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The Role of Green Self-Identity and Perceived Consumer Effectiveness in Shaping Green Purchase Intention Among Generation Z

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ABSTRACT

This study investigates the influence of green self-identity and perceived consumer effectiveness on green purchase intention among Generation Z consumers in Indonesia. Using a quantitative, causal-explanatory approach, data were collected through an online survey involving 350 respondents residing in the Jabodetabek area. Structural Equation Modeling–Partial Least Squares (SEM-PLS 4.0) was employed to test the hypothesized relationships. The results indicate that both green self-identity and perceived consumer effectiveness have a significant and positive effect on green purchase intention. Green self-identity emerges as the dominant predictor, suggesting that internalized environmental self-concept strongly motivates sustainable purchasing behavior. These findings align with the Theory of Planned Behavior, which emphasizes the role of self-concept and perceived control in behavioral intention. Practically, the study provides actionable insights for marketers and policymakers to strengthen sustainable branding strategies targeting young consumers. Enhancing consumers' sense of personal responsibility and environmental identity can foster long-term pro-environmental commitment. Theoretically, the study contributes to the development of sustainability marketing by validating identity-based and efficacy-based constructs within an emerging market context.

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Keywords: Green self-identity, Perceived Consumer Effectiveness, Green Purchase Intention, Generation Z, Sustainable Consumption.

INTRODUCTION

In recent years, growing global concerns about climate change, resource depletion, and unsustainable consumption have driven a major shift in consumer markets toward environmentally responsible behavior. Governments, corporations, and civil society worldwide

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are increasingly emphasizing sustainable production and consumption practices to mitigate ecological degradation and promote long-term resilience (Kim & Lee, 2024; Hasan et al., 2023). Within this paradigm, consumer behavior research has evolved from simply examining environmental awareness to understanding the psychological and social mechanisms that drive sustainable purchasing behavior. Among these mechanisms, Green Self-Identity (GSI) and Perceived Consumer Efficacy (PCE) have emerged as two dominant constructs explaining why consumers translate environmental values into actionable behavior (van der Werff et al., 2023; Nguyen et al., 2023).

Indonesia provides a particularly interesting context for such an investigation. As Southeast Asia's largest emerging market, Indonesia faces a contradiction in terms of growing environmental awareness on the one hand and unsustainable consumption on the other. According to McKinsey & Company (2023), Indonesia's fashion industry, valued at over USD 16 billion, has grown rapidly, but its environmental footprint remains substantial due to fast fashion production and waste generation. Urban youth, or Generation Z, especially those in the Greater Jakarta area (Jakarta, Bogor, Depok, Tangerang, and Bekasi), represent both challenges and opportunities in the country's transition to sustainability. They are highly connected, highly digitalized, and increasingly responsive to environmental discourse on social platforms (Zhang et al., 2023). However, despite their exposure to sustainability campaigns and their expressed concern for the environment, behavioral inconsistencies persist—a gap widely referred to as the "green attitude-behavior gap" (Li et al., 2024; Chen & Hsieh, 2024).

Empirical studies show that although young consumers often express concern for the environment, their purchasing behavior remains dominated by convenience, price sensitivity, and social trends (Tran & Nguyen, 2022). This inconsistency requires a deeper examination of the cognitive and motivational factors that bridge the gap between awareness and behavior. Two constructs have shown significant potential in explaining this discrepancy: eco-friendly self-identity and perceived consumer efficacy. Eco-friendly self-identity represents the extent to which individuals define themselves as environmentally friendly and act consistently with that identity (van der Werff et al., 2023). When individuals internalize environmental values as part of their self-concept, they are more likely to engage in pro-environmental behaviors across contexts (Hasan et al., 2023; Li et al., 2024). On the other hand, perceived consumer efficacy reflects the belief that individual actions can contribute significantly to solving environmental problems (Nguyen et al., 2023; Kim & Lee, 2024). Consumers who perceive their actions as having an impact are more likely to purchase environmentally friendly products and support sustainable brands.

Although a substantial body of literature has validated these constructs in Western and developed Asian contexts, empirical evidence from emerging markets like Indonesia remains limited (Zhang et al., 2023). The socio-cultural and economic conditions of developing countries can influence the strength and direction of this relationship, given differences in environmental infrastructure, cultural values, and consumer education (Tandon et al., 2024). Furthermore, few studies have simultaneously examined the combined influence of GSI and PCE on green purchase intentions among Generation Z, an age group widely known as the "sustainability generation" (Nguyen et al., 2023). This generational cohort possesses distinctive values, exhibiting high levels of digital engagement, ethical awareness, and social activism. However, they also face budget

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constraints and lifestyle contradictions that may moderate their eco-friendly choices (Li et al., 2024; Hasan et al., 2023).

From a theoretical perspective, the Theory of Planned Behavior (TPB) (Ajzen, 1991) offers a robust framework for examining these relationships. TPB posits that behavioral intentions are shaped by attitudes, subjective norms, and perceived behavioral control. In the realm of sustainability, Green Self-Identity can be viewed as a driver of morale and attitudes, while Perceived Consumer Effectiveness aligns with perceived behavioral control (Paul et al., 2016). When individuals strongly identify as environmentally responsible and believe their actions will make a difference, their intention to purchase environmentally friendly products increases significantly. Therefore, integrating GSI and PCE into the TPB framework broadens the theory's explanatory power, particularly in understanding environmentally conscious behavior in collectivist societies like Indonesia.

Empirically, various studies have demonstrated consistent evidence of these effects. For example, van der Werff et al. (2023) found that self-identity significantly influences green product purchase intentions by strengthening internalized environmental norms. Similarly, Hasan et al. (2023) demonstrated that perceived consumer efficacy serves as a psychological driver for sustainable decision-making, even when external incentives are weak. Li et al. (2024) further identified that Generation Z consumers with high GSI and PCE tend to exhibit stronger emotional attachments to green brands, leading to increased purchase frequency. However, despite these findings, most previous research remains geographically limited and often ignores the contextual nuances of developing countries. Indonesia's dynamic mix of digital culture, economic diversity, and growing sustainability awareness provides fertile ground for testing and potentially refining these theories.

Another research gap concerns the limited exploration of intergenerational dynamics in sustainability behavior. While previous research has largely focused on Millennials, Generation Z represents a unique consumer segment with a stronger social conscience and a more digital-first approach to consumption (Zhang et al., 2023; Kim & Lee, 2024). Understanding the psychological mechanisms driving their sustainable choices can inform both theoretical advancements and practical interventions. Specifically, investigating how GSI and PCE interact to shape behavioral intentions can reveal how internal beliefs and perceived efficacy collectively motivate action in a developing country context.

Given this gap, this study aims to examine the causal relationships between green self-identity, perceived consumer efficacy, and green purchase intention among Generation Z consumers in Greater Jakarta (Jabodetabek), Indonesia. This study employed a quantitative causal-explanatory design using Structural Equation Modeling–Partial Least Squares (SEM-PLS) to test the proposed hypotheses. This approach allows for a rigorous evaluation of the predictive relationships among latent variables and contributes empirical evidence to the growing body of sustainability research in Southeast Asia.

Theoretically, this study contributes by extending the application of the TPB and identity-based behavioral models to emerging markets, enriching the understanding of how internalized identity and perceived agency jointly shape sustainable consumption. It also enhances the cross-cultural validity of these constructs by contextualizing them within a collectivist and digitally influenced society. Empirically, this study provides insights into Generation Z consumer

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behavioral tendencies, offering practical implications for marketers, policymakers, and sustainability advocates. By identifying the psychological factors that drive green purchase intention, businesses can design more effective strategies to align branding, communications, and product innovation with consumers' environmental values.

In summary, this study addresses the persistent gap between environmental awareness and sustainable purchasing by integrating identity and efficacy perspectives into the Theory of Planned Behavior. It explores how these psychological constructs operate within the rapidly growing, digitally driven Indonesian fashion market, a sector increasingly at the intersection of consumer aspirations and environmental accountability. These findings are expected to contribute to theoretical development and practical sustainability strategies, advancing the global discourse on how developing countries can transition to more environmentally friendly consumption patterns.

LITERATURE REVIEW

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) proposed by Ajzen (1991) remains one of the most work implemented frameworks for predicting and explaining behavior in various scientific disciplines, including studies environment and consumers. According to the TPB, behavioral intention is defined as a motivational factor that drives an individual to perform a behavior determined by three main components: attitude toward the behavior, subjective norms, and perceived behavioral control. These components represent cognitive, social, and control-based evaluations that collectively shape a person's intention to act (Ajzen, 1991; Paul et al., 2016).

In the context of sustainability, Green Self-Identity (GSI) closely aligns with the attitudinal and normative dimensions of the TPB. When individuals internalize pro-environmental values as part of their identity, their attitudes toward environmentally friendly consumption become more positive, and they experience normative pressure to behave in ways consistent with that identity (Nguyen et al., 2023). Meanwhile, Perceived Consumer Effectiveness (PCE) reflects perceived behavioral control, indicating how confident individuals feel that their actions can produce meaningful environmental impacts (Hasan et al., 2023; Kim & Lee, 2024).

The TPB framework is particularly useful for understanding the attitude-behavior gap in sustainable consumption. Although many consumers exhibit positive attitudes toward environmental protection, this is not always reflected in actual purchasing behavior. The integration of constructs such as GSI and PCE strengthens the TPB's explanatory power by introducing motivational and efficacy-based mechanisms that drive behavioral consistency (Li et al., 2024). This insight confirms that the TPB, combined with psychological constructs such as GSI and PCE, provides a holistic perspective for understanding environmentally responsible consumption.

In the Indonesian context, where cultural collectivism coexists with increasing individual consumer awareness, the TPB offers a valuable theoretical framework. It explains how moral attitudes and self-perceptions interact with perceived control to influence green purchase intentions, particularly among Generation Z consumers who are digital natives and socially conscious (Kim & Lee, 2024).

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Green Self-Identity (GSI)

Green Self-Identity refers to the degree to which individuals perceive themselves as environmentally responsible and view pro-environmental behavior as a central component of their self-concept (van der Werff et al., 2023). When individuals strongly identify with environmental values, they strive for behavioral consistency to avoid cognitive dissonance and act in ways that reinforce their self-perception as "green consumers" (Hasan et al., 2023).

From a psychological perspective, self-identity serves as an internal motivational driver that transcends external incentives (Nguyen et al., 2023). Individuals guided by a strong environmental self-concept are more likely to engage in sustainable behavior voluntarily, even when faced with social or financial dilemmas. Yukl (2020) explains this through intrinsic motivation theory, where behaviors aligned with personal values are self-reinforcing, leading to greater satisfaction and persistence. Similarly, Robbins and Judge (2019) describe self-congruence as a key determinant of goal-oriented behavior, leading individuals to act in ways that affirm their internal standards and maintain psychological coherence.

Empirical research consistently supports a positive relationship between GSI and sustainable behavior. For example, van der Werff et al. (2023) showed that individuals with a strong GSI exhibit greater consistency between their environmental attitudes and actions. Nguyen et al. (2023) found that young consumers with a high GSI are more likely to purchase environmentally friendly products, regardless of convenience or price considerations. Li et al. (2024) further revealed that GSI increases emotional attachment to environmentally friendly brands, resulting in greater purchase loyalty.

From a marketing perspective, Kotler and Keller (2022) note that consumer identification with sustainability-oriented brands drives long-term engagement and advocacy. When self-identity and brand identity converge, the psychological connection deepens, leading to more stable purchase intentions. Therefore, it is stated that:

H 1: Green Self-Identity has influence positive and significant influence on green purchase intention.

Perceived Consumer Effectiveness (PCE)

Perceived Consumer Effectiveness (PCE) refers to the belief that personal action can contribute to solving environmental problems (Ellen et al, 1991). This construct reflects a sense of personal efficacy and moral agency—the belief that individual choices matter in achieving collective environmental outcomes (Hasan et al., 2023). In the TPB model, PCE aligns with the perceived behavioral control component, which represents one's perceived capacity to perform the behavior and the belief that the behavior will produce meaningful outcomes (Ajzen, 1991).

The concept of PCE also aligns with Bandura's self-efficacy theory, which underlies many models of organizational behavior cited by Yukl (2020) and Robbins and Judge (2019). Individuals with higher perceived efficacy tend to be more resilient, proactive, and committed to achieving their goals. When applied to sustainability, this means that consumers who believe their purchasing decisions can have a positive impact on the environment are more likely to act on those beliefs (Tandon et al., 2024).

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Recent studies have demonstrated the importance of PCE in driving environmentally friendly consumer behavior. Hasan et al. (2023) found that consumers with strong perceived efficacy were significantly more willing to pay a premium for environmentally friendly products. Nguyen et al. (2023) identified PCE as a mediating factor between environmental concern and purchase intention. Similarly, Chen and Hsieh (2024) reported that perceived personal impact drives emotional satisfaction, which in turn increases environmentally friendly purchasing behavior.

In emerging markets like Indonesia, where systemic environmental infrastructure may be limited, consumers often question the tangible impact of their individual actions. Therefore, strengthening PCE can help bridge the gap between awareness and behavioral commitment (Kim & Lee, 2024). Marketing communication strategies that highlight measurable outcomes of green purchases, such as waste reduction or carbon savings, can enhance consumers' perceptions of effectiveness (Kotler & Keller, 2022). Therefore , that , hypothesis following is :

H2: Perceived Consumer Effectiveness has influence positive and significant influence on green purchase intention.

Green Purchase Intention (GPI)

Green Purchase Intention (GPI) is defined as readiness and willingness consumer For buy products that minimize damage environment , preserving source power , and support practice sustainable (Chen & Hsieh, 2024). In TPB, the intention is antecedents direct from behavior — condition psychological preceding decision purchase actual (Ajzen, 1991). High levels of intention usually indicate a strong likelihood of continued behavior in the future.

Kotler and Keller (2022) emphasize that consumers' green purchase intentions are driven not only by a product's functional benefits but also by the value congruence between a brand's environmental positioning and the consumer's moral self-concept. Therefore, the GPI serves as a behavioral and moral indicator, reflecting the internalization of environmental responsibility into the consumer decision-making process.

Several empirical studies have shown that GSI and PCE contribute significantly to the formation of GPI. Li et al. (2024) found that identity and efficacy together explain more than 60% of the variance in green purchase intention among Generation Z consumers in Asia. Hasan et al. (2023) asserted that perceived consumer efficacy strengthens the belief-action relationship, while van der Werff et al. (2023) observed that identity-driven motivation maintains long-term behavioral consistency.

Taken together, these constructs form a coherent psychological mechanism that explains sustainable behavior: an eco-friendly self-identity provides the motivational foundation (the "why"), and consumer self-efficacy perceptions provide confidence in ability (the "how"). Both are essential for converting environmental concern into concrete purchase intentions.

Conceptual Framework

Referring to the Theory of Planned Behavior (TPB) (Ajzen, 1991), the research proposes a conceptual model in which Green Self-Identity (GSI) and Perceived Consumer Effectiveness (PCE) function as antecedents of Green Purchase Intention (GPI).

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This model combines the motivational (identity-based) and control (efficacy-based) dimensions of the TPB, offering a dual-pathway framework that explains sustainable consumption behavior among Generation Z consumers in Indonesia.

Green Self-Identity (GSI) represents the internal perception of oneself as an environmentally responsible individual. When consumers define themselves through pro-environmental values, they are more likely to engage in behaviors that align with this self-concept, including environmentally friendly purchases (van der Werff et al., 2023; Nguyen et al., 2023).

Perceived Consumer Effectiveness (PCE) reflects the extent to which individuals believe their personal actions can contribute to environmental improvement. Higher levels of efficacy increase motivation and behavioral commitment, as consumers feel empowered to make a real difference (Hasan et al., 2023; Chen & Hsieh, 2024). Consequently, both constructs are theorized to have a positive and significant effect on green purchase intention, consistent with the attitude and control pathways described in the TPB (Paul et al., 2016).

The proposed model contributes to the sustainability and consumer behavior literature in two ways. First, it extends the TPB by incorporating identity-based motivation and perceived efficacy as integral predictors of green behavioral intentions in an emerging market context. Second, it provides empirical support by validating these psychological constructs using Partial Least Squares–Structural Equation Modeling (PLS-SEM), a method well-suited for theory expansion and prediction-oriented research (Hair & Alamer, 2022).

METHODS

Study This uses a design study, quantitative causal-explanatory with a survey cut latitude. For the study causal connection between the latent variables is Green Self-Identity (IGSI), Perceived Consumer Effectiveness (PCE), and Green Purchase Intention (IGPI). This design is appropriate because it allows empirical testing of theoretical models based on the Theory of Planned Behavior (TPB) (Ajzen, 1991), where behavioral intention is influenced by constructs related to attitude and control.

This study used Structural Equation Modeling–Partial Least Squares (SEM-PLS) through SmartPLS version 4.0, a robust multivariate analysis technique suitable for predictive modeling and theory development (Hair & Alamer, 2022). SEM-PLS was chosen over covariance-based SEM because it accommodates non-normal data distributions, handles complex models with multiple constructs, and performs well with moderate sample sizes. Furthermore, SEM-PLS allows for the simultaneous assessment of the measurement model (construct validity and reliability) and the structural model (hypothesis testing and predictive relationships).

This approach aligns with Creswell's (2018) recommendation for explanatory research aimed at uncovering the strength and direction of theoretically grounded relationships between constructs. Thus, SEM-PLS serves as the most appropriate analytical tool to test the hypothesis of the influence of GSI and PCE on GPI among Generation Z consumers.

The target population of this study consists of Generation Z consumers (born between 1997 and 2012) residing in Greater Jakarta (Jakarta, Bogor, Depok, Tangerang, and Bekasi), Indonesia. This group was chosen because Generation Z is a digitally active and sustainability-

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conscious consumer group, significantly influencing consumption trends in emerging markets (Kim & Lee, 2024; Li et al., 2024).

Given the lack of a comprehensive sampling framework, a non-probability purposive sampling technique was used, targeting individuals with prior online shopping experience and a basic awareness of environmental issues. To ensure adequate statistical power, the "ten-fold rule" proposed by Hair and Alamer (2022) was used to determine the minimum sample size, which states that the number of observations should be at least ten times the maximum number of structural paths directed at a single construct. Because the most complex construct in this model (GPI) has two predictors, a minimum of 200 samples is required.

However, to increase generalizability and meet Q1-level empirical rigor, 400 questionnaires were distributed, and after data cleaning (removal of incomplete and inconsistent responses), 350 valid responses were retained for analysis. This sample size meets the threshold recommended by Creswell (2018) and Hair and Alamer (2022) for structural model estimation using SEM-PLS.

RESULTS

Evaluation of Measurement Model

Before testing the structural relationships, the measurement model was assessed to ensure the reliability and validity of all latent constructs. Table 1 summarizes the key indicators of construct reliability and validity. All factor loadings exceeded the recommended threshold of 0.70, indicating strong indicator reliability (Hair & Alamer, 2022).

Composite Reliability (CR) values for all constructs ranged from 0.87 to 0.91, exceeding the minimum standard of 0.70, thus confirming internal consistency. Average Variance Extraction (AVE) values were all above 0.50, indicating adequate convergent validity. Discriminant validity, assessed using the Heterotrait–Monotrait (HTMT) criterion, yielded values below 0.85, confirming that each construct is empirically distinct (Henseler et al., 2015).

These results confirm that the measurement items reliably capture the underlying dimensions of Green Self-Identity (GSI), Perceived Consumer Effectiveness (PCE), and Green Purchase Intention (GPI).

Table 1. Summary of Measurement Model

Build	Goods	Range Loading	CR	ROAD	HTML (Max)
Green Self-Identity	4	0.72–0.89	0.90	0.68	0.73
Perceived Consumer Effectiveness	4	0.74–0.88	0.89	0.65	0.79
Green purchase intention	4	0.77–0.90	0.91	0.69	0.81

Structural Model Evaluation

After the measurement validity was established, the structural model was analyzed to test the hypothesis of causal relationships between the variables. The results of the SEM-PLS path analysis are presented in Table 2.

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Table 2. Hypothesis Test Results (Bootstrapping 5,000 Resamples)

Track	Coefficient (β)	t- value	p- value	Decision
GSI → GPI	0.53	8.41	0.000	Supported
PCE → GPI	0.38	6.72	0.000	Supported

This model explains 61% (R^2 = 0.61) of the variance in green purchase intention, indicating strong predictive power based on Cohen's (1988) guidelines ($R^2 \geq 0.26$ = substantial). It suggests that the combination of identity-based and efficacy-based mechanisms provides a strong explanation of consumers' intention to engage in sustainable purchasing behavior.

Furthermore, the effect size (f^2) analysis showed that GSI had a greater contribution (f^2 = 0.41) compared to PCE (f^2 = 0.27), indicating that the role of self-concept congruence was greater than that of perceived control in predicting sustainable consumer behavior. The Stone–Geisser Q^2 value (0.43) was positive, confirming the predictive relevance of the model

The results section summarizes the data collected for study in the form of descriptive statistics and also reports the results of relevant inferential stastically analysis (e.g., hypothesis tests) conducted on the data. You need to report the results in sufficient detail so that the reader can see which stasticall analyses were conducted and why, and to justify your conclusions. Mention all relevant results, including those that are at odds with the stated hypotheses (American Psychology Association 2001: 20).

DISCUSSION

The results of this study empirically validate both hypotheses, showing that Green Self-Identity (IGSI) and Perceived Consumer Effectiveness (PCE) significantly influence Green Purchase Intention (GPI) among Generation Z consumers in Greater Jakarta, Indonesia. This finding is consistent with the Theory of Planned Behavior (Ajzen, 1991), which states that attitudinal and control-related constructs jointly shape behavioral intention.

The Role of Green Self-Identity (GSI)

Analysis shows that GSI is the strongest predictor of green purchase intention (β = 0.53, $p < 0.001$). Findings. It is in line with studies previously emphasizing the role of central draft self in form pro-environmental decisions (van der Werff et al, 2023; Nguyen et al, 2023). When individuals perceive themselves as environmentally responsible, they are motivated to maintain consistency between their self-image and their behavior (Hasan et al., 2023).

From a psychological perspective, these results can be explained through self-congruence theory and identity-based motivation theory, which posit that people act in ways that reinforce their personal identity and moral values. In the context of sustainability, Generation Z consumers may perceive eco-friendly purchases as an expression of authenticity, ethical integrity, and social belonging (Li et al., 2024).

From a management perspective, this suggests that companies should position sustainability as a personal, identity-relevant value, rather than a peripheral brand attribute. Brands that foster emotional alignment with consumers' self-concepts tend to generate stronger loyalty and behavioral commitment. As Kotler and Keller (2022) note, brand alignment with the self increases affective engagement and long-term behavioral consistency.

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These findings also reinforce Yukl's (2020) leadership principles, which emphasize that intrinsic motivation driven by values and self-identity is more enduring than extrinsic incentives. When consumers internalize environmental values as part of their self-concept, their purchases become acts of moral leadership, reflecting self-determined behavior rather than social compliance.

The Role of Perceived Consumer Effectiveness (PCE)

A positive connection between PCE and GPI ($\beta = 0.38$, $p < 0.001$) indicates that consumers who believe action individual they can make a real difference tend to be involved in sustainable consumption. Findings. This support mechanism-based proposed efficacy in the TPB framework and is consistent with studies previously shown that the impact felt increases not quite enough answer environment (Hasan et al ., 2023; Chen & Hsieh, 2024).

This relationship is particularly relevant in emerging markets like Indonesia, where consumers may doubt the effectiveness of individual actions due to limited institutional support or green infrastructure (Tandon et al., 2024). Research shows that strengthening consumer efficacy through education, transparent brand communications, and demonstration of tangible impacts can significantly increase behavioral intentions.

Furthermore, from an organizational behavior perspective, Robbins and Judge (2019) highlight that efficacy beliefs directly influence persistence, resilience, and performance in goal-oriented behavior. This concept also applies in the consumer context: when individuals perceive control over environmental outcomes, their motivation to engage in sustainable purchasing is strengthened.

Findings This underlines the need for businesses to provide signal empowerment, such as mechanism bait back (" Your purchase saves you 2 liters of water") or metric concrete (" Product This reduces carbon emissions by 20%"). These cues strengthen consumers' perceptions of effectiveness and encourage continued engagement in environmentally friendly consumption.

Integrative Interpretation

Collectively, these findings illustrate that identity-based and efficacy-based mechanisms are complementary, rather than competing, predictors of sustainable behavior. Green Self-Identity offers the motivational foundation of the internal "why," while Perceived Consumer Effectiveness provides the beliefs that support the external "how."

This integrative understanding enriches the Theory of Planned Behavior by emphasizing that sustainable purchasing is both a moral expression and an act of empowerment. Essentially, people buy environmentally friendly products not just because they care, but because they believe they can make a difference.

The empirical results ($R^2 = 0.61$) exceed the explanatory power reported in previous studies conducted in advanced economies (e.g., Li et al., 2024; Nguyen et al., 2023), suggesting that internal psychological factors may have a stronger effect in emerging markets where institutional sustainability norms are still developing.

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Theoretical and Managerial Implications

Theoretically, this study extends the Theory of Planned Behavior by empirically integrating identity and efficacy perspectives in an emerging market context. The study demonstrates that the inclusion of GSI and PCE substantially improves the predictive power of the TPB, offering a more comprehensive model for understanding pro-environmental consumer behavior.

Furthermore, this research supports Yukl's (2020) assertion that values-based motivation drives lasting behavioral change. By connecting organizational and consumer behavior theories, this research contributes to a cross-disciplinary understanding of sustainability psychology and marketing management.

CONCLUSION

This study aims to examine the influence of Green Self-Identity (IGSI) and Perceived Consumer Effectiveness (PCE) on Green Purchase Intention (IGPI) among Generation Z consumers in Greater Jakarta, Indonesia. Based on the Theory of Planned Behavior (Ajzen, 1991) and enriched by psychological and marketing theories (Yukl, 2020; Kotler & Keller, 2022; Robbins & Judge, 2019), this study provides empirical evidence that these two constructs significantly and positively shape sustainable purchasing behavior.

These findings indicate that an environmentally friendly self-identity is the strongest predictor of green purchase intention. Consumers who consider environmental responsibility a part of their self-concept are more likely to make environmentally friendly purchases. These results highlight the enduring power of identity-based motivation—when sustainability becomes a reflection of "who I am," behavior naturally aligns with pro-environmental values.

Perceived Consumer Effectiveness also emerged as a significant predictor, indicating that beliefs about personal impact increase motivation to act sustainably. Consumers who perceive that their choices make a real difference are more likely to engage in environmentally friendly behavior. Together, GSI and PCE explained a significant portion of the variance ($R^2 = 0.61$) in green purchase intention, underscoring their importance in understanding sustainable consumption.

Theoretically, this study extends the Theory of Planned Behavior by integrating identity-based and efficacy-based constructs into its framework, thereby strengthening its predictive validity in an emerging market context. This integration suggests that behavioral intentions are shaped not only by rational evaluations and social norms, but also by moral identity and perceived agency. These findings thus contribute to the sustainability psychology and marketing literature by highlighting the psychological mechanisms that bridge the gap between environmental awareness and behavioral commitment.

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This study offers several actionable insights for managers, marketers, and sustainability practitioners looking to engage Generation Z consumers effectively: **Strengthening Environmental Identity Through Authentic Storytelling**, Marketers must craft narratives that make sustainability a central part of brand identity. Campaigns that humanize environmental values—through storytelling, influencer partnerships, and eco-friendly brand communities—can strengthen consumers' identification with green values. When sustainability is portrayed as part of "who they are," not simply "what they buy," it builds emotional resonance and behavioral consistency. **Improving Perceived Consumer Effectiveness Through Impact Communication,** Consumers are more likely to act sustainably when they believe their actions matter. Brands should communicate the measurable impact of consumer contributions, such as "every purchase saves X liters of water" or "reduces Y kg of carbon emissions." Providing transparent data and ongoing feedback increases consumers' sense of empowerment and encourages long-term engagement. **Promote Authenticity and Conformity of Values** Generation Z consumers demonstrate a heightened sensitivity to authenticity and ethical compliance. Companies must ensure that sustainability claims are verifiable and embedded in actual business practices, rather than superficial green marketing. Consistency between brand values and corporate behavior enhances credibility, reduces skepticism, and builds trust. **Designing Initiative Sustainability Participatory**, Organizations can further strengthen GSI and PCE through participatory programs—such as recycling campaigns, sustainability challenges, and collaborative eco-innovation campaigns. These initiatives enable consumers to experience tangible results from their actions, while strengthening the identity and efficacy dimensions.

This study makes three theoretical contributions. First, it extends the TPB by validating the combined role of self-identity and efficacy beliefs as antecedents of green behavioral intentions in a developing country. Second, it bridges organizational behavior theory (Yukl, 2020; Robbins & Judge, 2019) with consumer psychology, demonstrating that intrinsic motivation and perceived competence function similarly across organizational and individual contexts. Third, it enhances the cross-cultural generalizability of the green behavior model by demonstrating its applicability to a digitally connected, collectivist market like Indonesia.

Collectively, these insights suggest that sustainable consumption is best understood as a values-driven and agency-empowered process, where consumers act not simply because they have to, but because those behaviors reflect who they are and what they believe they can achieve.

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