*JSSH (Jurnal Sains Sosio Humaniora)*
Vol. 9 (2), 2025
https://online-journal.unja.ac.id/jssh
e-ISSN: **2580-2305;** p-ISSN: **2580-1244**

# Generation Z and Sustainable Consumption: An Analysis of Their Willingness to Pay for Green Product

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**ARTICLE INFO**

***Keywords:***
*Generation Z, Environmental Awareness, Green Products, Environmental Sustainability.*

***DOI:***
http://dx.doi.org/10.22437/jssh.v9i2.54981

***Received:***
October, 5 2025

***Reviewed:***
November 20, 2025

***Accepted:***
December 15, 2025

**ABSTRACT**

*This study investigates the extent to which Generation Z consumers in Palembang are willing to pay a price premium for environmentally friendly products. Employing a quantitative correlational design, the study positions willingness to pay as the dependent variable, while environmental concern, green future estimation, perceived green benefits, and perceived green product quality serve as the independent variables. The research population comprises Generation Z consumers residing in Palembang, with 1,004 respondents selected using purposive sampling. Data were obtained through an online questionnaire containing 15 items assessed on a five-point Likert scale. The collected data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings reveal that environmental concern, green future estimation, perceived green benefits, and perceived green product quality each exert a positive and significant influence on consumers' willingness to pay for green products. These results indicate that Generation Z in Palembang possesses a relatively strong environmental awareness and a considerable readiness to support sustainable consumption through their purchasing behavior. This study enriches the literature on green consumer behavior by emphasizing the importance of cognitive and perceptual factors in explaining willingness to pay among Generation Z consumers.*

## 1. Introduction

Environmental issues have become an increasingly urgent global concern due to the negative impacts of environmental degradation. Environmental damage, exacerbated by the ongoing climate crisis, acts as a multiplier of risks to human and animal health while simultaneously

weakening ecological resilience (United Nations Environment Programme (UNEP), 2024). In Indonesia, environmental degradation has resulted in various serious problems, including floods, air pollution, and declining environmental quality (Indonesia Environment & Energy Center (IEC), 2024).

Figure 1. Environmental Issues in Indonesia

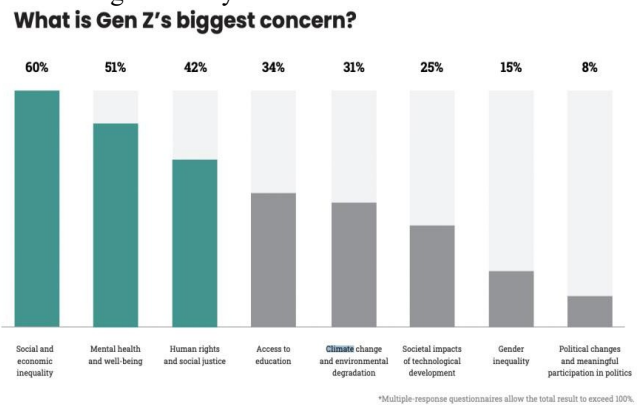

(Source: United Nations Environment Programme - UNEP, 2024)

Public awareness of environmental issues in Indonesia has also increased significantly. Environmental concerns rank as the fourth most important issue after crime, health, and corruption, followed by radicalism and terrorism (PPIM UIN Jakarta, 2024). This growing awareness has encouraged individuals to adopt more sustainable lifestyles, including choosing environmentally friendly products, commonly referred to as green products.

Green products are defined as products that are organic, non-toxic, environmentally friendly, and often made from recycled materials (Moslehpour et al., 2022). The popularity of green products in Indonesia has grown rapidly, as evidenced by a 112% increase in environmentally conscious consumers between 2019 and 2020 (Parmariza & Juniarti, 2024). Beyond functional benefits, consumers also gain psychological satisfaction from contributing to environmental preservation through their purchasing behavior (Lopez, 2019).

Among different demographic groups, Generation Z (Gen Z) has emerged as one of the most environmentally conscious segments. Approximately 31% of Gen Z individuals express concern about climate change and environmental degradation (IDN Research Institute, 2024). As a generation that highly values sustainability, Gen Z tends to incorporate environmental considerations into their purchasing decisions.

Figure 2. Key Issues for Generation Z




(Source: IDN Research Institute, 2024)

Previous studies have shown that environmentally friendly products positively influence purchasing decisions among Gen Z (Gomes et al., 2023; Goedertier et al., 2024; Parmariza & Juniarti, 2024). However, conflicting findings also exist. Some studies indicate that consumers' willingness to pay for green products remains relatively low due to higher prices and perceived lower competitiveness compared to conventional products (Schmitt, 2022; Alders & Böttcher, 2023). Additionally, price sensitivity remains a significant barrier, as some consumers perceive green products as too expensive (Ansu-Mensah, 2021).

Considering these mixed findings, this study seeks to examine more closely the factors that shape Generation Z's willingness to pay for green products. In particular, it analyzes how environmental concern, green future estimation, perceived green benefits, and perceived green product quality influence consumers' willingness to pay.

## 2. Literature Review

### 2.1 Theoretical Framework of Green Consumption

Provide Green consumption behavior has been widely analyzed using the Theory of Planned Behavior (TPB), which explains that behavioral intention is influenced by attitudes, subjective norms, and perceived behavioral control. However, recent studies suggest that this model needs to be extended to better explain green purchasing behavior by incorporating additional variables such as environmental awareness and perceived benefits (Nekmahmud & Fekete-Farkas, 2020).

Moreover, consumer behavior toward green products can be understood through signaling mechanisms, in which the purchase of environmentally friendly products serves as an expression of pro-environmental values and social responsibility (Gomes et al., 2023). From this perspective, consumers' willingness to pay a premium for green products is not merely an economic consideration but also reflects symbolic meaning and ethical commitment. Accordingly, this study integrates the extended Theory of Planned Behavior with the signaling perspective to develop a more comprehensive understanding of Generation Z consumers' willingness to pay for green products.

### 2.2 Environmental Concern

Environmental concern is defined as the extent to which consumers are cognizant of ecological issues and their readiness to engage in environmental conservation efforts. It serves a pivotal function in influencing green consumption behavior. Prior empirical studies have established that environmental concern substantially affects consumers' willingness to pay a premium for eco-friendly products. Individuals with elevated levels of environmental awareness tend to exhibit more pronounced pro-environmental behavioral patterns and demonstrate a stronger inclination to support green products (Gomes et al., 2023). Nevertheless, empirical evidence also suggests that environmental concern in isolation may not consistently lead to actual purchasing behavior, as intervening factors such as price sensitivity and perceived value may attenuate this relationship (Nekmahmud & Fekete-Farkas, 2020).

### 2.3 Green Future Estimation

Green future estimation refers to consumers' expectations regarding the future development and demand for green products. It reflects how consumers perceive the long-term importance of environmentally friendly consumption. Research shows that consumers who have a positive expectation about the future of green products are more likely to engage in sustainable consumption and demonstrate a higher willingness to pay (Gomes et al., 2023). Furthermore,

positive past experiences with green products contribute to stronger future expectations and reinforce consumers' intention to repurchase such products.

### 2.4 Green Perceived Benefits

Green perceived benefits are conceptualized as the positive outcomes that consumers associate with the consumption of green products, encompassing health-related advantages, environmental preservation, and personal well-being. Existing scholarly literature consistently affirms that perceived benefits occupy a substantial role in shaping green purchasing behavior. When consumers recognize that green products offer superior value, particularly in relation to health and environmental outcomes, they are considerably more predisposed to cultivate favorable purchase intentions (Nekmahmud & Fekete-Farkas, 2020). Furthermore, heightened levels of perceived benefits may augment consumers' readiness to pay a premium price for green products, as the additional expenditure is rationalized through the perceived value derived from such purchases.

### 2.5 Green Perceived Quality

Perceived quality is defined as consumers' assessment of a product's overall superiority and functional performance. Within the domain of green products, perceived quality encompasses dimensions such as environmental performance, durability, and safety standards. Prior research has established that perceived quality constitutes a fundamental determinant of consumer purchasing decisions. Consumers are considerably more inclined to acquire green products when such products are regarded as high-caliber alternatives to conventional counterparts (Nekmahmud & Fekete-Farkas, 2020). Additionally, perceived quality contributes to the establishment of consumer trust and the mitigation of purchase-related uncertainty, thereby further reinforcing consumers' propensity to pay a premium for environmentally sustainable products.

### 2.6 Green Consumption Behavior and Generation Z

Green consumption behavior reflects consumers' intention to purchase environmentally friendly products as part of sustainable living. Among different demographic groups, Generation Z has been identified as one of the most environmentally conscious segments. Studies show that Generation Z demonstrates strong environmental awareness and is more likely to support sustainable products, including showing willingness to pay more for green products (Gomes et al., 2023). Additionally, environmental awareness and health consciousness have been found to significantly influence green consumption intentions, reinforcing the importance of integrating psychological and behavioral factors in understanding sustainable consumption (Liang et al., 2024).

## 3. Research Methodology

### 3.1 Research Design

This study employed a quantitative correlational research design to examine the relationship between environmental concern, the relationship between green future estimation, perceived green benefits, perceived green quality, and willingness to pay for green products among Generation Z consumers in Palembang. This design was considered appropriate because the study aimed to test the extent to which several independent variables statistically influence the dependent variable without manipulating the research setting. The quantitative approach allowed the researchers to collect measurable data through a structured questionnaire and

analyze the relationships among variables objectively. The correlational design was also suitable because the study focused on identifying the direction and strength of associations between consumers' perceptions of green products and their willingness to pay more.

This study was carried out in Palembang City, Indonesia, with Generation Z consumers serving as the unit of analysis. Data were obtained through an online survey administered via Google Forms. The use of an online questionnaire allowed the researchers to access a broader pool of respondents in an efficient manner and aligned with the digitally oriented characteristics of Generation Z. Overall, this research design is consistent with the study's objective of generating empirical evidence on the factors that determine Generation Z's willingness to pay for green products.

### 3.2 Participants

The participants in this study consist of Generation Z consumers in Palembang City, Indonesia, who represent a demographic group widely recognized for their growing awareness of environmental sustainability and their potential influence on future consumption patterns.

To ensure alignment with the definition of Generation Z, respondents were categorized based on their year of birth within the range of 1997–2012. Specifically, the respondents were grouped into three age cohorts: (1) individuals born between 1997–2000, representing early Generation Z; (2) individuals born between 2001–2005, representing middle Generation Z; and (3) individuals born between 2006–2012, representing younger Generation Z. This categorization allows for a more structured analysis of generational characteristics while ensuring that all respondents fall within the targeted cohort.

The study employed a purposive sampling technique, whereby respondents were selected based on predefined criteria relevant to the research objectives. The inclusion criteria included: (1) individuals who fall within the Generation Z age range, (2) individuals who reside in Palembang, and (3) individuals who have prior experience in purchasing or being exposed to environmentally friendly products. This approach ensures that respondents possess sufficient familiarity with green consumption, thereby improving the relevance and validity of the data.

Data were collected through an online survey distributed via Google Forms, which is considered appropriate given the digital literacy and online engagement characteristics of Generation Z. This method also enabled the researchers to reach a larger number of respondents efficiently across different areas within the city.

A total of 1,004 valid responses were obtained and included in the analysis, providing a robust sample size for statistical testing. Although the use of purposive sampling limits full generalizability, the large sample size and targeted respondent criteria enhance the reliability of the findings and ensure that the sample adequately represents Generation Z consumers who are relevant to the context of green purchasing behavior.

### 3.3 Instruments

Data were collected using an online questionnaire distributed via Google Forms. The instrument was adapted from Nekmahmud and Fekete-Farkas (2020) and Gomes et al. (2023). The questionnaire includes:

a. 4 items: willingness to pay (dependent variable)
b. 4 items: environmental concern
c. 2 items: green future estimation
d. 2 items: perceived green benefits

e. 3 items: perceived green product quality

All items were measured using a five-point Likert scale.

### 3.4 Data Analysis Procedures

The collected data were examined through a quantitative analytical framework utilizing Partial Least Squares Structural Equation Modeling (PLS-SEM). The analytical procedure was systematically executed across multiple sequential stages, encompassing descriptive statistical analysis, validity and reliability assessment, and hypothesis evaluation. The measurement model was appraised through indicator loadings, Composite Reliability (CR), and Average Variance Extracted (AVE), whereas the structural model was examined by means of R-square values and path coefficients. This methodological approach facilitates a thorough investigation of the interrelationships among variables and is particularly well-suited for predictive examination within the domain of behavioral research.

## 4. Finding

### 4.1 Descriptive Statistics

Descriptive analysis was conducted to provide a comprehensive overview of the respondents' demographic characteristics and to ensure that the sample is relevant to the research objectives. A total of 1,004 valid responses were obtained and included in the analysis, representing Generation Z consumers in Palembang.

Based on gender distribution, the sample consists of 65% female respondents and 35% male respondents, indicating that female consumers are more dominant in this study. This may suggest that female respondents are more engaged or responsive to issues related to environmentally friendly consumption, particularly in the context of green products.

In terms of age distribution, respondents were categorized into three groups based on their year of birth within the Generation Z cohort (1997–2012). The results show that the majority of respondents (73%) were born between 1997–2000, followed by 27% born between 2001–2005, while respondents born between 2006–2012 represent a very small proportion of the sample. This distribution indicates that the sample is dominated by early Generation Z, who are generally more economically active and capable of making independent purchasing decisions.

With respect to employment status, the results show that 60% of the respondents are employed, whereas the remaining 40% are not employed. This indicates that a substantial proportion of respondents possess some degree of purchasing capacity, which is particularly relevant in examining willingness to pay for green products. Employment status may shape consumers' ability to pay a premium for environmentally friendly products, as income is commonly linked to purchasing decisions and consumption behavior.

Overall, the descriptive results indicate that the respondents are relevant to the research context, as they represent young consumers who are not only aware of environmental issues but also actively participate in consumption activities. The dominance of economically active and digitally literate individuals strengthens the validity of the data in explaining Generation Z consumers' willingness to pay for green products. A detailed summary of respondents' demographic characteristics is presented in Table 1.

**Table 1. Respondent Demographics**

| Respondent Demographics | | |
|---|---|---|
| **Gender** | | |
| Female | 65% | Respondent |
| Male | 35% | Respondent |
| **Birth Year Range** | | |
| 1997-2000 | 73% | Respondent |
| 2001-2005 | 27% | Respondent |
| 2006-2012 | 0% | Respondent |
| **Employment Status** | | |
| Employee | 60% | Respondent |
| Unemployee | 40% | Respondent |

Source: Data analyzed using SEM-PLS

## 4.2 Validity and Reliability Test

The second phase encompassed validity and reliability assessment to verify that the research instruments precisely captured the intended constructs. Validity was examined based on two principal criteria: outer loading values and discriminant validity. The findings revealed that all indicators yielded outer loading values exceeding 0.5, demonstrating sufficient convergent validity. Furthermore, discriminant validity was established given that the square root of the Average Variance Extracted (AVE) for each construct surpassed the correlations among the latent variables. On the basis of these outcomes, all constructs incorporated in this study were deemed valid.

Reliability assessment was subsequently undertaken to examine the internal consistency of the measurement instruments. The outcomes demonstrated that the majority of variables exhibited high reliability, as indicated by Cronbach's alpha values surpassing 0.70 for Environmental Concern (X1), Green Perceived Benefit (X3), and Green Perceived Quality (X4). In contrast, Green Future Estimation (X2) yielded a Cronbach's alpha value of 0.574, reflecting a moderate degree of reliability that nonetheless remains within an acceptable threshold for exploratory research purposes.

The third phase entailed multicollinearity assessment, which was conducted to detect the presence of strong linear associations among the independent variables. Elevated multicollinearity may compromise the stability of regression coefficients and diminish the overall precision of the model. The results confirmed that all Variance Inflation Factor (VIF) values fell below 5 (VIF < 5), signifying the absence of multicollinearity concerns within the model. The fourth phase comprised the coefficient of determination ($R^2$) analysis, which quantifies the extent to which the independent variables account for the variance observed in the dependent variable. The findings indicated that approximately 50% of the variance in the dependent variable is attributable to the predictor variables, suggesting that the model possesses a moderate level of explanatory capacity. A comprehensive presentation of these results is furnished in Table 2.

**Table 2. Coefficient of Determination Test**

| Variable | *R-Square* | *Adj R-Square* |
|---|---|---|
| ***Willingness To Pay*** | 0.493 | 0.491 |

Source: Data analyzed using SEM-PLS

### 4.3 Hypothesis Test

The fifth stage involved hypothesis testing using multiple linear regression analysis. This analysis was conducted to provide empirical evidence regarding the relationships among variables and to support theoretical development and policy implications. The results of the regression analysis are presented in Figure 3 and Table 3. The estimated multiple linear regression model is as follows:

$$Y = 0.446\,X_1 + 0.171X_2 + 0.075X_3 + 0.094X_4 + \varepsilon$$

Based on Table 3, the p-values for Environmental Concern and Green Future Estimation on willingness to pay are statistically significant (p-value < 0.05), both showing p-values of 0.000. These variables also demonstrate a positive direction, as indicated by both the original sample estimates and t-statistics. Similarly, Green Perceived Benefits and Green Perceived Quality have p-values of 0.043 and 0.010, respectively, which are also below the threshold of 0.05. This indicates that both variables have a significant positive effect on Generation Z consumers' willingness to pay for green products.

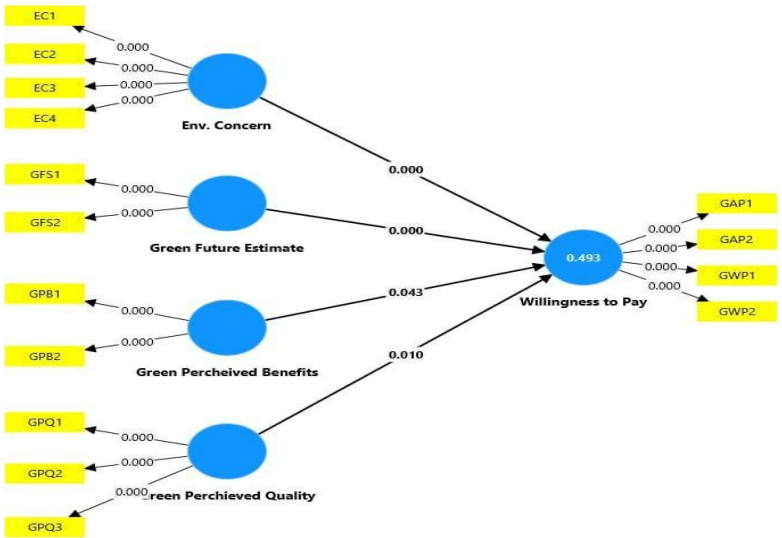



**Figure 3. Effect Test**

These findings are consistent with previous studies, which suggest that environmental concern has a positive effect on consumers' willingness to pay a premium for environmentally friendly products, particularly among Generation Z (Gomes et al., 2023; Parmariza & Juniarti, 2024; Goedertier et al., 2024). However, these results contrast with other studies that report a relatively low willingness to pay for green products due to higher prices and perceived lower benefits compared to conventional alternatives (Schmitt, 2022; Alders & Böttcher, 2023). This discrepancy indicates that although environmental awareness is increasing, economic considerations remain an important factor influencing consumer decisions.

**Table 3. Effect Test**

| Variable | *Original Sample* | *t- statistic* | *P-Value* |
|---|---|---|---|
| *Env. Concern -> Willingness to Pay* | 0.446 | 9.611 | 0.000 |
| *Green Future Estimate -> Willingness to Pay* | 0.171 | 3.835 | 0.000 |
| *Green Perceived Benefits -> Willingness to Pay* | 0.075 | 2.026 | 0.043 |
| *Green Perceived Quality -> Willingness to Pay* | 0.094 | 2.590 | 0.010 |

(Source: Data analyzed using SEM-PLS)

## 5. Discussion

The findings of this study offer empirical support that Generation Z tends to exhibit a strong degree of environmental concern. Such awareness encourages them to regard green products as a preferred consumption option. Moreover, their positive outlook toward a more sustainable future further strengthens their willingness to pay a premium for products that contribute to environmental sustainability. Generation Z also attaches considerable importance to the perceived benefits of green products. These benefits, especially those associated with environmental protection and personal well-being, are influential in shaping their willingness to pay. The results further demonstrate that perceived green product quality is a key determinant of purchasing decisions. When green products are viewed as having superior quality, consumers are more likely to build trust and satisfaction, which in turn enhances their willingness to pay.

From a broader perspective, environmental awareness has been widely recognized as a key driver of pro-environmental behavior. Higher levels of environmental concern influence consumers' decisions regarding where and what products to purchase, thereby shaping sustainable consumption patterns (Moslehpour et al., 2022; Hudayah et al., 2023; Somad & Fatmasari, 2024). In this context, Generation Z tends to evaluate green products not only based on environmental impact but also on the personal satisfaction derived from contributing to sustainability. Moreover, Generation Z often associates green product benefits with health, quality of life, and personal achievement. This indicates that green consumption is not only driven by environmental values but also by self-oriented motivations, such as improved well-being and lifestyle enhancement (Liu & Shi, 2021; Kumar & Sharma, 2023; Gao & Xu, 2024).

The superior quality of green products also plays a crucial role in strengthening consumer confidence and satisfaction. As a result, consumers are more inclined to purchase such products despite higher prices. The consistency of these findings with previous studies reinforces the argument that environmental concern, green future estimation, perceived benefits, and perceived quality significantly influence Generation Z's willingness to pay more for environmentally friendly products. Therefore, this study not only confirms prior research but also contributes to the literature by providing updated empirical evidence and highlighting the combined influence of cognitive, perceptual, and behavioral factors in shaping sustainable consumption among Generation Z in the current context.

## 6. Conclusion

The outcomes of the present study furnish empirical substantiation that environmental concern, the association between green future estimation, perceived green benefits, and perceived green quality exert a considerable influence on consumers' readiness to pay for environmentally sustainable products. These findings affirm that both cognitive and perceptual dimensions occupy a pivotal role in shaping sustainable consumption behavior. In particular, Generation Z in Palembang exhibits a notably elevated level of environmental awareness accompanied by a pronounced concern for future sustainability. Such awareness manifests in a heightened propensity to pay a premium for green products, suggesting that sustainability considerations are becoming progressively embedded within their purchasing decision-making processes.

This study contributes to the existing body of literature by reaffirming the role of environmental and perceptual factors in explaining green consumption behavior among Generation Z. It further underscores the increasing importance of sustainability-oriented consumption in emerging market contexts. Future studies are encouraged to include additional variables that may provide a more comprehensive explanation of consumers' willingness to pay for green products. In addition, broadening the research population and increasing the sample size would improve the generalizability of the findings to wider contexts, particularly across different regions in Indonesia. Future research may also consider conducting comparative analyses among diverse demographic groups to capture variations in environmental awareness and sustainable consumption behavior more clearly.

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