International Journal of Emerging Trends in Social Sciences
ISSN: 2521-3539
Vol. 15, No. 1, pp. 13-23, 2023
DOI: 10.55217/103.v15i1.674

Social media's impact on Generation Z's purchasing behavior of sustainable products

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Abstract

The aim of this study is to evaluate the effects of social networks on the consumption behavior of sustainable products among Generation Z. Social networks have evolved into important technologies, making them an unavoidable option for Generation Z and the human race in general. Therefore, it is necessary to comprehensively assess how social networks have influenced the consumption behavior of Gen Z toward sustainable products in order to improve the process of community implementation while improving the quality of social networks and the durability of products. A literature review was conducted of studies linked to the suggested study model, which includes a mix of social network models and external variables influencing Gen Z's purchase of sustainable products via social networks. The suggested model was then tested on a sample of 100 Vietnamese students. Social networking techniques were used to study and evaluate the dataset. The report advises that managers and marketers should employ social media marketing tactics to communicate with Gen Z customers and promote the value of sustainability. Management and marketers should also provide sustainability information and promote sustainable goods on popular social media platforms, such as Instagram, Facebook, Twitter, and TikTok.

Keywords:
Buying behavior
Gen Z
Marketing strategy
Social media
Sustainable products.

Publisher:
Scientific Publishing Institute

Received: *4 April 2023*
Revised: *27 June 2023*
Accepted: *10 July 2023*
Published: *25 July 2023*

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Funding: This study received no specific financial support.
Institutional Review Board Statement: Not applicable.
Competing Interests: The authors declare that they have no competing interests.
Authors' Contributions: Both authors contributed equally to the conception and design of the study. Both authors have read and agreed to the published version of the manuscript.

1. Introduction

Generation Z, the generation born between 1997 and 2012, is known for being socially and environmentally conscious. This generation is particularly interested in ethical and sustainable practices, including the products they purchase. Businesses that want to appeal to Gen Z must understand their buying behavior when it comes to sustainable products.

Research suggests that Gen Z places a high value on sustainable products, with 73% of Gen Z consumers willing to pay more for environmentally friendly products (Desjardins, 2018). This willingness to pay more for sustainable products is driven by a desire to minimize environmental harm and contribute to positive social change. Therefore, companies that prioritize ethical and sustainable practices are more likely to appeal to Gen Z as they have a strong preference for brands that align with their values. This emphasis on brand values is particularly important for sustainable products, as consumers are more likely to trust and support a brand that

prioritizes ethical and sustainable practices. In addition to valuing sustainability and brand values, Gen Z's buying behavior is also influenced by social media. A survey by Kantar found that 44% of Gen Z consumers say they have discovered a new brand or product on social media (Carlson et al., 2022). Social media is therefore a crucial platform for sustainable brands to reach and engage with Gen Z. By creating compelling content and using influencers, sustainable brands can gain visibility and appeal to this generation.

The rise of sustainable fashion is one example of how Gen Z's buying behavior is driving the demand for more environmentally friendly products. As fast fashion has come under scrutiny for its environmental impact, Gen Z has turned to sustainable fashion as an alternative. A survey by ThredUp found that 64% of Gen Z consumers have purchased secondhand clothing, compared to 54% of millennial consumers and 44% of Gen X consumers (Landsea et al., 2021). This preference for sustainable fashion is also evident in the rise of sustainable fashion brands, such as Reformation, Everlane, and Patagonia.

In conclusion, Gen Z's buying behavior when it comes to sustainable products is driven by a desire to minimize environmental harm and contribute to positive social change, a preference for brands that align with their values, and the influence of social media. Businesses looking to appeal to Gen Z consumers must prioritize sustainability and ethical practices and use social media to engage with this generation. By understanding the values and priorities of this generation, companies can create more meaningful and authentic connections with Gen Z consumers.

2. Literature Review

2.1. The Technology Acceptance Model (TAM)

The technology acceptance model is a prominent framework in the field of consumer behavior that aims to describe and predict customer behavior regarding new technologies or items. It implies that a new product's or technology's perceived utility and ease of use is the primary determinant of its acceptability and adoption.

Applying this model in the context of Gen Z purchasing sustainable products as a result of social media influence, it can be suggested that social media exposure to environmental problems influences the perceived usefulness of sustainable products, and the perceived ease of use of these products is influenced by their availability and accessibility. As a result, if sustainable products are presented in a way that emphasizes their utility and are made readily available, Gen Z buyers are more inclined to accept and utilize these items.

According to research, social media can have a significant impact on Gen Z's purchasing behavior for environmentally friendly products. Bui et al. (2020) revealed that social media platforms, such as Instagram and Facebook, may influence Generation Z's views on sustainability and willingness to pay for sustainable items. Furthermore, the availability and accessibility of sustainable products are essential variables in the acceptability and adoption of sustainable products by Generation Z. According to a study conducted by Sandström et al. (2019), the availability of sustainable products is a significant factor in predicting Gen Z's desire to acquire these items. Finally, because of the impact of social media, the theory of acceptance may be utilized to explain and forecast Gen Z's acceptance and adoption of sustainable goods. Sustainable firms can boost their appeal to Gen Z consumers who are more concerned about environmental issues by stressing the utility of sustainable products and making them easily available.

2.2. Perceived Usefulness (PU)

This study explores consumers' attitudes regarding sustainability labels on clothing and investigates sustainability labels as an effective way to determine customers' purchase intent using the technology acceptance model (TAM) as a framework. Using self-administered web-based questionnaires, 903 randomly selected shoppers from around the United States provided data. The data indicated that the adoption of sustainability labels by customers was related to perceived ease of use, perceived usefulness, attitude, and purchase intention. Despite the fact that the route links between those parameters did not differ between the two groups, sustainability label users scored significantly higher than non-label users in all four categories. This is one of the first studies to use the TAM to study how buyers perceive and use garment sustainability labels. Because this study concentrated on sustainability labeling and garment purchasing among US consumers, conclusions may not be applicable to other product categories or customers outside the US.

2.3. Intention to Use (IU)

Additionally, green consumerism has had a significant influence on the conscious decisions of various enterprises (Maniatis, 2016). For example, several businesses have modified their manufacturing techniques and operational procedures (D'souza & Taghian, 2005), but a product's greenness does not ensure that a company's sales will be exceptional in the green age (Chen & Chang, 2012). As a result, marketers should work to gain insight into the factors affecting consumers' purchasing intentions for green products (Paul, Modi, & Patel, 2016). Purchasing intentions are critical to comprehend since they can often be utilized to predict customer behavior. Despite the fact that numerous customers have expressed a more favorable attitude and perception of environmentally conscious organizations (Kim & Han, 2010; Olsen et al., 2015), the majority of existing consumer behavior research focuses on impulsive or emotional purchasing rather than cognitive evaluation (Beatty & Ferrell, 1998). As a result, to investigate the correlations between the experimental

variables and explain consumers' acceptance of, and involvement in, ecological behavior, this study utilizes a theoretical framework based on the theory of planned behavior (TPB) model Ajzen (1991). The TPB is an extension of the theory of reasoned action (TRA) (Ajzen, 1991). The main difference between these two models is that the TPB includes an additional dimension of perceived behavioral control (PBC) as a predictor of behavioral intention. Ajzen (1991) proposed that modifying the TPB model to include additional critical factors in a specific context leads to a better understanding of the model's theoretical process and enhances the prediction power of people's intentions/behavior in a given situation. Such a strategy, according to Perugini and Bagozzi (2001), permits the theory to be extended and developed. Yeo, Goh, and Rezaei (2017) used the expanded TPB to recognize visitors' intentions. Jiang and Xiong (2016) predicted users' intent to microblog using a TPB extension.

2.4. Perceived Ease of Use (PEU)

The degree to which a user perceives a certain technology, such as accessing websites, internet services, and web interface usability, is referred to as perceived ease of use (Davis, 1989), which pertains to necessary perceived technological qualities (Burton-Jones & Hubona, 2005). More precisely, if a technology is more likely to be accepted by online clients, it is more useful than another. To put it another way, the more complex a technological application is seen to be, the more likely it is that the website will be used. PEU and PU are technological adoption characteristics (Son, Sadachar, Manchiraju, Fiore, & Niehm, 2012) for e-commerce (Featherman & Pavlou, 2003), and m-commerce (Bruner II & Kumar, 2005) and the desire to use online platform (King & He, 2006).

Table 1. Research variables and hypotheses.

Variable	Hypotheses	
Influence (I)	H1	Influence has a positive impact on intention to use
Green purchasing decision factors (GPDF)	H2	Green purchasing decision factors have a positive impact on perceived usefulness
	H3	Green purchasing decision factors have a positive impact on the perceived ease of use
Consumer attitudes toward sustainable products (CASP)	H4	Consumer attitudes toward sustainable products have a positive impact on perceived usefulness
	H5	Consumer attitudes toward sustainable products have a positive impact on perceived ease of use
Functionality of sustainable products (FSP)	H6	The functionality of sustainable products has a positive impact on perceived usefulness
	H7	The functionality of sustainable products has a positive impact on perceived ease of use
Perceived usefulness (PU)	H8	Perceived usefulness has a positive impact on intention to use
Perceived ease of use (PEU)	H9	Perceived ease of use has a positive impact on intention to use
Intention to use (IU)	H10	Intention to use has a positive impact on usage behavior

Table 1 explains the 10 hypotheses in the conceptual research model, which is depicted in Figure 1.

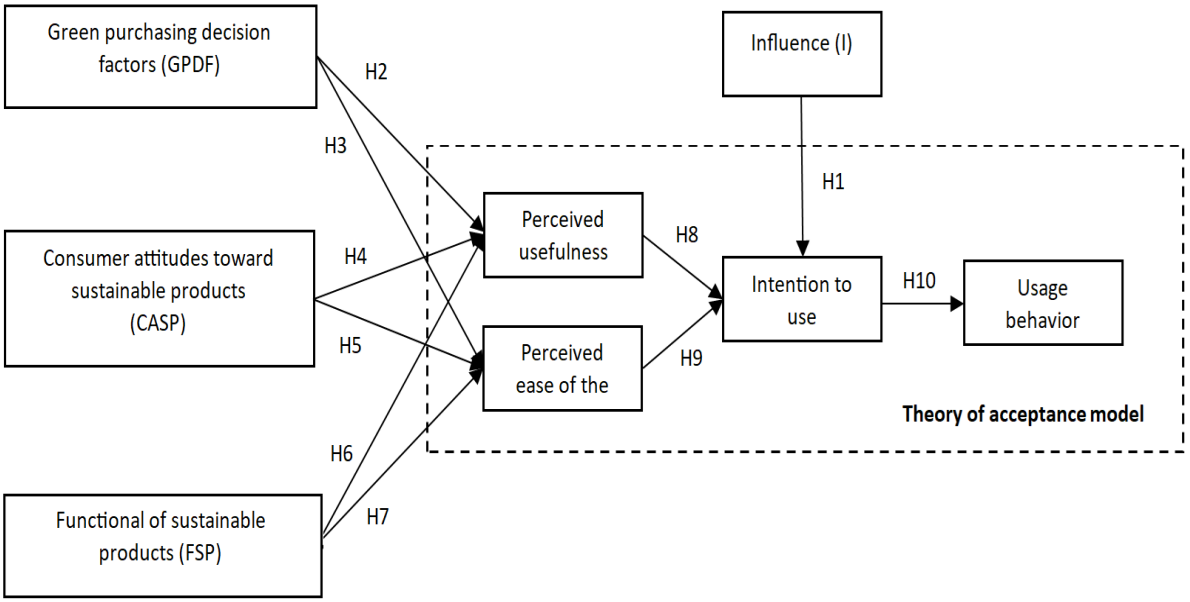

Figure 1. Research model.

2.5. Data Source

The study focuses on the effect of social media on Gen Z's purchasing behavior of sustainable products via the TAM and TPB models. However, it must be emphasized that, in addition to the characteristics described in these models, other factors also impact Gen Z's purchasing behavior of sustainable products.

A study of the literature on external factors impacting the TAM models was conducted. These studies have been used to predict Gen Z customers' behavioral decisions regarding sustainable products. Many empirical studies support new technology and real-world applications.

By using keywords, such as the TPB and sustainable products, the literature search was condensed to find relevant papers. To verify the uniformity of the articles obtained, the following criteria were considered:

- The articles must have been written during the previous 20 years, when the government acknowledged the value of green cosmetics.
- Acceptance of the TAM and TPB models and sustainable products should be included in the articles.
- The procedures, findings and outcomes should be reported, with complete results presented.

Table 2. External variables.

External variable	Database				
	Google Scholar	IEEE	Springer	Scimago Journal	Total
Intention to use	48	12	34	11	105
Perceived usefulness	12	11	5	16	44
Perceived ease of use	23	6	10	8	47

Table 2 presents three external elements: Intention to use, Perceived usefulness, perceived ease of use. Subjective norms, in addition to contemporary studies, have been published. Nonetheless, prior research claims that this variable is employed in the TAM. As a result, the authors considered subjective norms to be possible factors that may directly impact intended use behavior without the intervention of other mediating variables. The findings of a study synthesis were utilized to identify common external factors in prior investigations see Table 1.

3. Research Framework and Hypotheses

3.1. Influence (I)

3.1.1. Social Norms and Social Identity

Peer influence operates through social norms and social identity. Social norms refer to the unwritten rules and expectations of behavior that are shared within a particular group, while social identity is the sense of self that is shaped by one's membership in a particular social group. In the context of sustainable consumption, peer influence often manifests through the desire to conform to the norms and values of one's peer group as people seek to maintain a positive image among their peers by engaging in behaviors that reflect their values and beliefs. This desire for social acceptance can motivate Gen Z consumers to adopt sustainable consumption practices and purchase sustainable products.

3.1.2. Social Media

The development of social media has made it a significant platform for peer influence among Generation Z consumers. Social media allows Gen Z customers to interact with a diverse group of peers and exchange knowledge and views regarding environmentally friendly items. Gen Z customers can learn about sustainable products and their advantages through social media, as well as regard them as socially desirable or normative within their peer group. This, in turn, can have an impact on their sustainable consumption and shopping habits.

3.1.3. Marketing

Marketers seeking to promote sustainable products to Gen Z consumers can leverage the power of peer influence through targeted marketing campaigns. Marketers can use social media platforms to create engaging and informative content about sustainable products, share positive reviews and testimonials from satisfied customers, and showcase their brand's commitment to sustainability. By creating a sense of social norm and identity around their sustainable products, marketers can tap into Gen Z's desire for social acceptance and influence their purchasing decisions.

3.2. Green Purchasing Decision Factors (GPDF)

Conscious consumerism is a movement that promotes mindful purchasing decisions with a focus on sustainability and ethical practices. It involves being aware of the impact that our choices as consumers have on the environment and on society as a whole. As consumers become more educated about the negative effects of fast fashion, single-use plastics, and other harmful practices, they are increasingly seeking out brands that prioritize sustainability and ethical production.

The increased popularity of eco-friendly items, such as reusable water bottles, bamboo cutlery, and cloth grocery bags, is one illustration of this trend. Apart from environmental issues, conscientious consumption considers the social effect of products and the manufacturing process. This covers things such as fair work standards, animal welfare, and the use of non-toxic materials. Customers are increasingly interested in learning about a product's full supply chain, from raw material sourcing to manufacturing to distribution.

While conscious consumerism is gaining traction, it is important to acknowledge that it is not accessible to everyone. Many sustainable products come with a higher price tag, which can make them out of reach for low-income individuals. Additionally, not all regions or communities have access to sustainable options.

Overall, conscious consumerism is an important movement that encourages individuals to make more mindful purchasing decisions. As consumers become more educated about the impact of their choices, they are driving change in the marketplace toward more sustainable and ethical practices.

3.3. Consumer Attitudes Toward Sustainable Products (CASP)

Detecting client intentions to purchase green items with social media channel that was considered as new trend in marketing research The purpose of this paper is to investigate the relationships between social media marketing, perceived consumer effectiveness, product knowledge, subjective norms, perceived behavioral control, price consciousness, attitudes, and intentions to purchase green products. Additionally, the purpose of this research is to better understand the connections between distinct client segments. According to the findings of this study, attitude, subjective norms, and perceived behavioral control positively impact purchase intentions, but price consciousness negatively affects purchase intentions. Customer attitudes and purchasing intentions are influenced by product knowledge, whereas perceived consumer effectiveness impacts consumer attitudes. As expected, social media marketing has a positive effect on subjective criteria (2019–2020 Emerald Insight).

3.4. Functionality of Sustainable Products (FSP)

With or without modifications, the technology acceptance model has been successfully applied in a wide range of empirical studies to predict and explain the acceptance and adoption of a variety of technologies, such as electronic banking (e.g., Al-Smadi (2012)) and social networks, as well as understand consumer markets for technological products and services, such as online shopping (e.g., Pinho and Soares (2011)). Several studies have discovered empirical evidence for the relationships between perceived ease of use (PEU), perceived usefulness (PU), *Consumer Attitudes Toward Sustainable Products (CASP)*, and Intention to Use (IU), as shown in the TAM (e.g., Al-Smadi (2012)). Each of these considerations prompted BI to employ mobile learning tools. The findings regarding the influence of PU on BI, on the other hand, have been ambiguous. In a study on consumer BI to use online shopping, Vijayasaradhi (2004) revealed that PEU and PU substantially predicted Att, which, in turn, determined BI to use online purchasing. Therefore, the PU of internet purchasing could not explain BI. Similarly, in the case of social media adoption, Pinho and Soares (2011) revealed no empirical support for PU and BI.

Customers struggled to comprehend information on the many types of sustainability labels when making a responsible purchase, according to empirical studies Horne (2009). As a result, investigating the role of PEU in the context of sustainability label usage patterns would be beneficial, with the following hypotheses proposed:

H1a: The use of sustainability labels will benefit PU.

H1b: The implementation of sustainability labels will help Att.

The goal of utilizing sustainability labels is to draw attention to a company's environmental and social responsibility statements regarding its products and services. Therefore, unless they perceive an advantage to utilizing it, they will not read (or pay attention to) a sustainability label. As a result, the following options are suggested:

H1c: The use of sustainability labels will have a favorable impact on Att.

H1d: The use of sustainability labels will have a favorable effect on perceived intention (PI).

4. Research Methodology

Advanced search techniques were used to find scientific articles to gather information on sustainable products. The search terms "sustainable products," "environmentally friendly products," and "eco-friendly products" were entered into the "subject/descriptor" field (or equivalent) and "words of title" field. To ensure consistency, only publications in English, French, and Vietnamese were included.

4.1. Research Design

This study collected quantitative data on the factors that influence students' choice of sustainable products. To achieve this goal, a questionnaire was used as the primary data collection method.

A questionnaire was chosen for this study because it allowed for the gathering of a large quantity of data in a short period of time and at a low cost. To ensure the clarity of the questions and statements, a pilot study was conducted in an environment similar to that of the main study. The results of the pilot study were used to

refine and improve the questionnaire. Furthermore, a poll offers a more accurate picture of respondents' ideas and attitudes toward environmentally friendly items (Sekaran & Bougie, 2016).

Before administering the survey to the students, the questionnaire was reviewed and approved by the group's mentor to ensure its relevance and clarity. The questionnaire was created and distributed using the Google Forms platform, which allowed for easy data collection and analysis.

There are three sections to the questionnaire. The first section gathered demographic information, such as gender, age, school year, and income. The second section explored the factors that impact students' selection of environmentally friendly items. The relevance of environmental benefits (EB), the influence of family and friends (FF), the impact of economic factors (EF), the effects of social norms (ES), the function of health and safety concerns (FH), and the influence of brand loyalty (BL) were among the variables studied.

The final section provided statements to assess the dependent variable, which is respondents' willingness to choose sustainable items over conventional alternatives. Using a 5-point Likert scale ranging from "strongly disagree" to "strongly agree," the respondents were asked to assess their degree of agreement with each statement. The Likert scale is a popular technique for testing attitudes and perceptions in educational and social studies (Afthanorhan, Awang, Mamat, Sultan, & Abidin, 2016).

Overall, the questionnaire provided a reliable means of collecting reliable information on the relevant topics in the study. The data collected from the respondents were analyzed using Microsoft Excel and provided valuable insights into the factors that influence students' choice of sustainable products.

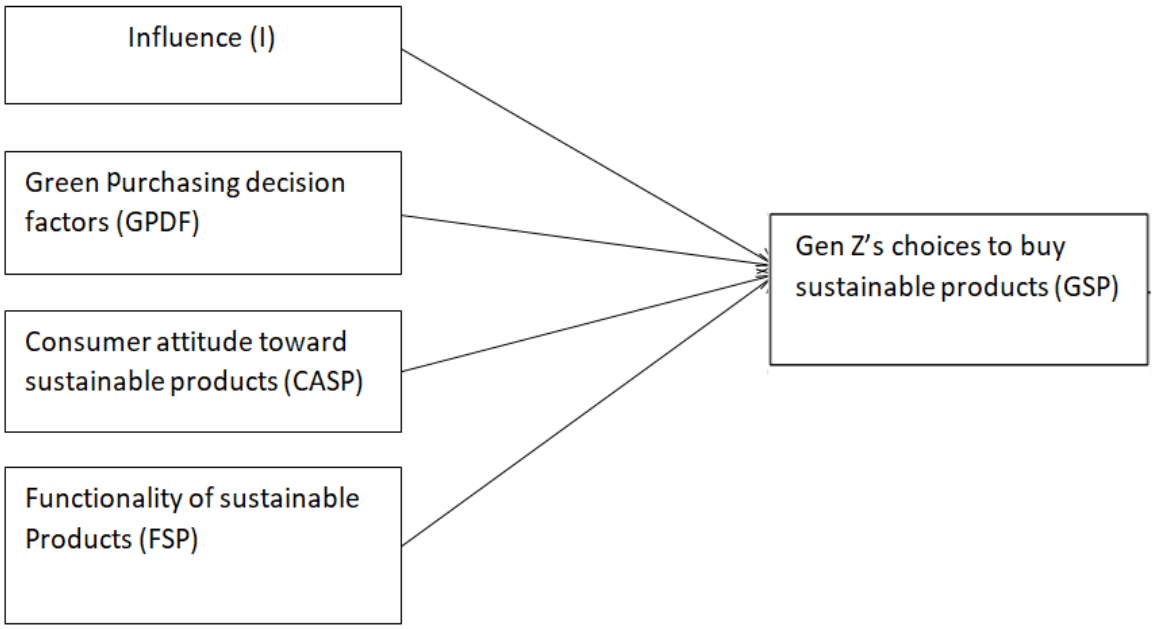

Figure 2. Measurement.

Figure 2 presents the relationship among the factors for constructing measurement.
Table 3 presents the measurement scale that was obtained from different databases.

4.2. Data Analysis

SmartPLS 4.0.9.1 was used to analyze the data for this study.

5. Results

5.1. Demographic Data

Table 4 shows the respondents' profiles. The study involved 80 people from across the world, with 33.75% of those polled under the age of 18, 36.25% between the ages of 18 and 25, and 30% beyond the age of 25. Of the respondents, 33.75% are young learners/pupils, 36.25% are students, and the remaining 30% are in employment.

The majority of the surveyed people (37.5%) have a monthly income of less than 2 million Vietnamese Dong (VND), followed by part-timers with an income of 2 to 5 million VND (32.5%). People earning 5 to 10 million VND account for 16.25%, and those earning over 10 million VND account for only 13.75%.

Table 3. Measurement items of constructs in the model.

Construct	Code	Measurement item	Source
Influence (I)	I1	Do environmentally friendly toys have a future?	Sustainability (2023)
	I2	Sustainable product purchase: Does information about product sustainability on social media influence purchase behavior?	Social Responsibility (2019)
Green purchasing decision factors (GPDF)	GPDF1	Why not green marketing?	Nekmahmud and Fekete-Farkas (2020)
	GPDF2	How much are consumers willing to pay for new or recycled products?	
	GPDF3	Why do food companies go green?	
Consumer attitudes toward sustainable products (CASP)	CASP1	What are Gen Z consumers' attitudes toward purchasing sustainable fashion?	Liu and Hei (2021)
	CASP2	What are Generation Z consumers' attitudes toward marketing activities regarding sustainable fashion?	
Functionality of sustainable products (FSP)	FSP1	What makes a product sustainable?	Vieira (2019)
	FSP2	What are sustainable products?	Spindler (2021)
	FSP3	What factors influence the behavioral intentions of developing countries' consumers to use eco-friendly products?	Mustafa, Hao, Jamil, Qiao, and Nawaz (2022)

The number of people surveyed who know about sustainable products accounts for 80%, and the remaining 20% know little or nothing about this topic.

From a social perspective, the number of people who always watch influencers use sustainable products and follow them almost is 12.5%, 13.8% do this frequently, 42.5% do this sometimes, 31.3% never do this.

The number of people affected by price when buying sustainable products accounted for 12.5%, quality accounted for 13.8%, the ability to protect the environment accounted for 31.3%, looking to the future accounted for 27.5%, and user-friendliness accounted for 15%.

Evaluation of sustainable products on the environmental protection scale is 18.8%, cost savings is 18.8%, diversity is 40%, and easy to replace and repair is 10%.

The two functions that influence consumers' purchasing decisions the most for sustainable products are environmental protection (31.3%) and easy to replace and repair (31.3%), followed by safety for the user (25%) and that with the least affect is no chemicals (12.5%).

Table 4. Summary of respondent profiles.

Item		Frequency	Percentage
Age	10 to 18	27	33.8%
	18 to 25	29	36.2%
	Over 25	24	30%
Current job	Pupil (Young learner)	27	33.8%
	College student	29	36.2%
	In employment	24	30%
Monthly income	Under 2 million VND	30	37.5%
	2 to 5 million VND	26	32.5%
	5 to 10 million VND	13	16.2%
	Over 10 million VND	11	13.7%
Do you know anything about sustainable products?	Yes	64	80%
	No	16	20%
Have you ever watched an influencer use sustainable products and follow them? Please rate according to the following scale: Always, frequently, sometimes, never	1	10	12.5%
	2	11	13.8%
	3	34	42.5%
	4	25	31.3%

Item		Frequency	Percentage
When buying a sustainable product, what factors make you decide to buy a sustainable product? (Price, quality, environmental protection, looking toward the future, user friendly)	1	10	12.5%
	2	11	13.8%
	3	25	31.3%
	4	22	27.5%
	5	12	15.0%
Your thoughts on sustainable products, rating by scale (Environmental protection, cost savings, there is diversity, easy to replace and repair)	1	15	18.8%
	2	15	18.8%
	3	32	40.0%
	4	8	10.0%
What function of a sustainable product informs your purchasing decision? (Environmental protection, no chemicals, safety for the user, easy to replace and repair)	1	25	31.3%
	2	10	12.5%
	3	20	25.0%
	4	25	31.3%

Table 5. Convergent validity.

Construct	Item	Factor loading	VIF	Cronbach's alpha	CR	AVE
Influence of social media (ISM)	ISM 1	0.955	1.305	0. 425	0.739	0.604
	ISM 2	0.543	1.079			
Consumers' attitudes toward green cosmetics (CGC)	CGC 1	0.907	1.165	0. 211	0.695	0.549
	CGC 2	0.526	1.014			
Natural ingredients (NI)	NI 1	0.960	1.344	0. 602	0.807	0.683
	NI 2	0.667	1.228			
Extracted from nature, absolutely safe (ENS)	ENS 1	0.701	1.214	0. 412	0.767	0.625
	ENS 2	0.871	1.072			

All factor loadings in Table 5 have coefficients above 0.7, which shows high convergent validity. Furthermore, the AVE values reached 0.5 or more, which means that the reliability of the indicators has been confirmed. Therefore, it demonstrates that the constructions fulfill the dependability and convergent validity requirements. All inner VIF values are in the range of 2.0 to 5.0, so the multicollinearity of this investigation is not an issue.

Table 6. Discriminant validity (Fornell–Larcker scale).

	I1	I2	I3	I4	GPD F1	GPD F2	GPD F3	GPD F4	GPD F5	CASP 1	CASP 2	CASP 3	CASP 4	FSP1	FSP2
I1	0.971														
I2	0.934	0.946													
I3	0.915	0.953	0.970												
I4	-0.332	-0.379	-0.375	0.770											
GPDF1	0.947	0.866	0.842	-0.240	0.945										
GPDF2	0.707	0.800	0.751	0.075	0.645	1.000									
GPDF3	-0.641	-0.710	-0.712	0.535	-0.599	-0.468	0.748								
GPDF4	0.961	0.914	0.885	-0.359	0.981	0.648	-0.668	0.963							
GPDF5	0.653	0.750	0.757	-0.294	0.603	0.704	-0.866	0.636	0.923						
CASP1	0.971	0.967	0.937	-0.244	0.943	0.807	-0.611	0.958	0.667	0.937					
CASP2	0.947	0.938	0.876	-0.351	0.915	0.717	-0.622	0.959	0.662	0.952	1.000				
CASP3	0.952	0.935	0.888	-0.312	0.957	0.717	-0.618	0.986	0.599	0.976	0.968	0.931			
CASP4	-0.491	-0.419	-0.465	0.494	-0.473	0.040	0.143	-0.545	0.095	-0.459	-0.471	-0.541	0.534		
FSP1	0.952	0.912	0.901	-0.288	0.982	0.674	-0.653	0.973	0.692	0.955	0.927	0.947	-0.439	0.920	
FSP2	0.647	0.563	0.469	-0.399	0.726	0.175	-0.597	0.757	0.281	0.595	0.657	0.727	-0.534	0.659	0.755

Table 6 shows that each construct has sufficient discriminant validity.

Table 7. The value of *RR*2 for coefficient of determination.

Dependent variable	R-squared	Level
IU	0.728	High
PEU	0.868	High
PU	0.976	High
UBBU	0.287	Moderate

Table 7 presents the R^2 values for IU (0.728, high), PEU (0.868, high), PU (0.976, high), and BU (0.287, moderate). Therefore, the structure of the proposed research model shows that the predictive ability is high.

Table 8. Hypothesis testing results.

H	Relationship	β	Mean	SD	T-value	P-value
H1	CASP -> PEU	0. 086	0. 222	0. 969	0. 672	0
H2	CASP -> PU	0. 112	-0. 385	1. 030	0. 561	0
H3	FSP -> PEU	-0. 128	0. 003	1. 030	0. 561	0
H4	FSP -> PU	0. 012	0. 013	0. 969	0. 672	0
H5	GPDF -> PEU	0. 016	-0. 041	0. 969	0. 672	0
H6	GPDF -> PU	0. 016	-0. 035	0. 851	0. 985	0
H7	I -> PEU	-0. 069	0. 089	0. 851	0. 985	0
H8	I -> PU	0. 331	-0. 234	0. 998	0. 620	0
H9	IU -> BU	0. 161	0. 013	0. 997	0. 631	0
H10	PE -> IU	0. 209	-0. 041	0. 882	0. 810	0
H11	PU -> IU	0. 301	-0. 035	1. 086	0. 587	0

Table 8 show the hypothesis test findings of the proposed research model.

6. Limitations, Conclusions, and Recommendations

The purpose of this research is to investigate the impact of social networks on Generation Z's sustainable product consumption behavior today. However, there are certain limitations to this study, such as the limited research time, personnel resources, and finance to conduct the study. Because the data was only collected in select areas and in a limited period of time, and the research scope was not broad enough, the subjective judgements of the research subjects may have falsified the results.

Sustainable values are becoming more and more essential in our lives, especially when crises such as climate change or the Covid-19 pandemic are causing severe consequences, putting the world in danger. Globe Scan experts said that since the outbreak of Covid-19, people tend to care more about their health, so they are more conscious of protecting the environment and preserving natural resources.

Using sustainable products can bring many benefits to consumers and their surrounding environment. However, for sustainable products to replace conventional products that pollute the environment is very difficult, especially for developing countries such as Vietnam. Therefore, in order for green consumption to not be lost, it is necessary to have the cooperation of the entire community and society.

Specifically, the state must develop and perfect the legal framework and implement policies on sustainable product consumption in a synchronous and consistent manner, such as promulgating policies to encourage the production of sustainable products and services, developing industries and fields of sustainable technology application, increasing chemical production, prioritizing renewable energy development, using resources economically and efficiently, and developing green technologies. In addition, it is vital to build and duplicate green business models while also supporting pricing for green products and services in order to increase customer demand.

It is necessary to continue to raise people's awareness about consuming sustainable products and provide children with knowledge about the importance of the environment and how to protect the environment so that each person has the responsibility and obligation to protect the environment.

Companies must continually increase their employees' expertise, modernize technology to conserve fuel, and use renewable and recyclable items. They must also endeavor to manufacture high quality, ecologically sustainable, safe, and recyclable products.

However, changing consumer behavior needs time, consumer awareness and support, the engagement of governmental management agencies, and industry collaboration. Using sustainable products will undoubtedly spread and strengthen over time, and as a result, customers, companies, and countries, including Vietnam, will benefit greatly. It will also contribute significantly to environmental conservation.

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