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The Role of Healthy Lifestyle and Attitude in mediate Threat Environment and Use Product to Intention to Buy Green Food for Gen Z

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This study aims to analyze the influence of Environmental Threats and Product Usefulness on Green Food Purchase Intention among Generation Z, with Healthy Lifestyle and Attitude toward Green Products as mediating variables. The study respondents consisted of 300 Generation Z consumers aged 17–28 in Indonesia who had purchased local food products from MSMEs, using a purposive sampling technique. Data analysis used Partial Least Squares Structural Equation Modeling (PLS-SEM). The results showed that Environmental Threats positively influenced Healthy Lifestyle and Attitude toward Green Products, but had no direct effect on Green Food Purchase Intention. Product Usefulness positively influences Healthy Lifestyle, Attitude, and Green Food Purchase Intention. Attitude toward Green Products was shown to positively mediate the influence of Environmental Threats and Product Usefulness, while Healthy Lifestyle mediated negatively. These findings confirm the important role of attitudes and lifestyle in influencing green food purchasing decisions among Generation Z.
Keywords: Environmental Threats, Product Usefulness, Healthy Lifestyle, Attitueds Toward Green Products, Green Food Purchase Purchase Intention

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1. Introduction

Sustainable food security has become a pressing issue amid climate change, economic crises, and fluctuating global food prices. The FAO (2023) emphasizes that food security is not only about availability, but also about access, utilization, and long-term sustainability. In Indonesia, local food MSMEs have significant potential to strengthen food security because they produce food based on local ingredients and local culture. However, many product creators currently struggle to increase marketing and consumer loyalty.

Gen Z (born 1997–2012) is known to rely heavily on social media for product information. Seemiller & Grace (2016) call them “digital natives” who demand transparency, quality, and sustainability values. Research by Bhutto et al. (2023) in the context of organic food shows that social media influence and brand awareness significantly increase Gen Z satisfaction and repurchase intentions. The phenomenon of “FOMO” and social media consumerism is also reinforced by Gen Z discussions on Reddit, such as this opinion:

“TikTok and social media in general are driving Gen Z consumption patterns, thanks to the abundance of persuasive content and the rapid spread of trends.”

Digital branding strategies are key for MSMEs to reach these consumers. Studies in Bencongan Village (Gadis Octory et al., 2024) and Cogreg Village (Ari Apriani & Wahdiniawati, 2024) found that training and social media usage increased the understanding, reach, and visibility of MSME products. In Sindangbarang Village, optimizing branding and digital media successfully expanded the market and increased MSME

awareness. Furthermore, research by Welfare (Azizah et al., 2025) showed that the use of digital catalogs can increase MSME sales by up to 30% in a month.

However, digital branding is insufficient without consistent product quality. Zhang & Chen (2024) stated that perceived quality, including taste, safety, and packaging, directly increases repurchase intention for local food products. This finding is reinforced by Bhutto et al. (2023), who highlight that satisfaction with product quality is a key factor in long-term loyalty. MSMEs that fail to maintain quality will lose consumer trust, as seen in the food MSMEs I observed around campus, where flavors and packaging sometimes change without notice.

Data from the Ministry of Cooperatives and SMEs (2023) reported that more than 60% of food MSMEs experienced a decline in sales post-pandemic due to a lack of effective digital branding strategies. A DataReportal survey (2024) even found that only 35% of Gen Z were willing to repurchase a product compared to before if the quality did not meet expectations.

This study seeks to examine the role of lifestyle and individual attitudes as mediating variables in the relationship between perceived environmental threats and the perceived usefulness of green food, and their influence on Generation Z's intention to purchase green food products. In addition, this study addresses an existing research gap by investigating how the synergy between digital branding strategies and the quality of local food products affects Generation Z's trust and repurchase intention, as well as its impact on sustainable food security through the empowerment of MSMEs. The research results are expected to provide theoretical and practical value both as MSME digital marketing literature and as concrete recommendations for business actors and policy makers.

2. Methods

This study uses a quantitative approach because it is suitable for systematically and objectively measuring and analyzing relationships between variables. The data used is primary data obtained directly from respondents through a questionnaire, compiled based on indicators for each research variable.

Respondents in this study were Generation Z consumers aged 17 to 28, residing in Indonesia, and having previously purchased local food products from MSMEs. The method used to select participants was purposive sampling, meaning people were chosen based on the rule that they actively use digital media and have either experience with or an interest in local food products.

Data was gathered using an online form called Google Forms, considering time efficiency and ease of access for respondents spread across various regions. The questionnaire was structured on a 1–5 Likert scale, which was used to measure respondents' level of agreement with statements representing each variable indicator in this study.

Table 1. Likert Scale

No	Score	Information
1	5	Strongly agree
2	4	Agree
3	3	Neutral
4	2	Don't agree
5	1	Strongly disagree

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The data obtained from the questionnaire will be analyzed using SmartPLS software. This analysis phase focuses on the relationships between variables and hypothesis testing, which relates to the measurement of each research variable.

3. Results and Discussion

Results

Inner Model Analysis Results (Structural Model)

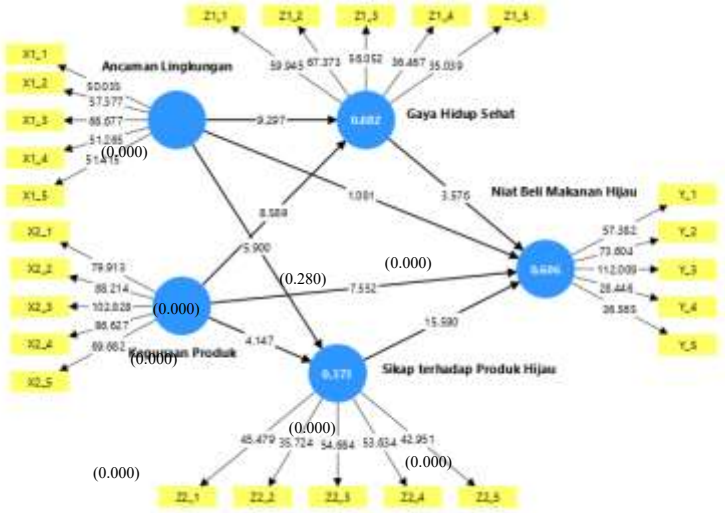

Figure 1. Inner Model

Goodness of fit analysis

Table 2. Goodness *of Fit*

Variables	*R-square*	*R-square adjusted*
GHS	0.682	0.679
NBMH	0.606	0.600
SPH	0.373	0.369

Source: Primary Analysis Data, 2025

Based on Table 2, the R-square value shows that the Healthy Lifestyle (GHS) variable has an R^2 value of 0.682 with an adjusted R^2 of 0.679, which means that 68.2% of the variation in Healthy Lifestyle can be explained by the independent variables in the model, namely Environmental Threats and Product Usefulness. The Green Food Purchase Intention (NBMH) variable has an R^2 value of 0.606 and an adjusted R^2 of 0.600. This means that 60.6% of the changes in people's intention to buy green food can be explained by factors like Environmental Threats, Product Usefulness, Healthy Lifestyle, and Attitudes towards Green Products. On the other hand, the Attitude towards Green Products (SPH) variable has an R^2 value of 0.373 and an adjusted R^2 of 0.369. This suggests that 37.3% of the changes in people's attitudes towards green products are explained by Environmental Threats and Product Usefulness, while the rest is caused by other factors not included in this study.

Fit Model

Table 3. Model Fit Values

	Saturated model	*Estimated model*
SRMR	0.065	0.065
d_ULS	1,375	1,393

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d_G	0.703	0.703
Chi-square	1296,479	1300.615
NFI	0.820	0.819

Source: Primary Analysis Data, 2025

Looking at Table 3, the results from the model fit evaluation show that the SRMR value is 0.065 in both the saturated model and the estimated model, which is below the cutoff of 0.08. This means the model fits the data well. The NFI value ranges from 0.820 to 0.819, showing a fairly good fit, close to the ideal level. Furthermore, the values of d_ULS, d_G, and Chi-square in the estimated model are comparable to those observed in the saturated model, indicating that the estimated model provides an adequate representation of the empirical data. Therefore, it can be concluded that the research model is suitable and appropriate for analyzing the relationships between the variables.

Q-Square Analysis

Table 4. Q - *Square* Analysis

Variables	Q ² predict	Information
GHS	0.676	*predictive relevance*
NBMH	0.297	*predictive relevance*
SPH	0.363	*predictive relevance*

Source: Primary Analysis Data, 2025

According to Table 4, the Q-Square analysis results (Q²predict) show that all the endogenous variables have Q² values above zero. These include Healthy Lifestyle (0.676), Intention to Purchase Green Food (0.297), and Attitude towards Green Products (0.363). This suggests that the research model has strong predictive relevance, meaning the independent variables can effectively predict the endogenous variables. Therefore, the structural model used in this study is deemed to have sufficient predictive power to explain the purchasing intentions of green food among Generation Z.

F-square analysis

Table 5. F - *square* analysis

Variables	*f-square*
AL -> GHS	0.389
AL -> NBMH	0.004
AL -> SPH	0.150
GHS -> NBMH	0.040
KP -> GHS	0.364
KP -> NBMH	0.165
KP -> SPH	0.065
SPH -> NBMH	0.735

Source: Primary Analysis Data, 2025

Looking at Table 5, the f-square analysis shows that the strongest impact is from Attitude towards Green Products on the Intention to Purchase Green Food, with an f² value of 0.735, which indicates a large effect. Environmental Threats have a large effect on Healthy Lifestyle (0.389), and Product Usefulness also has a large effect on Healthy Lifestyle (0.364). However, the effect of Product Usefulness on the Intention to Purchase Green Food is of moderate magnitude (0.165), as is the influence of Environmental Threats on Attitude toward Green Products (0.150). In contrast, the direct effects of Environmental Threats on the Intention to Purchase Green Food (0.004) and Healthy Lifestyle on the Intention to Purchase Green Food

(0.040) are negligible, indicating that these variables exert a weak direct influence on Generation Z's intention to purchase green food products.

Hypothesis Testing

Path Coefficient Test

Table 6. *Direct Effect* (Influence) Direct)

Variables	Hypothesis	Original Sample	*t-statistic*	*p-value*	Information
AL -> GHS	H_1	0.462	9,297	0.000	H_1 accepted
AL -> NBMH	H_2	-0.067	1,081	0.280	H2 is rejected
AL -> SPH	H_3	0.403	5,900	0.000	H_3 accepted
GHS -> NBMH	H_4	-0.223	3,576	0.000	H_4 accepted
KP -> GHS	H_5	0.447	8,589	0.000	H_5 accepted
KP -> NBMH	H_6	0.399	7,552	0.000	H_6 received
KP -> SPH	H_7	0.266	4,147	0.000	H_7 accepted
SPH -> NBMH	H_8	0.680	15,590	0.000	H_8 received

Source: Primary Analysis Data, 2025

Based on the results of the structural relationship tests presented in the table, findings indicate variations in the level of influence between the research variables. The relationship between AL and GHS (H1) showed a path coefficient of 0.462 with a t-statistic of 9.297 and a p-value of 0.000. This value indicates that AL has a positive and significant influence on GHS, thus accepting the first hypothesis. This finding indicates that an increase in AL significantly contributes to an increase in GHS.

Furthermore, the effect of AL on NBMH (H2) produced a path coefficient of -0.067 with a t-statistic of 1.081 and a p-value of 0.280. A p-value exceeding the 0.05 significance threshold indicates that the effect of AL on NBMH is not statistically significant. Therefore, the second hypothesis is not supported, indicating that AL does not have a significant direct influence on NBMH. The relationship between AL and SPH (H3) showed a coefficient of 0.403 with a t-statistic of 5.900 and a p-value of 0.000. These results confirm the positive and significant influence of AL on SPH, thus accepting the third hypothesis. This finding indicates that AL plays a significant role in positively shaping SPH.

Further testing revealed that GHS influences NBMH (H4) with a path coefficient of -0.223, a t-statistic of 3.576, and a p-value of 0.000. Although the direction of the relationship is negative, the effect is statistically significant. Therefore, the fourth hypothesis is accepted, indicating that increasing GHS tends to decrease NBMH. The results of the KP test on GHS (H5) showed a path coefficient of 0.447 with a t-statistic of 8.589 and a p-value of 0.000. These findings indicate a positive and significant influence of KP on GHS, thus accepting the fifth hypothesis. This indicates that KP is a significant contributing factor in increasing GHS.

Furthermore, the relationship between KP and NBMH (H6) yielded a path coefficient of 0.399, with a t-statistic of 7.552 and a p-value of 0.000. This value indicates that KP has a positive and significant influence on NBMH, thus accepting the sixth hypothesis. This finding implies that increasing KP is associated with increasing NBMH. The effect of KP on SPH (H7) was also proven significant, with a path coefficient of 0.266, a t-statistic of 4.147, and a p-value of 0.000. Thus, the seventh hypothesis was accepted, indicating that KP plays a role in strengthening SPH.

Finally, the test results showed that SPH has a very strong influence on NBMH (H8), with a path coefficient of 0.680, a t-statistic of 15.590, and a p-value of 0.000. This relatively large coefficient indicates that SPH is a dominant predictor in influencing NBMH. Therefore, the eighth hypothesis was accepted.

Overall, the results of the hypothesis testing indicate that most of the relationships between variables in this research model are empirically supported, except for the direct relationship between AL and NBMH. This finding indicates that the influence of AL on NBMH tends to be indirect and is likely mediated by other variables in the model.

Table 7. Indirect *Effect* (Indirect Influence)

Variables	Hypothesis	Original Sample	*t-statistic*	*p-value*	Information
KP -> SPH -> NBMH	H_9	0.181	4.121	0.000	H_9 accepted
AL -> GHS -> NBMH	H_{10}	-0.103	3,500	0.000	H_{10} accepted
KP -> GHS -> NBMH	H_{11}	-0.100	3,186	0.001	H_{11} received
AL -> SPH -> NBMH	H_{12}	0.274	5,542	0.000	H_{12} received

Source: Primary Analysis Data, 2025

Based on the results of the mediation effect test, as shown in the table, findings indicate a significant indirect effect between variables in the research model. The relationship between KP and NBMH through SPH (H9) yielded an indirect effect coefficient of 0.181 with a t-statistic of 4.121 and a p-value of 0.000. These results indicate that SPH significantly mediates the relationship between KP and NBMH. The positive direction of the effect indicates that increasing KP leads to a strengthening of SPH, which in turn contributes to an increase in NBMH. Therefore, the ninth hypothesis is accepted.

Furthermore, testing the indirect effect of AL on NBMH through GHS (H10) showed a coefficient of -0.103 with a t-statistic of 3.500 and a p-value of 0.000. Although the path coefficient is negative, this result is statistically significant, indicating that GHS plays a mediating role in the relationship between AL and NBMH. These findings suggest that increasing AL affects GHS, which ultimately leads to a decrease in NBMH. Therefore, the tenth hypothesis is accepted.

The relationship between KP and NBMH through GHS (H11) also showed a significant indirect effect with a coefficient of -0.100, a t-statistic of 3.186, and a p-value of 0.001. These results confirm that GHS mediates the relationship between KP and NBMH. The negative direction of the effect indicates that KP's influence on NBMH through GHS is deteriorating, thus the eleventh hypothesis is accepted.

Furthermore, the results of the indirect effect test of AL on NBMH through SPH (H12) showed a coefficient of 0.274 with a t-statistic of 5.542 and a p-value of 0.000. These findings indicate that SPH functions as a significant and strong mediator in the relationship between AL and NBMH. The positive coefficient indicates that an increase in AL strengthens SPH, which in turn increases NBMH. Thus, the twelfth hypothesis is accepted.

Overall, the results of the mediation test indicate that both SPH and GHS play important roles in bridging the influence of KP and AL on NBMH. This finding indicates that the relationship between variables in the research model is not only direct, but also involves a significant indirect influence mechanism through mediating variables.

Discussion

Environmental Threats to a Healthy Lifestyle

The findings indicate that environmental threats have a positive and significant effect on healthy lifestyle, as evidenced by a t-value of 9.297 and a p-value below 0.05; therefore, H1 is accepted. This means that the higher Generation Z's awareness of environmental threats, such as pollution and environmental damage, the greater their tendency to adopt a healthy lifestyle. Environmental awareness encourages individuals to choose healthier and more environmentally friendly consumption patterns as a form of personal responsibility. A study by Raman et al., (2024) , found that Generation Z's increasing awareness

of environmental crises and threats encourages the emergence of pro-environmental behaviors reflected in the adoption of healthier lifestyles, both through changes in consumption patterns and daily habits. Research by Fadhilah et al., (2025) , also revealed that environmental awareness has a positive effect on Generation Z's personal commitment to implementing sustainable practices, including a healthy lifestyle.

Environmental Threats to Green Food Purchase Intentions

The results indicate that environmental threats do not have a significant effect on green food purchase intention, as reflected by a t-value of 1.081 and a p-value of 0.280; therefore, H2 is rejected. It suggests that even though Generation Z is aware of environmental problems, this awareness alone does not lead them to choose green food. Factors like cost, usual eating habits, and whether the product is available still play a bigger role in their decision. Mustofa & Rinnanik (2022) found that environmental threats do not directly influence consumers' purchase intentions for green products in Indonesia, as purchasing decisions are still largely influenced by practical considerations such as price, consumption habits, and ease of product acquisition. A similar study by Nazmi & Kurniawati (2024) found that environmental threats did not significantly influence purchase intentions for green products, indicating a gap between environmental awareness and purchasing behavior.

Environmental Threats to Attitudes Towards Green Products

The analysis confirms that environmental threats have a positive and significant effect on attitudes toward green products, as indicated by a t-value of 5.900 and a p-value below 0.05; therefore, H3 is accepted. This means that when Generation Z perceives more environmental threats, their attitude towards green products becomes more positive. Awareness of environmental impacts encourages positive assessments of products considered environmentally friendly and sustainable. A study by Permata et al. (2025) showed that environmental threats can shape Generation Z's proactive attitude in choosing environmentally friendly products. Awareness of the threats and impacts of environmental damage encourages individuals to evaluate green products more positively as sustainable solutions. Khan & Qureshi (2025) Environmental threats help shape positive feelings about green products by making people trust them more.

Healthy Lifestyle on Green Food Purchase Intention

The study results indicate that a healthy lifestyle has a strong negative impact on the intention to buy green food. The t-statistic is 3.576, which is greater than 1.96, and the p-value is 0.000, which is less than 0.05. Therefore, hypothesis H4 is accepted. This negative trend shows that people who live a healthy lifestyle are more careful and picky when choosing food, so it doesn't always make them more likely to buy eco-friendly or green food. Members of Generation Z who follow a healthy lifestyle look at things like nutrition, whether they trust the brand, and the cost before they decide to buy. Laela and Mohungo (2025) found that having a health-focused lifestyle can affect the desire to buy green products, but this effect isn't always clear in actual buying behavior because people tend to think carefully before making a choice. The study of Escobar-farfán et al., (2025) supports that health awareness drives the intention to purchase healthy food, but the final decision is still influenced by rational considerations such as nutritional content, level of trust in the manufacturer, and product price.

Product Usefulness for a Healthy Lifestyle

The findings demonstrate a significant positive relationship between product usefulness and healthy lifestyle, supported by a t-value of 8.589 and a p-value below 0.05, leading to the acceptance of H5. This shows that the perception of product benefits, such as nutritional content, safety, and quality, encourages Generation Z to integrate green food products into their healthy lifestyle. Products that are considered useful will be more easily accepted as part of daily consumption habits. Abidin (2024) found that the

perception of product usefulness has a positive effect on purchase intentions through lifestyle formation, where products that are perceived to have real benefits are easier to integrate into daily consumption patterns. Shahirah & Akhiruddin (2025) confirmed that consumers' healthy lifestyles are influenced by product quality and usefulness, especially in purchasing health products. Jessica et al., (2025) showed that the perception of usefulness and consumer self-control play a role in increasing the intention to consume healthier products .

Product Usefulness on Intention to Purchase Green Food

The analysis indicates that product usefulness has a positive and significant effect on green food purchase intention, as reflected by a t-value of 7.552 and a p-value below 0.05; therefore, H6 is accepted. This means that when people believe green products offer more benefits, they are more likely to want to buy them. Generation Z consumers are drawn to products that clearly help with health and the environment. Al-Aflak & Gawshinde (2024) stated that the perceived usefulness of green products positively influences purchase intentions through shaping consumer attitudes toward the product. When people think that green products offer real advantages for health and the environment, they are more likely to buy them. Saifudin et al., (2025) also found that perceived usefulness of a product forms *perceived behavioral control* , which positively influences purchase intentions for green products.

Product Usefulness on Attitudes towards Green Products

The results show that product usefulness has a positive and significant effect on attitudes toward green products, as indicated by a t-value of 4.147 and a p-value below 0.05; therefore, H7 is accepted. The perception that green food products have real benefits encourages the formation of positive attitudes towards these products. This positive attitude becomes the psychological basis in the consumer decision-making process. Al-aflak & Gawshinde (2024) , stated that the perception of product usefulness, along with environmental concern and consumer trust, plays a role in forming positive attitudes towards green products. When green food products are perceived to have real benefits, consumers tend to give better assessments and build supportive attitudes towards these products. Khan & Qureshi (2025), They also found that trust in green products helps explain how environmental concern influences consumer attitudes, which makes people more positive about environmentally friendly products.

Attitudes towards Green Products on Intention to Purchase Green Food

The analysis demonstrates that attitudes toward green products exert a strong and significant influence on green food purchase intention, as evidenced by a t-value of 15.590 and a p-value below 0.05. This result supports H8 and identifies this relationship as the strongest effect within the research model, indicating that positive attitudes toward green products are a key determinant of green food purchase intention among Generation Z. Jessica et al. (2025) found that a positive attitude towards green food greatly influences how much people want to buy it. A positive attitude means people see green products as beneficial, valuable, and good for the environment, which makes them more likely to buy them. This supports the Theory of Planned Behavior, which says that attitude is a major factor in deciding what people do. So, the study shows that attitude towards green products is the most important factor in increasing the desire of Generation Z to buy green food.

The Role of Attitude in Mediating the Effect of Product Usefulness on Green Food Purchase Intention

The results show that positive attitudes significantly mediate the effect of product usefulness on eco-friendly food purchase intention, as indicated by a t-value of 4.121 and a p-value below 0.05; therefore, H9 is supported. This means that when people see benefits in a product, it makes them feel more positive about it, and that positive feeling then leads them to want to buy it. A study by Al-Aflak and Gawshinde (2024)

found that how useful a product is affects the desire to buy eco-friendly products, but this happens mainly through people's positive attitudes. When people think a product is beneficial, they develop a positive attitude toward it, and that attitude then leads to a stronger desire to purchase. This supports previous research showing that attitudes toward eco-friendly products are important in linking how useful a product is to the intention to buy green food among Generation Z.

The Role of a Healthy Lifestyle in Mediating the Effect of Environmental Threats on Intention to Purchase Green Food

The findings indicate that a healthy lifestyle significantly mediates the relationship between environmental threats and green food purchase intention, as evidenced by a t-value of 3.500 and a p-value below 0.05. This shows that environmental awareness encourages a healthy lifestyle, but this healthy lifestyle does not necessarily increase green food purchase intentions directly. Laela & Mohungo's (2025) research , A person's lifestyle can influence how environmental awareness affects their willingness to buy green products, though this connection is not always straightforward. Shahirah and Akhiruddin (2025) discovered that a healthy lifestyle serves as a bridge between the perception of environmental risks and the intention to purchase green food among Generation Z.

The Role of Healthy Lifestyle in Mediating the Effect of Product Usability on Green Food Purchase Intention

The results indicate that healthy lifestyle significantly mediates the relationship between product usefulness and green food purchase intention, as supported by a t-value of 3.186 and a p-value of 0.001. This indicates that even though the product is considered useful, consumers with a healthy lifestyle tend to be more selective in purchasing decisions. Abidin (2024) , who found that perceived product usefulness influences purchase intention through lifestyle as a mediator. Shahirah & Akhiruddin (2025) , also confirmed that a healthy lifestyle mediates the relationship between product quality related to usefulness and purchasing decisions, while Escobar-farfán et al., (2025) , supported the finding that health consciousness *from* perceived product usefulness mediates the intention to purchase healthy food.

The Role of Attitude in Mediating the Effect of Environmental Threats on Intention to Purchase Green Food

The test results show that Attitude towards Green Products positively mediates the influence of Environmental Threats on Green Food Purchase Intentions, with a *t-statistic* value of 5.542> 1.96 with *a p-value of* 0.000 <0.05, so H12 is accepted . This means that awareness of environmental threats forms a positive attitude first, which then drives purchase intentions. This finding confirms that attitude is a key variable in bridging awareness and purchasing behavior. Khan & Qureshi (2025) , who found that *green trust* formed from environmental concerns mediates attitudes and purchase intentions for green products, and is supported by Fadhilah et al., (2025) , who showed that perceived environmental responsibility *mediates* purchase intentions through the formation of positive attitudes in Generation Z.

4. Conclusion

Based on the study's findings, it can be concluded that Environmental Threats and Product Usefulness have a significant impact on Healthy Lifestyle and Attitudes towards Green Products. These factors then influence Green Food Purchase Intentions among Generation Z. The research shows that Attitudes towards Green Products are the strongest factor in connecting external influences to the decision to buy green products. On the other hand, Healthy Lifestyle is found to mediate the effect of Environmental Threats and

Product Usefulness in a negative way, suggesting that more selective and critical consumers are less likely to intend to purchase green food.

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