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THE ROLE OF ENVIRONMENTAL AWARENESS, PERSONAL VALUES AND PRO-ENVIRONMENTAL BEHAVIOR AS MEDIATING VARIABLES ON GEN Z'S INTENTION TO PURCHASE ORGANIC PRODUCTS

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Abstract: This study explores the influence of environmental awareness, personal values, and pro-environmental behavior on Generation Z's intention to purchase organic products in Surabaya. Using the Theory of Planned Behavior (TPB) and Value-Belief-Norm (VBN) frameworks, the study highlights the role of pro-environmental behavior as a mediating variable. Data were collected through a quantitative survey involving 241 Generation Z respondents, employing purposive sampling techniques. The findings reveal that environmental awareness and personal values have a positive and significant influence on pro-environmental behavior. Pro-environmental behavior was also found to have a direct and significant impact on the intention to purchase organic products. Furthermore, environmental awareness and personal values more effectively influence purchase intentions indirectly through pro-environmental behavior. These results support TPB and VBN theories, emphasizing the importance of concrete actions in bridging the gap between awareness and purchase decisions. The practical implications of this research include the development of value-based marketing strategies that integrate environmental education with incentive programs to encourage pro-environmental behavior among Generation Z. This study contributes to the literature on Generation Z consumer behavior and provides new insights to support the growth of the organic product market in Indonesia.

Keywords: *Environmental awareness, personal values, pro-environmental behavior, purchase intention, Generation Z*

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1. Introduction

The organic food market has grown significantly worldwide in response to increasing awareness of health benefits and environmental sustainability. Organic food production, which avoids pesticides and synthetic ingredients, is considered safer and environmentally friendly. The report from *Organic Food Market Size - Industry Report on Share, Growth Trends & Forecasts Analysis* (2019) projects the global organic food and beverage market to reach USD 233.56 billion by 2029 with an annual growth rate (*CAGR*) of 6.02% (Table 1.1) Indonesia, as part of Asia Pacific, is one of the fastest growing markets.

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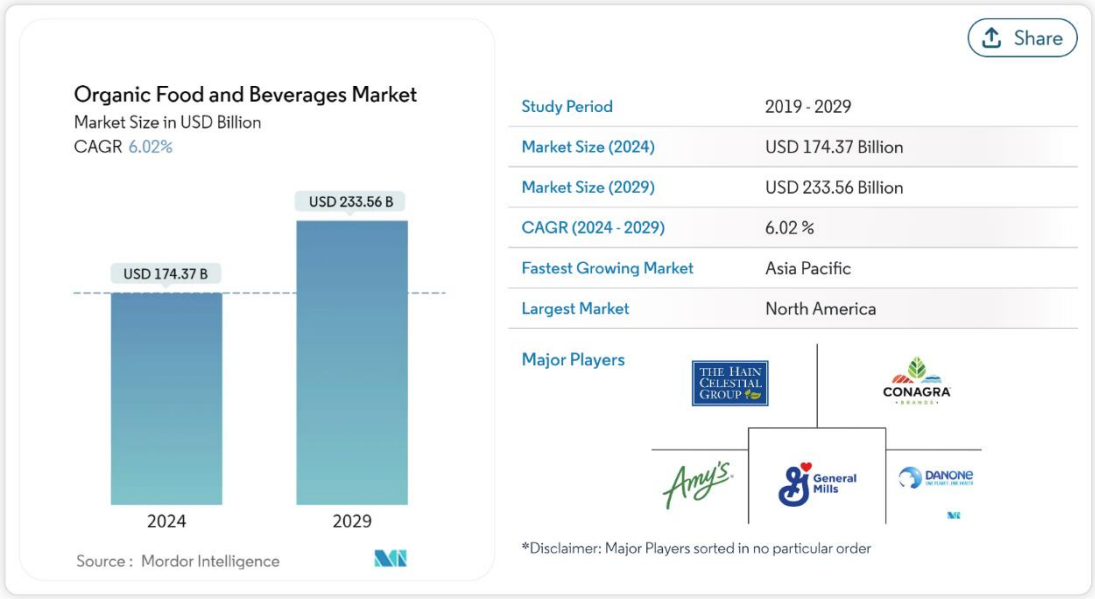

Figure 1. Food and Beverage Market Chart
Source: Mordor Intelligence

In recent years, the organic product market in Indonesia has shown a positive development. Data from the Indonesian Organic Farming Statistics (SPOI, 2023) written by (David & Alkausar, 2023) notes a significant increase in consumer awareness of organic products, signaling a high level of interest in healthy and environmentally friendly lifestyles. This trend is further driven by the preferences of Generation Z, who have a high concern for environmental sustainability and the quality of the products they consume. The demand for organic products has also experienced a significant surge. Based on a report (Handayani, 2019), the demand for organic products in Indonesia has increased by 54% in recent years, indicating a change in consumption patterns that are more selective and environmentally conscious. This growth is supported by several factors, such as the expansion of organic land, an increase in the number of organic certifications, and an increase in the export volume of organic products. In addition, government policies through various initiatives also encourage the promotion of organic agriculture to improve the quality of agricultural products and the competitiveness of the national agricultural sector. Willer et al., (2023) emphasized that the growth of the organic market in Indonesia is also supported by the Organic Quality Assurance System (PAMOR) developed by the Indonesian Organic Alliance, a member of IFOAM. This system strengthens consumer confidence in local organic products and increases product accessibility in domestic and international markets.

Generation Z (gen Z), born between 1997 and 2012, amounts to approximately 74.93 million people, or 27.94% of the population (Rainer, 2023). Gen Z in Indonesia shows unique consumption patterns. They are more selective in choosing products and have a strong preference for brands that focus on value-driven consumption. A report states that 82% of Gen Z Indonesians are willing to pay more for eco-friendly products, with health and environmental responsibility as top priorities (*Indonesia Gen Z Report*, 2024). Ahmadi & Mahargyani (2024) revealed that millennial and Generation Z consumers have a positive perception of environmental products and that environmental awareness plays a key role in shaping their preference for these products.

Gen Z in Indonesia shows high environmental awareness, which is reflected in their consumption behavior and lifestyle. According to a recent survey (Understanding Gen Z behavior

and preferences, 2024), 78% of Gen Z actively choose and purchase environmentally friendly products. This finding confirms that Gen Z not only has high environmental awareness, but also puts it into action. Therefore, this study becomes relevant to explore the factors that influence the purchase intention of organic products among Generation Z, focusing on environmental awareness, personal values, and pro-environmental behavior as mediating variables.

Gen Z's purchase intentions towards organic food have attracted attention in recent research. This generation has unique characteristics of high concern for environmental sustainability and ethical consumption that influence their food choices. A study by (Cheng et al., 2023), using the Theory of Planned Behavior (TPB) found that subjective norms, attitudes, and behavioral control were positively correlated with the purchase intention of organic food among Gen Z. In additionGen Z has high risk perceptions related to organic food. In addition, Gen Z has a high perception of risk regarding the health and environmental impacts of the products they consume, so they tend to choose safer and environmentally friendly products (Chen, 2023; Nguyen & Vo, 2023). Despite their high environmental awareness, the gap between attitude and behavior remains a challenge. According to (Carfora et al., 2021) environmental awareness is often insufficient to influence purchasing decisions without the support of strong personal norms and pro-environmental behaviors. This is reinforced by (Mariani Manik et al., 2024) who highlight that the market share of green products only reaches 1-3%, despite consumers' positive attitudes towards sustainability. This phenomenon raises questions about the key factors that influence the purchase intention of organic products among Generation Z in Indonesia. Therefore, this study focuses on Generation Z in Indonesia to explore how environmental awareness, personal values, and pro-environmental behaviors can bridge the attitude-behavior gap and significantly influence the purchase intention of organic products.

The results of a pre-survey aimed at understanding the factors that drive Gen Z's purchase intentions of 30 Generation Z respondents (Figure 1.3) show that 19% of respondents have a high level of environmental awareness, followed by 16% who consider personal values as a significant factor. However, the intention to buy organic products is not fully in line with this level of awareness. This phenomenon reinforces the urgency of more in-depth research to bridge the gap between environmental awareness, personal values, and pro-environmental behavior towards the intention to buy organic products.

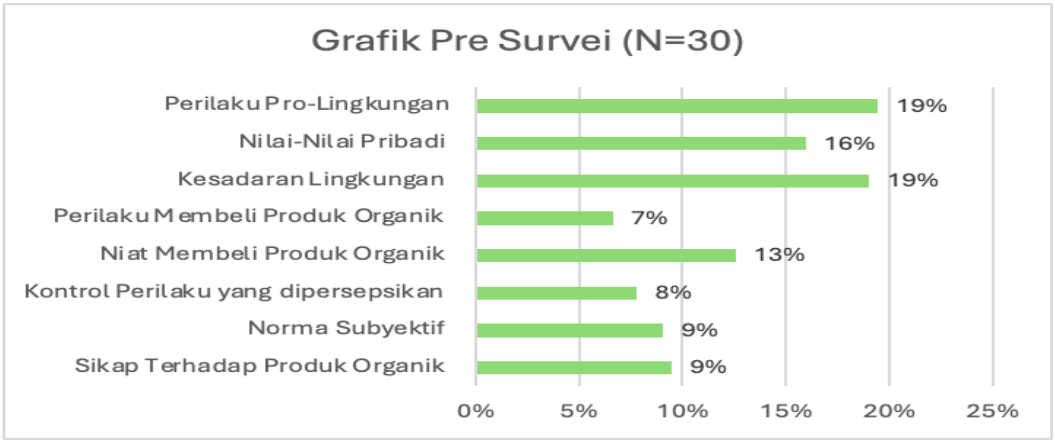

Figure 2. Pre-Survey Bar Chart
Data source: processed

This study aims to examine and analyze the influence of environmental awareness and personal values on pro-environmental behavior and purchase intention of organic products. Specifically, this study examines whether environmental awareness and personal values have a positive and significant influence on pro-environmental behavior. In addition, this study also explores the relationship between pro-environmental behavior and purchase intention of organic products, and examines the direct effect of environmental awareness and personal values on purchase intention of organic products. Furthermore, this study examines the role of pro-environmental behavior as a mediating variable in the relationship between environmental awareness and purchase intention of organic products, as well as between personal values and purchase intention of organic products. Thus, this research is expected to provide a deeper understanding of the factors that influence consumer decisions to buy organic products.

2. Research Method

The approach used in this research is a quantitative approach, as explained by Sugiyono (2022) as a scientific method that fulfills scientific principles, namely concrete or empirical, objective, measurable, rational, and systematic. This approach aims to test the relationship between variables that have been determined through data collection from certain populations or samples using research instruments. The data obtained is analyzed statistically to test the hypothesis proposed, resulting in fact-based and logical conclusions. This study uses an instrument in the form of an electronic questionnaire distributed via Google Forms, with closed statements designed to make it easier for respondents to provide answers based on the available options. Respondents' answers were measured using a Likert Scale, which allows researchers to capture the intensity of respondents' perceptions of each research variable. Sugiyono (2022) states that the Likert Scale is generally used to measure the suggestions, attitudes, and views of individuals or groups towards a social phenomenon. This research was conducted in Indonesia in January 2025 with the research population being Generation Z, namely individuals born between 1997 and 2012, according to the criteria set by the Central Bureau of Statistics (BPS). This generation was chosen due to its increasing level of environmental awareness as well as its strategic role as the main consumer in the future. Based on the latest data from BPS (Agustina et al., 2024), the total population of Generation Z in Indonesia is estimated at 74.93 million people, so this segment is considered representative for research purposes related to consumption behavior and purchase intention of organic products. The minimum sample size in this study was calculated based on the recommendations of Hair et al (2019) which is 5 to 10 times the number of indicators studied. With a total of 25 indicators, the number of samples selected was 220 respondents. The purposive sampling technique was used because the respondent criteria had been specifically set, including: (1) domiciled in Indonesia, (2) aged 17-27 years as a representation of Generation Z, (3) has knowledge or experience of purchasing organic products, (4) comes from the upper middle economic group with per capita expenditure per month above IDR 2,040,262 according to BPS classification, and (5) has an active social media account as an indication of access to information on organic products. In accordance with Bougie & Sekaran (2020) primary data in this study were obtained directly from the source and are closely related to the variables under study to achieve the research objectives. Data were collected through a Likert Scale-based electronic questionnaire with five answer options, namely strongly agree, agree, moderately agree, disagree, and strongly disagree, to measure the intensity of respondents' perceptions of the research variables. Once the data was collected, it was analyzed using relevant statistical methods to test the hypotheses, ensure the validity and reliability of the research results, thus enabling accurate and evidence-based

conclusions to be drawn. With this approach, this research is expected to make a meaningful contribution in understanding the relationship between the variables studied.

3. Results and Discussion

3.1. Results

The following is an overview of the respondents in this study. Respondents are Generation Z who live in Indonesia, have active social media accounts, and are diverse in terms of gender, age, education, and regional distribution. Data was collected through an online questionnaire distributed through various digital channels. The full characteristics of respondents can be seen in the following table:

Table 1. General Description of Respondents

Characteristics	Category	Number of Respondents	Percentage
Gender	Female	139	58%
	Male	102	42%
Age (Gen Z)	17-20 years	79	33%
	21-24 years old	73	30%
	25-27 years old	89	37%
Education	High School / Equivalent	132	55%
	Bachelor (S1)	85	35%
	Diploma	18	7%
	Postgraduate (S2 / S3)	6	2%
Social Media Accounts	One account	6	3%
	Two accounts	50	21%
	Three accounts	80	33%
	More than three accounts	105	43%
Regional Distribution	Java	215	89%
	Sumatra	12	5%
	Sulawesi	7	3%
	Kalimantan	5	2%
	Papua	2	1%

This table provides a summary of the profile of the respondents who participated in this study. The diverse composition of respondents is expected to provide sufficient representation in understanding the consumption patterns and purchase intentions of organic products among Generation Z.

Table 2. Initial Validity Test

Variable	Indicator	Outer Loading	Remark
Environmental Awareness	KL.1	0.720	Valid
	KL.2	0.660	Valid
	KL.3	0.775	Valid
	KL.4	0.722	Valid
	KL.5	0.743	Valid

Personal Values	NP.1	0.771	Valid
	NP.2	0.814	Valid
	NP.3	0.846	Valid
	NP.4	0.779	Valid
	NP.5	0.832	Valid
Pro-Environmental Behavior	PPL.1	0.709	Valid
	PPL.2	0.801	Valid
	PPL.3	0.703	Valid
	PPL.4	0.745	Valid
	PPL.5	0.810	Valid
	PPL.6	0.830	Valid
	PPL.7	0.814	Valid
Purchase Intention	NM.1	0.814	Valid
	NM.2	0.849	Valid
	NM.3	0.889	Valid
	NM.4	0.833	Valid
	NM.5	0.865	Valid

The preliminary validity test results show that all indicators in each variable have an outer loading value above 0.60, so they can be declared valid. The *Environmental Awareness* variable has an outer loading value ranging from 0.660 to 0.775, *Personal Values* between 0.771 to 0.846, *Pro-Environmental Behavior* between 0.703 to 0.830, and *Purchase Intention* between 0.814 to 0.889. Thus, all indicators can be used for further analysis because they have met the requirements of convergent validity.

The next stage is the *Discriminant validity* test carried out by looking at the *average variance extracted* (AVE) value of each latent variable. If the *average variance extracted* (AVE) of the latent variable is greater than 0.5 (>0.5), it is said to have good *validity*. This discriminant validity reinforces that each variable (KL, NP, PPL, NM) has a unique dimension and is not *overlapping*.

Table 3. Discriminant Validity Test Results

Research Variables	***Average Variance Extracted* (AVE)**
KL- Environmental Awareness	0.725
NM-Purchase Intention	0.851
NP-Personal Values	0.809
PPL-Pro-Environmental Behavior	0.775

Source: Researcher Processed Data (2025)

The interpretation of Table 5.11 shows that all latent variables in this study have AVE values above 0.5, signifying good convergent validity. Environmental Awareness (AVE = 0.725), Purchase Intention (AVE = 0.851), Personal Values (AVE = 0.809), and Pro-Environmental Behavior (AVE = 0.775) are able to explain most of the variance of their indicators well. Thus, the indicators used in this study are effective in representing each latent variable.

Table 4. Composite Reliability

Research Variables	Cornbach's Alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Model Evaluation
Environmental Awareness	0.774	0.780	0.847	Reliable
Purchase Intention	0.904	0.906	0.929	Reliable
Personal Values	0.868	0.870	0.904	Reliable
Pro-Environmental Behavior	0.888	0.890	0.913	Reliable

Source: Processed SEM PLS (2025)

The reliability test results show that all research variables have good internal consistency. Environmental awareness variables (Cronbach's Alpha = 0.774, rho_a = 0.780, rho_c = 0.847), purchase intention (Cronbach's Alpha = 0.904, rho_a = 0.906, rho_c = 0.929), personal values (Cronbach's Alpha = 0.868, rho_a = 0.870, rho_c = 0.904), and pro-environmental behavior (Cronbach's Alpha = 0.888, rho_a = 0.890, rho_c = 0.913) all have values above 0.70, which indicates excellent reliability and meets the criteria for further analysis. Composite Reliability (rho_c) values that are higher than Cronbach's Alpha indicate that construct measurement is optimized in the SEM-PLS approach. Thus, the measurement model can be used to test the relationship between latent variables in the model analysis.

Table 5. R-Square Test Results

Research Variables	R-square	Q-square
NM- Purchase Intention	0.658	0.7139
PPL- Pro-Environmental Behavior	0.700	

Source: Researcher Processed Data (2025)

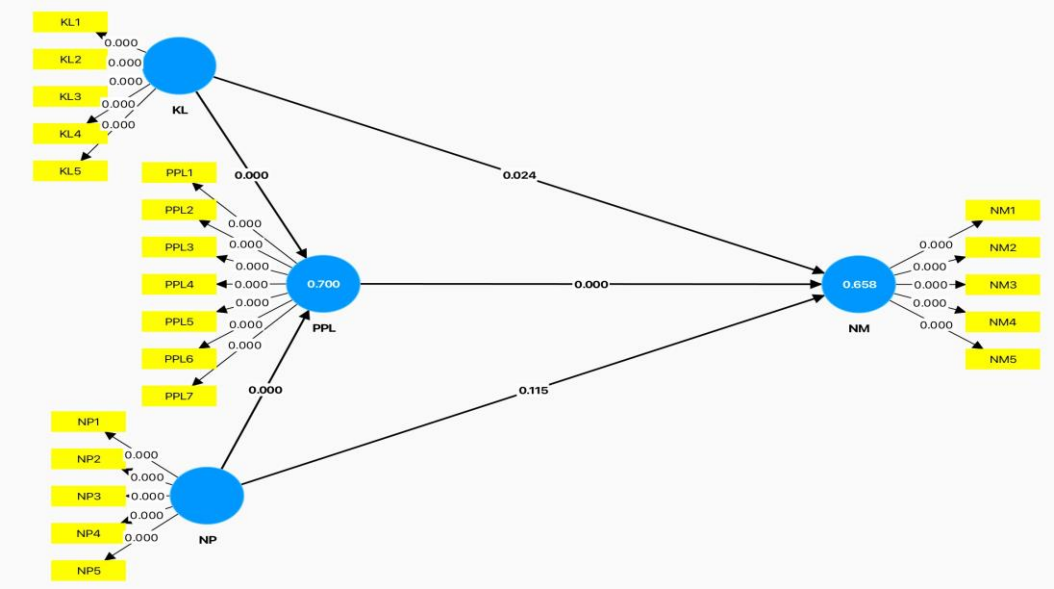

Figure 3. Structural Model with Significance of P Value
Source: Researcher Processed Data 2025

Hypothesis testing in this study uses the Partial Least Square (PLS) approach with bootstrap techniques to overcome the problem of abnormal data distribution. The following are the results of the hypothesis analysis tested:

Tabel 6. Direct Effect Test Result (Patch Coefficient)

Variabel	*Original Sample (O)*	*Sample Mean (M)*	*T Statistic (|O/STDEV|)*	*P Values*	Description
Environmental Awareness → Pro-environmental Behavior	0.371	0.375	6.105	0.000	Positive and significant
Personal Values → Pro-environmental Behavior	0.530	0.530	9.387	0.000	Positive and significant
Pro-environmental Behavior → Purchase Intention	0.569	0.571	6.080	0.000	Positive and significant
Environmental Awareness → Purchase Intention	0.144	0.145	2.255	0.024	Positive and significant
Personal Values → Purchase Intention	0.151	0.150	1.575	0.115	Positive and significant

Sumber: output SEM PLS, 2025

1. **Effect of Environmental Awareness on Pro-Environmental Behavior**
   The relationship between environmental awareness (KL) and pro-environmental behavior (PPL) shows a coefficient of 0.371 with a t-statistic of 6.105 and a p-value of 0.000. This indicates that environmental awareness has a positive and significant influence on pro-environmental behavior, which is in accordance with the Value-Belief-Norm (VBN) theory, which states that environmental awareness can form personal norms that encourage pro-environmental actions.
2. **Effect of Environmental Awareness on Purchase Intention**
   The analysis shows that environmental awareness has a positive influence on purchase intention (NM), with a coefficient of 0.144, t-statistic of 2.255, and p-value of 0.024. Although the effect is significant, it is relatively small. This indicates that environmental awareness needs to be manifested in real behavior to further influence purchasing decisions.
3. **Effect of Personal Values on Pro-Environmental Behavior**
   Personal values (NP) have a strong influence on pro-environmental behavior, with a coefficient of 0.530, t-statistic of 9.387, and p-value of 0.000. This finding confirms that personal values, such as biospheric and altruistic values, play an important role in encouraging environmentally supportive behaviors, which is also consistent with VBN theory.
4. **Effect of Personal Values on Purchase Intention**
   There is no significant influence between personal values and purchase intention, with a coefficient of 0.151, t-statistic of 1.575, and p-value of 0.115. This indicates that personal values do not have a strong enough direct influence on the intention to buy organic products, so this influence requires mediation by pro-environmental behavior.

5. **Effect of Pro-Environmental Behavior on Purchase Intention**
   The effect of pro-environmental behavior on purchase intention is highly significant, with a coefficient of 0.569, a t-statistic of 6.080, and a p-value of 0.000. This suggests that tangible behaviors, such as buying products that support sustainability, are an important link between personal values or environmental awareness and purchase decisions. This finding supports the Theory of Planned Behavior (TPB) theory, which emphasizes the role of behavior as a mediator between attitude and intention to act.
6. **Mediation of Pro-Environmental Behavior**
   Mediation analysis shows that pro-environmental behavior serves as a significant mediator in the relationship between environmental awareness and personal values to purchase intention. The t-statistic value for the mediation path KL → PPL → NM is 4.027 (p-value 0.000), and for NP → PPL → NM is 5.531 (p-value 0.000), both indicating a significant relationship. These findings suggest that pro-environmental behavior is the bridge that connects personal values and environmental awareness with the decision to buy organic products.

Overall, the results support the importance of pro-environmental behavior as a key factor in motivating purchase intentions for sustainable products, and provide practical implications for organic product marketing that focuses on increasing consumer awareness and action.

3.2. Discussion

Environmental Awareness on Pro-Environmental Behavior

The results showed that environmental awareness has a positive and significant relationship with pro-environmental behavior (t-statistic 6.105; $p < 0.05$). This finding is in line with the *Value-Belief-Norm Theory (VBN),* which emphasizes that environmental awareness can form personal norms that encourage individuals to engage in pro-environmental actions (Stern, 1999). Karimi & Mohammadimehr (2022) confirmed that environmental awareness plays a role through subjective norms, attitudes, and perceived behavioral control (TPB) so that the integration of VBN and TPB can explain the factors that influence pro-environmental behavior. In the context of Generation Z, high environmental awareness is reflected in concrete actions such as choosing environmentally friendly organic products. This study also supports the findings of (Shi & Jantan, 2024) in Guangdong, which states that environmental awareness directly affects pro-environmental behavior.

Personal values on Pro-Environmental Behavior

Personal values also showed a positive and significant relationship with pro-environmental behavior (t-statistic 9.387; $p < 0.05$). This underscores the importance of biospheric and altruistic values as moral foundations that shape personal norms, which in turn motivate environmentally friendly behavior. Lucas Mangas et al (2021) emphasized that the norm of personal responsibility influenced by individual values has an important role in encouraging pro-environmental behavior. Research (Carfora et al., 2021) found a similar pattern, where belief in the benefits of natural products strengthens the relationship between personal values and pro-environmental behavior. In the context of Generation Z in Indonesia, personal values are often manifested through concrete actions that support sustainability, such as supporting environmental campaigns or participating in pro-environmental communities.

Pro-environmental Behavior on Purchase Intention

Pro-environmental behavior is shown to have a positive and significant influence on the intention to buy organic products (t-statistic 6.080; $p < 0.05$). These results support the *Theory of Planned Behavior (TPB*), which states that real behavior can bridge attitudes and intentions to act (Ajzen, 1991). Ferreira & Pereira (2023) 's research states that environmental concerns as part of pro-environmental behavior attitudes have an influence on purchase intentions that encourage the purchase of organic products with another argument that pro-environmental behavior is the main driver in purchasing decisions (Shellyana Junaedi, 2005).

Environmental Awareness on Purchase Intention

In addition, the results of this study indicate that the direct relationship between environmental awareness and purchase intention is significant, albeit with a small effect (t-statistic 2.255; $p < 0.05$). This finding supports the literature stating that environmental awareness, while important, often requires reinforcement through tangible behaviors to have a more significant impact on purchase intentions. Geiger (2022) research emphasizes that the norm of personal responsibility needs to be reinforced through relevant education and campaigns to encourage real action.

Environmental Awareness on Buying Intention with Pro-Environmental Behavior as Mediating Variable

The results showed that pro-environmental behavior acts as a significant mediator in the relationship between environmental awareness and purchase intention of organic products (t-statistic 4.027; $p < 0.05$). This supports the *Value-Belief-Norm Theory (VBN)*, which states that personal norms, which are formed from environmental awareness, need to be realized through concrete actions in order to influence buying decisions. Research (Geiger, 2022) confirms that norms of personal responsibility can increase behaviors that contribute to sustainability, which in turn strengthen purchase intentions. In the context of Generation Z in Indonesia, pro-environmental behavior is an important catalyst that bridges environmental awareness with purchasing decisions for organic products.

Personal values on Purchase Intention

An interesting point of discussion is that the results show that the direct relationship between personal values and purchase intention is not significant (t-statistic 1.575; $p > 0.05$). This finding seems to contradict the VBN theory, which emphasizes the importance of *biospheric* and *altruistic* values in driving green actions. However, this is consistent with research (Caniëls et al., 2021) which states that *biospheric* values tend to be less significant without the mediation of pro-environmental behavior. In this study, indicator NP3 ("choice of organic products because they are healthier for me") had the highest mean value and *loading factor* (4.5228; 0.846), suggesting that egoistic values are more dominant in influencing decisions. This result reflects Gen Z's prioritization of personal benefits, such as health, over *biospheric* impacts. The results of these findings will be discussed in more depth in subchapter 5.7.1 Research Findings

Personal Values on Purchase Intention with Pro-Environmental Behavior as Mediation

Although the direct relationship was not significant, personal values had a significant influence on purchase intention through the mediation of pro-environmental behavior (t-statistic 5.531; $p < 0.05$). This mediation pathway supports the VBN theory, which states that personal norms, formed by *biospheric* and *altruistic* values, need to be manifested in actual behavior before influencing purchase intention. Research by (Carfora et al., 2021) and (Ferreira & Pereira, 2023)

also highlights the importance of behavior as a mediator in linking personal values to purchase decisions.

Research Findings Personal Values and Intention to Purchase Organic Products

The results show that the direct relationship between personal values and intention to buy organic products is not significant (t-statistic 1.575; p> 0.05). This finding contradicts hypothesis H5 which states that personal values have a positive and significant influence on the intention to purchase organic products. However, this result provides an opportunity for more in-depth analysis of the local context of Generation Z in Indonesia.

Statistical Analysis of Personal Values

a. Biospheric Value (NP1):
   The statement "The importance of supporting organic products that help preserve the environment" has the highest *mean of* 4.5892 (SD = 0.62694). The majority of respondents showed a high appreciation for the aspect of environmental sustainability as part of their personal values. This indicates that Gen Z has a fairly good awareness of environmental sustainability issues.
b. Global Contribution through Organic Consumption (NP4):
   The statement "Believe that buying organic products is a way of contributing to global environmental conservation" recorded a *mean of* 4.5685 (SD = 0.64910), which is close to the NP1 value. This finding shows that respondents also consider the global contribution of consuming organic products as important. However, this global contribution is more ideological in nature and has not fully materialized in the buying decision.
c. Egoistic Value (NP3):
   The statement "I choose organic products because they are healthier for me" has the highest *loading factor* of 0.846. This suggests that personal health reasons are theoretically the main driver in shaping Gen Z's personal values. The mean value on NP3 is also high, confirming that egoistic aspects are more dominant than *biospheric* or *altruistic* values.

Specific Indirect Effect Analysis Results

The results of the specific indirect effect analysis show that pro-environmental behavior has a significant role as a mediator between personal values and intention to buy organic products. Based on the analysis results:

Personal Values -> Pro-Environmental Behavior -> Purchase Intention:

i. Original Sample (O): 0.302
ii. T Statistics: 5.531
iii. P Value: 0.000
iv. Conclusion: Positive and significant.

These results confirm the importance of integrating social and behavioral norms in building sustainability strategies. Mediation through pro-environmental behaviors also indicates that it is not enough for sustainability campaigns to instill awareness of biospheric values, but should be geared towards turning them into concrete actions. Campaigns such as 'small actions have big impact' can be an approach to collectively encourage pro-environmental behavior.

4. Conclusion

Based on the results of this study, it can be concluded that environmental awareness and personal values have a significant influence on pro-environmental behavior, which in turn impacts the purchase intention of organic products among Generation Z. Environmental awareness is shown to have a positive direct relationship to pro-environmental behavior and purchase intention of organic products, while personal values are more effective in influencing purchase intention when mediated by pro-environmental behavior. In addition, this study confirms that concrete actions in support of sustainability, such as pro-environmental behavior, play an important role in linking awareness and personal values with greener consumption decisions. Based on these findings, there are several strategic recommendations that can be implemented by various stakeholders. Companies and marketers are advised to adopt emotional narrative-based communication strategies that highlight personal health benefits as a key driver of Generation Z's preference for organic products, as well as develop incentive programs that encourage pro-environmental behavior. In addition, utilizing digital platforms such as TikTok and Instagram can be an effective educational tool in increasing awareness and purchase intention. The government and non-profit organizations are expected to play a role in supporting the growth of the organic industry through subsidy policies for producers, national campaigns that emphasize the importance of sustainability, and community-based education to strengthen biospheric and altruistic norms among Generation Z. On the other hand, communities and consumer groups also need to contribute in encouraging more sustainable consumption by implementing pro-environmental practices in their daily lives. With an integrated strategy between the business sector, government, and community, it is hoped that the attractiveness of organic products can increase, accessibility is more affordable, and environmental awareness among Generation Z can be transformed into real and sustainable consumption actions.

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