis. The analysis used included (1) univariate analysis for descriptive statistics, including frequencies and percentages of demographic variables; (2) bivariate analysis (Pearson correlation) to examine associations between independent variables and green consumption intentions; and (3) multivariate linear regression analysis to identify the dominant predictors of green consumption intentions. Regression assumptions, including normality, homoscedasticity, and multicollinearity (assessed via variance inflation factor [VIF] values), were checked prior to model interpretation.

RESULT

Respondent Characteristics

Table 2 presents the demographic profile of 192 respondents, consisting of 133 (69.3%) female and 59 (30.7%) male respondents. The majority of respondents (60.4%) were aged 18–20. Regarding entrepreneurial experience, 101 respondents (52.1%) had no prior entrepreneurial experience, while 21 (10.9%) had between one and three years of experience. Furthermore, 111 respondents (57.8%) expressed familiarity with environmentally friendly products, and 128 (66.7%) expressed care about environmental issues. These results indicate a general pro-environmental orientation among the sample.

Table 2: Respondent characteristics (n=192)

<i>Variable</i>	<i>n</i>	<i>%</i>
Gender		
Male	59	30.7
Female	133	69.3
Age		
<18 years old	2	1.0
18 – 20 years old	116	60.4
21 – 30 years old	74	38.5
UMKM Experience		
Have entrepreneurial experience between 1-3 years	21	10.9
Have less than 1 year of entrepreneurial experience	67	34.9
Have more than 3 years of entrepreneurial experience	5	2.6
Have no previous entrepreneurial experience	99	51.6
Environmentally friendly products Knowledge		
Familiar with environmentally friendly products	111	57.8
Very familiar with environmentally friendly products	28	14.6

Variable	n	%
Some familiarity with environmentally friendly products	53	27.6
Availability of resources to develop a Green Business		
Access to business capital is available	16	8.3
Access to knowledge and information related to green consumption is provided	100	52.1
Access to a green consumption mentor or consultant is available	13	6.8
There is no access to these resources	63	32.8
Environmental Issues Awareness		
Less concerned about environmental issues	5	2.6
Care about environmental issues	128	66.7
Very concerned about environmental issues	53	30.7
Green consumption Goals		
Create a positive impact on the environment	12	6.3
Achieve financial independence	112	58.3
Develop environmentally friendly product innovations	56	29.1
Responding to environmental challenges	12	6.3

Source: Primary Data (2025)

n is the total number of respondents.

Self-Efficacy Descriptive Analysis

The majority of respondents answered affirmatively to all self-efficacy items. Interestingly, 82 respondents agreed that they would be able to successfully develop a green business in the future, indicating a relatively positive self-belief among Gen Z regarding their entrepreneurial abilities (Table 3). In other words, individuals who perceive themselves as capable may be more likely to pursue and persist in goal-oriented behaviours. Descriptive results indicate moderate to high levels of green entrepreneurial self-efficacy in the sample, with neutral responses remaining predominant—reflecting uncertainty that can be addressed through targeted educational interventions.

Table 3: Description of Gen Z's self-efficacy for conducting green consumption (n=192)

Question	SD		D		N		A		SA	
	n	%	n	%	n	%	n	%	n	%
I am able to run and maintain an environmentally sustainable business	2	1	6	3.1	89	46.4	79	41.1	16	8.4
I have sufficient understanding to develop an environmentally friendly business	3	1.6	11	5.7	89	46.3	66	34.4	23	12
I have sufficient skills to develop a business that focuses on environmental sustainability	3	1.6	10	5.2	97	50.5	66	34.4	16	8.3
I am confident that in the future, I will be able to develop green businesses successfully	2	1	7	3.7	67	34.9	82	42.7	34	17.7

Source: Primary Data (2025)

Bivariate Analysis

Table 4 presents the bivariate correlation results between each independent variable and Gen Z's green consumption intentions. All variables showed a statistically significant positive correlation ($p < 0.001$, where p indicates the probability value for statistical significance). Technological facilities provided by universities showed the strongest correlation ($r = 0.456$, where r represents the correlation coefficient), followed by self-efficacy ($r = 0.581$), state support ($r = 0.361$), educational support ($r = 0.230$), and conceptual support ($r = 0.276$).

Table 4: Bivariate Analysis

Variable	95% CI	r	p -value	Interpretation
College conceptual support	0.134 – 0.413	0.276	<0.001	Significant
College education support	0.093 – 0.362	0.230	0.001	Significant
State support for students	0.230 – 0.507	0.361	<0.001	Significant
Technological facilities provided by universities	0.325 – 0.578	0.456	<0.001	Significant
Self-efficacy of students in carrying out entrepreneurship	0.456 – 0.690	0.581	<0.001	Significant

Source: Primary Data (2025)

Multivariate (Linear Regression) Analysis

Table 5 presents the results of the multivariate linear regression analysis, with green consumption intention as the dependent variable. Self-efficacy emerged as the sole statistically significant predictor in the model ($p = 0.000$). The model's coefficient of determination ($R^2 = 0.366$) indicates that self-efficacy accounts for 36.6% of the variance in Gen Z's green consumption intentions.

Table 5: Multivariate Linear Regression Analysis

Variable	R^2	p -value
Self-efficacy of students in conducting entrepreneurship	0.366	<0.001

Source: Primary Data (2025)

Green Consumption Intentions: Descriptive Analysis

Based on Table 6, across all nine intention items, the most common response was 'Neutral', indicating that many respondents remain undecided, which is noteworthy given the relatively high levels of self-efficacy reported. The "Agree" and "Strongly Agree" responses consistently ranked second and third, with 80 respondents agreeing that they would commit to operating sustainably if given sufficient opportunity and resources, and 79 agreeing to plan a business focused on ecological solutions. These descriptive results indicate a positive, albeit cautious, orientation towards green

consumption among Indonesian Gen Z. The prevalence of neutral responses may reflect structural barriers—such as limited access to capital and green business mentors—documented in the demographic profile (Table 1), and warrants further investigation in future research.

Table 6: Description of entrepreneurial intentions among Gen Z (n=192)

Question	SD		D		N		A		SA	
	n	%	n	%	n	%	n	%	n	%
I plan to develop a business that focuses on ecological solutions in my community	5	2.6	7	3.7	87	45.2	71	37	22	11.5
I encourage my colleagues to start businesses that can solve environmental issues	3	1.6	6	3.1	83	43.2	76	39.6	24	12.5
My goal for the future is to give priority to ecological benefits over financial ones	3	1.6	5	2.6	83	43.2	76	39.6	25	13
If I am given the opportunity and sufficient resources, I will definitely commit to operating sustainably	2	1	6	3.1	71	37	80	41.7	33	17.2
I am very serious in my desire to become a green entrepreneur	3	1.6	9	4.7	87	45.3	68	35.4	25	13
I will try my best to start and run my own green business	2	1	6	3.1	85	44.4	77	40.1	22	11.4
I have a strong determination to start an ecological business one day	3	1.6	6	3.1	77	40.1	79	41.2	27	14
I propose to implement and take action in the management of my own ecological enterprise	3	1.6	3	1.6	88	45.8	80	41.7	18	9.3
Even though corporate jobs are safer, I remain committed to taking risks in green business	4	2.1	10	5.2	98	51	60	31.3	20	10.4

Source: Primary Data (2025)

DISCUSSION

The findings of this study indicate that self-efficacy is a predictor of green consumption intention among Indonesian Gen Z, in line with previous literature (Shabeeb Ali *et al.* 2023; Wang *et al.*, 2021). The positive and significant relationship between self-efficacy and green consumption intention ($p = 0.000$, $R^2 = 0.366$) supports the theoretical framework drawn from self-efficacy theory and the TPB. In other words, individuals who believe they are capable of starting and maintaining a green business are significantly more likely to express an intention to engage in green consumption, in line with Ferreira-Neto *et al.* (2023), Shahab *et al.* (2019), Alshebami (2023), Rauf *et al.* (2021) and Li *et al.* (2023a). With greater intention, Gen Z is motivated to pursue a green consumption model based on environmentally friendly products, which will one day become one of their companies' value creation goals.

Self-efficacy helps entrepreneurs see potential limitations and the individual's or organisation's ability to overcome them. Therefore, this interaction influences intention because it can modulate the extent to which an individual feels they can overcome obstacles in starting a business, while simultaneously being highly inaccurate about what is actually feasible (Ferreira-Neto *et al.*, 2023; Shahab *et al.*, 2019). Individuals with green consumption self-efficacy can help companies achieve desired outcomes for their environmentally friendly efforts. Companies that engage in entrepreneurial intention early on can gain a competitive advantage while reducing production waste and industrial pollution (Guo, 2022). Self-efficacy in green consumption plays a crucial role because it relates to self-motivation leading to the intention to engage in green consumption (Pushkarskaya *et al.*, 2020). The benefit of green business is the protection of the ecological environment. Green consumption often supports products that are more respectful of biodiversity. Producing or using materials that do not harm natural habitats and organisms is a positive step towards maintaining biodiversity and healthy ecosystems.

Bivariate results also show that technological support from universities is highly correlated with green consumption intentions ($r = 0.456$), underscoring the importance of institutional drivers alongside individual-level psychological factors. This is consistent with Rauf *et al.* (2021) and Li *et al.* (2023b), who highlight technological access as a crucial driver of green entrepreneurial behaviour in the contemporary context. People who are more informed about a topic and can respond more constructively to it are more likely to engage than those with less information. Environmental intelligence can alter consumers' perceptions of their surroundings, which in turn can alter their behavioural intentions (Mustafa *et al.*, 2022). Previous research has shown that environmental knowledge has a positive impact on environmental risk perception, environmental concern, and sustainable consumption (Dwiputri and Prakoso, 2026).

Green innovation aims to reduce a company's environmental impact by integrating environmental goals into innovation processes, products, and services. The principle of environmentally friendly products is considered beneficial (Alshebami, 2023) because it involves middle- and lower-middle-class entrepreneurs and is considered a process for creating sustainable development. Green consumption education can also provide opportunities for Gen Z to develop the skills and knowledge necessary to start and run a sustainable business, such as management, marketing, and financial skills. Furthermore, green consumption education can also provide opportunities for Gen Z to participate in environmental projects and partner with environmental organisations to promote sustainable business practices (Rauf *et al.*, 2021). Technology can play a crucial role in green startups by enabling more efficient resource use, reducing waste and emissions, and encouraging green product innovation and development. For example, this technology can be used to develop more efficient energy management systems, utilise renewable energy, and reduce the use of hazardous chemicals in production processes (Song *et al.*, 2019).

Practically, the results of this study suggest that universities, policymakers, and industry stakeholders should invest in programmes that build Gen Z's self-efficacy through experiential

learning, mentorship, and access to green entrepreneurship resources. Green consumption education programmes that incorporate project-based learning and real-world problem-solving activities may be effective in strengthening self-efficacy beliefs. Furthermore, the prevalence of ‘Neutral’ responses to the intention items (Table 6), despite relatively positive self-efficacy scores (Table 3), suggests that self-efficacy alone may not be sufficient to translate beliefs into behavioural intentions. Structural barriers—such as limited access to business capital (Table 2) and the absence of green mentorship—may weaken the self-efficacy–intention relationship. Future research should examine potential moderators and mediators of this relationship, including environmental values, social norms, and perceived access to resources.

CONCLUSIONS

This study highlights that self-efficacy is a significant predictor of green consumption intentions ($p < 0.001$, $R^2 = 0.366$), contributing to the growing body of evidence on the determinants of sustainable consumption behaviour in developing countries. University support—conceptual, educational, technological, and country-level—also shows a significant bivariate association with green consumption intentions, highlighting the important role of the institutional ecosystem in shaping young people’s sustainable behaviour.

Future research should utilise longitudinal designs, probability sampling, and incorporate additional constructs—such as environmental values, social norms, and access to green finance—to provide a more comprehensive understanding of the determinants of green consumption behaviour. Universities and policymakers in Indonesia and similar developing countries should prioritise the development of a green entrepreneurship ecosystem that builds self-efficacy, provides educational support, and facilitates access to technology and mentorship to foster a generation of environmentally conscious entrepreneurs capable of driving sustainable development.

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ETHICAL STATEMENT

This study was conducted in accordance with ethical research principles. All participants provided informed consent prior to participation, and anonymity and confidentiality were maintained throughout. The authors declare that Grammarly was used for AI-assisted language editing and proofreading of this manuscript.

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