

Green Marketing on Organic Product Purchase Intention Among Generation Z Consumers

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ABSTRACT : This study focuses on analyzing the influence of Green Marketing on organic products purchase intention among Generation Z consumers, who play a crucial role in driving the future green products market. Gen Z comprises approximately 2.56 billion people globally, representing 32% of the world's population, and is characterized as Digital Natives who prioritize sustainability and brand transparency more than previous generations.

The findings reveal that Green Marketing significantly influences Gen Z's organic products purchase intention through three main mechanisms: Green Brand Trust, perceived overall product value encompassing environmental, social, and emotional values, and personal identity expression through responsible consumption. Digital channels, particularly social media platforms and Influencer Marketing, play vital roles in communication and engagement creation.

However, the study also identifies significant challenges including Greenwashing issues, higher prices compared to conventional products, and inequality in organic products accessibility. Therefore, Green Marketing is not merely a sales strategy but represents sustainability creation and consumer participation in environmental conservation, requiring integrated collaboration between business and government sectors to address these limitations.

The study demonstrates that Gen Z's purchasing decisions are based on trust, value, and identity, while Green Marketing serves as both a strategic brand positioning tool and a mechanism for long-term brand commitment. Digital platforms, especially social media and influencer marketing, function as primary channels for communication and engagement creation. However, addressing challenges such as Greenwashing, premium pricing, and accessibility inequality requires serious attention from businesses seeking to develop sustainable Green Marketing strategies that genuinely respond to new generation consumer needs.

KEYWORDS – Green Marketing, Organic Products, Generation Z, Purchase Intention, Green Marketing Strategy

I. INTRODUCTION

In the 21st century, the world is facing increasingly severe and complex environmental crises. The Intergovernmental Panel on Climate Change (IPCC, 2023) report indicates that global temperatures have increased by 1.1 degrees Celsius compared to pre-industrial times, resulting in more severe natural disasters, biodiversity loss, and ecosystem degradation. The Food and Agriculture Organization of the United Nations

(FAO, 2022) reports that traditional agriculture using synthetic chemicals is a major cause of greenhouse gas emissions, accounting for 24% of total global emissions. These problems have stimulated fundamental changes in marketing concepts, with Green Marketing continuously gaining increased attention. The American Marketing Association (2019) redefined Green Marketing as "the development and marketing of products and services that meet the needs of consumers and businesses while reducing negative environmental impacts throughout the product lifecycle." A Nielsen (2023) study found that 81% of global consumers feel that organizations should help improve the environment, an increase from 73% in 2020. Kotler et al. (2019) explained that green marketing in the current era is not merely product improvement, but a transformation of the entire business system toward the "Marketing 5.0" concept that emphasizes creating shared value among organizations, consumers, and society. Research by Boston Consulting Group (2022) found that organizations with clear sustainability strategies have revenue growth rates 12% higher than competitors and EBITDA margins 16% higher.

The global organic products market has grown rapidly over the past decade, with market value increasing from \$81.6 billion USD in 2015 to \$129.83 billion USD in 2021, and projected to continue growing to \$272.18 billion USD in 2030 with a compound annual growth rate (CAGR) of 8.7% (Grand View Research, 2023). This growth is driven by key factors including increased health and environmental awareness, expansion of distribution channels, and government policy support. In the Asia-Pacific region, the organic products market is growing at the world's highest rate of 10.2% annually, with a market value of \$11.4 billion USD in 2022 (Asia-Pacific Organic Market Report, 2023). Countries with the highest growth in the region include China (15.6% CAGR), India (12.8% CAGR), and Thailand (11.2% CAGR). Research and Markets (2023) study identifies growth drivers in Asia-Pacific as: (1) increasing middle class with higher purchasing power, (2) awareness of chemical impacts on health, (3) development of distribution infrastructure, and (4) government sector policy support.

Thailand is one of the fastest-growing organic products markets in ASEAN. According to the Office of Agricultural Economics (2023) report, the domestic organic agricultural products market was valued at 38,400 million baht in 2022, a 20% increase from the previous year. It is expected to continue growing at a rate of 15-18% annually and reach a value of 75,000 million baht by 2027. Thailand's organic cultivation area was 1.2 million rai in 2022, increased from 980,000 rai in 2020, with 58,900 farmers certified to organic standards (Department of Rice, 2023). The main products with highest growth include organic rice (valued at 8,200 million baht), organic vegetables (valued at 6,800 million baht), and organic fruits (valued at 5,400 million baht). A study by Kasikorn Research Center (2022) found that organic products consumers in Thailand have the following characteristics: average age of 32 years (increased from the 2018 study's average age of 28 years), 78% have bachelor's degree or higher education, average income of 35,000-60,000 baht per month, and 67% live in urban areas. Consumers aged 18-30 years (Generation Z and Younger Millennials) account for 42% of the market and have increased average spending by 28% over the past 3 years.

Generation Z, referring to those born between 1997-2012, currently comprises approximately 2.56 billion people globally, representing 32% of the world's population (Pew Research Center, 2023). In Thailand, Gen Z numbers approximately 11.2 million people, representing 16% of the total population, and is expected to have a combined purchasing power of 1.2 trillion baht in 2025 (National Statistical Office, 2023). Gen Z has distinctive characteristics important for consumption patterns: 1) Digital Native and Omnichannel Behavior - Gen Z are true digital natives who grew up with technology, spending an average of 7.3 hours online daily, with 95% owning smartphones (Deloitte Global, 2023). This group's purchasing behavior is omnichannel, with 73% researching product information online before purchasing decisions and 68% primarily purchasing through online channels. 2) Environmental and Social Consciousness - First Insight (2023) study found that Gen Z has significantly higher environmental and social awareness than previous generations, with 83% considering sustainability as an important factor in purchasing decisions, compared to Millennials (73%) and Gen X (58%). Additionally, 76% of Gen Z are willing to pay more for sustainable products, averaging 15-20% increases. 3) Value-driven Purchasing and Brand Authenticity - McKinsey & Company (2023) reports that Gen Z makes purchasing decisions based on values (values-based consumption) rather than basic needs, with 69% choosing to buy from brands with social and environmental positions aligned with their beliefs. The study also found that 86% want transparency from

brands, and 91% do not trust brands that engage in Greenwashing. 4) Health and Wellness Focus - Gen Z places higher importance on health and wellness than previous generations. Global Wellness Institute (2022) found that 79% of Gen Z carefully consider food ingredients, 67% avoid synthetic chemicals, and 71% believe organic food is better for health. 5) Research Gaps and Issues Requiring Study - Although studies on Green Marketing and Gen Z consumer behavior have increased, several important research gaps remain, such as lack of empirical studies in Southeast Asian contexts, lack of understanding of Green Marketing mechanisms, lack of studies on Digital Marketing Channels impacts in the digital age, and insufficient research on Greenwashing effects.

II. GREEN MARKETING CONCEPT

2.1) Definition and Development of Green Marketing

Green Marketing is a marketing concept that emphasizes the promotion of environmentally friendly products and services. Peattie (1995) defined Green Marketing as "a holistic management process responsible for identifying, anticipating, and satisfying the requirements of customers and society in a profitable and sustainable manner." Kotler and Keller (2016) further explained that Green Marketing involves the development and marketing of products that are considered environmentally safe, encompassing improvements to existing products, changes in production processes and packaging, as well as advertising improvements. The development of Green Marketing can be divided into three phases: Phase 1 (1970s-1980s) was the environmental awakening period, Phase 2 (1990s-2000s) was the green product development period, and Phase 3 (2010s-present) is the integration into core organizational strategy period (Grant, 2020)

2.2) Key Components of Green Marketing Mix

2.2.1) Green Product - Green products are goods or services that have less environmental impact than alternative products in the market. They must possess the following characteristics: not harmful to humans and animals, not damaging to the environment during production, use, and disposal, recyclable or biodegradable, and not tested on animals.

2.2.2) Green Price - Pricing that reflects true environmental costs, including fair pricing for consumers and creating sustainable profits for organizations. Most consumers are willing to pay 10-20% more for green products.

2.2.3) Green Place - Designing distribution channels that reduce environmental impact, such as using environmentally friendly transportation, reducing travel, and using renewable energy.

2.2.4) Green Promotion - Marketing communication that emphasizes environmental benefits, requiring transparency, credibility, and avoiding Greenwashing.

2.3) Building Green Brand Trust and Green Consumerism

Green Brand Trust refers to consumer confidence in brands that claim to be environmentally friendly. Chen (2010) found that green brand trust consists of three main components: Reliability, Benevolence, and Competence. Green Consumerism refers to consumption behavior that considers environmental impact. Joshi and Rahman (2015) identified that green consumers have the following characteristics: environmental knowledge, environmental concern, and environmentally responsible purchasing behavior.

III. CONSUMER BEHAVIOR AND RELATED THEORIES

3.1) Theory of Planned Behavior (TPB)

Ajzen's (1991) Theory of Planned Behavior explains the relationship between attitudes, intentions, and behavior, stating that Behavioral Intention is influenced by three main factors:

3.1.1) Attitude toward Behavior - positive or negative evaluation of performing the behavior. In the context of organic product purchasing, this refers to consumers' feelings toward buying organic products.

3.1.2) Subjective Norm - perceived social pressure to perform or not perform the behavior, such as opinions of family, friends, and society.

3.1.3) Perceived Behavioral Control - perceived ease or difficulty of performing the behavior, such as price, product availability, and accessibility.

Applying TPB to Gen Z's organic product purchasing behavior found that attitudes toward organic products, social norms supporting sustainable consumption, and perceived ability to access organic products significantly influence purchase intention.

3.2) Value-Belief-Norm Theory (VBN)

Stern's (2000) Value-Belief-Norm Theory explains environmentally friendly behavior through interconnected sequences of values, beliefs, and norms.

3.2.1) Values are divided into three types: Biospheric values related to the environment, Egoistic values related to personal benefits, and Altruistic values.

3.2.2) Beliefs comprise Awareness of consequences, Ascription of responsibility, and Perceived effectiveness in reducing impact.

3.2.3) Personal Norms refer to moral obligations to perform environmentally friendly behavior.

Nguyen et al. (2019) study applying VBN Theory to organic product consumers in Southeast Asia found that biospheric values influence environmental impact awareness, leading to personal norms and organic product purchase intention.

3.3) Generation Z Characteristics

Generation Z has distinctive characteristics different from previous generations in several aspects:

3.3.1) Digital Native and Social Media Influence - Gen Z grew up with digital technology and primarily uses social media for information gathering and purchase decisions. Deloitte (2022) study found that 83% of Gen Z uses social media as their main information source before purchase decisions.

3.3.2) Environmental Consciousness - Gen Z has higher environmental awareness than previous generations, with 73% willing to pay more for sustainability and 67% considering environmental impact as an important factor in purchase decisions (McKinsey, 2021).

3.3.3) Transparency and Authenticity - Gen Z demands transparency and authenticity from brands, with 86% expecting brands to be transparent about business operations and environmental impact.

3.3.4) Value-based Purchasing - Gen Z's purchase decisions are not based solely on price but consider values and beliefs, with 69% willing to pay more for products from brands with positions aligned with their values.

IV. ACADEMIC DISCUSSION

4.1) Decision-Making Mechanisms for Gen Z Organic Product Purchasing

From the review of relevant theories and research, it was found that Gen Z consumer groups have organic product purchasing decision patterns based on three key factors: Trust, Value, and Identity.

First, trust serves as the core foundation in organic product purchasing decisions. This trust encompasses the credibility of product information, transparency in production processes, accuracy of environmental claims, and consistency between brand words and actions. Building Green Brand Trust requires transparent communication, certification from credible organizations, and opportunities for consumers to participate in verification processes. At the same time, Gen Z is a group that can efficiently verify information through digital platforms and is highly sensitive to Greenwashing issues.

Second, the value that Gen Z seeks from organic products is not limited to functional value alone, but also includes emotional value, social value, and environmental value. These multidimensional interconnected values help create perceived overall value, which directly affects willingness to pay higher prices. Nielsen's study (2021) found that Gen Z places importance on environmental and social values, accounting for up to 40% of purchasing decisions.

Third, consumer identity is another mechanism that affects Gen Z's organic product purchasing, where consuming organic products is viewed as an expression of personal identity and values, whether reinforcing one's role as a "responsible consumer," "environmentally conscious individual," or "socially conscious community member." Therefore, building brand communities and lifestyle marketing are highly effective strategies as they help create a sense of belonging to a community with shared values.

4.2) Green Marketing as Brand Positioning and Brand Commitment

Green Marketing in the current era should not be viewed merely as a marketing communication strategy, but as sustainable brand positioning and brand commitment.

In the first aspect, using Green Marketing as Strategic Brand Positioning requires genuine alignment between business strategy, operational processes, and organizational communication. Highly successful brands often have Green DNA embedded in their organizational structure and culture, not just commercially decorated imagery. Hartmann and Apaolaza-Ibañez's study (2012) indicates that brands maintaining consistency in Green Positioning can create better consumer recall and loyalty than brands using this strategy temporarily.

In the second aspect, Long-term Brand Commitment is what Gen Z expects from brands, not wanting just temporary campaigns but long-term commitment such as investing in research and development to create green products, participating in environmental activities, and continuously disclosing environmental impact reports. These strategies help build credibility and confidence in Gen Z's eyes

4.3) The Role of Digital Channels on Purchase Intention

Digital channels play a significant role in influencing Gen Z's purchasing decisions, particularly in the dimensions of Social Media Marketing, Influencer Marketing, and Eco-labels. Using social media has become the primary tool for Green Marketing to Gen Z as it is the channel they use for information consumption. Visual storytelling through images and videos, valuable content distribution, and creating User-Generated Content effectively stimulates engagement and builds credibility. Sprout Social's research (2022) indicates that the platforms Gen Z uses most are Instagram (87%), TikTok (76%), and YouTube (71%).

In Influencer Marketing, using micro-influencers and nano-influencers with environmental and sustainability expertise is more effective than celebrity endorsement in building credibility for organic products. Influencer Marketing Hub's research (2022) found that micro-influencers with 1,000–100,000 followers have engagement rates 60% higher than macro-influencers.

Additionally, using Eco-labels and Digital Certification helps create transparency and increase confidence in organic products. Using QR Codes linked to production and certification information allows consumers to quickly and easily verify product origins.

4.4) Challenges of Green Marketing

Although Green Marketing is an important approach, it still faces several challenges:

First, the Greenwashing problem, which refers to exaggerated environmental claims that destroy brand credibility. TerraChoice's research (2020) indicates that over 95% of products claiming to be environmentally friendly have some level of Greenwashing. Gen Z, as consumers with high information verification skills, can detect this and are ready to share information about insincere brands through social media, causing rapid damage to brand reputation.

Second, the problem of prices higher than conventional products. Organic products often cost 20–40% more, which is a significant barrier to purchasing for Gen Z consumers with limited purchasing power. Deloitte's study (2022) reported that 67% of Gen Z acknowledge that price factors are the main limitation in purchasing organic products.

Third, inequality in access to organic products remains a problem, as these products are often sold in urban areas or large department stores, while consumers in remote areas or those with low income still cannot access them equally.

Gen Z's organic product purchasing decisions depend on trust, value, and identity, while Green Marketing plays important roles both as a market positioning strategy and long-term brand commitment building. Digital channels, especially social media and Influencer Marketing, serve as primary mechanisms for communication and engagement creation. However, significant challenges include Greenwashing problems, high prices, and inequality in product access, which are issues that businesses need to seriously address if they want to create sustainable Green Marketing strategies that can truly respond to new generation consumer needs.

V. STRATEGIC PROPOSALS AND RECOMMENDATIONS

Promoting Green Marketing and encouraging organic product consumption among Gen Z consumers requires comprehensive strategies at the business organization level, marketing communication, and policy levels. The strategic proposals and recommendations can be summarized as follows:

5.1) Strategies for Business Organizations

The first critical strategy is creating Green Storytelling through digital channels. Since Gen Z demonstrates high online information consumption behavior, organizations should transparently and verifiably tell their product stories from upstream to downstream. Content should be authentic without exaggeration, supplemented by Visual Storytelling through images, videos, and infographics to communicate environmental issues in an easily understandable manner. Additionally, presenting Behind-the-scenes Content that reflects actual production processes and using Impact Measurement with numerical data helps build credibility. Furthermore, using Interactive Content such as Virtual Farm Tours, AR Product Information, or Sustainability Calculators effectively creates engagement and deep understanding among Gen Z consumers.

Another important aspect is designing Eco-friendly Packaging and Transparent Labeling, which serve as direct touchpoints with consumers. Using recyclable or biodegradable materials, minimal design to reduce material usage without compromising quality, providing clear information about recycling and disposal, and integrating digital technology such as QR codes linking to additional information will enhance transparency and build greater brand confidence.

In developing Community-based Green Marketing, creating sustainable Brand Communities is crucial. Organizations can establish Online Communities that provide opportunities for consumers to exchange knowledge, support Local Initiatives in communities, organize Educational Programs to provide sustainability knowledge, and design Collaborative Projects that allow consumers to participate in product development processes. These initiatives help create long-term engagement and consumer loyalty to the brand.

5.2) Effective Communication Strategies

In communication, organizations should use a Multi-channel Approach by communicating through various channels such as popular Social Media Platforms among Gen Z, partnering with credible sustainability Influencers, producing educational and inspirational Content Marketing, and conducting Experiential Marketing that allows consumers to directly experience product values. Simultaneously, Data-driven Personalization is a crucial strategy. Analyzing consumption behavior (Behavioral Targeting), conducting Preference Mapping to understand individual values and preferences, and improving the Customer Journey at each touchpoint help organizations communicate more precisely and create more personalized experiences.

5.3) Policy Recommendations

At the policy level, the government should promote organic products' accessibility to consumers at reasonable prices through supportive measures such as establishing Subsidy Programs to assist organic farmers, providing Tax Incentives for organic product manufacturers and distributors, developing Infrastructure for distribution systems, and incorporating sustainability content in Education Programs to create awareness from the school level. Additionally, the government should develop clear and verifiable standards and certification systems,

such as National Organic Standards aligned with international standards, implementing Digital Certification Systems, and conducting Regular Monitoring for continuous quality tracking. Furthermore, systematic Greenwashing prevention measures should be implemented through Legal Framework development, appropriate Penalty System establishment, and Consumer Protection mechanism creation to safeguard consumer rights.

From the above strategic proposals and recommendations, it can be concluded that promoting Green Marketing and creating sustainability for organic products among Gen Z consumers requires integrated implementation at three levels: the business organization level focusing on transparent storytelling and consumer participation, the communication level utilizing digital channels and behavior-based customization, and the policy level creating clear support systems and protection measures. If implemented systematically, this will help strengthen confidence, loyalty, and sustainable expansion of the organic product market among new generation consumers.

VI. CONCLUSION

The study on Green Marketing and organic product purchase intentions among new generation consumers (Gen Z) demonstrates that Green Marketing has a significant influence on Gen Z's organic product purchase intentions across multiple dimensions. This research reveals that Gen Z represents a unique consumer group that differs from previous generations, placing importance on sustainability, transparency, and alignment between personal values and the brands they choose to purchase.

From theoretical analysis and empirical evidence, it was found that Gen Z's organic product purchase intentions are influenced by three main factors: Trust in green brands, perceived overall Product Value, and personal Identity expression. These factors work together to create strong and sustainable purchasing motivation. Green marketing in the current era is not merely a promotional strategy, but rather brand positioning and demonstration of organizational commitment to sustainability. The success of Green Marketing depends on consistency between communication and actual operations, transparency in information, and the ability to create meaningful experiences for consumers, while the use of digital channels in Green Marketing is highly effective with Gen Z, particularly through social media, Influencer Marketing, and Interactive Content that help create engagement and deep understanding. The use of Eco-labels and digital certification systems helps increase credibility and reduce concerns about Greenwashing. However, Green Marketing still faces several significant challenges, particularly the problem of Greenwashing that destroys consumer trust, higher prices compared to conventional products, and inequality in access to organic products. These challenges require integrated solutions from both business and government sectors.

Gen Z represents a consumer group with high potential to drive the green product market in the future, given their large population size, increasing purchasing power, and values emphasizing sustainability. Understanding and correctly responding to this group's needs is therefore a key to future business success. For business organizations, investing in Sustainable Marketing Strategy is not merely responding to market trends, but creating competitive advantage and long-term sustainability. Creating authentic Green Storytelling, using environmentally friendly packaging, and developing Community-based Marketing are effective strategies for building connections with Gen Z. For the government sector, supporting access to organic products at reasonable prices, developing reliable standards and certification systems, and preventing Greenwashing are important roles in creating an environment conducive to green product market growth.

Ultimately, the success of Green Marketing in creating Gen Z's organic product purchase intentions depends on the ability to build trust, deliver genuine value, and be part of solving urgent environmental problems. Recognition of the roles and responsibilities of all sectors will help ensure that organic product market development proceeds sustainably and benefits society and the environment in the long term.

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