

ABSTRACT

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ANALYSIS OF GREEN FACTORS AFFECTING THE GENERATION Z GREEN PURCHASE INTENTION OF NIKE'S SUSTAINABLE FOOTWEAR PRODUCTS AT UNIVERSITAS PELITA HARAPAN

(ix+4 Pages, 5 Figures, 24 Tables, 5 Appendixes)

Environmental issues have become a worldwide concern as it is gradually detrimental to the economy and society. Other than implementing strict regulations, the demand of consumers and investors is pivotal in implementing sustainability in the economy. Generation Z has a strong concern for the environment and prioritizes sustainable purchases. Sustainable footwear products have become one of the example green products that are favorable in the market. Environmental issues have triggered awareness in society and driven behavioral characteristics toward the intention of purchasing green products. Cognitive-affective behavior and motivation may have influenced the purchase intention of sustainable footwear products. However, there is a lack of conducted studies on sustainable footwear products in Indonesia, specifically examining the population of Gen Z. The objective is to analyze factors affecting Generation Z Purchase intention of Nike's sustainable footwear. This study will use a quantitative approach with a descriptive correlational method. The study population consists of the Gen-Z population in Universitas Pelita Harapan, and 240 respondents were sampled through non-probability sampling. A questionnaire will be used as the research tool. The data collected will be analyzed. The research concluded that four hypotheses are Green Altruism, Green Intrinsic Motivation, and Green Extrinsic Motivation is significant and supported to have a positive relationship towards Green Purchase Intention. However, Green Thinking is not significant and not supported. In this case, Nike should consider implementing these elements to increase customer intention to purchase Nike's sustainable footwear products.

Keywords: Green Altruism, Green Thinking, Intrinsic-Extrinsic Motivation, Green Purchase Intention, Cognitive-affective Model

References: 72 (1985-2022)