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The impact of need for status on green purchase intention: A study of Vietnamese Gen Z consumers

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Abstract In recent years, many emerging economies, driven by rapid industrialization and flourishing consumer markets, have increasingly faced the environmental repercussions of their accelerated growth. Vietnam, a developing country in Asia, stands as a clear example; its cities are often choked by pollution, and its coastlines are burdened by plastic waste. As the nation grappled with the environmental fallout of its economic boom, the need to shape pro-environmental consumption behaviors has never been more important. Thus, understanding what guides consumer behavior toward environmentally friendly practices is crucial for fostering green consumption, particularly among younger generations. This study aims to investigate the determinants influencing green purchase intentions among Vietnamese Gen Z consumers by applying the theory of planned behavior (TPB) and incorporating the need for status as an extended predictor. Data were collected from a survey of 360 urban Vietnamese Gen Z consumers. The regression results reveal that attitudes, subjective norms, and perceived behavioral control significantly influence green purchase intentions. Importantly, the need for status was found to be a significant predictor, suggesting that symbolic motivations play a role in shaping pro-environmental purchase intentions. Theoretical contributions are discussed, and practical implications are provided for marketers and policymakers seeking to promote pro-environmental consumption among young consumers in emerging markets. Future research directions are also presented in this study.

Keywords: green consumption, need for status, theory of planned behavior, young consumers, Vietnam

1. Introduction

In recent years, the increasing global environmental crisis has driven governments, businesses, and consumers worldwide toward more sustainable behaviors. In developing countries such as Vietnam, environmental challenges such as urban air pollution and plastic waste are becoming more severe (World Bank, 2022). Thus, green consumption has emerged as a crucial strategy for sustainable development, especially among younger generations. Vietnamese Gen Z (born 1997--2012), known for their digital fluency and social consciousness, has demonstrated a growing interest in environmental issues (Nguyen & Nguyen, 2020). Given Gen Z's growing role as a key consumer segment in Vietnam, understanding the determinants driving the green purchase intentions of these consumers is crucial.

Ajzen's (1991) theory of planned behavior (TPB) has been widely recognized as a robust framework for explaining various consumer behaviors, including those in the green consumption domain. The theory has been successfully proven to explain consumer decision-making, effectively capturing the cognitive, social, and control-based factors that shape behavioral intentions. Given its proven explanatory power and widespread application in green consumption research, the TPB provides a strong theoretical foundation for this study. Nevertheless, green consumption is not driven solely by rational evaluations of benefits or perceived ease of action. In a dynamic market such as Vietnam, consumer choices are increasingly intertwined with social identity, symbolic value, and generational pressures. Here, green products tend to be urban-centered, relatively expensive, and culturally associated with elite or progressive values (Joshi & Rahman, 2015; Nguyen et al., 2019). Thus, for Gen Z consumers in Vietnam, green products can transcend their utilitarian purpose, serving not only as environmentally responsible choices but also as signals of distinction and sophistication.

Although prior research on green consumption has often focused on developed contexts or the general population, few studies have explored how sociosymbolic motivations influence green purchase intentions among Gen Z consumers in emerging markets (Kutaula et al., 2024). Thus, this study aims to extend the TPB model by integrating the construct of need for status and applying it to examine the impact of some determinants (i.e., attitudes, subjective norms, perceived behavioral control, and need for status) on Gen Z consumers' intentions to purchase green products in Vietnam. By highlighting the role of status-driven aspirations, this research contributes to a deeper understanding of green consumer behavior in a rapidly modernizing, consumption-oriented economy.

This study is organized into three principal parts. First, we present the theoretical framework and research hypotheses concerning green consumption among Vietnamese Gen Z. Second, we detail the methodology, encompassing the research

design, data collection, and analytical procedures. Finally, we present empirical findings, discuss their theoretical and practical implications, and outline limitations and directions for future research.

2. Theoretical Framework and Hypothesis Development

2.1. Theoretical framework

Green consumption refers to purchasing decisions and consumption behaviors that aim to minimize negative environmental impacts and support sustainable production and consumption patterns. These include choosing products that are biodegradable, recyclable, energy efficient, or made with minimal harm to the environment (Nguyen & Dekhili, 2019). As environmental awareness increases, green consumption has become an important research domain within both marketing and sustainability studies (Kutaula et al., 2024; Ottman, 2011). A wide range of theoretical frameworks have been used to study this behavior, including the value-belief-norm (VBN) theory, the theory of reasoned action (TRA), and self-determination theory (SDT) (Syed, 2024). Among these theories, the TPB by Ajzen (1991) stands out as a highly influential and robust model that is widely utilized for its capacity to explain the cognitive, social, and control-related factors that drive behaviors. The construct of behavioral intention is at the core of the TPB model, and it is considered a powerful predictor of the behavior of interest. According to the TPB, a person's intention is determined by three core components: their attitude (how they evaluate a specific behavior), subjective norm (the social pressure they perceive to engage in or avoid that behavior), and perceived behavioral control (their belief in how easy or difficult it is to perform the behavior). This framework has demonstrated significant explanatory power across various settings, successfully accounting for consumer intentions regarding sustainable actions such as buying eco-friendly products, minimizing plastic waste, or participating in recycling initiatives (Bamberg & Möser, 2007; Djafarova & Foots, 2022; Yadav & Pathak, 2016)

Despite its strengths, the TPB primarily emphasizes rational and volitional factors, which may not fully capture the complex motivations behind green consumption. While effective for explaining conscious, deliberate choices, the TPB's focus on cognitive assessments (attitude, perceived control) and social pressure (subjective norm) offers limited insight into the symbolic or identity-driven motivations that increasingly influence consumer choices, particularly discretionary purchases such as green products (Verplanken & Holland, 2002; White et al., 2019). As green consumption becomes more embedded in identity and lifestyle, scholars have called for attention to the symbolic and status-driven aspects of green consumption (Elliott, 2013; Kohlova & Urban, 2020). Specifically, they noted that for consumers in contexts where green products are relatively new, often urban-centered, or more expensive, green consumption can serve not only as environmentally responsible choices but also as signals of distinction, sophistication, or alignment with progressive values. This shows the need to provide deeper insights into how aspirational and identity-driven motivations shape green purchase intentions. In our study, therefore, the construct of need for status is integrated into the TPB model as an important factor driving Gen Z green purchase intention.

Another gap in green consumption research is its predominant focus on developed countries (Kutaula et al., 2024), leaving a significant void in understanding these behaviors within developing countries such as Vietnam. Here, Gen Z consumers are poised to become a dominant force in the labor market and hold great potential to drive sustainable consumption and green consumerism in the country. Their increasing economic power and growing openness to sustainability make them a high-impact segment for green marketing strategies (Djafarova & Foots, 2022). Their motivations are complex and shaped not only by environmental concerns but also by the expression of identity and social signaling, particularly as green consumption is often associated with upward mobility or elite status (Nguyen & Nguyen, 2020). Therefore, empirical evidence is needed to investigate how these market-specific characteristics and status-sensitive motivations influence green consumption among Gen Z consumers, particularly in a representative emerging economy with rising consumerism, such as Vietnam.

2.2. Hypothesis development

On the basis of the components of the extended TPB framework, this study proposes four hypotheses to investigate the green purchase intentions of Gen Z consumers in Vietnam. The first hypothesis refers to the role of attitudes toward green purchases. Attitude is defined as a person's positive or negative assessment of carrying out a specific action (Ajzen, 1991). When applied to green purchases, this refers to how favorably or unfavorably an individual views purchasing environmentally friendly products. A positive attitude often stems from the perceived advantages of green products, such as their benefits for personal health and safety, their contribution to environmental protection, or their reduced ecological footprint. The impact of attitude on the intention to purchase has been established through the extant literature (Armitage & Conner, 2001; Cooke & French, 2008), including within the specific domain of green consumption (Ko & Jin, 2017; Cowan & Kinley, 2014). Numerous studies, including those in Asia, have consistently confirmed that a positive attitude toward environmentally friendly purchases significantly predicts green purchase intentions (Joshi & Rahman, 2015; Nguyen et al., 2019; Song et al., 2020). Therefore, we propose the following:

Hypothesis 1 (H1): Attitudes toward green purchases are positively related to green purchase intentions among Vietnamese Gen Z consumers.

Subjective norms are defined as the social pressure an individual feels to either perform or refrain from a particular behavior (Ajzen, 1991). In the context of green consumption, this concept refers to how significant people in one's life (such as family members, friends, or colleagues) impact a person's choice to buy environmentally friendly products. When individuals sense that these important others approve of or anticipate them to purchase green items, their likelihood of intending to do so tends to rise. Studies have shown that subjective norms significantly and positively influence both green purchase intentions and actual sustainable behavior (Afroz et al., 2015; López-Mosquera & Sánchez, 2012; Nguyen et al., 2019). This relationship is particularly relevant and often more pronounced in collectivist cultures such as Vietnam, where social harmony, group cohesion, and conformity to collective expectations are highly valued and exert a strong influence on individual decision-making (Hofstede, 2001; Triandis, 1995). Nguyen et al. (2019) reported that Vietnamese consumers, particularly Gen Z consumers, are highly responsive to social expectations from family, friends, and online communities when they decide to purchase green products. On this basis, we propose the following:

Hypothesis 2 (H2): Subjective norms are positively related to green purchase intentions among Vietnamese Gen Z consumers.

Perceived behavioral control (PBC) refers to an individual's perception of the ease or difficulty of performing a particular behavior (Ajzen, 1991). It encompasses their confidence in their ability to successfully execute the action, taking into account factors such as their knowledge, skills, available resources (e.g., time, money), and perceived social support. Empirical research consistently supports the positive influence of PBC on behavioral intentions across various domains, including proenvironmental behaviors (Armitage & Conner, 2001; Cooke & French, 2008). In the context of green consumption, many studies have demonstrated that when consumers perceive that they have sufficient access to information, product knowledge, or financial means, they are more likely to form a strong intention to purchase green products (Afroz et al., 2015; López-Mosquera & Sánchez, 2012). Given that consumers often encounter practical constraints such as limited product availability and higher costs (Nguyen & Dekhili, 2019), their PBC might play a pivotal role in determining their green purchase intentions. Therefore, we hypothesize the following:

Hypothesis 3 (H3): Perceived behavioral control is positively related to green purchase intentions among Vietnamese Gen Z consumers.

While the TPB primarily emphasizes cognitive and volitional components, it does not explicitly account for symbolic or psychologically driven motivations. This is a critical gap in contexts where consumption serves not only utilitarian but also social signaling functions. Research on consumer behavior increasingly identifies status as a powerful psychological driver that shapes purchasing decisions (Nguyen, 2019; Parker et al., 2023). Consumers are often motivated by the pursuit of greater social standing, recognition, or admiration from others. This fundamental drive is conceptualized as the 'need for status', defined as the individual’s desire to attain social recognition, prestige, or admiration through their consumption behavior (Eastman et al., 1999). Individuals with a strong desire for social recognition and admiration are more inclined to engage in status consumption, including the acquisition of products that signal prestige and social standing (Anderson & Simester, 2014). In emerging markets such as Vietnam, status consumption is particularly salient, as consumers often use material goods to project success, sophistication, and alignment with global, modern lifestyles (Nguyen & Tambyah, 2011).

Griskevicius et al. (2010) argued that green products, especially when priced higher and purchased in public settings, can serve as symbols of distinction, allowing individuals to simultaneously demonstrate pro-environmental commitment and increase their social standing. While some traditional views consider conspicuous consumption and sustainable consumption to be contradictory, with materialism potentially hindering prosocial behaviors (Kilbourne & Pickett, 2008), a growing body of research, particularly in contemporary contexts, suggests otherwise. More specifically, Huh and Kim (2024) highlight that Gen Z consumers often associate higher prices with better quality green products, which in turn elevates the perceived social status of those who purchase such items. In emerging markets such as Vietnam, green products are often limited in availability, relatively high in price, and are primarily distributed in urban areas. In such a context, green consumption is not only rational but also aspirational (Nguyen et al., 2019). Therefore, this research incorporates the need for status as a direct predictor of green purchase intention to better capture Gen Z’s aspirational and symbolic dimensions of sustainable consumption. Thus, we propose the following:

Hypothesis 4 (H4): The need for status is positively related to green purchase intentions among Vietnamese Gen Z consumers.

To account for potential demographic influences, this investigation includes education and income as control variables. On the basis of the extended TPB model, we propose a research model incorporating green purchase intentions, attitudes, subjective norms, perceived behavioral control, and the need for status (see Figure 1).

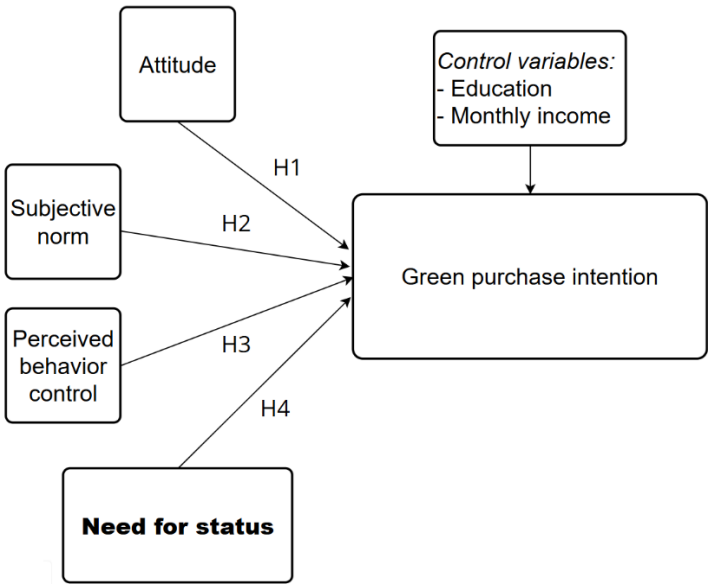

Figure 1 Research model and hypotheses.

3. Research Methodology

3.1. Scales and questionnaire development

All the scales measuring the constructs in this study were self-reported and adapted from well-established sources in the literature. The scales measuring the three antecedents of the TPB were adapted from Ajzen (1991) and Chan (2001). Specifically, attitudes toward green purchases include three items, subjective norms include four items, and perceived behavioral control includes three items. The scale measuring green purchase intention was adapted from Chan (2001) and includes three items. The five-item scale measuring need for status was adopted from Eastman et al. (1999). All the items are scored on a 7-point Likert-type scale ranging from strongly disagree (1) to strongly agree (7). Two control variables in our model (i.e., education level and monthly income) were used as dummy variables. Specifically, a value of 1 indicates an income level higher than VND 5 million per month, and a value of 0 indicates an income level lower than or equal to VND 5 million per month. For education level, a value of 1 indicates a bachelor's degree or higher, and a value of 0 indicates a high school diploma or lower.

The questionnaire was designed to include all scale items measuring the five core constructs in the research model, followed by demographic questions covering age, education level, and personal monthly income. To ensure clarity and common understanding, a definition of green products was provided at the beginning of the questionnaire. The original English scale items were translated into Vietnamese and then translated back into English by independent bilingual experts. The translated version of the questionnaire and the original version in English were carefully checked by an English-speaking scholar. Prior to the main data collection, a pilot test on a small sample was conducted to ensure clarity and comprehension, and necessary modifications were made on the basis of their feedback. Minor adjustments for local relevance were made during pretesting.

3.2. Sample and data collection

Our respondents were Vietnamese Gen Z consumers living in urban areas of Hanoi (capital city) and its surrounding provinces. Urban regions were targeted because of the greater accessibility of green products, more developed retail infrastructure, and greater consumer awareness of green consumption. In addition, green products here often carry a premium price, making them more relevant to consumers with greater purchasing power. As young consumers in these urban areas typically enjoy higher living standards (Nguyen et al., 2019), the premium price point of green products appeals more toward them (Pham et al., 2019).

Our data were collected via a nonprobability sampling method. A team of well-trained students assisted in this process. More than 500 questionnaires were delivered, and we received more than 400 questionnaires. After a thorough screening process for validity and completeness (e.g., incomplete answers or straightlining patterns), 360 responses were used for the final analysis. At the beginning of the questionnaire, the respondents received a clear definition of green products, described as "those that are beneficial to the environment and society at any stage of their life cycle and, in many definitions, are also safe for human health and meet certain quality standards" (Nguyen & Dekhili, 2019).

Our sample covered the range of ages from 16--28, as did Gen Z consumers (Nguyen & Nguyen, 2020). In our sample, many respondents were university students (over 60%). A large portion of our respondents reported monthly incomes below VND 5 million (55%). The demographic characteristics of the sample are summarized in Table 1.

Table 1 Sample characteristics.

Characteristics		Frequency	% of Total
Education level	High school students	9	2.5
	High school diploma	222	61.7
	Bachelor degree	119	33.0
	Master/PhD degree	10	2.8
Monthly income (VND)	< 5 million	198	55.0
	5-10 million	97	26.9
	10-18 million	42	11.7
	18-32 million	18	5.0
	32-52 million	2	0.6
	> 52 million	3	0.8

4. Results and Discussion

To test the proposed hypotheses, we employed multiple regression analyses with green purchase intention as the dependent variable. Three regression models were constructed. In Model 1 (the control model), the independent variables were two demographic variables: education level and monthly income. In Model 2 (the TPB model), in addition to the control variables, three antecedents of intention from the TPB (i.e., attitudes, subjective norms, and perceived behavioral control) are included. In Model 3 (full model), need for status was added. Before hypothesis testing, we assessed the reliability and validity of all the measurement scales. Specifically, Cronbach's alpha coefficients were computed for each construct to assess internal consistency reliability. To examine convergent and discriminant validity, exploratory factor analysis (EFA) was conducted separately for the independent variables and for the dependent variable. All the statistical analyses were performed via SPSS 22 software.

4.1. Scale assessment

To assess the scales' reliability, we used Cronbach's alpha. The Cronbach's alpha was calculated for each scale, ranging from 0.753 (for purchase intention) to 0.892 (for subjective norm). The results confirmed an acceptable level of scale reliability, with alphas exceeding the threshold of 0.70 (Hair et al., 1998). To assess scale validity, EFA (PCA with varimax rotation) was first performed on the items measuring the four independent variables. The results revealed that a four-factor solution emerged, explaining 73.1% of the total variance. We also performed EFA on the items measuring green purchase intention as the dependent variable. As expected, one factor emerged, explaining 67.18% of the variance. The results of the EFA demonstrated the convergent and discriminant validity of all five scales used in our study. Specifically, the scale items strongly loaded on the designated factor but weakly loaded on the other factors. The results of the Cronbach's alphas, factor loadings and descriptive analysis are reported in Table 2.

4.2. Hypothesis testing

To test the hypotheses, three regression models (M1, M2 and M3) were performed with green purchase intention as the dependent variable. Model 1 (i.e., the control model) was not found to be significant ($F = 1.398$, $p > 0.05$). As expected, both Model 2 (i.e., the independent variables from the TPB were added) and Model 3 (i.e., the full model) were found to be significant ($F = 67.536$, $p < 0.001$; $F = 59.184$, $p < 0.001$, respectively). Model 2 accounted for 48.8%, and Model 3 accounted for 50.1%. The R2 of Model 3 was significantly greater than the R2 of Model 2, with an R2 change of 0.013, $p < 0.01$).

The regression results indicated that while the two control variables had nonsignificant effects on green purchase intentions (M1), all four hypotheses were supported. Specifically, as expected, all three constructs from the TPB (i.e., attitudes, subjective norms, and perceived behavioral control) were found to be significant predictors of green purchase intentions in both Model 2 and Model 3, lending support to H1, H2, and H3 ($p < 0.01$).

In our study, the role of need for status was a focus. As our prediction, the results showed that need for status significantly contributed to green purchase intention ($\beta = 0.129$, $p < 0.01$). Thus, H4 was supported by the data.

The regression results are presented in Table 3.

The results of the hypothesis testing are summarized in Table 4.

Table 2 Descriptive statistics and factor loadings.

Constructs and the scale items	Mean	S.D.	Factor loading
Attitude (alpha = 0.871)			
Purchase of green products is a smart choice	5.79	1.105	0.819
Purchase of green products brings many benefits	5.88	1.135	0.862
Purchase of green products is a good thing to do	5.89	1.152	0.830
Subjective norm (alpha = 0.892)			
People who are important to me think I should buy green products	5.02	1.353	0.928
My family and friends would approve of my purchasing green products	5.58	1.201	0.658
People who are important to me want me to buy green products	5.02	1.353	0.928
People who are important to me often buy green products	4.76	1.423	0.676
Perceived behavioral control (alpha = 0.780)			
I have complete control of purchasing green products	5.54	1.253	0.705
I meet no difficulties in purchasing green products	4.93	1.520	0.857
If I want, I could easily purchase green products	5.20	1.424	0.802
Need for status (alpha = 0.867)			
I would buy a product just because it has status	5.04	1.474	0.818
I am interested in new products with status	4.98	1.439	0.808
I would pay more for a product if it had status	5.02	1.413	0.774
The status of a product is relevant to me	5.27	1.380	0.816
A product is more valuable to me if it has some snob appeal	4.96	1.546	0.709
Green purchase intention (alpha = 0.753)			
When shopping, I intend to make purchases of green products	4.97	1.396	0.787
I plan to switch to a green version of a product	5.21	1.431	0.890
I will consider buying less polluted products	5.74	1.229	0.777

Table 3 Regression results. Dependent variable: Green purchase intention.

	M1	M2	M3
	β (standardized)	β (standardized)	β (standardized)
Independent variables			
Education	-0.040	-0.050	-0.051
Income	-0.100	-0.085	-0.079
Attitude		0.278***	0.264***
Subjective norm		0.407***	0.378***
Perceived behavioral control		0.162***	0.134**
Need for status			0.129**
R^2	0.008	0.488	0.501
Adjusted R^2	0.002	0.481	0.493
R^2 change		0.480***	0.013**
F	1.398	67.536***	59.184***

Notes: *p < 0.05; **p < .01; ***p < .001.

Table 4 Results of hypothesis testing.

	Path Coefficients (β)	P values	Hypothesis	Results
Attitude —> Intention	0.264	< 0.001	H1	Supported
Subjective norm —> Intention	0.378	< 0.001	H2	Supported
Perceived behavioral control —> Intention	0.134	< 0.01	H3	Supported
Need for status —> Intention	0.129	< 0.01	H4	Supported
Control variables				
Education level	-0.051	> 0.05	-	-
Income level	-0.079	> 0.05	-	-

4.3. Discussion

In this study, four hypotheses were proposed and tested, and all the hypotheses received support from the data. Specifically, three constructs from the TPB model (i.e., attitudes, subjective norms and perceived behavioral control) were found to be significant predictors of green purchase intention. These results are consistent with findings from many previous studies (e.g., Wu & Chen, 2014; Yadav & Pathak, 2016), including those in the Vietnamese context (e.g., Nguyen, 2019; Nguyen et al., 2019). Among the three constructs of the TPB, subjective norms have the strongest impact on intention, which is consistent with the study of young Gen Z consumers by Nguyen et al. (2019). Perceived behavioral control also demonstrated a significant, although comparatively smaller, effect. This finding indicates that when young consumers perceive fewer barriers (such as the high cost of eco-friendly products or their limited availability in local markets), they feel more empowered to turn their pro-environmental attitudes into action.

We also added the important construct of need for status into the TPB model. The findings confirmed that need for status is a significant, positive predictor of green purchase intention for Vietnamese Gen Z consumers. This finding aligns with the research results of Konuk & Otterbring (2024) regarding organic consumption among Turkish consumers. Similarly, there is a significant impact of the need for status on the repurchase intentions of luxury goods among Hongkong consumers (Chan et al., 2015). However, these results seem to contradict previous research on green consumption. For example, Parker et al. (2014), in their research on consumer perceptions of green products, reported that young Vietnamese adults do not find green products to be expressive products such as clothes or mobile phones, which makes these products less attractive for status-concious consumers. This contradiction can be explained by the fact that, back in 2014, green products tended to be inferior products; thus, purchases of such pro-environmental items are described to be more of a utilitarian act. However, consumer perception has shifted dramatically in the last 10 years. In emerging markets such as Vietnam, the high price and limited availability make green consumption an aspirational choice for young consumers (Nguyen et al., 2019). Huh and Kim (2024) suggested that Gen Z consumers now consider expensive green products to be of better quality and can increase the perceived social status of those who purchase such items. Therefore, what was once seen as contradictory now appears to be a complementary relationship, where green consumption is a powerful tool for social signaling in a rapidly developing economy such as Vietnam.

These findings directly respond to the research gap outlined in the introduction, which aims to understand green purchase intentions in developing Asian contexts and the interplay of rational and symbolic motivations among Gen Z. Together, these results demonstrate that green consumer behavior among youth in emerging markets is not purely rational but also deeply symbolic and social. The findings of this research also provide several implications for marketers, policymakers, and sustainability advocates seeking to engage Vietnamese Gen Z consumers. First, the significant influence of attitudes, subjective norms, and perceived behavioral control confirms that green marketing strategies should address not only environmental values but also social and practical enablers. Thus, marketers and brands should design messages that emphasize the tangible benefits of green products (such as health, safety, or quality) to strengthen positive attitudes. They can also focus on actions that leverage influential peer groups, online communities, and trusted opinion leaders to reinforce favorable subjective norms. Additionally, brands and businesses can address practical constraints by improving product accessibility and affordability to enhance perceived behavioral control. Finally, the notable role of need for status suggests that green products should be positioned as aspirational lifestyle choices. To enhance appeal, marketers should strategically brand green products as emblems of modernity, global citizenship, and urban sophistication. This approach aligns with young consumers' desire for identity formation within a rapidly modernizing Vietnamese society. Policymakers can also consider campaigns that subtly increase the social status of sustainable living, beyond just environmental benefits.

5. Conclusion

This study significantly contributes to the understanding of green purchase intentions among Vietnamese Gen Z consumers by extending the TPB with the addition of the need for status. Our findings reaffirm the robustness of the TPB, confirming that attitudes, subjective norms, and perceived behavioral control are vital predictors in the Vietnamese context. By integrating the need for status into the TPB, this study offers a theoretical contribution to understanding how green consumption among this demographic is driven not only by practical considerations but also by powerful symbolic and aspirational motivations, reflecting desires for social recognition and identity expression. The negligible influence of education and income further emphasizes the dominance of psychological and cultural factors in this segment. Practically, these results guide marketers and policymakers in crafting strategies that transcend purely environmental messaging. Campaigns should position green products as aspirational symbols of sophistication and global citizenship while also leveraging peer influence and improving accessibility.

This study has several limitations that future research should consider. First, the reliance on a sample primarily composed of urban, student-aged Gen Z consumers with low to moderate income may limit the generalizability of the findings to older Gen Z cohorts or those of rural populations. Differences in disposable income, access to green products, and social norms across these segments could yield varying results. Therefore, future research should seek to validate this extended TPB

model across broader demographic segments, including older Gen Z cohorts and rural consumers, to assess its generalizability. Furthermore, as this study investigates the factors driving purchase intention, it is useful for future studies to explore the critical transition from intention to actual green purchase behavior. In addition, to enhance our understanding of green consumption behavior, future research may need to examine this topic from other theoretical perspectives and include more constructs in the research model.

Ethical Considerations

The study correctly followed ethical policies for the questionnaire respondents. In addition, we confirmed the consent of all the respondents involved.

Conflict of Interest

The authors declare that they have no conflicts of interest.

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