International Journal of Economics, Business and Accounting Research (IJEBAR)
Peer Reviewed – International Journal
Vol-9, Issue-4, 2025 (IJEBAR)
E-ISSN: 2614-1280 P-ISSN 2622-4771
https://jurnal.stie-aas.ac.id/index.php/IJEBAR

DETERMINANTS OF ENVIRONMENTALLY FRIENDLY HOME PURCHASE INTENTIONS AMONG THE YOUNGER GENERATION IN INDONESIA

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Abstract

In Indonesia, interest in environmentally friendly housing has increased over the past two decades. However, despite this high level of interest, growth has not been optimal. This study aims to analyze the factors influencing the intention to purchase an environmentally friendly home among the younger generation. The sample of this study was the younger generation, namely Generation Z and millennials. The sampling technique used purposive sampling and the data analysis method used PLS-SEM. The findings of this study indicate that the intention to purchase an environmentally friendly home among the younger generation is directly influenced by subjective norms, PBC, environmental concern, knowledge of environmentally friendly buildings, reasonable prices, and perceived value. Environmental concern and knowledge of environmentally friendly buildings are strong predictors in fostering positive attitudes among the younger generation towards the environment. Meanwhile, subjective norms and PBC are directly influenced by knowledge of environmentally friendly buildings. These findings underscore the importance of targeting the already high environmental concern among the younger generation. Enhancing PBC through price transparency and innovative financing options is crucial to bridging intentions and actions. Subjective norms can be leveraged through campaigns that highlight the "trend" or "new normal" of green home ownership among their peers.

Keywords: TPB, environmental awareness, green building knowledge, environmentally friendly houses

Submitted: 2025-12-23; Revised: 2025-12-29; Accepted: 2025-12-30

1. Introduction

Rapid economic growth has driven environmental degradation. Environmental damage impacts people's economic status and livelihoods. Rapid economic growth in Indonesia has resulted in environmental degradation due to the overuse and consumption of natural resources. This environmental degradation has led to numerous disasters, climate change, ecosystem damage, and air pollution. This situation has made consumers aware of their environmental concerns. To reduce their environmental impact, consumers can make informed product choices or switch to sustainable consumption (Masukujjaman et al., 2023). Therefore, academics, government agencies, and private regulatory bodies have considered environmental issues and their adverse impacts on human health issues (Cui et al., 2019; Masukujjaman et al., 2023). Since the

residential sector accounts for about 70 percent of all buildings and since annual residential energy consumption is expected to increase by 1.1% between 2008 and 2035, it is crucial to promote environmentally friendly housing on a global scale (Masukujjaman et al., 2023; Ullah & Sepasgozar, 2020).

In Indonesia, interest in environmentally friendly housing has increased over the last two decades (Ristiyana et al., 2025). However, even though interest in environmentally friendly housing is high, growth is still not going well (Ristiyana et al., 2025). Housing developers feel that demand for green homes in Indonesia is still minimal. Researchers such as Balaskas et al., (2023) and Wang and Wang (2022) stated that although consumers expressed concern for the environment, this did not translate into environmentally friendly purchasing behavior. Other researchers argue that even though consumers showed positive attitudes toward environmentally friendly products, this did not necessarily mean that consumers purchased environmentally friendly products (Gomes, 2024). It is not clear which factors have a substantial impact on consumers' intention to make a purchase, nor the relationship between these factors and consumers' desire to purchase environmentally friendly home products. (Gomes, 2024; Masukujjaman et al., 2023). Given the need to encourage people to choose more environmentally friendly housing, more research is needed to understand how potential homebuyers perceive sustainability certification for homes and what makes them want or not want to buy a home with sustainability certification (Cui et al., 2019; Masukujjaman et al., 2023). These studies indicate a research gap on consumers' environmentally friendly behavior in purchasing a home.

Currently, most studies on psychological factors contributing to pro-environmental behavior focus on relatively low-investment behaviors, such as reducing overall consumption, increasing recycling, or choosing 'green' alternatives in the context of organic food, energy-efficient appliances and eco-friendly mobile phones, sustainable lodging, green banking or finance, green supply chains, hybrid vehicles, and electric companies (L. Wang & Wang, 2022). Many studies have investigated the impact of environmental considerations on consumers' choices regarding one of the largest purchases they will ever make in their lifetime (the purchase of a home). Several academics have investigated the factors that influence people's decisions to purchase a green home (Lin, 2025; S. Liu, 2024; Portnov et al., 2018). There have been previous attempts to anticipate what features and qualities will appeal to buyers and influence their decisions about eco-friendly homes (Kirby, 2023). However, research on purchasing environmentally friendly homes is still rare. The only study found, given the researchers' limitations, was conducted by Masukujjaman (2023) on the intention to purchase green housing. Therefore, it is important to re-examine this study and re-confirm its findings.

Previous studies on green building (GB) consumption have focused on general consumers as the primary population of interest (Lin, 2025; S. Liu, 2024; Portnov et al., 2018). To our knowledge, very few studies have been conducted on this unique group of homebuyers, with the perspectives and values of young people particularly neglected. On the other hand, young people have a strong desire for housing that meets their needs. Therefore, they are likely to be potential buyers in the housing industry. However, to date, no studies have been conducted on the topic of purchasing intentions for environmentally friendly homes among young consumers in Indonesia.

Buying a home is a crucial financial and life decision for young people, but empirical evidence shows a significant decline in homeownership rates among millennials and Generation Z compared to previous generations (Duffett & Maraule, 2025). This worrying trend reflects the complex interplay between evolving economic conditions, changing personal

preferences, and socio-demographic factors that fundamentally influence residential property acquisition intentions. Across countries, younger generations are increasingly facing a worsening position in the housing market, with the decline in homeownership particularly concentrated among lower-income groups in highly urbanized areas (Balaskas et al., 2023). Such demographic shifts require a comprehensive investigation of the decision-making mechanisms underlying home-buying behavior..

Theoretical frameworks from consumer behavior studies, particularly the Theory of Planned Behavior (TPB) and its extensions, have demonstrated significant explanatory power across a variety of product categories and purchasing contexts. Applying these frameworks specifically to residential property acquisition offers valuable insights into how attitudes, subjective norms, and perceived behavioral control influence younger generations' housing acquisition decisions (Duffett & Maraule, 2025). Research extending the TPB with additional variables such as perceived value, environmental concern, and product knowledge has proven effective in predicting purchase intentions in the housing domain, building a strong foundation for understanding the psychological mechanisms underlying the property purchasing behavior of younger generations.

2. Literature Review

2.1. Attitude

Attitude refers to the extent to which a person holds a positive or negative view or evaluation of a particular behavior. In general, the more favorable a person's attitude, the stronger their intention to engage in the behavior in question. Based on the expectancy-value model, attitude toward an action is defined by a comprehensive set of accessible behavioral beliefs that tie the behavior to various outcomes and other characteristics. Given this, Ajzen (1991) states that attitudes can be considered as an important factor in predicting and explaining human behavior.

Tan and Goh (2018) argue that mindset is the most important predictor of purchasing a green home. Waris and Hameed (2020) believe that consumer behavioral intentions will be good if their perceived attitudes are positive. According to the cited research, psychological moods are transmitted through consumer evaluations. Other research, such as research by Han dan Tan and Goh (2018), which focuses on environmentally friendly building packaging, shows a favorable relationship between attitudes and behavioral intentions. In the context of green homes, it has been observed that consumers' attitudes have a substantial impact on their intentions to behave in a certain way (Feng et al., 2021; Masukujjaman, 2023; Schill et al., 2019). Therefore, the following hypothesis needs to be proven:

H1: *Attitude has a significant influence on the intention to purchase an environmentally friendly home..*

2.2. Subjective Norms (SN)

In the TPB, the concept of "subjective norm" is seen as a second "conceptually independent" factor that influences a person's decision to do or not do something. It refers to the "perceived social influence to perform or not perform a behavior." (Ajzen, 2019). The social predictor factor called "subjective norms" is the perceived social influence of conforming to expectations about behavior and how this behavior should affect one's decision to perform it or not [(Bhutto et al., 2020; Ogiemwonyi et al., 2023). Several studies in the fields of consumer behavior and marketing have found that subjective norms are the most important factor in predicting how people will act (Dilotsotlhe, 2021; Ogiemwonyi et al., 2023).

Masukujjaman (2023) also found that there is a relationship between SN and the intention to purchase a green home. However, Bhutto et al. (2020) did not find a relationship between the two. Based on these results, the following hypothesis can be proposed:
H2: *Subjective norms have a significant influence on the intention to purchase an environmentally friendly house.*

2.3. Perceived Behavioral Control (PBC)

Ajzen (2019) defines PBC as the extent to which an individual feels capable of performing a behavior. It encompasses two components: how much control a person has over the behavior and how confident they are in their ability to perform or not perform the activity. It is determined by an individual's perception of the influence of situational and internal factors on the performance of the behavior. Studies have shown a positive and significant relationship between PBC and organic food purchase intentions (Hasan & Suciarto, 2020), intention to purchase environmentally friendly products (Shukla, 2019), and the intention to stay in an environmentally friendly hotel (Teng et al., 2018), However, Tan and Goh (2018) and Zhao and Chen (2021) found an insignificant relationship. Based on the description above, it can be concluded that a person's likelihood of purchasing halal food increases proportionally to their level of confidence that they have control over their food decisions. In this study, PBC is the ability to purchase sustainable and environmentally friendly housing. Therefore, the hypothesis is:
H3: *PBC has a positive effect on the intention to purchase an environmentally friendly house.*

2.4. Environmental Concern (EC)

Environmental concern is defined as a strong attitude towards environmental protection. (Waris & Hameed, 2021) Environmental concern is one of the most important cognitive constructs for predicting environmentally friendly products (Jaiswal & Singh, 2018). Research by Duong et al. (2022), shows that a positive view of environmentally friendly practices may have a positive impact on the world around us. In the assessment Ogiemwonyi et al. (2023) revealed that EC is significantly related to attitudes about environmentally friendly products. Furthermore, a number of previous studies have incorporated this cognitive component into the TPB paradigm. Combining environmental concern (EC) with the expanded TPB framework, Chen et al. (2018) found that EC has a positive effect on the attitudes, subjective norms (SN), and perceived behavioral control (PBC) of guests in eco-friendly hotels (Teng et al., 2018) Similar results were also found in research by Masukujjaman (2023), who found that EC is well related to sustainable products and TPB characteristics. Zahan et al. (2020) investigated whether environmental concern significantly influences attitudes and PBC in the case of green purchase intention, but found no relationship with behavioral intention in the Bangladeshi context. Therefore, high consumer concern for environmental degradation and its impact on humankind drives favorable consumer attitudes, support, and self-control in decision-making and green home purchase intention. The following hypothesis is proposed:
H4: Environmental concern has a significant effect on attitudes.
H5: Environmental concern has a significant effect on subjective norms.
H6: Environmental concern has a significant effect on perceived behavioral control.
H7: Environmental concern has a significant effect on intention to purchase an environmentally friendly home.

2.5. Green Building Knowledge (GBK)

Knowledge is an important and relevant construct that influences how consumers collect and manage data, how much information they use in decision making, and how consumers evaluate products and services (Masukujjaman, 2023). Green building knowledge in this study shows knowledge about green buildings in three knowledge domains, namely factual, conceptual, and procedural knowledge (Portnov et al., 2018). Factual information about eco-friendly home design relates to building codes, wind turbines, recycled materials, dual-flush toilets, rainwater harvesting, water-efficient landscaping, plumbing features/fixtures, furniture made from reclaimed materials, etc. While conceptual knowledge shows how to maintain indoor air quality, window size and location, ecological impact, etc (Y. Liu et al., 2018). Green building procedural knowledge displays skills such as selecting environmentally friendly furniture, and knowledge of monitoring cooling systems or solar panels or using water-efficient building fixtures (Y. Liu et al., 2018). Researchers argue that environmental knowledge has a significant impact on environmental issues (Masukujjaman et al., 2022). Consumer choices are influenced by subjective awareness, which in turn inspires them to act based on their knowledge. Therefore, the following hypotheses are proposed:

H8: *Knowledge of environmentally friendly homes has a positive effect on attitudes.*
H9*: Knowledge of environmentally friendly homes has a positive effect on subjective norms.*
H10*: Knowledge of environmentally friendly homes has a positive effect on perceived behavioral control.*
H11: *Knowledge of environmentally friendly homes has a positive effect on intention to purchase an environmentally friendly home.*

2.6. Perceived Value (PV)

Perceived value (PV) is a key factor in deciding whether to buy something or not [(Chi et al., 2021). In the context of green homes, perceived value refers to the additional environmental benefits or environmental functionality that support new values or environmental performance that meets consumers' expectations for using green homes. Several previous studies have shown that perceived value is a differentiating factor that influences purchase intentions (Teng et al., 2018; Zhao & Chen, 2021). Masukujjaman (2023) revealed that in the context of green purchasing, perceived value of green environment positively influences green purchasing intention. Teng et al. (2018) This study found that there is a relationship between the ecological value of a person's attitude toward staying in a green hotel and their sense of control over their behavior, which leads them to want to stay in a green hotel. When consumers perceive the appropriate environmental value in purchasing a green home compared to a traditional home, they intend to purchase it. Therefore, the following hypothesis is developed:

H12: *Perceived value has a significant effect on the intention to purchase an environmentally friendly home.*

2.7. Reasonable Price (RP)

Price is an important factor before purchasing any product, including environmentally friendly products (Cecere et al., 2018). Using eco-friendly fixtures, furniture, eco-friendly design, or maintaining energy and water-independent systems can incur additional costs. In this context, a fair price does not indicate a lower price, but rather a price relative to the benefits (value) sought. This emphasizes whether the price of a green home is reasonable for consumers based on these reasons (Cecere et al., 2018). According to Kumar and Mohan (2021),

Customers are very price sensitive even though they generally care about the environment, as a result, customers are reluctant to pay higher prices. Dangelico et al. (2021) states that consumers who care about ecology may be willing to reduce their consumption of traditional products. Studies have shown that pricing has a substantial effect on environmentally friendly purchasing intentions (Portnov et al., 2018). Masukujjaman et al. (2022) This study states that if manufacturers offer fair prices for environmentally friendly products, buyers will have a strong intention to purchase them. Although the price of a sustainable home is quite high, it can be argued that environmentally conscious buyers will purchase it if they can connect the price with the added value. This leads to the following hypothesis:
H13: *Fair prices have a positive and significant effect on consumers' intention to purchase an environmentally friendly home.*

3. Research Methods

3.1. Sample and Procedure

The data for this study were collected using primary data collection methods from consumer surveys administered to highly educated individuals. In this study, these respondents were young people from Generation Z and millennials with at least a bachelor's degree. The rationale for selecting highly educated respondents is that the concept of environmental friendliness is difficult for young people with low or no education to understand. Therefore, the ideal sample for this study consists of adults aged 18 and over, as we are focusing on Generation Z and millennials. The sampling technique used was purposive sampling. A total of 168 respondents were selected and deemed suitable for data analysis..

3.2. Variable Measurement

All items used to measure the variables in this study come from instruments developed by Masukujjaman et al. (2022). The scale was updated to accommodate green and sustainable home purchases. The questionnaire included items measuring subjective norms (two), perceived behavioral control (three), attitudes (five), perceived value (five), fairness of price (four), environmental concern (four), green building knowledge (three), and purchase intention (three items). All questions used a seven-point Likert scale: 1 for “strongly disagree,” 2 for “disagree,” 3 for “somewhat disagree,” 4 for “neutral,” 5 for “somewhat agree,” 6 for “agree,” and 7 for “strongly agree.”

3.3. Data Analysis Method

This study uses Partial Least Squares - Structural Equation Modeling (PLS-SEM) path modeling to evaluate the model hypothesis. According to Ringle et al. (2015), The PLS path modeling approach to investigate causal relationships in route models is a broad model that is implicitly assessed by many indicators. The SmartPLS3.0 statistical software was used to calculate the PLS route models discussed in this study, as suggested by Ringle et al. (2015).

4. Results and Discussion

4.1. Results

The evaluation models in PLS consist of measurement evaluation models, structural model evaluations, and kindness and friendship evaluation models.

Measurement Model Evaluation

The first step in SEM analysis is to evaluate the measurement model. This evaluation includes testing the constructs' validity and reliability, including factor loadings, Cronbach's

alpha, composite reliability, and average variance extracted (AVE) (J. Hair et al., 2021). The results of the measurement model evaluation can be seen in the table below.
The results of the construct validity and reliability tests for each variable are described below.

Table 1. Construct Validity and Reliability

	Loading Factor	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
AT	0.822 - 0.890	0.836	0.901	0.753
BIN	0.778 – 0.891	0.886	0.916	0.687
EC	0.922 – 0.936	0.922	0.951	0.865
GHK	0.903 - 0.940	0.917	0.948	0.858
PBC	0.719 – 0.905	0.893	0.922	0.705
PV	0.925 – 0.964	0.946	0.965	0.902
RP	0.913 – 0.949	0.926	0.953	0.871
SN	0.862 – 0.888	0.851	0.910	0.770

Table 1 shows that all items have an outer loading > 0.7. Therefore, based on the validity of the outer loading, all items or indicators are valid. All constructs have Cronbach's Alpha and composite reliability values > 0.7, thus concluding that they are reliable. The level of convergent validity indicated by an AVE value > 0.50 meets the requirements for good convergent validity.

The evaluation of the measurement model also tested discriminant validity, namely, empirically examining the differences between constructs. The discriminant validity testing method used in this study was the HTMT. The results of the discriminant validity test are shown in Table 2.

Table 2. Heterotrait-Monotrait Ratio (HTMT)

	AT	BIN	EC	GHK	PBC	PV	RP
AT							
BIN	0.769						
EC	0.612	0.653					
GHK	0.597	0.626	0.823				
PBC	0.696	0.757	0.648	0.704			
PV	0.705	0.853	0.639	0.612	0.610		
RP	0.731	0.874	0.657	0.651	0.679	0.883	
SN	0.825	0.821	0.644	0.692	0.764	0.726	0.744

The test results show that the HTMT value is below 0.90 for the variable pair, so discriminant validity is achieved.

Structural Model Evaluation

The second step in evaluating PLS-SEM results is assessing the structural model. This assessment includes multicollinearity (VIF), hypothesis testing (p-value), and direct effect (f2), with an f-squared value of 0.02 being low; 0.15 being moderate; and 0.35 being high. (J. F. H. Hair et al., 2018).

Table 3. Structural Model Evaluation

Path	Coefficient	T Statistics	P Values	VIF	f^2	Hypotheses
AT -> BIN	-0.014	0.145	0.885	4.330	0.001	Rejected
SN -> BIN	0.254**	2.825	0.005	4.105	0.048	Accepted
PBC -> BIN	0.216**	3.398	0.001	2.263	0.078	Accepted
EC -> AT	0.321**	2.010	0.045	3.651	0.041	Accepted
EC -> SN	0.176	1.206	0.228	3.651	0.014	Rejected
EC -> PBC	0.165	0.985	0.325	3.651	0.013	Rejected
EC -> BIN	0.123*	1.777	0.076	3.994	0.014	Accepted
GHK -> AT	0.260*	1.771	0.077	3.651	0.027	Accepted
GHK -> SN	0.464***	3.657	0.000	3.651	0.096	Accepted
GHK -> PBC	0.499**	3.430	0.001	3.651	0.117	Accepted
GHK -> BIN	-0.138*	1.773	0.076	4.314	0.017	Accepted
RP -> BIN	0.262**	2.177	0.030	4.337	0.035	Accepted
PV -> BIN	0.269**	2.565	0.010	4.746	0.040	Accepted

Note: * sign 10%, ** sign 5%, *** sign 1%.

Table 3 shows that the Inner VIF value between variables is less than 5, indicating no multicollinearity between the variables. The results of the hypothesis testing indicate that 3 hypotheses are rejected and 9 hypotheses are accepted.

Evaluation of Model Goodness of Fit and Suitability

The third evaluation is the goodness of fit and model fit. In this study, the goodness of fit and model fit were evaluated using R2 and SRMR (J. F. H. Hair et al., 2018). The results of the evaluation of the goodness of fit and suitability of the model can be seen in Table 4.

Table 4. R Square Value

	R Square	R Square Adjusted	SRMR
AT	0.313	0.304	0.067
BIN	0.733	0.722	
PBC	0.416	0.409	
SN	0.385	0.378	

The R Square statistical measure describes the magnitude of the variation of endogenous variables that can be explained by other exogenous variables in the model. According to Chin (1998) the qualitative interpretation value of R square is 0.19 (low influence), 0.33 (moderate influence), 0.66 (high influence). Based on the processing results above, it can be said that the joint influence of EC and GHK on AT is 0.313 or 31.3% (low influence), the joint influence of EC and GHK on SN is 0.385 or 38.5% (moderate influence), the joint influence of EC and GHK on PBC is 0.416 or 41.6% (moderate influence). The joint influence of EC, GHK, AT, SN, PBC, PV, RP on BIN is 73.3% (high influence). According to Hair et al (2018), an SRMR value below 0.10 indicates a fit model. The model estimation result is 0.067, indicating an acceptable fit. This means the empirical data can explain the influence between the variables in the model.

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Mediation Analysis

Mediation analysis is used to test the indirect influence of independent variables on dependent variables. According to Ogbeibu and Gaskin (2023) The mediation effect is categorized as low if the coefficient is below 0.02, medium if 0.075, and high if 0.175. The results of the mediation analysis can be seen in Table 5 below.

Table 5. Indirect Effects

	Original Sample (O)	T Statistics (|O/STDEV|)	P Values	Category
EC -> AT -> BIN	-0.004	0.130	0.897	Low
GHK -> AT -> BIN	-0.004	0.126	0.900	Low
EC -> PBC -> BIN	0.036	0.911	0.363	Low
GHK -> PBC -> BIN	0.108	2.280	0.023	High
EC -> SN -> BIN	0.045	1.093	0.274	Medium
GHK -> SN -> BIN	0.118	2.129	0.033	High

Table 5 shows that SN and PBC mediate the relationship between GHK and BIN, as indicated by a p-value <0.05. The results of the PLS-SEM analysis can be illustrated in the following model.

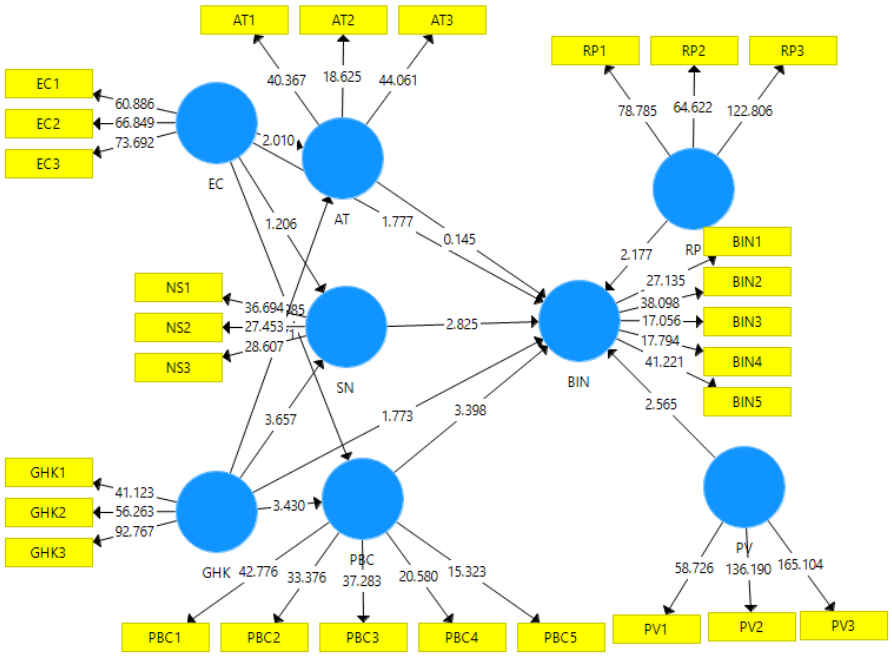

Figure 2. Research Results Model

4.2. Discussion

The Influence of Attitude on Purchase Intention

A comprehensive scientific discussion shows that a positive attitude toward the environment is a strong and significant predictor of the intention to purchase an eco-friendly home among the younger generation (millennials and Gen Z). This relationship is not simple, but involves a complex interaction with other psychological and economic factors, often explained through the framework of the Theory of Planned Behavior (TPB). Attitudes formed from awareness of climate change issues and social responsibility encourage positive evaluations of sustainable properties, which ultimately increases the probability of purchasing

intentions. The study found that attitude did not significantly influence the intention to purchase an eco-friendly home. This result may be due to the relatively high price of eco-friendly homes, which leads to a negative attitude towards the intention to purchase an eco-friendly home. Although the effect is not significant, attitude does have a positive influence. This positive attitude is based on the belief that purchasing a green home will yield positive outcomes, such as energy savings, health benefits, and contributions to planetary sustainability. Consequently, marketers and property developers need to focus on delivering concrete benefits and added value (both long-term economic and ethical) to reinforce this positive attitude.

The Influence of Subjective Norms on Home Purchase Intention

Subjective norms play a significant and complex role as a determinant of the intention to purchase an environmentally friendly home among the younger generation. Deeply rooted in the Theory of Planned Behavior (TPB), subjective norms reflect an individual's perception of the social pressure they feel from significant others around them (family, friends, and coworkers) to engage in or not engage in a particular behavior, in this case, purchasing a sustainable property. For the younger generation, who are often in the early stages of family and career formation, the opinions of their immediate social circle, particularly their parents and partners, carry significant weight in the decision-making process for purchasing high-value, long-term properties. The results of this study consistently found a positive influence of subjective norms on the intention to purchase a green home. When young people perceive that their social environment approves of or encourages the decision to invest in a green property, their intention to purchase such a property increases substantially. Strong subjective norms can serve as a catalyst that reinforces positive attitudes toward the environment. For example, support from parents can provide social validation and a sense of security regarding major financial decisions, while support from peers can strengthen social identity as an environmentally conscious individual. These norms effectively translate intentions into action when individuals perceive that their behavior in purchasing a green home aligns with the expectations of their reference group.

While its influence is significant, the strength of subjective norms can vary depending on culture, values of individualism vs. collectivism, and the specific context of the housing market. In societies with strong collectivist cultures, social norms tend to have a greater influence than personal attitudes. However, economic barriers, such as the price premium for green homes, can sometimes overshadow the influence of subjective norms. When younger generations face tight financial constraints, despite social pressure or family support to "go green," their purchase intentions may decline. Therefore, developers and marketers need to not only target young potential buyers but also engage their social circles of influence, emphasizing the communal benefits and social support associated with this sustainable lifestyle choice.

The Influence of PBC on Intention to Buy a House

Perceived Behavioral Control (PBC) plays a central and critical role in predicting green home purchase intentions among young people, serving as a reality filter against their positive attitudes and subjective norms. For young people, PBC often acts as a constraining variable. While they may have high ecological awareness and be supported by their social environment to purchase a green home, their intention will remain low if they perceive significant barriers beyond their control, such as financial constraints or property availability. This study found that PBC has a positive and significant effect on green home purchase intentions. The results of this study are consistent with previous studies that consistently place PBC as a very strong

predictor of purchase intention, sometimes exceeding the influence of attitudes and subjective norms in the context of high-value, high-risk purchase decisions such as property. Research targeting millennials and Gen Z highlights that the main factors that shape negative PBC are the perceived higher initial cost (premium price) of green homes compared to conventional homes, as well as the complexity of accessing financing or green mortgages. The lack of standardized information regarding the long-term benefits of energy savings and the availability of government incentives also exacerbate the perceived lack of control. As a result, purchase intention, which is a direct antecedent of actual behavior, is reduced due to the perceived inability to act.

The Influence of EC on Intention to Buy a House

Environmental awareness is defined as an individual's level of awareness of environmental issues and their motivation to engage in solutions. Among younger generations (millennials and Gen Z), this level of awareness tends to be higher than among previous generations, driven by exposure to information about the climate crisis and future responsibilities. In the context of the property market, environmental awareness serves as a cognitive and affective trigger that initiates the decision-making process for purchasing a green home. The extended Theory of Planned Behavior (TPB) framework is often used to model how environmental awareness influences purchase intentions, both directly and through mediation by attitudes, subjective norms, and PBC.

The study found that environmental concern directly influences attitudes. These results support the well-documented relationship between environmental concern and attitude toward behavior. Young individuals with high levels of environmental concern tend to develop very positive attitudes toward purchasing a green home. They view this behavior as valuable, ethical, and beneficial for both the planet and their personal well-being (e.g., better health through improved indoor air quality). Deep environmental concern reduces perceived risks associated with green properties and increases evaluations of perceived benefits. This positive attitude serves as a key psychological foundation driving intention, serving as a key mediator between individuals' intrinsic concern and their purchase decisions.

The results of this study found that environmental concern did not significantly influence subjective norms. The relationship between environmental concern and subjective norms is more subtle and often mediated by individual cognitive processes. The insignificant effect of environmental concern may be due to the younger generation's lack of concern for environmental sustainability, including in home purchases. High environmental concern increases an individual's sensitivity to social expectations regarding pro-environmental behavior. Younger generations who care about the environment tend to actively seek out or place themselves in social circles (family, friends, online communities) that also value sustainability. Conversely, low environmental concern reduces an individual's sensitivity to social expectations regarding pro-environmental behavior. As a result, they perceive greater social pressure or encouragement to act in accordance with these values. In some studies, environmental concern moderates the relationship between social norms and intentions; the higher an individual's concern, the more likely they are to comply with or even internalize subjective norms supporting the purchase of a green home.

This study found that environmental awareness had no significant effect on PBC. The influence of environmental awareness on PBC is relatively indirect and complex, often acting as a motivator that reduces perceived barriers. Although PBC is inherently linked to external factors and tangible resources (financial, accessibility), strong environmental awareness can

increase an individual's self-efficacy. Younger generations who are highly environmentally aware tend to be more proactive in seeking information about green financing options, government incentives, or sustainable property developers. This internal motivation helps them perceive barriers (such as premium prices) as surmountable challenges, rather than as insurmountable obstacles. Thus, high environmental awareness can effectively increase PBC by changing how individuals evaluate the practical feasibility of such actions, while low environmental awareness can decrease PBC.

This study found that environmental concern influences not only the three TPB antecedents, but also the scientific literature debates the direct influence of environmental concern on purchase intention. Some models find that environmental concern has a significant direct effect on intention, suggesting that a strong ethical commitment can bypass the evaluation processes of attitudes, norms, or PBC. However, the more dominant view in modern consumer behavior research is that environmental concern functions as an exogenous variable whose influence operates primarily through a mediating pathway. That is, environmental concern increases positive attitudes, strengthens perceived subjective norms, and increases PBC, which collectively and synergistically increase the intention to purchase a green home.

The Influence of Green Building Knowledge on Purchase Intentions

Among younger generations, who often have extensive access to digital information but may have little direct experience in property purchasing, this knowledge plays a crucial role in shaping their frame of reference. Unlike environmental concerns, which are affective or value-based, green building knowledge is cognitive and instrumental, guiding the rational evaluation of complex and high-stakes purchasing decisions. Extended Theory of Planned Behavior (TPB) models often integrate this knowledge as an exogenous variable influencing core TPB components.

Green building knowledge has a positive and significant influence on the formation of positive attitudes toward purchasing environmentally friendly homes. The results of this study support research by Laroche et al. (2001) which identified knowledge as one of five key factors influencing consumers' willingness to pay more for environmentally friendly products. When younger generations have a deeper understanding of how green home features (e.g., solar panels, rainwater harvesting systems, non-toxic building materials) can save long-term energy costs, improve indoor air quality, and reduce carbon footprints, their attitudinal evaluations become more positive. Adequate knowledge shifts the perception from "an expensive new product" to "a smart and ethical investment." Without sufficient knowledge, positive attitudes are difficult to form because consumers cannot fully internalize the benefits offered.

The direct influence of green building knowledge on subjective norms is significant. Subjective norms are rooted in perceived social pressures. However, individuals' knowledge can moderate how they respond to these pressures. Younger generations with a high level of knowledge about green buildings may be more selective in choosing their reference groups or better able to articulate their choices to others. They may use their knowledge to influence or reinforce norms within their social circles, rather than simply being influenced by them. Nevertheless, the literature suggests that environmental knowledge in general can increase sensitivity to social norms related to pro-environmental behavior, as knowledgeable individuals are more likely to be aware of broader societal expectations regarding sustainability.

Perceived Behavioral Control (PBC) is significantly influenced by green building knowledge. PBC relates to an individual's beliefs regarding the availability of resources and capabilities necessary to perform the behavior. Adequate knowledge serves as a fundamental

cognitive resource that reduces uncertainty and enhances young consumers' self-efficacy. Studies have found that green building knowledge has a positive and significant effect on purchase intentions, often mediated through increased PBC. Knowledgeable individuals are more likely to know how to find reputable developers, understand the green certification process, and access specialized financing options, thus perceiving the purchase process as more manageable and controllable. Conversely, low knowledge creates significant perceptual barriers, even with positive attitudes.

The results of this study found that green building knowledge directly influences the intention to purchase an eco-friendly home and is indirectly influenced by PBC and SN. These results support the majority of research in the consumer behavior literature indicating that environmental knowledge or green product knowledge tends not to have a strong direct influence on purchase intention, but rather operates indirectly through the TPB antecedents. Knowledge functions as a background variable that activates attitudes, subjective norms, and PBC. For example, a study on green product purchase intentions found that environmental knowledge significantly influences intentions, but this effect is strongly mediated by attitudes and subjective knowledge about the product (Laroche et al., 2001). Young consumers need to process this information into solid attitudinal evaluations and strong control beliefs before concrete purchase intentions are formed.

The Influence of Perceived Value on Purchase Intention

Perceived value is a consumer's overall assessment of a product's utility based on the perceived balance between what they get (benefits) and what they give (costs). In the context of purchasing an environmentally friendly home (green property) by younger generations (millennials and Gen Z), perceived value is a crucial predictor of purchase intention. Purchasing a property is the largest financial decision in a person's life, so a careful evaluation of value beyond mere price is essential. Modern scientific literature views perceived value as a multidimensional construct encompassing functional, economic, social, and emotional value. Understanding how these value dimensions influence purchase intention among younger generations is crucial because this demographic group exhibits high environmental awareness but often faces economic constraints. This study found that perceived value significantly influences the intention to purchase green homes among the younger generation. These results support the study conducted by Luo et al. (2022), which found an influence of perceived value on the intention to purchase green products. The scientific literature extensively supports the positive and direct influence of perceived value on the intention to purchase green homes. Perceived value serves as a guide in evaluating and taking certain actions. Purchase intention increases when the younger generation perceives that green homes provide a combination of benefits (economic, functional, social, emotional) that is superior compared to the costs incurred. A study analyzing Gen Z consumers found that functional value, conditional value, and environmental concern significantly and positively influence the intention to purchase green products. Strong perceived value can explain a large portion of the variance in purchase intention, demonstrating the validity of this model.

The Influence of Fair Prices on Purchase Intentions

Reasonable pricing is one of the most critical determinants of consumer purchasing decisions, especially for high-value and financially risky products like property. For younger generations (millennials and Gen Z), who often face purchasing power challenges and economic instability, price perception is highly sensitive. In the context of eco-friendly homes,

the concept of reasonable price is complex because it is often associated with higher initial construction costs (a premium price). Reasonable price does not simply mean the absolute lowest price, but rather a price that is perceived as fair, accountable, and proportional to the benefits or perceived value of the product by consumers. Modern scientific literature places price as one of the main barriers moderating purchase intentions for green products. This study found that reasonable price has a positive effect on purchase intentions for eco-friendly homes.

A large body of empirical research consistently finds a negative relationship between the absolute price level of green properties and consumer purchase intentions. However, the influence of price becomes more nuanced when examined within the context of fairness. When younger generations perceive the price of green homes as unreasonable or exploitative, their purchase intentions decline significantly, regardless of their positive attitudes toward the environment. A study by Rahman et al. (2025) showed that perceived price significantly influences purchase intentions for sustainable products. Perceived fairness bridges the gap between the ethical desire to own a green home and the practical financial ability to do so. Overall, reasonable price is a critical determinant of green home purchase intentions among younger generations. Price serves as a financial reality filter that can quickly negate intentions driven by positive attitudes or social norms. Price fairness depends heavily on the trade-off between initial cost and perceived value (economic, functional, social).

5. Conclusion

The findings of this study indicate that the intention to purchase an environmentally friendly home among young people is directly influenced by subjective norms, PBC, environmental awareness, knowledge of environmentally friendly buildings, reasonable prices, and perceived value. Environmental awareness and knowledge of environmentally friendly buildings are strong predictors of fostering positive attitudes among young people toward the environment. Meanwhile, subjective norms and PBC are directly influenced by knowledge of environmentally friendly buildings.

For property developers and policymakers, these findings underscore the importance of targeting the already high environmental awareness among younger generations. Marketing strategies should focus not only on the technical features of green buildings, but also on the resonance of buyers' environmental values and social identities. Enhancing PBC through price transparency and innovative financing options is crucial to bridging intentions and actions. Subjective norms can be leveraged through campaigns that highlight the 'trend' or 'new normal' of green home ownership among their peers.

For property industry stakeholders, the implications of these findings are clear: market education is a crucial investment. Marketing strategies must go beyond greenwashing and provide technical information and tangible benefits supported by credible data and certifications. Real estate developers and agents need to become trusted sources of information, providing insights that enhance young consumers' knowledge and, simultaneously, boost their PBC and positive attitudes. Focusing on disseminating knowledge through digital platforms used by younger generations can be an effective approach.

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