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The tote bag as a symbol of Generation Z's environmental consciousness: The influence of green product quality and green lifestyle on the intention to use eco-friendly products

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Abstract

The escalating global environmental crisis has intensified attention to sustainable consumption, particularly among Generation Z, known for its value-driven orientation. This study examines how green product quality and green lifestyle influence intentions to use eco-friendly products, with green concern as a mediating psychological factor. Grounded in the Theory of Planned Behavior and Signaling Theory, green concern is conceptualized as an internal attitude linking sustainability perceptions to intention. The number of respondents in this study was 100 people to ensure statistical power. Using a quantitative causal design, data from Indonesian Generation Z were analyzed using PLS-SEM. Results show green concern significantly affects usage intention, while green lifestyle has a stronger impact on green concern than product quality. Mediation analysis confirms green concern links both variables to intention. Findings suggest behavior is driven more by internalized environmental values than functional attributes.

Tote bag sebagai simbol kesadaran lingkungan Generasi Z: Pengaruh kualitas produk ramah lingkungan dan gaya hidup ramah lingkungan terhadap niat untuk menggunakan produk ramah lingkungan

Abstrak

Krisis lingkungan global yang meningkat mendorong perhatian pada perilaku konsumsi berkelanjutan, khususnya pada Generasi Z yang berorientasi pada nilai. Penelitian ini mengkaji pengaruh kualitas produk hijau dan gaya hidup hijau terhadap niat menggunakan produk ramah lingkungan, dengan green concern sebagai mediator psikologis. Berdasarkan Theory of Planned Behavior dan Signaling Theory, green concern dipahami sebagai sikap internal yang menghubungkan persepsi keberlanjutan dengan niat perilaku. Dengan pendekatan kuantitatif kausal, data Gen Z di Indonesia dianalisis menggunakan PLS-SEM. Hasil menunjukkan bahwa green concern berpengaruh signifikan terhadap niat penggunaan, sementara gaya hidup hijau lebih kuat memengaruhi green concern dibandingkan kualitas produk. Analisis mediasi menegaskan peran penting green concern. Temuan ini menunjukkan bahwa perilaku lebih dipengaruhi oleh nilai lingkungan daripada oleh atribut produk.

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Amid the escalating environmental crisis increasingly evident in urban areas, consumer preferences have gradually shifted toward products that not only demonstrate high quality but also reflect a commitment to sustainability. Urban communities are becoming more attentive to the environmental consequences of the products they consume, encompassing raw materials, production processes, and packaging. This transformation compels businesses to integrate environmental values into their marketing strategies. However, without tangible governmental support, such as incentives for eco-friendly products, ecological labeling policies, or restrictions on hazardous materials, such commitments often lack continuity. More than 70% of consumers indicate their willingness to switch brands when presented with environmentally superior alternatives, suggesting that brand loyalty is now significantly influenced by perceptions of product quality and environmental responsibility (Nielsen, 2018).

A notable phenomenon in the evolution of urban consumer behavior is the widespread acceptance of plastic bag bans in shopping centers, which has occurred with minimal public resistance. Initially perceived as an additional burden, the policy is now increasingly regarded as a form of social responsibility and active participation in environmental preservation. This shift underscores a substantial transformation in consumer environmental awareness, where sustainability considerations have become internalized within purchasing decisions. Consumers with heightened environmental awareness are more likely to support green policies and select products that promote environmentally responsible practices (Rahbar & Abdul Wahid, 2011). Furthermore, a majority of global consumers express their willingness to pay premium prices and switch brands to obtain products that are more ethical and sustainable (Nielsen, 2018). Consequently, the absence of plastic bags in retail settings is no longer perceived as a barrier but rather as a positive indicator of the growing ecological values shaping contemporary consumer behavior.

The intention to use a product reflects an individual's psychological inclination to make deliberate consumption decisions, often shaped by perceptions of product quality and alignment with personal lifestyle. Within the context of Generation Z, this cohort is widely recognized for its strong preference for products that extend beyond functionality and embody values they endorse, including sustainability and social responsibility (Yadav & Pathak, 2016). Products such as tote bags, frequently associated with repeated use and the reduction of single-use plastics, represent an appealing choice as they reinforce self-image as environmentally responsible individuals. High product quality, encompassing material durability, design, and longevity, significantly enhances consumers' willingness to use such products, particularly when sustainability values form part of their personal narratives. Therefore, among Generation Z, the intention to use tote bags is driven not merely by practicality but also by their symbolic representation of identity and sustainable lifestyle orientation.

Green concern represents a psychological construct that evolves alongside increased exposure to information regarding the global ecological crisis. Within consumer behavior research, this variable plays a critical mediating role between external influences and sustainable consumption decisions. Individuals with higher levels of environmental concern are more likely to evaluate the ecological implications of the products they consume, making them more receptive to sustainability values in their decision-making processes (Paul et al., 2016). In the relationship between product quality, green lifestyle, and usage intention, environmental concern serves as a mechanism that bridges consumer perceptions of eco-friendly products, such as tote bags with their actual intention to use them. Generation Z, generally characterized by greater openness to

environmental issues, demonstrates that environmental concern operates as a psychological reinforcement that strengthens the relationship between quality expectations and product compatibility with lifestyle values (Nguyen et al., 2017). Accordingly, green concern emerges as a pivotal factor in transforming consumer preferences into tangible sustainable consumption behaviors.

Although numerous studies have examined the effects of product quality and green lifestyle on consumer behavior, significant gaps remain in understanding how green concern functions as a mediating variable, particularly regarding the intention to use sustainable products such as tote bags among Generation Z. Most prior research has predominantly focused on direct relationships between independent variables and purchase intention, with limited exploration of the psychological mechanisms through which environmental concern may strengthen or bridge these relationships. A review of previous literature reveals inconsistencies in empirical findings, highlighting unresolved research gaps. Several studies report a significant influence of product quality on usage intention (Prawira & Yasa, 2014; Satria, 2017; Satria & Sidharta, 2017; Tsaniya & Telagawathi, 2022; Utami & Saputra, 2017), while others demonstrate non-significant effects (Labibah, 2024; Pohan, 2024). Similarly, research linking lifestyle variables to purchase intention presents divergent results. Some studies indicate that a strong lifestyle orientation enhances consumer purchase intention toward products and services (Ariyono et al., 2023; Azhari, 2021; Kamaluddin & Muhajirin, 2018; Puji et al., 2021), whereas others suggest that consumer lifestyle does not significantly influence purchase intention (Purnomo, 2023; Rambitan, 2018; Wingsati & Prihandono, 2017). These conflicting findings underscore Therefore, further investigation is needed. In response to this gap, this study incorporates environmental concern as a mediating variable, which serves as a psychological bridge connecting the studied independent variables with the intention to use sustainable products, with the main goal of examining the observed variables in depth with a focus on tote bag use among Gen Z.

LITERATURE REVIEW

Theoretical Framework

This study is grounded in the Theory of Planned Behavior (TPB), which posits that behavioral intention is shaped by attitudes, subjective norms, and perceived behavioral control (Ajzen, 1991). Within the sustainability context, green concern can be conceptualized as an evaluative attitude that reflects the internalization of environmental values. Additionally, Signaling Theory is employed to explain how green product quality serves as a credible signal of a company's environmental commitment, while green lifestyle represents a relatively stable value orientation embedded within consumers (Spence, 1973).

Product Quality and Green Concern

In the context of environmentally friendly products, product quality extends beyond functional performance to include perceptions of safety, durability, and the consistency of sustainability claims. When Generation Z perceives green product quality as credible, it strengthens their belief that their consumption contributes meaningfully to environmental preservation, thereby enhancing green concern. Previous studies demonstrate that green product quality and image positively influence environmental attitudes and eco-friendly purchase intentions (Della Maharani & Fikri, 2026). Other research indicates that green product quality and green lifestyle reinforce consumer environmental awareness (Febriandari & Suryati, 2025). Similarly, environmentally friendly product quality has been confirmed to encourage sustainable consumption behavior and environmental concern (Fahik et al., 2023), while green product and brand quality positively

influence consumer environmental awareness (Aszahra & Puspita, 2025).

H1. Product quality positively influences Generation Z's green concern

Green Lifestyle and Green Concern

Green lifestyle reflects the integration of environmental values into daily activities, including consumption patterns, energy usage, and brand preferences. Individuals with a strong green lifestyle orientation tend to demonstrate heightened sensitivity to environmental issues, which directly strengthens green concern. Research by (Febriandari & Suryati, 2025) indicates that green lifestyle enhances environmental concern and strengthens purchase intention toward eco-friendly products. Green lifestyle has also been shown to increase environmental concern and encourage repeat purchase decisions of environmentally friendly products (Fahik et al., 2023). Furthermore, green lifestyle plays a significant role in shaping environmental awareness and concern (Simatupang & Lembana, 2022).

H2. Green lifestyle positively influences Generation Z's green concern

Green Concern and Usage Intention

Green concern functions as an internal moral motivation that directs individuals to select products aligned with sustainability values. Within the TPB framework, green concern reinforces positive attitudes toward the use of environmentally friendly products. Prior research demonstrates that higher levels of environmental concern significantly increase consumers' intention to purchase and use green products (Fahik et al., 2023). Environmental concern has also been identified as an important mediating variable in shaping green purchase intention (Febriandari & Suryati, 2025). Additionally, environmental concern strengthens the effectiveness of green advertising messages in influencing consumer behavior and purchase intention (Indrajaya & ST).

H3. Green concern positively influences the intention to use environmentally friendly products

Mediating Role of Green Concern

Product quality and green lifestyle alone may not sufficiently stimulate usage intention without the internalization of environmental values. Therefore, green concern is expected to mediate these relationships. Kim and Lee (2023) Demonstrate that environmental awareness mediates the relationship between perceptions of eco-friendly products and actual purchase intention. Empirical analysis further confirms that environmental concern acts as a key mediating variable linking green values with the adoption of green concepts (Lau & Hashim, 2020). Recent studies also reveal that environmental concern mediates the relationship between green product quality and purchase intention (Tan et al., 2025). Similarly, environmental concern mediates the relationship between green lifestyle and eco-friendly product purchase intention (Rusyani et al., 2021). Iqbal et al. (2023) emphasize that green concern is a crucial psychological factor bridging promotional efforts and product quality with green consumption behavior, while Srivastava and Mittal (2025) highlight that green values and concern serve as significant mediators in shaping environmentally friendly consumption intentions.

H4. Green concern mediates the influence of product quality on the intention to use environmentally friendly products

H5. Green concern mediates the influence of green lifestyle on the intention to use environmentally friendly products

RESEARCH METHOD

This study was designed to develop a conceptual model grounded in relevant empirical evidence. A quantitative approach with a causal research design was employed to examine potential cause-and-effect relationships among the variables under investigation. This research design enables the

systematic classification and explanation of the role of each variable within the proposed model. The research structure was derived from a conceptual framework constructed based on prior empirical findings and established theoretical foundations.

This study focuses on Generation Z, defined as individuals born between 1997 and 2012, who are widely recognized for their relatively high sensitivity to environmental issues and their tendency to adopt sustainability-oriented products, including the use of tote bags. Empirical representation of this group was obtained by selecting respondents from young individuals residing in Gresik Regency who fall within the relevant age range and possess knowledge or experience related to the use of reusable products such as tumblers.

The sample size was determined using the Cochran formula, considering that the target population of Generation Z is large and its exact number cannot be precisely identified. In this context, a statistical approach is needed that can produce an adequate minimum sample estimate with a certain level of confidence and an acceptable margin of error. The Cochran formula (Cochran, 1977) was chosen because it provides a reliable basis for calculating the minimum sample size, thus ensuring representativeness despite the large population scale. Furthermore, this formula is well suited for survey designs that aim to estimate the proportion of individuals with a particular characteristic, such as environmental awareness, so that research findings can be more robustly generalized to the target population. A sample size of 100 respondents was deemed sufficient because it exceeds the minimum sample size recommended by statistical power analysis (power = 0.80; α = 0.05; medium effect size) to ensure data adequacy and enhance analytical stability using purposive sampling techniques.

Data were collected through an online questionnaire employing a five-point Likert scale to measure each research variable, including:

1. Green Concern (GC), measured using four indicators (Patak et al., 2021)
2. Green Product Quality (PQ), measured using five indicators (Singh et al., 2018)
3. Green Lifestyle (GL), measured using four indicators (Patak et al., 2021)
4. Interest in Using (IIU), measured based on indicators developed by (Panopoulos et al., 2022).

The collected data were analyzed using Structural Equation Modeling (SEM) with the assistance of SmartPLS software. SEM was selected due to its capability to simultaneously examine causal relationships among variables and evaluate the mediating role of green concern.

RESULT AND DISCUSSION

The evaluation of the measurement model aims to ensure that the indicators employed accurately and reliably measure the latent constructs (Hair, 2014). Indicator reliability was assessed using outer loading values, where a threshold of ≥ 0.70 indicates that the indicator explains more than 50% of the variance in the latent construct (Hair et al., 2019). Internal consistency reliability was evaluated using Cronbach's Alpha and Composite Reliability (CR). Cronbach's Alpha and CR values exceeding 0.70 across all constructs indicate that the indicators demonstrate adequate internal consistency. Convergent validity was assessed through the Average Variance Extracted (AVE), with a recommended minimum value of 0.50 (Hair et al., 2019), indicating that the construct explains at least 50% of the variance of its indicators.

Table 1. Outer Loadings, Cronbach's Alpha, Composite Reliability, and AVE

Variabel	Indikator	Loadings	CA	CR	AVE
Green Lifestyle (GL)	GL1	0.918	0.885	0.885	0.744
	GL2	0.912			
	GL3	0.908			
	GL4	0.894			
Green Product Quality (PQ)	PQ1	0.834	0.929	0.930	0.825
	PQ2	0.910			
	PQ3	0.887			
	PQ4	0.876			
	PQ5	0.878			
Green Concern (GC)	GC1	0.887	0.925	0.933	0.769
	GC2	0.820			
	GC3	0.885			
	GC4	0.857			
Interest in Using (IIU)	IIU1	0.838	0.891	0.893	0.755
	IIU2	0.897			
	IIU3	0.836			
	IIU4	0.902			

Source: Data Processed (2026)

The analysis results indicate that all measurement indicators meet the recommended reliability and validity criteria, confirming that the constructs adequately represent the latent variables. Further evaluation was conducted to assess discriminant validity, which ensures that each construct is empirically distinct and does not overlap with other constructs (Hair et al., 2019). Discriminant validity was examined using the Fornell-Larcker criterion, where the square root of AVE must exceed inter-construct correlations, and the Heterotrait-Monotrait Ratio (HTMT), which is considered a more sensitive approach, with a recommended threshold below 0.90 (Hair et al., 2019).

Table 2. Fornell-Larcker Criterion

Variable	GC	GL	GPQ	IIU
GC	**0,863**			
GL	0,701	**0,908**		
GPQ	0,628	0,688	**0,877**	
IIU	0,785	0,778	0,742	**0,869**

Source: Data Processed (2026)

Table 3. Heterotrait-Monotrait Ratio (HTMT)

Variable	GC	GL	GPQ
GL	0,771		
GPQ	0,685	0,737	
IIU	0,882	0,856	0,817

Source: Data Processed (2026)

The results demonstrate that the Fornell-Larcker criterion is satisfied, as the AVE square roots are greater than the correlations between constructs. Additionally, all HTMT values remain below the recommended threshold, indicating that discriminant validity has been successfully established.

Structural Model Assessment (Inner Model)

Multicollinearity testing was conducted to ensure the absence of high correlations among predictor constructs. According to (Hair et al., 2019), Variance Inflation Factor (VIF) values below 5 (or more conservatively below 3.3) indicate the absence of collinearity issues.

Table 4. Collinearity (VIF)

Variable	VIF
GC -> IIU	1,000
GL -> GC	1,899
GPQ -> GC	1,899

Source: Data Processed (2026)

The results indicate that all VIF values fall below the recommended threshold, confirming that the structural model is free from multicollinearity problems.

Path Coefficient

Path coefficients indicate the direction and strength of relationships among latent constructs. According to (Hair Jr, 2021), higher coefficient

values reflect stronger practical effects.

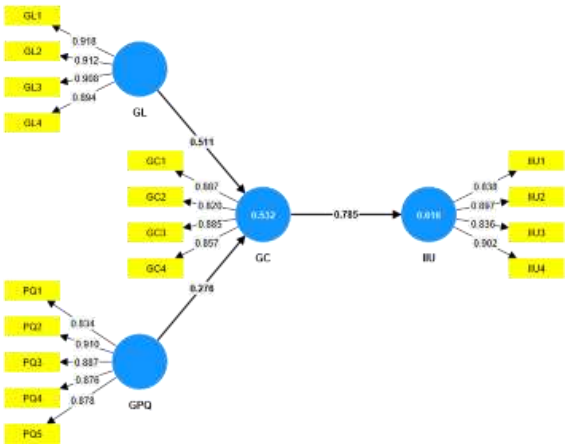

Figure 2. Output SmartPLS
Source: Data Processed (2026)

The estimation results reveal that all relationships among constructs are positive, with coefficients of 0.511, 0.276, and 0.785, indicating substantial effects within the research model.

Hypothesis Testing

Hypothesis testing was performed using a bootstrapping procedure within the Partial Least Squares Structural Equation Modeling (PLS-SEM) framework to ensure the significance and stability of causal relationships among latent constructs. Significance was evaluated based on t-statistics and p-values, with a 5% significance level as the decision criterion. Overall, the results indicate that all proposed structural relationships demonstrate positive and statistically significant effects, providing strong empirical support for the conceptual framework.

Table 5. Direct and Indirect Effects

Relationship between variables	Original sample	Sample mean	Standard deviation	T statistics	P values	Hypothesis Result
GC → IIU	0.785	0.786	0.046	16.919	0.000	H1 Supported
GL → GC	0.511	0.500	0.118	4.316	0.000	H1 Supported
GPQ → GC	0.276	0.288	0.116	2.391	0.017	H1 Supported
GL → GC → IIU	0.401	0.395	0.102	3.929	0.000	H1 Supported
GPQ → GC → IIU	0.217	0.226	0.093	2.333	0,020	H1 Supported

Source: Data Processed (2026)

The findings demonstrate that green concern exerts a positive and highly significant influence on the intention to use environmentally friendly products, with a path coefficient of 0.785 and a t-statistic far exceeding the critical threshold. This substantial coefficient indicates that green concern serves as the primary determinant of sustainable product usage intention. The results suggest that Generation Z's decision to use eco-friendly tote bags is not solely driven by functional considerations or social trends but is deeply rooted in the internalization of moral values and ecological awareness. In this context, green concern operates as an internal motivational force guiding individuals to align their consumption behavior with sustainability values.

Furthermore, the relationship between exogenous variables and green concern indicates that green lifestyle exerts a stronger influence than green product quality. The path coefficient from green lifestyle to green concern is 0.511, while green product quality demonstrates a coefficient of 0.276, both statistically significant. This difference suggests that green concern among Generation Z is shaped more by value orientation and sustainable lifestyle habits than by rational evaluations of product attributes alone. In other words, environmental concern develops not spontaneously from product quality but through consistent lifestyle patterns and deeply embedded personal values.

The mediating role of green concern was examined through the indirect effects of product quality and green lifestyle on usage intention. The results confirm that green concern significantly mediates both relationships, with indirect effects of

0.217 for product quality and 0.401 for green lifestyle. These findings indicate that product quality and green lifestyle do not directly stimulate usage intention but require prior internalization of environmental values. Green concern functions as a psychological mechanism that transforms perception and value orientation into concrete behavioral intention, thereby explaining inconsistencies observed in previous studies examining direct relationships between exogenous variables and usage intention.

Overall, the hypothesis testing provides empirical evidence supporting all proposed hypotheses and reinforces the strategic position of green concern as the central construct within the model. The findings contribute theoretically by extending the application of the Theory of Planned Behavior in green marketing contexts, particularly by conceptualizing green concern as a value-based evaluative attitude. From a practical perspective, these results imply that efforts to promote eco-friendly product adoption among Generation Z should not solely focus on improving product quality but should also emphasize strategies that cultivate environmental concern as an integral component of identity and lifestyle.

Model Fit and Goodness Evaluation

R-Square (R^2)

The R^2 value represents the explanatory power of independent variables in predicting dependent variables. According to Hair et al. (2019), R^2 values of 0.25, 0.50, and 0.75 indicate weak, moderate, and strong explanatory power, respectively.

Table 6. R-Square (R^2)

Test Variable	R-square
GC	0.532
IIU	0.616

Source: Data Processed (2026)

The results show that the R^2 value for Green Concern is 0.532, indicating that green product quality and green lifestyle jointly explain 53.2% of the variance in environmental concern among Generation Z. Based on Hair et al. (2019), this value falls within the moderate-to-strong category, indicating that both variables serve as substantial predictors of environmental concern. This finding supports the argument that green concern emerges from the interaction between product attribute perceptions and value orientations reflected in sustainable lifestyle practices.

Meanwhile, the R^2 value for Interest in Using environmentally friendly products is 0.616, suggesting that 61.6% of the variance in usage intention is explained by green concern as the primary predictor. This strong explanatory power indicates that green concern plays a crucial role in predicting sustainable consumption intention. The higher R^2 value for usage intention compared to green concern also implies that green concern functions as a proximal construct that directly influences behavioral intention, consistent with the Theory of Planned Behavior framework.

Goodness of Fit (GoF)

Goodness of Fit evaluates the overall model adequacy. Hair et al. (2019) classifies GoF values of 0.10, 0.25, and 0.36 as small, medium, and large, respectively.

Table 7. Goodness of Fit (GoF)

Item	Outer Loading	Cummunality	Variabel	R Square	GoF Index
GL1	0.918	0.843	GC	0.532	
GL2	0.912	0.832	IIU	0.616	
GL3	0.908	0.824			
GL4	0.894	0.799			
PQ1	0.834	0.696			0.676
PQ2	0.910	0.828			
PQ3	0.887	0.787			
PQ4	0.876	0.767			
Rerata		0.797		0.574	

Source: Data Processed (2026)

The obtained GoF value of 0.676 exceeds the recommended threshold of 0.36, indicating that the model demonstrates a strong overall fit.

PLSpredict

PLSpredict was employed to assess out-of-sample

predictive capability. Hair et al. (2019) suggest that a model demonstrates strong predictive performance when the RMSE or MAE values of the PLS model are lower than those of the linear benchmark model.

Table 8. PLSpredict

Item Testing	Q^2 predict	PLS-SEM_RMSE	PLS-SEM_MAE	LM_RMSE	LM_MAE
GC1	0.356	0.822	0.637	0.832	0.633
GC2	0.447	0.638	0.524	0.666	0.526
GC3	0.348	0.827	0.671	0.849	0.684
GC4	0.317	0.822	0.643	0.857	0.674
IIU1	0.369	0.765	0.616	0.794	0.633
IIU2	0.566	0.614	0.541	0.638	0.542
IIU3	0.551	0.593	0.506	0.629	0.526
IIU4	0.547	0.600	0.516	0.639	0.534

Source: Data Processed (2026)

The analysis reveals that the PLS model demonstrates superior predictive accuracy compared to the benchmark linear model, as evidenced by lower prediction errors across indicators.

Discussion

The findings indicate that green concern plays a central role in shaping Generation Z's intention to use environmentally friendly products. The results suggest that the decision to use tote bags is not merely influenced by functional or aesthetic considerations but is strongly driven by internalized environmental values. Green concern serves as a psychological foundation directing consumption preferences toward sustainability-consistent behaviors. These findings are consistent with the Theory of Planned Behavior, which posits that behavioral intention is largely determined by an individual's attitude toward a particular behavior (Ajzen, 1991). In this context, green concern represents a positive environmental attitude that strengthens Generation Z's intention to adopt eco-friendly products. Moreover, the findings also support Signaling Theory, suggesting that consumers interpret environmentally friendly product attributes, such as the use of tote bags, as credible signals of a company's environmental commitment, thereby reinforcing positive evaluations and increasing usage intentions (Spence, 1973). Therefore, Generation Z tends to engage in value reflection before forming behavioral intentions, making moral and ethical considerations important determinants of eco-friendly product usage.

The stronger influence of green lifestyle compared to product quality suggests that sustainability orientation among Generation Z is predominantly value-driven rather than product-driven. Green lifestyle reflects consistency between daily behavior and environmental values, making individuals more sensitive to environmental issues and sustainability messages. This indicates that green concern develops through long-term processes involving habits, identity formation, and value systems rather than immediate exposure to eco-friendly products.

Although green product quality demonstrates a significant effect on green concern, its influence is comparatively moderate. This finding confirms that product attributes such as durability, safety, and credibility of environmental claims remain essential rational prerequisites for consumer trust. However, product quality alone does not automatically translate into usage intention without adequate environmental awareness. Thus, within sustainable consumption contexts, product quality functions more as a legitimizing factor

rather than a direct behavioral driver.

Another critical finding is the significant mediating role of green concern in linking product quality and green lifestyle with usage intention. This explains inconsistencies found in previous research that examined only direct relationships among variables. Green concern is shown to convert value orientation and perception into concrete behavioral intention. Without environmental concern, superior product quality or strong lifestyle orientation may not necessarily translate into actual product usage. Therefore, sustainable consumer behavior research must consider value internalization processes rather than focusing solely on external product attributes.

Conceptually, this study enriches the understanding of green consumption behavior by demonstrating that Generation Z does not respond superficially or symbolically to sustainability issues. Instead, environmentally friendly consumption is perceived as an expression of identity and personal value consistency, indicating a paradigm shift from instrumental to reflective and meaning-based green consumption.

CONCLUSION

This study concludes that green concern is the primary determinant shaping Generation Z's intention to use environmentally friendly products. Green product quality and green lifestyle significantly influence green concern; however, they do not directly stimulate usage intention without the internalization of environmental values. Green concern thus functions as a key psychological mechanism bridging product attributes and lifestyle orientation with sustainable consumption intention.

Theoretically, these findings extend the application of the Theory of Planned Behavior by positioning green concern as a reflective, value-based evaluative attitude. The study also contributes to green marketing literature by clarifying inconsistencies in the direct relationship between product quality and usage intention. By integrating the mediating role of green concern, this research offers a more comprehensive model for understanding sustainable consumption behavior among younger generations.

From a practical perspective, the findings suggest that effective green marketing strategies should not focus solely on enhancing product quality and eco-friendly features. Companies and policymakers must develop initiatives that foster environmental concern as part of Generation Z's identity and lifestyle. Continuous environmental education, value-driven narratives, and emotional engagement with environmental issues are essential components in promoting sustained adoption of eco-friendly products.

Research Limitations and Recommendations

Despite its significant contributions, this study has several limitations. First, the research scope is limited to Generation Z within a specific urban region, thereby requiring caution in generalizing findings across different geographical or demographic contexts. Variations in social, cultural, and environmental literacy factors may influence the relationships among variables.

Second, the cross-sectional design restricts the ability to capture changes in environmental concern and usage intention over time. Environmental concern is a dynamic construct influenced by external events such as environmental campaigns, public policies, or ecological crises. Future studies are therefore recommended to adopt longitudinal approaches to better understand the evolution of sustainable consumption behavior.

Third, this study does not incorporate contextual factors such as social norms, peer pressure, or perceived greenwashing risk, which may moderate the relationships among variables.

Future research could integrate moderating variables or multi-level approaches to provide a more comprehensive understanding of green consumption behavior complexity.

Practically, companies are encouraged to shift communication strategies from merely promoting eco-friendly claims toward narratives that build meaning, identity, and emotional engagement with consumers. Meanwhile, policymakers and educational institutions should play active roles in embedding sustainability values through continuous environmental literacy programs, ensuring that green concern becomes an integral component of younger generations' character rather than a situational response.

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