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Study on Mineral Product Consumers in Indonesia: The Impact of Green Products, Word of Mouth, and Environmental Values on Purchase Decisions of Generation Z (Study on Consumers of Le Mineral Products in Indonesia)

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Abstract

The goal of this study is to ascertain how Generation Z customers of Le Mineral goods in Indonesia respond to green products, word-of-mouth, and environmental ideals. Explanatory research using quantitative approaches is the type of research used in this study. The SPSS V.25 test tool was utilized for data analysis and multiple linear regression approaches. The T test, F test, and R2 test are used in the test. strategies for gathering data via a questionnaire 385 Generation Z customers of Le Mineral goods in Indonesia

made up the sample. The study's findings indicate that factors such as word-of-mouth, environmental values, and green products have a substantial impact on Generation Z's purchasing preferences. Green products, word-of-mouth, and environmental values all play a big role in Generation Z's decision-making. The new findings of this study relate to environmental values that can affect Generation Z's choice to buy products that are green.

Keywords: Green Product, Word of Mouth, Environmental Values, Purchase Decision, Generation Z

1. Introduction

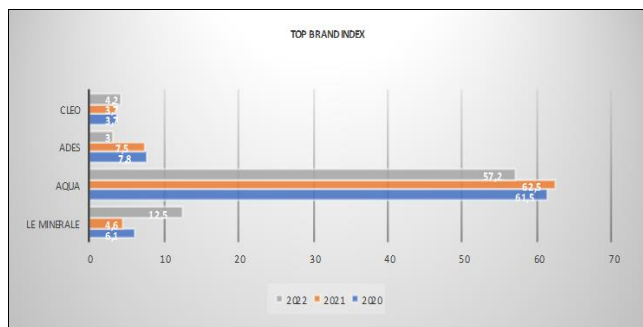
The hectic issue of global warming in various parts of the world indirectly affects the mindset and lifestyle of people in Indonesia. Indirectly, environmentally friendly products have become an important topic in marketing, especially among Generation Z (Semprebon *et al.*, 2018) ^[45]. Gen Z is a group born from 1995 to 2009 and familiar with technology (Philip, 2019) ^[41]. According to Zahroq & Asiyah (2022) ^[62], now Gen Z has the opportunity to be used as a market destination because they tend to be consumptive, always up-to-date on new things, and can make their own choices. Gen Z, according to Suparno (2020) ^[51], has an attention span of only eight seconds, and they prefer direct involvement with the products they need. In addition, Gen Z is an important buyer group because most of them focus on pragmatic actions and rarely think twice before making a purchase (Peng & Kim, 2014) ^[40].

After the second world war, five generations were born (Philip, 2019) ^[41], namely the baby boomers (born in 1946–1964), generation X (born in 1965–1980), generation Y (born in 1981–1994), generation Z (born 1995–2009), and the Alpha generation (born 2010–2025). In 2023, Gen Z is expected to be 14–28 years old. Gen Z is referred to as the future digital natives, namely the younger generation that grows and develops with dependence on digital technology (Zahroq & Asiyah, 2022) ^[62]. Data from the population census for 2023 include 67.13 million people aged 15–28 years, or 32.19% of the total population of Indonesia, which has the potential to become a sales target (Statistics Center, 2022).

Research conducted by Philip (2019) ^[41] shows that Gen Z purchasing decisions are influenced by lifestyle and consumptive behavior. These two factors indicate that Gen Z's decision to buy a product is more based on what they want than what they need. Zahroq & Asiyah (2022) ^[62] added that the behavior of Gen Z, which tends to be more careful and avoids the risk of uncertainty, ultimately becomes the main factor determining purchasing decisions. According to Algiffary (2020) ^[4], word of mouth also has a major influence on the consumer buying decision process. Another study revealed that environmental values have a dominant influence on purchasing decisions for environmentally friendly Gen Z products (Liang *et al.*, 2022) ^[36].

In addition, environmentally friendly products, often called green products," are proven to be able to reduce harmful side effects (de Figueiredo & Guillen, 2011) ^[17]. The green product itself has become a consumer behavior that influences the decision to buy a product (Hikmatunnisa *et al.*, 2020; Nelly *et al.*, 2021) ^[26, 38]. The higher consumer knowledge regarding green products, the higher their understanding regarding the functions and environmental protection attributes of a product or service (Wang *et al.*, 2019) ^[57]. There are various types of green products in Indonesia, one of which is bottled drinking water.

According to the Bottled Water Industry Association (Aspadin), assuming the national economic recovery after COVID-19, the growth of the bottled water industry (AMDK) is projected to grow by 7% in 2022 (Bisnis.com, 2022) [12]. In response to this, various bottled mineral water industries in Indonesia are trying to implement a green product strategy that makes people more intense about choosing healthy and environmentally friendly mineral water. The following is a picture of the 2022 AMDK top brand index:

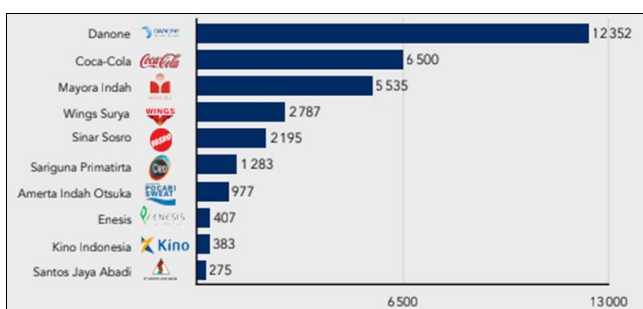


Source: Top Brand Award (2022) [14]

Fig 1: AMDK Top Brand Index

Based on Fig 1, Aqua is the most popular product with an index of 57.2%, but when compared to the previous year with an index of 62.5%, Aqua has decreased by -5.3%. Ranked second for Le Mineral with an index of 12.5%, this Le Minerale product experienced an increase of 7.9% compared to the previous year, which was only 4.6%. Furthermore, Cleo's 4.3% and Ades 3% did not have a significant change compared to the previous year. The significant increase in the percentage of Le Mineral sales compared to the previous year is certainly quite interesting. Considering that Le Minerale is classified as a new player in the bottled mineral water industry.

Le Mineral claims that their products use the type of plastic that is most easily recycled and has high economic value (Le Minerale, 2023) [35]. Despite the fact that plastic waste is still a serious problem, the following is the data for the top 10 companies that contribute the most waste:



Source: River Watch (2021)

Fig 2: Top 10 Plastic Waste Contributing Companies

Based on the data in Fig 2, it shows that of the 38,614 samples available, Danon is the largest contributor of waste, with up to 12,352 pieces of plastic waste. Then Coca-Cola with 6,500 plastic waste samples, Mayora with 5,535 plastic waste samples, and the rest with a total of under five thousand plastic waste samples. A survey conducted by Sungai Watch showed that Danon's largest contributor to plastic waste was dominated by Aqua products. Meanwhile,

Mayora's largest waste contributor is dominated by Le Minerale products. Looking at these data shows that an increase in sales of environmentally friendly mineral water products has not been matched by the proper processing of plastic waste in Indonesia.

Even so, a number of parties continue to strive to protect the environment with plastic waste recycling programs, including the nice collaboration between Le Minerale and the Indonesian Plastic Recycling Association (Le Minerale, 2023) [35]. As the environment continues to deteriorate, environmental issues have attracted public attention worldwide, and green consumption has become the strongest voice today (Wang *et al.*, 2019) [57]. Referring to the opinion of Yadav *et al.* (2021) [59] that increased awareness of sustainable consumption results in changes in consumer buying behavior. Consumers should be increasingly aware of the importance of protecting the environment through their choice of products, while companies are increasingly concerned about the impact of their activities on the environment (Osman *et al.*, 2016) [39].

According to Jayanti (2020), his research shows that WOM plays a very important role in determining consumer purchasing decisions. In addition, there will be a strong influence if consumers continue to talk about a product and a purchase decision occurs (Adlina & Handayani, 2021) [1]. Today, consumers are flooded with online and offline WOM, where blogs, review sites, and social media platforms direct consumers to hundreds of millions of reviews, comments, and tweets (Balabanis & Chatzopoulou, 2019) [8]. WOM can also be additional information related to products or services that can motivate consumers to make purchases (Bastos & Moore, 2021) [9].

Compared to other generations, Gen Z knows more about sustainable living and prioritizes products that are environmentally friendly, often referred to as green products (Al Mamun *et al.*, 2018). Therefore, Gen Z is considered the most motivated and influential generation among all generations in terms of sustainable consumption (Gentina, 2020) [22]. Meanwhile, Gen Z is characterized as trendsetters or trend setters and hedonism or consumption for mere gratification (Kumar & Yadav, 2021) [34]. In the end, Gen Z has more consumptive behavior than a sustainable lifestyle (Khare, 2019) [32]. On the other hand, Gen Z has an important role in terms of environmental issues and environmental values (Liang *et al.*, 2022) [36]. This implies that the positive environmental values of Gen Z have not been able to inspire them to develop a higher sense of environmental responsibility and contribute to green consumption intentions and behaviors.

According to Bielawska & Grebosz-Krawczyk (2021) [11], environmental values have a direct effect that can influence consumers' purchasing decisions for environmentally friendly products. Albloushy & Hiller Connell (2019) [3] also emphasized that environmental values indirectly have an impact on purchasing decisions for green products. Environmental values are, of course, influenced by location factors, and different locations will have different values. Environmental values are still very limited in their ability to be discussed in purchasing decision research, especially in Indonesia.

2. Materials and Methods

2.1 Green Products

Green is a term coined in the marketing field in the late

1980s to early 1990s and became very fashionable because it coincided with the rise of consumer concern for the environment (Tseng & Hung, 2013) [55]. So the company began to focus its strategy on reducing negative effects on the environment (Boons, 2002) [13]. The growing awareness of consumers' need to get proper and safe products has triggered the emergence of the green product trend (Ahmad *et al.*, 2016) [2]. In general, green products are environmentally friendly products that do not generate waste or can be recycled (Ahmad *et al.*, 2016; Dangelico & Vocalelli, 2017) [2, 16].

Green products emphasize real benefits such as being more environmentally friendly and more efficient or easy to recycle (Hikmatunnisa *et al.*, 2020) [26]. The higher the green product value, the easier it is for consumers to remember and the higher the influence on their purchasing decisions (Azad & Laheri, 2014; Chandra Rath, 2013; Hanifah *et al.*, 2019; Nelly *et al.*, 2021) [6, 15, 25, 38]. Based on reviewing the above, the following hypothesis is proposed:

Hypothesis 1: Green products are suspected to partially have a significant effect on Generation Z purchasing decisions.

2.2 Word of Mouth

Researchers have demonstrated the growing influence of word of mouth, which has been recognized by marketers as a highly credible form of marketing information (Huang *et al.*, 2011) [27]. Word of mouth has been found to influence purchasing decisions as well as perceptions about products or services, with various brand choices for consumers (Sweeney *et al.*, 2014) [52]. Word of mouth is used as a very effective marketing communication tool that can build consumer trust (Dzian *et al.*, 2015) [20]. So that many companies take word of mouth seriously because it can affect business both positively and negatively (Shi, 2016) [46].

According to Joesyiana (2018) [29], word of mouth is word-of-mouth communication about evaluating a product or service, both individually and in groups, with the aim of providing personal information. Another opinion states that word of mouth is intended as a story in the form of positive or negative opinions about a product or service (Fakhrudin *et al.*, 2021; Yusuf & Abdulhaji, 2020) [21, 61]. There are many findings stating that word of mouth can influence strong purchasing decisions if consumers continuously talk about a product or service (Adlina & Handayani, 2021; Ali, 2020; Roza, 2019; Ulansky, 2021) [1, 5, 42, 56]. Based on the above review, the following hypothesis is proposed:

Hypothesis 2: Word of mouth is suspected to partially have a significant effect on Generation Z purchasing decisions.

2.3 Environmental Values

Values can become a principle or a guideline in people's lives (Schwartz, 1994) [44]. People tend to make choices and act according to the values they consider most important, especially when faced with conflicting values (Dietz *et al.*, 2005) [19]. Different people will make different choices according to the priorities of the various values that they have.

As a special value category, environmental values provide individuals with criteria and standards for viewing environmental issues and are considered an important basis for interpreting various pro-environmental behaviors in depth (Liang *et al.*, 2022) [36]. Environmental values can be

defined as values that suggest or encourage environmentally-oriented actions (Gheith, 2013) [23]. Previous research findings indicate that it is very important to emphasize green consumption intentions, environmental responsibility, and environmental values to bridge and promote green consumption practices among Generation Z (Juliana *et al.*, 2021; Liang *et al.*, 2022; Yue *et al.*, 2020) [30, 36, 60]. Based on the above review, the following hypothesis is proposed:

Hypothesis 3: Environmental values are suspected to partially have a significant effect on the purchase decisions of Generation Z.

2.4 Purchase Decisions

Previous studies defined purchasing decisions as a person's decision to choose a particular product or service introduced by the company (Hanaysha, 2022) [24]. According to Salem (2018) [43], purchasing decisions are thought processes that guide consumers in identifying needs, making choices, and choosing certain products and services. Another opinion says that the purchase decision is the stage of determining the choice of several existing alternative choices related to products that are more in line with needs or desires (Zahroq & Asiyah, 2022) [62]. Based on the findings, the researchers show that purchasing decisions can be influenced by green products (Brand *et al.*, 2022) [14], word of mouth (Zahroq & Asiyah, 2022) [62], and environmental values (Widaningsih & Qana'a B, 2020) [58]. Based on the above review, the following hypothesis is proposed:

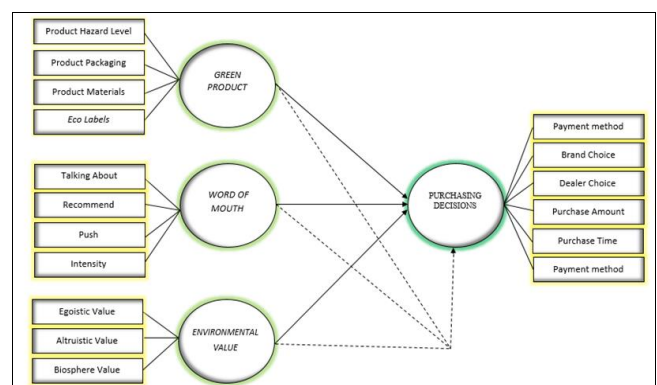
Hypothesis 4: Green products, word of mouth, and environmental values are thought to simultaneously have a significant effect on Generation Z purchasing decisions.

2.5 Research Framework

Based on the previous discussion, the proposed theoretical model can be seen as follows:

Information:

==== Partial Test
 ===== Simultaneous Test



Source: Processed by researchers (2023)

Fig 3: The proposed theoretical model

3. Research Methodology

Within the social sciences, there are two broad areas of research: quantitative and qualitative research. The main difference between these two research traditions is the number of observations. Research that involves few observations is generally called qualitative. Conversely, work that includes hundreds, thousands, or even hundreds of

thousands of observations is called quantitative (Stockemer, 2018) [49]. The theoretical model proposed in this study contains a total of eight instruments. The questionnaire consists of two main parts. The first part measures the respondent's demographic information, such as gender,

education, occupation, etc. The second section shows the values of green products, word of mouth, environmental values, and Generation Z purchasing decisions. All items (see Table 1) are anchored on a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

Table 1: Research Instruments and Sources

| Variable | Indicator | Item | Source |
|---------------------------|--|---|--|
| Green Product (X1) | 1. Product hazard level 2. Product packaging 3. Product materials 4. Eco labels | 1. Le Minerale products are products that do not pollute the environment. 2. Le Minerale products are of high quality and are the target of consumers to fulfill their needs. 3. Le Minerale products are made from materials that are harmless to humans and the environment. 4. Le Minerale products use packaging that does not have a negative impact on the environment. 5. Le Minerale products have an eco label" or "environmentally friendly certificate on the packaging. | (Azad & Laheri, 2014; Chandra Rath, 2013) [6, 15] |
| Word Of Mouth (X2) | 1. Talking 2. Recommend 3. Pushing Intensity | 1. I always talk about my positive experiences with Le Minerale products. 2. I always talk about the quality of Le Minerale products. 3. I always recommend Le Minerale products to friends. 4. I always recommend Le Minerale products to families. 5. I always persuade my friends to consume Le Minerale products. 6. I always invite my family to consume Le Minerale products. 7. I always share my experiences through word of mouth with friends and family regarding Le Minerale products. | (Ali, 2020; Kotler & Keller, 2012) |
| Environmental Values (X3) | 1. Egoistic value 2. Altruistic value 3. Biosphere value | 1. I have more concern for the environment than other people. 2. I have the right to invite other people to share my concern for the environment. 3. I believe that the actions I take can have an impact on the environment. 4. I have a desire to repair environmental damage. 5. I believe the world should be free from environmental damage. 6. I always try to reduce pollution and environmental damage. 7. I always try to coexist with nature. 8. I feel that everyone has an obligation to be environmentally responsible. | (De Groot & Steg, 2010; Stern <i>et al.</i> , 1999) |
| Purchase Decision (Y) | 1. Product selection 2. Brand choice 3. Dealer choice 4. Purchase amount 5. Purchase time 6. Payment method | 1. Products have advantages according to needs. 2. Have an interest in the brand and the price to match. 3. Have the convenience to get products anywhere. 4. Have the convenience of getting products in large quantities. 5. Have the convenience of getting products at any time. 6. Have the convenience of making product payments. | (Katrin, Intan, Lina; Diyah, 2016; Tranggono <i>et al.</i> , 2020) |

4. Results and Discussion

4.1 Test Results t

Table 2: Test Results t

| Variabel | B | Sig. |
|---------------------------|------|------|
| Green Product (X1) | ,401 | ,000 |
| Word Of Mouth (X2) | ,106 | ,001 |
| Environmental Values (X3) | ,216 | ,000 |

Source: Data processed by researchers (SPSS V.25, 2023)

Based on the calculation results from table 3, the magnitude of the number is obtained by $df = n(385) - k(4) = 381$, so that the t table value is 1.966, and the following explanation is obtained:

- The Green Product Variable on Purchasing Decisions**
Based on the coefficients table, the value of $Tcount = 11.207 > Ttable = 1.966$, with a significance of 0.0000.05. Then H_0 is rejected and H_a is accepted, which means hypothesis 1 shows that green products have an effect on purchasing decisions.
- Word-of-mouth Variable on Purchasing Decisions**
Based on the coefficients table, the value of $Tcount = 3.224 > Ttable = 1.966$, with a significance of 0.0010.05. So H_0 is rejected and H_a is accepted, which

means hypothesis 2 shows word of mouth has an effect on purchasing decisions.

- Variable Environmental Values in Purchasing Decisions

Based on the coefficients table, the value of $Tcount = 6.013 > Ttable = 1.966$ has a significance of 0.0000.05. Then H_0 is rejected and H_a is accepted, which means hypothesis 3 shows the investment value influences the purchase decision.

4.2 F Test Results

Table 3: F test results

| | F | Sig. |
|------------|---------|-------------------|
| Regression | 102,785 | ,000 ^b |

Source: Data processed by researchers (SPSS V.25, 2023)

The regression results in Table 3 show an $Fcount$ value of 102.785 and a significance of 0.000. It is known that $df1 = k(4) - 1 = 3$, and $df2 = n(385) - k(4) = 385$, so it is known that the $Ftable$ is 2.628. Then it can be concluded as follows:

- $Fcount > Ftable$ ($102.785 > 2.628$)
- Probability 0.0000.05, then Hypothesis 4 is accepted, so that green products, word of mouth, and environmental

values together have a significant effect on purchasing decisions.

4.3 Test Results for the Coefficient of Determination (R²)

Table 4: Test Results for the Coefficient of Determination (R²)

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | ,669 ^a | ,447 | ,443 | 1,70324 |

Source: Data processed by researchers (SPSS V.25, 2023)

The R Square result of 0.447 means that the variation of the independent variables used, namely green product, word of mouth, and environmental values, is able to explain the variation in the dependent variable, namely the purchase decision of 44.7%. While the remaining 55.3% is influenced or explained by other variables not included in this study.

4.4 Discussion

4.4.1 The Effect of Green Products on Purchasing Decisions

The value of the regression coefficient X1 in table 2 is 0.401 and is positive; this indicates that the green product has a unidirectional relationship with the purchase decision. It can be interpreted that for every addition of one unit of green product, it will increase the purchase decision by 0.401. Then hypothesis 1 is accepted and concluded as follows:

Hypothesis 1: Green products partially have a significant effect on the purchase decisions of Generation Z.

The findings in this study are in line with research conducted by Hanifah *et al.* (2019)^[25], Hikmatunnisa *et al.* (2020)^[26], and Nelly *et al.* (2021)^[38]. Where each of these studies discusses the same independent variable (green product) and the dependent variable (purchasing decision), both of these studies produce a positive relationship between green products and purchasing decisions, so it is in line with this study that green products have an effect on the purchase decisions of Generation Z. The results of this study also confirm that the higher the green product value, the higher the influence on purchasing decisions.

4.4.2 The Effect of Word of Mouth on Purchasing Decisions

The value of the regression coefficient X2 in Table 2 is 0.106 and is positive; this shows that word of mouth has a unidirectional relationship with purchasing decisions. It can be interpreted that for every addition of one unit of word of mouth, it will increase the purchase decision by 0.106. Then hypothesis 2 is accepted and concluded as follows:

Hypothesis 2: Word of mouth partially has a significant effect on Generation Z purchasing decisions.

The findings in this study are in line with research conducted by Adlina & Handayani (2021)^[1], Roza (2019)^[42], and Ulansky (2021)^[56]. Where each of these studies discusses the same independent variable (word of mouth) and dependent variable (purchasing decision), both of these studies produce a positive relationship between word of mouth and purchasing decisions, so it is in line with this research that word of mouth influences purchase decisions for Generation Z. The results of this study can also prove

that word of mouth will have a strong influence on purchasing decisions if consumers continuously talk about a product or service.

4.4.3 The Influence of Environmental Values on Purchasing Decisions

The value of the regression coefficient X3 in table 2 is 0.216 and is positive; this shows that environmental values have a direct relationship with purchasing decisions. It can be interpreted that for every addition of one unit of environmental value, it will increase the purchase decision by 0.216. Then hypothesis 3 is accepted and concluded as follows:

Hypothesis 3: Environmental values partially have a significant effect on Generation Z's purchasing decisions.

This research is in line with research conducted by Liang *et al.* (2022)^[36], Yue *et al.* (2020)^[60], and Juliana *et al.* (2021)^[30]. Where each of these studies discusses the same independent variable (environmental values) and the dependent variable (purchasing decisions), both of these studies produce a positive relationship between environmental values and purchasing decisions, so it is in line with this study that environmental values have an effect on the buying decisions of Generation Z. So environmental values play a very important role in emphasizing the cultivation of green consumption intentions, environmental responsibility, and environmental values and bridging the seamless relationship between variables to promote green consumption practices among Generation Z. With the capability of Generation Z, who are technologically literate and care about something of value, the information obtained will be faster and more updated, so promoting environmental values will increase purchasing decisions for Generation Z's green consumption.

4.4.4 The Effect of Green Products, Word of Mouth, and Environmental Values on Purchasing Decisions

The simultaneous test results in Table 3 show Fcount > Ftable (102.785 > 2.628) and are positive. Then hypothesis 4 is accepted and concluded as follows:

Hypothesis 4: Green products, word of mouth, and environmental values simultaneously have a significant effect on Generation Z purchasing decisions.

Based on the results of hypothesis testing, it shows that variations in the independent variables green product, word of mouth, and environmental values are able to explain variations in the dependent variable, namely the purchase decision of 44.7% based on the results of the R² test. While the remaining 55.3% is influenced or explained by other variables not discussed in this study. In line with research conducted by Brand *et al.* (2022)^[14], Widaningsih (2020)^[58] and Zahroq (2022)^[62] show that Generation Z's decision to consume sustainable products is higher than that of other generations influenced by green products, word of mouth, and environmental values. As discussed in the partial test, the higher the green product value (Nelly *et al.*, 2021)^[38], the more often it is discussed (Adlina & Handayani, 2021)^[1], and the higher the understanding of environmental responsibility and environmental values of Generation Z (Liang *et al.*, 2022)^[36] will greatly influence Generation Z purchasing decisions.

5. Conclusion

Based on the results of the research and discussion regarding the variables green product, word of mouth," and environmental values on Generation Z purchasing decisions, the authors draw the following conclusions:

1. Partially, it is known that the green product variable has a significant influence on the purchase decisions of Generation Z. This shows that one of the reasons Generation Z purchases Le Minerale products is due to the presence of the green product factor," which influences purchasing decision-making.
2. Partially, it is known that word of mouth has a significant influence on Generation Z's purchasing decisions. This shows that one of the reasons Generation Z purchases Le Minerale products is due to the word-of-mouth factor influencing purchasing decision-making.
3. Partially, it is known that the environmental values variable has a significant influence on Generation Z purchasing decisions. This finding is also a novelty study where environmental values are able to strengthen Generation Z's environmental concern when buying a product.
4. Simultaneously, green products, word of mouth, and environmental values influence purchase decisions for Generation Z. This research also supports the Kotler & Keller Consumer Behavior Model (2012) [33]. Limited by focusing on aspects of marketing stimulation, products and services with green product variables, and communication in the form of word-of-mouth variables. Furthermore, on consumer characteristics, with additional variables in the form of environmental values, and finally, the main focus on purchasing decisions.

6. Discussion

The findings in this study indicate that green products influence Gen Z purchasing decisions (Adlina, 2021; Roza, 2019; Ulansky, 2021) [1, 42, 56]. However, the findings in the field referred to the distribution of reasons for Gen Z to buy Le Minerale products, showing that out of a total of 385 respondents, only 7%, or 26 respondents, bought Le Minerale because of the green product. word of mouth and environmental values. Thus, even though Gen Z has a high awareness of the importance of green products, when it comes to consumption, the price factor will be very sensitive in influencing Gen Z's purchasing decisions (Yue *et al.*, 2020) [60].

The difference in this study lies in the use of research instruments, namely by using a combination of indicators from Azad (2014) [6] and Rath (2013) [15] for the green product variable, Kotler & Keller (2012) [33] and Ali (2020) [5] for the word of mouth variable, De Groot (2010) [18] and Stern *et al.* (1999) [48] for environmental values variables, then Katrin (2016) [31] and Tranggono *et al.* (2020) [54] to assess purchasing decision variables, so that they can add to scientific knowledge with research results still showing a significant influence on Gen Z buying decisions (Adlina 2021; Liang *et al.*, 2022; Nelly *et al.*, 2021) [1, 36, 38].

The novelty in this research lies in the factors that influence sustainable purchasing decisions of Generation Z; it turns out that it is not only in the green product aspect (environmentally friendly products) but also in the environmental values aspect (environmental values). So that

planting green consumption intentions, environmental responsibility, and environmental values can bridge and increase green consumption practices among Generation Z. It is hoped that educating Generation Z regarding environmental values will greatly influence their purchasing decisions.

7. Recommendations

Furthermore, the results of this study support the Kotler and Keller consumer behavior model (2012) [33]. The contribution of this research lies in the aspect of marketing stimulation. In products and services, the trend toward green products is increasing (Ahmad *et al.*, 2016) [2], so the green product variable is taken as a research topic. Then in communication, as word of mouth develops, it is used as advertising because it is considered more credible (Silverman, 2001) [47] to seek information related to products and services (Berger, 2014) [10], so the word of mouth variable is adopted by researchers as a research topic. Furthermore, the contribution of research on aspects of other stimuli with additional variables in the form of environmental values, and finally, the object of this research, are purchasing decisions and Generation Z as research subjects.

The limitations of this study lie in the research discussion, where the discussion is limited by focusing on examining green product variables, word of mouth, and environmental values as factors that are considered to influence Generation Z decisions. Other factors that are not examined are lifestyle (Widaningsih 2020) [58], attitude (Maharani *et al.*, 2021) [37], advertising (Adlina 2021) [1], prices (Hanifah 2019) [25], and others. In the future, it is hoped that it can be studied more broadly regarding the factors that influence purchasing decisions.

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