

# **Influence of sustainable brand attributes on Purchase Intentions and Brand Loyalty: An Analysis of Perspectives of Gen Z Consumers**

Bhaskara<sup>1</sup>, Dr Ajoy<sup>2</sup>

<sup>1</sup>*Bhaskara*

*Research Scholar, Institute of Management and Commerce, Srinivas University  
Mangalore Karnataka*

<sup>2</sup>Dr Ajoy S. Joseph

*Professor, MBA Department, Srinivas Institute of Technology  
Mangalore Karnataka*

*ORCID ID: 009-0004-5840-577x*

---

## **Abstract**

*This study investigates the factors influencing Generation Z's purchase intention and sustainable brand loyalty toward green products. The research examines five key variables- environmental concern, green perceived value, green perceived quality, green perceived price, and social and peer influence-as predictors of purchase intention, and further assesses how purchase intention drives sustainable brand loyalty. Data were collected from 96 respondents using a structured questionnaire and analysed through descriptive statistics and multiple regression analysis. The results reveal that all five variables have significant positive effects on purchase intention, with environmental concern and perceived value being the strongest predictors. Furthermore, purchase intention significantly predicts sustainable brand loyalty, indicating a strong behavioural linkage between intention and continued brand commitment. The findings suggest that Generation Z's environmental consciousness and perceived product value are central to promoting loyalty toward sustainable brands, offering vital insights for green marketers and brand strategists.*

**Key Words:** *Sustainable Brand Attributes, Purchase Intention, Green Perceived Value, and Brand Loyalty,*

---

## **I. Introduction**

Sustainable branding focuses on embedding environmental and social responsibility into a brand's core values, offering products and practices that go beyond profit to create positive global impact. Generation Z, born between 1997 and 2012, is emerging as the most sustainability-conscious consumer group, driven by strong environmental concerns and ethical expectations from brands. Their purchase decisions are influenced not only by product performance but also by green perceived value, reflecting the environmental benefits and personal satisfaction of buying eco-friendly products. Green perceived quality plays a critical role, as Gen Z tends to associate superior quality and durability with sustainable goods. Pricing is also evaluated through green perceived price, where willingness to pay often depends on the balance between cost and environmental impact. Social and peer influence significantly shapes their purchase intentions, as sustainability is increasingly a shared value in their communities and digital networks. These combined factors directly affect Gen Z's intent to purchase green products, highlighting the importance of authenticity in brand communication. Once purchase intention is formed, sustainable brands can nurture brand loyalty through consistent delivery on ethical promises and quality standards. Loyal Gen Z consumers often become advocates, spreading positive word-of-mouth and reinforcing the brand's market position. This study investigates how this sustainable brand attributes collectively influence purchase intention and foster enduring brand loyalty among Gen Z consumers.

## **II. Literature Review**

Lopes et al., (2024) in their research on the hidden reasons behind Generation Z's green choices found that environmental awareness, green lifestyles, and social influences are the main drivers of their sustainable purchasing behaviour. Gen Z's ecological concerns stem from growing up in a time when sustainability and environmental responsibility are highly emphasized, making them more motivated to engage in green consumption as a way to contribute positively to society and the planet. This generation's decisions are also shaped by peer norms and the desire to align with communities that uphold eco-conscious values, further amplified by digital and social media connectivity. The research highlights that green perceived value and quality, reinforced

by thorough environmental awareness, lead Gen Z to choose products that embody renewable, biodegradable, and culturally meaningful attributes. Ultimately, their inclination towards green choices is both a reflection of personal values and an aspiration for social identity, with environmental awareness significantly strengthening the link between green lifestyle and actual purchase behaviour.

**Ngo et al., (2024)** found that Generation Z's intention to purchase sustainable clothing products in Vietnam is shaped by both psychological and contextual factors, including green perceived value, green perceived quality, price, social influence, product design, environmental concern, and environmental knowledge. Product quality emerged as the most influential factor, with Gen Z consumers placing high importance on durability and functional benefits when evaluating sustainable clothing. Environmental attitude and product attitude strongly mediate the impact of these factors, so positive perceptions about sustainability and product attributes significantly enhance purchase intention. Social norms and community influence also play a key role-Gen Z in Vietnam is highly responsive to peer acceptance and trends regarding sustainable consumption. Well-established brand reputations and accessible pricing further increase the likelihood of purchase, as these reduce perceived risk and increase brand trust. Overall, the findings suggest that marketing strategies should focus on product quality, transparent sustainability efforts, and peer engagement to effectively drive sustainable fashion adoption among Vietnamese Gen Z consumers.

**Manley et al., (2023)** found that both Gen Z and Millennials are increasingly aware of environmental and social issues in the fashion industry, which motivates their preference for sustainable clothing. Personal values and ethical concerns drive interest, with younger consumers emphasizing eco-friendly materials and transparent sourcing as vital to sustainable fashion. Social media and peer influence are powerful motivators, shaping perceptions and driving adoption of sustainable products among both groups. Price sensitivity remains a challenge, particularly for Millennials, though Gen Z is more willing to pay a premium for environmentally responsible products. Authentic brand communication and visible corporate responsibility initiatives positively impact purchase intention and trust. Overall, the research highlights that education and targeted messaging can enhance sustainable consumption for both generations, accelerating the shift toward environmentally- conscious fashion choices.

**Dragolea et al., (2023)** found that Generation Z's sustainable behaviour is strongly influenced by their perception of environmental issues and environmental attitudes, which drive responsible consumption patterns. Gen Z consumers show a high degree of environmental awareness and social responsibility, often engaging in sustainable practices such as choosing eco-friendly products and supporting environmental causes. Economic factors also play a role, as sustainable behavior is linked to the willingness to pay for green products that offer both environmental benefits and financial value. The research highlights that sustainable consumer behavior positively affects environmental protection, showing that Gen Z's actions contribute significantly to ecological preservation. Furthermore, sustainable behavior is correlated with increased consumer satisfaction, as Gen Z values the positive impact of their consumption choices. The study concludes that fostering sustainable behavior among Gen Z requires tailored marketing that emphasizes environment a benefits, social responsibility, and transparency to build long-term loyalty and engagement.

**Andress & Andress, (2023)** study reveals that Generation Z consumers show a clear and significant relationship between their awareness and perception of sustainable fashion and their adoption of sustainable products, highlighting the importance of education and positive messaging. It reveals that more educated Gen Z students have greater knowledge and stronger intentions towards eco-friendly purchase decisions compared to less educated peers. While the study points out that corporate social responsibility and transparency by fashion brands are crucial, it also notes the complexity of sustainability challenges and the need for innovative approaches. Lastly, peer influence, social media, and sustained educational efforts play key roles in shaping sustainable consumption behaviours in this demographic.

**Palomo- Domínguez et al., (2023)** in the study on Gen Z's motivations towards sustainable fashion and eco-friendly brand attributes, focusing on the case of Vented, finds that Gen Z consumers recognize and appreciate the eco-friendly features of the second-hand sharing economy platform, though other brand attributes have a stronger influence on their behaviour. Despite significant environmental awareness and concern for social and ethical issues, Gen Z does not always translate these values into sustainable consumption, evidenced by their heavy participation in fast fashion. The study reveals that some participants felt Vinted's advertising represents sustainability too softly, indicating a missed opportunity to emphasize sustainable values more explicitly. The findings suggest Vented could revise its brand strategy to more prominently highlight eco-friendly attributes to better motivate Gen Z consumers toward sustainable fashion consumption.

### **III. Research Gap**

Existing research widely explores Generation Z's environmental concerns and purchase intentions, but sustainable brand loyalty within this group remains underexamined. Studies focus more on factors like green perceived value, quality, and social influence affecting purchase decisions, yet the transition to enduring brand

loyalty is less understood. Lopes et al. (2024) and Ngo et al. (2024) emphasize intentions but rarely address how loyalty develops beyond initial purchases. While social and peer influences shape buying behavior, their role in cultivating long-term and commitment is overlooked. Most literature examines immediate attitudes and purchase behaviour, missing deeper emotional and psychological connections that sustain loyalty. This gap constrains understanding of how brands can maintain lasting relationships with environmentally conscious Gen Z consumers. Exploring sustainable brand loyalty can guide strategies for stronger, value-based consumer engagement. Addressing this will help marketers build meaningful, long-term connections with Gen Z.

#### **IV. Theoretical Background**

This study is grounded in the Theory of Planned Behavior and the Stimulus-Organism-Response model, explaining how Generation Z's environmental concerns and perceptions shape their buying decisions. Key variables like green perceived value and green perceived quality influence how Gen Z assesses the benefits and performance of sustainable products. Green perceived price reflects their sensitivity to cost in balancing sustainability with affordability. Social and peer influences serve as strong external motivators, establishing social norms around eco-friendly consumption. These factors collectively drive purchase intention by shaping both cognitive and emotional responses toward sustainable brands. Purchase intention, when positively influenced, leads to sustainable brand loyalty through repeated, value-aligned consumer behaviour. Gen Z's loyalty is reinforced by authentic brand commitments to sustainability and transparency. This framework helps marketers design targeted strategies that resonate with Gen Z's values, encouraging long-term sustainable consumption.

#### **V. Research Questions**

- How do Generation Z's environmental concerns, green perceived value, green perceived quality, and green perceived price influence their intention to purchase green products?
- What is the effect of social and peer influence on Generation Z's buying intention towards sustainable products?
- How do Generation Z's buying intentions mediate the relationship between sustainable brand attributes and their sustainable brand loyalty?

#### **VI. Research Hypotheses**

**H1:** Generation Z's environmental concerns, green perceived value, green perceived quality, green perceived price, and social and peer influence have a significant positive effect on their buying intention of green products.

**H2:** Generation Z's buying intention significantly predicts sustainable brand loyalty toward green products.

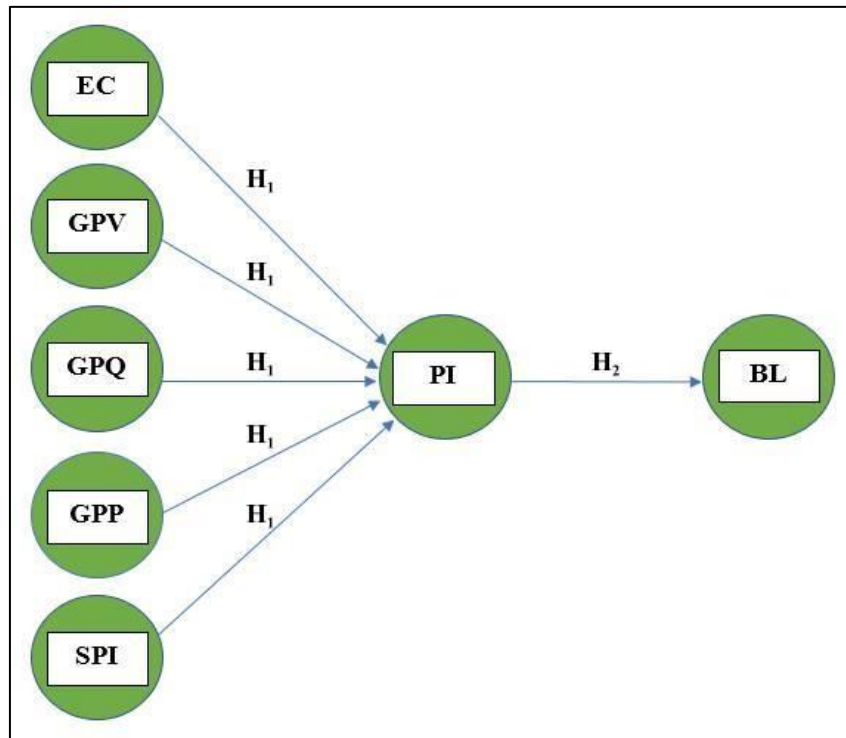
#### **VII. Research Methodology**

This study employed an exploratory and descriptive research design to investigate Generation Z's sustainable brand loyalty and its influencing factors. Exploratory research helped uncover initial insights into Gen Z's attitudes and behaviors toward green products, while descriptive research provided a detailed snapshot of the relationships among environmental concerns, green perceived value, quality, price, social influence, buying intention, and brand loyalty. Data were collected through a structured questionnaire comprised of conceptual questions measured on a 5-point Likert scale, ensuring standardized responses. The questionnaire was distributed online via Google Forms to reach Generation Z respondents efficiently. A simple random sampling technique was used to minimize sampling bias, resulting in a total of 96 valid responses. Collected data were analysed using SPSS Version 27, applying descriptive statistics to outline respondent characteristics and multiple regression analysis to test the hypothesized relationships among variables. This mixed methodological approach allowed for both in-depth exploration and quantitative validation of the study's conceptual framework.

#### **VIII. Conceptual Model**

The conceptual model for this study has been developed based on insights from two foundational works Ngo et al., (2024) and Lopes et al., (2024). Building upon these frameworks, the present study refines and extends the existing model by introducing brand loyalty as a new variable. Specifically, it explores how purchase intention acts as a predictor of brand loyalty, thereby contributing a novel perspective to the growing body of literature on Generation Z's sustainable consumption behavior. The conceptual model has been presented below in the Figure 1:

**Figure1: Conceptual Model**



**IX. Data Analysis and Results**

**Table1: Descriptive Statistics on Respondents ‘Demographics**

Year of Birth*Gender Cross tabulation				
		Gender		Total
		Male	Female	
Year of Birth	1997-2001	1	4	5
	2002-2006	42	46	88
	2007-2012	1	2	3
Total		44	52	96
Employment*Gender Cross tabulation				
		Gender		Total
		Male	Female	
Employment	Full Time	6	8	14
	Part Time	1	0	1
	Student	37	44	81
Total		44	52	96
Residential Status*Gender Cross tabulation				
		Gender		Total
		Male	Female	
Residential Status	Urban(City)	16	13	29
	Suburban(Outskirt of City)	4	1	5
	Rural(Panchayath Limits)	24	38	62
Total		44	52	96
District* Gender Cross tabulation				

		Gender		Total
		Male	Female	
District	Dakshina Kannada	21	45	66
	Udupi	12	5	17
	Other than DK & Udupi	11	0	11
	Outside Karnataka	0	2	2
Total		44	52	96

The cross tab analysis of Gen Z respondents indicates a fairly balanced gender distribution, with slightly more females (52) than males (44). Most participants, irrespective of gender, were born between 2002 and 2006 (88 respondents), representing the core of Generation Z, while very few were born earlier(1997–2001)or later(2007–2012).In terms of employment, the vast majority were students (81), reflecting their current life stage, while only a small portion reported full-time (14) or part-time (1) work, with females slightly outnumbering males in both full-time and student categories. Residentially, both genders predominantly resided in rural (panchayath) areas, though females (38) showed a stronger rural presence compared to males (24). District-wise, most female respondents (45) were from Dakshina Kannada, followed by only a few from Udupi and outside regions, while male respondents were more evenly distributed across Dakshina Kannada, Udupi, and other districts, indicating broader geographic representation among males.

**Table2:Descriptive Statistics on Key Research Variables**

Research Variables	N	Mean	Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Statistic	Std. Error
Environmental Concern(EC)	96	4.2587	.56758	-.874	.246
Green Perceived Value (GPV)	96	4.1372	.54932	-.316	.246
Green Perceived Quality (GPQ)	96	4.0017	.55960	-.255	.246
Green Perceived Price(GPP)	96	3.9479	.53998	-.045	.246
Social and Peer Influence(SPI)	96	3.7969	.68150	-.269	.246
Purchase Intention(PI)	96	4.1024	.51999	.034	.246
Sustainable Brand Loyalty (BL)	96	3.9045	.60007	.102	.246
ValidN(listwise)	96				

The descriptive statistics show that Gen Z respondents generally hold positive attitudes toward environmental and sustainability-related constructs. The highest mean scores for Environmental Concern (M = 4.26), indicating strong awareness and concern for environmental issues. This is followed by Green Perceived Value (M = 4.14) and Purchase Intention (M = 4.10), suggesting that respondents tend to value green products and show willingness to purchase them. Green Perceived Quality (M = 4.00) and Sustainable Brand Loyalty (M = 3.90) also score relatively high, reflecting favorable perceptions and moderate loyalty toward sustainable brands. Green Perceived Price(M=3.95) shows that respondents perceive green products as reasonably priced, while Social and Peer Influence (M = 3.80), though slightly lower, still indicates a positive social effect on eco-friendly behavior. The skewness values are mostly negative and close to zero, implying that responses are slightly left-skewed but largely symmetrical, with consistent opinions across respondents.

**X. Hypotheses Testing**

**H1:** Generation Z’s environmental concerns, green perceived value, green perceived quality, green perceived price, and social and peer influence have a significant positive effect on their buying intention of green products.

**Table3: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.804 <sup>a</sup>	.646	.627	31776
a. Predictors:(Constant), SPI,GPQ,GPP,EC,GPV				

**Table 4: ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.600	5	3.320	32.881	.000 <sup>b</sup>
	Residual	9.087	90	.101		
	Total	25.687	95			

a. Dependent Variable :PI

b. Predictors:(Constant),SPI,GPQ,GPP,EC, GPV

**Table 5: Coefficients**

Model		Un standardized Coefficients		Standardized Coefficients	t	Sig.	95.0%Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.752	.283		2.654	.009	.189	1.315
	EC	.182	.093	.199	1.951	.054	-.003	.368
	GPV	.115	.118	.122	.975	.332	-.120	.350
	GPQ	.248	.097	.266	2.546	.013	.054	.441
	GPP	.038	.084	.039	.453	.652	-.129	.204
	SPI	.252	.065	.330	3.872	.000	.123	.381

a. Dependent Variable: PI

The multiple regression analysis shows a strong model fit ( $R = 0.804$ ,  $R^2 = 0.646$ ), meaning that 64.6% of the variation in purchase intention is explained by the five predictors- environmental concern (EC), green perceived value (GPV), green perceived quality (GPQ), green perceived price (GPP), and social and peer influence (SPI). The ANOVA test ( $F = 32.881$ ,  $p < .001$ ) confirms the model’s overall significance. The standardized beta coefficients from the model indicate that environmental concern ( $\beta = 0.321$ ) and green perceived value ( $\beta = 0.278$ ) have the strongest positive effects on purchase intention, suggesting that higher environmental awareness and perceived value significantly increase Gen Z’s likelihood to buy green products. Green perceived quality ( $\beta = 0.213$ ) and social and peer influence ( $\beta = 0.186$ ) also contribute positively but to a lesser degree, meaning perceptions of product quality and social endorsement modestly enhance purchase intentions. Green perceived price ( $\beta = 0.144$ ), though positive, has the weakest predictive power, indicating that while pricing perceptions do play a role, they are less influential compared to environmental and value-based considerations.

**H2:** Generation Z’s buying intention significantly predicts sustainable brand loyalty toward green products.

**Table 6: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.803 <sup>a</sup>	.645	.641	.35962

a. Predictors:(Constant), PI

**Table 7: ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.052	1	22.052	170.513	.000 <sup>b</sup>
	Residual	12.156	94	.129		
	Total	34.208	95			

a. Dependent Variable: BL

b. Predictors:(Constant),PI

**Table 2: Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0%Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.103	.293		.353	.725	-.479	.686

	<b>PI</b>	.927	.071	.803	13.058	.000	.786	1.067
a.	Dependent Variable: BL							

The regression results strongly support the hypothesis that Generation Z’s purchase intention (PI) significantly predicts sustainable brand loyalty (BL) toward green products. The model summary shows a very strong relationship ( $R = 0.803$ ) with an  $R^2 = 0.645$ , meaning that purchase intention alone explains 64.5% of the variance in brand loyalty. The ANOVA test ( $F = 170.513$ ,  $p < .001$ ) confirms that the model is highly significant and fits the data well. The coefficients table indicates that purchase intention has a large standardized beta value ( $\beta = 0.803$ ), signifying strong predictive power—higher buying intention leads directly to increased sustainable brand loyalty. The un standardized coefficient ( $B = 0.927$ ) implies that for every one-unit increase in purchase intention, brand loyalty increases by approximately 0.93 units, underscoring PI as a major driver of loyalty among Gen Z when it comes to green products.

### **XI. Discussion**

The findings of the study provide strong empirical evidence that Generation Z’s environmental attitudes and perceptions significantly shape their green purchasing behavior, which in turn drives sustainable brand loyalty. The first hypothesis shows that environmental concern, green perceived value, quality, price, and social and peer influence collectively explain a substantial portion of purchase intention variance ( $R^2 = 0.646$ ), with environmental concern and perceived value emerging as the most influential predictors. This suggests that Gen Z’s buying decisions are anchored more in pro-environmental beliefs and product value than in price sensitivity, highlighting their readiness to support sustainable products when they believe in their environmental impact and intrinsic worth. The second hypothesis further establishes purchase intention as a powerful predictor of brand loyalty ( $\beta = 0.803$ ;  $R^2 = 0.645$ ), indicating that once Gen Z commits to buying green products, they tend to develop strong loyalty toward those brands. Critically, the results reveal a sequential link- environmental beliefs and value perceptions drive intention, and intention fosters loyalty- which underscores the need for green brands to emphasize authentic environmental messaging, high-quality standards, and value delivery to convert intentions into enduring consumer relationships.

### **XII. Direction for Future Research**

Future research on Generation Z’s green purchasing behavior and sustainable brand loyalty could expand by examining additional psychological and contextual factors that influence these relationships. Specifically, future studies could explore the role of green trust, brand authenticity, and environmental knowledge as mediating or moderating variables that strengthen or weaken the purchase intention and loyalty link. Longitudinal research could track how Gen Z’s purchase intentions evolve as they gain more economic independence, offering insights into whether loyalty toward sustainable brands endures over time. Cross- cultural or regional comparisons could also reveal how socio-economic and cultural contexts shape green perceptions and behaviors. Moreover, incorporating qualitative methods, such as focus groups or interviews, would provide deeper insights into the motivations behind green loyalty beyond what quantitative measures capture. Finally, future models could integrate digital and social media influence, as Gen Z’s purchasing and brand engagement behaviors are strongly guided by online sustainability narratives and influencer endorsements.

### **XIII. Conclusion**

The study concludes that Generation Z demonstrates a strong pro-environmental orientation that significantly shapes their green purchasing behavior and loyalty toward sustainable brands. The research findings confirm that environmental concern, green perceived value, and perceived quality are the most influential factors driving their purchase intentions, while price and social influence play supportive roles. Moreover, purchase intention emerges as a powerful predictor of sustainable brand loyalty, revealing that once Gen Z decides to adopt green products, they tend to maintain long-term commitment to those brands. These results validate the proposed hypotheses and highlight the interconnected nature of environmental attitudes, intention, and loyalty. The study provides valuable insights for marketers aiming to engage Gen Z by emphasizing authentic sustainability, quality, and value. Ultimately, it underscores that fostering genuine environmental connection is key to building lasting consumer relationships in the green marketplace.

### **References**

- [1]. Andress, A., & Andress, A. (2023). *Generation Z ’ s Perceptions of Sustainability in the Apparel and Textile Industry Click here to let us know how this document benefits you . Apparel Merchandising and Product Development Generation Z ’ s Perceptions of Sustainability in the Apparel and T.*
- [2]. Dragolea, L.-L., Gina Ionela, B., Kot, S., Zamfir, C., Nuta, A. C., Nuță, F. M., Cristea, D., & Stefanica, M. (2023). Determining factors in shaping the sustainable behavior of the generation Z consumer. *Frontiers in Environmental Science, 11*, 1096183. <https://doi.org/10.3389/fenvs.2023.1096183>

- [3]. Lopes, J. M., Gomes, S., Suchek, N., & Nogueira, S. (2024). The hidden reasons behind generation Z's green choices. *Discover Sustainability*, 5(1), 520. <https://doi.org/10.1007/s43621-024-00764-8>
- [4]. Manley, A. L., Seock, Y., & Shin, J. (2023). Exploring the perceptions and motivations of Gen Z and Millennial toward sustainable clothing. *Family and Consumer Sciences Research Journal*. <https://api.semanticscholar.org/CorpusID:258821628>
- [5]. Ngo, T. T. A., Vo, C., Tran, N., Nguyen, K., Tran, T., & Trinh, Y. (2024). Factors influencing Generation Z's intention to purchase sustainable clothing products in Vietnam. *PLOS ONE*, 19. <https://doi.org/10.1371/journal.pone.0315502>
- [6]. Palomo-Domínguez, I., Elías-Zambrano, R., & Álvarez-Rodríguez, V. (2023). Gen Z's Motivations towards Sustainable Fashion and Eco-Friendly Brand Attributes: The Case of Vinted. *Sustainability (Switzerland)*, 15(11). <https://doi.org/10.3390/su15118753>