

ABSTRACT

This study aims to analyze the influence of green communication on green purchase intention among Generation Z social media users. Generation Z tends to prioritize the purchase of environmentally friendly products over well-known branded ones due to motivations influenced by their social values, where such consumption is perceived to have a positive impact on the surrounding environment. Generation Z is known to have grown alongside technology, resulting in a high level of literacy and frequent use of social media as a primary source of information. This research focuses on three main elements of green communication: green thinking, social media marketing, and receptivity to green communication. It also examines the role of green attitude as a mediator and green trust as a moderator in shaping the intention to purchase environmentally friendly products. The study finds that the success of green communication heavily depends on consumers' attitudes toward green products. This research contributes theoretically to the development of green communication literature and offers practical benefits as a guide for companies in designing effective strategies to attract Generation Z's interest.

Keywords : *Green communication, Green purchase intention, Generation Z, Social Media, Green thinking, Social media marketing, Receptivity to green communication, Green attitude, Green trust, Green Consumption.*