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Antecedents of Green Purchasing Behaviour and Selection Criteria among Generation Y and Z Consumers

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Abstract

The research explores how factors influencing green purchasing behaviour and selection attributes shape the green purchasing patterns of Gen Y and Gen Z consumers. Data was collected from 384 respondents aged 19-43 through a self-administered, close-ended questionnaire on Google Forms. A 30-item questionnaire measured seven key variables in the study. Results indicate that environmental concern, government influence, social influence, environmental attitude, and environmental responsibility have significant impacts on green purchasing behaviour within these generational groups and selection attribute moderate the relationship between green purchasing behaviour and its antecedents. Grounded in the theories of planned behaviour, reasoned action, and consumption values, this study enriches the understanding of factors driving sustainable purchasing among younger consumers, especially in developing countries like Nepal. These insights can help businesses and policymakers create targeted strategies to inspire Gen Y and Gen Z consumers toward more sustainable choices.

Keywords: generation Y, generation Z, green purchasing behaviour, selection attributes

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INTRODUCTION AND STUDY OBJECTIVES

In recent years, sustainability has become a major focus for both business and consumers, with environmental considerations playing a significant role in influencing purchasing choices (Samarasinghe & Ahsan, 2014). This shift has brought green purchasing to the forefront, especially among younger consumers in Generations Y and Z (Ogiemwonyi, 2022). With growing awareness about the need to reduce environmental impact, consumers, businesses, and governments worldwide are embracing sustainable practices (Brand et al., 2022). Investing in eco-friendly products and services not only benefits the environment but also contributes to a sustainable economy (Polonsky et al., 2001). However, increasing demand for services and products has led to resource depletion

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and environmental degradation on a global scale (Chen & Chai, 2010). Many countries are now implementing measures to minimise the ecological impact of business activities, as the importance of long-term social and environmental stability becomes widely recognised (Hume, 2010).

The concept of "Green Marketing" originated from ideas of ecological responsibility (Kotler, 2011). Scholars suggest that marketing, can help bridge the gap between environmental sustainability and consumer behaviour (Fatah et al., 2018). Hume (2010) emphasised that the primary challenge for environmentalists lies in finding a balance between sustainability goals and consumer demands, rather than eliminating consumption altogether. Traditional production and consumption methods are largely responsible for many current environmental issues (Goyal et al., 2021). Over the years, quality of life and environmental health have declined under conventional production systems, sparking global environmental movements. In response, a growing number of businesses have adopted green manufacturing practices to support eco-friendly production. This aligns with the trend of consumers showing an increased willingness to buy green products (Akhtar et al., 2021; Chen, 2007; Tanner & Wolfing Kast, 2003), resulting in a rise in environmentally conscious buyers (Wang et al., 2014).

Understanding the factors that drive green purchasing is crucial to promoting environmentally friendly buying habits (Huang et al., 2014). By choosing green products and services, consumers can support sustainable economic growth (Polonsky et al., 2001). Rising demand, however, has caused extensive environmental harm and resource depletion (Chen & Chai, 2010). Leading this shift are Gen Y and Z consumers, whose environmental awareness and interest in social status drive them to adopt more sustainable lifestyles (Atkinson & Rosenthal, 2014). This has encouraged marketers to explore the factors that influence eco-conscious purchasing across different generations (Smith & Paladino, 2010).

With the increasing popularity of green marketing, policymakers, marketers, and consumers recognise the necessity of moving from traditional consumption patterns to sustainable ones to safeguard the environment and support future generations (Chen & Chai, 2010). As green marketing becomes a competitive strategy, innovative eco-friendly products are increasingly reaching mass markets (Follows & Jobber, 2000). Despite rising demand for green products, research by Zhu et al. (2013) shows that understanding green purchasing behaviour determinants is essential for fostering such behaviour.

This research investigates the factors that shape Gen Y and Z's purchasing preferences for green products. One of the first steps to promoting green buying is to identify the factors that motivate consumers toward environmentally conscious choices (Huang et al., 2014). Although awareness of sustainability is on the rise, consumers still prioritise traditional product benefits like quality, cost, convenience, and performance over green attributes (Sheth et al., 1991). Additionally, Gen Y and Z consumers often face the challenge of balancing

individual preferences with a commitment to sustainable lifestyle choices (Michel et al., 2022; Noble et al., 2009). This study provides insight into how selection criteria influence consumer preference for green products.

Addressing key but often overlooked aspects of green consumer behaviour, this research contributes to a deeper understanding of Gen Y and Z's sustainable purchasing decisions. The study identifies influential factors such as environmental responsibility, social influence, environmental concern, attitudes, and government policy, which significantly impact green purchasing. This provides a foundational understanding of the selection attributes that steer these younger consumers toward green products, supporting the development of targeted marketing strategies (Michel et al., 2023). Additionally, the findings offer actionable insights for businesses and policymakers, particularly in tailoring green marketing strategies to resonate with the unique preferences of Gen Y and Z. These generations, often viewed as challenging to retain, are increasingly drawn to products with strong environmental credentials. This study also fills a gap in the literature by exploring these dynamics within Nepal, where research on green purchasing behaviours remains limited. By shedding light on these purchase patterns, this research aids in crafting more effective strategies to encourage sustainable consumer choices.

LITERATURE REVIEW

This section provides a review of existing literature along with the hypotheses that have been developed.

Global Perspectives on Green Purchasing Behaviour and Selection Attributes

Environmental purchasing habits vary significantly across countries, shaped by unique cultural and societal influences. For example, Chan and Lau (2000) observed that in China, lower levels of environmental information and personal engagement impact green purchasing rates. In contrast, Kim and Choi (2005) found that collectivist values, where group benefits are prioritised, tend to promote environmentally friendly actions, particularly when individuals believe these actions can help address environmental challenges.

Attitudes toward eco-friendly products also differ. Chen and Chai (2010) highlighted that environmental awareness is generally consistent across genders, echoing earlier research by Eagles and Muffitt (1990). Notably, people's views on the role of government and personal responsibility are significant factors in their willingness to purchase green products.

In Malaysia, Sinnappan and Rahman (2011) identified environmental attitudes as a key predictor of green purchasing behaviour. However, Lee (2008) studied ranks it lower, suggesting that targeted green marketing, particularly messages combining cognitive and emotional appeals, can motivate more eco-conscious decisions. Beyond attitudes, factors like price, quality, design, and performance also play essential roles in consumer choices.

Smith and Paladino (2010) and Vazifehdoust et al. (2013) underscored the impact of environmental concern on consumer attitudes. Using structural modelling,

they concluded that of various innovation perceptions, only environmental concern directly affects consumer views on green products.

Lestari et al. (2020) further revealed that consumers who are eco-conscious are more inclined to recommend green products, a finding that aligns with research from Khaola et al. (2014). These studies emphasise the importance of both government and business efforts in educating the public about the benefits of environmentally friendly products, which can encourage sustainable purchasing habits.

Ogiemwonyi (2022) found that factors like environmental awareness, behaviour control, product trust, product value, and price sensitivity significantly affect green behaviours among millennials. However, the study also points out a generally low level of environmental consciousness in this demographic, suggesting that while familiarity with green products positively influences behaviour, it does not necessarily equate to broader environmental awareness.

Environmental Attitude and Green Purchasing Behaviour

Consumers' environmental beliefs and attitudes are shaped by their knowledge of environmental issues, awareness levels, and societal norms (Uddin & Khan, 2018). Mostafa (2009) conducted research on Egyptian consumers, revealing that their perspectives on green purchases influenced both their intentions and actions. To foster a positive environmental attitude, individuals must be inclined to act in ways that mitigate harm to the natural environment (Samarasinghe & Ahsan, 2014). Lee (2009) found that environmental attitudes have a significant positive impact on consumers' green purchasing behaviour, a finding consistent with Sinnappan and Rahman (2011). The Theory of Reasoned Action (TRA) supports this hypothesis by asserting that individuals' attitudes toward a behaviour, such as a positive environmental attitude, directly influence their intentions to perform that behaviour. In the context of green purchasing, TRA suggests that when consumers hold favourable attitudes toward environmental protection, they are more likely to intend to purchase environmentally friendly products. This establishes a clear connection between environmental attitude and green purchasing behaviour, leading to the following hypothesis:

H_1: Environmental attitude significantly impacts green purchasing behaviour

Social Influence and Green Purchasing Behaviour

The concept of 'social influence' refers to how much a person can inform their family and friends about environmentally friendly products and the extent to which they can share knowledge with others (Finisterra do Paco & Raposo, 2004). Daido (2004) suggested that a person's attitudes and behaviours can shift in response to changes in their environment, highlighting the substantial impact social influence can have on behaviour. Homophily describes the tendency for individuals to connect with others who they believe share similar characteristics (Ryan, 2001). This is akin to engaging with someone who holds similar

values, beliefs, and opinions, though it is articulated differently.

Research by Chen-Yu and Seock (2002) indicated that the influence of one's social network can significantly motivate purchasing decisions. Their study found that adolescent girls are more inclined to purchase a certain style of clothing if their friends are also buying it. Similarly, Lee (2008) identified peer pressure as a dominant factor in the environmentally conscious consumption choices of young individuals in Hong Kong. In a related study, Lee (2009) discovered that social pressure serves as a major motivator and predictor of environmentally responsible spending.

The TRA underscores the importance of social norms and perceived social pressures in shaping individual intentions and behaviours. In this context, social influence—such as peer pressure or the actions of one's social group—directly affects a person's intention to engage in green purchasing. Since TRA focuses on how societal norms and expectations influence behavioural intentions, it aligns well with the notion that social influence plays a crucial role in green purchasing decisions. Therefore, the following hypothesis is proposed:

H_2: Social influence significantly impacts green purchasing behaviour.

Environmental Responsibility and Green Purchasing Behaviour

Sukhdial and Venice (1990) described environmental responsibility as the willingness to engage in independent actions aimed at environmental conservation. Expanding on this notion, Lai (2000) characterised environmental responsibility as the emotional engagement one feels towards environmental issues. Hessami & Yousefi (2013) further defined it as the attitudes and behaviours that reflect an individual's recognition of their responsibility for their consumption patterns and their consequences on nature.

Chan and Lau (2000) emphasised the importance of social responsibility in people's lives, indicating that individuals are actively seeking improved policies to address environmental challenges. Lai (2000) noted that residents of Hong Kong have developed a heightened awareness of environmental issues due to increased education on the topic; however, they often regard their environmental responsibilities as minimal. While there is a growing demand for new policies to tackle environmental problems, consumers frequently hesitate to participate in these initiatives.

In a study by Lee (2008), it was found that concern for the environment ranked as the fourth most significant factor influencing the environmentally responsible purchasing decisions of young consumers in Hong Kong. The Theory of Planned Behaviour (TPB) builds upon the Theory of Reasoned Action by integrating the concept of perceived behavioural contro, which reflects an individual's belief in their ability to perform certain actions, such as adopting environmentally responsible practices.

In this context, environmental responsibility encompasses both the willingness and duty to engage in eco-friendly behaviours. TPB

illustrates how this sense of responsibility, along with personal attitudes and social norms, affects the intention to make green purchasing decisions. By emphasising perceived control over behaviour, TPB is particularly useful for understanding the connection between environmental responsibility and green purchasing. Therefore, it can be hypothesised that:

H_3: Environmental responsibility significantly influences green purchasing behaviour.

Environmental Concern and Green Purchasing Behaviour

Concern for the environment can be defined as having knowledge or awareness that influences Environmental concern can be understood as the awareness or knowledge that drives behaviour in ways that are beneficial to the environment (Yeung & Hau, 2005). However, having environmental concerns does not always lead to successful commercial outcomes (Barber et al., 2014). For instance, some consumers may hesitate to purchase green products due to their higher prices, which can deter them from making eco-friendly choices (Ng & Law, 2015). The motivation to minimise one's environmental footprint is often recognised as a key factor influencing consumer behaviour (Vazifehdoust et al., 2013).

Thieme et al. (2015) and Joshi and Rahman (2017) indicated that Gen Y consumers who exhibit a higher level of environmental concern are willing to pay a premium for green products compared to those who are less environmentally aware. The relationship between environmental concern and purchase intentions is crucial in the context of green purchasing behaviour studies (Rehman & Dost, 2013). Consumers who demonstrated a strong commitment to environmental issues are more likely to develop positive buying intentions toward eco-friendly products (Kim & Choi, 2005).

Uddin and Khan (2018) further affirmed that environmental concern significantly influences the green purchasing behaviour of young consumers. This concern shapes their intentions to engage in eco-friendly purchasing. The TPB recognises that practical obstacles, such as cost and availability, can affect purchasing decisions, suggesting that environmental concern does not always translate into purchases due to these constraints. This makes TPB particularly relevant for understanding how environmental awareness impacts behaviour. Consequently, we can hypothesise that:

H_4: Environmental concern significantly influences green purchasing behaviour.

Government Influence and Green Purchasing Behaviour

Despite a widespread expression of environmental concern among the public, many individuals still believe that the responsibility for environmental protection lies primarily with government entities (Tsen et al., 2006). National governments play a crucial role in promoting green purchasing practices through various mechanisms, including environmental legislation, educational initiatives, and financial incentives such as tax reductions (Nath et al., 2014). A report from the Japanese Ministry of the Environment

(2007) emphasised the government's significant role in motivating citizens to buy eco-friendly products (Sinnapan & Rahman, 2011).

As the largest purchaser of goods and services, government procurement policies that prioritise environmental considerations can lead to substantial reductions in ecological impact. Therefore, scholars have increasingly focused on the government as a vital factor in shaping green consumer behaviour. The Theory of Consumption Values (TCV) examines how different values—functional, social, emotional, epistemic, and conditional—affect consumer choices. Government interventions, through policies and regulations, shape consumer perceptions regarding the value and practicality of green purchases. By influencing social and functional values associated with environmental responsibility, government actions can greatly affect consumer behaviours toward eco-friendly products. TCV provides insights into how government initiatives to promote sustainability translate into consumer action through perceived value and policy impact. This leads to the formulation of the following hypothesis:

H_5: Government responsibility significantly influences green purchasing behaviour.

Selection Attributes and Green Purchasing Behaviour

Research on green purchasing behaviour has consistently indicated that routine consumption patterns contribute significantly to global environmental challenges (Pearce & Atkinson, 1993). Studies suggest that consumers who opt for green products tend to be more environmentally aware compared to those who purchase non-green items (Zahid et al., 2017). According to a 2014 global online consumer survey, over 53 percent of respondents expressed a preference for purchases that promote social and environmental sustainability, an increase from 50 percent in 2012 and 45 percent in 2011 (Nielsen, 2014). Environmentally responsible consumption practices include energy conservation and the avoidance of products with excessive or inappropriate packaging (Hessami & Yousefi,2013).

In recent years, green purchasing behaviour has gained traction as consumers become increasingly cognizant of the environmental implications of their buying choices. Companies have adapted to this shift by offering more sustainable products and integrating eco-friendly practices into their operations (Ogiemwonyi, 2022). Chen and Chai (2010) revealed minimal gender differences in the purchasing of green products. Prior investigations have primarily focused on understanding the beliefs, attitudes, and behavioural intentions that underpin consumers' preferences for eco-friendly items (Joshi & Rahman, 2015). A significant driver of green purchasing behaviour is the willingness of consumers to pay a premium for environmentally preferable products (Leonidou et al., 2010). As such, a key challenge for marketers is persuading consumers that the higher price of sustainable goods is justified. Values at the cognitive, affective, social, behavioural, and epistemic levels are increasingly recognised as vital for promoting environmentally responsible consumer behaviours (Huang et al., 2014). The selection of eco-friendly

products by consumers is primarily influenced by factors such as performance, quality, price, taste, and availability (Sheth et al., 1991). Consequently, this study aims to develop hypotheses on how selection attributes moderate the relationship between various antecedents and green purchasing behaviour. Despite a growing awareness of environmental issues, consumers often remain reluctant to sacrifice traditional product benefits—such as quality, affordability, convenience, and performance in favour of greener alternatives (Sheth et al., 1991). Additionally, Gen Y and Z frequently navigate the challenge of balancing personal and collective interests while attempting to adopt more sustainable lifestyles (Michel et al., 2022; Noble et al., 2009). The limited adoption of green products can be attributed to consumer scepticism and higher costs, resulting in a disconnect between the intention to purchase green items and actual buying behaviour. Utilising the TCV, this study explores how various selection attributes influence the eco-friendly purchasing decisions of Generations Y and Z (Sheth et al., 1991).

Moderating Role of Selection Attributes

Selection attributes, encompassing conditional value, emotional value, social value, epistemic value, and functional value, play a crucial moderating role in the relationship between various antecedents and green purchasing behaviour (Sheth et al., 1991). These attributes influence how consumers evaluate and prioritise green products beyond their intrinsic environmental benefits. For example, emotional value pertains to the feelings consumers have towards a brand or product, influencing their purchasing choices (Sheth et al., 1991). Functional value relates to the practical benefits that the product provides (Kotler & Keller, 2012). Conditional value considers how situational factors affect buying behaviour, epistemic value relates to the novelty and knowledge-seeking aspects of products (Lin & Huang, 2012), and social value is about the social approval and status associated with the product (Ashworth & Matear, 2009).

These attributes shape consumer perceptions and choices around eco-friendly products or green purchasing by influencing how environmental attitudes, social influence, environmental responsibility, environmental concern, and government impact affect green purchasing behaviour. Thus, the following hypothesis are proposed:

H_6: Selection attributes moderate the relationship between environmental attitude and green purchasing behaviour.

H_7: Selection attributes moderate the relationship between social influence and green purchasing behaviour.

H_8: Selection attributes moderate the relationship between environmental responsibility and green purchasing behaviour.

H_9: Selection attributes moderate the relationship between environmental concern and green purchasing behaviour.

H_{10}: Selection attributes moderate the relationship between government influence and green purchasing behaviour.

In conclusion, understanding how selection attributes moderate these relationships provides a comprehensive view of the factors that influence green purchasing behaviour, helping to bridge the gap between consumers' intentions and their actual buying actions.

RESEARCH METHOD

This research adopted a descriptive survey design to analyse factors influencing green purchasing behaviours among Generations Y and Z. Data collection was carried out through a self-administered, closed-ended questionnaire using a convenience sampling approach, prioritising accessibility and efficiency.

Respondents and Procedure

A non-probability, convenience sampling technique was utilised, selected for practical reasons such as time and resource constraints, and was supported by voluntary participation via Google Forms. A pilot test, involving 50 participants, evaluated reliability, yielding a Cronbach's alpha above 0.7 for all variables, indicating strong construct consistency. The target sample focused on individuals from Gen Y and Gen Z, ages 19–43, a group noted for their elevated environmental awareness (Francis & Hoefel, 2018; Lee, 2008).

To determine sample size, Cochran's formula (1977) was applied with an assumed variability of 0.5, resulting in a minimum requirement of 384 respondents. Demographic categories such as gender, education level, profession, marital status, environmental club membership, and geographic location spanned various regions across Nepal. This demographic diversity provided a strong basis for analysing factors that influence green purchasing behaviour.

Reliability Analysis

To assess internal consistency, Cronbach's alpha was calculated for each construct. Values above 0.7 for Cronbach's alpha indicate that the data demonstrates adequate internal consistency (Fornell & Larcker, 1981).

Table 1
Cronbach Alpha

Variables	Number of items	Cronbach's Alpha
Environmental Attitude	5	0.717
Social Influence	4	0.855
Environmental Responsibility	4	0.797
Environmental Concern	4	0.888
Government Influence	4	0.815
Selection Attributes	5	0.869
Green Purchasing Behaviour	4	0.855

Note. Field survey, 2023

Table 1 presents the Cronbach's alpha values calculated for the seven variables in this study. Reliability is typically confirmed within an alpha range of 0.70 to 0.95. Each variable shows a Cronbach's alpha value exceeding 0.70, signifying that the scales are reliable and consistently measure the key variables effectively.

Measurement Scale

This study adopted items for each construct from well-established empirical literature, with previous studies confirming their relationships, and providing a foundation for the conceptual framework. Measurement items were revalidated to ensure relevance to the Nepalese context, as the scales originated from different countries. Responses were measured using a five-point Likert scale, where participants indicated their level of agreement with each statement: "strongly disagree" (1), "disagree" (2), "neutral" (3), "agree" (4), and "strongly agree" (5).

The study framework is grounded in the Theory of Reasoned Action (TRA), which highlights the impact of social influence and environmental attitude on green purchasing behaviour by elucidating how these elements shape consumer intentions and behaviours. The TPB enhances this understanding by adding Perceived Behavioural Control, which considers how environmental responsibility and government influence affect consumers' capacity to participate in green purchasing. Additionally, the TCV further sharpens the framework by recognising selection attributes—emotional, conditional, functional, epistemic, and social values-as moderating factors that influence the strength of the connections between independent variables and green purchasing behaviour. Together, these theories provide a comprehensive framework for understanding how attitudes, perceived control, and value perceptions interact to influence green purchasing decisions.

DATA ANALYSIS AND DISCUSSION

Analysed data, once collected and filtered, is examined using statistical software including MS Excel. Descriptive data analysis was conducted to evaluate the antecedents and behaviour related to green

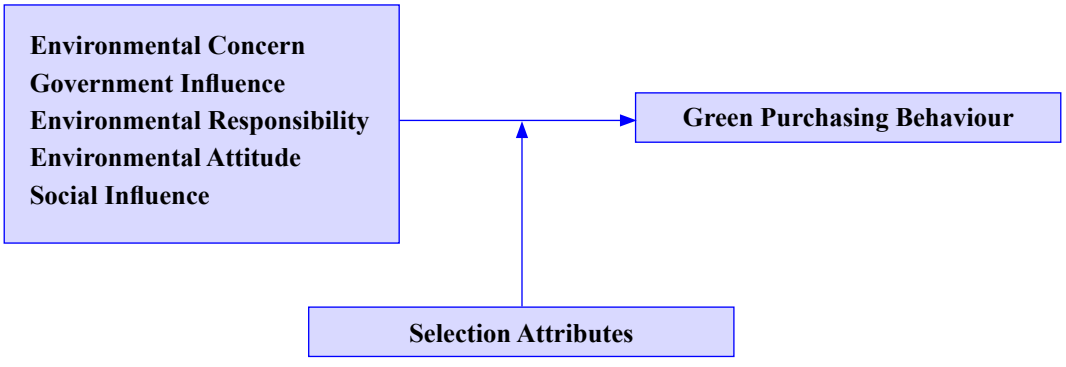

Figure 1. *Theoretical Framework*

purchasing. To address core objectives, regression and correlation analyses were applied to assess the strength and relationship among variables. The Shapiro-Wilk test was used to test data normality. The result section encompasses several key components, including descriptive analysis of the respondent profile, normality testing, measurement model analysis, correlation assessments, regression analysis, hypothesis testing, and moderation analysis.

Profile of the Respondents

Table 2 provides respondents' demographic information. Through physical distribution and an online questionnaire, a total of 384 responses were collected. The majority of the 384 respondents are male (56.8%), while the remaining 43.2% are female.

The age distribution of respondents indicates that the largest group falls between 19 and 26 years old, accounting for 37.2% of participants. This is followed

Table 2
Respondents' Demographic Profile

Variable		Frequency	Percent
Gender	Male	218	56.8
	Female	166	43.2
Age	19 to 26	143	37.2
	26 to 32	119	31
	32 to 38	84	21.9
	38 to 43	38	9.9
Education Level	Diploma	41	10.7
	Undergraduate	102	26.6
	Postgraduate	185	48.2
	M. Phill	43	11.2
	PhD	13	3.4
Profession	Student	144	37.5
	Self – employed	105	27.3
	Private or Government job holder	135	35.2
Marital Status	Married	137	35.7
	Unmarried	247	64.3
Environmental Club Membership	Yes	22	5.7
	No	362	94.3
Residence	Koshi - Province	25	6.5
	Madhesh - Province	29	7.6
	Bagmati - Province	152	39.6
	Gandaki - Province	48	12.5
	Lumbini - Province	77	20.1
	Karnali - Province	31	8.1
	Sudurpashchim - Province	22	5.7

Note. Field survey, 2023

Table 3
Summary for Generation Differences on Green Purchasing Behaviour

	Generation	N	Mean	Std. Deviation	Std. Error Mean
Environmental Attitude	Generation Z	143	15.50	4.22	0.3529
	Generation Y	241	15.29	4.48	0.2886
Social Influence	Generation Z	143	11.50	3.93	0.3283
	Generation Y	241	11.44	3.86	0.2488
Environmental Responsibility	Generation Z	143	13.13	3.85	0.3215
	Generation Y	241	12.32	4.29	0.2765
Environmental Concern	Generation Z	143	13.65	4.28	0.3582
	Generation Y	241	12.99	4.39	0.2825
Government Influence	Generation Z	143	12.29	3.93	0.3289
	Generation Y	241	12.16	4.07	0.2622
Selection Attributes	Generation Z	143	15.06	4.48	0.3748
	Generation Y	241	15.22	4.65	0.2997

Note. Field survey, 2023

by those aged 26 to 32, representing 31% of the total. Individuals between the ages of 32 and 38 comprise 21.9%, while only 9.9% belong to the 38 to 43 age brackets. Consequently, the sample consists of 37.2% from Generation Z (born between 1997 and 2012) and 62.8% from Generation Y (born between 1981 and 1996). Table 2 reveals that the majority of respondents possess postgraduate degrees, comprising 48.2% of the total sample, while 26.6% hold undergraduate degrees. Additionally, 11.2% of respondents have completed M.Phil programs, and 10.7% possess diplomas. The smallest group consists of PhD holders, making up only 3.4% of the respondents. In terms of employment status, 37.5% of participants are students, followed by 35.2% who work in private or government jobs, and 27.3% are self-employed.

Descriptive Statistics

The analysis commenced with an examination of the data's distribution concerning the scale indicators for normality. Table 3 demonstrates that the mean score for environmental attitude among Gen Y (1981-1996) is 15.29, indicating a level above neutrality. In contrast, Gen Z (1997-2012) shows a mean value of 15.50, reflecting agreement with statements related to environmental attitudes, with scores less than 12 for both groups: Gen Y at 11.44 and Gen Z at 11.50.

Both generations express a disagreement regarding the social influence category, with mean values below 12: Gen Y at 11.44 and Gen Z at 11.50. Conversely, when examining other variables—such as environmental responsibility, environmental concern, govern ment influence, and selection attributes—both

Table 4.
Shapiro-Wilk Test

Variables	Statistic	Sig.
Environmental Attitude	0.957	0.000
Social Influence	0.956	0.000
Environmental Responsibility	0.921	0.000
Environmental Concern	0.934	0.000
Government Influence	0.930	0.000
Selection Attributes	0.959	0.000
Green Purchasing Behaviour	0.961	0.000

Note. Field survey, 2023

Table 5
Coefficient Table

Model	Unstandardised Coefficients		Standardised Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.885	0.469		1.888	0.000
Environmental Attitude	0.346	0.047	0.382	7.405	0.000
Social Influence	0.336	0.048	0.328	6.974	0.000
Environmental Responsibility	0.216	0.067	0.226	3.211	0.001
Environmental Concern	-0.172	0.061	-0.189	-2.818	0.005
Government Influence	0.137	0.057	0.138	0.2394	0.017

Note. Field survey, 2023

Gen Y and Gen Z demonstrate agreement with the statements pertaining to each of these factors.

Normality Test

Table 4 presents the findings from the Shapiro-Wilk test, which was performed to evaluate the normality of the data distribution.

The test results indicate that the data does not follow a normal distribution, evidenced by a significant p-value of less than 0.05.

Regression Analysis

Linear regression analysis assessed the relationship between the dependent variable, green purchasing behaviour, and the independent variables, which include environmental responsibility, social influence, environmental concern, environmental attitude, and government influence.

Table 5 illustrates the coefficients and p-values for the antecedents of green purchasing behaviour. All variables exhibit p-values below the significance threshold

Table 6
Coefficients Table with Moderating Effect on Variables

Model	Standardised Coefficients (Beta)	t	Sig.
Environmental Attitude	0.282	1.832	0.048
Social Influence	-0.063	-0.384	0.701
Environmental Responsibility	0.228	1.546	0.023
Environmental Concern	0.122	0.795	0.427
Government Influence	0.139	0.927	0.354

Note. Field survey, 2023

of 0.05, indicating a significant relationship between environmental attitude, social influence, environmental responsibility, environmental concern, and government influence with green purchasing behaviour. Consequently, the hypothesis associated with these variables are accepted.

Analysis of Moderation Effect of Selection Attributes

A moderator serves as a third variable that influences either the direction or strength of the relationship between an independent variable and a dependent variable.

Table 6 outlines the model and significance levels of environmental attitude, social influence, environmental responsibility, environmental concern, government influence, and their interaction effects on green purchasing behaviour. The interaction between selection attributes and environmental attitude reveals a Beta of 0.282 and a p-value of 0.048, indicating a significant impact and supporting the acceptance of hypothesis H6. In contrast, the interaction between selection attributes and social influence results in a Beta of -0.384 and a p-value of 0.701, demonstrating an insignificant effect and leading to the rejection of hypothesis H7. Additionally, the interaction between selection attributes and environmental responsibility shows a Beta of 0.228 and a p-value of 0.023, signifying a significant impact that supports the acceptance of hypothesis H8. Conversely, the interaction between selection attributes and environmental concern yields a Beta of 0.122 and a p-value of 0.427, indicating an insignificant effect and resulting in the rejection of hypothesis H9. Finally, the interaction between selection attributes and government influence, characterised by a Beta of 0.139 and a p-value of 0.354, also reflects an insignificant impact, leading to the rejection of hypothesis H10.

Discussions

The study examined factors influencing green purchasing behaviour among Gen Y and Z, specifically assessing the impact of social influence, environmental responsibility, environmental concern, government influence and environmental attitude. It also explored whether selection attributes moderated the relationships between these factors and green purchasing behaviour, testing five hypotheses on direct effects and five on moderating effects. Findings indicate that environmental attitude significantly influences green purchasing, aligning with prior studies (Mostafa, 2009;

Sinnappan & Rahman, 2011). The analysis identified a significant impact of social influence on green purchasing behaviour, aligning with findings from Lee (2009) and Hessami et al. (2013). This suggests that stronger social influence can positively enhance consumers' engagement in green purchasing activities. Environmental responsibility also demonstrated a strong impact, confirming its role in fostering environmentally conscious purchasing, as supported by Sinnappan and Rahman (2011). Environmental concern was similarly impactful, with results consistent with studies by Joshi and Rahman (2015), Kim and Choi (2005), Sinha and Annamdevula (2022) and Vazifehdoust et al. (2013). Government influence, aligned with findings from Chen and Chai (2010), reinforcing the potential of policy to promote sustainable choices.

The study demonstrated that selection attributes play a moderating role in the relationship between environmental attitude and environmental responsibility on green purchasing behaviour. This finding confirms two of the proposed moderating hypotheses. However, selection attributes did not moderate the influence of social influence, environmental concern, or government influence, suggesting that product selection criteria like quality and price may still overshadow green considerations for some consumers, as noted by Barber et al. (2014). Participants from GenY and Z recognised the significance of environmental responsibility, concern, attitude, and government influence in shaping their purchasing behaviour. However, they expressed less consensus regarding social influence as a motivating factor. This observation provides important guidance for businesses and policymakers aiming to create effective strategies that encourage sustainable purchasing among younger consumers.

CONCLUSION AND IMPLICATIONS

Green purchasing has gained significant attention in recent years, but many aspects of this field remain underexplored because of the various factors affecting consumer behaviour in different contexts. This study is especially important in Nepal, where the concept of green purchasing is still developing. Understanding its antecedents is essential for fostering environmentally responsible consumer behaviour. The research reveals that both Gen Y and Gen Z express similar levels of concern regarding green purchasing. Their responses indicate an equal degree of satisfaction and dissatisfaction across various constructs associated with green purchasing behaviour. Furthermore, the study highlights a significant influence of social influence, government influence, environmental concern environmental responsibility and environmental attitude on green purchasing behaviour. While social influence is recognised as significant, both generations believe that peer pressure plays a limited role in their purchasing decisions. Additionally, the lack of legal provisions regarding green purchasing underscores the need for government intervention. It is recommended that policymakers develop legislation to encourage and facilitate green purchasing among younger consumers.

The findings indicate that selection attributes play a moderating role in the relationships between environmental attitude and environmental concern with green purchasing behaviour. However, there is no moderating effect of selection attributes on the relationships between social influence, environmental responsibility, and government influence regarding green purchasing behaviour. For a product to be classified as 'green', it must not only exceed the performance of traditional alternatives but also offer environmental benefits without compromising on quality, price, convenience, or performance. To enhance consumers' willingness to pay, green products must be competitively priced. This is crucial, as Gen Y and Z consumers are reluctant to sacrifice quality in their pursuit of sustainable purchasing options.

The study enhances the understanding of the factors that drive environmentally friendly purchasing decisions. By combining theories of reasoned action, planned behaviour, and consumption values, it highlights the critical elements that affect green purchasing behaviour among Gen Y and Z in Nepal. To effectively engage this demographic, businesses should tailor their green marketing strategies to reflect these findings. Marketers need to focus on selection attributes that appeal to younger consumers, including convenience, immediate satisfaction, quality, and performance. A myopic view of green marketing should be avoided; instead, campaigns should highlight how green products meet the desires for self-identity and social acceptance, thereby enhancing their appeal to these generations.

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