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CONSTRUCTING ENVIRONMENTAL AWARENESS FROM THE PURCHASING INTEREST AMONG GEN Z: SERIES OF MEDIATION AND MODERATION ANALYSIS

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ABSTRACT: Consumer behavior, fundamental in the Interest of buying green products, should be based on the understanding of a healthy lifestyle, yet deficit on practice. This quantitative study investigates the elusive influence of green products, environmental knowledge, and healthy lifestyle on purchasing interests and to what extent the implications of physical activity moderate it. This research collected responses from 350 Gen. Z for the measurement analysis in the PLS-SEM. The findings indicate that green products, health awareness, environmental knowledge, and a healthy lifestyle are related to Interest in buying green products. The moderating role of physical activity only supports environmental knowledge. Thus, a healthy lifestyle implies the critical need for continuous socialization of green products and, consequently, public health.

Keywords: Healthy Lifestyle; Environmental Knowledge; Physical Activity; Purchasing Interest; Green Product

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INTRODUCTION

With the increasing awareness of the environment and health, the negative impact continues to increase along with the development of technology on society, especially among teenagers with a gadget culture (Wawer et al., 2022), which cannot be separated from their daily activities. The increasing gadget culture among teenagers or Generation Z has led to inactive behavior, thereby reducing their level of physical activity (M. A. Ribeiro et al., 2023). Thus, knowledge about the importance of increasing physical activity so that Gen Z's lifestyle can lead to a healthy lifestyle needs to be increased so that Generation Z can understand how important it is to maintain a healthy lifestyle (Melnyk & Podorozhnyi, 2023), thus, the need for the increased knowledge of the environment (Lukacs et al., 2023).

Knowledge of the environment is a key point that can influence and shape good attitudes and behavior (Baiquni & Ishak, 2019). The role of education and awareness in this environment will shape the personality of Generation Z in choosing and consuming environmentally friendly products (Sumi & Kabir, 2018). Besides, good environmental knowledge can help the community manage waste (Lukacs et al., 2023). The importance of raising environmental awareness through environmentally friendly socialization and ecological practices is an effort to preserve the environment (Aditi et al., 2023). Therefore, observations related to socialization and education on waste management, as well as the impact of waste that can pollute the environment, are critical (I. Ribeiro et al., 2018); yet, there is a lack of discussions on the environmental knowledge and Gen Z's awareness in buying environmentally friendly products.

Environmentally friendly products are becoming increasingly popular in the market, but further research is needed to determine how these products can affect consumer behavior (Kara et al., 2023). To measure the success of green products, green market observations, and marketing functions using original market penetration approaches are important indicators (Dash et al., 2021). The company achieves positive results by developing environmentally friendly technologies and products (Pratomo et al., 2023). Although governments and big corporations are increasingly attentive to the environment (Qian et al., 2011), their focus is mostly on profitable consequences (Karolina Fabiola, 2020). Because Generation Z populations have a high growth rate, they are a profitable target market for companies (Bencsik et al., 2016). Generation Z can play an important role in supporting and achieving sustainable development by raising health awareness and supporting social well-being (Yunita, 2022).

The picture of an unhealthy lifestyle is clearly identified in the youngster lifestyle (Kahle, L. R., & Valette-Florence, 2012; Newton et al., 2005; von Bothmer & Fridlund, 2005). It is trivial for the government's focus to move forward. Generation Z consumers have high purchasing power (Chekima et al., 2016). As we age, they are an important commodity in the market share. Besides, knowledge of environmental issues is crucial in shaping individual attitudes and behaviors (Shah et al., 2021). Therefore, understanding to what extent

Generation Z runs a healthy lifestyle as a basis for shaping an attitude of concern for the environment becomes relevant in this research.

The lifestyles led by the gen-Z will affect the behavior of individuals who care about the environment (Melnyk & Podorozhnyi, 2023). This research is based on the theory of TPB (Theory of Planned Behavior), which emphasizes consumer behavior from the point of view of attitudes that can improve environmentally friendly and health-friendly behavior (Ajzen, 1991; Fishbein & Ajzen, 1975) and a high sense of responsibility in enhancing sustainable environmental sustainability. One concrete action is socialization and implementing efforts to improve environmental knowledge in society.

Unfortunately, the picture of the education level and awareness of the environment and healthy living behavior is still not adequately presented (Yunita, 2022). It is because of the high exposure to gadget culture allows the Gen Z to be physically inactive (von Bothmer & Fridlund, 2005) as well as the deterioration of healthy lifestyles has increased the prevalence of the population, such as a large number of young age obesity, high blood pressure, as well as poor nutrition even stunting (Bellieni, 2019; Efimov et al., 2020). Therefore, action is needed to address these issues by socializing and implementing healthy living behaviors through physical activity campaigns and environmental programs. Physical activity can help the body's metabolism, which is carried out by the body's muscles and its supporting system for every movement made (Lestari et al., 2020). Research shows that healthy lifestyles and environmental programs can improve health (Lvova, 2022). Individuals not engaging in physical activity may still be susceptible to metabolic diseases (Shim et al., 2015). Balancing physical activity, a healthy diet, and environmental knowledge is crucial for sustainable well-being. While purchasing interests are common in some countries, research on physical activity in product selection is still relatively limited. This research aims to picture the consumer interest in green products and sustainable economic growth by enhancing their environmental understanding and encouraging them to choose green products. In order to encourage healthier behaviors and attitudes among the younger generation, it highlights the significance of physical activity in promoting a healthy lifestyle and environmental consciousness, necessitating government action.

THEORETICAL REVIEW

Theory of Planned Behavior

The theory of Planned Behavior (Ajzen, 1991) can pave the understanding towards the customer orientation in managing environment as a means to understand individual behaviors as in the environmental sustainability (Kim & Jeong, 2024). The theory of planned behavior emphasizes the importance of the individual's intentions in carrying out actions that affect the environment. In contrast, the critical behavioral theory of the environment highlights the important role of environmental factors in shaping individual behaviors (Fairclough, 2013). Some literature on public behavior shows factors

influencing Interest in purchasing environmentally friendly products (He & Sui, 2024). Companies can design more effective marketing strategies to encourage sustainable behavior by understanding the factors that influence consumer behavior (Dadzie et al., 2017). Moreover, consumer conduct studies can also help identify market trends and create products that align with the environmental values that are increasingly adhered to by today's society (Adenuga et al., 2024). Thus, an in-depth understanding of consumer behavior can help companies to be more responsive to evolving market needs. TPB can explain the variables that affect personal goals, and extended into the Theory of Reasoned Action (TRA), to explain how customers behave during decision-making (Rastini & Respati, 2021). The behavior perceived by the control variable is inserted to enhance the interpretative ability of the TRA. Perceived behavioral control can both directly and indirectly affect behavior in TPB (Duncan, 1972). As a result, many TPB theories have been used to predict environmentally friendly intentions and behaviors.

Green Product, Healthy Lifestyle Style, and Purchasing interest

Purchasing interest is an attitude of consumer behavior in consuming products. Consumer purchasing interest is a phase of consumers choosing products in a device of choice, which ends in buying a product of goods and services that are most preferred with various fundamental considerations (Adelia & Tunjungsari, 2023). A green product is a product that is made so that it does not pollute the environment from the process of production, distribution, and consumption and has good durability. The high intensity of the use of green products affects the growth of consumer confidence (Ahmad, Shafique, Qammar, 2024) and health awareness of environmentally friendly products (Yunita, 2022). This is in line with research that shows that positive consumer perception of green products raises interest in buying green products (Yang et al., 2019), as in the hypothesized formulation.

H1: Environmentally Friendly Products influence Health Awareness
H2: Health awareness influences Purchasing interest
H3: Green Product influences Purchasing interest

Healthy lifestyle, Health Awareness, and Purchasing interest

The relationship between healthy lifestyles and purchasing interests is also a determining point in understanding consumer behavior towards environmentally friendly products. Individuals' healthy lifestyle can affect their preference for environmentally friendly products (Irnawati, 2023). It can be seen from the individual's consciousness that they should choose products that are good for their health and the environment (O'Neill et al., 2023). Moreover, healthy lifestyles can also reflect values individuals cherish, including sustainability and environmental concerns. However, there are contradictory cases where individuals who have a healthy lifestyle tend to prefer products that are not environmentally friendly (Harbers & Harbers, 2022). This suggests that other factors, such as hobbies and personal preferences, can influence consumer behavior toward environmentally friendly products. While

individual values can reflect concern for the environment, other factors, such as personal preference, can also affect consumers' behavior towards environmentally friendly products, so they may not always be a primary indicator (Adenuga et al., 2024). Various factors, including personal values and individual preferences, strongly influence consumer behavior towards eco-friendly products. Some consumers may prefer environmentally friendly products because they are concerned about the environment. However, some prefer environmentally friendly products because of other factors, such as lifestyle or hobbies (Linder et al., 2022). Therefore, manufacturers need to understand the various factors influencing consumer behavior to develop effective marketing strategies in promoting environmentally friendly products, as in the hypothesis.

H4: Healthy lifestyle affects Health awareness
H5: Healthy lifestyle affects Purchasing interest

Environmental Knowledge and Purchasing interest

Environmental knowledge is the ability of an individual to identify and define concepts related to environmental problems (Pratomo et al., 2023). A lack of environmental knowledge will lead to consumer concern for the environment, and people tend not to choose green products (Marchi et al., 2024). Increased Environmental knowledge in the community will significantly influence Interest in buying green products (Pontes et al., 2024). In contrast, compared to the previous finding (Lestari et al., 2020), that environmental knowledge has no significant direct influence on purchasing green products as in the hypothesis.

H6: Environmental knowledge affects purchasing interest

Physical Activity, Healthy Lifestyle, Green Products, Environmental Knowledge, and Purchasing Interest

No literature shows that physical activity can directly influence environmental knowledge and an interest in buying environmentally friendly products. Individuals who exercise hard tend to have a higher level of environmental awareness and are more likely to be interested in environmentally friendly products (Kula, 2001). Therefore, the research is limited to integrating physical activity to promote environmentally friendly products to attract consumers who care about the environment. However, a study conducted by (Indriani et al., 2019) shows that a group of consumers exercise regularly but do not care too much about the environment. This shows that while physical activity can attract a consumer who cares for the environment, not all individuals who exercise also have a high level of environmental awareness (Khaleeli et al., 2021; Zhong & Moon, 2020). Therefore, consumer purchasing interests seen from physical activity as a significant factor may not be compelling for some society as in the hypotheses.

H7: Healthy lifestyle affects physical activity
H8: Physical activity affects purchasing interest
H9: Physical Activity moderates green product and eventually purchasing interest

H10: Physical Activity moderates environmental knowledge and purchasing interest
H11: Physical activity moderates healthy lifestyle and purchasing interest

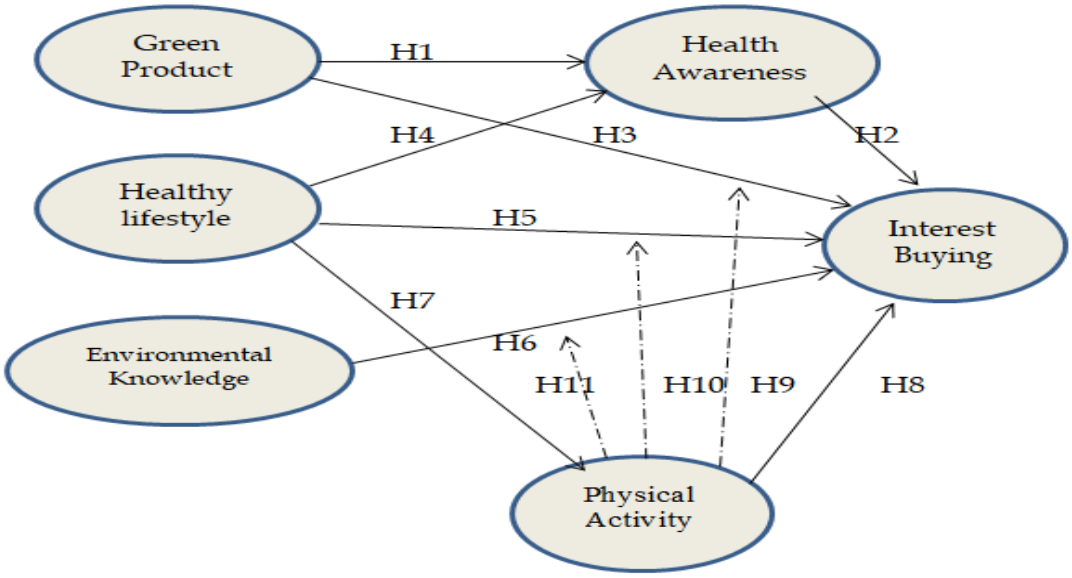

Figure 1. Conceptual Framework

METHODOLOGY

Population and Samples

This study employed a qualitative approach in 2024 using surveys and questionnaires. The research aimed to understand factors influencing health, food production, and environmental knowledge among consumers. The target population consisted of residents in Pandeglang Regency, West Java, Indonesia, with a total population of 1,312,766. The study specifically focused on Generation Z individuals aged 15–25 across 35 subdistricts. A cluster area sampling method with proportionate stratified random sampling was applied, selecting 350 respondents. This method ensured accurate representation of population parameters by adequately representing different subgroups (Lin et al., 2024).

The study assessed reliability and validity using Cronbach's alpha and Composite Reliability (CR) scores. These measures evaluated the internal consistency of variables within the constructs. A Cronbach's alpha or CR score greater than 0.7 indicated acceptable reliability, while values exceeding 0.8 were considered highly satisfactory (Hamid & Anwar, 2019). This ensured robust measurement of the constructs under study. The data were analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS). This statistical tool was selected for its suitability in analyzing complex relationships among variables in small to medium sample sizes. SEM-PLS enabled the testing of hypotheses and evaluation of model fit, ensuring reliable and valid results as in Figure 2 for model configuration.

RESULTS

The respondents of this study are 350 respondents, the majority of whom are female or 62%, aged 15-24 years or about 62%, and high school graduates of 33%. The information is presented into descriptive information for demographics as in the Table 1.

Table 1. Descriptive Information

Demographic records	Frequency	Percentage
	Gender	
Man	134	38%
Female	216	62%
	Age	
15-20	217	62%
21-24	133	38%
	Education	
Islamic school/MTS	100	28%
High school	117	33%
Vocational Degree	85	24%
SI	48	15%

This study uses the convergence validity of each structure size with its AVE. From the measurement model with indicator reflection, the ratio is based on the correlation between the item score/component score and the construct score calculated with SEM PLS. Convergence validity has a rule of thumb loading factor >0.7, and the average variance extracted (AVE) is >0.5. The findings can be seen from the presentation in Table 2.

Table 2. Convergent Validity

No	Variable	Item	AVE
1	Green Product	GP3.1, GP4.1	0.792
2	Health awareness	HA1.2, HA2.1, HA2.2, HA1.1	0.790
3	Healthy lifestyle	HLS1.1, HLS1.2, HLS2.2, HLS4.1	0.614
4	Envir. knowledge	EK1.2, EK2.1, EK2.2, EK4.1, EK4.2	0.687
5	Physical activity	PA1.1, PA1.2, PA2.1, PA2.2	0.693
6	Purchasing interest	IB1.2, IB2, 1IB2.2	0.714

Source: Adapted Smartpls 3 Output (2024)

The results of the calculation showed that the AVE value for green products was 0.792 >0.05(valid), the value of the health awareness variable was 0.790>0.05, the value for Healthy lifestyle was 0.614> 0.05 (valid), the Environmental knowledge 0.687>0.55, the physical activity value 0.693>0.05 (valid) and the Purchasing interest value 0.714 >0.05, so all constructions have been valid and allowed to proceed to further calculations.

Discriminant Validity

The discriminant validity is evaluated to determine the degree of differences between empirical components and other structural components, as in Table 3. From the measurement test results, the employed model does not

depict a high correlation between variables. The results show that the Heterotrait Monotrait (HTMT) score is less than 0.90 and the revelation of the Fornell-Larcker test is provided in the Table 3.

Table 3. The Fornell-Larcker criteria

	Constructs	1	2	3	4	5	6
1	Envr. knowledge	0.839					
2	Green product	0.831	0.889				
3	Health awareness	0.634	0.724	0,784			
4	Healthy lifestyle	0.633	0.696	0,770	0.833		
5	Purchasing interest	0.635	0.627	0,629	0,810	0.845	
6	Physical activity	0.564	0.537	0,626	0.797	0.817	0.833

Source: Adapted Smartpls 3 Output (2024)

Reliability Consistency

The reliability test is a tool for measuring constructions with reflective indicators that can be done in two ways: Cronbach's Alpha and Composite Reliability (CR). CR is better at measuring internal consistency than Cronbach Alpha because they do not assume the same starting point for each indicator. Cronbach Alpha tends to rate lower than composite reliability (Solihin & Ratmono, 2021). The results of the internal consistency reliability test are presented in Table 4.

Table 4. Outer Model Consistency

Constructs	Cronbach's Alpha	rho_A	CR	AVE
Envir. knowledge	0.888	0.940	0.916	0.687
Green product	0.735	0.739	0.883	0.790
Health awareness	0.790	0.798	0.864	0.614
Healthy lifestyle	0.854	0.858	0.901	0.695
Purchasing interest	0.799	0.833	0.881	0.714
Physical activity	0.852	0.853	0.900	0.693

Source: Adapted Smartpls 3 Output (2024)

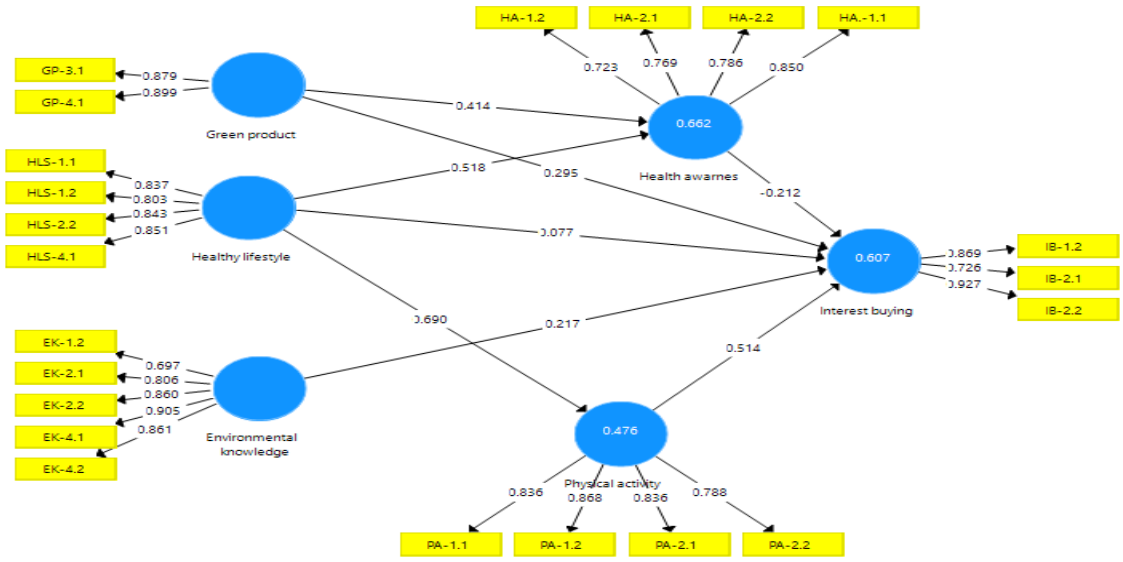

Figure 2. Measurement model assessment
Source: Smartpls 3 Output (2024)

Structural Model (Inner Model)

This study carries out the inner or structural model measurements. Structural testing tests the influence of the latent variable on other latency variables in the research model (see Table 5).

Table 5. R-Square Score

The Corresponding Path	R Square	Adjusted R Square
Health awareness	0.662	0.660
Purchasing interest	0.638	0.630
Physical activity	0.476	0.475

Source: Adapted Smartpls 3 Output (2024)

Table 5 above shows the Adjusted R Square model for the health awareness variable of 0.662, which indicates that green products and healthy lifestyles can describe health awareness with a presentation of 66% and is in the medium category. The value of the R square variable purchasing interest is described with the green product variable, healthy lifestyle, and environmental knowledge of 0.638 or 63%, which is in a medium category. In contrast, the ability of the physical activity variable is explained by the healthy lifestyle variable of 0.476 or 47%, so it is said that the variable ability of the green products, health consciousness, healthy lifestyles, knowledge of the environment, and physical activity in explaining purchasing Interest in the average category. The result of the structural equation modeling table 6 contains 8 hypotheses tested with bootstrapping tests through the Path Coefficient.

Table 6. Path Coefficient

Hypothesis	Effect	*t*-value	*p*-value	Decision
Green Product →Health awareness	0,414	7,163	0,000	Accepted
Health awareness→Purchase Interest	-0,184	2,380	0,021	Accepted
Healthy lifestyle→Health awarnes	0,518	9,155	0,000	Accepted
Healthy lifestyle→ Purchase Interest	0,025	0,304	0,761	Rejected
Envir. Knowledge→ Purchase Interest	0,084	0,797	0,426	Rejected
Healthy lifestyle→Physical activity	0,690	19,667	0,000	Accepted
Physical activity→Purchase Interest	0,569	7,793	0,000	Accepted
Mod1 greenprod.→ Purchase Interest	-0,034	0,398	0,691	Rejected
Mod2 to healthylif.→ Purchase Interest	-0,049	0,684	0,511	Rejected
Mod3 to env.know.→ Purchase Interest	0,231	3,824	0,000	Accepted

Source: Adapted Smartpls 3 output (2024)

DISCUSSION

The results of the first hypothesis show that green products influence public health awareness. This research is in line with (Yunita, 2022). The higher the consumption of green products, the greater the health awareness and consumer perception (Solekah et al., 2023). The results also show a positive link between green products and healthy living behavior. With the increasing number of environmentally friendly products consumers use, there will be an increased awareness of the importance of health and environmental protection.

The second hypothesis shows how high health awareness affects public purchasing interest in green products and can increase the use of green products in society. This research is in line with Ogbeibu et al. (2020) showing its benefit to the society. This demonstrates that health-aware individuals value health more and will take pro-environmentally friendly actions. The third hypothesis suggests that a healthy lifestyle affects health awareness. This research exhibits the higher rates of healthy lifestyle adoption will raise health awareness (Dharmesti et al., 2020; Trang et al., 2019); however, a fraction of the population in a low-population country promotes a healthy lifestyle (Vynckier et al., 2022).

Based on the analysis, the fourth hypothesis shows that a healthy lifestyle affects health awareness. It is in line with and has been proven by some research (Agustina et al., 2024) About a Gen Z study in Indonesia that lifestyle choices are dominant in determining a conscious attitude to health. The same research was done on the elderly (Movahedi et al., 2019). It has been demonstrated that a healthy lifestyle among the elderly fosters health awareness behavior, starting with selecting food products that are already active (Farhud, 2015).

The fifth healthy lifestyle hypothesis does not influence purchasing interest. This is because a healthy lifestyle cannot directly influence individual purchasing interests, but the presence of mediation variables can drive their influence. Based on the sixth hypothesis, environmental knowledge does not influence purchasing Interest. This research is inconsistent with (Zeng et al., 2023), which state that Environmental Knowledge positively influences public purchasing decisions in China by creating individuals who care about the environment.

The result of the seventh hypothesis explains that a healthy lifestyle affects physical activity. Combining healthy lifestyles with proven technology can boost physical activity (Yang et al., 2024). Improving healthy lifestyles in children and adults also increases physical activity continuously in everyday life (Morgan et al., 2022). The result of the eighth hypothesis shows that physical activity significantly influences purchasing interests. This study is consistent with (Xiao et al., 2022) that physical activities in a group of people can increase income and thus directly increase product consumption. Different finding emerges from Pascual and Esteve (2023), that suggest that physical activity significantly influences subjective well-being, with individuals' physical activity increasing happiness and product consumption. Physical activity cannot moderate the relationship between green products and purchasing interest, rejecting the ninth hypothesis. However, the other study also found that psychological and social factors can influence consumer behavior and the effectiveness of product marketing strategies (Soomro, 2020) and provide information about the product's health status (Sokolova et al., 2021).

The tenth hypothesis is not supported as the physical activity does not moderate the relationship between a healthy lifestyle and purchasing interest (Sokolova et al., 2021). Physical activity is crucial in healthy lifestyles, influencing individual preferences and motivations towards health-related activities. Engaging in physical activities can lead to more excellent self-care

and healthier behaviors, as well as a higher status of health, and consumer behavior (Huang et al., 2022). The final result of the eleventh hypothesis based on this study is that physical activity moderates the relationship between environmental knowledge and purchasing interests. However, there are only a few literatures related to studies on related topics that focus on the role of environmental knowledge in influencing purchasing intentions related to green products (Iqbal et al., 2023), thus highlighting the significance of research. The results imply that socialization of physical activity, poor health, and an unstructured social life are the crucial effects of poor consumption pattern.

FURTHER STUDY

This study shows that social life influences consumption. Social interactions affect environmental sustainability and health. Environmental awareness does not directly affect consumption behavior. The findings emphasize social motivation's role in shaping consumption. Physical activity in social settings impacts sustainable choices. Poor health and unstructured social life also affect consumption patterns. Future research can explore cultural influences on consumption; how the economic factors can shape green product choices. Technology can play a role in promoting sustainability with different age demographics may show differences in the pattern. Eventually, barriers to adopting environmental awareness need further investigation as we leave to aspiring authors.

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