

Article

Factors Associated with Green Purchase Behavior Among the 1990s Generation: The Roles of Environmental Knowledge, Personal Attitudes, Media Influence, and Government Support

Ziqi Qin

SISB International Schools 498/11 Soi Rojanamin, Ramkhamhaeng 39 Pracha-Utit Road, Wangthonglang,
Wangthonglang, Bangkok, Thailand
ziqi.q@sisbschool.com

Abstract

This study examines how environmental knowledge, personal attitude, media influence, and government support affect green purchase behavior among individuals born in the 1990s. Data were collected from 138 respondents aged 23–32 through an online survey distributed using a snowball sampling technique. Five constructs—environmental knowledge, personal attitude toward environmental products, media influence, government support, and green purchase behavior—were measured using a five-point Likert scale. Ordinary Least Squares (OLS) regression was applied to evaluate the relationships among variables and assess the model's predictive power. The results show that personal attitude is the only factor with a positive and statistically significant effect on green purchase behavior ($p < .001$), indicating that individuals with stronger pro-environmental attitudes are more likely to engage in eco-friendly purchasing. In contrast, environmental knowledge, media influence, and government support do not significantly predict green purchasing in this sample. Personal income also demonstrates a significant positive relationship with green purchase behavior, whereas gender shows no significant effect. Overall, the study enhances understanding of the factors influencing green consumer behavior among young adults and offers practical insights for marketers and policymakers seeking to encourage sustainable purchasing practices.

Academic Editor: Aweewan
Panyagometh

Received: 6 September 2025
Revised: 20 November 2025
Accepted: 13 January 2026
Published: 30 January 2026

Keywords:

Consumer environmental
knowledge;
personal attitude;
media influence;
government support;
green purchase behavior

1. Introduction

Environmental concerns have increasingly shaped consumer behavior over the past decades, as sustainability has become a central issue for both academics and practitioners. Growing public awareness of ecological issues has influenced consumers to favor products that are reusable, environmentally friendly, or generate less harm across their life cycle. Market trends reinforce this shift: consumers across North America, Asia, and Europe demonstrate a preference for eco-friendly packaging [1], and global online searches related to sustainability have risen by 71% in recent years [2]. These developments reflect a broader transformation toward sustainable consumption.

Young consumers, particularly Millennials and Generation Z, play a significant role in this shift. As digital natives, they are deeply immersed in online platforms, making them highly exposed to sustainability messaging. Research shows that green knowledge

and pro-environmental attitudes strongly influence young consumers' purchasing decisions [3], and surveys indicate that 64% of Gen Z and 63% of Millennials are willing to pay more for sustainable products [4]. Studies such as Gomes et al. (2023) [5] further demonstrate that environmental concern and perceived green value positively shape the willingness of young adults to invest in eco-friendly alternatives.

Given this context, understanding the green purchase behavior of individuals born in the 1990S—a cohort situated between late Millennials and early Gen Z—is increasingly important. Prior literature highlights several factors that may influence green purchasing among young consumers, including environmental knowledge, personal attitudes, media exposure, and government support [6, 7, 8]. However, the relative influence of these factors within this specific age group remains underexplored.

Therefore, this study examines how environmental knowledge, personal attitude, media influence, and government support shape the green purchase behavior of individuals born in the 1990S. By focusing on this generation, the study contributes to the literature on sustainable consumer behavior and provides insights that may assist marketers and policymakers in engaging environmentally conscious young adults.

2. Literature Review

2.1. Green Purchase Behavior

Green purchase behavior refers to consumers' decisions to buy products and services that cause minimal harm to the environment throughout their life cycle. According to Hosein et al. (2013) [9], green purchasing involves selecting products that generate less negative environmental impact from production to disposal. In this context, consumers consider ecological safety, recyclability, and sustainability attributes when making purchase choices. Green purchase behavior is therefore viewed as a pro-environmental consumption pattern that reflects individuals' awareness, concern, and responsibility toward environmental protection.

The importance of green purchase behavior has grown significantly in response to rising environmental challenges and shifts in consumer expectations. Prior studies note that consumers increasingly prefer brands that demonstrate environmental responsibility [10]. From a business perspective, companies are pressured to adopt green marketing strategies, promote eco-friendly packaging, and redesign products to meet sustainability standards. Empirical evidence further suggests that young consumers—particularly Millennials and Generation Z—are emerging as a major driver of sustainable consumption. Recent global surveys indicate that 64% of Gen Z and 63% of Millennials are willing to pay more for sustainable products [4], while online searches for eco-friendly and sustainable goods have risen sharply worldwide [2]. These trends highlight the growing relevance of green purchase behavior in both academic and commercial contexts.

Theoretically, green purchase behavior is grounded in behavioral frameworks such as the Theory of Planned Behavior [11], which posits that attitudes, subjective norms, and perceived behavioral control shape individuals' intentions and actions. Prior studies also show that environmental knowledge [3], personal attitudes [12], media exposure to environmental messages [6], and supportive government policies [7, 8] are influential determinants of green purchasing. These findings provide the conceptual foundation for the present study, which examines how environmental knowledge, personal attitudes, media influence, and

government support collectively shape the green purchasing behavior of individuals born in the 1990S.

Green purchase behavior refers to consumer decision-making processes that incorporate environmental considerations with the aim of minimizing negative ecological impacts. Prior studies suggest that green purchasing is influenced by factors such as health concerns, environmental values, lifestyle orientation, and social norms [13, 14]. Thus, green purchase behavior can be defined as consumer consumption activities undertaken in order to take environmental considerations into account and to minimize negative environmental impacts. According to Hosein et al. (2013) [9], green purchasing involves acquiring products or services that generate less environmental harm throughout their life cycle—from production to disposal. In essence, green purchase behavior reflects consumers' deliberate choice to engage in sustainable and eco-friendly consumption.

2.2 Factors Influencing Green Purchase Behavior

2.2.1. Consumer Environmental Knowledge

As stated by Bollinger and Smith (2001) [15], knowledge is a person's personal experience and competence in processing and understanding information. The term "environmental knowledge" refers to knowledge and understanding of environmental problems and potential solutions. An increase in knowledge about environmental problems may elevate people's concerns and awareness [16, 17]. Therefore, we can explain consumer environmental knowledge as consumers who use personal knowledge and understanding to explain environmental challenges and provide solutions, according to the preceding identification. There is also an external element, which is a contemporary environmental concern, in addition to the human internal factor. People are becoming more concerned about the environment as a result of climate change, global warming, and greenhouse gas emissions as they get more knowledge and information.

H1: Consumer environmental knowledge has a positive effect on green purchase behavior among 1990s consumers.

2.2.2. Personal Attitude

According to attitude identification [11] explains "one's attitude toward a behavior denotes the level to which he/she perceives that particular behavior as good or bad." The studies analyze individual characteristics, such as consumers' attitudes, motives, behavior, and actions, to help reduce environmental problems [18]. Also, Han *et al.* (2010) [12] interpret that when an individual knows the outcome is positive, they tend to show a positive attitude and are more likely to engage in this behavior. We can deduct from the preceding arguments that if consumers are aware that green shopping has a lower environmental impact, they are more likely to engage in green purchasing. According to Arbuthnott (2009) [19] and Kollmuss & Agyeman (2002) [16] changes in attitudes and values are necessary drivers for action, but are insufficient to alter behavior in a predictable way.

H2: Personal attitude has a positive effect on green purchase behavior among 1990s consumers.

2.2.3. Media Influence

Media is defined as mass communication (broadcasting, publishing, and the internet) regarded collectively. According to Narula and Desore (2016) [6], individuals nowadays may easily stay in touch with environmental information because there are a flood of information inflow and the engagement of social media in our everyday life is widespread.

To promote green products, marketers have tried to build green consumer awareness by increasing investment on social media (e.g. WeChat, YouTube, and Facebook). Social media plays a pivotal role in shaping consumers' attitudes and purchase intentions towards green products, as exposure to environmentally themed content and digital endorsements has been shown to enhance green awareness and influence eco-friendly buying decisions [20, 21]).

In today's digital age, social media platforms serve as powerful channels for disseminating information, facilitating discussions, and influencing consumer behavior. In comparison to decades ago, we now have more means through which to receive information, and environmental knowledge may spread more easily. Not only marketers but also individuals can post and share their own original content and viewpoints through media.

H3: Media influence has a positive effect on green purchase behavior among 1990s consumers.

2.2.4. Government Support

Green purchase behavior is influenced by the government's role as described by its green initiative, which includes promoting green products among residents, manufacturers, and producers [21]. Yuan *et al.* (2021) [8] pointed out that the most effective way to influence the green degree of the products is to give price subsidies. In comparison to offering the manufacturers green cost subsidies, the government's use of a variety of proportion tools can enhance consumer environmental protection awareness and at the same time, it is an effective way to improve the greenness of manufacturers' products.

Chen and Sheu (2017) [7] also suggested that the government should adopt tax deduction and price subsidy policies to ensure that the green profits from the production of green products by firms are nonnegative. Wang and He (2011) [22] used the grounded theory analysis and pointed out that the government can guide customers to think more about consumption behavior through informational support.

H4: Government support has a positive effect on green purchase behavior among 1990s consumers.

All hypotheses are summarized in the conceptual model, as shown in Figure 1.

Consumer Environmental Knowledge, personal attitude, media Influence, and government support all have a favorable link with green purchase behavior for consumers who were born between the years 1990 to 1999.

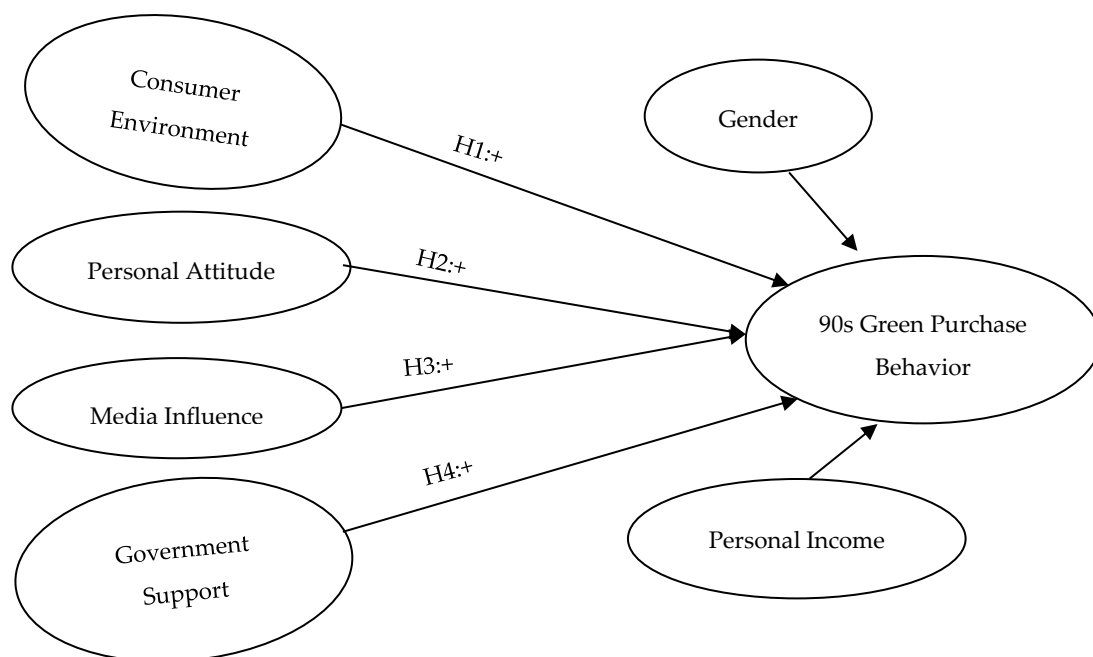


Figure 1. Conceptual Model.

3. Materials and Methods

3.1. Sample and data collection

The respondents chosen for this study are from various nations and with the condition of males and females between the age of 23 to 32 years old. The reason to choose individuals from this age range is that millennials and generation Z (23-32 years old) are part of the majority portion of the population [23] who are starting to show their greater purchasing power in the market [24]. As a result, we would like to examine in greater depth how these age customers perceive green purchase behavior under different factors.

For this study, we apply nonprobability sampling methods and specifically use the snowball sampling technique to disseminate the surveys and collect the data. This approach facilitated the dissemination of surveys and the collection of data from individuals within the target age range. Given the constraints imposed by the COVID-19 pandemic, face-to-face interactions and paper questionnaires were not feasible. Therefore, data were collected online during February–May 2022. As a result, the survey was circulated via an internet channel.

A total of 184 individuals expressed their willingness to participate in this study. However, based on the age limitation, 138 sets of data are accessible for analysis. Among these accessible data sets, there were 96 respondents aged between 23 and 27, and 42 respondents within the age range between 28 to 32. Thai and Chinese respondents constituted a significant portion of the sample, with 32 and 93 respondents. Additionally, 13 respondents hailed from other countries. Further out of the 138 replies, 101 were provided by female respondents and 37 were provided by male respondents. A majority of the respondents held a bachelor's degree, indicating a relatively high level of educational attainment within the sample population.

The sample represents individuals who voluntarily participated in the online survey during the study period, and the focus of the analysis is on the relationships among the studied variables rather than on cross-country comparisons.

Table 1. Descriptive statistics of respondents.

Variable	Frequency	Percentage
1. Age		
23-27	43	86.0 %
28-32	7	14.0 %
2. Nationality		
Thai	32	23.2 %
Chinese	93	67.4 %
Other	13	9.4 %
3. Gender		
Male	37	26.8 %
Female	101	73.1 %
4. Education		
Below Bachelors	6	4.3 %
Bachelor's Degree	91	65.9 %
Master Degree	38	27.5 %
Doctorate Degree	3	2.2%

3.2 Control Variables

As control variables in the model estimation, there are some features that may influence consumer green purchase behavior. Gender and personal income are the two factors. Gender is a fundamental aspect of individual identity. In research it can play a significant role in shaping consumer behaviors. To ensure accurate analysis and interpretation of the data, sexuality is utilized as the basis for determining gender, recognizing the diversity of gender identities within the sample population.

Personal income serves as another important control variable in the model estimation process. Economic status can represent a respondent's purchasing power and might influence individuals' propensity to engage in green consumption practices.

3.3. Measures

The questionnaire is divided into four sections that are presented in a logical order. The first part entails screening possible respondents aged 23 to 32 years old. This critical step ensures that the sample appropriately represents the target population, enhancing the study findings' relevance and validity. The second part of the questionnaire focuses on generating respondents' profiles, including demographic information such as nationality, educational background, and gender. And descriptive analysis will be performed on this portion of the data. The third section has a total of 15 questions that are used to assess respondents' opinions using variable-related questions. The final step is to determine which media channels may have an impact on youthful customer purchase behavior.

Concept 1: Consumer Environmental Knowledge was measured by Safari et al. (2018) [25]. The scale consists of 4 questions. According to the studying topic, there are 3 questions used in the questionnaire. However, all questions were rated by the five-point Likert scale ranging from 1 (strongly disagree) and 5 (strongly agree).

1. I am very knowledgeable about environmental and environmental issues.
2. I have knowledge about the sustainability symbols used on product packages.
3. When I purchase a product, I know I purchase ecologically safe products.

Concept 2: Personal Attitude Toward Environmental Products was measured by 3 questions, both three questions were related by a five-point Likert scale ranging from 1 (strongly disagree) and 5 (strongly agree).

1. In my view, more environmental protection products are needed.
2. In my view, more environmental protection works are needed.
3. When I buy products, I try to consider how my use of them will affect the environment and other consumers.

Concept 3: Media Influence was measured by Rahbar and Wahid (2011) [26]. The scale consists of 3 questions. All questions were rated by the five-point-Likert scale ranging from 1 (strongly disagree) and 5 (strongly agree).

1. Online environmental advertisements guide customers in making an informed purchasing decision.
2. Environmental advertisements enhance my knowledge about green purchases.
3. I enjoy watching online environmental advertisements.

Concept 4: Government Support was measured by 2 questions. Both two questions were related by a five-point Likert scale ranging from 1 (strongly disagree) and 5 (strongly agree).

1. The government provides a price subsidy for green products.
2. The government provides tax deductions on green products.

Concept 5: Green Purchase Behavior was measured by Paço et al. (2019) [27]. The scale consists of 4 questions and all questions were rated by the five-point-Likert scale ranging from 1 (strongly disagree) and 5 (strongly agree).

1. I prefer buying Green Products.
2. I am willing to pay for Green Products, even though their prices are high.
3. I have no problem with buying Green Products.
4. I try to buy products that can be recycled or reused.

3.4. Statistical Analysis

For the analysis, IBM SPSS Statistics version 29 was employed. Ordinary Least Squares (OLS) regression was used to evaluate the linear relationships between the independent variables and the dependent variable. Prior to conducting the regression analysis, the reliability of all multi-item measurement scales was assessed using Cronbach's alpha. Coefficients above the recommended threshold of 0.70 were interpreted as indicating satisfactory internal consistency.

4. Results

The study started with a check to verify if the scales were reliable enough to meet the required criteria. Cronbach's alpha coefficient is used to assess construct reliability. Nunnally (1978) [28] also recommends that the reliability be more than 0.7. The reliability indicators for all structures meet this criterion, as shown in Table 2. Variable consumer environmental knowledge and personal attitude toward the environmental product has acceptable reliability. Media influence and green purchase behavior have good reliability. Government support has excellent reliability.

Table 2. Reliability Test

Variables	Consumer Environ- mental Knowledge	Personal Attitude To- ward Environmental Product	Media Influence	Govern- ment sup- ports	Green Pur- chase Behav- ior
Cronbach alphas (α) coefficient	0.737	0.820	0.820	0.930	0.788

Table 3 presents the relationships between the variables (Consumer Environmental Knowledge, Personal attitude, Media Influence, and Government Support) in the model.

Table 3. Correlations among variables

Variables	CEK	PA	MI	GS	GPB
CEK	(1)	.381**	.389**	-0.06	.376**
PA		(1)	.557**	.346**	.635**
MI			(1)	.345**	.515**
GS				(1)	.326**
GPB					(1)

* Correlation is significant at the 0.05 level (2-tailed).

** Correlation is significant at the 0.01 level (2-tailed).

CEK = Consumer Environmental Knowledge

PA = Personal Attitude Toward Environmental Product

MI = Media Influence

GS = Government supports

GPB = Green Purchase Behavior

The results from the model estimation using OLS regression are summarized in Table 4. The results from hypotheses testing are shown as follows:

Table 4. Multiple regression results

Independent Variable	Beta coefficients and the level of significance	VIF
Main independent variables:		
- Customer Environment Knowledge	.072	1.433
- Personal Attitude Toward Environmental Product	<.001***	1.742
- Media Influence	.058	1.654
- Government Supports	.086	1.308
Control variables:		
- Gender	.532	1.088
- Personal Income	.011*	1.079

Notes: *** <.001, ** <.01, * <.05

VIF = Variance Inflation Factor

Hypothesis 1: Green Purchase Behaviour among the 90s Generation is positively influenced by consumer environmental knowledge. However, the p -value ($\beta=.130$; $p=.072$) is not statistically significant. As a result, the positive outcome cannot be supported.

Hypothesis 2: There is a positive link between personal attitude and green purchasing behavior among the 90s generation. Because the p -value ($\beta=.456$; $p<.001$) is statistically significant. It suggests that the generation of the 90s has a more positive attitude toward environmental items, and is more likely to make green purchases.

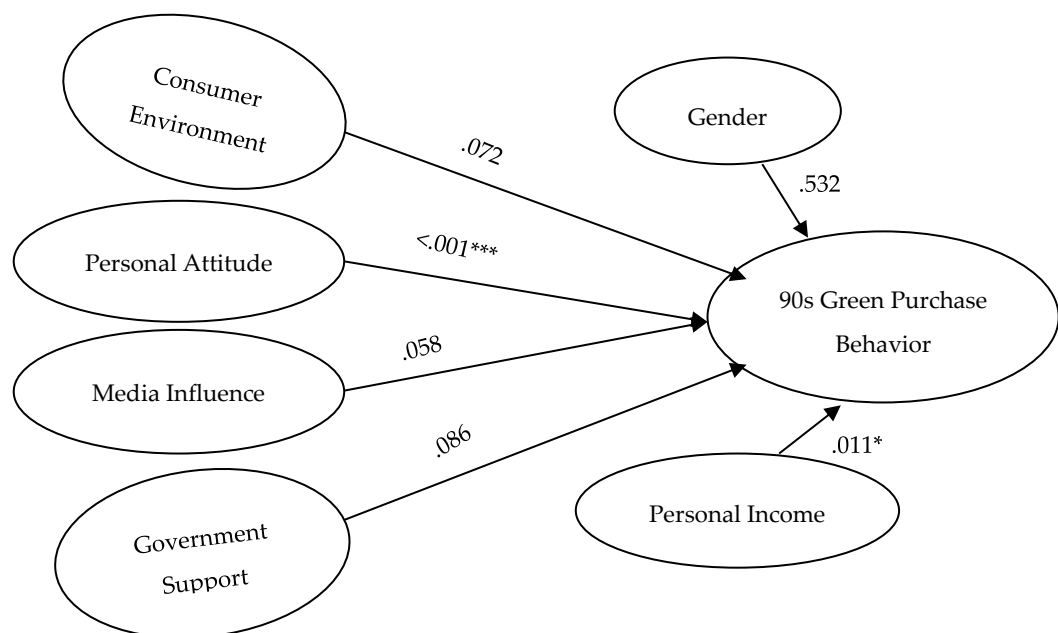
Hypothesis 3: Media influence has a positive impact on the Green Purchase Behavior of the 90s Generation. However, the p -value ($\beta=.133$; $p=.058$) is not statistically significant. As a result, the positive outcome cannot be supported.

Hypothesis 4: Government support has a positive impact on the green purchasing behavior of the 90s generation. However, the p -value ($\beta=.078$; $p=.086$) is not statistically significant. As a result, the positive outcome cannot be supported.

The results demonstrate that gender ($p=.532$) and personal income ($p=.011$) are both positively connected to Green Purchase Behaviour in the 90s Generation. However, gender with a p -value of .532, indicates that there is no statistically significant difference in Green Purchase Behavior among males and females in the 1990s Generation. Personal income is found to be a significant control variable of Green Purchase Behavior (p -value $=.011$). This suggests that there is a positive relationship between personal income levels. Individuals with higher earnings are more likely to engage in green consumption habits, potentially due to higher financial resources.

According to the statistical result, all four independent variables (including consumer environment knowledge, personal attitude toward the environmental product, Media Influence, and government support) and 2 control variables (including gender and personal income) can explain green purchase behavior by 49%. Another 51% can be explained by other variables that are not put in the regression.

The new conceptual model summarizes OLS regression, as shown in Figure 2.



Notes: *** $<.001$, ** $<.01$, * $<.05$ and $R^2=.49$

Figure 2. Result from OLS regression

5. Discussion

5.1. General Discussion of the Results

The objective of this study was to examine how environmental knowledge, personal attitude, media influence, and government support shape the green purchase behavior of consumers born in the 1990s. The findings reveal that personal attitude is the only variable that significantly influences green purchasing decisions among this generation. This result is consistent with the Theory of Planned Behavior [11], which posits that attitude is a primary and direct predictor of behavioral intention. Younger consumers who hold favorable evaluations toward eco-friendly products are therefore more likely to translate these values into actual purchasing behavior. This aligns with prior studies showing that Millennials and Generation Z demonstrate strong pro-environmental attitudes and are more receptive to sustainability messages [29].

In contrast, environmental knowledge, media influence, and government support did not show significant effects on green purchase behavior. This pattern supports the widely documented attitude–behavior gap in environmental psychology, which suggests that having knowledge or receiving information does not always lead to behavior change [17]. Although young consumers may be aware of environmental issues, this awareness alone appears insufficient to motivate green purchasing without strong attitudinal commitment. This finding is consistent with Amoako et al. (2020) [3], who similarly reported that knowledge does not directly predict green purchasing among young adults.

The non-significance of media influence may indicate that passive exposure to online environmental content does not necessarily translate into purchasing decisions. Prior studies (e.g., Narula & Desore, 2016 [6]) suggest that media effects depend heavily on message credibility, relevance, and consumer involvement. If sustainability messages are perceived as generic or promotional, their impact may be limited.

Similarly, the lack of significance in government support suggests that policy measures may not be sufficiently visible or impactful from the perspective of young consumers. As noted by Chen and Sheu (2017) [7], government interventions often influence consumer behavior indirectly, and their effectiveness depends on the clarity of incentives and awareness among the public. Respondents in this study may not have been fully exposed to or aware of specific green policy initiatives, which could explain their limited influence.

Overall, the findings reinforce the idea that internal psychological factors—particularly attitudes—play a stronger role in shaping sustainable consumption among the 90s generation compared to external informational or institutional factors. This highlights the importance of value-driven and identity-based motivations in promoting eco-friendly purchasing behavior.

The significant effect of personal income suggests that economic capacity may play a role in enabling green purchasing, as eco-friendly products are often priced higher than conventional alternatives. This finding is consistent with studies indicating that individuals with greater financial resources are more likely to adopt sustainable consumption patterns. In contrast, gender did not significantly predict green purchase behavior, which aligns with emerging research showing that gender differences in environmental behavior are narrowing among younger cohorts, particularly Millennials and Generation Z. This may reflect a generational shift in which sustainability values are shared across genders rather than associated with one demographic group.

5.2. Limitations

The study looked at the link between green consumer purchase behavior among the 90s generation and consumer purchasing behavior in the context of environmental knowledge, media influence, and government support. Therefore, this study's target group must also be born between 1990 and 1999. As a result, we can only reach a small

percentage of the target respondents. The sample size is a bit small to make an accurate statistical analysis. The effect size and sample size have an impact on p values; if the effect size is constant, a bigger sample will result in a reduced p-value. Therefore, we assume that if the sample size could be larger there might be a possibility that more variables can significantly support the hypothesis.

Since statistical tests usually require a larger sample size to ensure a representative distribution of the population and to be considered representative of groups of people to whom results will be generalized or transferred, the number of units of analysis that can be used in this study is small, and it will be difficult to find significant relationships from the data.

Also, due to time and budget constraints, the data collection sample was not chosen at random. It might lead to bias and sample selection errors, resulting in inaccurate results. After completing the interpretation of the findings, we found that the data collection method limited my capacity to conduct a complete study of the findings. As a result of the Covid outbreak, there is a growing practice of contacting the target respondent over the internet. This technique can help collect data in a short amount of time. However, the interview error might happen and cause a lack of data accuracy.

5.3. Recommendations for Future Research

Because the study's understanding of consumer green purchase behavior in the 1990s is so limited. As a result, future research should dedicate more effort to the literature review and keep track of a larger number of related papers. Future studies could also look at other factors that impact consumer green purchase behavior in the 1990s. For a more in-depth investigation and to discover more about the attachment, the researcher should aim to incorporate additional components. In addition, future research should consider expanding the sample size to include a wider range of respondents in order to analyze how control factors (such as nationality) impact respondents' behavior differently.

5.4. Managerial Implications

The research observed the trends of consumers' personal attitudes and their implications for environmental product purchasing decisions. It is found that consumers' personal attitudes can significantly influence their behavior, leading them to make favorable or negative green buying decisions. Specifically, this study focuses on respondents born between 1990 and 1999 and their attitudes towards environmental products.

The results indicate that individuals belonging to the 90s generation exhibit a more positive attitude towards environmental issues. This positive attitude translates into a greater propensity to make green purchases. Several factors contribute to this preference for environmentally friendly consumer patterns, including increased awareness of environmental sustainability, concerns about climate change, and a desire to make a positive social and environmental impact.

When making resource allocation decisions, marketing managers must forecast customer purchase behavior. Purchase intentions are frequently used to predict future purchase behavior. As marketers who want to target the young generation could examine youths' personal attitudes toward environmental products and be directed by knowing consumers' personal attitudes. The findings of customer environmental understanding, media impact, and government support do not support the hypothesis, yet they all have a favorable link with green consumer buying behavior among the 90s generation. As a result, marketers may want to explore these characteristics as well in order to acquire a better understanding of their customers.

In this study, we conducted an analysis of respondents' attitudes towards various information transmission channels, as depicted in Table 5. The findings provide valuable

insights into the preferences and receptivity of individuals belonging to the 90s generation towards different media platforms.

The data clearly indicate that respondents in their 90s exhibit a strong inclination towards receiving information via social media and online video advertising platforms. With a cumulative percent of 29.7% and 36.1%, respectively, these channels emerge as the preferred means of communication among the target demographic.

Given the significant influence of social media and online video advertising on respondents' green purchase behavior, marketers are advised to prioritize these channels in their marketing strategies. By leveraging the widespread popularity and engagement potential of social media platforms such as Facebook, Instagram, and Twitter, marketers can effectively disseminate environmentally focused messaging and engage with target participants in meaningful conversations.

Similarly, online video advertising platforms offer unique opportunities for marketers to convey compelling narratives and visually captivating content that resonates with environmentally conscious audiences. Platforms like YouTube provide extensive reach and targeting capabilities, enabling marketers to deliver tailored messages to specific demographic segments within the 90s generation.

By aligning their marketing strategies with the preferences and behaviors of the target demographic, marketers can enhance the effectiveness of their campaigns and maximize their impact on green purchase behavior. By leveraging the power of social media and online video advertising, marketers can effectively engage with the 90s generation and inspire them to make environmentally responsible purchasing decisions.

In this study, we conducted an analysis of respondents' attitudes towards various information transmission channels, as depicted in Table 5.

The data indicate that respondents from ages of 1990 to 1999 have a strong inclination when receiving information through social media and online video advertising platforms. These channels show cumulative percentages of 29.7% and 36.1%, respectively.

Table 5. Frequency and Percent for each information transmission channel

Channel	Online Video Advertising	Audio Advertising	Offline Video Advertising	Social media
Frequency	97	35	57	80
Cumulative Percent	36.1%	13.1%	21.1%	29.7%

Online Video Advertising: Frequency 97 Cumulative Percent: 36.1%

Audio Advertising: Frequency 35 Cumulative Percent: 13.1%

Offline Video Advertising: Frequency 57 Cumulative Percent: 21.1%%

Social Media: Frequency 80 Cumulative Percent: 29.7%

6. Conclusions

This study highlights that personal attitude is the only significant driver of green purchase behavior among individuals born in the 1990s, emphasizing the central role of value-based motivation in shaping sustainable consumption. In contrast, environmental knowledge, media influence, and government support did not directly affect purchasing decisions, suggesting that information and policy exposure alone may not be sufficient to translate into green buying without strong attitudinal commitment. These findings contribute to the understanding of green consumer behavior by underscoring the persistent attitude-behavior gap and indicating that efforts to promote eco-friendly purchasing should prioritize strategies that strengthen personal relevance and pro-environmental values.

Author Contributions: Not applicable. (This study was conducted by a single author.)

Funding: This research received no external funding.

Institutional Review Board Statement: Ethical review and approval were waived for this study due to its minimal-risk nature. The data were collected through an anonymous online survey that did not involve any personal identifiers or sensitive information. Participation was entirely voluntary, and respondents could withdraw at any time without consequence.

Data Availability Statement: No new data were created or analyzed in this study. Data supporting the findings of this study are available from the corresponding author upon reasonable request.

Informed Consent Statement: Informed consent was obtained from all subjects involved in the study.

Acknowledgments: The authors sincerely thank their academic advisor for valuable guidance and continuous support throughout this research. The authors also gratefully acknowledge the National Institute of Development Administration (NIDA) for providing essential academic resources and an enabling research environment.

Conflicts of Interest: The authors declare no conflicts of interest.

Abbreviations

The following abbreviations are used in this manuscript:

CEK	Consumer Environmental Knowledge
PA	Personal Attitude Toward Environmental Product
MI	Media Influence
GS	Government supports
GPB	Green Purchase Behavior
VIF	Variance Inflation Factor
OLS	Ordinary Least Squares

References

1. Business News Daily. *Consumer Preference Trends toward Eco-Friendly Packaging*. 2022. Available online: <https://www.business-newsdaily.com> (accessed on 20 May 2024).
2. The Economist Intelligence Unit. *An Eco-wakening: Measuring Global Awareness, Engagement and Action for Nature*. 2021. Available online: <https://www.eiu.com> (accessed on 1 June 2024).
3. Amoako, G.K.; Dzogbenuku, R.K.; Abubakari, A. Do green knowledge and attitude influence the youth's green purchasing? Theory of planned behavior. *Int. J. Product. Perform. Manag.* **2020**, *69*, 1609–1626. <https://doi.org/10.1108/IJPPM-12-2019-0595>
4. Deloitte. *Gen Z and Millennial Survey*. 2024. Available online: <https://www.deloitte.com/global/en/about/press-room/deloitte-2024-gen-z-and-millennial-survey.html> (accessed on 7 July 2024).
5. Gomes, S.; Bandeira, R.; Barbosa, J.; Damasceno, A. Willingness to pay more for green products: A critical challenge for Gen Z. *J. Clean. Prod.* **2023**, *390*, 136092. <https://doi.org/10.1016/j.jclepro.2023.136092>
6. Narula, S. A., & Desore, A. Framing green consumer behaviour research: Opportunities and challenges. *Social Responsibility Journal*, **2016**, *12*(1), 1–22. <https://doi.org/10.1108/SRI-08-2014-0112>
7. Chen, Y.J.; Sheu, J.B. Non-differentiated green product positioning: Roles of uncertainty and rationality. *Transp. Res. E Logist. Transp. Rev.* **2017**, *103*, 248–260. <https://doi.org/10.1016/j.tre.2017.05.005>
8. Yuan, P.; Dong, X.; Xu, J.; Lin, X. How Government Regulations and Consumer Behavior Influence Manufacturers' Product Green Degree Decision-Making: An Agent-Based Model. *Wirel. Commun. Mob. Comput.* **2021**, *2021*(1), 5582140. <https://doi.org/10.1155/2021/5582140>
9. Hosein, N.; Sioufi, A.; El-Haddad, R.; El-Khalil, R. Determinants of Consumers' Green Purchasing Behavior: Empirical Evidence from Lebanon. *J. Consum. Mark.* **2013**, *30*(3), 159–174. <https://doi.org/10.1108/07363761311328971>

10. Ottman, J.A. *The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding*; Berrett-Koehler Publishers: San Francisco, CA, USA, 2011.
11. Ajzen, I. The theory of planned behavior. *Organ. Behav. Hum. Decis. Process.* **1991**, 50, 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
12. Han, H.; Hsu, L.T.; Sheu, C. Application of the Theory of Planned Behavior to green hotel choice: Testing the effect of environmentally friendly activities. *Tour. Manag.* **2010**, 31, 325–334. <https://doi.org/10.1016/j.tourman.2009.03.013>
13. Groening, C.; Sarkis, J.; Zhu, Q. Green marketing consumer-level theory review: A compendium of applied theories and further research directions. *J. Clean. Prod.* **2018**, 172, 1848–1866. <https://doi.org/10.1016/j.jclepro.2017.12.002>
14. Nilashi, M.; Ahnai, A.; Esfahani, M.D.; Yadegaridehkordi, E.; Samad, S.; Ibrahim, O.; Sharef, N.M.; Akbari, E. Preference learning for eco-friendly hotels recommendation: A multicriteria collaborative filtering approach. *J. Clean. Prod.* **2019**, 215, 767–783. <https://doi.org/10.1016/j.jclepro.2019.01.012>
15. Bollinger, A.S.; Smith, R.D. Managing organizational knowledge as a strategic asset. *J. Knowl. Manag.* **2001**, 5(1), 8–18. <https://doi.org/10.1108/13673270110384365>
16. Kollmuss, A.; Agyeman, J. Mind the gap: why do people act environmentally and what are the barriers to pro-environmental behavior?. *Int. J. Sustain. High. Educ.* **2002**, 8(3), 239–260. <https://doi.org/10.1080/13504620220145401>
17. Bamberg, S.; Möser, G. Twenty years after Hines, Hungerford, and Tomera: A new meta-analysis of psycho-social determinants of pro-environmental behaviour. *J. Environ. Psychol.* **2007**, 27, 14–25. <https://doi.org/10.1016/j.jenvp.2006.12.002>
18. Roberts, J.A.; Bacon, D.R. Exploring the subtle relationships between environmental concern and ecologically conscious consumer behaviour. *J. Bus. Res.* **1997**, 40(1), 79–89. [https://doi.org/10.1016/S0148-2963\(96\)00280-9](https://doi.org/10.1016/S0148-2963(96)00280-9)
19. Arbuthnott, K.D. Education for sustainable development beyond attitude change. *Int. J. Sustain. High. Educ.* **2009**, 10(2), 152–163. <https://doi.org/10.1108/14676370910945954>
20. Nguyen, T.T.H.; Yang, Z.; Nguyen, N.; Johnson, L.W.; Cao, T.K. Greenwash and green purchase intention: The mediating role of green skepticism. *Sustainability* **2020**, 12, 1631. <https://doi.org/10.3390/su12041631>
21. Kumar, R.; Saha, R.; Sekar, P.C.; Dahiya, R. Examining the role of external factors in influencing green behaviour among young Indian consumers. *Young Consum.* **2019**, 20, 380–398. <https://doi.org/10.1108/YC-12-2018-0921>
22. Wang, J.; He, A. Psychological attribution and policy intervention path of consumers' low-carbon consumption behavior: Based on grounded theory. *Nankai Bus. Rev.* **2011**, 14, 90–99.
23. Visual Capitalist. *Sustainability Trends*. 2022. Available online: <https://www.visualcapitalist.com> (accessed on 1 May 2025).
24. McKinsey & Company. *Meet the 2020 Consumers Driving Sustainable Consumption*. 2020. Available online: <https://www.mckinsey.com> (accessed on 1 May 2024).
25. Safari, A.; Salehzadeh, R.; Panahi, R.; Abolghasemian, S. Multiple pathways linking environmental knowledge and awareness to employees' green behavior. *Corporate Governance* **2018**, 18(1), 81–103. <https://doi.org/10.1108/CG-08-2016-0168>
26. Rahbar, E.; Wahid, N.A. Investigation of green marketing tools' effect on consumers' purchase behavior. *Bus. Strategy Ser.* **2011**, 12, 73–83. <https://doi.org/10.1108/17515631111114877>
27. Paço, A.; Shiel, C.; Alves, H. A new model for testing green consumer behavior. *J. Clean. Prod.* **2019**, 207, 998–1006. <https://doi.org/10.1016/j.jclepro.2018.10.105>
28. Nunnally, J.C. *Psychometric Theory*, 2nd ed.; McGraw-Hill: New York, NY, USA, **1978**.
29. Schmeltz, L. Consumer-oriented CSR communication: Focusing on ability or morality? *Corp. Commun.* **2012**, 17, 29–49. <https://doi.org/10.1108/13563281211196344>