

## **Environmental Concern, Green Perceived Benefits, Green Perceived Quality, Green Awareness Of Price, Generation Z and Green Purchase Decisions (Case Study On The Body Shop Bali)**

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### **Abstract**

This study aims to analyze the influence of environmental concern, green perceived benefits, green perceived quality, and green awareness of price on green purchase decisions for The Body Shop products in Bali, as well as the role of Generation Z as a moderating variable. This study uses a quantitative method with a sample of 135-270 respondents selected using purposive sampling techniques. The results show that environmental concern, perceived green benefits, perceived green quality, and green price awareness have a positive and significant influence on green purchase decisions. Generation Z can moderate the relationship between environmental concern and green purchase decisions, but cannot moderate the relationship between perceived green benefits and green purchase decisions, nor between green price awareness and green purchase decisions. This study contributes to the literature on green consumer behavior and green product marketing strategies.

**Keywords:** Environmental Concern, Green Perceived Benefits, Green Perceived Quality, Green Awareness of Price, Generasi Z, Green Purchase Decisions.

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### **INTRODUCTION**

Bali, an international tourist destination famous for its natural beauty and rich local culture, faces serious environmental challenges due to increased economic and tourism activities. Data shows that Bali produces around 3,800 tons of waste every day, 20% of which is not properly managed. Single-use plastic waste is a major problem that needs to be addressed. Generation Z, known for being adaptable and concerned about environmental issues, has great potential to change consumption patterns towards sustainability. Therefore, raising environmental awareness and encouraging environmentally friendly consumption among Generation Z can be an important step in addressing environmental issues in Bali.

Research by Chen and Chang (2012) shows that the decision to purchase environmentally friendly products is influenced by several key factors, namely environmental concern, perceived benefits, perceived quality, and price awareness. These factors interact to shape consumer attitudes and intentions in supporting sustainability. However, the influence of these factors can vary based on demographic and cultural characteristics. Generation Z in Bali has great potential to drive green consumption due to their high sustainability values and environmental awareness. The concept of "Tri Hita Karana," which emphasizes harmony between humans and nature, is also in line with sustainability values. Therefore,

understanding the characteristics and preferences of Generation Z in Bali can help in developing strategies to increase environmentally friendly consumption among them.

However, even though Generation Z has great potential to drive consumption change, research by Yadav and Pathak (2017) found that purchasing decisions for green products are often influenced by price factors. Generation Z tends to be more sensitive to the benefits and quality offered by green products, but they also consider whether the premium price of these products is commensurate with their perceived value. This highlights the importance of understanding the interaction between green awareness of price and green perceived benefits in shaping Generation Z's purchasing decisions.

The cosmetics industry has a significant impact on the environment, particularly in terms of production and packaging waste. The growth of this industry has increased the amount of waste produced, with more than 120 billion units of packaging generated each year. In response to this issue, several cosmetic companies have sought to create environmentally friendly or “green” products. One example is The Body Shop, which has pioneered the use of natural ingredients in its beauty products and set an example for other companies to adopt more sustainable practices.



**Figure 1. Google Trends for The Body Shop Indonesia**

Source : <https://trends.google.co.id/trends/>

Based on Google Trends data, The Body Shop has experienced a significant decline in brand presence in Indonesia over the past five years. This indicates that Indonesian consumers are less interested in The Body Shop cosmetics brand. Therefore, The Body Shop Indonesia's management team needs to develop new strategies to increase customer loyalty and sales, such as reevaluating product strategies that focus on environmental sustainability and brand image.

Previous research in Jember shows that environmental concern, perceived green benefits, and perceived green quality have a significant influence on green purchase decisions. However, the study also reveals that price awareness (green awareness of price) plays an important role in purchasing decisions, especially among young consumers with limited purchasing power. In the context of Bali, the role of Generation Z as a moderator of the relationship between these factors and green purchasing decisions is relevant for further study.

Against this backdrop, this study aims to explore how factors such as environmental concern, perceived green benefits, perceived green quality, and green price awareness influence green purchasing decisions among Generation Z in Bali. This study will also analyze the role of Generation Z as a moderator to provide a deeper understanding of the dynamics of green consumption in Bali. It is hoped that the results of this study can contribute to the

development of effective green marketing strategies and support environmental conservation efforts in Bali.

## **METHODOLOGY**

This study was conducted in Bali, specifically in the Denpasar, Badung, and Gianyar areas, focusing on Generation Z who have purchased The Body Shop products. The study population consisted of individuals born between 1997 and 2012 and residing in Bali. Samples were taken using purposive sampling with specific inclusion criteria. The required sample size was 135-270 respondents, who were collected through online and offline surveys. This study used a Structural Equation Modeling (SEM) statistical analysis approach to analyze the data. The selection of the location and sample for this study was based on Generation Z's high awareness of sustainability issues and their potential to adopt environmentally friendly consumption behaviors.

### **Data Collection Methods**

This study used quantitative methods with primary data collection through questionnaires distributed using Google Forms. The questionnaire consisted of closed statements with answer options using a semantic differential scale ranging from 1 to 10. This scale allowed respondents to give answers varying from strongly disagree (SD) to strongly agree (SA), with more positive answers located on the right side of the continuum.

### **Data Analysis Techniques**

This study uses Structural Equation Modeling (SEM) data analysis techniques with Partial Least Square (PLS) and Smart PLS 3.2 software. Data analysis includes evaluation of the measurement model (outer model) to measure validity and reliability, as well as analysis of the model structure (inner model) to ensure that the structural model built is robust and accurate. The measurement model evaluation includes convergent validity, discriminant validity, and reliability, while the model structure analysis includes influence size tests ( $f^2$ ), determination coefficients ( $R^2$ ), Q Square, and model fit. The data were analyzed using descriptive and inferential statistics to describe and draw conclusions about the population.

### **Hypothesis Testing**

Hypothesis testing was performed using t-statistic analysis with Partial Least Square (PLS) and bootstrapping calculations. The criteria for accepting or rejecting the hypothesis were determined by the t-statistic and p-value, with a significance level of 0.05. The hypothesis is accepted if the t-statistic value is  $\geq 1.96$  or the p-value is  $\leq 0.05$ , and rejected if the t-statistic value is  $\leq 1.96$  or the p-value is  $\geq 0.05$ . Hypothesis testing includes direct effects and indirect effects through mediating variables.

## RESULTS AND DISCUSSION

### Outer Model Test or Measurement Model

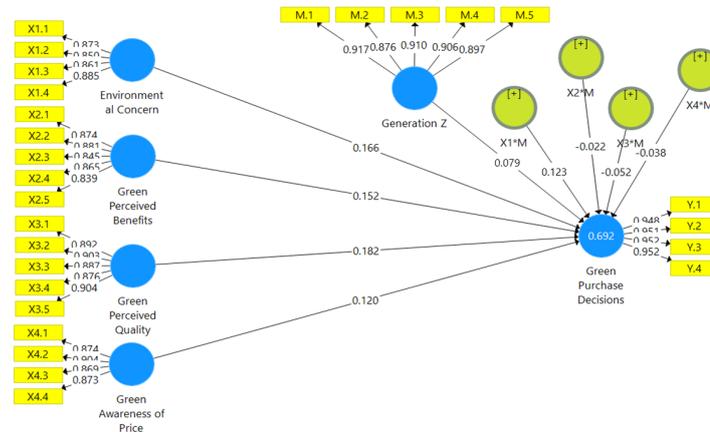


Figure 1. PLS Algorithm Output Results

Source: data processed in 2025

Based on the PLS Algorithm output image above, it appears that the values obtained by each indicator to measure each construct are sufficient, meaning they are greater than 0.7. The convergent validity test of the indicators is reflected in the factor loading values.

### Convergent Validity

Table 1. Convergent Validity Test Results

Variable	Indicator	Outer Loading	Requirements	Description
<i>Environmental Concern (X1)</i>	X1.1	0.873	>7	Valid
	X1.2	0.850	>7	Valid
	X1.3	0.861	>7	Valid
	X1.4	0.885	>7	Valid
<i>Green Perceived Benefits (X2)</i>	X2.1	0.874	>7	Valid
	X2.2	0.881	>7	Valid
	X2.3	0.845	>7	Valid
	X2.4	0.865	>7	Valid
	X2.5	0.839	>7	Valid
<i>Green Perceived Quality (X3)</i>	X3.1	0.892	>7	Valid
	X3.2	0.903	>7	Valid
	X3.3	0.887	>7	Valid
	X3.4	0.876	>7	Valid
	X3.5	0.904	>7	Valid
<i>Green Awareness of Price (X4)</i>	X4.1	0.874	>7	Valid
	X4.2	0.904	>7	Valid
	X4.3	0.869	>7	Valid
	X4.4	0.873	>7	Valid
	M.1	0.917	>7	Valid

Green Awareness of Price (X4)	M.2	0.876	>7	Valid
	M.3	0.910	>7	Valid
	M.4	0.906	>7	Valid
	M.5	0.897	>7	Valid
Purchase Decision (PD)	Y.1	0.948	>7	Valid
	Y.2	0.951	>7	Valid
	Y.3	0.952	>7	Valid
	Y.4	0.952	>7	Valid

Based on the table above, it can be said that all indicators in this study are valid. This is indicated by all indicators in the three variables through their indicators with outer loading values >7. Thus, the Convergent Validity test passed the test, meaning that all data are valid.

### Uji Discriminant Validity

*Discriminant Validity* is determined by looking at the Square Root of Average Variance Extracted (AVE) value of each construct with the correlation between the construct and other constructs in the model. In this study, the AVE value of each construct is above 0.5, therefore there are no Convergent Validity issues in the tested model, meaning that the constructs in this research model have good Discriminant Validity (Hair et al., 2022).

**Table 2. AVE Test Results**

Variable	Requirements	AVE
Environmental Concern	>0.5	0.752
Green Perceived Benefits	>0.5	0.742
Green Perceived Quality	>0.5	0.796
Green Awareness of Price	>0.5	0.774
Generation Z	>0.5	0.812
Green Purchase Decisions	>0.5	0.904

Source: Results processed with SmartPLS (2025)

Based on the table above, it can be seen that the Square Root of Average Variance Extracted (AVE) value for all variables is greater than 0.5. Thus, it can be stated that each variable in this study has a good AVE value.

### Reliability

**Table 3. Results of Composite Reliability Testing and Cronbach's Alpha**

Variable	Cronbach's Alpha	Composite Reliability
Environmental Concern	0.891	0.924
Green Perceived Benefits	0.914	0.935
Green Perceived Quality	0.936	0.951
Green Awareness of Price	0.905	0.932
Generation Z	0.942	0.956
Green Purchase Decisions	0.965	0.974

Source: Results processed with SmartPLS (2025)

Based on the table above, it can be seen that the composite reliability test results show values above Cronbach's alpha, where all endogenous and exogenous latent

variables are declared to be valid (reliable) because the reliability value is >0.7, so it can be said that the latent variables are in the “high reliability” category.

**Uji Model Structure (Inner Model)**

The purpose of structural model testing is to examine the correlation between the measured constructs, which is a t-test of the partial least squares itself (Hair et al., 2022). The stages of testing the structural model (hypothesis testing) are carried out using the following steps:

**R-Square**

**Table 4. R-Square Results**

	R Square	R Square Adjusted
<i>Green Purchase Decisions</i>	0.692	0.681

Source: Results processed with SmartPLS (2025)

The table above shows that the R-square value for Green Purchase Decisions is 0.692 or 69.2%. Therefore, the variables of environmental concern, perceived green benefits, perceived green quality, green price awareness, and Generation Z moderation collectively have a strong influence on green purchase decisions for The Body Shop products, accounting for 69.2% within the range of 0.50-0.75. The remaining 30.8% is influenced by other variables outside the scope of this study.

**Q-Square**

Q-Square predictive relevance measures how well the model generates observed values and estimates its parameters. A Q-Square predictive relevance value greater than 0 indicates that the model has predictive relevance, while a Q-Square predictive relevance value less than 0 indicates that the model lacks predictive relevance (Hair et al., 2022). The results of Q-square are as follows:

**Table 5. Q-Square Test Results**

	SSO	SSE	Q <sup>2</sup> (=1-SSE/SSO)
Environmental Concern	1080	1080	
Green Perceived Benefits	1350	1350	
Green Perceived Quality	1350	1350	
Green Awareness of Price	1080	1080	
Generation Z	1350	1350	
Green Purchase Decisions	1080	414.537	0.616

Source: Results processed with SmartPLS (2025)

Based on the table above, it shows that the Q-square predictive relevance value is 0.477. Therefore, it can be concluded that the model meets the relevant predictive value (predictive relevance) because the value is >0.

**F-Square (Effect Size)**

**Table 6. F-Square Test Results**

	<i>Green Purchase Decisions</i>
<i>Environmental Concern</i>	0.088
<i>Green Perceived Benefits</i>	0.073

<i>Green Perceived Quality</i>	0.101
<i>Green Awareness of Price</i>	0.045
<i>Generation Z</i>	0.012

Source: Results processed with SmartPLS (2025)

Based on the F Square value table above, it was found that the Green Purchase Decisions variable was influenced by 0.088 on Environmental Concern, 0.073 on Green Perceived Benefits, 0.101 on Green Perceived Quality, and 0.045 on Green Awareness of Price, which had a moderate effect with an F square between 0.02 and 0.15. Meanwhile, Generation Z has a small effect of 0.012 ( $<0.02$ ).

### Model Fit

A model can be said to be a perfect fit if the Chi-Square value is equal to 0. A model is said to be a good fit if the NFI value is  $> 0.9$  and is said to be a marginal fit if the NFI value is ( $0.7 < \text{NFI} < 0.9$ ) (Ghozali & Latan, 2015). The results of the Goodness of Fit are as follows:

**Table 7. Goodness of Fit Test Results**

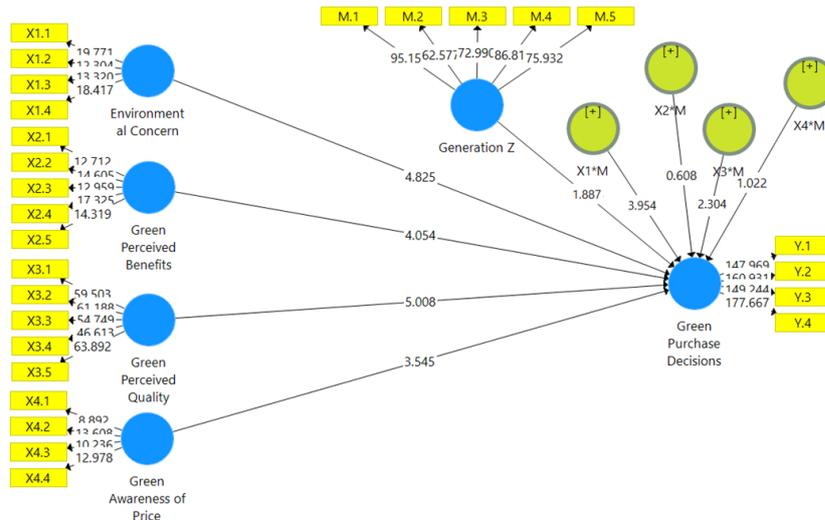
	Saturated Model	Estimated Model
SRMR	0.037	0.037
d_ULS	0.509	0.509
d_G	0.315	0.315
Chi-Square	511.947	511.947
NFI	0.919	0.919

Source: Results processed with SmartPLS (2024)

According to the model fit image above, the SRMR value is already fit with a value of  $0.037 < 0.08$ , while the Chi-Square value is not yet declared fit because its value is  $511.947 > 0$  and the NFI value is said to be a good fit because its value is ( $0.919 > 0.9$ ).

### Hypothesis Testing

In hypothesis testing, the results can be seen from the T-statistic value and the probability value (Ghozali & Latan, 2015). For hypothesis testing using statistical values, for an alpha of 5% with a sample of 270 respondents, the T-statistic value used is 1.653. Thus, the criterion for accepting the hypothesis is if the T-statistic  $> 1.651$ . To accept the hypothesis using probability, the hypothesis is accepted if the p-value  $< 0.05$ . In Smart PLS, each relationship is tested using simulation with the bootstrapping method on the sample.



**Figure 2 Model in Hypothesis Testing**  
 Source: processed data 2025

The results of hypothesis testing in this study are intended to test the hypothesis on the direct influence and mediating effect of Generation Z variables. The results of this hypothesis testing can be seen in the following table:

**Table 8. Hypothesis Test Results**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STD EV )	P Values
Environmental Concern -> Green Purchase Decisions	0.166	0.166	0.034	4.825	0.000
Green Perceived Benefits -> Green Purchase Decisions	0.152	0.152	0.037	4.054	0.000
Green Perceived Quality -> Green Purchase Decisions	0.182	0.185	0.036	5.008	0.000
Green Awareness of Price -> Green Purchase Decisions	0.120	0.124	0.034	3.545	0.000
X1*M -> Green Purchase Decisions	0.123	0.123	0.042	3.954	0.000
X2*M -> Green Purchase Decisions	-0.022	-0.021	0.036	0.608	0.544
X3*M -> Green Purchase Decisions	-0.052	-0.054	0.036	2.304	0.011
X4*M -> Green Purchase Decisions	-0.038	-0.040	0.037	1.022	0.307

Source: Results processed with SmartPLS (2024)

## Discussion

### **The Influence of Environmental Awareness on Eco-Friendly Purchasing Decisions**

The results show that the effect of the environmental concern variable (X1) on green purchase decisions (Y) shows a t-value of  $4.825 > 1.651$  with a P-value of  $0.000 < 0.05$ . Therefore, the t-value is greater than the table t-value with a P-value  $< 0.05$ . Thus, this study accepts H1 and rejects H0. This study concludes that environmental concern has a positive and significant effect on green purchase decisions for The Body Shop products in Bali. These results indicate that the higher the environmental concern of buyers of The Body Shop products in Bali, the more it will increase their green purchase decisions when buying The Body Shop products in Bali.

These results are in line with a study by Paul et al. (2016), which revealed that consumers with a high level of environmental concern are more likely to consider the ecological impact of a product in their purchasing decisions. This is due to the belief that their consumption behavior can contribute to environmental preservation. Research by Vermeir and Verbeke (2008) also supports this hypothesis, showing that environmental concern is a major driving factor that influences the intention and behavior of purchasing green products. Environmentally conscious consumers are more likely to choose environmentally friendly products even if they are more expensive, because they consider such purchases to be a form of personal contribution to addressing global environmental issues.

Ajzen (1991), through the Theory of Planned Behavior (TPB), explains that positive attitudes toward the environment, which are influenced by the level of environmental concern, significantly affect purchase intentions and decisions. When consumers have a high level of concern for environmental issues, they will have more positive attitudes toward green products, which ultimately increases their decision to purchase these products. Research by Yadav and Pathak (2017) further shows that environmental concern serves as a key predictor in green purchasing models in developing countries. With increasing concerns about environmental issues such as climate change and pollution, consumers in these markets are becoming more aware of the importance of choosing products that support sustainability. Overall, the relationship between environmental concern and green purchase decisions can be summarized as follows: the higher an individual's level of concern for the environment, the more likely they are to make purchasing decisions that support environmentally friendly products.

### **The Influence of Perceived Green Benefits on Green Purchasing Decisions**

The results show that the effect of the green perceived benefits variable (X2) on green purchase decisions (Y) shows a t-value of  $4.054 > 1.651$  with a P-value of  $0.000 < 0.05$ . Therefore, the t-value is greater than the t-table value with a P-value  $< 0.05$ . Thus, this study accepts H2 and rejects H0. This study concludes that green perceived benefits have a positive and significant effect on green purchase decisions for The Body Shop products in Bali. These results indicate that the higher the green perceived benefits of buyers of The Body Shop products in Bali, the more it will increase their green purchase decisions in buying The Body Shop products in Bali.

These results are in line with research by Hartmann and Apaolaza-Ibáñez (2012), which shows that GPB can increase the decision to purchase green products because consumers view these products as investments that provide personal and social benefits. Functional benefits, such as energy savings or reduced carbon emissions, as

well as emotional benefits, such as pride in contributing to sustainability, encourage consumers to prefer green products.

Research by Chen et al. (2014) and Haws et al. (2014) shows that GPB has a significant influence on actual purchasing decisions and consumer loyalty to green brands. GPB refers to consumers' perceptions of the benefits of environmentally friendly products, such as health benefits and environmental contributions (Chen & Chang, 2012). Based on the Theory of Planned Behavior (Ajzen, 1991), GPB forms a positive attitude that encourages the intention to purchase green products. Therefore, the higher the perceived GPB, the more likely consumers are to make purchasing decisions for environmentally friendly products. This factor is important for companies in designing effective marketing strategies.

The results of the study show that perceived green benefits have a positive and significant influence on green purchase decisions for The Body Shop products in Bali. Consumer perceptions of green benefits, including health benefits, product quality, and environmental contributions, are an important basis for determining purchasing choices. In Bali, which is highly dependent on nature conservation, consumers tend to appreciate products that provide ecological added value. Perceived green benefits not only satisfy consumers individually, but also give them pride in contributing to environmental conservation. The Body Shop's position as a brand that promotes sustainability reinforces this influence, making its products a symbol of consumer participation in protecting the environment.

### **The Influence of Green Perceived Quality On Green Purchase Decisions**

The results show that the effect of the green perceived quality variable (X3) on green purchase decisions (Y) shows a t-value of 5.008 > 1.651 with a P-value of 0.000 < 0.05. Therefore, the t-value is greater than the t-table value with a P-value < 0.05. Thus, this study accepts H3 and rejects H0. This study concludes that green perceived quality has a positive and significant effect on green purchase decisions for The Body Shop products in Bali. These results indicate that the higher the green perceived quality of buyers of The Body Shop products in Bali, the more it will increase their green purchase decisions in buying The Body Shop products in Bali.

These results are in line with research by Zeithaml (1988) showing that perceived quality is a key factor in determining the overall value of a product. In the context of green products, high quality perceptions, such as durability, efficiency, and environmental friendliness, increase consumer confidence in the product. This ultimately drives the intention and decision to purchase green products. Green perceived quality (GPQ) refers to consumers' assessment of the superiority of green products in terms of technical quality, environmental sustainability, and safety compared to conventional products (Chen & Chang, 2013). GPQ plays an important role in green purchase decisions, as consumers tend to buy products that they consider to be of better quality while also supporting sustainability values.

Research by Chen and Chang (2013) and D'Souza et al. (2006) shows that Green Perceived Quality (GPQ) has a significant influence on green purchase intentions and green purchase decisions. Consumers who believe that green products are of high quality are more likely to buy them, because GPQ builds trust and brand loyalty. Based on the Theory of Planned Behavior (Ajzen, 1991), GPQ forms a positive attitude that influences purchase intentions and decisions. In the context of The Body Shop in Bali,

GPQ is a major factor in building consumer trust, as consumers assess product quality based on ingredient safety, effectiveness, and consistency with sustainability principles.

In Bali, which is famous for its natural and cultural tourism, consumers tend to value high-quality and environmentally friendly products. The Body Shop, with its strong image as an environmentally conscious brand, is seen as capable of providing significant added value. Green perceived quality not only increases consumer psychological satisfaction, but also strengthens loyalty because consumers believe that The Body Shop products are a wise and responsible choice. The higher the perceived green quality, the greater the tendency for consumers to make green purchase decisions.

### **The Influence of Green Awareness Of Price On Green Purchase Decisions**

The results show that the influence of the variable green awareness of price (X4) on green purchase decisions (Y) shows a t-value of  $3.545 > 1.651$  with a P-value of  $0.000 < 0.05$ . Therefore, the t-value is greater than the t-table value with a P-value  $< 0.05$ . Thus, this study accepts H4 and rejects H0. This study concludes that green awareness of price has a positive and significant effect on green purchase decisions for The Body Shop products in Bali. These results indicate that the higher the green awareness of price among buyers of The Body Shop products in Bali, the more it will increase their green purchase decisions when buying The Body Shop products in Bali.

These results are in line with research by Zeithaml (1988) showing that price perception is not only about the amount of money paid, but also includes the value that consumers perceive from the product. In the context of green products, consumers with high price awareness tend to evaluate whether the price of the product is commensurate with the environmental benefits it provides. Willingness to pay more is often a key indicator of the influence of GAP on purchasing decisions. Green awareness of price (GAP) refers to consumers' awareness of the price of environmentally friendly products, including how they evaluate the price in the context of the value and benefits offered by green products (Chen & Chang, 2012). GAP plays an important role in green purchase decisions, especially since environmentally friendly products often have higher prices than conventional products.

Research by Chen and Chang (2012) and Haws et al. (2014) shows that Green Awareness of Price (GAP) has a positive and significant influence on green purchase decisions. Consumers who are highly aware of the price of green products are more likely to buy them if they believe that the premium price reflects quality and environmental benefits. GAP also influences consumers' perceptions of the value of green products and price transparency. In the context of The Body Shop in Bali, consumer awareness of green product prices influences their assessment of the added value offered, thereby encouraging green purchasing decisions. The higher the consumer awareness of the price and value of green products, the more likely they are to choose these products.

### **The Role of Generation Z as Moderators of the Influence of Environmental Concerns on Green Purchase Decisions**

The results show that the effect of environmental concern (X1) on green purchase decisions (Y) with Generation Z (M) as a moderating variable shows a t-value of 3.954 > 1.651 with a P-value of 0.000 < 0.05. Therefore, the t-value is greater than the t-table value with a P-value < 0.05. Thus, this study accepts H5 and rejects H0. This study concludes that environmental concern has a positive and significant effect on green purchase decisions for The Body Shop products in Bali with Generation Z as a moderating variable, or Generation Z is able to moderate the relationship between environmental concern and green purchase decisions. These results indicate that Generation Z is able to strengthen the relationship between environmental concern and green purchase decisions among Bali consumers when purchasing The Body Shop products in Bali.

These results are in line with research by Yadav and Pathak (2017), which shows that attitudes influenced by environmental concerns become more significant when consumers have high social awareness, as seen in Generation Z. This generation does not only evaluate products based on function or price, but also based on the product's contribution to environmental sustainability. Furthermore, Turner (2015) states that Generation Z often acts as agents of change who influence social preferences and consumption norms among their peers. In this context, the presence of Generation Z as moderators can strengthen the positive influence of environmental concern on green purchase decisions through increased collective awareness and social pressure that supports sustainable consumption.

Generation Z strengthens the link between environmental concern and green purchasing decisions due to their high awareness of environmental issues and adaptive ability to sustainable values. As digital natives, they are highly responsive to sustainability messages and tend to judge brands based on their values and social credibility. This factor reinforces the influence of environmental concerns on green purchasing decisions, as the consumption of sustainable products is seen as a form of moral participation in global issues. Despite their limited purchasing power, their commitment to green consumption remains strong, and social media is used to reinforce their sustainable identity and build collective awareness.

Thus, the results of this study indicate that Generation Z not only has a high level of environmental concern, but also acts as a significant moderator in the relationship between environmental concern and green purchase decisions. The greater their environmental concern and awareness, the greater their tendency to convert these values into sustainable consumption behaviors.

### **The Role of Generation Z as Moderators of the Influence of Perceived Green Benefits on Green Purchase Decisions**

The results show that the effect of green perceived benefits (X2) on green purchase decisions (Y) with Generation Z (M) as a moderating variable shows a t-value of 0.608 < 1.651 with a P-value of 0.544 > 0.05. Therefore, the t-value is less than the t-table value with a P-value greater than 0.05. Thus, this study accepts H0 and rejects H6. This study concludes that green perceived benefits do not have a significant effect on green purchase decisions for The Body Shop products in Bali with Generation Z as a moderating variable, or Generation Z is unable to moderate the relationship between green perceived benefits and green purchase decisions. These results indicate that

Generation Z is not yet able to strengthen the relationship between green perceived benefits and green purchase decisions among Bali consumers when purchasing The Body Shop products in Bali.

These results contradict several previous studies, such as those by Hartmann and Apaolaza-Ibáñez (2012), which show that emotional benefits, such as pride and satisfaction from contributing to sustainability, are important motivating factors in young consumers' decisions to purchase green products. Generation Z, with their high level of environmental awareness, are more likely to strengthen the relationship between GPB and green purchasing decisions through their preference for products that provide emotional and symbolic benefits. Furthermore, a study by Priporas et al. (2017) reveals that Generation Z is more responsive to marketing strategies that highlight the benefits of green products, such as efficiency and sustainability. They not only pay attention to the direct benefits of the product but also the product's contribution to a greener future. This shows that the presence of Generation Z as a moderator can strengthen the influence of GPB on green purchasing decisions.

Green perceived benefits (GPB) have a significant influence on green purchase decisions, especially for Generation Z who care about sustainability issues and have high expectations for environmental and social benefits. However, research shows that Generation Z has not been able to significantly strengthen the relationship between GPB and green purchase decisions. The main factors contributing to this are limited purchasing power and the influence of more pragmatic social and aesthetic trends. Despite recognizing the green benefits of products, Generation Z is often deterred by premium prices and lifestyle preferences that are more influenced by the popularity of products on social media.

### **The Role of Generation Z as Moderators of the Influence of Green Perceived Quality on Green Purchase Decisions**

The results show that the effect of green perceived quality (X3) on green purchase decisions (Y) with Generation Z (M) as a moderating variable shows a t-value of 2.304 > 1.651 with a P-value of 0.011 < 0.05. Therefore, the t-value is greater than the t-table value with a P-value < 0.05. Thus, this study accepts H7 and rejects H0. This study concludes that green perceived quality has a negative and significant effect on green purchase decisions for The Body Shop products in Bali with Generation Z as a moderating variable, or Generation Z is able to moderate the relationship between green perceived quality and green purchase decisions. These results indicate that Generation Z weakens the relationship between green perceived quality and green purchase decisions among Bali consumers when purchasing The Body Shop products in Bali.

These results are in line with previous studies such as the one by Hartmann and Apaolaza-Ibáñez (2012), which shows that Generation Z is more likely to value the quality of green products that support sustainability. Technical quality benefits, such as product durability and efficiency, as well as emotional benefits, such as pride in using environmentally responsible products, play an important role in motivating their purchasing decisions. Another study by Francis and Hoefel (2018) reveals that Generation Z has high expectations of the products they consume, especially in terms of transparency and reliability. They not only prioritize product quality but also the extent to which the product reflects sustainability values. In this context, Generation Z

can strengthen the influence of GPQ on GPD by making quality a key determining factor in purchasing decisions.

Generation Z can strengthen the influence of green perceived quality (GPQ) on green purchase decisions (GPD) due to their ability to evaluate the quality of green products through access to digital information. However, research shows that Generation Z actually weakens the relationship between GPQ and GPD. The main factors causing this are financial constraints and consumption behavior influenced by trends, lifestyle, and social values. Despite their high awareness of green product quality, Generation Z tends to be inconsistent in converting that awareness into actual consumption behavior. The results of this study indicate that the moderating role of generation is not always reinforcing but can also weaken the main relationship depending on structural conditions and dominant consumptive values.

### **The Role of Generation Z as Moderators of the Influence of Green Price Awareness on Green Purchase Decisions**

The results show that the effect of green awareness of price (X4) on green purchase decisions (Y) with Generation Z (M) as a moderating variable shows a t-value of  $1.022 < 1.651$  with a P-value of  $0.307 > 0.05$ . Therefore, the t-value is  $< t\text{-table}$  with a P-value  $> 0.05$ , thus this study accepts  $H_0$  and rejects  $H_8$ . This study concludes that green awareness of price has no effect and is not significant on green purchase decisions for The Body Shop products in Bali with Generation Z as a moderating variable, or Generation Z is unable to moderate the relationship between green awareness of price and green purchase decisions. These results indicate that Generation Z is not yet able to strengthen the relationship between green awareness of price and green purchase decisions among Bali consumers when purchasing The Body Shop products in Bali.

These results are not in line with several previous studies, such as the study by Yadav and Pathak (2017), which also revealed that Generation Z's price awareness is influenced by their ability to utilize digital information, such as consumer reviews, price transparency, and environmental claims. Generation Z tends to use digital platforms to verify the authenticity of prices and the benefits of green products. This increases the influence of GAP on GPD because Generation Z is more critical in evaluating product value. In addition, Generation Z is known to value the long-term benefits of green products, such as reducing environmental impact and contributing to global sustainability. A study by Chen et al. (2020) shows that Generation Z is more likely to pay a premium price if they believe that the product supports a greener future. In this case, Generation Z strengthens the relationship between GAP and GPD by making sustainability a key determining factor in their purchasing decisions.

Thus, it can be concluded that Generation Z in Bali has not been able to strengthen the relationship between green awareness of price and green purchase decisions for The Body Shop products. Financial constraints, trend-based consumption preferences, and inconsistent symbolic behavior are the main factors that weaken their role as moderating variables. Therefore, strategies that The Body Shop can implement include offering more affordable product variants, price campaigns that emphasize long-term sustainability values, and education that is closely aligned with Gen Z's lifestyle so that price awareness truly drives green purchasing behavior.

## CONCLUSION

This study concludes that environmental concern, perceived green benefits, perceived green quality, and green price awareness have a positive and significant influence on green purchase decisions for The Body Shop products in Bali. In addition, Generation Z can moderate the relationship between environmental concern and green purchase decisions, but cannot moderate the relationship between perceived green benefits and green purchase decisions, or between green price awareness and green purchase decisions. Interestingly, Generation Z weakens the relationship between perceived green quality and green purchase decisions. The results of this study indicate that environmental awareness, perceived benefits, perceived quality, and green price awareness play an important role in green purchase decisions among The Body Shop consumers in Bali.

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