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The Interplay of Perceived Value, Environmental Concern, Attitude, and Willingness to Pay on Gen Z's Purchase Intention Toward Sustainable Packaging

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Abstract: Increasing environmental issues and the growing demand for sustainable products highlight the need to understand consumer responses toward sustainable packaging, particularly among Generation Z as the most environmentally conscious yet price-sensitive consumer group. This study aims to analyze how perceived value of sustainable packaging, willingness to pay, environmental concern, and attitude toward sustainable packaging influence purchase intention among Generation Z consumers in Indonesia. Using a quantitative approach, data were collected from 157 respondents through an online questionnaire and analyzed using Partial Least Squares Structural Equation Modelling (PLS-SEM). The findings show that all four variables positively and significantly affect purchase intention, with attitude toward sustainable packaging serving as a key driver. The study concludes that enhancing consumer perceptions, environmental awareness, and willingness to support eco-friendly packaging can strengthen sustainable purchasing behavior. These results emphasize the strategic role of sustainable packaging in shaping young consumers' decisions and contribute to efforts toward environmentally responsible consumption in Indonesia.

Keywords: Purchase Intention, Sustainable Packaging, Willingness to Pay, Environmental Concern.

INTRODUCTION

Environmental issues are crucial to address. Various environmental issues, such as pollution, non-biodegradable plastic waste, and climate change, have negatively impacted ecosystems and human life. The issue of non-biodegradable plastic waste remains a highly relevant topic today. Most of this plastic waste is associated with the use of environmentally unfriendly packaging. Referring to data published by the Ministry of Environment and Forestry's National Waste Management Information System (SIPSN) in 2023, Indonesia generated 56.6 million tons of waste. Of which 18 per cent (approximately 10 million tons) was plastic waste. Plastic bags and other plastic packaging are often controversial because they are typically single-use but very difficult to decompose, ultimately causing environmental damage

or pollution. This condition encourages various parties to demand responsibility from business actors for the impacts caused by their business activities.

One of the sectors that plays an important role in environmental issues is the supply chain. The concept of Sustainable Supply Chain Management (SSCM) has emerged as a solution to reduce the negative impacts generated by business activities by integrating sustainability principles and environmentally responsible practices throughout the supply chain. This concept does not only focus on economic efficiency but also considers the environmental and social consequences arising from supply chain operations. By promoting the use of recycled materials and efficient production processes, SSCM helps build consumer trust, which in turn positively influences purchase intention and creates a competitive advantage for firms implementing sustainable supply chain practices.

One part of the supply chain is the packaging process. Eco-friendly packaging can be one step a company takes in implementing sustainable business practices. The essential aspects to consider are the use of recycled inputs, maintaining efficient production processes, and promoting effective recycling (Duarte et al., 2024). A comprehensive approach to sustainable packaging is crucial, encompassing material selection, manufacturing processes, and waste management practices (Jia et al., 2018). Common forms of eco-friendly packaging include recycled, biodegradable, plant-based, and reusable or refillable materials. Consumers tend to be more attracted to eco-friendly packaging when they perceive that it can protect the product effectively without diminishing its quality (Duarte et al., 2024). Although consumer purchase intentions and purchasing decisions cannot be guaranteed, there are several factors that can be controlled or at least have knowledge of that will influence the accuracy of predicting purchase intentions (Ferraz et al., 2017).

Previous studies have shown that sustainable packaging influences consumer purchase intention through factors such as perceived value, willingness to pay, environmental concern, and attitude toward sustainable packaging (Duarte et al., 2024; Tanzares et al., 2024). Meanwhile, other research conducted by (N et al., 2025) and (Imran et al., 2024) found insignificant results on the EC variable. These mixed empirical findings indicate that the relationship between sustainability-related variables and purchase intention is not yet conclusive. Despite growing studies on sustainable packaging, empirical evidence on Gen Z consumers in developing countries remains limited and inconclusive, particularly regarding the relative dominance of attitudinal versus economic factors. Given this research gap, the present study seeks to examine the influence of attitude toward sustainable packaging, perceived value, environmental concern, and willingness to pay on purchase intention among Generation Z consumers in Indonesia as a representative consumer segment that is increasingly exposed to sustainability values through social media and global awareness movements but whose behavioural drivers are still understudied.

This study offers several important contributions to the literature on sustainable consumption and supply chain management. Empirically, it validates an integrated behavioral model of purchase intention toward sustainable packaging within the context of Indonesian Generation Z consumers, a demographic group that remains underexplored in emerging markets. Theoretically, this research strengthens the application of the Theory of Planned Behavior in sustainability studies by demonstrating the central role of attitude toward sustainable packaging as the most influential determinant of purchase intention, thereby extending prior models that often emphasize moral or economic factors in isolation. Practically, the findings provide strategic insights for companies and industrial practitioners by highlighting how sustainable packaging initiatives and SSCM should be designed not only around environmental efficiency, but also around value perception and attitudinal formation among Gen Z consumers.

The concept of perceived value of sustainable packaging draws upon the theory of consumer perceived value, which identifies two principal dimensions: functional value (including quality, service, price, and convenience) and symbolic value (including aesthetic, emotional, social, and reputational value) (Chi & Kilduff, 2011). Environmentally friendly packaging leads to heightened positive consumer emotions and increased satisfaction, thereby enhancing the perceived value of a product (Giannoutsos et al., 2023). Eco-friendly packaging also has the potential to elevate the consumer experience as a whole, which can lead to increasing the perceived value of the product, too. The higher the perceived value of a product using environmentally friendly packaging, the stronger the consumer's purchase intention for that product (Tan & Goh, 2018).

H1: Perceived Value of Sustainable Packaging significantly positively influences Purchase Intention

Willingness to pay is defined as the highest price or the maximum price that consumers are willing to pay for a given amount of a product or service (Wertenbroch & Skiera, 2002). Willingness to pay represents consumers' readiness to act on their attitudes and evaluations, indicating the extent to which favourable attitudes and perceived value are translated into purchase intention within the TPB framework. Determining the right price can increase consumer intention to purchase products with environmentally friendly packaging. Consumers with high environmental awareness and concern will agree to pay more (Giannoutsos et al., 2023).

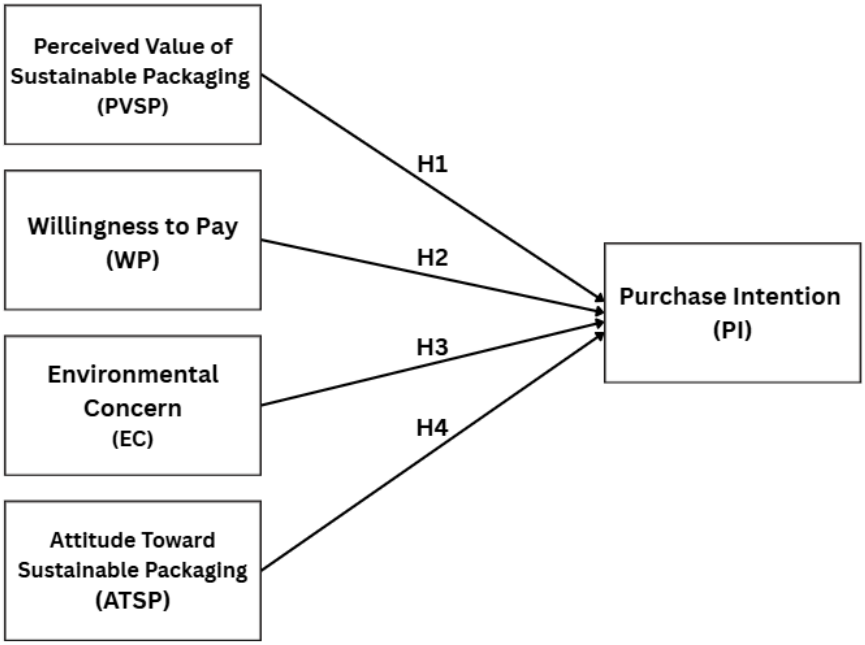
H2: Willingness to Pay significantly positively influences Purchase Intention

Environmental concern aligns with the normative dimension underlying TPB by reflecting consumers' awareness of environmental issues and their moral motivation to engage in pro-environmental behavior, which contributes to the formation of favorable purchase intentions. Consumer responsibility and knowledge of environmental issues are related to consumer intention to purchase eco-friendly packaging (Shimul & Cheah, 2023). An increased level of environmental consciousness will influence consumers' purchasing intentions for products with environmentally friendly packaging (Lavelle et al., 2015). Consumer concern for the environment indirectly drives their purchasing choices towards eco-friendly alternatives.

H3: Environmental Concern significantly positively influences Purchase Intention

Attitude toward sustainable packaging represents the attitudinal component of TPB, which reflects an individual's positive or negative evaluation of a behaviour. Attitude toward sustainable packaging represents consumers' overall evaluation of sustainable packaging. Positive attitude toward sustainable packaging is likely to increase consumers' intention to purchase products with environmentally friendly packaging as an alternative to plastic/conventional packaging (Macht et al., 2023).

H4: Attitude Towards Sustainable Packaging significantly positively influences Purchase Intention



Source: (Duarte et al., 2024)

Figure 1. Research Framework

METHOD

This study is classified as basic research, which aims to test and modify previous research. This research is also using a quantitative design with a causal approach to examine the influence of perceived value, willingness to pay, environmental concern, and attitude toward sustainable packaging on consumers' purchase intention. The population used in this study is all individuals belonging to the Generation Z category (aged 17–26 years) who have purchased and used products with environmentally friendly packaging in Indonesia. The samples taken for this study used purposive sampling techniques, a sampling technique based on certain criteria that have been determined by the author.

The data collection process in this study was carried out quantitatively by distributing online questionnaires using Google Forms, which were distributed to respondents in accordance with existing provisions. A total of 157 samples were used for data collection. This study utilised a five-point Likert scale in the questionnaire, where 1 represents Strongly Disagree and 5 represents Strongly Agree. The questionnaire was divided into two parts: (1) demographic information (name, age, gender, and education level) of respondents, and (2) measurement items related to the constructs of perceived value, willingness to pay, environmental concern, attitude toward sustainable packaging, and purchase intention.

Data analysis was performed through Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0. PLS-SEM was selected because it is suitable for predictive research models, accommodates relatively small sample sizes, and is robust to non-normal data distributions. The data analysis was carried out in two stages. The first stage assessed the measurement model by examining indicator reliability, internal consistency reliability, and convergent validity. The second stage evaluated the structural model by analyzing path coefficients, R^2 values, and the significance of relationships between constructs using a bootstrapping procedure with 5,000 resamples.

RESULTS AND DISCUSSION

Demographics Characteristics of Respondents

The demographics of the respondents in this study consisted of gender, age, highest education level, and current occupation. The respondents of this study consisted of 57 men and

100 women. The majority of the age range was 20-22 years old, as many as 88 (56%) respondents, followed by the age range of 23-25 years old, as many as 31 (20%) respondents. The rest were 17-19 years old, as many as 22 (14%) respondents and 26-28 years old, as many as 16 (10%) respondents. The majority of the highest education level was bachelor's degree with a frequency of 72 (46%) respondents followed by high school/vocational school as many as 69 (44%) and the rest were diploma. The majority of current occupations are students as many as 72 (46%) and private employees as many as 52 (33%) respondents.

Table 1. Characteristics of Respondents

Respondent's Characteristics	Frequency	Percentage (%)
Gender		
Man	57	36.3
Women	100	63.7
Age Group (Years)		
17 - 19	22	14
20 - 22	88	56
23 - 25	31	19.8
26 - 28	16	10.2
Education Level		
Senior High School	69	43.9
Diploma	16	10.2
Bachelor	72	45.9
Current Occupation		
Student	72	45.9
Private Employees	52	33.1
Enterpreuner	24	15.3
Civil Servant	8	5.1
Other	1	0.6

Source: Questionnaire data processing results, 2025

Validity and Reliability Test

After presenting the demographic characteristics of respondents, the measurement model was analyzed to evaluate the constructs' validity and reliability. Convergent validity was assessed through the factor loadings and Average Variance Extracted (AVE), with acceptable thresholds of factor loadings ≥ 0.60 and AVE ≥ 0.50. In exploratory research contexts, loading values between 0.50 and 0.60 may still be deemed acceptable (J. Hair et al., 2017). Construct reliability was examined using Composite Reliability (CR), which should exceed 0.70 to indicate satisfactory internal consistency. Based on the measurement model assessment, all constructs met the minimum reliability and validity criteria. Overall, the measurement model was considered reliable and valid for further structural analysis (Hair et al., 2021). The results of construct validity and reliability will be presented below.

Table 2. Validity and Reliability Test Results

Construct	Code	Standardize Loading	AVE	Alpha	CR
Perceived Value of Sustainable Packaging	PVSP1	0.793	0.590	0.827	0.878
	PVSP2	0.750			
	PVSP3	0.795			
	PVSP4	0.741			
	PVSP5	0.761			
Willingness to Pay	WP1	0.868	0.733	0.818	0.892
	WP2	0.880			
	WP3	0.819			
Environmental Concern	EC1	0.821	0.619	0.794	0.866
	EC2	0.737			
	EC3	0.790			
	EC4	0.796			
Attitude Toward Sustainable Packaging	ATSP1	0.739	0.543	0.789	0.856
	ATSP2	0.720			
	ATSP3	0.732			
	ATSP4	0.765			
	ATSP5	0.728			
Purchase Intention	PI1	0.774	0.564	0.807	0.866
	PI2	0.732			
	PI3	0.723			
	PI4	0.753			
	PI5	0.773			

Source: Processed Data, 2025

R Squared (R^2) Test

R-squared or the coefficient of determination is a statistical indicator that measures the extent to which changes in the dependent variable (Y) can be explained by the independent variable (X) in the research model. The R-square (R^2) value for Purchase Intention (PI) is 0.852, indicating that 85.2% of the variance in purchase intention can be explained by the four independent variables while remaining 14.8% is explained by other factors not included in the model. The Adjusted R-square value of 0.848 confirms that the model remains highly robust even after adjusting for the number of predictors. According to (J. Hair et al., 2022), R^2 values above 0.75 indicate a substantial level of explanatory power in PLS-SEM models. Thus, the current model demonstrates a very strong predictive capability, suggesting that the proposed constructs effectively explain Generation Z's purchase intention toward sustainable packaging. While this indicates strong predictive capability, such a high value may also reflect potential conceptual overlap between attitude and intention constructs or the presence of common method bias.

Table 3. R Squared Test

	R - Square	R - Square Adjusted
Purchase Intention	0.852	0.848

Source: processed data, 2025

Full Collinearity VIF Test

To assess potential common method bias, a full collinearity test was conducted by examining variance inflation factor (VIF) values. The results show that all VIF values are below the recommended threshold of 3.3, indicating that common method bias is unlikely to be a serious concern in this study.

Table 4. VIF Values Test

Code	VIF
PVSP1	1.766
PVSP2	1.572
PVSP3	1.767
PVSP4	1.665
PVSP5	1.663
WP1	2.127
WP2	2.004
WP3	1.586
EC1	1.759
EC2	1.410
EC3	1.696
EC4	1.794
ATSP1	1.544
ATSP2	1.427
ATSP3	1.516
ATSP4	1.614
ATSP5	1.472
PI1	1.761
PI2	1.626
PI3	1.609
PI4	1.708
PI5	1.745

Source: processed data, 2025

Hypotheses Testing

Hypothesis testing in this study used Partial Least Squares Structural Equation Modeling (PLS-SEM) with bootstrapping (5000 samples). Significant positive results were found for all independent variables on purchase intention resulting in all hypotheses being accepted. Perceived value of sustainable packaging has a significant positive effect on purchase intention ($\beta = 0.183$, $p = 0.004$). Likewise, attitude toward sustainable packaging shows a significant positive effect ($\beta = 0.533$, $p = 0.000$). Environmental concern ($\beta = 0.173$, $p = 0.20$) and willingness to pay ($\beta = 0.107$, $p = 0.037$) also have a significant positive effect. The results of hypothesis testing will be included in the table below.

Table 5. Hypotheses Test Result

Path	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
ATSP→PI	0.533	0.536	0.079	6.720	0.000
EC→PI	0.173	0.168	0.074	2.328	0.020
PVSP→PI	0.183	0.183	0.064	2.862	0.004
WP→PI	0.107	0.107	0.051	2.082	0.037

Source: processed data, 2025

Discussion

The Findings of this study are consistent with and extend the models proposed in previous research conducted by (Duarte et al., 2024). Hypothesis testing results indicate that all independent variables: Attitude Toward Sustainable Packaging (ATSP), Environmental Concern (EC), Perceived Value of Sustainable Packaging (PVSP), and Willingness to Pay (WP) have a significant positive effect on purchase intention. These results align with research on sustainable packaging and purchase intention conducted by (Duarte et al., 2024) and (Tanzares et al., 2024). However, this research is not in line with research conducted by (N et al., 2025) and (Imran et al., 2024), which states that environmental concerns are not significant for

sustainable packaging. These results collectively indicate that Generation Z consumers exhibit awareness and concern toward sustainability issues, yet the strength of each variable's influence varies, reflecting the complex nature of their decision-making process. Nevertheless, given the recent nature of these studies, there remains a continuing need for further empirical evidence to solidify the understanding of consumer preferences in sustainable packaging contexts.

The Attitude Toward Sustainable Packaging (ATSP) variable was shown to have the strongest influence on purchase intention ($\beta = 0.533$; $p = 0.000$). These results confirm that the more positive consumers' attitudes toward sustainable packaging, the greater their likelihood of making a purchase. This finding is consistent with the Theory of Planned Behavior (TPB), which states that attitude is the primary determinant in the formation of behavioral intentions (Ajzen, 1991). A positive attitude toward environmentally friendly products reflects the belief that these products have social, ethical, and ecological benefits that align with consumers' personal values. Gen Z, which tends to be digitally active and socially aware, often has positive attitudes toward sustainability influenced by social media, peer influence or influencers on social media platforms, and brand authenticity. They consider purchasing products with environmentally friendly packaging to be a form of active participation in preserving the environment, not just a mere purchasing decision. Therefore, fostering positive attitudes through sustainability-oriented corporate branding can increase purchase intentions in this cohort.

Environmental concern also has a significant and positive effect on purchase intention ($\beta = 0.173$; $p = 0.020$). This finding is consistent with the study by (Straughan & Roberts, 1999), which demonstrated a positive relationship between environmental concern and purchase intention on sustainable packaging products. It indicates that individuals with a high level of environmental concern tend to exhibit a stronger intention to purchase sustainable packaging, although in this study, the effect was relatively low compared to attitude. Although Gen Z is often recognized as a socially and environmentally conscious cohort, their actual purchasing behavior tends to be influenced by pragmatic considerations such as price sensitivity, product aesthetics, and convenience. This implies that for Gen Z consumers, environmental concern alone is not a dominant driver of purchase intention unless it is accompanied by perceived value, positive attitudes, and affordability.

Perceived Value of Sustainable Packaging (PVSP) has a positive and significant effect on purchase intention ($\beta = 0.183$; $p = 0.004$). This means that when consumers perceive that sustainable packaging provide high value, both in terms of quality, benefits, and moral values, their intention to purchase the product will increase. This result is in line with research conducted by (Tan & Goh, 2018) which states that the higher the consumer's perceived value of sustainable packaging, the higher their purchase intention. Gen Z does not only judge products based on their environmental friendliness, but also considers the functional value, quality, and emotional value offered. This highlights that when Gen Z perceives sustainable packaging as offering superior quality, innovation, or social prestige, their purchase intention increases. As a generation that values both functionality and ethical alignment, Gen Z responds favourably when sustainability is framed as part of a product's added value rather than merely a moral choice. Thus, perceived value becomes one of the important factors that strengthen Gen Z's emotional connection with sustainable packaging, which can ultimately drive their purchasing intentions.

Lastly, the Willingness to Pay (WP) variable also significantly influences purchase intention ($\beta = 0.107$; $p = 0.037$), although the influence is quite small compared to attitudinal and value-based variables. This is in line with research conducted by (Ravenska et al., 2025), which shows that willingness to pay is also significant yet has the lowest influence compared to other variables. This pattern is consistent with the green consumer paradox, which highlights a discrepancy between consumers' moral support for sustainability and their financial commitment to sustainable products, including sustainable packaging. Even though consumers

express a readiness to pay more for sustainable packaging products, this willingness does not necessarily translate into a strong purchasing intention. Gen Z's intention toward sustainable packaging is driven more by value alignment and attitudinal evaluation than by price considerations, reinforcing the TPB mechanism in which attitude plays a more central role in shaping intention. Gen Z consumers may agree with sustainable values but still expect reasonable pricing and tangible benefits. Thus, balancing sustainability values and purchasing power becomes an important factor in attracting Gen Z's interest in sustainable packaging products.

Overall, the results emphasize that Gen Z's purchase intention toward sustainable packaging is driven more by attitude toward sustainable packaging. Perceived value and their environmental concern are also factors that drives purchasing intention, although its influence remains relatively modest compared to attitude toward sustainable packaging. Meanwhile willingness to pay play relatively weaker roles in shaping their intention. This suggests that Gen Z consumers are more motivated by how positively they perceive sustainable packaging and the value they associate with them, rather than by purely moral or financial considerations. Therefore, sustainable packaging initiatives are likely to be more effective when communicated as part of a brand's values and authenticity, rather than being positioned only through price premiums.

CONCLUSION

This study concludes that Attitude toward Sustainable Packaging, Environmental Concern, Perceived Value of Sustainable Packaging, and Willingness to Pay influence Generation Z's purchase intention toward sustainable packaging, in line with the research objective to examine the determinants of purchase intention for sustainable packaging. The results reveal that all independent variables have a positive and significant effect on purchase intention.The analysis confirms that attitude toward sustainable packaging serves as the strongest predictor, indicating that Gen Z's intention to choose sustainable packaging is shaped more by evaluative and value-based judgments than by financial considerations or moral obligations alone.

From a theoretical perspective, this study reinforces the applicability of the Theory of Planned Behavior in the context of sustainable consumption among Generation Z. The findings confirm that attitude toward sustainable packaging plays a dominant role in shaping purchase intention, strengthening TPB-based sustainability models that emphasize attitudinal mechanisms over purely moral or economic considerations. This contribution extends existing literature by demonstrating that, for Gen Z consumers, sustainability-related intentions are primarily driven by value alignment and evaluative judgments rather than by willingness to pay alone.

The results provide practical insights for businesses aiming to encourage and preserve loyalty among Generation Z consumers in the sustainable market segment. From a practical standpoint, this research highlights the need for businesses and marketers to design sustainability campaigns that go beyond environmental messaging. Implementing SSCM could be one of the way to design that campaign. The study strengthens the understanding that effective Sustainable Supply Chain Management (SSCM) requires alignment not only in operational and environmental efficiency, but also in how sustainability initiatives are perceived and valued by end users. These contributions enrich the existing body of knowledge by linking behavioral constructs with sustainable operations, thereby reinforcing the role of consumer perception as a critical element in achieving sustainability goals.

Despite its contributions, this study has several limitations. First, the use of self-reported data may introduce response bias, as respondents' stated intentions may not fully reflect actual purchasing behavior. Second, the cross-sectional design limits the ability to capture changes in attitudes and intentions over time. Third, the study focuses on a single country context, which

may constrain the generalizability of the findings to other cultural or market settings. For future studies, researchers are encouraged to expand the model by incorporating mediating or moderating variables to gain a deeper understanding of the psychological mechanisms driving sustainable purchase intentions. Moreover, comparative studies across different generational cohorts or cultural contexts may provide further insight into how sustainability values evolve and influence consumer decision-making in diverse markets.

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