



Green Lifestyle: The Mediating Role of Digital-Based Environmental Awareness on Purchase Intention

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<p>CORRESPONDING AUHTOR*:</p> <p>Ida Farida Oesman Universitas Indonesia Membangun Bandung, Jawa Barat *Email: ida.farida@inaba.ac.id</p> <p>Keywords: <i>Green Lifestyle, Purchase Intention, Digital-Based Environmental Awareness, Generation Z, Sachet Coffee</i></p> <p>DOI: https://doi.org/10.30596/ijbe.v7i2.27007</p>	<p>ABSTRACT</p> <p>Purpose – This study investigates how a green lifestyle influences the purchase intention of sachet coffee among Generation Z in Bandung City, examining both direct effects and indirect paths mediated by digital-based environmental awareness. This research addresses a critical gap in the literature, as few studies have explored the specific intersection of green lifestyles, digital environmental awareness, and the consumption of instant packaged coffee.</p> <p>Methodology – Utilizing a quantitative research design with a descriptive-verification approach, data were gathered from 336 respondents selected via purposive sampling. Surveys and structured interviews were deployed for data collection, and hypotheses were tested using Structural Equation Modeling-Partial Least Squares (SEM-PLS).</p> <p>Findings – Results confirmed that all constructs were valid and reliable, except for the Ecological Lifestyle construct, which remained acceptable in certain contexts. A green lifestyle significantly affected purchase intention directly, and indirectly through digital-based environmental awareness.</p> <p>Originality/Novelty – This study introduces novelty by integrating green lifestyle, digital-based environmental awareness, and sachet coffee purchase intention into a single conceptual model focused on Generation Z in Bandung City. The uniqueness of this research is in incorporating digital-based environmental awareness as a mediating variable—an element rarely explored in the context of instant coffee consumption in Indonesia.</p> <p>Implications – This study offers valuable insights for sachet coffee producers, government, and environmental institutions can leverage digital platforms to enhance environmental awareness among Generation Z, an audience highly active in digital ecosystems.</p>
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INTRODUCTION

Global coffee consumption is projected to reach an unprecedented 169.4 million 60kg bags during the 2025/2026 period. The most rapid expansion is observed in the Ready-to-Drink (RTD) and instant coffee segments across emerging markets, particularly in Asia-Pacific, including Indonesia (Nogueira, 2025).

The rising consumption of packaged coffee in Indonesia aligns with a broader societal shift toward faster, more demanding lifestyles, where consumers heavily prioritize convenience and efficiency. Single-serve packaged coffee offers maximum convenience, allowing individuals to enjoy coffee instantly without specialized brewing equipment or complex preparation. Consequently, this structural advantage has reshaped contemporary coffee consumption patterns, positioning packaged coffee as the primary choice for the broader population, particularly Generation Z.

However, sachet packaging—primarily composed of multilayer plastics—presents severe ecological challenges due to its non-biodegradable nature. Despite this, it remains highly favored in Indonesian fast-moving consumer goods (FMCG) sectors, such as instant noodles, snacks, and instant coffee. On average, Indonesian consumers consume approximately 2 cups of instant sachet coffee per day (Salsabila, 2023). Assuming that a mere 1% of the 71,509,082 individuals comprising Indonesia's Generation Z demographic (BPS, 2020) consume this daily average, the cohort would generate approximately 1,430,182 discarded plastic sachets daily. This volume exponentially exacerbates ecological degradation.

Over the past five years, the accumulation of plastic waste has escalated into a critical national issue requiring urgent intervention. According to data from the National Waste Management Information System (SIPSN, 2024), plastic waste accounts for 19.55% of the nation's total waste composition—an increase from 19.24% the previous year—ranking as the second-largest waste category, behind organic food waste. This plastic waste stream, particularly single-use sachets, is overwhelmingly dominated by consumer food and beverage packaging (Riskip, 2023).

While consuming instant coffee has become deeply ingrained in the daily routines of Generation Z, a widespread adoption of a green lifestyle that mitigates sachet packaging waste has yet to materialize. This behavioral deficit is aggravated by low public knowledge and limited baseline awareness of eco-friendly or green products (Oesman et al., 2024). Environmental awareness must be systematically reinforced, as insufficient education and poor information dissemination regarding sachet waste management continue to worsen environmental conditions. Furthermore, sachet coffee producers frequently prioritize aggressive marketing strategies and sales volume over institutional sustainability initiatives. Simultaneously, consumers rarely evaluate the long-term ecological consequences of their purchases (Mawarni & Lubis, 2023). This dynamic reflects irresponsible consumption and production patterns that intensify Indonesia's plastic waste crisis.

An individual's environmental conservation efforts can also appear contradictory; for instance, focusing exclusively on localized green practices (such as carrying reusable tumblers) while ignoring digital footprints, such as data hoarding or annual electronic gadget replacements, creates a sustainability mismatch. While a holistic green lifestyle encourages reduced consumption, digital environmental awareness highlights the ecological footprint of hardware life cycles. Upgrading smartphones or laptops solely to follow consumer trends generates massive amounts of hazardous e-waste that is notoriously difficult to recycle.



Merging green lifestyles with digital awareness promotes the essential sustainable principle of "Repair over Replace".

The structural convenience and affordability of sachet coffee often mask its negative environmental externalities. Generation Z demonstrates a strong preference for practical, portable packaged beverages. This is supported by research by Mawarni & Lubis (2023), who established that packaging design influences consumer purchasing decisions by up to 40%. This reality emphasizes low environmental accountability among consumers, even as tangible ecological crises escalate. Conversely, empirical evidence shows that Generation Z's purchasing behavior is highly responsive to digital marketing strategies, including sustainable advertising, endorsements from eco-conscious influencers, and corporate environmental campaigns on social media platforms.

Consequently, digital-based environmental awareness has emerged as a vital driver of purchase intentions for eco-friendly alternatives in the sachet coffee market. Research by Pebriyani S & Akbar RR (2025) confirms that variables such as brand awareness, influencer marketing, and pricing strategies significantly dictate consumer purchasing decisions. While extensive research has focused on green lifestyles (Bukhari et al., 2023; Köse & Kırcova, 2021; Patak et al., 2021) and green purchase intentions, scholarly work linking green lifestyles, digital environmental awareness, and sachet coffee purchase intentions remains sparse.

This study addresses this gap by integrating digital-based environmental awareness as a mediating variable—a dimension often overlooked in traditional green consumer research. Unlike prior studies that focus primarily on explicitly sustainable product categories, this research examines decision-making mechanisms involving an ecologically problematic FMCG item (sachet coffee). This provides unique insights into how digital activism intersects with pragmatic, convenience-driven consumption. Therefore, this study develops and validates a model to analyze the relationships among green lifestyles, digital-based environmental awareness, and the purchase intention for sachet coffee among Generation Z in Bandung City. Bandung serves as an ideal urban setting for this study, given its status as a core hub for coffee industry growth and youth lifestyle trends in Indonesia.

HYPOTHESIS DEVELOPMENT

Green Lifestyle

A green lifestyle reflects a consumer behavioral orientation centered around ecological preservation, frequently operationalized through the Lifestyles of Health and Sustainability (LOHAS) framework. This concept emphasizes health, well-being, and environmental sustainability. It extends beyond purchasing green products to encompass sustainable daily practices, such as utilizing reusable containers, reducing plastic consumption, minimizing waste, recycling, and adopting plant-based diets (Choi & Feinberg, 2021). Integrating green behaviors into both routine activities and sustainable engagement establishes a more comprehensive construct of green lifestyle. LOHAS orientations are closely aligned with conscious shopping behavior (Lavuri, Jabbour, Grebinevych, & Roubaud, Green factors stimulating the purchase intention of innovative luxury organic beauty products: Implications for sustainable development, 2022). The framework is categorized into five core dimensions: a sustainable economy, a healthy lifestyle, personal development, alternative healthcare, and an ecological lifestyle, with primary academic focus dedicated to healthy and ecological lifestyles.



Consumers who adopt a green lifestyle experience identity alignment when exposed to "eco-friendly" product labels, thereby increasing their interest and purchase intentions. Oesman et al. (2024) affirm that green lifestyles significantly influence purchase intentions, consistent with Patak et al. (2021) regarding chemical product procurement. Furthermore, Trong Nguyen et al. (2023) demonstrated that consumers with sustainable lifestyle orientations are more likely to purchase products that explicitly support environmental longevity. Based on these theoretical insights, we propose the following hypothesis

H1: Green lifestyles has a significant effect on purchase intention.

Digital Base Environmental Awareness

The expansion of digital environments has created a new ecosystem that heavily influences consumer behavior, particularly in terms of environmental awareness and sustainable consumption patterns. The digital environment encompasses consumer interactions with internet-based technologies, such as social media platforms, e-commerce networks, websites, and mobile applications. These touchpoints determine how individuals acquire information, make decisions, and form attitudes toward sustainability issues (Luo Xueming et al., 2019). Digital-based environmental awareness is a cognitive and psychological process in which digital technology serves as a bridge to overcome human sensory limitations in understanding slow-moving, global environmental crises, thereby triggering emotional responses and concrete actions (Loy & Spence, 2020).

In this context, social media serves as both a communication channel and a participatory arena for distributing information, hosting discussions, and amplifying environmental campaigns. Rosário & Dias (2025), highlight that digital content drives sustainable consumption by raising public awareness. Similarly, Chang & Chang (2023) determined that Generation Z is more receptive to sustainability values through digital interactions than traditional media channels. Furthermore, digital-based environmental awareness is actively shaped by exposure to digital content and online consumer engagement. According to Dwivedi Yogesh K. et al. (2020), digitalization enables consumers to support green products by providing access to information, increasing supply chain transparency, and facilitating online sustainability campaigns. Thus, the digital environment accelerates information flows while strengthening the relationship between green lifestyles and environmental awareness. Therefore, we propose:

H2: Green lifestyles have a significant effect on Digital-based Environmental Awareness

Purchase Intention

Digital-based environmental awareness refers to the baseline of ecological consciousness formed through digital information channels, such as social media, online campaigns, e-commerce platforms, and internet-based educational resources. In the context of everyday FMCG products like sachet coffee, this awareness can negatively impact purchase intentions if consumers focus on the environmental damage caused by single-use packaging and multilayer plastic waste. Purchase intention is defined as a consumer's explicit intent to buy a product, a state highly receptive to social media content and influencer credibility (Sokolova & Kefi, 2020).



However, digital-based environmental awareness can also positively affect sachet coffee purchase intentions when corporations communicate eco-friendly innovations through digital channels. Examples include adopting biodegradable packaging, implementing active recycling programs, or making structural Environmental, Social, and Governance (ESG) commitments. Prior research supports this dynamic, showing that environmental awareness directly influences purchase intentions for coffee brands like Janji Jiwa (Lumwartono & Hanafiah, 2025) and general green products (Zameer & Yasmeeen, 2022). Consequently, we hypothesize:

H3 Digital-based environmental awareness influences purchase intention.

The Mediating Role of Digital-Based Environmental Awareness

A green lifestyle shapes internal environmental attitudes and encourages active engagement in digital information ecosystems. This interaction deepens digitally generated environmental awareness, increasing preferences for products perceived as eco-friendly while decreasing interest in unsustainable options. This aligns with Shehawy & Khan (2024), who state that customers' environmental attitudes and awareness influence their propensity to make eco-friendly purchases. Thus, a green lifestyle has the potential to indirectly increase purchase intentions by cultivating digital-based environmental awareness. Based on this framework, we propose:

H4: Green Lifestyle influences purchase intention through digital-based environmental awareness.

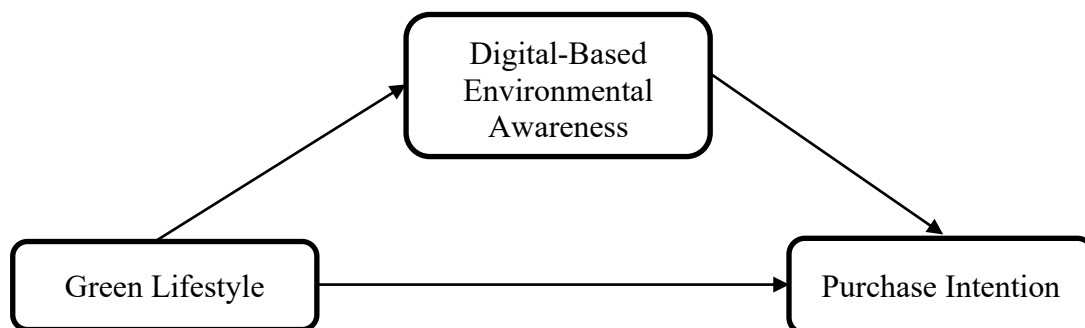


Figure 1. Conceptual Frame Work

METHOD

Research Design; This research design uses a quantitative approach with a survey method to collect data from Gen Z who have purchased sachet coffee. Data were collected through a closed questionnaire and analyzed using inferential statistical techniques to test the relationship model between green lifestyle, digital-based environmental awareness, and purchase intention.

Population and Sample; The target population comprised Generation Z individuals—a digital-native cohort with substantial influence on sustainable behavior through digital ecosystems—residing in Bandung City who had previously purchased sachet coffee. Purposive sampling was used to select respondents across geographic strata. The sampling process was



concentrated within the five most densely populated sub-districts in Bandung City. The final sample consisted of 336 Generation Z individuals across these locations. This sample size was based on demographic data showing that Generation Z accounts for approximately 25.6% of Bandung's total population (based on the 2020 Census).

Research Instruments; Data were collected through a questionnaire consisting of 30 items regarding green lifestyle, digital-based environmental awareness, and purchase intention. Each item in this study was scored from 1 (“strongly disagree”) to 5 (“strongly agree”) using a Likert scale. The green lifestyle variable ((Sadiq et al., 2020;Choi & Feinberg, 2021) consists of 3 dimensions: healthy lifestyle (4 items), ecological lifestyle (3 items), and personal development (3 items). Digital-based environmental awareness variable (Laelani Marda et al., 2025) consists of 3 dimensions : environmental knowledge (3 items), motivation to act (3 items), and skill to act (4 items), and purchase intention variable (Shukla, 2019; Pacho, 2020; Matharu et al., 2020) uses 10 indicators.

Data Collection Procedures

The data were obtained through online surveys, specifically through G-form. Data collection is carried out through questionnaires comprising 30 items addressing green lifestyle, digital-based environmental awareness, and purchase intention, while data analysis is statistical in nature, with the objective of explaining and examining the proposed theoretical framework. The descriptive method is applied to determine the values of green lifestyle, environmental awareness, and purchase intention of sachet coffee among Generation Z in Bandung City.

The hypotheses will be tested using SEM-PLS with both partial and simultaneous hypothesis testing. The verificative approach tests the influence of a green lifestyle on purchase intention through digital-based environmental awareness, thereby confirming whether the proposed hypotheses are accepted or rejected.

RESULTS AND DISCUSSION

The research was carried out according to the stages outlined in the research flowchart, resulting in an overview of green lifestyle, environmental awareness, and purchase intention for sachet coffee among Generation Z in Bandung City, as presented in Table 1.

Table 1. Respondent Profile (n=336)

Characteristic	Description	Respondents	
		Frequency	Percentage
Gender	Male	140	41,7
	Female	196	58,3
Year of Birth	1997 - 2001	112	33,3
	2002 - 2006	172	51,2
	2007 - 2012	52	15,5
Education	Junior High School/Equivalent	6	1,8
	Senior High School/ Vocational High School	199	59,2
	Diploma (D1-D3)	7	2,1



Characteristic	Description	Respondents	
		Frequency	Percentage
Status	Bachelor's Degree	120	35,7
	Postgraduate (Master's/Doctorate)	4	1,2
	Student (Junior/Senior High School)	39	11,6
	University Student	144	42,9
	Employed	100	29,8
	Entrepreneur	19	5,7
	Other	34	10,1
Domicile Location	Babakan Ciparay Subdistric	72	21,4
	Bandung Kulon Subdistric	72	21,4
	Kiaracondong Subdistric	56	16,7
	Bojongloa Kaler Subdistric	67	19,9
	Batununggal Subdistric	69	20,5

Overall, it can be concluded that the respondents in this study were predominantly young people (Gen Z), with high school to college education, and the majority were students, with a relatively even distribution across several areas of Bandung City. These characteristics indicate that the research sample is quite relevant in depicting the behavior of the younger generation, which is strongly associated with the use of digital technology and awareness of environmental issues.

The analysis of the influence of green lifestyle on purchase intention through digital-based environmental awareness was carried out using Structural Equation Modeling (SEM). The measurement model was evaluated to ensure that the indicators and constructs in the model are valid and reliable. The following presents the analysis of the measurement model evaluation results:

Table 2. Validity and Reliability Analysis

Variable	Cronbach' Alfa	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
Green Lifestyle	0,843	0,864	0,883	0,528
Healthy Lifestyle	0,806	0,806	0,912	0,838
Ecological Healthy Lifestyle	0,639	0,650	0,801	0,573
Personal Development	0,804	0,804	0,911	0,836
Digital-based Environment Awareness	0,889	0,903	0,910	0,510
Environmental Knowledge	0,888	0,889	0,931	0,818
Motivation to Act	0,834	0,865	0,902	0,755
Action Skills	0,821	0,842	0,880	0,649
Purchase Intention	0,941	0,945	0,950	0,658



All constructs demonstrated good reliability ($\alpha > 0.7$), except for the Ecological Lifestyle construct. However, this construct remains acceptable in certain research contexts. If the composite reliability value is greater than 0.60, the item can still be retained in the analysis, since reliability is a necessary condition for validity (Hair et al., 2026). All constructs showed Composite Reliability values (ρ_a and ρ_c) above 0.7 (ranging from 0.801 to 0.950), indicating very good composite reliability. The Average Variance Extracted (AVE) values were above 0.5 (ranging from 0.510 to 0.838), indicating that more than 50% of the indicator variance is explained by its construct, suggesting good convergent validity.

The study aims to examine the direct effect of Green Lifestyle on Purchase Intention, as well as the indirect effect through Digital-Based Environmental Awareness as a mediating variable. Based on the initial calculation with the complete measurement model, several indicators of the independent variable Green Lifestyle showed loading values below 0.7, and the construct reliability and validity did not meet the required thresholds of an AVE above 0.5 and Composite Reliability above 0.7. Therefore, model refinement was carried out by removing the invalid indicators.

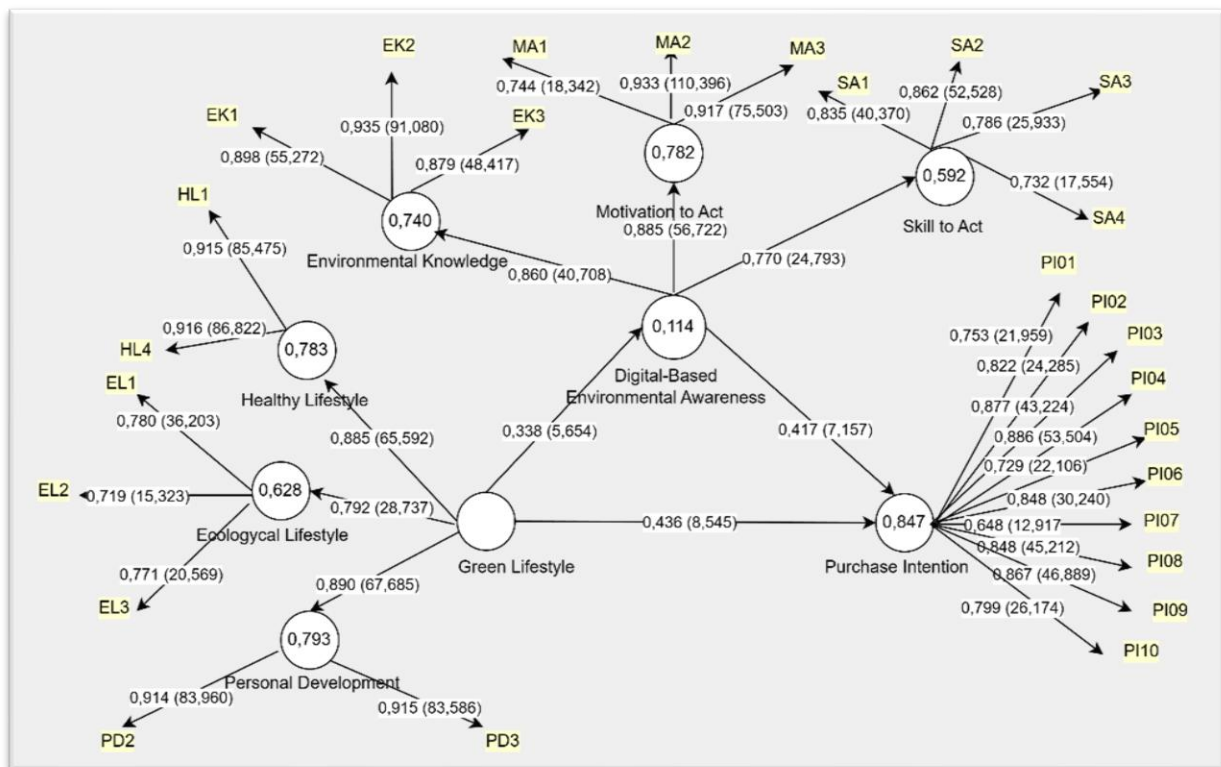


Figure 2. The Influence of Green Lifestyle on Purchase Intention through Digital-Based Environmental Awareness

The path coefficients indicate the strength and significance of the relationships among variables, as shown in Table 3.

**Table 3.** Test of the Influence of Green Lifestyle on Purchase Intention through Digital-Based Environmental Awareness

Path	Original Sample (β)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics	P-Value	VAF (%)
Green Lifestyle → Purchase Intention	0,436	0,437	0,051	8,545	0,000	
Green Lifestyle → Digital-Based Environmental Awareness	0,338	0,335	0,060	5,654	0,000	
Digital-Based Environmental Awareness → Purchase Intention	0,417	0,418	0,058	7,157	0,000	
Green Lifestyle → Digital-Based Environmental Awareness → Purchase Intention	0,141	0,141	0,035	4,086	0,000	24,45

Based on Table 3, Green Lifestyle has the strongest direct effect (0.436) and is significant for Purchase Intention ($p < 0.05$), supporting H1. The indirect effect shows a coefficient of 0.141, $T = 4.086$, $p = 0.000$. This indicates a significant mediation effect, where digital-based environmental awareness mediates the relationship between green lifestyle and purchase intention ($p < 0.05$). The analysis using the Sobel Test further confirms that green lifestyle influences purchase intention through digital-based environmental awareness, with a value of 0.141. This means that adopting a green lifestyle contributes to the emergence of purchase intention through digital-based environmental awareness. Although the indirect influence is relatively small, a green lifestyle is proven to significantly affect purchase intention through digital-based environmental awareness.

In this study, digital-based environmental awareness falls into the partial mediation category. This implies that digital-based environmental awareness mediates the effect of green lifestyle on purchase intention both directly and indirectly. However, digital-based environmental awareness is not the primary consideration in purchasing green products, since consumers already tend to adopt a green lifestyle.

Tabulation of Hypothesis Test Results

Based on the results of the hypothesis testing, which consisted of three direct effect tests and one indirect effect test, all hypotheses were accepted. The complete results are presented in Table 4.

**Table 4.** Tabulation of Hypothesis Test Results.

Hypothesis	Path	Original Sample (β)	T-Statistics	P-Value	Result
H1	Green Lifestyle → Purchase Intention	0,436	8,545	0,000	Significant (Supported)
H2	Green Lifestyle → Digital-Based Environmental Awareness	0,338	5,654	0,000	Significant (Supported)
H3	Digital-Based Environmental Awareness → Purchase Intention	0,417	7,157	0,000	Significant (Supported)
H4	Green Lifestyle → Digital-Based Environmental Awareness → Purchase Intention	0,141 (VAF=24,45%)	4,086	0,000	Significant (Supported)

Discussion

The Effect of Green Lifestyle on Purchase Intention

The findings of this study indicate that a green lifestyle has a significant direct influence on the purchase intention of sachet coffee among Generation Z in Bandung City. These results align with previous research, which has emphasized that attitudes and green lifestyles significantly influence purchase intention (Oesman et al., 2024). This is also supported by (Patak, Branska, & Pecinova, 2021) who showed that a green lifestyle influences purchase intentions for chemical products. Similarly, a green lifestyle influences purchase intentions for Western imported food products (Bukhari, Hussain, et al., 2023) and organic food products (Köse & Kircova, 2021). Generation Z's positive attitude toward environmental protection and their perceived control over eco-friendly consumption appear to drive their intention to purchase environmentally responsible products, even when such products are in the form of sachet coffee.

For Gen Z, a green lifestyle isn't just a trend, it's an identity. Gen Z tends to do research before purchasing. If a sachet coffee brand has a poor reputation for waste management, its purchase intention will decrease significantly. A green lifestyle encourages Gen Z to seek out sachet coffee alternatives that use biodegradable packaging or brands with recycling programs.

The Effect of Green Lifestyle on Digital-based Environmental Awareness

This research shows that a green lifestyle influences digital-based environmental awareness among Gen Z users of sachet coffee. This result suggests that lifestyle-oriented sustainability practices—such as reducing plastic use, supporting eco-friendly brands, and engaging in pro-environmental daily habits—extend beyond offline behaviors and shape how



Gen Z interprets and engages with environmental content in digital spaces. Such interaction reinforces digital-based environmental awareness, which manifests through behaviors such as engaging in sustainability campaigns, participating in online discussions, or supporting brands perceived as environmentally responsible (Theocharis & Tsekouropoulos, 2025). This finding supports prior evidence that an eco-friendly behavioral orientation strengthens individuals' sensitivity to environmental information, particularly in digitally mediated environments (Ko & Jeon, 2024). For digitally native cohorts such as Gen Z, lifestyle is not merely a behavioral construct but also an identity expression reflected in online engagement patterns.

Green lifestyles drive Gen Z to seek "value co-creation" on social media, thereby strengthening digital awareness of plastic waste. Gen Z's engagement with digital platforms (Instagram, TikTok) significantly increases their environmental awareness (Suryaputra et al., 2024). A green lifestyle is what drives Gen Z to remain vigilant and critical in the digital world. The greener their lifestyle, the sharper their digital radar becomes for environmental issues raised by everyday products like sachet coffee (Ashsidik et al., 2025). Social media engagement significantly influences the adoption of green lifestyles and levels of environmental awareness among Gen Z, as they are highly exposed to digital content related to environmental issues, co-creation values, and sustainability information (Suryaputra et al., 2024).

The Effect of Digital-based Environmental Awareness on Purchase Intention

The results suggest that digital-based environmental awareness has a meaningful positive influence on consumers' purchase intention, particularly among Generation Z, whose daily decision-making is strongly shaped by digital information flows. Digital-based environmental awareness refers to an individual's environmental awareness that is formed, reinforced, and activated through digital channels—such as social media feeds, influencer narratives, online campaigns, short-video platforms, and digital brand content. In the Gen Z context, environmental awareness is not only an internal cognition but also an ongoing "digital exposure–interpretation–response" cycle, in which repeated exposure to sustainability messages strengthens the salience of environmental consequences in consumption choices (Liao, 2024; Peiró-Signes et al., 2025).

From a behavioral intention standpoint, digital-based environmental awareness is closely linked to purchase intention because it strengthens the cognitive and normative foundations of responsible consumption. Studies grounded in intention-based frameworks show that environmental consciousness/awareness contributes to intention by improving attitude toward eco-friendly options, activating social norms, and raising consumers' willingness to support responsible offerings (Kumar et al., 2021).

In categories like sachet coffee, digital-based environmental awareness can strengthen purchase intention toward (a) more sustainable alternatives, (b) brands communicating credible packaging improvements, or (c) products associated with environmental responsibility. Empirical evidence in the sustainable packaging domain indicates that environmental concern/awareness is among the determinants that significantly shape consumer intention, often through attitudinal pathways and value-related evaluations (Duarte et al., 2024).

Moreover, digital-based environmental awareness can serve as a "readiness condition," making consumers more responsive to green innovation signals. When digital environmental awareness is high, consumers are more likely to process and trust environmental cues, thereby



increasing their intention to purchase green-leaning products and innovations (Zameer & Yasmeen, 2022). This suggests that digital-based environmental awareness is not only informational; it is also evaluative—shaping how consumers judge credibility, relevance, and moral alignment of sustainability claims.

The Influence of a Green Lifestyle on Purchasing Intentions through Digital-based Environmental Awareness

The mediating role of digital-based environmental awareness is also noteworthy. Although its indirect effect (0.141) is smaller than the direct effect, its significance emphasizes that digital platforms play a role in increasing awareness and strengthening sustainable consumption behavior. However, the partial mediation result suggests that awareness through digital platforms is not the main factor. Generation Z already tends to adopt a green lifestyle, so digital awareness functions more as a reinforcing factor rather than a primary determinant. The significant yet partial mediating effect of digital-based environmental awareness suggests that digital exposure reinforces rather than replaces intrinsic psychological motives for green consumption. Through social media and other digital channels, Generation Z is exposed to sustainable role models, eco-friendly influencers, and online environmental campaigns (Khan et al., 2021). The green actions of others strengthen one's own pro-environmental intentions. However, because this effect is partial, it indicates that while digital media raises awareness, the intrinsic psychological drivers—eco-consciousness, perceived value of green products, and eco-trust — are the primary factors (Filip et al., 2025).

Taken together, these findings show that the psychological foundation of green purchase intention among Generation Z lies in the interplay between internalized environmental values (attitude, identity, intrinsic motivation) and externally mediated digital cues (social learning, influencer modeling, peer validation). A green lifestyle remains the strongest determinant because it reflects a stable self-schema and moral commitment, while digital-based awareness serves as a reinforcing factor that enhances emotional and social salience.

Interestingly, the Ecological Lifestyle construct demonstrated lower reliability than the other constructs. This may indicate that although Generation Z recognizes environmental values, their consistency in practicing ecological behaviors still varies. This finding aligns with a common gap in consumer research, where environmental concern does not always correspond with actual behavior (the attitude-behavior gap). This condition opens the door to further research exploring contextual factors, such as price, convenience, or social influence, that may moderate this relationship.

Overall, the results of this study contribute to the literature by reaffirming that green lifestyle remains a strong predictor of purchase intention, and that digital-based environmental awareness can strengthen, but not fully mediate, this relationship.

The findings of this study provide significant implications for both theory and practice in sustainable marketing. Theoretically, the results confirm that digital-based environmental awareness partially mediates the relationship between green lifestyle and purchase intention, underscoring that digital transformation strengthens the link between sustainability values and consumer behavior. Digital media serves not only as a communication platform but also as a social learning space where younger generations form their green perceptions and identities.

Practically, this study offers valuable insights for sachet coffee producers to develop environmentally responsible marketing strategies, such as adopting eco-friendly packaging and



promoting sustainability-oriented digital campaigns. Government and environmental institutions can leverage digital platforms to enhance environmental awareness among Generation Z—an audience highly active in digital ecosystems. Furthermore, educational institutions can integrate green digital literacy into their curricula to foster environmentally conscious consumption behaviors from an early age. Therefore, this study contributes to the broader effort of advancing sustainable development through digital transformation and behavior change.

CONCLUSION

This study concludes that a green lifestyle significantly influences purchase intention among Generation Z consumers in Bandung, both directly and indirectly through digital-based environmental awareness. While digital awareness plays a partial mediating role, green lifestyle remains the strongest determinant, suggesting that sustainable values are already embedded in this generation.

The study's limitation lies in the relatively weaker reliability of the Ecological Lifestyle construct, which raises questions about the consistency of environmental practices among respondents. Moreover, this research focuses on sachet coffee as a case product, and thus its generalizability to other product categories may be limited.

Future research is recommended to investigate the role of external factors, such as pricing, social influence, and cultural norms, in moderating the relationship between green lifestyle and purchase intention. Additionally, expanding the study to other regions or product categories would help validate the robustness of these findings.

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