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Sustainable Drive: Environmental Awareness and Knowledge's Impact on Electric Vehicle Purchasing Intentions among Gen Z, Mediated by Attitude towards Green Products

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This research explores the influence of environmental awareness and knowledge on Generation Z's intention to purchase electric cars in Indonesia, considering the role of attitude towards green products as an intervening variable. Using an associative research design with purposive sampling, the study involved 202 Generation Z respondents in Indonesia, analyzed through Structural Equation Modeling (SEM) with Smart PLS 4. The research examines how environmental awareness and knowledge affect the intention to buy electric vehicles, mediated by attitude towards green products. Results indicate that, of the seven hypotheses tested, one hypothesis (Environmental Knowledge positively influences green purchase intention with attitude towards green product as a mediator) had a p-value of 0.146, which is greater than 0.05, leading to the rejection of hypothesis 7. The remaining six hypotheses were accepted. This research contributes to economic growth by identifying factors influencing Generation Z's intention to purchase electric vehicles and supports marketing strategies for sustainable transportation in Indonesia.
Keywords: Environmental Awareness, Environmental Knowledge, Attitude Towards Green Products, Green Purchase Intention

1. Introduction

Air pollution has significantly increased in Indonesia due to the rising number of vehicles, and the inevitable climate changes(Samuel & Widjaja, 2023). Road transportation equipment manufacturers are primarily responsible for carbon emissions and the use of fossil fuels (Samuel & Widjaja, 2023). There is great potential to reduce air pollution by using electric vehicles(Aziz et al., 2020). Generation Z represents a generation that must be prepared and educated early to become productive commercial targets (Badan Pusat Statistik, 2021) Generation Z is crucial in enhancing public knowledge about sustainability and environmental awareness (S. Anggraini et al., 2024).They can strengthen their role in global efforts to protect the environment, promote sustainable positive change, and ensure the sustainability of natural resources in the future(Witek & Kuźniar, 2021).

Environmental awareness is crucial to addressing that adversely affect ecosystems and human health (Manucom et al., 2023). Environmental awareness and eco-friendly marketing practices are significant aspects to consider when purchasing decisions(Listiana & Fakhri, 2020)**.** According to a 2012 survey, the Ministry of Environment still places the Community Environmental Care Behavior Index at around 0.57 on a scale of 1 to 10(Nasucha et al., 2020).To mitigate adverse environmental impacts, governments, businesses, and researchers have led the development of production alternatives, including designing eco-friendly products(Costa et al., 2021). In light of this situation, one suggestion is to shift from conventional cars to electric or hybrid vehicles(Aziz et al., 2020). Electric cars are promoted as a practical, clean transportation option to reduce and combat the negative consequences of climate change(Hamzah & Tanwir, 2021). When driven, electric vehicles produce no emissions as they operate on electric power, a derived energy source that is an alternative to fossil fuels. (Ivanova & Moreira, 2023).

Consumers, particularly Generation Z, know that building collective awareness through expanding environmental knowledge is essential and substantial(Haryono, 2021). Generation Z can begin by improving their knowledge and awareness of the significance of environmental issues and sustainable economic development(Anwar, 2022). Transitioning to electric vehicles, such as electric cars, is a sustainable way to improve energy security and reduce harmful environmental impacts(Ivanova & Moreira, 2023). To achieve clean and environmentally friendly energy, the government promotes the advancement of electric vehicles to promote energy sustainability in the transportation sector(Nisa & Susanti, 2023). Therefore, moral and ethical responsibilities can foster knowledge and support Generation Z in playing their role in achieving and protecting the environment by considering their interest in electric vehicles(Ainun et al., 2024).

Based on (Costa et al., 2021), one of the motivations influencing the purchase of products is the mindset or attitude of individuals. People's attitude towards green products reflects how much they like or dislike purchasing environmentally friendly goods(Kamalanon et al., 2022). Generation Z is more mindful of the environmental factors related to products because they tend to be more influenced by their surroundings (Zhao & An, 2023). Adopting electric vehicles can be promoted if Generation Z is positive toward them(Samuel & Widjaja, 2023). Transportation emissions are expected to increase, prompting car manufacturers to continue innovating in technology(Rivai & Asep Hermawan, 2024). To encourage technological innovation, purchase intention becomes important because consumer commitment can influence product choice (Rivai & Asep Hermawan, 2024). Extensive education about the movement to purchase eco-friendly products by various stakeholders, including the government, allows the values of the environmental movement to be quickly introduced to Generation Z (Alfaruqy, 2022). Consumers who recognize sustainable products intend to pay higher prices if they are confident in the sustainability of those products. (Sitio et al., 2021). According to (Cheung & To, 2019) environmental concerns impact consumers' purchasing decisions, especially regarding eco-friendly products like green vehicles.

This inquiry examines the extent to which environmental awareness and environmental knowledge influence green purchase intention for electric vehicles, mediated by attitude towards green products among Generation Z. Several research findings indicate that environmental awareness and knowledge regarding green products significantly affect the interest in sustainability products (Hamzah & Tanwir, 2021; Kamalanon et al., 2022; N. Kim & Lee, 2023; Rivai & Asep Hermawan, 2024; Samuel & Widjaja, 2023). Exploring the sway of environmental awareness and knowledge to sway green purchase intention among Generation Z is a relatively under-researched topic, particularly in Indonesia. Therefore, this study is of high urgency for gaining a profound grasp of the aspects influencing interest in green products among Generation Z. Consequently, the outcomes expected of this inquiry will furnish key takeaways for stakeholders regarding formulating targeted approaches and policies to encourage more environmentally friendly behavior among Generation Z. Additionally, it is presumed that the results of this inquiry will deliver a noteworthy contribution not only to the scientific literature but also to practical aspects of environmental policy development that support the acceptance of electric cars in Indonesia, while also fostering environmental awareness and knowledge among the youth.

2. Literature Review

2.1 Environmental Awareness

Environmental awareness pertains to someone's comprehension of the strong connection between a person's activities and the ecosystem. Through this understanding, a person can foster a healthy environment that enhances their quality of life.(Kristiana & Aqmala, 2023). It also involves awareness of protecting and preserving the natural environment by individuals who recognize the harmful effects of human activities, such as air pollution, habitat degradation, climate change, and biodiversity loss (Miterianifa & Mawarni, 2024). According to (N. Anggraini & Nazip, 2022), an individual's perspective on products can be influenced by their environmental awareness, which is evident in consumer behavior, including how they choose, use, and dispose of eco-friendly products.

A strong correlation exists between environmental awareness and attitudes toward green products, with environmental awareness having both direct and indirect positive effects

through mediation(Lavuri & Susandy, 2020). Customer interest in environmentally friendly goods will positively develop due to increased environmental awareness.(Fabiola & Mayangsari, 2020). Furthermore, numerous researchers from various parts of the world have investigated the correlation between environmental awareness and the intention to purchase electric automobiles, considering electric cars as a sustainable mode of transportation. (Ivanova & Moreira, 2023). Environmental awareness positively impacts consumer perceptions of green products, influencing their green purchase intention. (Indriani et al., 2019).

H1: Environmental Awareness contributes positively to Attitude toward Green Products. H4: Environmental Awareness contributes positively to Green Purchase Intention

2.2 Environmental Knowledge

Knowledge regarding the environment encompasses an understanding of its issues and challenges (Rivai & Asep Hermawan, 2024). According to (Liobikiene & Poškus, 2019) Environmental knowledge includes a person's capacity to understand environmental principles and actions, demonstrate responsibility toward the environment, and influence their actions through environmental learning. (Liu et al., 2020) Further explain that environmental knowledge signifies the proficiency to articulate principles, symbols, and conduct-related trends associated with the environment. This knowledge enables individuals to contribute to environmental conservation efforts and make choices regarding eco-friendly products.(Yaqub et al., 2023).

A literature review conducted in 2021 identified that the primary determinants of intentions related to eco-friendly products include perceived consumer effectiveness, attitudes toward green products, eco-friendly issues, environmental awareness, and perceived behavioral influence. Customer consciousness of the environment is expected to improve due to understanding attitudes and perceptions regarding eco-friendly products, making knowledge a critical factor (Simanjuntak et al., 2023) .More excellent environmental knowledge enhances consumer consumption patterns; consumer purchasing behavior that takes environmental knowledge into account is crucial for boosting customer enthusiasm for purchasing eco-friendly goods (Haryono, 2021)

H2: Environmental Knowledge contributes positively to Attitude toward Green Products. H5: Environmental Knowledge contributes positively to Green Purchase Intention.

2.3 Attitude Towards Green Products

As environmental degradation increases, the younger generation becomes more aware of the importance of healthy living, environmental stewardship, and supporting eco-friendly companies, leading to a growing interest in green brands(Pebrianti & Aulia, 2021). Research indicates that buyers with a more positive outlook on sustainable products are more prone to purchase them, and conversely(Lestari et al., 2020). Environmentally conscious consumers tend to be more attentive to issues related to the environment, health, safety, quality, and collective interests when purchasing eco-friendly products, a change driven by their heightened awareness(Bryla, 2019). According to (Jan et al., 2019), attitudes are closely connected to behaviors related to buying green products.

A positive consumer attitude toward purchase intentions can catalyze buying green products(Indriani et al., 2019). Based on findings from research (Ivanova & Moreira, 2023), the intention to purchase electric vehicles, particularly environmentally friendly cars, is positively influenced by consumer attitudes.

H3: Attitude toward Green Products contributes positively to Green Purchase Intention

2.5 Attitude towards Green Products as a mediator

A positive attitude is essential for balancing the increasing purchase intentions of consumers(Indriani et al., 2019). (Camacho et al., 2020) Assert that attitudes associated with products function as an intermediary in the connection to xenocentrism and purchasing plans. Additionally, attitudes affect behavior; the more positively respondents perceive eco-friendly attitudes, the higher their purchase intentions.(Fitriana & Barkah, 2024). According

to(Maziriri et al., 2023), it has been demonstrated that the attitude variable intermediary is the connection between environmental awareness and green purchase intention.
H6: Environmental Awareness positively influences Green Purchase Intention with an Attitude toward Green Products as a mediator.
H7: Environmental Knowledge positively influences Green Purchase Intention with Attitude toward Green Products as a mediator

2.6 Green Purchase Intention
Green Purchase Intention is the capacity and inclination of consumers to favor eco-friendly products over traditional ones can impact their purchasing choices.(Karunarathna et al., 2020). Intention refers to the desired result individuals aim to attain from a particular action.(A. Alhamad et al., 2023) It can indicate whether customers are inclined to purchase environmentally friendly products or not.(Abd Ali &. ALhamad, 2022). Intention can act as a catalyst for future motivation and behavior, while purchase intention specifically refers to the product or service that motivates consumers to proceed with a purchase.(Rahmawati & Setyawati, 2023). Green Purchase intention reflects the likelihood that customers will choose or adopt green products. (Veronica & Lady, 2023). According to (Yen & Mai, 2020),green purchase intention also relates to customers' preferences, willingness, and capacity to select products that are environmentally and naturally sustainable.

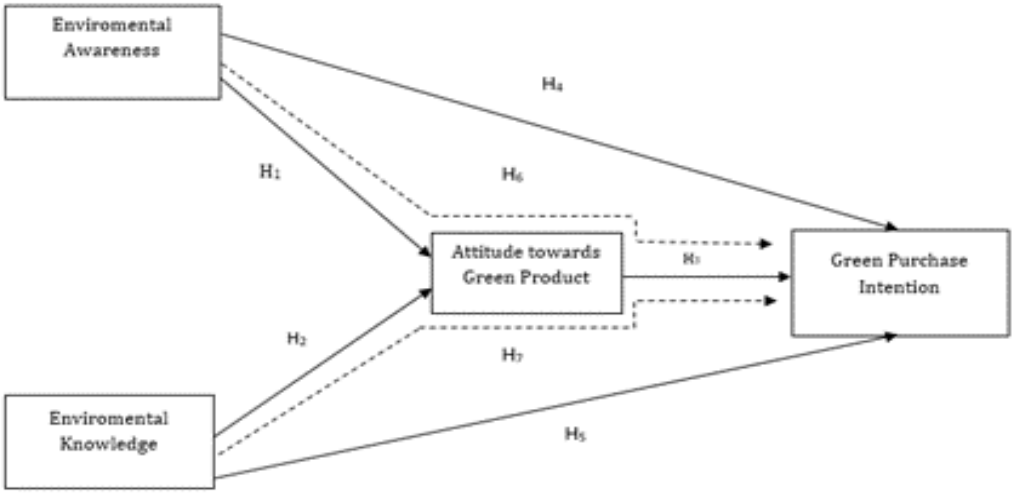

Figure 1. Research Framework
Reference: Developed by the researchers (2024)

3. Method
This current research is incorporated into causal associative research conducted in Indonesia, utilizing primary data gathered through questionnaires distributed to respondents who meet specific criteria. The questionnaire employs a 1-5 Likert scale comprising these categories: (1) Disagreement (2) Less Agree (3) Unbiasedness (4) Agreeable (5) Absolutely agree. The population for this research consists of Indonesian citizens from Generation Z, with a sample quantity of 202 survey participants. According to the recommendation by (Hair et al., 2021), the smallest specimen amount for SEM parameter assumptions is between 100-300. The sampling strategy implemented is a non-probability sampling approach, particularly purposive sampling, with the following standards: 1) Aged 18-27 years and residing in Indonesia, 2) Employed with their income, 3) Knowledgeable about electric vehicles. The acquired data will be analyzed utilizing SEM with the support of Smart PLS 4 software. The examination process consists of descriptive analysis to illustrate the respondents' characteristics and validity and reliability evaluations to ensure the research instrument's reliability before conducting SEM analysis to assess hypotheses and investigate the connections across variables in this inquiry. The matrix scale for the model constructs is derived from previous research, as displayed in Table 1.

Table 1. Variable Measurement

Variables	**Statements**	**Sources**
Environmental Awareness (EA)	1. Eco-friendly products are a consideration for me when making purchases. 2. I appreciate all efforts towards environmental preservation and awareness. 3. I always strive to minimize waste in my day-to-day life 4. I recognize that I am morally responsible for not harming nature and maintaining environmental preservation	(Nurapni et al., 2024)
Environmental Knowledge (EK)	1. I possess a better understanding of environmental issues compared to most other people. 2. I am aware of current information regarding global warming issues. 3. I understand the necessity of picking products that can decrease waste. 4. I know eco-friendly products will cause less harm than non-eco-friendly products. 5. I fully understand that an indifferent attitude towards the environment will lead to dangers for nature.	(Geiger et al., 2019)
Attitude Towards Green Product (ATGP)	1. Environmental protection is essential for me when making buying decisions. 2. I am convinced that sustainable products can help decrease pollution. 3. I am sure that sustainable products contribute to preserving nature and its resources. 4. If given a selection, I would favor eco-friendly products over conventional ones. 5. Purchasing sustainable products is an intelligent choice. 6. Buying eco-friendly products will bring many benefits.	(Duong, 2022)
Green Purchase Intention (GPI)	1. I plan to switch to acquire an electric car down the line. 2. If the cost level is relatively similar to regular cars, I would consider acquiring an electric car	(Kamalanon et al., 2022)

	3. If the quality is relatively similar to regular cars, I would consider acquiring an electric car. 4. I will think about purchasing an electric car because it can reduce pollution.	

Source: Developed by the authors (2024)

The distributed questionnaire includes questions regarding respondent's identities, characteristics, and views on the survey topic. Specifically, it consists of 5 questions about respondent characteristics and 19 questions related to indicators of each variable.

4. Result And Discussion

4.1 Respondent Characteristics

Data was gathered using a survey designed in Google Forms, which the researcher disseminated through social platforms, including Instagram, X, and WhatsApp. The feedback form for collecting the survey ran from September 25 to October 9, 2024, and the researcher successfully obtained responses from 202 participants for this study.

Table 2. Respondent Characteristics

Category	**Item**	**f**	**%**
Gender	Male	145	71,8
	Female	57	28,2
Total		202	100
Last Education	High School	59	29,2
	D1/D2/D3/D4	21	10,4
	First Degree	100	49,5
	Postgraduate Degree	22	10,9
Total		202	100
Occupation	University Student	16	7,9
	Civil Servant	23	11,4
	Police/Military	2	1
	Entrepreneur	50	24,8
	BUMN	15	7,4
	Private employee	65	32,2
	Others	31	15,2
Total		202	100
Income a month	Less than Rp 3,000,000	19	9,4
	Rp. 3,000,000- Rp 5,000,000	59	29,2
	More than Rp 5,000,000-Rp 8,000,000	60	29,6
	More than Rp 8,000,000-Rp 10,000,000	22	10,9
	More than Rp 10,000,000	42	20,8
Total		202	100
Residence	Sumatera	18	8,9
	Jabodetabek	42	20,8
	Jawa	23	11,4
	Kalimantan	89	44,1
	Sulawesi	17	8,4
	Maluku	2	1
	Bali	9	4,5
	Nusa Tenggara	2	1

Total	202	100

The measurements examination was carried out with PLS with SmartPLS 4 software. An outer loading test was done to gauge the validity of each variable's indicators. If the outer measurement loading exceeds 0.7, data meet established standards and criteria, indicating that the variable is considered valid in this validity test.

Table 3. Findings of Outer Loading Test

Correlation Between Indicators and Variables	Factor Loading	Description/Result
EA1 ← Environmental Awareness	0,807	Valid
EA2 ← Environmental Awareness	0,750	Valid
EA3 ← Environmental Awareness	0,814	Valid
EA4 ← Environmental Awareness	0,797	Valid
EK1 ← Environmental Knowledge	0,841	Valid
EK2 ← Environmental Knowledge	0,843	Valid
EK3 ← Environmental Knowledge	0,815	Valid
EK4 ← Environmental Knowledge	0,819	Valid
EK5 ← Environmental Knowledge	0,816	Valid
ATGP1 ← Attitude Towards Green Product	0,902	Valid
ATGP2 ← Attitude Towards Green Product	0,881	Valid
ATGP3 ← Attitude Towards Green Product	0,874	Valid
ATGP4← Attitude Towards Green Product	0,894	Valid
ATGP5← Attitude Towards Green Product	0,911	Valid
ATGP6← Attitude Towards Green Product	0,902	Valid
GPI1← Green Purchase Intention	0,923	Valid
GPI2 ← Green Purchase Intention	0,908	Valid
GPI3 ← Green Purchase Intention	0,918	Valid
GPI4← Green Purchase Intention	0,912	Valid

Source: Processed data (2024)

Based on **Table 3**, all outer loading test results indicate a high correlation between indicators and variables, exceeding the established standard requirement of 0.7. Consequently, the data in this research appears to be valid and meet the specified test criteria.

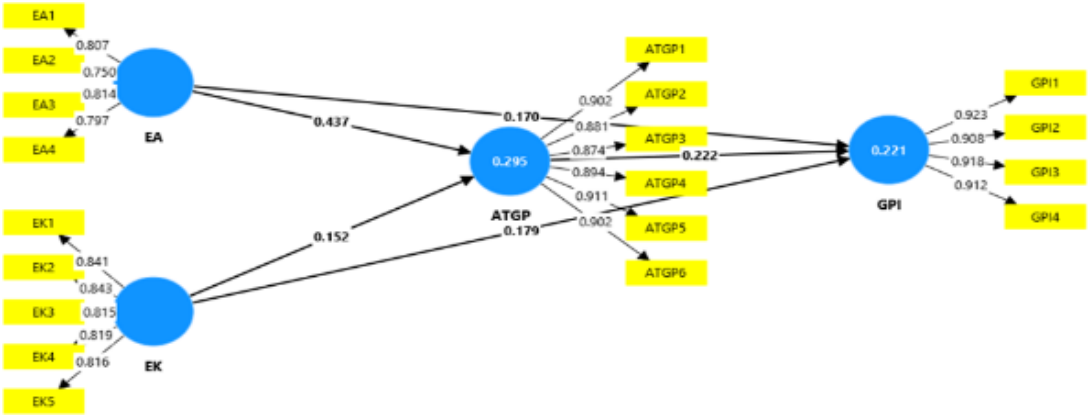

Figure 2. Algorithm Model Results

Source: Processed data (2024)

Table 4. Findings from the Validity and Reliability Test

Variables	AVE	Cronbach's Alpha	Composite Reliability	Result
Environmental Awareness	0,628	0,807	0,871	Valid & Reliable
Environmental Knowledge	0,684	0,884	0,915	Valid & Reliable
Attitude Towards Green Product	0,799	0,950	0,960	Valid & Reliable
Green Purchase Intention	0,838	0,936	0,954	Valid & Reliable

Source: Processed data (2024)

AVE determines the convergent validity of structural variables by verifying that the indicators successfully measure the intended construct. AVE is considered adequate if its value achieves 0.50 or above, signifying that the construct accounts for a minimum of 50 percent of the dispersion in its components (Hair et al., 2019). Grounded in **Table 4**, Each of the indicators has AVE values that go beyond 0.50. These findings suggest that the research framework is reliable and possesses convergent validity. Additionally, a variable is acknowledged to have composite reliability when the value exceeds the 0.7 threshold, and a Cronbach's Alpha value above 0.6 can further strengthen the reliability results. The analyzed data show that the composite reliability values for every component vary between 0.8 and 0.9, exceeding the 0.7 benchmark and the Cronbach's Alpha values are from 0.8 to 0.9, concluding that the results are valid.

Table 5. Findings of Fornell-Larcker criteria

	ATGP	EA	EK	GPI
ATGP	0.894			
EA	0,529	0,792		
EK	0,419	0,611	0,827	
GPI	0,387	0,397	0,376	0,916

Source: Processed data (2024)

Additionally, discriminant validity can be appraised by employing the Fornell-Larcker criteria. Based on **Table 5**, the diagonal values for every construct are ATGP (0.894), EA (0.792), EK (0.827), and GPI (0.916). This indicates that each construct better explains the variance of its indicators about the variance associated with other constructs, verifying that the design adheres to the requirements for discriminant validity.

4.2 R-Square

(Hair et al., 2019) Define R Square as the variation clarified in each endogenous construct, indicating the model's interpretive strength. R Square is also termed a predictive strength in the component. The R Square value varies between 0 and 1, featuring greater values suggesting more interpretative power.

The exogenous variable appears to influence Attitude Toward Green Products by 0.295 (29.5%), but after accounting for model complexity, the Adjusted R Square value changes to 0.288 (28.8%). The findings show that the exogenous variable has a weak sway over the endogenous variable. Green Purchase Intention has a value of 0.221 (22.1%), indicating the extent of the explanation of the variation in exogenous variables, and an Adjusted R2 value of 0.209 (20.9%) after accounting for model complexity, with the resulting value classified as having a weak sway.

Table 6. R-Square

	R-Square	R-Square Adjusted
ATGP	0,295	0,288
GPI	0,221	0,209

5. Hypotheses Test

5.1 Direct Effect

Table 7. displays the findings of the direct effect examination, revealing significant relationships between the variables. Environmental Awareness has a sample mean of 0.440 with a significance level of 0.000, denoting a noteworthy positive influence on attitudes toward green products. Additionally, environmental knowledge positively impacts attitudes toward green products, with a sample mean of 0.157 and a p-value of 0.042. What is more, the attitude toward green products positively impacts green purchase intention, as shown by a sample mean of 0.219 and a p-value of 0.024.

Environmental awareness not solely influences attitudes toward green products but directly impacts green purchase intention, with a sample mean of 0.164 and a p-value of 0.048. Likewise, environmental knowledge significantly affects green purchase intention, as evidenced by a sample mean of 0.186 and a significance level of 0.020, pointing out that environmental knowledge serves a crucial function in enhancing the intention to buy green products.

Environmental awareness directly affects green purchase intention, with a sample mean of 0.164 and a p-value of 0.048. Likewise, environmental knowledge significantly affects green purchase intention, as revealed by a sample mean of 0.186 and a p-value of 0.020, revealing that environmental knowledge serves a crucial function in enhancing green purchase intention.

Table 7. Findings of Direct Effect Test

Hypotheses	**Sample Mean**	**P - Values**	**Result**
EA → ATGP	0.440	0.000	Positive Significant
EK → ATGP	0.157	0.042	Positive Significant
ATGP → GPI	0.219	0.024	Positive Significant
EA → GPI	0.164	0.048	Positive Significant
EK → GPI	0.186	0.020	Positive Significant

Source: Processed data (2024)

5.2 Indirect Effect

Table 8. shows that the variable attitude intermediates the interrelation between environmental awareness and green purchase intention, alongside a sample mean of 0.094 and a relevance value of 0.026, proposing a notable mediating function. However, the interplay between environmental knowledge and green purchase intention does not involve an attitude towards green products serving as an intermediary, as indicated by a sample mean of 0.037 and a significance value of 0.146, implying an insignificant mediation effect, leading to the rejection of the hypothesis.

Table 8. Findings of Indirect Effect Test

Hypotheses	Sample Mean	P-Values	Result
Environmental Awareness → Attitude Towards Green Product → Green Purchase Intention	0.094	0.026	Mediate
Environmental Knowledge → Attitude Towards Green Product → Green Purchase Intention	0.037	0.146	Not Mediate

Source: Processed data (2024)

6. Discussion

6.1 Direct Effect

Environmental awareness significantly influences attitudes toward green products because respondents in this study showed very high environmental awareness with a mean value of 4.318, which is in the very high category. This very high environmental awareness greatly encourages a positive attitude towards green products which then encourages product purchases as revealed in the respondents' consumption behavior in the questionnaire. Thus, high environmental awareness and the actions taken are proven to encourage a relationship between variables. The outcomes of the direct impact tests point out that environmental awareness exerts a notable contribution to attitude towards green products. Research by (Puspitasari et al., 2021; Riptiono & Yuntafi'ah, 2021; Yohana & Suasana, 2020) suggests that environmental awareness exerts a favorable and substantial role in shaping attitudes and green purchase intention. A strong correlation exists between environmental awareness and attitude towards green products, with awareness having both direct and indirect impacts through mediation (Lavuri & Susandy, 2020).

The data processing results indicate that environmental knowledge has a significant influence on attitudes toward green products, as reflected by the high mean value of 4.318. Consumption behavior, as observed from the questionnaire responses, shows that most of this environmental knowledge is derived from social media and online articles. This indicates that respondents already possess substantial environmental knowledge, which fosters a positive attitude toward the environment and green products. Environmental Knowledge also significantly influences attitudes towards green products. As (Maziriri et al., 2023) state environmental knowledge heavily sways attitude toward green products, which in turn strongly affects intentional pro-environmental behavior.

The positive attitude toward green products is shown by the mean value of 4.129 from the results of the respondent's questionnaire. This can also be concluded through consumption behavior that shows environmental care actions that have mostly been carried out in their daily lives, so the level of environmental care and high positive attitudes encourage them to have a positive intention to purchase environmentally friendly products. Attitudes toward green products also favorably impact green purchase intention. (A. Alhamad et al., 2023) It discovered that attitude toward green products positively influences the inclination to buy environmentally friendly vehicles (Ivanova & Moreira, 2023). This reinforces this finding and indicates that attitudes increase the likelihood of green purchase intention, especially electric cars. Several studies (Al Dmour et al., 2021; Alhally, 2020; Dwidienawati et al., 2021; Mehraj & Qureshi, 2022) have also established that attitudes are vital to predicting the intention to buy green products, offering additional proof of the interaction of attitudes with green purchase intention.

The interplay between environmental awareness and green purchase intention also shows significant results. This can be concluded because of the high level of environmental awareness with a mean value of 4.318 and a mean value of green purchase intention of 4.181. The results of both variables per item show very high results and have been proven from the respondent questionnaire that their consumption behavior is also classified in a very good category, for example, most of them are interested in buying because the benefits are good, namely free from air pollution which will result in encouraging their purchase intention for environmentally friendly products, especially electric cars. Numerous studies have identified

consumer environmental awareness as a critical element affecting their decisions to purchase electric-powered cars. (Abbasi et al., 2021; Cui et al., 2021; Lashari et al., 2021; Lee et al., 2021; Xu et al., 2019).

Finally, the interplay between environmental knowledge and green purchase intention demonstrates a significant beneficial effect. The results of the research that has been conducted show the magnitude of the mean value of environmental knowledge and green purchase intention which are 4.318 and 4.181 respectively. Not only that, the results of the respondent questionnaire show the same thing, namely that they have very high knowledge of the environment, for example in terms of maintaining the surrounding environment and environmental cleanliness which then directly encourages the relationship to their purchase intention. Most studies suggest that environmental knowledge specifically electric vehicles, positively influences purchase intention (Shareeda et al., 2021). Research by (Alhally, 2020; Diash & Syarifah, 2021; Hernomo, 2021; Rahmawati & Setyawati, 2023) indicates that environmental knowledge significantly affects the green purchase intention.

6.2 Indirect Effect

The outcomes of the indirect effect test disclose that environmental awareness strongly contributes to purchase intention through the mediation of attitude, indicating a positive mediation effect. This can be proven from the results of the respondent questionnaire which shows that environmental awareness has a positive impact on green purchase intention, the high mean value of 4.129 also proves that a positive attitude towards environmentally friendly products can influence the relationship between these variables which then increases their purchases. This evidence is compatible with the research of (Maziriri et al., 2023), which demonstrates that attitude operates as an intermediary in the interrelation of these two variables.

However, when it comes to environmental knowledge and its bearing on green purchase intention, the mediation of attitude is insignificant, suggesting that attitude does not mediate the bond between these variables. Reason attitude does not mediate environmental knowledge and green purchase intention, respondents in this study showed very high environmental knowledge with an average value of 4.318 which is in the very high category. Very high knowledge is not balanced by environmental awareness actions that respondents usually carry out. This is revealed by the consumption behavior of respondents in the questionnaire. Thus, very high product knowledge and environmental awareness actions that have been interpreted immediately encourage them to make purchases of environmentally friendly products without first forming an attitude. Research findings (Ikhsan et al., 2023) a deep understanding of environmental issues can influence individuals' perceptions of their ability to engage in environmentally friendly behaviors. People with greater understanding of the environment and sustainable practices may find it difficult to choose products that meet green standards. Additionally, campaigns or promotions that provide excessive information can burden and instill fear in some people. This excessive information can make them feel overwhelmed and unable to meet environmental demands, turning it into a source of anxiety rather than a motivation to act, ultimately reducing their interest in purchasing sustainable products.

7. Conclusion

This inquiry endeavored to inspect the outcomes of environmental awareness and knowledge on the intention to buy electric vehicles in Generation Z, explicitly focusing on mediating attitudes toward green products. The results revealed that environmental awareness and knowledge substantially affect the attitude toward green products, leading to improved intention to buy electric vehicles. Nonetheless, the hypothesis suggesting that attitude assumes a mediating function about the bond between environmental knowledge and green purchase intention was rejected, indicating that attitude does not function as an intermediary

in this particular relationship. In the six hypotheses tested, all others show that actors, including environmental awareness and attitudes, considerably affected the intention to buy electric cars. These discoveries underscore the worth of positive attitudes toward green products in driving intent to purchase, even when not acting as a mediator for specific hypotheses tested.

From a practical standpoint, the implications suggest that automotive companies and stakeholders should prioritize enhancing environmental awareness and knowledge among Generation Z. Providing clear information on the environmental benefits of electric vehicles, alongside effective marketing campaigns that highlight eco-friendly features, can help shape positive consumer attitudes and increase purchase intentions. Additionally, building consumer trust through transparency, effective reputation management, and responsive after-sales service is essential.

For future studies, it is advisable to investigate further variables that may sway the intention to purchase electric vehicles. The low R Square value, which is 29.5% for attitude toward green products and 22.1% for Green Purchase Intention, indicates that the model does not sufficiently explain the variation in the endogenous variables. Therefore, adding other variables such as social influence, risk perception, and brand loyalty is recommended to increase the model's predictive power. A deeper investigation into these factors could better understand consumer habits related to electric vehicle acceptance and clarify the complex dynamics that drive purchasing decisions in the green vehicle market.

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