

The impact of westernization on intention for green consumption among Gen Z consumers: The mediating role of status-driven consumption

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Westernization is the process by which individuals from non-western countries adopt aspects of western culture, ideas, technologies, and lifestyles. This study investigates the influence of Westernization on the intention for green consumption of generation Z consumers, with a particular focus on Sri Lanka. It examines how exposure to western ideals and lifestyles impacts young consumers' values and behaviours regarding green products. Central to the study is the role of status-driven consumption as a mediating factor in this relationship. The study aims to fill the gap in existing literature by analyzing the interconnected effects of westernization, status motives, and green purchase intention among non-western youth in light of social cognitive theory. The data were collected through an online self-administered questionnaire from 122 Gen Z consumers residing in the Colombo District, Sri Lanka. The responses were analyzed using correlation analysis to examine the associations among variables, and regression analysis (including mediation testing through the PROCESS macro in SPSS 22) to assess the direct and indirect effects between constructs. The findings highlight that western cultural influences significantly shape Gen Z's intention for green consumption and that the desire for status driven consumption further mediates this relationship, emphasizing the importance of status motivation in promoting sustainable consumption patterns among non-western young consumers. By addressing the limited attention given to the intersection of westernization, status motives, and green consumption in non-western contexts, this study extends current knowledge and provides a foundation for future research on sustainable consumer behaviour.

Keywords: *Westernization, Status-driven consumption, Green consumption, Gen Z, Social cognitive theory*