

## Social Influence and Brand Image as Mediators of Sustainability Values:

### A Study of Green Purchase Intentions Among Thai Youth

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#### Abstract

Despite growing interest in sustainability, a gap remains between consumers' environmental values and their actual green purchasing behavior. This study examines how socialization agents—interpersonal networks and social media—shape social influence and brand image, and how these factors mediate the relationship between sustainable consumption value and green purchase intention among young Thai consumers. Drawing on social influence theory and consumer socialization theory, the research employs a quantitative design using survey data from 495 young adults aged 18–24 in Bangkok, Thailand. The results confirm that sustainability values significantly predict green purchase intention, with both social influence and brand image acting as parallel mediators. Notably, social media agents positively influence both brand image and purchase intention, while interpersonal agents show no significant effect, reflecting a shift in influence toward digital platforms. Although serial mediation paths were proposed, none were supported, suggesting that young consumers respond to multiple cues concurrently rather than through step-by-step processes. This study contributes to the sustainable consumption value literature by highlighting the importance of multi-channel socialization processes in shaping green purchase behavior. It also underscores the critical role of brand image as a bridge between ethical values and consumer action. These findings offer practical implications for brand managers, marketers and policymakers seeking to design effective, socially resonant sustainability campaigns targeting digitally engaged youth.

**Keywords:** 1) Sustainable Consumption Value 2) Brand Image 3) Social Influence 4) Green Purchase Intention 5) Consumer Behavior

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## Introduction

In an era of increasing environmental concerns, consumers are progressively considering sustainability factors in their purchasing decisions. Sustainable consumption has gained significant attention as individuals seek to align their values with eco-friendly behaviors (White, Hardisty and Harbib, 2019, pp. 124-133). However, while consumers may express sustainability values, translating these values into actual purchase intentions remains a challenge (Noppers, et al., 2014, pp. 52-62). Understanding the key drivers that facilitate this transformation is crucial for promoting green consumption. Among these drivers, social influence plays a pivotal role in shaping consumer behavior, as individuals often conform to social norms and seek validation from their social environment (Kelman, 1958, pp. 51-60). Socialization agents, including interpersonal networks, mass media, and social media, serve as channels through which sustainability values are reinforced and consumer behaviors are influenced. Although existing research has explored the direct effects of socialization agents (like interpersonal networks, mass media, and social media) on green consumption intentions, the serial mediation role of these agents through social influence has not been deeply examined.

Recent years have seen a growing shift in green purchasing behavior among young adults in Thailand, driven by rising environmental awareness and evolving consumer values. According to Maichum, Parichatnon, and Peng (2017, pp. 330-335), environmental consciousness, knowledge, and attitudes significantly influence Thai youth's intention to purchase

green products, with attitudes acting as a key mediator. Vantamay (2020, pp.1257-1265) further supports this by showing that attitude, subjective norms, and perceived behavioral control explain nearly 25% of environmentally sustainable consumption behavior among Thai youth. Complementing these academic insights, Krungsri Research (2024) reveals that Gen Z and Gen Y consumers are increasingly aware of ESG (Environmental, Social, Governance) issues. Moreover, this study indicates that most Thai consumers are willing to pay a premium for ESG-aligned products, with younger respondents identifying modern technology and innovation as the most important factors in supporting business sustainability. (Krungsri Research, 2024). These findings underscore the importance of understanding sustainable consumption values in shaping brand image, especially as businesses seek to engage a digitally savvy and socially conscious generation.

This study aims to investigate the role of socialization agents—interpersonal agents and social media—in shaping social influence and its impact on green purchase intention. Specifically, the research seeks to (1) examine the direct effect of sustainable consumption value on purchase intention, (2) explore the role of social influence as a mediator between sustainable consumption value and purchase intention, and (3) assess the serial mediation effect of different socialization agents and brand image in this relationship. By integrating social influence theory and consumer socialization theory, this study provides a comprehensive understanding of how individuals' sustainable behaviors are shaped by social

interactions, traditional media exposure, and digital engagement.

### **Literature Review and Hypothesis**

Sustainable consumption refers to the use of goods and services that meet basic needs and improve the quality of life while minimizing the use of natural resources, toxic materials, and emissions of waste and pollutants over the life cycle, so as not to jeopardize the needs of future generations (UN Environment Programme, n.d.). This refers to procuring services or products that meet individual needs while minimizing environmental impact. It is crucial for businesses as it aligns with growing consumer demand for environmentally responsible practices, enhances brand reputation, and fosters customer loyalty (Shen, 2024, pp. 27-34). By integrating sustainable practices, businesses can boost their brand reputation, cater to the growing demand for eco-friendly products, and contribute to environmental conservation. This strategy leads to economic stability and long-term success (Abulkhair, et al., 2025, pp. 391-399).

Sustainable consumption value has emerged as a critical factor influencing business strategies, consumer behavior, and market dynamics. Studies indicate that consumers who perceive a brand as sustainable tend to exhibit higher levels of loyalty and satisfaction. For instance, a study on consumers in an East Asian market revealed that perceived sustainability influences customer satisfaction through emotional and social values, emphasizing the mediating role of perceived value (Shih, et al., 2024, pp. 1-18). Similarly, research in the food sector highlights that consumers engaged with

sustainable marketing practices demonstrate increased brand loyalty (Mancuso, et al., 2021, pp. 1-22). Another recent study indicates that consumers are willing to pay more for sustainable products, particularly when they perceive a clear environmental or social benefit (Arora, Gandotra and Dhiman, 2024, pp. 59-73). Sustainable brands that emphasize transparency and authenticity in their operations are more likely to gain consumer trust and credibility. This trust, as a result, leads to lasting customer relationships and increased brand equity. (Mandung, 2024, pp. 911-922). Companies that declare sustainability priorities are more likely to attract environmentally conscious consumers, which can enhance their market position and reputation (Yakhneeva, Pavlova and Kalenskaya, 2023, pp. 442-448). As a result, companies that lead in sustainability innovation are often better positioned to capitalize on emerging market opportunities and achieve long-term growth (do Nascimento, et al., 2024, pp. 1-9).

Sustainable consumption value refers to a purchasing approach where consumers consider the environmental, social, or ethical implications of their choices and recognize the associated benefits (Caniëls, et al., 2021, pp. 4140). Recent literature underscores the significance of multiple value dimensions in motivating consumers toward sustainable behaviors and green product purchases (Jiang and Pu, 2021, pp. 144-156; Bahoo, et al., 2023, pp. 417-441). In the recent survey of Thai consumers regarding sustainability issues, Thai consumers see the value in ESG goals and are willing to support them by paying higher prices



for products and services that address social and environmental issues (Krungsri Research, 2024). Furthermore, an empirical study done in an emerging market reveals that the relationships between emotional value, social value, and green purchase behavior are found to be mediated by environmental concerns (Parker, et al., 2022, pp. 865-876).

According to Aaker (2012, pp. 68-95), brand image describes how a brand is viewed by its customers and the broader public. When brands communicate sustainability not merely as a marketing activity but as a core value—emphasizing environmental responsibility, ethical sourcing, and social well-being—they signal integrity and authenticity that resonate with consumers' moral and emotional expectations. This sustainable consumption value strengthens favorable brand associations by aligning brand identity with consumers' personal and societal values, thereby enhancing perceived credibility and admiration. As Kumar and Christodoulou (2014, pp. 6-15) note, firms can leverage sustainability-oriented branding to express value congruence with stakeholders, while empirical evidence shows that sustainable marketing practices positively shape brand image and foster customer loyalty (Rastogi, Agarwal and Gopal, 2024, p. 140808). Similarly, Phalalert (2024, pp. 64-82) found among Bangkok consumers that communicating authentic sustainability values contributes to favorable brand image and subsequent brand trust.

Generation Z demonstrates a heightened concern for environmental sustainability and actively influences others to adopt

eco-conscious purchasing behaviors (World Economic Forum, 2022). A recent study among Gen Z, in particular, found that online brand experience, brand image, brand trust, and brand loyalty are key determinants of Gen Z's purchase intentions (Theocharis and Tsekouropoulos, 2025, pp. 1-40). As such, brands aiming to engage Generation Z should focus on cultivating a credible, interactive, and compelling online presence, while simultaneously emphasizing their commitment to sustainability (Theocharis and Tsekouropoulos, 2025, pp. 1-40). Therefore, in addition to regulatory drivers, businesses should be motivated to further encourage sustainable practices by recognizing the positive impact of sustainable consumption value as key motivations that drive consumers to make environmentally and socially responsible purchasing decisions. As such, this study serves as an empirical validation amongst Thai young adult consumers, and hence posits that;

H1: Sustainable consumption value has a positive effect on purchase intention.

H2: Sustainable consumption value has a positive effect on brand image.

### **Social Influence on Purchase Decision**

Consumer socialization refers to the way in which young individuals acquire the skills, knowledge, and attitudes necessary for consumer behavior (Moschis and Churchill, 1978, pp. 599-609). Socialization is a lifelong process in which individuals acquire and engage with the values and social standards of a particular society and culture (Genner and Süss, 2017). According to Moschis and Churchill (1978, pp. 599-609), Consumer socialization

model can be viewed as a social learning process where socialization agents, e.g., family, mass media, and peer influences play a key role in shaping an individual as a consumer. The primary agents of socialization include family, school, peers, media, religion, work, ethnic background, and the political climate (Genner and Süss, 2017). In a four-country empirical study (Thailand, Singapore, USA, and Australia), a stronger collectivist orientation leads to greater social influence in general across nations (Kongsompong, Green and Patterson, 2009, pp. 142-149). In general, consumers who prioritize collectivism are more inclined to purchase sustainable products compared to those who prioritize individualism (Zhang and Dong, 2020, pp. 1-25). In addition, Zhang and Dong (2020, pp. 1-25) indicates that good reputation established through mass communication is the primary factor influencing consumers' intention to purchase environmentally friendly food. Since modern consumers are exposed to both mass and social media environments in everyday life, therefore, interpersonal, mass media, and social media can be deemed meaningful agents to understand their effects on social influence in this study. Online consumer socialization through peer communication influences purchasing decisions both directly, by encouraging conformity with peers, and indirectly, by increasing product involvement (Wang, Yu and Wei, 2012, pp. 198-208).

Socialization agents, including interpersonal agents, mass media, and social media, play a crucial role in shaping consumer behavior (Moschis and Churchill, 1978, pp. 599-609). These agents facilitate information dissemina-

tion and behavioral modeling, thereby influencing purchasing decisions (Ward, 1974, pp. 1-14). Firstly, Interpersonal agents, such as family, friends, and peers, serve as primary sources of normative influence. Social comparison theory (Festinger, 1954, pp. 117-140) suggests that individuals align their behaviors with those of their reference groups. Studies have found that word-of-mouth recommendations significantly impact sustainable product purchases (Cheung and Thadani, 2012, pp. 461-470), highlighting the mediating role of interpersonal agents.

Social media agents are the key transformation for consumer socialization, enabling interactive engagement with sustainability content. Social media platforms facilitate electronic word-of-mouth (eWOM) and user-generated content, which significantly influence consumer attitudes and behaviors (Kaplan and Haenlein, 2010, pp. 59-68). The study in Asia shows that social media information positively influences green consumption behaviors among China's younger generation (Xie and Madni, 2023, pp. 1-15).

Social influence can be one important facet to investigate its impact on purchase decisions. Recent studies (e.g., Gunawan and Huang, 2015, pp. 2237-2241; Liang, Xu and Huang, 2024, pp. 1-13; Simiyu and Kariuki, 2023, pp. 364-391; Tjokrosaputro and Cokki, 2020, pp. 183-189), found relationships between social influence and purchase intention. Research studies also examined an impact from social influence on sustainable purchase intention. Consumer purchase intentions for sustainable products are found to be influenced by social factors, such as social pressure from others and



collectivist ideas (Zhuang, Luo and Riaz, 2021, pp. 1-15). This finding is in line with the studies among Asian consumers of Wang (2014, pp. 738-753) and Rizwan, et al. (2017, pp. 24-30).

Research also indicates that social influence, facilitated by social media, enhances sustainable brand image. For instance, social media advertising can enhance brand image, which in turn mediates the relationship between advertising and sustainable practices, as seen in the context of tourism in Petra, Jordan (Alfdool, Teruel-Serrano and Alonso-Monasterio, 2024, pp. 25-44). The influence of social circles, internet celebrities, and online content further underscores the importance of social influence in shaping purchase intentions, with brand image serving as a critical factor in this process (Liang, Xu and Huang, 2024, pp. 1-13). Hence this study hypothesizes that;

H3a: Interpersonal agents have a positive effect on brand image.

H3b: Social media agents have a positive effect on brand image.

H4: Social influence has a positive effect on brand image.

#### **Brand Image and Purchase Intention**

In the context of sustainable consumption, the integration of green marketing strategies has been found to enhance a brand's image, thereby increasing consumer purchase intentions for sustainable products. Green marketing, which includes practices such as eco-labeling and sustainable packaging, not only improves the brand's image but also aligns with consumers' environmental values, further driving purchase intentions (Majeed, et al., 2022, pp. 1-18). Research indicates that

the social responsibility initiatives of cosmetic enterprises positively influence their brand image, which in turn has a significant impact on consumer purchase intention (Wang, 2019, pp. 136-154). Establishing a sustainable brand image can enable companies to effectively promote environmental-friendly purchasing behaviors through the use of eco-labels (Majeed, et al., 2022, pp. 1-18). Sustainable marketing contributes to the enhancement of brand image, which subsequently amplifies the attractiveness of sustainable purchasing intentions among consumers (Gong, et al., 2023, pp. 1-12). Moreover, another recent study of Zhong (2023, pp. 134-145) highlights that brand image has a significant and positive impact on consumers' purchase intention of new energy vehicles, with brand trust serving as a mediating factor in this relationship. In the hotel industry, brand image also plays a mediating role in the relationship between sustainability marketing efforts and consumers' adoption of responsible and sustainable consumption behaviors (Jia, et al., 2023, pp. 1-21).

Research indicates that Generation Z consumers are more likely to support brands that align with their cultural values, particularly those that prioritize environmental sustainability and social responsibility (Mehta, et al., 2024, pp. 3487-3497; Kadam, 2024, pp. 2312-2318). An empirical study among Generation Z in Indonesia found that eco-friendly packaging and branding have a positive impact on consumers' intention to make green purchases, and this effect can be facilitated through the perception of a green brand image (Dewi and Sari, 2023, pp. 1-9). The use of sustainability cues, such

as eco-labels and environmental certifications, can enhance brand image and purchase intention among Gen Z consumers (Fani, Mazzoli and Acuti, 2022, pp. 3344-3358; Sharma and Joshi, 2019, pp. 314-337). Drawing upon the collective insights from the aforementioned studies, the present research proposes that;

H5: Brand image has a positive effect on purchase intention.

**Social Influence as a Mediator between the Relationship of Sustainable Consumption Value and Purchase Intention.**

Social influence theory (Kelman, 1958, pp. 51-60) explains how individuals conform to social norms through compliance, identification, and internalization. Sustainability-related social norms influence consumer behavior by reinforcing eco-friendly consumption patterns (Goldstein, Cialdini and Griskevicius, 2008, pp. 472-482). In addition, the study among graduate students in Bangkok shows that the role of reference groups and their influence was a significant predictor of sustainable purchasing behavior (Arattachariya, 2012, pp. 24-30). Green product literacy, green product orientation, and social influence significantly impact attitudes towards purchasing green products during COVID-19 pandemic in Malaysia (Chen, et al., 2022, pp. 1-10). The Malaysian study also points out that consumers' attitudes towards purchasing green products mediate the impact of green product literacy, green product orientation, and social influence on their behavioral intentions. Another research study in Vietnam reveals that cognitive factors, as well as e-social interactions, are vital in shaping purchasing intentions on green products (Phan, Huang

and Do, 2023, pp. 767-785). Additionally, sustainability marketing, when coupled with corporate social responsibility (CSR), can enhance brand image and foster responsible consumer behavior, particularly in the hospitality industry (Jia, et al., 2023, pp. 1-21). In luxury markets, social influence and sustainability consciousness drive green purchase intentions, highlighting the role of intrinsic motivations and social identity in promoting sustainable consumption (Islam, Thomas and Albishri, 2024, pp. 1-11). The integration of sustainable practices and CSR initiatives within luxury brands also enhances brand reputation, which is a significant determinant of consumer purchase decisions (Zhang, 2024, pp. 480-486). It is thus worthwhile investigating whether social influence is an important mediator for purchase behavior and brand image. Hence, in this study, we proposed social influence and brand image as mediators as following;

H6: Social influence mediates the relationship between sustainable consumption value and purchase intention.

H7: Brand image mediates the relationship between sustainable consumption value and purchase intention.

Research suggests that social influence enhances the impact of socialization agents, thereby strengthening the relationship between sustainable consumption value and purchase intention (Noppers, et al., 2014, pp. 52-62). Consumers validate their sustainability beliefs through interpersonal interactions, where endorsements from friends or family reinforce sustainable behaviors and increase purchase intention (White and Simpson, 2013,



pp. 78-95). Additionally, social media fosters engagement with sustainability influencers and online communities, with research indicating that exposure to sustainability campaigns on these platforms significantly influences consumer attitudes, reinforcing the link between sustainability values and purchase behavior through social influence (Ki and Kim, 2019, pp. 905-922). Research studies also found that family and peer groups are particularly influential in modeling sustainable behaviors, while social media platforms serve as powerful channels for disseminating information and shaping perceptions of green value (Jiang and Pu, 2021, pp. 144-156; Bahoo, et al., 2023, pp. 417-441). Therefore, it can be hypothesized for serial mediation of socialization agents and brand image on the relationship in green purchase intention as following;

H8a: Interpersonal agents and brand image serially mediates the relationship between sustainable consumption value and brand image.

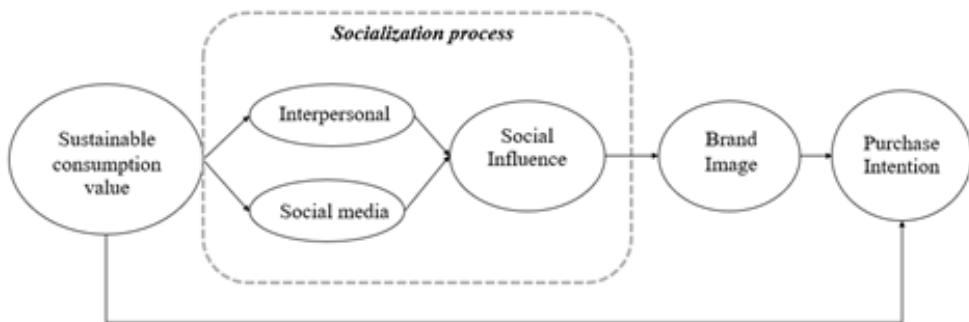
H8b: Social media agents and brand image serially mediates the relationship between sustainable consumption value and brand image.

H8c Social influence and brand image serially mediates the relationship between sustainable consumption value and purchase intention.

This study builds upon the Stimulus-Organism-Response (S-O-R) framework to explain the cognitive and behavioral mechanisms through which sustainability values shape consumer decision-making. As outlined by Mehrabian and Russell (1974, pp. 31-32),

the S-O-R model suggests that environmental stimuli (S) influence an individual's internal cognitive or emotional state (O), which then leads to specific behavioral outcomes (R). Applied to sustainable consumption, sustainability values act as stimuli, while the organism stage represents socialization processing shaped by socialization agents and brand image, ultimately resulting in the behavioral response of green brand image and purchase intention.

Figure 1 presents the proposed conceptual model, depicting the pathway through which sustainable consumption value impact green purchase intentions. Drawing on both social influence theory and consumer socialization theory, the model suggests that individuals undergo a socialization process—facilitated by interpersonal relationships, media, and social platforms—that shapes their sustainability-related attitudes and behaviors. These socialization agents contribute to the development of social influence, which serves as a mediating factor between sustainability values and green purchasing behavior. This integrated model offers a holistic view of how various social mechanisms collectively influence sustainable consumer practices, as supported by existing literature.



**Figure 1** Proposed conceptual model

## Methodology

This study employed a quantitative research design to empirically test the proposed hypotheses and examine the mediation effects among key constructs. A convenience sampling method was used to recruit participants, with a specific focus on young adults residing in Bangkok, Thailand. Thailand's collectivist cultural context—characterized by strong social ties and a heightened sensitivity to group norms—makes it a suitable setting for examining the roles of social influence and socialization agents, such as family, peers, and community members. Prior research suggests that these agents play a pivotal role in shaping consumer behavior in such cultural environments (Kongsompong, Green and Patterson, 2009, pp. 142-149). Furthermore, younger generations have demonstrated greater awareness of sustainability issues and green consumption practices, making them an ideal demographic for investigating the impact of sustainable consumption value on purchase intention.

Data were collected through a structured questionnaire, developed using validated items adapted from previous literature. A five-point Likert scale was employed for all items. To mitigate common method bias, the survey assured participants of confidentiality and an-

onymity, and they were informed of their right to withdraw from the study at any time. The questionnaire was organized into four sections. The first section included an introduction, screening questions, research objectives, and ethical disclosures. Screening criteria included age and self-reported interest in sustainability; individuals who indicated no interest in sustainability were excluded. The second section collected demographic information, including age, gender, and educational background. The third section focused on attitudes and beliefs related to sustainable consumption values, brand image, social influence and socialization agents. The final section assessed purchase intention and actual purchasing behavior.

All measurement scales were sourced from established research. The construct of sustainable consumption value was measured using the six-item Green Consumption Value Scale developed by Haws, Winterich and Naylor (2010, pp. 172-173), which demonstrated strong internal reliability (Cronbach's  $\alpha = .89$ ). Social influence was measured using four items adapted from Chen, et al. (2022, pp. 1-10), including a sample item: "The purchase of green products will help me gain social approval" (Cronbach's  $\alpha = .92$ ). Socialization agents were assessed through seven items based on so-



cialization theory, which grouped sources into two categories relating to younger consumers: interpersonal sources (e.g., parents, friends, colleagues) and social media-based sources (e.g., social media and internet).

Green brand image was measured using five items adapted from Cretu and Brodie (2007, pp. 230-240), which captured consumers' perceptions of a brand's environmental commitment. Example items include: "The brand is regarded as the best benchmark of environmental commitments," "The brand is well established in terms of environmental concern," and "The brand is trustworthy regarding environmental responsibility." Finally, purchase intention was measured using five items from Sun and Wang (2020, pp. 860-878), with high internal consistency (Cronbach's  $\alpha = .92$ ). These items gauged respondents' future intentions to buy green products. The GREEN scale, commonly used in environmental product studies, underpinned the overall measurement framework, reflecting that individuals with higher green consumption values tend to prefer eco-friendly products.

## Results and findings

There are 495 usable samples aged 18 to 24 years old. From these, 205 were male accounting for 41.41%; while, 290 were female (58.59%). The majority of participants (n=407) received a bachelor's degree (82.22%). This indicates a good level of education among these samples. The income level is from 10,000-30,000 Baht accounted for 53.33%, followed by the group with less than 10,000 Baht of 39.80%.

In this study, we employed a statistical program and PROCESS Macro (model 80) developed by Hayes (2017) is adopted for hypotheses testing and serial mediation analysis. Using bootstrap sampling with 5,000 samples and a 95% confidence level are selected for the analysis. Descriptive statistics and Pearson correlations were examined as a preliminary check of the data (table 1). Skewness and kurtosis values and normality test were acceptable for serial mediation ( $>\pm 2$ ) (George & Mallery, 2003).

**Table 1** Mean, Standard Deviation, and Correlations

Mean	Std. Deviation	Cronbach's Alpha	Correlations						
			SC	PI	BI	SOC	Agent1	Agent2	
SC	4.047	0.660	0.890	1.00	.778**	.461**	.689**	.207**	-.06
PI	4.139	0.643	0.920	.778**	1.00	.499**	.704**	.151**	0.01
BI	4.211	0.599	0.890	.461**	.499**	1.00	.337**	0.08	.138**
SOC	3.848	0.861	0.920	.689**	.704**	.337**	1.00	.199**	-.143**
Agent1	0.335	0.342	-	.207**	.151**	0.08	.199**	1.00	-.195**
Agent2	0.564	0.366	-	-0.06	0.01	.138**	-.143**	-.195**	1.00

**Note:** \*\* Correlation is significant at the 0.01 level.; \* Correlation is significant at the 0.05 level.; SC = sustainable consumption value; PI = Purchase Intention, BI = brand image, SOC = Social influence, Agent 1= Socialization agent 1 (Interpersonal) Agent 2 = Socialization agent 2 (Social media).

**Table 2** Path analysis (Direct effect)

Path	Coefficient ( $\beta$ )	SE	t	p	Bootstrapping 95% CI (LL – UL)
SusC → Agent1	0.107***	0.023	4.688	<.001	[0.062 – 0.152]
SusC → Agent2	-0.035	0.025	-1.410	0.159	[-0.084 – 0.014]
SusC → SOC	0.899***	0.043	21.11	<.001	[0.815 – 0.982]
SusC → BI	0.383***	0.05	7.726	<.001	[0.286 – 0.480]
Agent1 → BI	0.018	0.072	0.252	0.801	[-0.123 – 0.159]
Agent2 → BI	0.289***	0.066	4.37	<.001	[0.159 – 0.419]
SOC → BI	0.048	0.038	1.261	0.208	[-0.027 – 0.123]
SusC → PIintent	0.474***	0.036	13.036	<.001	[0.403 – 0.545]
Agent1 → PIintent	-0.029	0.05	-0.590	0.555	[-0.127 – 0.068]
Agent2 → PIintent	0.103*	0.047	2.211	0.028	[0.012 – 0.195]
SOC → PIintent	0.244***	0.027	9.225	<.001	[0.192 – 0.296]
BI → PIintent	0.17***	0.031	5.418	<.001	[0.108 – 0.231]

$R^2$  for each outcome variables: Agent1:  $R^2 = .043$ ; Agent2:  $R^2 = .004$ ; Social Influence (SOC):  $R^2 = .475$ ; Brand Image (BI):  $R^2 = .243$ ; Purchase Intention (PIintent):  $R^2 = .685$

**Note:** \*\*\* $p < 0.000$ ; \*\* $p < 0.01$ ; \*  $p < 0.05$ ; ns = not significant; SusC = Sustainability Consumption; SOC = Social Influence; BI = Brand Image; PIintent = Purchase Intention; Agent 1= Interpersonal source; Agent 2 = Social media source.

The model presented in this study demonstrates statistically significant results, with several key pathways confirming hypothesized relationships in table 1. The model explains 68.5% of the variance in the green purchase intention. The total effect of sustainable consumption value on purchase intention is significant ( $\beta = 0.474$ ,  $SE = 0.036$ ,  $p < 0.001$ ), indicating that consumers who prioritize sustainability in their consumption values are more likely to develop purchase intentions confirming H1. Moreover, sustainable consumption value is found to have a strong and significant positive effect on brand image ( $\beta = 0.383$ ,  $SE = 0.050$ ,  $p < 0.001$ ), providing support for H2. The model also confirms a robust association between sustainable value and interpersonal agents ( $\beta = 0.107$ ,  $SE = 0.023$ ,

$p < 0.001$ ). However, interpersonal agents do not show significant effect on brand image ( $\beta = 0.018$ ,  $SE = 0.072$ ,  $p = 0.801$ ), leading to the rejection of H3a. The effect of social media agents is positive and statistically significant ( $\beta = 0.289$ ,  $SE = 0.066$ ,  $p < 0.001$ ), supporting H3b. Additionally, although social media agents positively impact purchase intention ( $\beta = 0.103$ ,  $SE = 0.047$ ,  $p = 0.028$ ), interpersonal agents do not significantly affect purchase intention ( $\beta = -0.029$ ,  $SE = 0.050$ ,  $p = 0.555$ ).

Social influence, while significantly influencing purchase intention ( $\beta = 0.244$ ,  $SE = 0.027$ ,  $p < 0.001$ ), does not significantly predict brand image ( $\beta = 0.048$ ,  $SE = 0.038$ ,  $p = 0.208$ ), and thus H4 is not supported. The analysis further reveals that brand image has a positive and significant effect on purchase intention



( $\beta = 0.170$ , SE = 0.031,  $p < 0.001$ ), confirming H5. In summary, hypotheses H1, H2, H3b, and H5 are supported, while H3a and H4 are not. These findings emphasize the central role of

sustainability values in shaping purchase intention both directly and through indirect paths involving social and brand-related factors.

**Table 3** Indirect effect and mediation evaluation

Indirect Path	Effect	BootSE	Bootstrapping 95% (CI)		Conclusion
			BootLLCI	BootULCI	
Total Indirect Effect	0.284***	0.034	0.217	0.352	-
SusC → Agent1 → PIIntent	-0.003	0.005	-0.013	0.007	No mediation
SusC → Agent2 → PIIntent	-0.004	0.003	-0.011	0.002	No mediation
SusC → SOC → PIIntent	0.219***	0.033	0.156	0.287	Mediation
SusC → BI → PIIntent	0.065***	0.017	0.035	0.1	Mediation
SusC → Agent1 → BI → PIIntent	0	0.001	-0.002	0.003	No serial mediation
SusC → Agent2 → BI → PIIntent	-0.002	0.001	-0.005	0.001	No serial mediation
SusC → SOC → BI → PIIntent	0.007	0.007	-0.005	0.022	No serial mediation

**Note:** \*\*\* $p < 0.000$ ; \*\* $p < 0.01$ ; \*  $p < 0.05$ ; ns = not significant; SusC = Sustainability Consumption; SOC = Social Influence; BI = Brand Image; PIIntent = Purchase Intention; Agent 1 = Interpersonal source; Agent 2 = Social media source.

The indirect effects in table 3 show that the results of mediation analysis provide further insights into the indirect pathways linking sustainable consumption value to purchase intention. The total indirect effect is statistically significant (effect = 0.284, BootSE = 0.034, 95% CI [0.217, 0.352]), indicating that multiple mediators jointly explain a substantial portion of the relationship. Specifically, social influence is found to mediate the relationship between sustainable consumption value and purchase intention (effect = 0.219, BootSE = 0.033, 95% CI [0.156, 0.287]), supporting H6. Similarly, brand image significantly mediates this relationship (effect = 0.065, BootSE = 0.017, 95% CI [0.035, 0.100]), providing support for H7.

However, the results do not support any of the serial mediation hypotheses. The serial pathway from sustainable consumption value → interpersonal agents → brand image → purchase intention is not significant (effect = 0.000, 95% CI [-0.002, 0.003]), thereby rejecting H8a. Likewise, the serial mediation path through social media agents and brand image (H8b) is not supported (effect = -0.002, 95% CI [-0.005, 0.001]). Lastly, the hypothesized serial mediation through social influence and brand image (H8c) is also statistically insignificant (effect = 0.007, BootSE = 0.007, 95% CI [-0.005, 0.022]). The findings confirm that both social influence and brand image independently mediate the effect of sustainability values on purchase intention. However, no evidence was

found to support any serial mediation effects, suggesting that these mediators' function more effectively as parallel mediators rather than sequential mechanisms. Thus, H6 and H7 are supported, while H8a, H8b, and H8c are not supported

### Discussion

This study contributes to the growing literature on sustainable consumption by validating the mediating roles of social influence and brand image, and examining the effects of interpersonal and social media agents on the link between sustainable consumption value and green purchase intention among young Thai consumers. Consistent with prior research (Noppers, et al., 2014, pp. 52-62; White, Hardisty and Harbib, 2019, pp. 124-133), sustainability values significantly predict green purchase intention.

The findings affirm that social influence mediates this relationship, supporting Kelman's (1958, pp. 51-60) theory that individuals adopt behaviors based on social norms. This effect is especially relevant in collectivist cultures, where social validation reinforces value-driven actions (Kongsompong, Green and Patterson, 2009, pp. 142-149). Importantly, brand image also emerged as a significant mediator. Consumers who value sustainability are more likely to view brands positively, and a favorable brand image directly increases purchase intention. This underscores brand image as a crucial link between ethical values and consumer behavior, reinforcing the importance of sustainability-driven branding in marketing strategies. Among socialization agents, only social media significantly influenced both

brand image and purchase intention. In contrast, interpersonal agents had no significant effect, diverging from traditional consumer socialization models (Moschis and Churchill, 1978, pp. 599-609). These results reflect the growing dominance of digital media in shaping perceptions and behaviors, particularly among digitally native consumers (Kaplan & Haenlein, 2010, pp. 59-68; Xie and Madni, 2023, pp. 1-15).

Although the model proposed serial mediation paths, none were supported. Instead, social influence and brand image functioned as parallel mediators, suggesting that young consumers process multiple cues simultaneously rather than sequentially. This aligns with modern consumer behavior frameworks that emphasize non-linear, multi-channel decision-making in digital contexts (Lemon and Verhoef, 2016). The insignificant serial mediation may be attributed to contextual and demographic variations from previous studies. Unlike earlier research conducted in more traditional or Western consumption settings, the present study focused on Thai Generation Z consumers—an audience characterized by high digital connectivity and simultaneous exposure to multiple social and brand stimuli. These consumers tend to integrate social influence and brand perception concurrently, rather than through a stepwise evaluative process. Moreover, cultural factors emphasizing collective harmony and social approval in Thai society may further blur the linear progression assumed in serial mediation models. Overall, the findings call for a revised view of consumer socialization, recognizing the fragmented and concurrent nature of influence in today's me-



dia-rich environment. The critical role of brand image also offers practical insights—highlighting the need for brands to communicate sustainability in ways that are socially resonant and visually compelling.

### Conclusion

This study provides a deeper understanding of how sustainable consumption values influence green purchase intentions, emphasizing the mediating roles of social influence and brand image. The results confirm that sustainability values are a strong predictor of environmentally conscious purchasing, with both social influence and brand image acting as important mediators in this relationship. Among the socialization agents explored, social media agents proved more influential than interpersonal sources in shaping consumers' brand perceptions and behavioral intentions. These findings highlight the importance of not only identifying the drivers of sustainable behavior but also examining the channels through which such values are communicated and reinforced. In collectivist cultural settings, where social approval carries considerable weight, the results underscore the growing role of digital media in shaping consumer values and decisions. Ultimately, this study points to a shift in consumer socialization—away from traditional interpersonal influence and toward a more digitally mediated, multi-platform environment—and calls on marketers and scholars to adapt their strategies and models accordingly.

### Contribution and business implications

This study makes a significant contribution to the academic discourse on sustainable

consumption value by offering a theoretically integrated framework that combines social influence theory with consumer socialization theory. By doing so, it provides a more holistic understanding of how sustainability values are internalized and subsequently transformed into behavioral intentions. The empirical validation of a serial mediation model—where socialization agents influence green purchase intentions through the mediating role of social influence—adds methodological rigor and depth to existing literature.

This approach not only confirms the relevance of these theories in sustainability contexts but also demonstrates how they can be operationalized in empirical research to explain complex consumer behaviors. Furthermore, the study enriches the field of cross-cultural consumer behavior by situating its investigation within a collectivist cultural context—Thailand. In doing so, it sheds light on how cultural norms and values influence the effectiveness of various socialization agents. The findings suggest that collectivist values may amplify the role of social influence, particularly when sustainability messages are disseminated through mass and social media. Lastly, the research advances academic understanding by differentiating the roles of three distinct socialization agents: interpersonal, mass media, and social media. Rather than treating these agents as a monolithic influence, the study disaggregates their effects, revealing nuanced differences in how each channel contributes to shaping sustainable consumption behavior. This granularity allows for a more precise understanding of the mech-

anisms through which sustainability values are communicated and adopted. It also opens new avenues for future research to explore the interplay between these agents and other psychological or contextual variables that may moderate their influence.

For business implications, the findings of this study offer valuable insights for businesses, marketers, and policymakers aiming to promote sustainable consumption value. One of the most significant implications is the strategic use of media channels to build and strengthen brand image. A strong brand image not only enhances consumer trust and perceived value but also serves as a critical driver of purchase decisions, particularly for green products. Given the strong influence of social media on shaping brand perceptions and its direct link to green purchase intentions, marketers should prioritize these platforms when crafting sustainability campaigns. Social media channels not only reach a broad audience but also play a pivotal role in shaping social norms, reinforcing pro-environmental behaviors, and differentiating brands in competitive markets. This effect is especially pronounced among younger, digitally engaged consumers, for whom brand image acts as both a symbol of identity and a signal of environmental commitment.

### Limitations and Future Research

While this study offers valuable insights into the role of socialization agents and social influence in shaping sustainable consumption behavior, it is not without limitations. One key limitation lies in the sample scope. The research focused exclusively on young

adults residing in Bangkok, Thailand, which may restrict the generalizability of the findings to other age groups, regions, or cultural contexts. Future studies should consider expanding the demographic and geographic diversity of participants to better understand how these dynamics operate across different populations and cultural settings. Additionally, the study relied on self-reported data, which may be subject to social desirability bias. Participants might have overstated their sustainable intentions or values to align with perceived social norms. Future research could incorporate behavioral tracking or experimental methods to validate self-reported responses.

A final limitation concerns the paradoxical role of mass media. While mass media demonstrated a positive indirect effect on green purchase intention through social influence, its direct effect was negative. This unexpected outcome suggests that some consumers may be skeptical of sustainability messages delivered through mass media, potentially due to concerns about greenwashing or perceived insincerity in corporate messaging. Future research should explore this phenomenon further, examining how trust in media sources, message credibility, and perceived authenticity influence the effectiveness of sustainability communication.



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