



# Determinants of the Intention in Sustainable Grocery Shopping Among Thai Generation Z: The Role of Perceived Behavioral Control, Personal Attitudes, and Value Perceptions

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## Abstract

This study aims to analyze the perspectives on the sustainability of Generation Z consumers, encompassing perceived environmental knowledge, perceived value, personal attitude, subjective norms, and perceived behavioral control, as factors influencing the intention to purchase sustainable grocery products. Four hundred Thai adults, comprising males, females, and LGBTQA+ individuals of Gen Z aged 20 to 28 years, residing in urban areas of Thailand, have been selected. A significant proportion of respondents resided in the Central region (35.8%), followed by the Northern region (32.0%). Many respondents, totaling 375, have a bachelor's degree, representing 93.8% of the sample. Data reveals that 53.3% (n=213) of respondents are within the age range of 20 to 21 years. Questionnaires were administered to collect data. The regression model exhibited overall statistical significance and explained 58.4% ( $R^2_{adj} = 0.584$ ,  $F = 112.86$ ,  $p < 0.001$ ) of the variance in sustainable purchase intention, signifying a strong model fit. Perceived behavioral control ( $\beta = 0.331$ ), personal attitude ( $\beta = 0.266$ ), and perceived value ( $\beta = 0.192$ ) were significant predictors statistically. Respondents clearly indicated that perceived behavioral control, personal attitude, and perceived value influenced customers' purchasing intentions for sustainable grocery products. These observations indicate that businesses should promote sustainable consumption among young Thai consumers by enhancing product accessibility, reinforcing favorable attitudes towards sustainability, and highlighting the benefits associated with sustainable grocery products.

**Keywords:** 1) Sustainable grocery shopping 2) Thai Generation Z consumers 3) Perceived behavioral control 4) Personal attitude 5) Perceived value

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## Introduction

Contemporary environmental challenges have emerged as significant environmental and sustainability concerns, with customers becoming increasingly aware of environmental considerations (Kim & Lee, 2023, p. 1). Businesses need to adjust by integrating environmental care and sustainability into their business operations to meet the demands of their customers (Jordan, et al., 2023, p. 2). Customers' intention to buy environmentally products and services is directly influenced by their care for the environment and sustainability. According to Yang, et al. (2024, p. 346), people who care about the environment are more likely to react favorably to sustainability initiatives and brand representations that reflect their values. Moreover, intentions are driven by increased awareness to increase purchasing intention for environmental products and services, it is frequently linked to perceived environmental awareness. Customers are more likely to make decisions that support sustainable practices when they believe they are informed about environmental challenges (Adialita, et al., 2024, p. 2200; Yue and Nor 2024, p. 768).

The rationale for investigating generational spending, with particular attention to Generation Z (Gen Z), is grounded in the ongoing shifts of consumer behavior driven by sustainability trends and heightened environmental awareness in response to the global pollution crisis, which requires businesses to evolve their operations in ways that address these new priorities (Kim and Lee, 2023, pp. 1-4; Jordan, et al., 2023, p. 2; Bangkok Post,

2024). Decades of research into generational spending reveal distinct patterns that shape the competitive strategies of manufacturers and retailers, with Gen Z defined as individuals born between 1997 and 2012 emerging as a pivotal cohort that is projected to represent nearly a quarter of global consumer expenditure by 2030 and to significantly impact market dynamics in Thailand as well as the broader Asia region (NielsenIQ, 2024; Bangkok Post, 2024; PR Newswire, 2022). Research from World Data Lab indicates that Gen Z is the largest generation in history and is projected to be the sole generation to attain a population of 2 billion, constituting approximately a quarter of the global population. It will have the fastest growth in spending power. Bangkok Post (2024) mentioned Gen Z in Thailand is leading strategic shopping behaviors throughout Asia, instigating notable changes in consumer trends and market dynamics, as reported by the consumer intelligence firm NielsenIQ (NIQ). Gen Z's purchasing behavior reflects heightened environmental consciousness and moral responsibility compared with previous generations. According to a 2020 First Insight survey, over half of Gen Z consumers are willing to pay at least 10 percent more for environmentally friendly goods and services. Furthermore, large-scale surveys continue to underline the significance of environmental concern across demographic segments. A 2023 Bain & Company study involving over 23,000 participants reported that 64 percent of global consumers were highly concerned about sustainability issues, particularly extreme weather and resource scarcity. Many expressed a willingness



to pay 11–12 percent more for sustainable products, though affordability remains a barrier since market prices often include an average premium of 28 percent for green alternatives. This gap points to the necessity of balancing perceived value with access and affordability to sustain long-term consumer commitment to sustainable consumption.

The grocery market in Thailand, projected to grow by USD 55.21 billion between 2020 and 2025 with a 6% CAGR, demonstrates that grocery products represent a substantial sales contributor and a dynamic segment featuring swift expansion in convenience stores due to Gen Z's preference for nearby, frequent, and often sustainable purchases (PR Newswire, 2022). It is essential to focus scholarly attention on Gen Z's grocery product purchasing behavior, rather than on fashion, electronics, or entertainment categories traditionally associated with younger consumers because grocery products are uniquely positioned as habitual, essential expenditures in daily life, directly connected to sustainability through choices like organic produce, locally sourced ingredients, reduced packaging, and fair-trade items, all of which are increasingly popular among socially conscious Thai youth (Bangkok Post, 2024; NielsenIQ, 2024). For instance, sustainable grocery purchasing in Thailand may involve Gen Z individuals selecting renewable rice brands, plastic-free fruits and vegetables, or community-based agricultural goods readily found in urban convenience stores, reflecting both regular consumption and broader environmental commitment (PR Newswire, 2022; Bangkok Post, 2024). It is pivotal to succinctly

highlight the distinctive purchasing patterns of Gen Z in Thailand according to recent statistics, Gen Z constitutes nearly 25% of the global population, drives consumer expenditure growth, and demonstrates strategic and environmentally conscious shopping habits; over half are willing to pay a premium for eco-friendly products, 35% prioritize sustainability, and their behaviors are rapidly transforming market dynamics (First Insight, 2020; Bain & Company, 2023; Bangkok Post, 2024; NielsenIQ, 2024). These attributes collectively underscore the necessity to analyze Gen Z's intention toward sustainable grocery purchases.

From a theoretical perspective, this study extends Ajzen's (1991, p.179) Theory of Planned Behavior, a foundational model that links attitudes, subjective norms, and perceived behavioral control to behavioral intention. The TPB has proven robust across numerous behavioral domains, including environmental and sustainability research. However, the model's explanatory power is enhanced when contextual factors such as perceived environmental knowledge and perceived value are incorporated (Liu and Liu, 2024, p. 698; Borah, Dogbe and Marwa 2024, p. 4530). The present research contributes theoretically by integrating these extensions into the TPB framework, thereby advancing the Extended Theory of Planned Behavior (eTPB) for sustainable consumer behavior. The eTPB justifies the predictive power for grocery products specifically as they represent social goods, subject to peer influence, habitual intention, and regulatory impact, heightened environmental concern driving self-efficacy in selecting products that

align with sustainability values (Cayaban, et al., 2023, pp. 4-7; Jakubowska, et al., 2024, pp. 1-3). The growing global awareness of environmental degradation has motivated extensive research into consumers' sustainable purchasing intentions. Numerous studies have shown that consumers' attitudes toward the environment strongly shape their willingness to purchase environmentally friendly products and services (Maichum, Parichatnon and Peng, 2017, p. 1; Zhuang, Luo and Riaz, 2021, p. 1). Environmental concern is typically defined as an individual's awareness of and determination to address environmental challenges (Kim and Lee, 2023, p. 1). When consumers recognize the severity of environmental problems and feel personally responsible for contributing to their mitigation, they tend to engage more in sustainable purchasing practices. This indicates that environmental concern is not merely an abstract belief but a psychological driver influencing behavioral intention toward green consumption. In parallel, perceived value has been identified as another crucial determinant of purchase intention in the sustainability literature. When consumers perceive a product as offering superior value through quality, functionality, emotional satisfaction, or social benefits they are more likely to choose it over conventional alternatives (Wang and Chen, 2016, pp. 98-99; Phan Than and Le, 2023, pp. 3-4; Luo, Li and Sun, 2022, p. 3; Lei, 2023, p. 206). The element of price is particularly relevant to perceived value formation. A fair or reasonable price often enhances consumers' perceptions of worth, satisfaction, and trust in the seller. Price also functions as a quality signal, suggesting that higher-cost products may

possess greater durability, efficacy, or ethical production standards (Levrini and Jeffman, 2021, pp. 2-3). Therefore, consumers who link sustainability with superior quality or social responsibility are more inclined to pay a premium for such goods, provided that the overall perceived value remains favorable.

By synthesizing these findings, the study aims to explore the interrelationships among Gen Z consumers' environmental concerns including perceived environmental knowledge, perceived value, personal attitudes, subjective norms, and perceived behavioral control as predictors of their intent to purchase sustainable grocery products. Understanding these underlying psychological and behavioral mechanisms not only adds depth to the Extended Theory of Planned Behavior framework but also contributes to the growing literature addressing how younger consumers' sustainable values translate into their purchasing intention.

### **Research Objectives**

This study examines the relationship among Gen Z customers' environmental concerns, including perceived environmental knowledge, perceived value, personal attitude, subjective norms, and perceived behavioral control, as determinants of the intention to purchase sustainable grocery products.

### **Theoretical Background**

#### **The Extended Theory of Planned Behavior (eTPB)**

The traditional theory of planned behavior (TPB) is a theory developed by Ajzen (1991, p. 179) stating that a person's behavior



is influenced by intentions, which are affected by attitudes, subjective norms, and perceived behavioral control. According to TPB, three important aspects drive behavioral intention, which in turn determines behavior. The first is Attitude toward the behavior, which expresses how someone feels about engaging in a certain behavior. A person's attitude toward a behavior is more likely to be positive if they think that doing it will result in the desired outcomes. Second, subjective norms describe the perceived social pressure to engage in or refrain from a specific activity. Finally, perceived behavioral control pertains to an individual's assessment of their ability to execute a behavior. Many academics have used the theory of planned behavior (TPB) to analyze the experiences of customers' purchasing intentions (Adialita, et al., 2024, pp. 2198-2199; Cayaban, et al., 2023, p. 3; Kim and Lee, 2023, pp. 2-3; Jakubowska, et al., 2024, p. 2). The Extended Theory of Planned Behavior (eTPB) advances the traditional Theory of Planned Behavior (TPB) by incorporating supplementary variables to provide a more comprehensive framework for understanding and predicting human behavior (Liu and Liu, 2024, pp. 698-699). While the original TPB emphasizes attitudes, subjective norms, and perceived behavioral control, the eTPB expands this foundation by including factors such as environmental concern, moral norms, organizational support, and habitual tendencies (Kufaine, 2024, pp. 848-849). Numerous empirical studies have demonstrated that these additional constructs can significantly increase the model's predictive accuracy regarding behavioral intentions and actual behaviors in various domains

(Canova and Manganelli, 2020, pp. 384-385). For example, integrating elements like moral and descriptive norms, habits, past behavior, and green consumption values has been found to enhance the explanatory strength of the theory in sustainability and knowledge-sharing contexts (Dupont, Harms and Fiebelkorn, 2022, pp. 2-3; Canova and Manganelli, 2020, pp. 384-385). Furthermore, the inclusion of perceived environmental concern alongside the core TPB variables can better account for the factors influencing intentions among groups such as public sector employees, thereby illustrating the adaptability and robustness of the eTPB framework (Dupont, Harms and Fiebelkorn, 2022, pp. 2-3). Therefore, by broadening the scope of behavioral determinants, the eTPB offers a versatile and empirically validated approach for analyzing decision-making processes and developing targeted interventions to promote desired behaviors.

#### **Perceived environmental knowledge and sustainable purchase intention**

A sustainable environment results from the relationship between environmental knowledge and individual environmental responsibility (Fryxell and Lo, 2003, p. 45). The study investigates how individual values and levels of environmental knowledge shape decision-making processes and behavioral outcomes that support environmental sustainability. Multiple studies confirm that environmental knowledge, particularly as perceived by consumers, has a significant positive impact on purchase intention for green products. Consumers who believe they understand environmental problems and green solutions are likely to act in alignment with those

beliefs, seeking out eco-products (Zhuang, Luo and Riaz, 2021, p. 4). Perceived environmental knowledge enables individuals to recognize ecological problems and comprehend the environmental consequences of their intention and decisions (Kim and Lee 2023, pp. 3-4). Perceived environmental knowledge is the strongest predictor of purchase intention for sustainable grocery packaging (Meena, et al, 2025, pp. 8-9) as well as Environmental knowledge significantly predicts grocery green purchase intention (Sriramaneni, et al., 2025, p. 1). Moreover, the positive correlation between environmental awareness and green knowledge with consumers' intention to purchase green food, underlining these as central motivational factors in sustainable grocery buying behaviors (Cheng, et al., 2024, p. 1).

H1: Perceived environmental knowledge significantly predicts sustainable purchase intention of grocery products

### **Perceived value and sustainable purchase intention**

Perceived value is defined as a balance between consumers' evaluations of quality and sacrifice, which is deemed favorable when quality perceptions surpass those of sacrifice (Monroe and Krishnan, 1985, pp. 229-232). Consumer value is the result of a trade-off between the perceived quality and the perceived sacrifice associated with the price paid. Perceived value is considered an essential measure for achieving competitive advantage and is considered the primary determinant for forecasting purchase intentions (Zeithaml, 1988, pp. 3-4; Dodds, et al., 1991, p. 85; Cronin, Brady and Hult, 2000, p. 193). For

sustainable products, "green perceived value" encompasses environmental advantages, sustainability, and the product's contribution to human and societal well-being (Li and Shan, 2025, p. 3). Consumers are more likely to select eco-friendly items when they perceive substantial environmental benefits and personal advantages (Zhuang, Luo and Riaz, 2021, p. 1). Hidayah, et al. (2023, p. 87) and Nassanbekova, et al. (2024, p. 3633) studied green product purchase intention of young consumers also stated that perceived value serves as a key predictor of green purchase intentions among young consumers.

H2: Perceived value significantly predicts sustainable purchase intention of grocery products

### **Personal attitude and sustainable purchase intention**

Attitudes are the first group of factors that shape how a customer act based on their views. Purchase intentions are largely shaped by attitudes, which originate from the consumer's ideas on the anticipated results of a specific behavior. The more favorable the attitude toward an activity, the higher the subjective value of the predicted result of that conduct. To evaluate attitudes, it is essential to be aware of an individual's perspectives on both the behavior and the repercussions they associate with it (Jakubowska, et al., 2024, p. 1). Dunlap and Jones (2002, p. 488) mentioned the importance of distinguishing environmental concern as an attitude from associated aspects like environmental knowledge or action is highlighted. This distinction is crucial for clarity in research and for understanding the



relationships between attitudes and behaviors. Consumers' desire to purchase eco-friendly products improves when they perceive these products as beneficial to both themselves and the environment (Zhuang, Luo and Riaz, 2021, pp. 1-2). Fenta, Singh and Gautam (2024, p. 1) also stated that consumers' attitudes toward sustainability constitute a significant predictor of their behavioral intentions regarding sustainable product purchasing.

H3: Personal Attitude significantly predicts sustainable purchase intention of grocery products

### **Subjective norms and sustainable purchase intention**

Subjective norms are frequently established by an individual's perception of social pressure to engage in a particular conduct (Ajzen, 1991, p. 188). Subjective norms influence behavioral intentions by instilling a sense of obligation or motivation derived from societal expectations. This refers to the perceived societal pressure to engage in specific conduct or refrain from engaging in it. The expectations of important people (friends, family, or society) and the drive to live up to these expectations influence subjective norms. Subjective norms also aid in understanding consumers' moral obligations when purchasing sustainable goods (Nam, Dong and Lee, 2017, p. 4). Nekomahmud, et al. (2022, pp. 4-5) found that subjective norms have a significant effect on environmentally friendly purchase intention of consumers, with green groceries included among tested product categories. The result supported that social expectations such as close friends, family, or societal influencers significantly shape

the intention to purchase sustainable grocery products. Shen, Xu and Liu (2022, p. 1) also mentioned that subjective norms were strongly and significantly correlated with purchase intention for sustainable food. Joshi and Rahman (2017, p. 110) stated that enhancing subjective norms can promote consumers' engagement in sustainable purchasing behavior.

H4: Subjective norms significantly predict sustainable purchase intention of grocery products

### **Perceived behavioral control and sustainable purchase intention**

Perceived behavioral control assesses the efficacy of possible courses of action and has a significant impact on intentions and behaviors that are environmentally conscious (Jakubowska, et. al., 2024, p. 1). Perceived behavioral control is the consumer's subjective evaluation of how easy or difficult it is to regulate their behavior when subject to both internal and external influences (Ajzen, 1991, p. 188). Research indicates that behavioral control positively influences the buying intentions of diverse environmentally friendly products such as Organic Vegetable (Setyarko, et al., 2024, p. 1228), green cosmetics (Meliniasari and Mas'od, 2024, p. 1487), environmentally friendly clothing (Chi and Zheng, 2016, p. 206). Furthermore, Lee (2025, p. 47) mentioned that perceived behavioral control demonstrates a strong and statistically significant influence on sustainable purchase intention, surpassing the predictive power of attitude and subjective norms. Lee (2025, p.47) also stated that increasing consumer perceived autonomy and accessibility to sustainable options can further

drive adoption for grocery products.

H5: Perceived behavioral control significantly predicts sustainable purchase intention of grocery products

## Research Methods

This study adopts a cross-sectional research design, following an explanatory approach conducted at a single point in time to achieve the stated research objectives (Sekaran and Bougie, 2016, p. 104). The data were collected using a structured, self-administered online questionnaire. Thai adults: male, female and LGBTQA+ of Gen Z aged 20 years old and above for 400 people who are residing in metropolitan cities of Thailand in the Central/North/South/East and West regions are selected. Gen Z is roughly defined as anyone born between 1997 and 2012 (currently aged 13-28). In this study, the researcher has used a non-probability sampling method. Using the method of selecting a specific sample (Purposive sampling) as a sample selection by considering the research objectives.

The quantitative method employed in this study consisted of a questionnaire that collected data. All questionnaires were reviewed by experienced researchers to ensure clarity and relevance in addressing the study objectives. The questionnaire comprised of three sections: the first collected demographic information, while Sections 2 and 3 contained 30 items representing five constructs. Each construct was measured using a five-item, 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). Sections 2 and 3 were designed to evaluate the research model

based on prior literatures. The following were the items used to measure the constructs: "perceived environmental knowledge" was modified from Cayaban, et al. (2023, p. 9), "perceived value" items were adapted from Hasbullah, et al. (2022, pp. 8-9), "personal attitude" items were modified from Jakubowska, et al., (2024, p. 8); Yahya, Braun-Scheeff and Hashim (2022, p. 1831) and five items from Cayaban, et al. (2023, p. 9); Jakubowska, et al., (2024, p. 8); Jung, et al. (2020, p. 8); Yahya, Braun-Scheeff and Hashim (2022, p. 1831) were used to measure "subjective norms". Items related to "perceived behavioral control" were adapted from Jakubowska, et al., (2024, p. 8); Jung, et al. (2020, p. 8); Yahya, Braun-Scheeff and Hashim (2022, p. 1831) while items from Hasbullah, et al. (2022, pp. 8-9); Cayaban, et al. (2023, p. 9); Jakubowska, et al. (2024, p. 8), were modified to measure "sustainable purchase intention".

Moreover, the reliability of the questionnaires was considered. Before applying the statistical tool, a pilot study was conducted with 62 respondents to assess the reliability of the questionnaire using Cronbach's alpha. According to the model, five factors were used in the questionnaire, namely, perceived environmental knowledge (Cronbach's Alpha = 0.747), perceived value (Cronbach's Alpha = 0.766), personal attitude (Cronbach's Alpha = 0.823), subjective norms (Cronbach's Alpha = 0.840), perceived behavioral control (Cronbach's Alpha = 0.799), and sustainable purchase intention (Cronbach's Alpha = 0.813). The data have satisfactory reliability, all exceeding the 0.60 cut-off value for reliability



consistency (Vermeir and Verbeke, 2008, p. 546). Kline (2005, p. 92) noted that having a reliability coefficient of approximately 0.90 is excellent, while values around 0.80 are very good, and a value at around 0.70 is adequate.

Quantitative methods and key analysis techniques were implemented, namely descriptive statistics and regression analysis. Common method bias in behavioral research is regarded as an approach of avoiding measurement error. Podsakoff, et al. (2003, p. 881) and Podsakoff, MacKenzie and Podsakoff (2012, p. 548) asserted that the probable source of common method bias arises from the independent and dependent variables being sourced from the same entity. This research acknowledges the issue. The probable existence of common method bias is assessed by Harman's single-factor test (Podsakoff, et al., 2003, p. 889). All variables were subjected to exploratory factor analysis (EFA) to analyze the unrotated factor solution. The unrotated factor solution revealed that a single factor represented 34.841% of the variation. It is below the threshold figure of 50% (Harman, 1976). Consequently, common method variance did not pose a substantial concern in this research.

## Results

### Demographic profiles

There were 239 female participants, 136 male participants and 25 LGBTQA+ participants. The data revealed 59.8% of participants were female, 34.0% were male and 6.2% of participants were LGBTQA+. The regional distribution of survey respondents showed the largest proportion of the region in the Cen-

tral region, accounting for 143 respondents (35.7%), followed by the Northern region (32.0%), with considerably fewer participants residing in the Eastern (17.2%), Northeastern (11.8%), Southern (2.8%) and Western (0.5%) regions. Most respondents (375 respondents) had a bachelor's degree and this equaled 93.8%. The respondents who studied for a master's degree and doctoral degree were only 2.8% and 0.3% respectively. The frequency distribution of respondents by age reveals that the majority belong to the younger age brackets. Specifically, out of a total sample of 400, 53.3% (n=213) are within the 20–21 years of age group. The second most represented age group is 22–23 years, comprising 27.0% (n=108) of the respondents. In contrast, the 24–25 years group accounts for only 6.0% (n=24) of the sample, while those aged 26 and above represent 13.7% (n=55).

### Perceived environmental knowledge

Most respondents perceived that grocery products are purchased exclusively from companies committed to sustainability and environmental conservation. (Mean = 4.29, SD = 0.82) as the most common perceived environmental knowledge. There is a growing recognition of the need for lifestyle changes to prevent environmental degradation shown by the second mean score of 4.28 (SD = 0.80). The respondents perceived three perceived environmental knowledge with the distribution of the mean scores in a similar range between 4.05 and 4.27. These perceived environmental knowledge questions were initiatives to address environmental concerns have gained prominence among various organizations

(Mean = 4.05, SD = 0.97); Enhancing environmental circumstances can be achieved by choosing sustainable grocery products (Mean = 4.24, SD = 0.85); Excessive packaging has become recognized as a significant source of waste, leading to negative impacts on the environment (Mean = 4.27, SD = 0.87).

### **Perceived value**

Most respondents agreed and mentioned eco-friendly grocery products are seen as beneficial to health. It indicated a mean score of 4.35 (SD = 0.77). The respondents agreed that the utilization of biodegradable materials in eco-friendly grocery products facilitates the reduction of pollution and landfill trash and revealed a mean score of 4.29 (SD = 0.77). In addition, the respondents claimed that sustainable grocery goods are favored for their safety and non-toxic characteristics, and this revealed a mean score of 4.27 (SD = 0.84). Time is actively devoted to obtaining eco-friendly grocery products, and this was revealed to have a mean score of 4.23 (SD = 0.78). Moreover, the cost of sustainable grocery products is considered fair and acceptable. (Mean = 4.00, SD = 0.85).

### **Personal attitude**

Most respondents perceived that the purchasing of sustainable grocery items is seen beneficial for health preservation (Mean = 4.21, SD = 0.82) as the most common personal attitudes towards intention to buy sustainable products. Moreover, the respondents perceived three personal attitudes with the distribution of the mean scores in the same range. These personal attitude questions were: the willingness for changes in a person's habits is

present if these changes promote environmental conservation via sustainable food choices (Mean = 4.20, SD = 0.82); the grocery selection emphasizes options that reduce environmental impact whenever possible (Mean = 4.20, SD = 0.78) and Eco-friendly behaviors are considered to produce beneficial results (Mean = 4.20, SD = 0.78) which showed the second mean score. Lastly, the respondents perceived that the purchase of sustainable groceries ensures superior quality (Mean = 4.09, SD = 0.85).

### **Subjective norms**

Most respondents agreed and mentioned assistance in acquiring eco-friendly products is often offered by people nearby. It indicated a mean score of 3.95 (SD = 0.89). The respondents agreed that Individuals whose opinions are esteemed prefer sustainable grocery purchasing and revealed a mean score of 3.90 (SD = 0.96). Moreover, the respondents perceived two subjective norms with the distribution of the mean scores in the similar range which were family viewpoints significantly influenced the choice of sustainable food items, and this revealed a mean score of 3.88 (SD = 0.92) and a noticeable tendency exists among peers about the acquisition of sustainable grocery products revealed a mean score of 3.86 (SD = 0.91). In addition, the respondents claimed that the perspectives of peers are significant while selecting environmentally sustainable groceries (Mean = 3.68, SD = 0.85).

### **Perceived behavioral control**

Most respondents perceived that items that could be harmful to health or the environment are intentionally excluded (Mean = 4.17, SD = 0.86) as the most com-



mon perceived behavioral control. Both time and motivation are accessible for purchasing eco-friendly products shown the second mean score of 4.03 (SD = 0.86). The respondents perceived two perceived behavioral control with the distribution of the mean scores in a similar range between 3.69 and 3.70. These perceived behavioral control questions where sufficient financial resources are accessible for buying sustainable groceries (Mean = 3.69, SD = 0.83) and careful consideration is given to the pricing of sustainable grocery items (Mean = 3.70, SD = 0.72). Moreover, the respondent's claimed confidence is demonstrated through the capacity to identify sustainable grocery products in retail settings (Mean = 3.93, SD = 0.85).

#### **Sustainable purchase intention**

Most respondents agreed and mentioned that grocery items with recyclable or reusable packaging are preferred for their environmental benefits. It indicated a mean score of 4.22 (SD = 0.85). Most respondents agreed that when confronted with similar products, the more sustainable alternative is favored and revealed a mean score of 4.18 (SD = 0.85). In addition, the respondents claimed that retailers prioritizing sustainability are expected to attract visitors and receive recommendations and this revealed a mean score of 4.02 (SD = 0.85). The purchase of sustainable groceries is considered when they are available in supermarkets, and this was revealed to have a mean score of 3.99 (SD = 0.76). Moreover, a premium is willingly paid for environmentally sustainable supermarket products (Mean = 3.67, SD = 0.89).

#### **Hypotheses testing**

Preliminary analyses were conducted to verify the absence of any violations of the regression assumptions. The results demonstrated that the data set conformed to the assumptions necessary for regression analysis. The Pearson correlation coefficients for the study variables were determined. The correlation coefficients ( $r$ ) indicated the significance and direction of the linear relationship between each pair of variables. All correlations were statistically significant at the  $p < 0.001$  threshold. The correlation coefficients ( $r$ ) ranged from 0.405 to 0.667, deemed good (Evans, 1996). Furthermore, collinearity statistics such as the Variance Inflation Factor (VIF) and Tolerance were essential for identifying multicollinearity in regression models. In this research, VIF values ranging from 1.806 to 2.483 were deemed generally acceptable, while Tolerance values between 0.403 to 0.554 were regarded as acceptable, indicating negligible multicollinearity (Hair et al., 2010).

A multiple regression analysis was performed with purchasing intention as the dependent variable. Perceived environmental knowledge, perceived value, personal attitude, subjective norms, and perceived behavioral control were incorporated as independent variables in the multiple regression analysis. The enter regression method was utilized to develop a model for forecasting the influence of many variables on purchase intention. The results of the regression statistics are presented in Table 1.

**Table 1** Regression analysis testing purchase intention based on various variables

Variable	$\beta$	SE	t	p-value
<b>Sustainable purchase intention</b>				
Perceived environmental knowledge	0.060	0.047	1.388	0.166
Perceived value	0.192	0.058	3.795	0.000***
Personal attitude	0.266	0.054	5.227	0.000***
Subjective norms	0.075	0.039	1.663	0.097
Perceived behavioral control	0.331	0.043	7.244	0.000***
F = 112.86, R <sup>2</sup> <sub>adj</sub> = 0.584, p < 0.001***				

Table 1 presents the results of a regression analysis examining the ability to predict five factors (Perceived Environmental Knowledge, Perceived Value, Personal Attitude, Subjective Norms, and Perceived Behavioral Control) on sustainable purchasing intention. The regression model exhibited overall statistical significance and explained 58.4% (R<sup>2</sup><sub>adj</sub> = 0.584, F = 112.86, p < 0.001) of the variance in sustainable purchase intention, signifying a strong model fit. The study hypothesized that perceived environmental knowledge, perceived value, personal attitude, subjective norms, and perceived behavioral control significantly predict sustainable purchase intention toward grocery products. Results indicate that only three predictors; perceived value ( $\beta$  = 0.192), personal attitude ( $\beta$  = 0.266), and perceived behavioral control ( $\beta$  = 0.331) exerted significant positive effects on sustainable purchase intention. Conversely, perceived environmental knowledge and subjective norms did not exhibit statistically significant relationships. These findings partially support the proposed hypothesis. The standardized predictive equation is stated as follows.

$$Z = 0.192 (\text{Perceived value}) + 0.266$$

(Personal attitude) + 0.331 (Perceived behavioral control)

Perceived behavioral control exhibited the highest standardized beta coefficient (0.331), signifying it as the most robust predictor among the variables. The effect was statistically significant (p = 0.000). This suggests that an enhancement in perceived behavioral control is associated with an increase in the desire to purchase sustainable grocery products.

Personal attitude ( $\beta$  = 0.266, p = 0.000) and perceived value ( $\beta$  = 0.192, p = 0.000) were significant predictors, indicating that those who felt more in control of their conduct were significantly more likely to intend to purchase sustainable grocery products.

Perceived environmental knowledge ( $\beta$  = 0.060, p = 0.166) and subjective norms ( $\beta$  = 0.075, p = 0.097) were not statistically significant predictors. In this model, perceived environmental knowledge and subjective norms did not significantly affect the desire to purchase sustainable grocery products.

Consequently, the regression model exhibited robustness and statistical significance. Perceived behavioral control, personal attitude, and perceived value were statistically



significant predictors. Respondents clearly believe that perceived behavioral control, personal attitude, and perceived value affect customers' purchasing intentions for sustainable grocery products. The regression model exhibited overall statistical significance and explained 58.4% ( $R^2_{adj} = 0.584$ ,  $F = 112.86$ ,  $p < 0.001$ ) of the variance in sustainable purchase intention, signifying a strong model fit.

### Conclusion and Discussion

This study investigated the relationship between perceived environmental knowledge, perceived value, personal attitude, subjective norms, and perceived behavioral control as factors influencing the intention to purchase sustainable grocery products. Respondents clearly indicated that perceived behavioral control, personal attitude, and perceived value influenced customers' purchasing intentions for sustainable grocery products.

The results show that perceived behavioral control (PBC) demonstrates a significant role in shaping consumers' environmentally responsible purchasing behaviors, consistent with the Theory of Planned Behavior (Ajzen, 1991, p.179) as the respondents showed the highest agreement that they intentionally avoid purchasing products that could be harmful to health or the environment. This also aligns with the argument of Jakubowska et al. (2024, p.4) and Lee (2025, p.7) that the effectiveness in assessing potential actions improves behavioral intentions toward making decisions that are environmentally conscious. By actively avoiding harmful products, consumers control over sustainable consumption practices. PBC

also reflected in the data, respondents believed they had enough time and motivation to buy eco-friendly products. This suggests that internal elements like motivation and time management skills make it easier to engage in sustainable buying. Regarding their attention to product pricing and their financial capacity to buy sustainable groceries, respondents also expressed an adequate level of agreement. These findings align with Müller-Pérez, et al. (2025, p.2), who claimed that affordability and perceived cost-efficiency strongly influence green purchasing behavior. Although financial resources were rated slightly lower compared to factors such as health and environmental concerns, respondents still showed moderate confidence in their capability to manage financial aspects of sustainable consumption. This indicates that economic considerations remain a key external influence on PBC. Finally, respondents' confidence in their ability to differentiate between sustainable grocery products in retail environments. This result aligns with previous studies in various product categories such as organic vegetables (Setyarko et al., 2024, p.1228), green cosmetics (Meliniasari and Mas'od, 2024, p.1492), and eco-friendly clothing (Chi & Zheng, 2016, p.206), which mentioned that knowledge and product recognition enhance PBC, ultimately strengthening purchase intention. Customers feel more in control of their buying choices and show more pro-environmental behavioral intentions when they believe they can identify the difference between sustainable products.

The findings of this study showed that perceived value in influencing purchase inten-

tions toward sustainable grocery products, in line with prior research. Respondents agreed that sustainable grocery products were associated with health benefits, confirming that personal well-being plays an important role in shaping green consumption behavioral intention. This aligns with Li and Shan (2025, p. 1), who demonstrated that green perceived value is not only about environment but also includes the contribution of such products to human health and society at large. Respondents also mentioned that using biodegradable materials in sustainable grocery products reduces the amount of pollution and trash in landfills significantly. This is aligned with Zhuang, Luo and Riaz (2021, p. 1), which indicated that consumers are more likely to purchase sustainable products when they clearly see environmental advantages. Furthermore, consumers perceived sustainable grocery products as non-toxic and safe, according to van Bussel, et al. (2022, p. 1) findings that customers are more likely to purchase sustainable products when associated with tangible health and environmental benefits. People are willing to spend their time and effort looking for products that are sustainable and environmentally friendly and show that they are willing to adjust when they think that the benefits and quality of sustainable products are worth the extra time and effort involved. This aligns closely with Rao and Monroe (1989, pp. 351-352) mentioned perceived value as the balance between quality (benefits) and price sacrifice. The findings also align with Zeithaml (1988, pp. 3-4); Hudayah, et al. (2023, p. 87), who claimed that customer value significantly affects their purchasing

choices. Finally, it is significant that people think the price of sustainable grocery products is fair and reasonable. This indicates that consumers are willing to pay a price premium for sustainable products that offer economic and environmental benefits, supporting the claims of Dodds and Monroe (1985, p. 86) and Cronin, Brady and Hult, (2000, p. 193) that perceived value influences perceived price fairness, thus maintaining purchase intention.

The results reveal that personal attitude, shaped by perceived health benefits, commitment to environmental preservation, and attention to product quality, play a decisive role in driving consumers' intentions to purchase sustainable grocery products. Respondents held the opinion that buying sustainable grocery products helps to prevent illness and contributes to health preservation. This aligns with Zhuang, Luo and Riaz (2021, pp. 1-2), who emphasized that consumer motivation to buy sustainable products increases when these products are perceived as beneficial to them, not just the environment. The importance of health preservation underscores the individual-level benefits that serve as strong motivators for sustainable consumption. Furthermore, willingness to change personal habits for environmental conservation and the emphasis on choosing products that reduce environmental impact reflect the strong environmental concern which was noted by Dunlap and Jones (2002, p. 485). These findings suggest that respondents' positive attitudes are influenced not only by personal well-being but also by social responsibility and awareness of environmental consequences, according to



Barbu, et al. (2022, p. 1), these factors are important in forming attitudes regarding purchase intention. Additionally, the respondents saw their intention to buy sustainable groceries as guaranteeing higher-quality products, and their belief that eco-friendly actions produce positive outcomes supports the findings of Jakubowska, et al. (2024, p. 1), who maintained that attitudes are based on the expected results of actions. A positive opinion on sustainable food choices is produced by the acknowledgment of noticeable advantages.

Perceived environmental knowledge and subjective norms did not meaningfully influence purchase intention of sustainable grocery products. Numerous research highlights that perceived environmental knowledge is a crucial factor influencing the desire to purchase sustainable or environmentally friendly products (Kim and Lee, 2023, p. 1; Zhuang, Luo and Riaz, 2021, p. 1). It enhances awareness of sustainability issues, improves perceived consumer efficacy, and increases moral accountability. Research consistently indicates that consumers who perceive themselves as informed about environmental impacts are more inclined to buy items that are sustainable. This study, however, revealed no significant impact of perceived environmental knowledge on the desire to purchase sustainable grocery products. It might be because a growing number of customers now exhibit general awareness, making it a less reliable predictor of behavior. Awareness alone doesn't always lead to action; strong personal values, a sense of behavioral control, or trust in sustainable products or eco-labels may also be needed. Perceived

environmental knowledge alone may be inadequate to influence purchase intention if other obstacles, such as price sensitivity, availability, and skepticism regarding product claims, are present. Prior studies based on the Theory of Planned Behavior (Ajzen, 1991, p. 182; Nam, Dong and Lee, 2017, p. 1) indicate that subjective norms (social pressures and expectations) significantly influence sustainable purchasing intentions. When family members, friends, or peers advocate for sustainable/eco-friendly purchases, individuals are driven to conform and align with societal expectations. Many studies e.g., Moazzam, et al., 2023, p. 221; Zhuang, Luo and Riaz, 2021, pp. 1-2, indicating that environmentally conscious purchases are behaviors driven by social factors. Surprisingly, subjective norms did not significantly influence purchase intention in this research. Consumers' choices to purchase sustainable grocery products seemed to be not significantly affected by social pressures or the expectations of others. It might be because individuals may prefer convenience and cost-effectiveness over social validation in routine grocery purchases. Social pressure could decrease in impact when purchasing situations are habitual or predominantly driven by cost and convenience.

This research therefore contributes to a better understanding of Gen Z consumers in Thailand who support sustainability products and services in terms of their buying intention of what they need to receive in exchange. This study has significant implications for managers in the grocery retail sector seeking to foster sustainable consumption. Firstly, given that consumers highly value eco-friendly grocery

products for their perceived health benefits and environmental advantages, managers should prioritize clear communication of these attributes in marketing strategies and on product packaging. Highlighting health, safety, and non-toxic features can enhance product appeal and drive consumer preference. Moreover, the demonstrated consumer willingness to devote time and accept fair pricing for sustainable goods suggests a market opportunity for expanding product lines and implementing educational campaigns about the benefits of eco-friendly alternatives. Retailers and manufacturers are encouraged to build consumer trust by ensuring product transparency and accessibility, which can further encourage sustainable purchase intentions. In addition, perceived behavioral control factors such as access to financial resources and the ability to identify sustainable products remain moderate, it is recommended that firms simplify product identification in-store, provide competitive pricing, and frame promotions around ease of access. These strategies will lower perceived barriers and increase consumer confidence, ultimately strengthening the overall adoption of sustainable grocery options. The research achieves an important theoretical bridge between generational psychology and sustainability behavior. Companies can develop insights into Gen Z consumers' priorities concerning sustainability campaigns, enabling them to form effective marketing strategies. This study, based on the extended Theory of Planned Behavior, illustrates that perceived behavioral control, attitude are essential factors influencing sustainable purchase in-

tentions among Gen Z customers in Thailand. Perceived behavioral control emerged as the most significant predictor, underscoring the relevance of self-efficacy and perceived ease of action influencing purchase intentions. Simultaneously, the influence of personal attitude and perceived value substantiates the assertion that both cognitive and evaluative elements substantially affect the formation of sustainable purchase intention.

### **Limitations and future recommendations**

This study possesses specific limitations and provides suggestions for subsequent research. The study possesses a restricted geographical scope as it just examines Thailand. The responses do not accurately represent customers in other countries. Secondly, this study examines the factors influencing the purchasing intention of sustainable grocery products. The relationship between sustainable beliefs and purchasing intentions is assessed, however the existing research provides limited examination of this correlation. This study examines the factors influencing consumer sustainable perceptions and purchasing intentions. Accordingly, individuals' actual purchasing behavior warrants more investigation in future research. The study's findings are limited by the sample's age distribution, as 53.3% of respondents were aged 20–21. This may restrict the generalizability of results to other age groups, suggesting the need for more diverse samples in future research.



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