

EXTENDING THE THEORY OF PLANNED BEHAVIOR TO PREDICT REPURCHASE INTENTION AND REUSABLE BEHAVIOR AMONG GENERATION Z

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Abstract

This study analyzes the determinants of sustainable consumption behavior among Indonesian Generation Z by extending the Theory of Planned Behavior with Pro-Environmental Self-Identity and Conspicuous Conservation. It examines personal identity, social pressure, perceived behavioral control, and environmental display motives regarding repurchase intention and actual product reuse. Using a quantitative online survey, data were collected from 13-28-year-olds in Indonesia with tumbler experience and analyzed through Structural Equation Modeling. Results indicate that Pro-Environmental Self-Identity strengthens Subjective Norms, while Perceived Behavioral Control is the primary predictor for Repurchase Intention and Reusable Use Behavior. Conversely, Subjective Norms show minimal impact on Repurchase Intention. Conspicuous Conservation has an inconclusive effect on the interaction between Subjective Norms and Repurchase Intention. These findings suggest that for Indonesian Generation Z, personal values and individual self-control outweigh external social pressures in driving sustainable behavior. The study highlights the necessity of developing sustainable consumption practices that minimize barriers related to self-identity and individual agency to foster effective behavioral change.

Keywords: *Conspicuous Conservation, Pro-Environmental Self-Identity, Repurchase Intention, Reusable Use Behavior, Theory of Planned Behavior.*

INTRODUCTION

Single-use plastics are increasingly used without limits, creating a terrible environmental crisis today. Thus, the health of individuals and the stability of natural ecosystems are also impacted (Evode et al., 2021). The situation in Indonesia is worsening. According to the National Waste Management Information System (SIPSN, 2024), plastic waste accounts for 19.48% of total waste generated in the country. This is a significant indication of the implementation of SDG 12 – Responsible Consumption and Production, to alter purchasing patterns toward sustainable behavior. Wulandari & Suhud (2025) propose that tumblers can be used to enhance sustainable consumption and decrease waste. Worldwide campaigns such as the “Bring Your Own Bottle” and Zero Waste movements encourage reuse and sustainability. There is an increasing number of studies on what motivates the use of reusable bottles (Malik et al., 2023) and the reasons consumers avoid zero-waste buying (Sang et al., 2022).

Indonesian youth, particularly Generation Z are aware of the environmental issues, yet this awareness seldom results in behaviour change over the long term. National consumer data reveal that in Indonesia only around 34% of Gen Z members reuse tumblers on a regular basis, although nearly 80% say they care a lot about environmental causes (NielsenIQ, 2023). This discrepancy illustrates a significant value–action gap, suggesting that psychological and social factors may play a stronger role in shaping sustainable behavior than intentions alone (Mishra et al., 2022). Purchase behavior of Generation Z regarding tumblers is believed to be influenced by a complex interplay of psychological and social factors that may serve as strong activational mechanisms for behavior change (Oprilyani et al., 2025; Wulandari & Suhud, 2025). If more sustainable lifestyles are to be encouraged, it is also important to understand the reasons behind individual actions (Malik et al., 2023). Theory of Planned Behavior (TPB), Ajzen (1991) consists of three constructs, namely attitude, subjective norms, and perceived behavioral control. All these elements constitute a basis for human behavior (Ajzen, 2006; Francis, 2004). While TPB is known to be applied to predict pro-environmental behavior, its predictive power declines when the behavior carries symbolic meaning or

identity relevance. Previous literature broadly explores TPB constructs divorced from more fundamental motivational elements, and it is not well-informed about the interaction between internal identity processes and external social-signaling pressures (Yuriev et al., 2020). Sustainable consumption, particularly among younger consumers, is more than a matter of rational selection; it is a matter of personal values, self-concept, and visible social expression. To address this conceptual gap, the current study extends TPB by integrating two motivational pathways within a single behavioral framework. The internal pathway is represented by Pro-Environmental Self-Identity (PESI), which reflects individuals' self-perception that sustainability is part of who they are and is proposed to reinforce subjective norms and perceived behavioral control. The external pathway is represented by Conspicuous Conservation (CC), defined as a tendency to publicly display pro-environmental attitudes and proposed to moderate the effect of subjective norms on repurchase intention. This integrated approach complements prior work in environmental psychology, suggesting that sustainable behavior results from both personal identity and social visibility. By combining identity-based and status-oriented motives, the model provides a more integrated view of sustainable consumption among Generation Z (Christiaens et al., 2025; Du & Jiang, 2025; Ishaq et al., 2025; Shaikh & Gummerum, 2022), enabling the assessment of both repurchase intention and actual reuse behavior.

Previous studies, such as that of Oprilyani et al. (2025), examined the green purchasing behavior of Generation Z. While their research did not specifically assess repurchase intentions or reuse strategies, it examined the intention to buy green products. Furthermore, as in earlier literature, existing work has emphasized only conventional TPB cognitive constructs (attitudes and norms) without considering the more sophisticated mechanisms of self-identity (PESI) and social signaling (CC) in the behavioral development of the digital-native generation (Yuriev et al., 2020). In this context, the current study adds to the body of knowledge in three unique directions. Theoretically, this study builds on TPB by introducing pro-environmental self-identity and conspicuous conservation, thereby providing a more complex description of sustainable behavior and connecting personal motivations and the influence of external social conditions. Empirically, it provides insights from the perspective of Indonesian Gen Z, an understudied yet influential group of consumers in an emerging economy, targeting not just repurchase intention, but also actual reusable-use behavior. In practical terms, the result provides guidance for businesses and organizations working to spur adoption of reusable products, underscoring the value of identity-specific messages and plans that build on the ease and exposure of eco-friendly alternatives.

LITERATURE REVIEW

The Effect of Pro-Environmental Self-Identity on Subjective Norms

Pro-Environmental Self-Identity (PESI) refers to the extent to which people embed ecological values into their self-concept, influencing values-related attitudes and behaviors (Gatersleben et al., 2014). Previous research has shown that environmental identity is supportive of perceptions about social norms and associated intentions: it positively influences subjective norms and pro-environmental intentions (Carfora et al., 2024; Gkargkavouzi et al., 2019), and subjective norms strongly predict actual ecological behavior (Chao & Zhang, 2024). The more someone perceives a pro-environmental identity, the more likely they are to respond to the environment's social cognitive demands. H₁: Pro-Environmental Self-Identity has a positive effect on Subjective Norms.

The effect of Pro-Environmental Self-Identity on Perceived Behavioral Control

Pro-Environmental Self-Identity (PESI) is the extent to which people consider themselves as individuals who care about the environment and take action to protect it. PESI is an inner motivation to harmonize self-perceptions and behavior (Wallace & Buil, 2023). Past studies indicate that people with higher levels of environmental identity are more likely to cultivate self-efficacy related to controlling their pro-environmental actions. As stated by Gatersleben et al. (2014), the impact of identity on behavior was significant among individuals with high perceived behavioral control, whereas Kotyza et al. (2024) argue that PBC is one of the strongest predictors of pro-environmental intentions. Essentially, the more positive individuals' self-identity toward the environment is, the more likely they are to perceive that they can control and perform pro-environmental actions. H₂: Pro-Environmental Self-Identity has a positive effect on Perceived Behavioral Control.

The Effect of Subjective Norms on Repurchase Intention

Subjective norms refer to an individual's perception of social pressure from important people in their lives to perform or not perform a behavior (Ajzen, 1991). According to the Theory of Planned Behavior (TPB), a person's intention to act is strengthened when they believe their social environment supports that action. Therefore, the perceived social support for purchasing environmentally friendly products will increase the likelihood of repeated purchases. For instance, Farias et al. (2019) demonstrated that social support from the surrounding environment

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reinforced the intention to repurchase eco-friendly products. Sholikhah & Suwardi (2024) as well, demonstrated that increased social pressure correlated with higher likelihood of repurchase. Therefore, social norms serve as a means of social control, which increases the likelihood of conforming to the social norms by repetitive purchasing. H₃: Subjective Norms have a positive effect on Repurchase Intention.

The Effect of Perceived Behavioral Control on Repurchase Intention

Perceived behavioral control (PBC) is a related variable that reflects how a person appraises the simplicity or complexity of a behavior, based on their appraisal of resource availability and self-efficacy (Ajzen, 1991). People who feel they have a high degree of control over it are more likely to follow through on their plans— especially when it comes to repurchasing goods. Chairunisa et al. (2025) perceived that behavioral control (PBC) positively influences the intention to repurchase. Similarly, Sholikhah & Suwardi (2024) made the same observation; repeat purchase is positively correlated to feelings of control. The survey findings show that the belief that a consumer is competent and that the product's buying process is simple can reinforce their intention to make a purchase again. H₄: Perceived Behavioral Control has a positive effect on Repurchase Intention.

The Role of Conspicuous Conservation in Moderating Subjective Norms and Repurchase Intention

Conspicuous Conservation (CC) involves practicing noticeable eco-friendly behavior to communicate environmental values or social status (Palomo-Vélez et al., 2021; Rahman et al., 2023). Previous researches demonstrate that a need for environmental reputation has been associated with the increase in the association between attitudes and intention towards conservation (Ishaq et al., 2025). Additionally, Social image, which focuses on social standards of purchase, has an important influence on purchasing decisions, as social norms influence buying; therefore, behaviour is used to reflect a person's identity (Lee & Lee, 2024). Thus, focusing more on Conspicuous Conservation increases the degree to which Subjective Norms affect the repurchase intention. H₅: Conspicuous Conservation positively moderates the relationship between Subjective Norms and Repurchase Intention.

The Effect of Repurchase Intention on Reusable Use Behavior

Repurchase intention reflects a consumer's commitment and loyalty to repurchase the same product (Theocharis & Tsekouropoulos, 2025). In the TPB, intentions are the strongest predictor of behavior (Ajzen, 1991), helping align values, plans, and actions (H. Wang & Mangmeechai, 2021). (X. Wang et al., 2023) showed intention and green consumption behavior have positive and significant relationship. Similarly, X. Wang et al. (2025) and Nguyen et al. (2019) showed that an individual's intention to engage pro-environmental behavior endorsed the behavior within the framework of self-declared sustainable behavior. Such evidence showed that intention encourages actions consistent with one's environmental ideals, including continuous consumption of eco-friendly products. Consequently, an individual's intention to repurchase is believed to have a positive influence on the behavior of reusing the product. H₆: Repurchase Intention has a positive effect on Reusable Use Behavior.

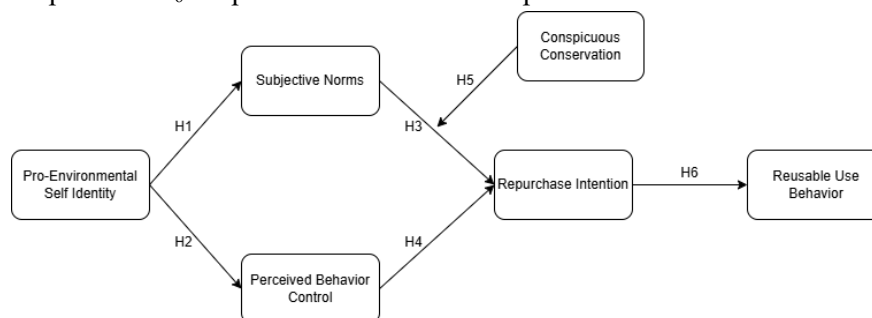


Figure 1. Research Model

METHOD

The study employed a quantitative survey design to analyze the relationships among variables related to sustainable consumption behavior among Generation Z. Primary data were collected through an online questionnaire distributed to respondents from aged 13–28 years in Indonesia and having experience in purchasing and using tumblers. After screening and data cleaning, a total of 200 respondents were retained for analysis. The data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4 to assess both the measurement and structural models. Data were collected using structured questionnaires included some measures of Pro-Environmental Self-Identity (PESI), Subjective Norms (SN), Perceived Behavioral Control (PBC), Conspicuous Conservation (CC), Repurchase Intention (RI), and Reusable Use Behaviour (RUB). All the measures

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were adapted from previous studies, and used a five-point Likert where 1 meant strongly disagree, and 5 meant strongly agree.

RESULTS AND DISCUSSION

Table 1. Profile of Respondents

Respondent Identity	Characteristic	Frequency	Percent
Gender	Female	131	65.5%
	Male	69	34.5%
Age	13 – 17 years	5	2.5%
	18 – 20 years	68	34%
	21 – 24 years	78	39%
	25 – 28 years	49	24.5%
	Occupation	University Student	89
	Private Employee	84	42%
	Entrepreneur	26	13%
	Student	1	0.5%
Domicile	Makassar	34	17%
	Manado	25	12.5%
	Palu	15	7.5%
	Malang	22	11%
	Semarang	1	0.5%
	Surabaya	24	12%
	Bandung	26	13%
	West Jakarta	1	0.5%
	South Jakarta	1	0.5%
Respondent Identity	Characteristic	Frequency	Percent
Domicile	Depok	1	0.5%
	Cirebon	1	0.5%
	Tangerang	11	5.5%
	Batam	20	10%
	Banjarmasin	17	8.5%
	Balikpapan	1	0.5%

Source: Processed by the author, (2025)

As seen in Table 1, most respondents were female (65.5%). Generation Z is interested in tumblers and other sustainable products, a trend seen among those aged 21 to 24 (39%). A sample that consisted primarily of university students (44.5%) and private-sector workers (42%), this population was overall well-educated and engaged in the economy. Most of the responders live in central Indonesian cities; Makassar (17%), Bandung (13%), and Manado (12.5%) feature the top contributions, which indicates some geographic diversity. The study finally provided a thorough summary of Gen Z's national sustainable consumption initiatives.

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Table 2. Validity and Reliability Test

		Outer Loading	AVE	Composite Reliability	Cronbach Alpha
Pro-Environmental Self-Identity	PESI1	0.606	0.491	0.741	0.492
	PESI2	0.672			
	PESI3	0.810			
Subjective Norms	SN1	0.642	0.459	0.713	0.426
	SN2	0.552			
	SN3	0.813			
Perceived Behavioral Control	PBC1	0.833	0.522	0.763	0.567
	PBC2	0.689			
	PBC3	0.630			
Conspicuous Conservation	CC1	0.757	0.523	0.812	0.692
	CC2	0.692			
	CC3	0.600			
	CC4	0.825			
Repurchase Intention	RI1	0.839	0.372	0.618	0.080
	RI2	0.406			
	RI3	0.499			
Reusable Use Behavior	RUB1	0.854	0.354	0.669	0.478
	RUB2	0.466			
	RUB3	0.474			
	RUB4	0.492			

Source: Processed by the author (SEM-PLS processing results)

The results in Table 2 indicate that, while some measurements have shortcomings, the model in question achieves acceptable indicator reliability, convergent validity, and internal consistency. The values of the outer loadings of the indicators are satisfactory, although some of them lie within the range of 0.40 to 0.70. In exploratory studies, such indicators may still be retained as long as they do not significantly reduce the AVE or Composite Reliability of the construct, which is supported by the recommendations of Hair et al. (2022). Composite Reliability values for most constructs exceed the recommended minimum threshold of 0.70, indicating acceptable internal consistency. The only exceptions are RI (CR = 0.618) and RUB (CR = 0.669), which tend to be lower in reliability, suggesting that some indicators for each of these constructs have only weak consistency. Regarding the AVE values, some constructs met the required standard for convergent validity; the exceptions were RI (AVE = 0.372) and RUB (AVE = 0.354), both below 0.5. Nonetheless, the model still qualifies for further tests, as the measurement model is satisfactory. Among the two, composite reliability is the more robust metric to work with than Cronbach’s Alpha at PLS-SEM.

Table 3. HTMT Test of Discriminant Validity

Construct	CC	PBC	PESI	RI	RUB	SN
CC						
PBC	0.409					
PESI	0.688	0.414				
RI	1.089	0.551	0.588			
RUB	0.674	0.844	0.608	0.835		
SN	0.345	0.301	0.738	0.491	0.404	
CC x SN	0.156	0.388	0.183	0.264	0.315	0.465

Source: Data Processing Results, 2025

To ensure discriminant validity, the HTMT criteria were employed. The values for most of the HTMTs presented in Table 3 are below the recommended threshold of 0.90, suggesting acceptable discriminant validity for

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most constructs. However, there is a notable exception concerning the RI and CC pair, where the HTMT value is 1.089, indicating an apparent excess over the threshold. This suggests, rather than closes, the possibility that the respondents of these questionnaires regarded these two constructs as valid and conceptually overlapping. Hence, the assessment of reliability and validity, conducted *prima facie*, suggests that there is a fair degree of consistency across the constructs, as most are reasonably valid. All the same, the model is strong enough to advance to the next stage of structural analysis and hypothesis testing, which follows.

Table 4. Hypothesis Testing

Hypothesis	Relationship	Effect (β)	t-value	p-value	Decision
H ₁	PESI → SN	0.323	4.654	0.000	Accepted
H ₂	PESI → PBC	0.224	1.709	0.088	Rejected
H ₃	SN → RI	0.093	1.127	0.260	Rejected
H ₄	PBC → RI	0.170	2.247	0.025	Accepted
H ₅	CC → SN x RI	0.003	0.045	0.964	Rejected
H ₆	RI → RUB	0.461	5.966	0.000	Accepted

Source: Processed by the author (SEM-PLS processing results).

These hypotheses indicate that of the six proposed, three have empirical support. For pro-environmental self-identity it was shown that there is a positive influence on subjective norms, while on the other hand, it was shown that perceived behavioral control is a significant predictor of repurchase intention, while also showing that this repurchase intention had a strong positive effect toward reusable use behavior. This finding shows the positive influence of identity and perceived potential on sustainable consumption behavior. Furthermore, there was a lack of support for the impact of pro-environmental self-identity on perceived behavioral control, subjective norms on repurchase intention, and the moderating role of conspicuous conservation. This implies that certain social and moderating effects do have a significant role in the proposed model. Additionally, this indicates that social variables have greater precision in predicting behavior than the proposed model. Overall, the results provide partial support for the extended behavioral framework and point to the dominance of internal motivational factors over social expectations.

The Effect of Pro-Environmental Self-Identity on Subjective Norms

The results of our study show that Pro-Environmental Self-Identity positively and significantly affects Subjective Norms. Therefore, people with a high pro-environmental identity tend to feel social support towards sustainability-related practices. This is consistent with other findings in Gkargkavouzi et al. (2019) and Carfora et al. (2024), who also found a positive association between pro-environmental self-identity and perceptions of social norms that promote eco-activity. This is also consistent with the Social Identity Theory, which contends that an individual's self-concept influences how they interpret and perceive the social expectations that emerge from the group (Capasso et al., 2025). This positive relationship is believed to emerge from individuals who internalize pro-environmental values into their self-concept, particularly relevant for Generation Z, who gets its image and social values largely from digital connection and online communities. Research in similar Southeast Asian contexts, including Vietnam (Ngo et al., 2025), has also shown comparable alignment between self-identity and perceived social expectations. In the Indonesian context, collectivist tendencies and digitally mediated social validation play a role in perceived norms with the PESI.

Based on the evidence, a strong pro-environmental self-identity precedes the inclusion of subjective norms. This may influence social perceptions and understandings of society's expectations regarding sustainable practices (Elgammal et al., 2024). Interventions aiming to promote an environmental self-identity can indirectly lead to the adherence to subjective norms connected to eco-friendly behaviours and consumption (Kadic-Maglajlic et al., 2024). This is demonstrated in the emergence of pro-environmental self-identity which drives individuals to seek and internalize social norms that reaffirm their conscious environmentalism (Mason et al., 2025). This alignment of internal values with external expectations can only strengthen the individual's commitment to making a positive impact on sustainability behaviors. All the more reason, however, to look beyond the fact of a sustainable lifestyle to how many younger consumers take behavior on a personal level, where, for many young consumers, being sustainable is an expression of personal meaning, not just a strategy of social acceptance.

The Effect of Pro-Environmental Self-Identity on Perceived Behavioral Control

Pro-environmental self-identity did not significantly affect perceived behavioral control. Yet this result is quite surprising. Gatersleben et al. (2014) found a positive association between a person's ability to self-regulate eco-friendly actions and their pro-environmental identity. Du & Jiang (2025) revealed that a pro-environmental identity increases perceived control by helping individuals overcome challenges to acting upon moral principles, a parallel but conflicting observation. It was hypothesized that PESI would lead to a stronger perceived control, as Kotyza et al. (2024) found that PBC was among the strongest indicators of pro-environmental intention. Nevertheless, the current study lacks empirical evidence of such a relationship. This difference may be due to the behavior being measured. In brief, using "tumbler" is simple and requires no specialized skills or resources. As such, we predict that perceived behavioral control will be similar across all subjects, regardless of their level of pro-environmental identity. Therefore, while PESI is an internally derived signal of ethical value, it is unlikely to increase perceptions of control over small, everyday sustainable behaviors.

It has been noted by Haque et al. (2024) and Surahman et al. (2023) that perceived easiness in completing a low-effort behavior (i.e. tumbler use) is independent of Pro-Environmental Self-Identity. Yang et al. (2022) results support this as well in terms of the weaker identity-based motivation that is impacted by the self-choice of doing a low ability or low effort task. In contrast to the above, more trivial and effortless actions like using a tumbler are perceived as easy by individuals, and identity-driven control does not become salient. For Indonesian Gen Z, using a tumbler is framed as a simple routine rather than a pro-environmental task requiring significant effort, which is why PESI influences social expectations reading so heavily without a corresponding increase in perceived ability to do a task that is generally accepted as "doable" anyway.

The Effect of Subjective Norms on Repurchase Intention

The information provided indicates that the Subjective Norms factor did not significantly affect Repurchase Intention meaning social strains or perceived social community support are not contributing factors influencing Gen Z purchasers intention to repurchase tumblers. These findings contradict Farias et al. (2019) and Sholikhah & Suwardi (2024), where it was concluded that social norms are of significant importance for the intention to repurchase an eco-friendly product. Supportive social factors are assumed to help people change their behavior that is consistent with the dominant behavioral norm, according to Ajzen's (1991) Theory of Planned Behavior. However, the present study has not demonstrated any such relationship in the context of this study and of tumblers usage.

This study is the continuation of research demonstrating that younger people are more concerned with intrinsic motivation and values than with subjective norms when deciding on an eco-friendly product. This is supported by the fact that social norms do not have a considerable effect on the relationship of one's green identity with the actual purchase of green products (Haque et al., 2024), and there is a much smaller effect on the younger social generations than on the older ones (Mason et al., 2025). With that in mind, it is reasonable to conclude that preserving the behavioral eco-friendly purchase patterns among people of this age, with high intrinsic motivation, personal satisfaction, and awareness of positive environmental impact, should be emphasized more than social constraints. The current study seeks to explain the non-existent influence of social norms on RI, suggesting that Indonesian Gen Z certainly has a 'self-driven' rather than norm-driven typology of the TPB. Even though they are members of social communities, their green consumption behavior seems more influenced by individual characteristics such as intrinsic motivation, perceived value, and self-efficacy than by social pressure.

The Effect of Perceived Behavioral Control on Repurchase Intention

Research shows that perceived Behavioral Control significantly positively influences Repurchase Intention. This is consistent with the initial propositions of the Theory of Planned Behavior (Ajzen, 1991), which state that perceived self-efficacy and perceived facilitation of an action are potent predictors of the intention to take the action. It also supports the works of Chairunisa et al. (2025) and Kotyza et al. (2024), in which people with high PBC have stronger intentions to use green products and, consequently, to repurchase. Thus, the more an individual has a PBC about the complications that may arise when using a tumbler (carrying, washing, or remembering it), the stronger the intention to repurchase the tumbler. This also aligns with other studies showing that Perceived Behavioral Control (PBC) is a key factor in eco-positivity for Gen Z and, in many cases, exerts stronger influence than subjective norms (Do et al., 2025; Surahman et al., 2023). From this angle, the Integration of Individual Empowerment shifts to responsible consumption, within the scope of the availability and convenience of access to sustainable alternatives (Cheng et al., 2022). This is why PBC efforts, such as making eco-friendly behaviors easier and making products accessible, may entice customers more than just social encouragement (Clark & Doll, 2024).

Compared with the weak impact of social pressure, these young consumers do not base their repurchase decisions on direct encouragement from others, but instead on whether the sustainable behavior can be integrated into their daily activities. This is consistent with more recent TPB findings, which state that intention is more likely to be acted upon when people feel the behavior is doable and aligns with their established practices and routines (Ajzen, 1991; Hagger & Hamilton, 2025).

The Role of Conspicuous Conservation in Moderating Subjective Norms and Repurchase Intention

The study suggests that CC does not moderate the relationship between SN and RI. In other words, wanting to appear green does not amplify the influence of social norms about the intention to repurchase tumblers. This is contrary to the Environmental Status Signaling Theory as to the 'green' desire, which is thought to enhance the relationship between social influence and intention to act toward the desired behavior (Ishaq et al., 2025; Lee & Lee, 2024). Rationally, this is also consistent with the rejection of H3, in which the hypothesized direct relationship between SN and RI had already proven non-significant. Consequently, the influence of social norms, both independently and in conjunction with CC, is a negligible predictor of the intention to repurchase eco-friendly products among Generation Z.

This absence of a moderating effect may relate to how Generation Z perceives sustainable behavior. Since this generation views sustainable behavior as a collective value embedded in their lived experience, pro-environmental actions are perceived as socially acceptable conduct rather than as a means of standing out. Considering previous studies and cross-cultural findings, it seems that the fact that it does not moderate does not conflict with the developing evidence that status-signalling motives are contextually and cross-behaviorally green. Some studies show that CC motivates the purchase of eco-luxury and/or obvious cost actions, while others show that CC effects weaken when members are grouped, and sustainable behaviors are normalized (Ngo et al., 2025). For Indonesian Gen Z, pro-environmental behaviors are probably already practiced, so the status of 'green' in discourse and everyday communication is not novel. Therefore, when the incremental value of CC is low, the signal is not differentiating; thus, the behavior of sustainability is expected.

The Effect of Repurchase Intention on Reusable Use Behavior

This study reveals a link between Repurchase Intention and Reusable Use Behavior. This is a confirmation of the Theory of Planned Behavior (TPB) in Ajzen (1991), which claims that intention is one of the behavioral determinants. Therefore, it is consistent with the studies by Nguyen et al. (2019) and X. Wang et al. (2023), which found that people who repeatedly intended to engage in green consumption behaviors were able to overcome the barriers to performing them. It means that the more one has the repurchase intention of a green product, the more one is inclined to preserve the earth in one's everyday activities. According to Wang & Mangmeechai (2021), intention sufficiency closes the intention-behavior gap. Hence, the need to promote a long and stable intention is to motivate resource conservation behavior at a younger age to incorporate sustainable practices into their daily life.

Moreover, Hudayah et al. (2023) expected firm purchase intention among Gen Z to positively affect attitudes towards green products and to address their environmental concerns directly. Furthermore, purchase intention explained significant variation in this cohort's environmental attitudes, suggesting that an inner appreciation of the environment, without external imposition, would be the positive way forward. Furthermore, Gen Z's environmental awareness significantly shapes their buying behavior. It seems that this awareness heightens the alignment between pro-environmental attitudes and corresponding behavior.

This study showed a strong, significant link between RI and RUB, aligning with the extensive deliberations of the TPB regarding the importance of intent and the formation of habits. Ajzen illustrates that the strongest predictive power of intentions occurs when they are stable and specific, and when an appropriate action-contingent environment is present (Ajzen, 2011). For behaviors such as using a tumbler, which are low-cost and low-effort, once a clear intention is established and a basic system is in place, the psychological barrier between 'intending' and 'doing' is not that big. Weak normative effects notwithstanding, Indonesian Gen Z appears to have a significant correlation between planning and action within this behavioral context. Simultaneously, certain hypotheses about habits contend that the gradual performance of actions within the same environment transfers locus of control from conscious to unconscious (Verplanken & Whitmarsh, 2021). Over time, this habitual use of tumblers may mitigate gaps between intention and behavior in more challenging pro-environmental actions.

CONCLUSION

This study shows that sustainable consumption among Generation Z is driven mainly by self-identity and perceived behavioral control, rather than by social pressures. With pro-environmental self-identity, the development of subjective norms is likely, and perceived behavioral control factors influence repurchase intention and reusable behavior, whereas subjective norms and conspicuous conservation show limited effects. The findings indicate that Generation Z's sustainable behaviour is more driven by personal values, internal motivation, and perceived convenience than by external constraints. Marketers and policymakers should focus on strategies emphasizing convenience, functional value, and personal relevance to sustain the use of eco-friendly products like tumblers. These results have useful implications for researchers understand how psychological self-drive plays a role in sustainable consumption, can help organizations develop better product development, service design, and communication strategies to younger generations seeking authenticity and lifestyle alignment. Emphasizing ease of use, practical benefits, and identity expression can increase willingness to purchase sustainable goods while accessible user-friendly sustainability infrastructure, such as water refill stations, can improve perceived behavioral control, promote eco-friendly behavior, and reduce friction.

This research theoretically advances the Theory of Planned Behavior by showing that identity-related factors and perceived behavioral capability are more significant in explaining sustainable consumption patterns among Generation Z than subjective norms, reflecting the growing significance of self-expressive consumption among youth and the multifaceted relevance of the Theory of Planned Behavior within the contemporary sustainability framework. This study is well-conducted and yields important results, but several limitations are worth noting. The evaluation of repurchase intention and reusable usage behavior highlighted the need to consider more precise, contextually relevant constructs, and the conceptual overlap of repurchase intention and conspicuous conservation suggests the need for more delineated constructs around which signaling motives can be better identified. Furthermore, because the present study is based on cross-sectional self-reported data, causal interpretations are constrained and may be susceptible to methodological bias. Future research may include efforts to extend this study with respect to the improvement of the measurement scales where behavioural intention and the repeated use of sustainable actions are the main focus. Conspicuous conservation could be reconsidered to serve directly as a predictor or antecedent of subjective norms, elucidating its standing within the behavioural sustainability framework. Cross-generational or demographic comparative studies may establish whether the self-drive tendencies of Gen Z would fall within the normative behavioural framework typology of the general population. Finally, future research with behavioural and transactional data within longitudinal or experimental frameworks will afford a more detail-oriented and sophisticated representation of sustainable consumption behaviours.

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