

Factors influencing green product purchase intention among Gen-Z Muslims

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Abstract

Purpose – This study aims to analyze the influence of online green product reviews, self-image congruence, attitude, subjective norms, and perceived behavioral control on the intention to purchase environmentally friendly products among Generation Z Muslims in Salatiga City, an area renowned for its environmental management achievements.

Methodology – A quantitative research design was used, employing purposive sampling of 350 respondents aged 17 years and above. Data were collected through questionnaires and analyzed using structural equation modeling (SEM) with SmartPLS 3.2.9.

Findings – The study found that online green product reviews, self-image congruence, attitude, and perceived behavioral control had a significant positive effect on the purchase intention of green products. However, subjective norms only showed a significant impact on product reviews, and not directly on purchase intention. The dominant factors influencing purchase intention are attitude and self-image congruence.

Implications – The findings suggest that marketing strategies should focus on aligning product image with consumer identity, emphasizing attitude, and self-image congruence. Additionally, leveraging online reviews can serve as an effective tool for pro-environmental education and the promotion of green product purchases.

Originality – This research provides valuable insights into the environmental awareness and consumption behavior of Generation Z Muslims in Salatiga City, contributing to the understanding of the factors influencing the intention to purchase environmentally friendly products, especially in emerging markets with strong environmental values.

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Introduction

Environmentally friendly consumption by Muslims has gained attention in recent decades as a form of sustainable behavior (Sholihah et al., 2025). This behavior can reduce environmental damage through consumption control and support ecological protection. Additionally, environmentally

friendly consumption contributes to sustainable industrial development and increased efficiency in the use of natural resources (Zhao et al., 2020). Awareness of the importance of this behavior has emerged alongside increasing concerns about climate change and global environmental degradation. It is not surprising that environmentally friendly consumption has become an important agenda at both the individual and organizational levels. This issue is becoming increasingly relevant among the younger generation, particularly Gen Z, to highlight their needs and consumption patterns. Gen Z is a technologically savvy and socially conscious group that influences future consumption trends (Halibas et al., 2025). Furthermore, Gen Z Muslims have recently increasingly integrated Islamic principles into their lifestyles, such as assessing halal and eco-friendly labels on products (Irfany et al., 2023), creating a unique segment in the context of environmentally friendly behavior. Consequently, it is important to examine demographic factors more deeply in relation to environmentally friendly behavior (Meet et al., 2024).

In modern marketing strategies, environmentally friendly consumption has become a major focus integrated into the concept of green marketing. Companies are beginning to adjust their production and distribution processes to align themselves with the principles of sustainability. Considerable attention has been paid to aspects such as packaging materials, waste management, and reducing the use of hazardous chemicals, such as pesticides (Kumar et al., 2021). This awareness has changed the vision of companies to pursue profits, as well as social and environmental responsibility (Sinaga et al., 2024). Promotional campaigns that highlight sustainability values are considered effective in building a positive corporate image. This is particularly relevant for attracting consumers with a high level of environmental awareness.

Muslim Generation Z, born and raised in the digital age, is known to be highly concerned about environmental issues (Mayvita & Rifani, 2024). They tend to adopt healthy and environmentally friendly lifestyles as part of their identity. Jakpat survey data (Annur, 2022) show that the majority of Gen Z individuals practice environmentally friendly habits such as shopping with their own shopping bags (69.8%) and buying environmentally friendly products (56.2%). Most participants also chose natural products (45.2%) and bought refillable packaging (42.1%). This phenomenon illustrates that Generation Z is a potential market segment for environment-friendly products. However, this behavior is still influenced by various psychological, social, and informational factors. Young Muslims' interest in eco-friendly products is attributed to their strong concern for the environment (Suhartanto et al., 2023). Their knowledge and concern serve as primary drivers of positive attitudes toward eco-friendly products (Alotaibi & Abbas, 2022). Among Muslims, religiosity has also been identified as a key determinant of green product purchasing behavior (Lestari et al., 2024).

The city of Salatiga is a relevant context for this study because of its environmental management achievements. The city won the Adipura award for four consecutive years (Salatiga, 2023), demonstrating its success in maintaining environmental cleanliness and sustainability. In addition, several schools in Salatiga have received the Adiwiyata School award, which signifies their success in implementing environmental education programmes. This type of social environment has the potential to shape the ecological awareness of the community, including its younger generation. Against this background, Generation Z in Salatiga has become an interesting subject for studying consumption behavior. Moreover, they grew up in an environment that consistently encouraged pro-environmental behavior (JawaPos, 2020).

One theory commonly used to explain environmentally friendly consumer behavior is the theory of planned behavior (TPB). This theory states that attitudes, subjective norms, and perceived behavioral control influence behavioral intentions. Several studies, such as those conducted by Amoako et al. (2020) and Nimri et al. (2020), have shown that these three factors have a positive and significant effect on the intention to purchase environmentally friendly products. However, the development of information technology and social media has added a new dimension to consumer behavior. One of these is the influence of online green product reviews, which can affect consumers' perceptions of product quality and value. This factor can act as an additional stimulus that influences the components of TPB.

In addition to online reviews, self-image congruence is an important variable in consumption behavior. This concept refers to the extent to which a product's image matches that of a consumer's self-identity. [Nguyen and Nguyen \(2021\)](#) found that self-image congruence has a positive effect on the intention to purchase environmentally friendly products, both directly and through the mediation of attitudes, subjective norms, and behavioral control. In Generation Z, self-image is often constructed through consumption choices that reflect personal values. This makes self-image congruence a potential factor that influences purchase intention. However, research combining this variable into the TPB model is still limited, especially in the context of small cities, such as Salatiga.

Although many studies support the positive influence of variables in the TPB on purchase intention, there are also inconsistent results. [Costa et al. \(2021\)](#) find that attitudes do not always have a significant effect on the intention to purchase environmentally friendly products. [Veronica \(2023\)](#) also found that subjective norms do not have a significant effect on the intention to purchase green products. These differing results indicate that other factors influence the relationships between these variables. One is the role of online reviews and self-image conformity in shaping attitudes and purchase intentions. Therefore, further research is required to test the validity of the extended TPB model. Previous research has examined how religiosity ([Alotaibi & Abbas, 2022](#)), halal considerations ([Hasnah Hassan, 2014](#)), and religious culture ([Meet et al., 2024](#)) influence green food purchase intentions. However, this study deliberately excluded these Islamic variables, focusing on TPB variables, such as online reviews and self-image congruence. The scope was limited to variables relevant to the diverse populations of Salatiga. Thus, religiosity and Islamic financial literacy were excluded to maintain focus on the most impactful variables.

Based on the background and gap research, this study aims to examine the influence of online green product reviews and self-image congruence on the intention to purchase environmentally friendly products among Muslim Generation Z in Salatiga City using the TPB framework. This study is expected to enrich the literature on pro-environmental consumer behavior in Indonesia. In addition, the results are expected to provide marketers with input for designing more effective communication and branding strategies for green products. Focusing on Muslim Generation Z in a city with environmental achievements is expected to provide a new perspective on the behavior of young consumers.

Literature Review

Theory of planned behavior

The theory of planned behavior (TPB) developed by [Ajzen \(1991\)](#) is the main basis for this study. TPB explains that planned behavior is influenced by three components: attitude, subjective norms, and perceived behavioral control. This model has been widely used to explain pro-environmental behavior, including the intention to purchase environment-friendly products. In this study, TPB was expanded by adding the variables of self-image congruence and online green product reviews as additional predictors to understand green product purchase intention among Generation Z in Salatiga City.

The addition of the self-image congruence variable in this study plays an important role in the relationship between consumer self-image and product attributes and values, which are significant determinants of purchase intention ([Sirgy, 1985](#)). Empirical studies show that self-image congruence has a positive impact on consumers' purchase intentions ([Alqahtani, 2025](#)). Online green product reviews serve as an external source of information that influences consumer perceptions through social interactions on digital platforms, thereby affecting the decision-making process for purchasing environmentally friendly products ([Sembiring et al., 2023](#)). By integrating these two constructs, this study aims to produce a more comprehensive conceptual framework to understand the dynamics of the factors that drive green product purchasing behavior, particularly among Generation Z.

Green product purchase intention

Green purchase intention can also be defined as a person's tendency to use environmentally friendly products or services, which have a smaller impact on the environment (Sembiring et al., 2023). Positive reviews submitted by consumers through digital platforms play an important role in building trust and significantly influence purchasing decisions (Darmayanti & Girindratama, 2021). This is closely related to Ajzen's (1991) Theory of planned behavior (TPB), in which online green product reviews act as external pieces of information that can influence consumers' attitudes and perceptions of behavioral control in purchasing green products.

Credible and positive reviews will strengthen consumer confidence in the quality of environmentally friendly products, thereby increasing consumer purchase intention in accordance with the Theory of planned behavior mechanism (Wangsa et al., 2025). Previous studies have shown a significantly positive influence of online green product reviews on green product purchase intention. Wang et al. (2025), Veronica (2023), Ahmad and Qingzhu (2020), and Syah and Indriani (2020) consistently show a significant positive influence between online green product reviews and green product purchase intention. Therefore, this study proposes the following hypotheses:

H₁: Online green product reviews have a positive effect on green product purchase intention.

Self-image congruence and green product purchase intention

Self-image congruence refers to the alignment between a consumer's self-image and product image (Sirgy, 1986). Individuals who are environmentally conscious and concerned tend to choose products that align with their green identity (Zhao et al., 2020). Yen and Mai (2020) found empirical evidence that self-image congruence has a positive and significant effect on intention to purchase environmentally friendly products. This phenomenon can be explained in a psychological framework in which consumers are motivated to maintain consistency in their self-image through product choices that reflect their personal values and identities (Suliatiana & Kuswati, 2024).

In line with the theory of planned behavior (Ajzen, 1991), self-image congruence plays a role in forming positive attitudes toward green products and reinforces individuals' intentions to make purchases in accordance with their perceived behavioral control. The findings of Yen and Mai (2020) and Nguyen and Nguyen (2021) prove that self-image congruence positively influences green product purchase intention. Based on this, we propose the following hypothesis:

H₂: Self-image congruence has a positive effect on green product purchase intention.

Attitude and green product purchase intention

Attitude is a belief, feeling, and behavioral tendency toward an object or action (Sembiring et al., 2023). A positive attitude toward environmentally friendly products has consistently been shown to increase the intention to purchase green products, as supported by Zhuang et al. (2021). According to Taufique and Vaithiantaha (2018), consumers with pro-environmental attitudes tend to exhibit consistent purchasing patterns toward environmentally friendly products.

In line with Ajzen's (1991) theory of planned behavior, attitude is an important variable that reflects an individual's evaluation of a particular behavior—in this case, the purchase of green products. A positive attitude toward environmentally friendly products strengthens consumer intention through the formation of perceptions of product value and benefits, thereby triggering sustainable consumer behavior in choosing more environmentally friendly products (Ratri & Arafah, 2024). Therefore, this study proposes the following hypotheses:

H₃: Attitude has a positive effect on green product purchase intention.

Subjective norm and green product purchase intention

Subjective norms refer to an individual's perception of social support or pressure from important people around them, such as family and friends, to engage in certain behaviors (Bhatti & Akram, 2020). This social support can motivate consumers to choose environmentally friendly products

(Sembiring et al., 2023). Within the framework of the theory of planned behavior (Ajzen, 1991), subjective norm is a variable that plays a role in shaping behavioral intentions, including in the context of purchasing environmentally friendly products. Social norms that individuals believe to be supportive of their social environment provide strong social encouragement, thereby increasing their commitment to perform actions in line with social expectations (La & Ajzen, 2020).

Previous studies by Zhuang et al. (2021) and Bai et al. (2019) found a significant positive relationship between subjective norms and green product purchase intention. Furthermore, research conducted by Fitriani et al. (2021) found that the stronger the social influence felt by individuals, whether from family, friends, or lecturers, the greater the tendency for a person to buy environmentally friendly packaged products. Subjective norms act as social incentives that reinforce sustainable consumption behavior because individuals tend to follow the values and recommendations of their social environment. Based on this, the following hypothesis is proposed:

H₄: Subjective norms have a positive effect on green product purchase intention.

Perceived behavioral control and green product purchase intention

Perceived behavioral control (PBC) is an individual's belief in their ability and resources to carry out a certain behavior, including purchasing environmentally friendly products (Veronica, 2023). A high PBC increases consumers' confidence in purchasing environmentally friendly products. PBC includes an individual's perception of the ease or difficulty of behaving, which is influenced by previous experience and anticipation of possible obstacles. When consumers feel they have sufficient control over resources such as product availability, access to information, and financial capabilities, they are more motivated to carry out their intention to purchase green products (Permana, 2023).

According to Ajzen's (1991) theory of planned behavior, PBC is one of the main components that directly contributes to the formation of behavioral intentions. A high perception of behavioral control increases confidence in the success of the desired action, thereby strengthening consumers' intention to purchase environmentally friendly products (Khoiruman & Harsono, 2023). The findings of Sun and Wang (2020), Bosquez et al. (2023), and Sharma et al. (2023) show a significant positive relationship between PBC and green product purchase intention. Based on this, we propose the following hypothesis:

H₅: Perceived behavioral control has a positive effect on green product purchase intention.

Online green product review

Online green product reviews are digital feedback that contain consumer experiences, opinions, and evaluations of environmentally friendly products (Ventre & Kolbe, 2020; Tran, 2020). Ajzen's (1991) theory of planned behavior, self-image congruence, attitudes, and subjective norms are important factors that can influence consumer behavior when providing online reviews of environmentally friendly products. Self-image congruence not only encourages purchase intent but also motivates consumers to share positive experiences through digital platforms when products are perceived to represent their personal identity (Nguyen & Nguyen, 2021).

Positive attitudes toward environment-friendly products also reinforce consumers' tendency to share reviews that support pro-environmental behavior and influence others to take similar actions (Sembiring et al., 2023). In addition, subjective norms play a role in shaping this behavior, and support from social groups and prevailing norms can encourage consumers to provide positive reviews on online shopping platforms Sembiring et al. (2023) and Kumar and Pandey (2023). Based on these findings, this study proposes the following hypothesis:

H₆: Self-image congruence has a positive effect on online green product reviews.

H₇: Attitude has a positive effect on online green product reviews.

H₈: Subjective norm has a positive effect on online green product reviews.

Figure 1 illustrates the research framework and eight hypotheses of the study.

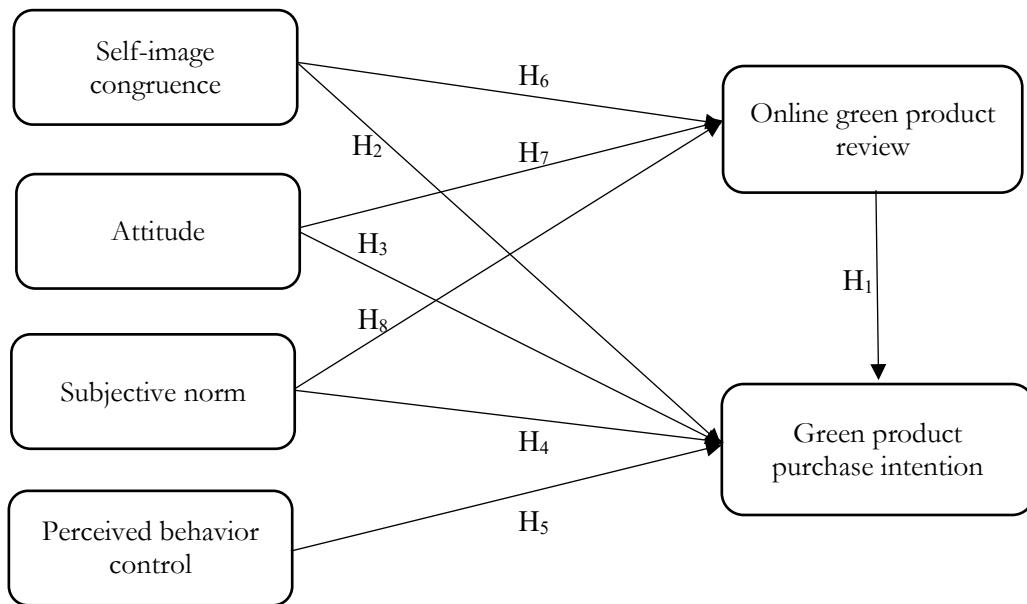


Figure 1. Conceptual framework

Source: Developed by the author

Research Methods

This is a field study with a quantitative approach to analyze the relationship between variables through numerical data and statistical techniques. Exogenous variables included online green product reviews, self-image congruence, attitude, subjective norms, and perceived behavioral control. The endogenous variable is the green product purchase intention, each of which is measured using indicators adapted from previous studies.

The research population was Generation Z in Salatiga City (aged 13–27 years) with a total of 44,412 people. The sample was determined using purposive sampling, with the criteria of being at least 17 years old and residing in Salatiga. The study was conducted between December 2024 and July 2025 to ensure the distribution of the questionnaire.

Using the Slovin formula with a margin of error of 5%, 396 respondents were obtained; however, after data sorting, only 350 data points could be processed, while the other 46 questionnaires were not filled out. Data were collected using a closed questionnaire containing structured statements answered according to the respondents' conditions. The questionnaires were distributed directly to respondents in various youth communities, such as Karang Taruna (Youth Organization) and environmental student communities at major campuses in Salatiga, such as UIN Salatiga, UKSW, and STIE AMA. To ensure accessibility to the Gen-Z target population in Salatiga, the researchers also used an online questionnaire via Google Forms.

The research instrument was developed on the basis of several previous studies. Attitude and perceived behavior control variable constructs were developed from previous research conducted by [Nguyen and Nguyen \(2021\)](#). The online green product review variable construct was developed from the research by [Bambauer-Sachse and Mangold \(2011\)](#). Subjective norm and green product purchase intention variable constructs were developed from [Paul et al. \(2016\)](#). The self-image congruence variable construct was developed from previous research by [Sirgy et al. \(1997\)](#).

Data analysis used structural equation modeling-partial least squares (SEM-PLS) with SmartPLS 3.2.9 software. The analysis stages included model specification, data collection, data processing, latent variable modeling, goodness-of-fit evaluation, hypothesis testing, validity and reliability testing (with bootstrapping), and interpretation of results based on statistical significance and practical implications.

Results

A total of 350 respondents were involved in this study, comprising 58.3% women and 41.7% men. The majority of patients were aged 17–21 years (57.4%). High school (84.3%) had the highest level

of education, with the majority working as a student (87.7%). Most participants had an income of < 2 million per month (82.6%).

Table 1. Description of respondents

Variable	Description	Frequency	Percent
Gender	Male	146	41.7
	Female	204	58.3
Age	17-21	201	57.4
	21-25	149	42.6
Higher education	Less than high school	2	0.6
	High school	295	84.3
	Diploma	2	0.6
	Bachelor's degree	47	13.4
	Master's degree	4	1.2
Profession	Teacher/Lecturer	7	2.0
	Student	307	87.7
	Trader	6	1.7
	Lawyer	1	0.3
	Farmer	5	1.4
	Flight attendant	2	0.6
	Programmer	2	0.6
	Other	20	5.7
Income	Less than 2 million	289	82.6
	2-5 million	49	14.0
	6-10 million	6	1.7
	More than 10 million	6	1.7

Source: data compiled by the Author

Table 1 data shows that Gen-Z, especially students, have high environmental awareness and are a group that is easily influenced by environmentally friendly consumption behavior. Although most respondents have financial constraints, they tend to choose environmentally friendly products that are in line with sustainability values.

Table 2. Indicators and factor loading

Construct	Indicator	FL
Online green product review	OPR1 I often read online product reviews to find out which eco-friendly products other people like.	0.842
	OPR2 To make sure I buy the right eco-friendly products, I often read online reviews.	0.917
	OPR3 I often read online product reviews to help me choose the right eco-friendly products.	0.888
	OPR4 Before buying eco-friendly products, I often look for information from online reviews.	0.829
Self-image congruence	SIC1 The image consumers have of environmentally friendly products is similar to my image.	0.850
	SIC2 The image consumers have of environmentally friendly products is similar to my view of myself.	0.910
	SIC3 The image consumers have of environmentally friendly products is similar to how other people see me.	0.888
	SIC4 The image consumers have of environmentally friendly products is similar to how other people view me.	0.854
Attitude	ATT1 Using environmentally friendly products is a wise way to protect the environment.	0.859
	ATT2 Using environmentally friendly products is a good idea.	0.854
	ATT3 I support the use of environmentally friendly products.	0.848
	ATT4 I am in favor of using environmentally friendly products.	0.872
Subjective norm	SUN1 Many people who are important to me think that I should use environmentally friendly products when buying something.	0.832

Construct	Indicator	FL
Perceived behavior control	SUN2 Most people who are important to me want me to use environmentally friendly products when buying something.	0.884
	SUN3 People whose opinions I value prefer me to use environmentally friendly products.	0.859
	SUN4 My friends' positive opinions influence me to use environmentally friendly products when buying something.	0.822
	PBC1 I have enough time and money to buy environmentally friendly products.	0.839
Green product purchase intention	PBC2 I know where to buy and use environmentally friendly products.	0.867
	PBC3 I can decide whether to use environmentally friendly products or plastic products.	0.833
	PBC4 I have sufficient resources to use environmentally friendly products.	0.819
	PIG1 I will consider using environmentally friendly products because they cause less pollution in the future.	0.823
Green product purchase intention	PIG2 I will consider switching to environmentally friendly brands for ecological reasons.	0.876
	PIG3 I plan to spend more money on environmentally friendly products than conventional products.	0.813
	PIG4 I hope to buy environmentally friendly products in the future because of their positive contribution to the environment.	0.855

Note: FL: Factor loading

Source: data processed by the Author

Factor loading (FL) is used to measure the extent to which each indicator or item in a construct (variable) contributes to or reflects that construct. The higher the FL value, the stronger is the relationship between the indicator and the construct it represents (Dash & Paul, 2021). For example, the OPR2 indicator in the online green product review construct has an FL value of 0.917, indicating that this indicator is very strong in describing the construct. Similarly, other indicators in this construct, such as OPR1, OPR3, and OPR4, also showed FL values above 0.8, indicating a significant contribution to the online green product review construct. Similarly, in the self-image congruence construct, the SIC4 indicator, with an FL value of 0.854, indicates that this indicator is very good at reflecting the concept of self-image congruence with environmentally friendly products. Overall, the high FL values for all indicators indicate that each indicator successfully reflects the intended construct strongly and consistently (Dash & Paul, 2021).

Table 3. Construct reliability and validity

	CA	rho_A	CR	AVE
Attitude	0.881	0.882	0.918	0.736
Online green product review	0.892	0.899	0.925	0.757
Perceived behavior control	0.861	0.861	0.905	0.705
Green product purchase intention	0.863	0.864	0.907	0.709
Self-image congruence	0.899	0.903	0.929	0.767
Subjective norm	0.871	0.872	0.912	0.721

Note: CA: Cronbach's alpha; CR: Composite reliability; AVE: Average variance extracted

Source: data processed by the Author

The results of the reliability and construct validity tests showed that all constructs in this study had Cronbach's alpha and rho_A values above 0.7, indicating good internal consistency and high reliability (Ghozali, 2021). The composite reliability values also showed excellent results, with all constructs having values above 0.9, confirming the accuracy of the indicators in reflecting broader constructs. Furthermore, the average variance extracted (AVE) for each construct was above the threshold of 0.5, indicating that these constructs have good convergent validity. Overall, the results of this test show that the constructs in this study are valid and reliable for use in further analysis.

Table 4. Fornell-Larcker criterion

	1	2	3	4	5	6
Attitude	0.858					
Online green product review	0.564	0.870				
Perceived behavior control	0.704	0.604	0.840			
Green product purchase intention	0.727	0.646	0.702	0.842		
Self-image congruence	0.572	0.611	0.604	0.690	0.876	
Subjective norm	0.681	0.698	0.755	0.719	0.625	0.849

Source: data processed by the Author

Table 4 shows that each construct has a higher average variance extracted (AVE) value than the correlations between other constructs. For example, for the attitude construct (AVE value = 0.736), the correlation between attitude and other constructs (such as green product purchase intention with a value of 0.727) is lower than its AVE value. This indicates that these constructs have good convergent validity and that each construct in this model has more variance explained by its indicators than by the variance explained by other constructs (Ghozali, 2021). Overall, these results indicate that this model meets the Fornell-Larcker criteria, showing that the constructs in this model have good discrimination and can be clearly distinguished from one another.

Table 5. Model fit

	Saturated model	Estimated model
SRMR	0.058	0.058
d_ULS	0.998	0.998
d_G	0.509	0.509
Chi-Square	1065.262	1065.262
NFI	0.837	0.837

Source: data processed by the Author

Table 5 shows that this model has a very good fit. The SRMR (Standardized Root Mean Square Residual) value for the estimated model and the saturated model is 0.058, which is lower than the recommended threshold of 0.08, indicating that this model has a good fit. The d_ULS and d_G values are 0.998 and 0.509, respectively, which also indicate that the difference between the estimated model and the saturation model is very small, indicating excellent model fit. Chi-Square has the same value (1065.262) for the estimated model and the saturation model, indicating that the estimated model does not deviate significantly from the saturation model. Finally, the NFI (Normed Fit Index) is 0.837, which is higher than the minimum threshold value of 0.80, confirming that this model fits the data well (Ghozali, 2021). Overall, these results show that the model used fits the data and has good fit quality.

Table 6. Path coefficient

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T Statistics (O/STDEV)	P Values	Conclusion
ATT → OPR	0.071	0.072	0.079	0.902	0.368	Rejected
ATT → PIG	0.305	0.309	0.057	5.391	0.000	Supported
OPR → PIG	0.120	0.115	0.056	2.149	0.032	Supported
PBC → PIG	0.136	0.136	0.068	1.999	0.046	Supported
SIC → OPR	0.254	0.255	0.080	3.190	0.002	Supported
SIC → PIG	0.258	0.258	0.053	4.839	0.000	Supported
SUN → OPR	0.439	0.434	0.124	3.551	0.000	Supported
SUN → PIG	0.164	0.164	0.085	1.939	0.053	Rejected

Source: data processed by the Author

Table 6 shows that most variable relationships are significant ($p < 0.05$): attitude toward green product purchase intention ($p = 0.000$, $t = 5.391$), online green product review toward green

product purchase intention ($p = 0.032$, $t = 2.149$), and perceived behavior control on green product purchase intention ($p = 0.046$, $t = 1.999$). Additionally, self-image congruence significantly influences both online green product review ($p = 0.002$, $t = 3.190$) and green product purchase intention ($p = 0.000$, $t = 4.839$), and subjective norm significantly influences online green product review ($p = 0.000$, $t = 3.551$). Conversely, attitude does not significantly influence online green product review ($p = 0.368$, $t = 0.902$), and subjective norm does not significantly influence green product purchase intention ($p = 0.053$, $t = 1.939$).

Discussion

The results indicate that online green product reviews have a significant positive effect on green product purchase intention. Positive reviews from previous consumers shape the perceptions and attitudes that increase trust in product quality, thereby encouraging purchase interest. Activities such as reading, consulting, and gathering information from reviews are important factors in the purchase decision-making process. These findings are consistent with those of previous studies (Veronica, 2023; Ahmad & Qingzhu, 2020; Azizah & Retnowati, 2022; Sembiring et al., 2023) and provide a basis for marketers to design campaigns for Gen-Z Muslims that are informative, engaging, and highlight the environmental benefits of green products.

The results indicate that self-image congruence has a significant positive effect on green product purchase intention. The more consumers' self-image matches the green products they consider, the higher is their motivation to purchase them. This congruence includes consumer values, personalities, and aspirations, as reflected in products (Pangemanan et al., 2020). These findings are in line with previous studies (Yen & Mai, 2020; Sembiring et al., 2023; Gravelines et al., 2022; Klabi, 2025) and serve as a reference for companies to build emotional relationships with Muslim Gen-Z consumers, including the placement of appropriate product images and the use of influencers whose self-image is in line with green products.

The results indicate that attitude has a significant positive effect on green product purchase intention. The more positive the consumers' attitudes toward green products, the higher their intention to purchase them. This attitude includes assessments, beliefs, and values related to sustainability, where the belief that products are beneficial to the environment drives purchase motivation (Fadillah & Mayasari, 2024). These findings are in line with previous studies (Zhuang et al., 2021; Cheah & Phau, 2011; Mamun et al., 2023) and provide a basis for companies to design campaigns that build positive attitudes and encourage Gen-Z Muslim consumers to choose environmentally friendly options.

The results show that subjective norms do not significantly influence green product purchase intentions, with an influence value of 0.053. Social pressure from family, friends, or society is not strong enough to influence the decision to purchase environment-friendly products, which is likely due to low awareness, understanding, and social support for green products. Other factors, such as price and limited availability, also weaken the influence of social norms (Nawatmi et al., 2023; Puspitasari & Sekarsari, 2024). These findings are consistent with previous studies (Veronica, 2023; Han & Utama, 2024) and indicate that the motivation to buy green products tends to be intrinsic, influenced by personal values and beliefs, rather than merely following social norms.

The results indicate that perceived behavioral control has a positive and significant effect on green product purchase intention. Thus, the greater an individual's sense of capability and control in purchasing environmentally friendly products, including ease of access, availability of resources, and self-confidence, the higher their purchase intention (Nainggolan & Harsoyo, 2023). These findings are consistent with previous studies (Sun & Wang, 2020; Bosquez et al., 2023; Sharma et al., 2023; Amanda & Marsasi, 2024; Koay & Ahmed, 2025). The practical implication is that companies can increase the purchase intention of Muslim Gen-Z by expanding product accessibility, providing clear information about the benefits of green products, and ensuring an easy purchasing process.

The results indicate that self-image congruence has a positive and significant effect on online green product reviews. This means that the higher the congruence between consumers' self-image and the green products they use, the more likely they are to give positive reviews online,

including sharing their experiences and recommending them to others (Veronica, 2023). These findings are consistent with previous studies (Nguyen & Nguyen, 2021; Sembiring et al., 2023; Firdaus et al., 2023). The practical implication is that companies need to highlight a product image that aligns with the identity of Gen-Z Muslims and the values of the target market to increase consumer engagement and encourage them to give positive reviews.

The results of this study indicate that attitudes do not influence green online product reviews. This means that even though consumers have a positive attitude toward green products, this does not necessarily encourage them to write online reviews, because attitude does not always translate into action (Husna et al., 2024). This finding is consistent with previous studies by Vilaningrum (2024) and Hazimah and Rosmiati (2023). The practical implication is that companies need to ensure that green products have high value and quality so that consumers feel compelled to give positive reviews, while exploring other factors that more strongly influence online review behavior.

The results indicate that subjective norms have a positive and significant effect on online green product reviews. This means that social support or pressure from the surrounding environment, such as friends, family, or community, can encourage consumers to share their positive experiences through online reviews (Hidayatullah & Sutarso, 2023). These findings are consistent with those of previous studies (Sembiring et al., 2023; Kumar & Pandey, 2023; Veronica, 2023). The practical implication is that companies can build communities and experience-sharing platforms that reinforce positive social norms toward green products, thereby motivating Muslim Gen-Z consumers to leave reviews.

Conclusion

This study reveals that online green product reviews, self-image congruence, attitude, and perceived behavioral control have a significant positive effect on green product purchase intention among Gen-Z Muslims in Salatiga City. Positive reviews build consumer perception and trust, whereas self-image congruence strengthens purchase motivation. Positive consumer attitudes encourage purchase intention, whereas perceived behavioral control increases confidence in purchasing environmentally friendly products. However, subjective norms do not have a significant effect on purchase intention, indicating that social pressure is not sufficiently strong to influence purchasing decisions. In online review behavior, self-image congruence and subjective norms have a significant effect, whereas attitude has no significant effect. These findings emphasize the importance of building a product image that matches consumer identity, increasing the credibility of online reviews, and optimizing social support to encourage pro-environmental behavior.

This study had several limitations. First, the sample size was limited to Gen-Z Muslims in Salatiga City, which may affect the generalizability of our findings to a broader population. Future research could consider expanding the sample size to include demographic groups from different regions or countries, to increase the external validity of these findings. Furthermore, the cross-sectional nature of the data, which only records information at a single point in time, cannot describe changes or trends in consumer behavior in the long term. Therefore, longitudinal studies are highly recommended to investigate how consumer behavior evolves over time.

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