

Sustainable Marketing and Purchase Intention among Generation Z Consumers: The Mediating Roles of Brand Image and Perceived Value and the Moderating Role of Social Influence

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Abstract

This study examines the influence of sustainable marketing on purchase intention among Generation Z consumers, incorporating the mediating roles of brand image and perceived value, as well as the moderating role of social influence. Data were collected from 290 respondents who had prior experience purchasing sustainable products. The proposed research model was analyzed using partial least squares structural equation modeling (PLS-SEM). The results indicate that sustainable marketing has a positive and significant effect on both brand image and perceived value. In turn, brand image and perceived value significantly influence purchase intention and serve as important mediators in the relationship between sustainable marketing and purchase intention. Regarding moderation effects, social influence significantly moderates the relationship between brand image and purchase intention, while its moderating effect on the relationship between perceived value and purchase intention is not supported. These findings provide empirical evidence on the mechanisms through which sustainable marketing shapes consumer behavior and offer practical implications for organizations in developing effective sustainability-oriented marketing strategies targeting Generation Z consumers.

Keywords: Sustainable Marketing; Brand Image; Perceived Value; Purchase Intention; Social Influence; Generation Z