

Research on the Influencing Mechanism and Marketing Strategies of Generation Z Consumers' Green Purchase Behavior——An Extended Study Based on the Theory of Planned Behavior

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Abstract: With the enhancement of environmental awareness, green consumption has become a trend. As the main consumer group, Generation Z's green purchase behavior has attracted much attention. Based on the theory of planned behavior, this paper introduces variables of perceived value and social media influence, and explores the influencing mechanism of Generation Z's green purchase behavior through questionnaire survey and structural equation model. The results show that perceived value and social media influence have a significant positive impact on their green purchase behavior, and targeted marketing strategies are put forward accordingly.

Keywords: Generation Z; green purchase behavior; theory of planned behavior; perceived value; social media

1. Introduction

In the context of the deep-rooted concept of global sustainable development, green consumption has gradually become a social consensus. As the core group of the current and future consumer market, Generation Z's consumption concepts and behaviors have an important impact on the market trend. Understanding the green purchase behavior of Generation Z consumers and its influencing mechanism is of great significance for enterprises to formulate effective marketing strategies and promote the development of green product markets.

Existing studies mostly analyze consumers' green purchase behavior based on the theory of planned behavior, but the research on Generation Z, a specific group, is not in-depth enough, and variables such as perceived value and social media influence are rarely considered. Therefore, this study aims to expand the theory of planned behavior, explore the influencing mechanism of Generation Z consumers' green purchase behavior, and provide a basis for enterprises' marketing decisions.

Through questionnaire survey to collect data, using structural equation model for analysis, this paper reveals the influence degree of each variable on Generation Z's green purchase behavior, and then puts forward targeted marketing strategies to promote the prosperity of the green consumer market.

2. Materials and Methods

This study takes Generation Z consumers as the research object and collects data through questionnaire survey. The questionnaire is designed based on the theory of

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planned behavior, including measurement items of perceived value, social media influence, green purchase attitude, subjective norm, perceived behavioral control and green purchase behavior.

The questionnaires are distributed through online platforms, and a total of 450 valid questionnaires are recovered. The samples cover Generation Z consumers of different genders, ages, educational backgrounds and income levels to ensure the representativeness of the samples.

SPSS 26.0 software is used to test the reliability and validity of the questionnaire data to ensure the reliability and validity of the data. Then, AMOS 24.0 software is used to construct a structural equation model to test the research hypotheses and analyze the relationship and influence path between variables..

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