Green Environment and Generation Z's Attitudes: The Chalenges of eco-friendly and Product Repurchase

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Abstract. This study aims to determine the effect of environmental knowledge and environmental concern on the attitude and green purchase intention of eco-friendly products in Generation Z in Indonesia. The data collection method used in this study is through questionnaires which are distributed to 287 respondents using the Purposive Sampling technique and processed using the SEM-PLS analysis method with SmartPLS version 3.2.9. The results show that there is a positive and significant effect between environmental knowledge and environmental concern towards attitude, positive and significant effect between environmental concern and attitude towards green purchase intention of eco-friendly products. Otherwise, there is a negative and not significant effect on environmental knowledge towards green purchase intention of eco-friendly products. In a conclusion, it is suggested that attitudes mediate environmental knowledge and environmental concern toward the intention to buy eco-friendly products.

Keywords: environmental knowledge; environmental concern; attitudes; green purchase intention.

1. Introduction

Economic growth and fast-moving consumption behavior patterns around the world are the the main cause of environmental degradation [1]. This has triggered natural phenomena that are unusual and can disrupt the comfort of human life. Concern over the effects of human activity on the environment and the need for sustainable practices has grown in recent years. This resulted in more study on environmentally friendly practices and how they affect consumer attitudes and buying intentions. The generation born between the middle of the 1990s and the beginning of the 2010s, known as Generation Z, is particularly interesting in this context because of their unique characteristics and capacity to inspire change. The scientific community has become more aware of the idea of "eco-evolutionary dynamics," which examines how processes related to evolution and the environment interact [2]. It is difficult to identify and comprehend the impact of such dynamics in nature because there aren't many convincing natural examples of them. This highlights the importance for additional investigation to clarify the complex nature of eco-evolutionary dynamics and their implications for environmental sustainability.

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Human life is strongly influenced by environmental and on the way around, the environment is fluented by human activities and patterns of life [3]. Environmental issues are the most important issues that humanity is now facing. Environmental issues are often attributed to industrialisation, overpopulation, scientific and technological advancements, rising requirements, and globalization [4]. Consumer attitudes are a key factor in determining future behaviors and purchase intentions. According to the theory of planned behavior, a positive perception of a brand in comparison to competing options on the market may result in repurchase intentions and brand loyalty [5]. However, simple repurchases might not be a true sign of devotion because they might be motivated by inertia rather than a dedication to the brand [6].

The environment is significantly harmed by human activity in many different ways. The inappropriate use of water resources, which results in altered water environments, salinization and desertification of the land, and destruction of the plant life, is one of the main negative impacts [7]. This is especially obvious in arid areas like Indonesia. Unreasonable human behavior in this area contributed to environmental degradation and water resource decline. Pollution of the environment is also a result of human activity, particularly when it comes to air pollution [8]. Particulate matter and pollution are released into the atmosphere as a result of the burning of fossil fuels and industrial emissions. This is bad for the environment and for people's health.

A theory called the Environmental Kuznets Curve (EKC) proposes a connection between environmental deterioration and economic growth. This concept states that environmental degradation initially becomes worse but eventually gets better as per capita income rises, generating an inverted U-shaped curve [9]. The existence and nature of the EKC, however, are still up for debate and there is conflicting scientific evidence. While some research indicate change connections or no significant relationship at all, others provide evidence for the EKC theory [10]. For instance, opposed to the anticipated inversion U-shaped curve, a study on CEMAC countries discovered an inverted "N"-shaped link between gross domestic product per capita and CO2 emissions. A deeper awareness of the EKC is also required, according to current study. It suggests that there may not be a straight line relationship between environmental pollution and economic development, and that relationship may change depending on the stage of development. In fact, economic activity can have both beneficial and bad effects on the environment simultaneously, which is resulting in a complicated link between economic growth and pollution of the environment [9].

The United Nations Framework Convention on Climate Change (UNFCCC) ratified the Paris Agreement as an international treaty in 2015. By reducing global warming to far below 2 degrees Celsius above pre-industrial levels and pursuing attempts to restrict the temperature increase to 1.5 degrees Celsius, it seeks to address climate change [11]. In order to understand how individuals consume in relation to their environmental consciousness, it is important to look at all the different factors that affect their green consumption behavior. Many studies have looked into these elements and how they affect people's opinions and consumption behaviors. Green consumption has been proven to be significantly influenced by pro-environmental awareness, which encompasses elements like environmental knowledge, environmental attachment, and individual environmental responsibility [12]. In order to understand how Gen Z consumes in connection to environmental awareness, it is important to take into account their environmental consciousness, sustainability attitudes, and purchasing patterns. According to a study by Su et al. (2019), there are three separate kinds of Gen Z consumers in the United States who are ecologically conscious: sustainable moderates, sustainable believers, and sustainable activists. The environmental engagement scale and the environmental values scale were used to

measure environmental consciousness in the study. According to the research, customers who are very concerned about the environment (sustainability activists) and slightly concerned about the environment (sustainability believers) give consideration to eco-friendly and healthful product qualities when buying sustainable food . On the other hand, customers with poor environmental awareness (sustainable moderates) gave more weight to extrinsic product characteristics like price and convenience [13].

According to a study by (Harnani et al., 2022), economic activities, such as the development of infrastructure and human capital, have an effect on the sustainability of the environment in Indonesia [14]. The results indicate that economic activities can have an impact on the environment, and that human capital plays a critical role in fostering sustainable economic growth and reducing adverse environmental effects.The stability of Indonesia's economic development rate also boosts consumer spending power. Indonesia is a potential market for environmentally friendly goods since consumer purchasing power supports public awareness of environmental issues [15].

The attitudes and habits of Generation Z consumers toward eco-friendly and sustainable items have been studied in the past. These studies have investigated a number of variables that affect consumers' purchase intentions and actions. Generation Z consumers are more likely to make environmentally friendly purchases if they are very responsible and concerned about environmental issues. However, they were not greatly impacted by subjective norms, such as the influence of friends and family. This implies that Generation Z consumers choose eco-friendly products on their own, independent of social influences [16] . The importance of environmental attitudes among Generation Z customers in boosting university social responsibility (USR) education was underlined by Chen et al. in 2023. Young people must learn to accept societal duties and to care about environmental and social issues [17]. Liu (2022) highlighted the importance of environmental awareness in influencing Generation Z customers' attitudes and behaviour toward sustainable fashion. The ability to bridge the attitude-behavior gap was found to be significantly influenced by environmental information [18].

2. Literature Review

2.1. Environmental knowledge

Knowledge and understanding regarding environmental problems and potential solutions to such problems" is referred to as "environmental knowledge [19]. According to (Lee, 2009) consumer attitudes is the main element of consumers when deciding his preference for an item that consumers want to buy. consumers. The concept of attitude is related to the concept of behaviour and trust. Consumers generally have a sense of trust in the characteristics of the product that is, the image inherent in the product [20]. The degree to which a person is informed about environmental issues and is capable of understanding and assess how those issues affect society and the environment is referred to as their level of environmental knowledge.

Environmental knowledge is a term used to mean knowledge and awareness about environmental problems and possible solutions to those problems. An increase in knowledge about environmental problems may raise peoples' concern and awareness however, it does not necessarily result in behavioral changes [21]. The ability to recognize a variety of symbols, concepts, and behavior patterns associated with environmental protection can be described as having environmental knowledge [22].

Lack of information or having conflicting facts could prevent people from acting in an environmentally friendly way [23]. Environmental concern is conceptualized as a measure that shows the degree to which people are concerned about environmental problems and dangers to the earth and for 'the harmony of nature.

Research conducted shows that environmental knowledge has a significant effect on consumer attitudes [24]. The way one feels about engaging in environmental preservation is reflected in their attitudes, which serve as expressions of their preferences and approaches to solving various environmental issues [25]. Consumer attitudes are a person's favorable or unfavorable opinions about other people, things, or behaviors that reflect preferences for those things, things, or behaviors and lead to favorable or unfavorable intents for purchasing action [26].

The author would like to further support the following hypothesis regarding the relationship between environmental knowledge and attitude based on the findings of prior studies:

Hypothesis 1: Environmental Knowledge has a significant effect on Attitude.

2.2. Environment Concern

Environmental concern relates to public knowledge, capacity, and involvement in environmental issues [27]. Green consumerism is a broad term that encompasses reducing pollution, protecting the environment, and using nonrenewable resources sustainably. Over the past few decades, there has been an increase in concern about environmental shame [28].

This is a significant quality that can reflect someone's compassion, preferences, and environmental concerns. The new environmental paradigm is used to measure environmental concern, which varies from being extremely unconcerned to being extremely concerned [29]. Concern about the environment is a significant factor that influences consumers' decision-making [30]. Thomson and Baston based on a person's sense of their relationship to the environment, as the motivational concern voiced for environmental issues [31]. Environmental concern is viewed by most researchers as a broad attitude, and as such, according to Khaola [32] , It directs the development of consequence attitudes. conceives of environmental concern as a multidimensional concept with an affective component (general beliefs/values), dispositional dimension (personal attitudes), and active dimension (pro-environmental behaviour) [33]. argues that in this new framework, environmental concern only impacts certain environmental behaviors by way of the circumstance-specific attitudes [34].

Hypothesis 2: Environmental concern is positively and directly related to attitude

2.3. Attitude

The term "attitude" refers to a person's psychological routines that involve evaluating a specific level of advantage or disadvantage [35]. We presume that there is a logical hierarchy of relationships between attitudes. As one descends the hierarchy, lower-order attitudes become more focused and concrete while higher-order attitudes are more general and abstract. When taken together, these premises suggest that: (1) attitudes are separate from values, beliefs, intentions, conduct, or other related notions; and (2) all individual attitudes regarding a topic are reflections of more general underlying attitudes [36].

Although there are a number of other conceptualizations of attitudes, this one is the most in line with earlier studies showing causal links between attitudes and behavior. The theory of reasoned action, in particular, contends that behavioral intents are predicted by behavioral attitudes and subjective norms, who in turn predict conduct [37].

Numerous research have been done to determine the impact of environmental knowledge on the intention to make green purchases. According to certain studies, environmental knowledge and intention to make green purchases are positively correlated [38]. Although researchers did not specify the kind of green goods, they discovered that Environmental Knowledge had a direct positive impact on Green Purchase Intention when it was mediated by Attitude. there are differences in the results of research conducted by Tadajewski & Tsukamoto (2006), which claims that Environmental Knowledge is a predictor with the least amount of influence on a consumer's intention to make green purchases [39].

Hypothesis 3: Attitude is positively and directly related to green purchase intention

2.4. Green Purchase Intention

In general, purchasing intention is regarded as a requirement for encouraging and pressuring consumers to make actual purchases of goods and services. To assess actual customer behavior, several studies look at consumers' intentions. The likelihood that customers will want to purchase environmentally friendly products is known as "green purchase intention." [40]. In order to preserve or not contribute to climate change, consumers are purchasing green items [41].

Chan (2001) proposed that three factors—consider purchasing green products, switch to other brands for environmental concerns, and choose green product versions—can be used to quantify green purchase intents [42]. Customers' current and future purchasing decisions for green or environmentally friendly products can be measured using their green buying intention. It also aids in estimating customer demand for green products [43]. Green purchase intention is defined as the likelihood and desire of a consumer to prioritize eco-friendly characteristics in products over traditional aspects in their purchasing decisions [3]. Purchase intent is an important indicator of customer behavior [37]. Intentions of consumers have been utilized as a stand-in for real behavior.

It has been asserted that the consumer ranks brands and products as one of the factors they take into account when deciding whether to make a purchase. However, there are two things that could prevent you from making the transaction you want [44]. For example; the consumer may form a purchase intention based on factors such as expected income, expected price, and expected product benefits [45]

Hypothesis 4: Attitude is directly related to green purchase intentions.

Consumer attitudes toward green products are now significantly influenced by knowledge and awareness of environmental protection. According to a study conducted in Egypt, consumer awareness of environmental issues has a significant impact on whether they adopt ecologically beneficial behavior. [46]. According to earlier studies, attitudes significantly affect consumers' intentions to make purchases .Furthermore, the gap found in the previous study regarding the influence of Environmental Knowledge on Green Purchase Intention encouraged the writer to include Attitude towards green product as a mediating variable, which then formulated the hypothesis as follows [47]

Hypothesis 5 : Attitude mediates the relationship between environmental knowlegde and green purchase intentions

Concern for the environment stimulates a particular attitude toward green products, which then indirectly influences the intention to make green purchases. As a result, we predict that attitudes toward green products will serve as a bridge between environmental concern and green purchasing intents [34].

Hypothesis 6: Attitude mediates the relationship between environmental concern and green purchase intentions

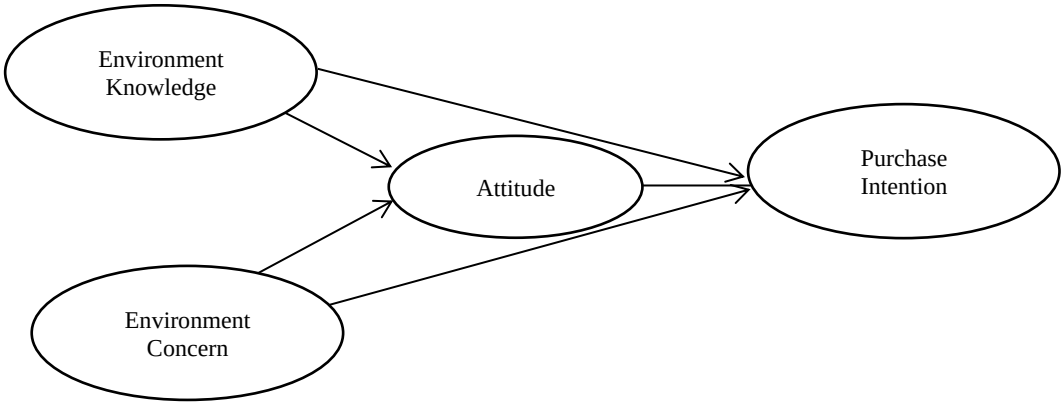


Figure 1: Conceptual framework

3. Material and Method

3.1. Data Collection and Measurement

This survey was conducted in Indonesia with Convenience sampling was used for data collection; self-administered questionnaires were randomly distributed at randomly selected times and collected by the survey team at shopping centres and cafes in the city. Thus, the survey team tried their best to obtain a sample. this research started from January 2023 to March 2023. The researcher asked the questionnaire questions to respondents aged 17 years old to 25 years old. The on-site selection of shopping centres and cafes are representative places where generation Z gather to spend their time. A total of 375 questionnaires were distributed to respondents who agreed to participate. There was no incentives were provided to increase the participation rate. From the initial sample, 287 questionnaires were returned (return rate: 88.8%). However, 77 questionnaires were also excluded due to partial and inconsistent responds identified during the data refinement process. that were discovered during the data refinement process. In the end, 210 questionnaires were deemed suitable for analysis.

The questionnaire is composed of five sections. Characteristics of demographics were measured in the fifth section All variables in the proposed model were measured with multiple items scored in consideration of the previous literature review on a 5-point Likert-type scale (1 = strongly disagree, 5 = strongly agree) to ensure measurement validity. There are four variable measure in this study: Environmental knowledge, environmental concern, attitude and Green purchase intention. Environmental knowledge was measured using four items; environmental concern was measured using five items, attitude was measured using five items and Green purchasing behavior was measured using four items.

3.1. Analysis

To analyzed the data, this research used Structural Equation Modelling – Partial Least Square (SEM-PLS) analysis using SmartPLS software. SEM-PLS has two models; Evaluation of Measurement Model and Evaluation of Structural Model. Per Anderson and Gerbing's Thereafter we used a two-step procedure as follows: In order to verify internal consistency, construct validity, and reliability, confirmatory factor analysis (CFA) was first used to estimate

the measurement model for all variables. A structural equation modeling technique was then utilized to assess the suggested conceptual model and hypotheses [34]. In the process of data collection to data analysis, the researcher carried out the stages described in the following figure 2

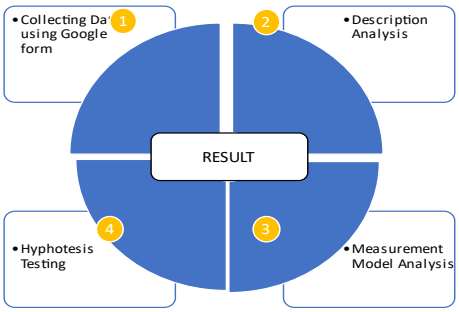


Figure 2 : Research flowchart

4. Result

4.1. Responden Characteristic

Before completing the survey, the respondents provided verbal consent to their answers being recorded. At the beginning of the survey we also informed them in writing that their answers will later be analyzed, but at the same time the responses would remain anonymous, and we did not collect any specific demographic data about the respondents.

Tabel 1: Demographic and income properties of respondents (n = 210)

Variables		Composition of Sample
Gender	Male	46,1 %
	Female	53,9 %
Age Group	18-20	28,7 %
	21-23	42,4 %
	24-26	28,9 %
Job	Student	61,2 %
	Office Worker	20,2 %
	Service	13,1 %
Income	2 Million or less	34,0 %
	2 – 4 Million	22,1 %
	4 – 6 Million	61,7 %
	Pekanbaru	32,3 %
	Padang	22,7 %

Variables		Composition of Sample
Region	Batam	21,8 %
	Palembang	18,2 %
	Medan	5 %

4.2. Measurement Model Analysis

The attitude statements of the research tested were built into the model. The factor loadings of the items and the values belonging to the background variables of the model are shown in Table 4. The values of the model confirm its reliability. Composite Reliability values fall between 0.834 and 0.913 and exceed the expected value of 0.7 in all cases. The values of average variance extracted (AVE) vary between 0.558 and 0.640, and thus exceed the expected score of 0.5. Finally, Cronbach's alpha scores exceed 0.7 [48]. in this study all loading factors above 7 . this is in accordance with the recommendations of Hair et al. who argue that items with factor loadings between 0.4 and 0.7 should be examined to determine whether removing them will result in a worse index for the model [49]. Moreover, in all cases, the values substantially exceed the value (<0.5) that Bagozzi and Yi consider the threshold for rejection [49]. The Collinearity Statistics show, that the VIF values for all items are below the threshold of 3. Considering the fact that we built a reflective model, the indices of the structural model were calculated with Consistent PLS Algorithm. Our results indicate that the model is a good fit (SRMR = 0.074, NFI = 0.762), and is consistent with the recommendation of Hu and Bentler [50], in that the SRMR score should remain below 0.8. Tables 5 and 6 show the results of the discriminant validity. Table 3 displays the Fornell-Larcker test of discriminant validity. The Fornell-Larcker criterion is a test to see the correlation value between the variable and the variable itself and the variables with other variables. In fulfilling this test, the correlation value of the variable with the variable itself cannot be smaller than the value of the variable with other variable. while Table 6 shows the Heterotrait-Monotrait Ratio (HTMT).

Loading Factor is the value generated by each indicator to measure each variable. A high loading factor value indicates that each construct indicator converges at one point. The value that must be owned by the loading factor is> 0.7. The test results that have been obtained are as follows:

Table 2. Construct reliability and validity

Construct and Indikator	Factor loading
Environment Knowledge (CR= 0,834, AVE=0,558 CA=0,737	
I know that global warming is caused by the greenhouse effect	0,734
I know that waste has a harmful impact on the environment	0,704
I know the impact of littering on life	0,823
I know that the use of single-use plastic can damage the environment	0,720
Environment Concern (CR= 0,885, AVE= 0,608, CA, 0838	
I care about the environment around me	0.833
I care about efforts to prevent pollution that occurs	0.806
I care about efforts to manage clean water and prevent air pollution	0.822
I care about efforts to prevent the use of wasteful water that occurs in my city	0.704
When going to buy an item, I will pay attention to products that have a good impact on the environment	0.725
Attitude (CR=0,913 , AVE=0,635, CA= 0,885	
I feel worried about environmental damage	0.825
I support environmental cleanliness	0.804

I feel obligated to protect the environment	0.818
I'm not ashamed to carry a recycled shopping bag	0.734
I feel the importance of environmental sustainability	0.830
I feel the importance of chemical-free product safety	0.767
Repurchase Intention (CR=0,887, AVE=0,640, CA= 0,813	
I will consider buying eco-friendly products	0.771
I prioritize eco-friendly products when shopping	0.824
I feel like when I buy eco-friendly products	0.802
I will recommend eco-friendly products to people around me	0.803

*CR = composite reliability, AVE = average variance extracted, CA = Cronbach's alpha.

Table 3. Fornell-Larcker test of discriminant validity.

	CE	**PI**	**EK**	**A**
CE	**0.780**			
PI	0.541	**0.800**		
EK	0.334	0.286	**0.747**	
A	0.535	0.635	0.505	**0.797**

If the required cross loading value is appropriate, it can be said that discriminant validity is fulfilled and declared valid. The test results that have been carried out are as follows:

Composite Reliability is an index that is useful for showing the extent to which a measuring instrument can be trusted or relied upon (reliable). In fulfilling the criteria for composite reliability testing, a value of> 0.7 is required so that the construct can be said to have high reliability [51]. The test results that have been carried out are as follows:

Table 3: Result of Composite Reliability

	Composite Reliability	**Description**
EC	0.885	Reliabel
GPI	0.877	Reliabel
EK	0.834	Reliabel
A	0.913	Reliabel

One type of test in seeing a construct is reliable is to do the Cronbach's alpha test. In this test, a value above 0.7 is required so that the construct is said to be reliable.

Table 4: ***Cronbach's Alpha***

Cronbach's Alpha	**Description**

EC	0.838	Reliabel
GPI	0.813	Reliabel
EK	0.737	Reliabel
A	0.885	Reliabel

The t-statistics test is conducted to test the significance of the effect of exogenous variables as a whole on endogenous variables. The required value of t-statistics is above 1.96 and p-values below 0.05.

Table 5: *T-Statistics Result*

	***Original Sample* (O)**	***Sample Mean* (M)**	***Standard Deviation* (STDEV)**	***T Statistics* (|O/STDEV|)**	***P Values***
EC -> GPI	0.288	0.291	0.075	**3.853**	0.000
EC -> A	0.412	0.416	0.076	**5.448**	0.000
EK -> GPI	-0.072	-0.068	0.060	**1.194**	0.232
EK -> A	0.367	0.371	0.081	**4.523**	0.000
A -> GPI	0.517	0.518	0.089	**5.839**	0.000

In the table is a tabulation of the results of testing t-statistics on variables that have a direct influence. In the results that have been obtained, it can be concluded that there are four variables, namely; Environmental Knowledge - Attitude 4.523, Environmental Concern - Attitude 5.448, Environmental Concern - Intention to Buy Environmentally Friendly Products 3.853, Attitude - Intention to Buy Environmentally Friendly Products 5.839 which means that all of these variables have a positive and significant direct influence because they have t-statistics values above 1.96 and p-values below 0.05.

Based on the test results, it is found that there is one variable that has a direct influence, namely Environmental Knowledge - Intention to Buy Environmentally Friendly Products 1.194, which is negative and insignificant, has a value below 1.96 and p-values above 0.05, namely 0.232. The explanation of the test results is as follows:

Table 6: *T-Statistics Result*

Environmental Knowledge on Attitude	significant
Environmental Concern on Attitude	significant
Environmental Knowledge on Purchase Intention	Non significant
Environmental Concern on Purchase Intention	significant
Attitude towards Purchase Intention	significant

In testing t-statistics, specific indirect effects are also tested to determine the effect of intervening variables in mediating exogenous and endogenous constructs. In this test, the results will be obtained whether the effect of exogenous variables on endogenous variables will change or not if given an intervening variable. The results obtained in testing the effect of intervening are:

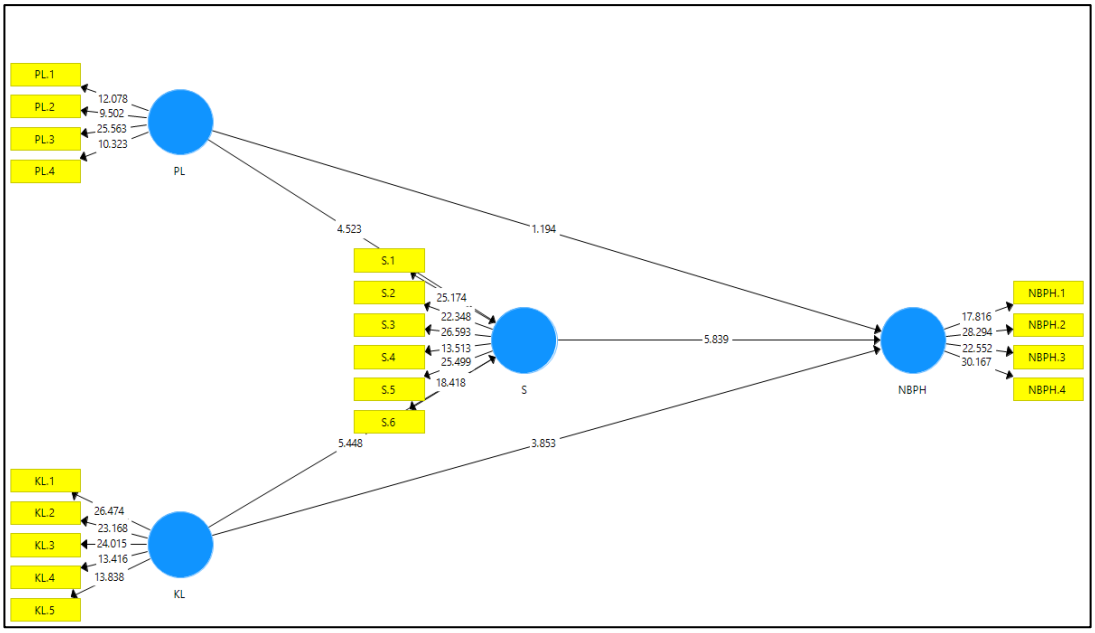
Table 7: *T-Statistics Spesific Indirect Effects Result*

	***Original Sample* (O)**	***Sample Mean* (M)**	***Standard Deviation* (STDEV)**	***T Statistics* (|O/STDEV|)**	***P Values***
EC -> A -> GPI	0.213	0.215	0.054	**3.959**	0.000
EK -> A-> GPI	0.190	0.192	0.056	**3.416**	0.001

The following is a tabulation of the conclusions of the hypothesis tests that have been carried out along with the information and bootstrapping output for the test results listed:

Table 8: Hypothesis result

No.	Hypothesis	Result	Description	Mediasi
H1	Environmental Knowledge on Attitude	Significant	accepted	
H2	Environmental Concern on Attitude	Significant	Accepted	
H3	Environmental Knowledge on Purchase Intention of Environmentally Friendly Products	Non Significant	rejected	
H4	Environmental Concern on Purchase Intention of Environmentally Friendly Products	Significant	Acepted	
H5	Attitude towards Purchase Intention of Environmentally Friendly Products	Significant	Accepted	
H6	Environmental Knowledge on Purchase Intention of Environmentally Friendly Products with Mediation of Attitude	Significant	Accepted	*Full Mediation*
H7	Environmental Concern on Purchase Intention of Environmentally Friendly Products with Mediation of Attitude	significant	Accepted	*Partial Mediation*



Picture 1: Output ***T-Statistics***

5. Discussion

The central thesis of this paper was that environmental knowledge and environmental concern affects green purchase intentions indirectly through specific attitude. We also explored the levels of environmental knowledge, environmental concern, attitude, and green purchase intentions of Generation Z in Indonesia. Our descriptive results show that participants had high environmental knowledge, environmental concern and high attitudes. Our descriptive results show that participants had high environmental knowledge, environmental concern and high attitudes. Even although different scales were used in other studies, in absolute terms the results of this study are are comparable to the environmental attitudes recorded in developed countries [52]. This works against the postmaterialist or affluent arguments, respectively. These theories contend that because wealthy (developed) nations worry less about economic matters and can therefore concentrate on the preservation of the environment, they are more likely to hold post-materialist values such as individual rights, quality of life, and environmental concern [53].
In particular, it focuses on the gender inequalities among Generation Z consumers in Indonesia. The founding study investigates the impacts of green self-identity and cognitive and affective participation on patronage intention in eco-friendly garment consumption. Insights from the study will help marketers discover customer traits, market segments, and create efficient communication strategies for the eco-friendly clothing sector. and According to the study, men and women in Generation Z were driven by several variables when it came to their intention to purchase eco-friendly clothing. Men's intention was significantly influenced by cognitive

involvement, which also served as a mediator between their green self-identity and intention. Contrarily, women's green self-identity was the main factor influencing their intention to purchase eco-friendly clothing.

The interesting thing about this research is that environmental knowledge does not affect purchasing decisions. Environmental knowledge was weakly related to green purchase intentions, but when controlled for attitude , the influence of environmental knowledge became insignificant. This is consistent with the findings of Pihui Liu (2020) show that The results show that environmental knowledge has a significant positive effect on environmental attitudes, environmental attitudes have a significant positive effect on environmental behavioral intentions and pro environmental behaviors, and environmental behavioral intentions have a significant positive effect on pro environmental behaviors [54]. This shows that in generation Z the intention to buy environmentally friendly products is not caused by environmental knowledge, but rather by needs and factors relevant to it [55] . in this research different with a study in Slovenia to examine the relationship between consumers' environmental concern, environmental knowledge, consciousness of eco-products, and intention to purchase eco-products. The results showed that consumers' consciousness of eco-products had the greatest effect in converting environmental concern into the intention to purchase eco-products [56].

The weak relationship between the environmental knowledge and Purchase Intention of Environmentally Friendly Products behaviours can be explained based on at least two reasons:

1. Environmental Knowledge owned by consumers is not able to have a positive influence on Green Purchase Intention because green marketing from The Body Shop company is still lacking. Green Purchase Intention because the company's green marketing is still lacking. explain in more depth about its efforts to address environmental issues that occur. So far, cosmetic products or products on the market only focus on disclosing pro-environmental campaigns, but are still lacking in integrating the company's efforts with environmental problems. between the efforts made by the company and the problems that occur in the environment [57].
2. Consumers still need to be made aware of the fact that switching from conventional to green products might reduce environmental problems. Environmental knowledge and green purchase intention are positively correlated with attitudes toward green products [58]. That is, in order to overcome the rise in customer purchase intentions for goods, a positive mindset is required [59]

6. Conclusion And Future Research

This research aimed to investigate the impact of the environment on attitudes and product purchase intention in Generation Z, a significant consumer segment known for its unique characteristics and preferences. This study revealed new light on the decision-making processes of Generation Z and gave ideas for marketers and politicians looking to effectively engage this key cohort through an analysis of the interplay between environmental conditions and consumer behavior.

The findings of this study indicate that environmental factors significantly influence the attitudes and product purchase intentions of Generation Z. Climate change and

environmental awareness have emerged as significant factors driving Generation Z consumer sentiments. The environmental impact of climate change has increased this generation's environmental consciousness, leading to a greater concern for sustainable practices and social responsibility.

Furthermore, various socio-demographic characteristics were identified in this study that affect the interaction between the environment, attitudes, and purchasing intentions in Generation Z. Gender, age group, job, income, and region were discovered to have an impact on the strength and direction of these connections. This stresses the need of taking into account Generation Z's variety and adopting personalized strategies to effectively engage diverse subgroups within this generation.

While this study adds to our understanding of how the environment influences attitudes and buying intentions in Generation Z, it is not without limits. Methodological restrictions, such as the use of self-reported data and potential response biases, should be recognized. Moreover, the findings may be restricted to the unique setting and sample used in this study. Future research should investigate these links in diverse cultural contexts and analyze additional elements that may influence Generation Z's attitudes and purchasing intentions.

To summarize, this study found that the environment has a major impact on Generation Z's views and product purchasing intentions. Businesses and policymakers may effectively engage Generation Z in sustainable purchasing patterns by acknowledging their environmental concerns and beliefs, so contributing to a more environmentally responsible future. The other study demonstrates that the existing models of pro-environmental conduct in individuals can be categorized into at least five different theoretical approaches, as follows: a pro-environmental consciousness standpoint, an attitudinal perspective, a responsible perspective, an altruistic perspective, and ultimately a sociological perspective. Here is a short explanation of each viewpoint [60]. In the future, research on environmental behaviour and knowledge is very interesting to study, especially on products that are increasingly sold to consumers.

The pioneering studies on environmental knowledge, environmental concern, and product repurchase among Indonesia's Generation Z emphasize the significance of economic factors, social media, and environmental knowledge and concern in influencing their attitudes and behaviors toward eco-friendly products. These results can influence marketing plans and laws intended to encourage sustainable consumption among Indonesia's Generation Z consumers.

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