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THE INFLUENCES OF ENVIRONMENTAL KNOWLEDGE, WORD OF MOUTH (WOM), GREEN MARKETING, AND ENVIRONMENTAL CARE ATTITUDE ON THE PURCHASE INTENTION OF GREEN PRODUCTS (A STUDY ON GENERATION Z IN YOGYAKARTA)

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ABSTRACT

The research aims to test and analyze the influence of environmental knowledge, word of mouth (WOM), green marketing, and environmental care attitude on the intention to purchase green products. The population in this study is Generation Z in Yogyakarta. The sample size is 150 people, with the criteria of respondents being at least 18 years old, born between 1997 and 2012, residing in Yogyakarta, and having purchased and consumed green products. This study uses a quantitative method, with purposive sampling technique, and data analysis technique using Partial Least Squares Structural Equation Modeling (PLS-SEM) which is processed using SmartPLS 4.0 software. The results of the study indicate that environmental knowledge has a positive effect on the intention to purchase green products, word of mouth (WOM) has a positive effect on the intention to purchase green products, green marketing has a positive effect on the intention to purchase green products, and environmental care attitude has a positive effect on the intention to purchase green products.

KEYWORDS *Environmental Knowledge, Word of Mouth (WOM), Green Marketing, Environmental Care Attitude, Intention to Purchase Green Product*

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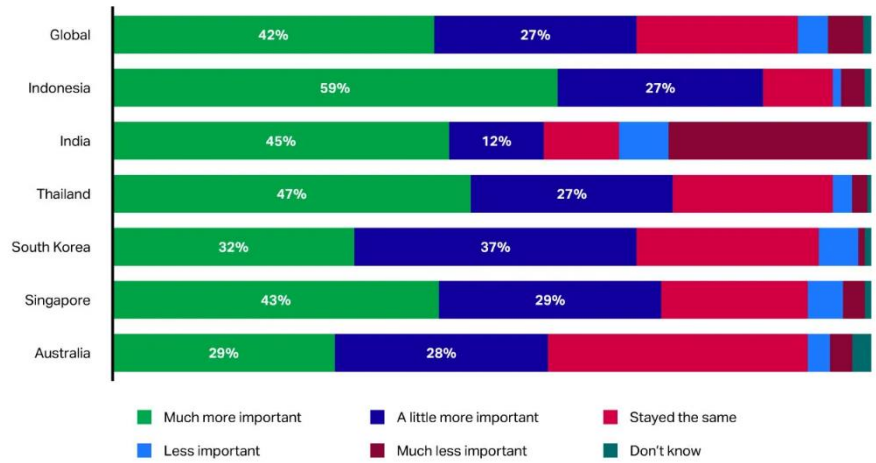
INTRODUCTION

Climate change is a crucial environmental issue that has significant impacts on various components and systems of life today. The report from the Intergovernmental Panel on Climate Change (IPCC) in 2007 confirmed that climate change phenomena have occurred, marked by an increase in the Earth's temperature by approximately 0.8 degrees Celsius over the last century. The primary factor causing this climate change is the process of global warming, which is the increase in the Earth's average surface temperature due to the accumulation of heat trapped in the atmosphere, a consequence of the greenhouse effect. The significant increase in the concentration of greenhouse gas emissions in recent years contributing to climate change mostly originates from unsustainable sectors such as energy use, transportation, and industry. Additionally, the Ministry of Environment and Forestry in 2018 stated that waste contributes to exacerbating climate change, resulting in global warming.

Indonesia is one of the world's largest waste contributors. This is evident in the World Bank's report titled "The Atlas of Sustainable Development Goals 2023," where Indonesia ranked fifth as the largest waste-producing country in the world in 2020. According to the report, Indonesia generated approximately 65.2 million tons of waste, followed by Russia with 60 million tons, Mexico with 53.1 million tons, and Germany with 50.6 million tons. These data indicate Indonesia's significant role in environmental degradation as one of the world's largest waste producers.

The significant increase in greenhouse gas emissions in recent years, contributing to climate change, mainly originates from sectors such as energy use, transportation, and industry. In addressing environmental issues, the Indonesian government has implemented policies for environmentally friendly procurement of goods and services. Policies for environmentally friendly procurement have been mandated in Law No. 32 of 2009 concerning Environmental Protection and Management, Government Regulation No. 46 of 2017 concerning Environmental Economic Instruments, and Presidential Regulation No. 16 of 2018 concerning Government Procurement of Goods/Services. These policies aim to improve environmental performance by focusing on the efficient use of raw materials, energy, and water. They also intend to stimulate market growth and investment in green and sustainable sectors, promote innovation, strengthen the local economy, and provide incentives to businesses that produce environmentally friendly goods and services.

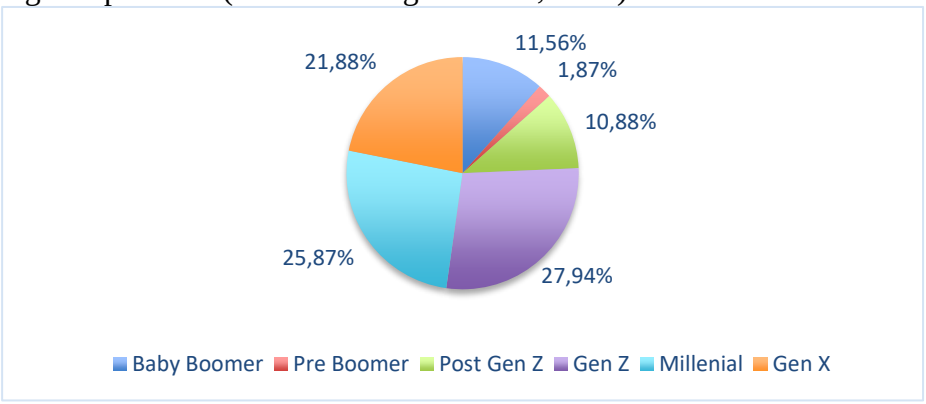
In addition to the fact that environmental damage has occurred globally and the formulation of government policies on the environment, consumers in Indonesia are increasingly paying attention to sustainability. The phenomenon of consumer enthusiasm for sustainability in Indonesia is evidenced by a survey conducted by NielsenIQ:



Source: www.nielseniq.com Figure 1.1 Consumer sentiment regarding the change in the importance of sustainability compared to two years ago.

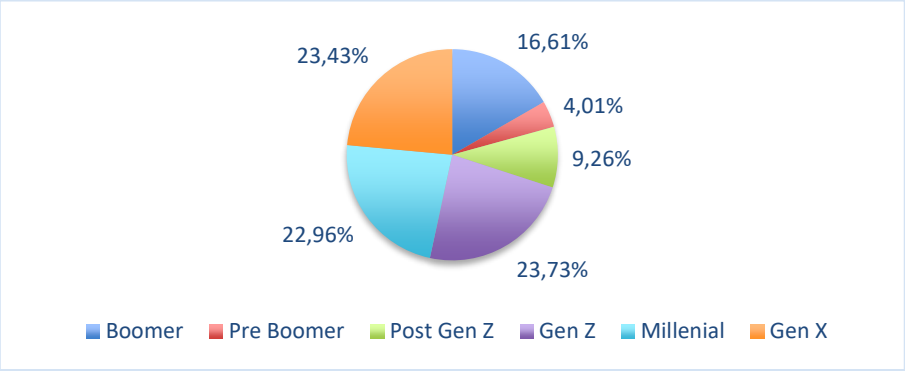
Figure 1.1 shows a survey conducted by NielsenIQ in 2023 in the Asia-Pacific region. The data show that Indonesia achieved the highest percentage among the surveyed countries, with 86% of consumers stating that sustainability has become more important to them in the past two years. The other countries in the region with the highest percentages include Thailand with 74%, Singapore with 72%, and South Korea with 69%. The survey results reflect the increasing awareness and concern of the majority of consumers in Indonesia and some other Asia-Pacific countries about sustainability.

Consumer interest in using green products is not just rhetoric but has become a measurable reality. According to a report presented by Nielsen, as many as 73% of consumers are willing to switch to environmentally friendly products (Media Indonesia, 2021). For consumers who have consumed green products, their purchases are not only seen as regular transactions but also as active contributions to environmental preservation. This positive trend is also reflected in consumers' preference for green products (Katadata Insight Center, 2021).



Source: www.bps.go.id
Figure 1.2 Population Composition by Generation, 2020.

Figure 1.2 shows the results of the population census in 2020 conducted by the Central Statistics Agency, which states that Indonesia had a population of 270.2 million in 2020, with 74.93 million being Generation Z, equivalent to 27.94% of the population in Indonesia. In this regard, the Special Region of Yogyakarta plays a significant role in contributing to the population of Generation Z in Indonesia. This is evidenced by data provided by the Central Statistics Agency of Yogyakarta:



Source: www.yogyakarta.bps.go.id
Figure 1.3 Population Composition of D.I. Yogyakarta by Generation (percent)

Figure 1.3 shows the population composition of D.I. Yogyakarta by generation (percent) in 2020 presented by the Central Statistics Agency of Yogyakarta. With a proportion reaching 23.73% of the total population of 3,668,719 people, Yogyakarta is one of the provinces with a significant distribution of Generation Z (BPS Special Region of Yogyakarta, 2021). The percentage of Generation Z in Yogyakarta can imply consumption trends in Yogyakarta, considering that Generation Z is identified as the dominant group of consumers in Indonesia as a whole (Brown, 2020). In this context, understanding the preferences and consumption behavior of Generation Z in Yogyakarta becomes increasingly important. Today, Generation Z has a high level of concern about environmental issues, as evidenced by their hope that their descendants can enjoy the Earth well in the future (Pasaman, Kania, Heriyanto, 2024). This level of concern is reflected in their concern about current environmental damage, anxiety about the future environmental quality, and attention to human behavior that tends to harm the environment.

Based on the phenomena related to the intention to purchase green products and the exposure to data and the existing research gap between the relationships of the above variables, the title of this research is The Influence of Environmental Knowledge, WOM, Green Marketing, and Environmental Care Attitude on the Purchase Intention of Green Products (Case Study on Generation Z in Yogyakarta).

RESEARCH METHOD

This research adopts a quantitative approach. The use of a quantitative approach in this study aims to identify the relationships and influences between the variables of environmental knowledge, Word of Mouth (WOM), green marketing, and environmental care attitude on the intention to purchase green products. A

quantitative approach is used in this research because the data to be analyzed will be processed using statistical tests, allowing for testing the validity of the formulated hypotheses.

The research is located in the Special Region of Yogyakarta Province, chosen based on its significant contribution to the population of Generation Z in Indonesia. Data from the Central Statistics Agency of the Special Region of Yogyakarta in 2020 recorded that the proportion of Generation Z in Yogyakarta reached 23.73% of the total population of the province, amounting to 3,668,719 individuals. The reason for selecting Generation Z in Yogyakarta is because this group demonstrates a high level of concern for environmental issues, as reflected in their hope to leave a better world for their descendants. Additionally, the significant proportion of Generation Z in Yogyakarta has important implications for consumption trends in the region, considering that Generation Z is known as the dominant consumer group in Indonesia as a whole. In this study, purposive sampling technique is used for sample selection. Primary data in this research is obtained through data collection techniques using a survey method with an online questionnaire (Google Form).

RESULT AND DISCUSSION

Partial Least Squares Structural Equation Modeling (PLS-SEM) Results

Structural model testing using Partial Least Squares (PLS) was conducted to examine the relationships between variables in the study. PLS-SEM, according to Hair et al. (2022), has a concept almost similar to PLS regression in multivariate statistical analysis. Partial Least Squares (PLS) is one of the techniques for analyzing structural models. PLS-SEM is widely used because it is not bound by assumptions in multivariate analysis such as normality (J. Hair Jr et al., 2021). There are two stages of PLS analysis: evaluation of the outer model (construct model) and evaluation of the inner model (structural model). PLS-SEM analysis in this study was conducted using SmartPLS 4.0 software.

Results of Measurement Model Evaluation (Outer Model)

The construct model evaluation was conducted to observe and evaluate whether the manifest variables are able to measure the latent variables studied in this research effectively and reliably. The construct model evaluation in this study consists of three evaluations: 1) convergent validity evaluation; 2) construct reliability evaluation; and 3) discriminant validity evaluation (Hair & Alamer, 2022).

Convergent Validity Evaluation

Convergent validity evaluation was conducted to determine whether the indicators or questionnaire items in the study can adequately describe the measured latent variables. Outer loading indicates the extent of correlation between measurement items and the measured variables. This evaluation is done by looking at the outer loading values for each indicator. Some statisticians argue that if the outer loading value is greater than 0.7, then the indicator is considered valid. The results of the convergent validity evaluation testing for each research variable are presented in Table 4.7 below.

Table 4.7. Results of Convergent Validity Evaluation Using Outer Loading

Variable	Item	*Outer loading*
Environmental Knowledge	EK1	0.795
	EK2	0.808
	EK3	0.810
	EK4	0.822
	EK5	0.788
	EK6	0.807
	EK7	0.809
	EK8	0.785
	EK9	0.822
***Word of Mouth* (WOM)**	WOM1	0.830
	WOM2	0.803
	WOM3	0.787
	WOM4	0.828
	WOM5	0.814
	WOM6	0.812
Green Marketing	GM1	0.842
	GM2	0.850
	GM3	0.857
Environmental Care Attitude	ECA1	0.806
	ECA2	0.844
	ECA3	0.821
	ECA4	0.824
	ECA5	0.811
Intention to Purchase Green Product	NBGP1	0.802
	NBGP2	0.836
	NBGP3	0.773
	NBGP4	0.849

Source: Processed primary data (2024)

The testing results in Table 4.7 show that after conducting the convergent validity evaluation using outer loading, it is found that all outer loading values of all items for each variable have values above 0.7. Thus, all indicators in the research variables can be declared valid based on the convergent validity criteria. Further evaluation is conducted to test the construct reliability of the measurement items.

Construct Reliability Evaluation

Construct reliability evaluation was conducted to determine whether the questionnaire items in this study are reliable enough to measure the research variables.

Reliability, according to Sugiyono (2018), is the extent to which an indicator/questionnaire item tested on the same object will yield the same data analysis results. The testing of construct reliability is done by looking at the values of composite reliability and Cronbach's alpha resulting from PLS testing. If the values of composite reliability and Cronbach's alpha are greater than 0.7, it can be stated that the variables in the study have reliable indicators/questionnaire items (J. F. Hair Jr et al., 2023), meaning that if used again on the same object in the future, it will produce similar results to this study. The values of composite reliability in this study are described in Table 4.8.

Table 4.8 Values of Composite Reliability and Cronbach's Alpha for Each Variable

Variable	*Cronbach's alpha*	*Composite reliability*
Environmental Knowledge	0.932	0.943
***Word of Mouth* (WOM)**	0.897	0.921
Green Marketing	0.808	0.886
Environmental Care Attitude	0.879	0.912
Intention to Purchase Green Product	0.831	0.888

Source: Processed primary data (2024)

Table 4.8 shows that each variable in this study has composite reliability values ranging from 0.886 to 0.943, while Cronbach's alpha values range from 0.808 to 0.932. The composite reliability and Cronbach's alpha values for each variable are greater than 0.7, indicating that each variable in this study has reliable indicators/questionnaire items.

Discriminant Validity Evaluation

Discriminant validity evaluation was conducted to test whether the indicators/questionnaire items in a variable can only be used to measure that variable and cannot be used to measure other variables (Hair et al., 2021). Discriminant validity evaluation is done by comparing the outer loading of each item with the cross-loading of that item with other variables in the structural model. If the outer loading value of a variable is greater than the cross-loading of that item with other latent variables, then it is stated that the indicator/questionnaire item has good discriminant validity.

Table 4. 1
Outer Loading and Cross-Loading Value of each Measurement Item

	EK	WOM	GM	ECA	NBGP
EK1	**0.795**	0.708	0.710	0.723	0.723
EK2	**0.808**	0.697	0.655	0.703	0.725
EK3	**0.810**	0.714	0.632	0.698	0.700
EK4	**0.822**	0.719	0.635	0.683	0.708
EK5	**0.788**	0.691	0.685	0.726	0.692
EK6	**0.807**	0.737	0.696	0.738	0.692
EK7	**0.809**	0.756	0.696	0.718	0.745

EK8	**0.785**	0.660	0.655	0.678	0.694
EK9	**0.822**	0.724	0.725	0.712	0.726
WOM1	0.715	**0.830**	0.665	0.751	0.698
WOM2	0.698	**0.803**	0.703	0.731	0.765
WOM3	0.718	**0.787**	0.644	0.692	0.681
WOM4	0.748	**0.828**	0.702	0.718	0.773
WOM5	0.701	**0.814**	0.690	0.692	0.701
WOM6	0.729	**0.812**	0.658	0.734	0.696
GM1	0.702	0.676	**0.842**	0.689	0.682
GM2	0.706	0.688	**0.850**	0.706	0.712
GM3	0.734	0.760	**0.857**	0.760	0.746
ECA1	0.698	0.736	0.691	**0.806**	0.756
ECA2	0.751	0.768	0.729	**0.844**	0.747
ECA3	0.737	0.718	0.674	**0.821**	0.733
ECA4	0.713	0.725	0.709	**0.824**	0.701
ECA5	0.716	0.688	0.672	**0.811**	0.703
NBGP1	0.729	0.711	0.674	0.723	**0.802**
NBGP2	0.726	0.715	0.695	0.729	**0.836**
NBGP3	0.693	0.718	0.623	0.657	**0.773**
NBGP4	0.735	0.750	0.744	0.779	**0.849**

Source: Processed primary data (2024)

Table 4.9 presents the values of outer loading and cross-loading of items with other latent variables in the model. The results of discriminant validity evaluation show the diagonal values highlighted in bold in Table 4.10. The outer loading value of EK.1 is 0.795, which is greater than the cross-loading of that item with other variables. Similarly, all other items are found to have outer loading values greater than the cross-loading of that variable with other variables in the model. Thus, it can be stated that the questionnaire items in this study have good discriminant validity, so the items of one variable can only describe that variable and can be distinguished from items of other variables in the research model.

Results of Structural Model Evaluation (Inner Model)

Evaluation of the structural model (inner model) in this study is the second stage after the evaluation of the structural model (outer model). In the evaluation of the structural model stage, testing of relationships between variables according to the research hypotheses will be conducted, along with the evaluation of the model's goodness of fit. The evaluation of the inner model consists of four parts: 1) Path coefficient testing (hypothesis testing); 2) Evaluation of coefficient of determination (R2); 3) Assessment of Effect Size (f2); and 4) Evaluation of predictive relevance (Q2).

Path Coefficient (Hypothesis Testing)

The first step in evaluating the structural model (inner model) is the testing of path coefficients in the structural model. Path coefficients indicate the extent of

influence of independent variables on dependent variables. This testing of path coefficients also tests the hypotheses of relationships between variables in the study. Path coefficient testing in PLS-SEM is conducted using the bootstrap method. There are four influences (hypotheses) tested in this study. The structural model for direct effects testing without moderating variables is illustrated in Figure 4.1.

Source: Primary data processed (2024)

Figure 4.1

Structural Model of the Relationship between Research Variables

Figure 4.1 illustrates the structural model of the relationship between environmental knowledge, word of mouth (WOM), green marketing, and environmental care attitude with the intention to purchase green products among Generation Z in DI Yogyakarta. The detailed results of direct influence testing are explained in Table 4.10.

Table 4.10
Testing of Path Coefficients of the Relationship between Variables

Hypothesis	Influence	β	S.E	p-value
H1	Environmental Knowledge → Intention to Purchase Green Product	0.260	0.083	0.001
H2	Word of Mouth (WOM) → Intention to Purchase Green Product	0.289	0.082	0.000
H3	Green Marketing → Intention to Purchase Green Product	0.137	0.064	0.029
H4	Environmental Care Attitude → Intention to Purchase Green Product	0.275	0.075	0.000

Source: Primary data processed (2024)

Table 4.10 presents the results of testing the path coefficients of the relationship between independent and dependent variables in the study. β in Table 4.15 indicates the path coefficient showing the direction and magnitude of the influence of independent variables on the dependent variable. S.E. indicates the standard error value, p-value indicates the probability value of the test results to be compared with the error rate (α) in this study, which is 5%.

The results of the testing in Table 4.10 show that environmental knowledge significantly influences the intention to purchase green products, as indicated by the p-value (0.001), which is less than 5%. The path coefficient on the influence of environmental knowledge on the intention to purchase green products is positive (0.260), meaning that the better the environmental knowledge Generation Z has, the higher their intention to purchase green products, and vice versa. Similar results were also found for the influence of word of mouth (WOM) on the intention to purchase green products, which also proved significant with a p-value (0.000) less than 5%. The path coefficient on the influence of word of mouth (WOM) on the intention to purchase green products is also positive (0.289), indicating that the better the word of mouth (WOM) about green products among Generation Z, the higher their intention to purchase green products, and vice versa.

Table 4.10 also shows the results of testing the influence of green marketing on the intention to purchase green products, which proved significant indicated by the p-value (0.029) lower than 5%. The path coefficient on the influence of green marketing on the intention to purchase green products is positive (0.137), indicating that the better the green marketing done by green products, the higher the intention of Generation Z to purchase green products, and vice versa. Similar results were found for the influence of environmental care attitude on the intention to purchase green products, which proved significant with a p-value (0.000) less than 5%. The path coefficient on the influence of environmental care attitude on the intention to purchase green products is positive (0.275), indicating that the better the environmental care attitude of Generation Z towards environmental protection, the higher their intention to purchase green products, and vice versa.

Based on the results of hypothesis testing in Table 4.10, it is found that all hypotheses in this study are proven and supported by empirical data. The testing

results also show that word of mouth (WOM) has the largest path coefficient compared to other variables, indicating that word of mouth (WOM) is the strongest factor in influencing the intention of Generation Z to purchase green products.

Coefficient of Determination (R2)

The coefficient of determination is used to assess the role of exogenous variables on endogenous variables in this study. The number of determination coefficients in PLS depends on the number of endogenous variables in the study. In addition to the coefficient of determination (R2), there is also the adjusted coefficient of determination (Adjusted R2). This study has one endogenous variable, namely the intention to purchase green products. The use of adjusted coefficient of determination is recommended by Cohen, et al. (2002) to avoid bias in the number of predictors included in the model. The values of R2 and Adjusted R2 for each endogenous variable are presented in Table 4.11.

Table 4.11
Adjusted R2 Values for Each Endogenous Variable

Endogenous Variable	R^2	*Adjusted* R^2
Intention to Purchase Green Product	0.856	0.852

Source: Primary data processed (2024)

The coefficient of determination (R2) for the intention to purchase green products is obtained as 0.856. A value of 0.856 means that the variables environmental knowledge, word of mouth (WOM), green marketing, and environmental care attitude can explain the intention to purchase green products by 85.6%, with the remaining 24.4% explained by variables outside the study. Meanwhile, the adjusted coefficient of determination (adjusted R2) is obtained as 0.852 (85.2%). According to Ghozali 2014, an adjusted R2 value exceeding 25% indicates a fairly close relationship between variables in the study, thus explaining the structural model well.

Effect Size (f^2)

Effect size indicates how strong the influence is of independent variables on dependent variables. An effect size below 0.02 is considered to have no appreciable effect from independent variables, an effect size between 0.02 and 0.15 is categorized as a weak effect (small effect), an effect size between 0.15 and 0.35 is considered a moderate effect (medium effect), and an effect size greater than 0.35 is considered a strong effect (large effect) (Hair et al., 2022).

Table 4.12
Results of Effect Size Testing (f2)

Influence	*Effect Size*
Environmental Knowledge → Intention to Purchase Green Product	0.080
Word of Mouth (WOM) → Intention to Purchase Green Product	0.091

Green Marketing → Intention to Purchase Green Product	0.032
Environmental Care Attitude → Intention to Purchase Green Product	0.085

Source: Primary data processed (2024)

Table 4.12 shows that environmental knowledge has an effect size of 0.080 on the intention to purchase green products. The effect size of environmental knowledge on the intention to purchase green products can be categorized as a small effect, indicating that environmental knowledge has a weak impact on the intention to purchase green products among Generation Z. In this study, word of mouth (WOM) was found to have a small effect on the intention to purchase green products, as indicated by the effect size of 0.091. Similar findings were found for green marketing, where the effect size testing revealed a small effect on the intention to purchase green products, with an effect size of 0.032. Similar results were also obtained for the influence of environmental care attitude on the intention to purchase green products among Generation Z, which is categorized as a small effect, as indicated by the effect size of 0.085.

Predictive Relevance (Q^2)

Predictive relevance indicates how well endogenous/dependent variables are predicted by exogenous/independent variables. Hair et al. (2022) state that a predictive relevance value of 0 or negative indicates that independent variables cannot predict their dependent variables well. Meanwhile, a positive predictive relevance value indicates that independent variables have good accuracy in predicting dependent variables.

Table 4.13
Predictive Relevance (Q2) for Each Dependent Variable

Variable	SSO	SSE	Q^2 (=1-SSE/SSO)
Environmental Knowledge	1.350.000	999.798	0.259
Word of Mouth (WOM)	900.000	678.615	0.246
Green Marketing	450.000	344.634	0.234
Environmental Care Attitude	750.000	579.148	0.228
Intention to Purchase Green Product	600.000	513.551	0.144

Source**:** Primary data processed (2024)

Table 4.13 shows that all exogenous variables in this study have positive predictive relevance values, indicating that all dependent variables in this study can be well predicted by their independent variables. Thus, the model of the influence of environmental knowledge, word of mouth (WOM), green marketing, and environmental care attitude on the intention to purchase green products can be adopted by future research.

The Influence of Environmental Knowledge on the Intention to Purchase Green Products

The results of the PLS analysis demonstrate that environmental knowledge has a positive influence on the intention to purchase green products, thus H1 is accepted. The probability value resulting from the testing of the influence of environmental knowledge on the intention to purchase green products among Generation Z in Yogyakarta is 0.001 < 0.05, indicating a positive influence. This proves that higher environmental knowledge leads to an increased intention to purchase green products.

In the context of consumer decision-making, consumer knowledge about products serves as the basis for evaluating options and choosing the most appropriate action. This knowledge enables an understanding of the benefits, characteristics, and advantages of the products offered, directly impacting consumer purchasing intentions (Kumra, 2006). When consumers make decisions, they access information stored in memory, structured through associations among various information components. This interconnectedness allows consumers to access their knowledge when needed, and how that knowledge is encoded, organized, and stored influences the consumer decision-making process (Noel, 2009).

The information search process begins when consumers need a product, which serves as the initial step in forming purchase intentions. This information search is an effort to obtain relevant knowledge about the product. In this regard, an optimal amount of information is required to make the right decision (Hacioglu, 2019). This entire process can be associated with environmental knowledge, where a deep understanding of products or behaviors can support consumers in making decisions in purchasing green products.

Research by Tan et al. (2022) indicates that environmental knowledge has a positive and significant influence on the intention to purchase green products among Indonesian citizens who volunteered as samples. Similar results were also found in a study by Putri et al. (2021) exploring green cosmetics from The Body Shop in Denpasar, where environmental knowledge had a positive and significant influence on the intention to purchase green products. Additionally, Zhuang et al. (2021), based on a literature review from various sources such as Springer, EBSCO, Emerald, Elsevier, CNKI, Google Scholar, and Web of Science, also confirmed these findings by showing that environmental knowledge has a positive and significant impact on the intention to purchase green products.

The Influence of Word of Mouth (WOM) on the Intention to Purchase Green Products

The results of the PLS analysis demonstrate that word of mouth (WOM) has a positive influence on the intention to purchase green products, thus H2 is accepted. The probability value resulting from the testing of the influence of word of mouth (WOM) on the intention to purchase green products among Generation Z in Yogyakarta is 0.000 < 0.05, indicating a positive influence. This proves that higher word of mouth (WOM) leads to an increased intention to purchase green products.

Based on research by McKinsey & Company, the significant impact of word-of-mouth marketing (WOM) on businesses can be affirmed by the fact that

recommendations from family, friends, and social networks have a greater influence on consumer purchasing decisions for a product compared to other forms of marketing (Phillips et al., 2013). Word-of-mouth communication is considered strong by consumers because it is seen as a reliable source of information, assisting in better decision-making (Khan, 2006).

The significant informational influence in word-of-mouth communication is highly valued by consumers, especially if the source is personally known individuals. The belief that friends or relatives will not provide misleading information has a major impact on consumer intentions and purchasing decisions for a product (Noel, 2009). Word-of-mouth communication not only enhances understanding of sustainability but also influences consumer decisions to purchase environmentally friendly products and services (Carvill et al., 2021).

Research by Zhang (2018) involving battery consumers in China showed that green WOM has a positive and significant influence on the intention to purchase green products. Similar results were also found in a second study by Guerreiro and Pacheco (2021) involving two brands, Nestlé (packaged water) and Apple notebooks, where green WOM had a positive influence on the intention to purchase green products.

The Influence of Green Marketing on the Intention to Purchase Green Products

The results of the PLS analysis demonstrate that green marketing has a positive influence on the intention to purchase green products, thus H3 is accepted. The probability value resulting from the testing of the influence of green marketing on the intention to purchase green products among Generation Z in Yogyakarta is $0.029 < 0.05$, indicating a positive influence. This proves that higher green marketing leads to an increased intention to purchase green products.

The intention to purchase green products refers to the desire or willingness of an individual to purchase offerings presented through green marketing (Naidoo & Verma, 2019). Consumers gain several important benefits through green marketing, which often influences consumer decision-making, with the level of assessment of these benefits varying among consumers (Dahlstrom, 2011). Thus, green marketing plays a role in shaping the intention to purchase green products by conveying benefits that can influence consumer perceptions and decisions regarding environmentally sustainable products or services.

Research by Simanjuntak et al. (2023) involving voluntary samples of Indonesian citizens showed that green marketing has a positive and significant influence on the intention to purchase green products. Similar findings were also found in research by Madjidan and Sulistyowati (2022) examining consumers of Alang Alang Zero Waste Shop, where green marketing had a positive and significant influence on green purchase intention. Sukma et al. (2021) affirmed the positive influence of green marketing on the intention to purchase green products among students of FE UST Konsumen KFC. Juliantari et al. (2019), involving 17-year-old consumers in Denpasar, as well as Wibowo (2022), involving students of the Faculty of Economics & Business and the Faculty of Social and Political Sciences at Universitas W.R. Supratman Surabaya, also found a positive influence of green

marketing on the intention to purchase green products. Research by Krisdayanti and Widodo (2022) involving consumers of Wateru wipes also supported these findings, with green marketing having a positive and significant influence on the intention to purchase green products. Finally, research by Yahya (2022) involving Cleo AMDK products confirmed that green marketing has a positive and significant influence on purchase intention for green products.

The Influence of Environmental Care Attitude on the Intention to Purchase Green Products

The results of the PLS analysis demonstrate that environmental care attitude has a positive influence on the intention to purchase green products among Generation Z in Yogyakarta, thus H4 is accepted. The probability value resulting from the testing of the influence of environmental care attitude on the intention to purchase green products among Generation Z in Yogyakarta is 0.000 < 0.05, indicating a positive influence. This proves that higher environmental care attitude leads to an increased intention to purchase green products.

Consumer attitudes encompass a combination of beliefs, feelings, and behavioral intentions towards a product or service, with the behavioral intention aspect involving consumers' plans to purchase or not purchase a brand (Albrecht et al., 2023). Thoughts, affective evaluations, and tendencies to act towards products or services have a significant impact on a consumer's level of desire or intention to purchase. A deep understanding of attitude formation and its influence on consumer decisions is important for marketers, as it can help them direct

CONCLUSION

Based on the analysis and discussion regarding the influence of environmental knowledge, WOM, green marketing, and environmental care attitude on the intention to purchase green products (A Study on Generation Z in Yogyakarta), several conclusions can be drawn as follows: 1. Environmental knowledge, as indicated by the PLS analysis, has a positive influence on the intention to purchase green products, thus H1 is accepted. The probability value resulting from the testing of the influence of environmental knowledge on the intention to purchase green products among Generation Z in Yogyakarta is 0.001 < 0.05, meaning there is a significantly positive influence. This demonstrates that higher environmental knowledge leads to an increased intention to purchase green products. 2. Word of mouth (WOM), based on the PLS analysis, has a positive influence on the intention to purchase green products, thus H2 is accepted. The probability value resulting from the testing of the influence of word of mouth (WOM) on the intention to purchase green products among Generation Z in Yogyakarta is 0.000 < 0.05, indicating a significantly positive influence. This proves that higher word of mouth (WOM) leads to an increased intention to purchase green products. 3. Green marketing, according to the PLS analysis, has a positive influence on the intention to purchase green products, thus H3 is accepted. The probability value resulting from the testing of the influence of green marketing on the intention to purchase green products among Generation Z in Yogyakarta is 0.029 < 0.05, indicating a significantly

positive influence. This confirms that higher green marketing leads to an increased intention to purchase green products. 4. Environmental care attitude, as shown by the PLS analysis, has a positive influence on the intention to purchase green products among Generation Z in Yogyakarta, thus H4 is accepted. The probability value resulting from the testing of the influence of environmental care attitude on the intention to purchase green products among Generation Z in Yogyakarta is 0.000 < 0.05, indicating a significantly positive influence. This demonstrates that higher environmental care attitude leads to an increased intention to purchase green products.

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