

Article

Mindful Consumption and Sustainability Values: Shaping Purchase Intentions and Well-Being Among Generation Z

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Abstract

This study examines how mindful consumption contributes to sustainable marketing and consumer engagement by influencing green purchase intention and life satisfaction among Generation Z, while also assessing the moderating role of social influence. Grounded in Self-Determination Theory, a survey of 1541 Thai consumers aged 18–24 was analyzed using a structural equation model and path analysis to test the mediation framework. The results show that mindful consumption significantly enhances sustainability values and purchase intentions, with sustainability values mediating the relationship between mindful consumption and both behavioral and psychological outcomes. Moreover, social influence strengthens the impact of sustainable consumption on purchase intentions, highlighting the role of peers, networks, and societal norms in promoting ethical and environmentally responsible consumer behavior. The findings extend sustainable marketing theory by highlighting mindful consumption as a driver of both behavioral (green purchase intention) and psychological (life satisfaction) outcomes. Beyond its theoretical contribution, the study offers practical insights for businesses, educators, and policymakers on fostering value-driven relationships with young consumers through mindful and socially reinforced sustainability initiatives. Promoting mindful consumption and leveraging social influence provides a pathway to engage Generation Z in sustainability-oriented lifestyles, supporting long-term consumer loyalty and achieving the United Nations' Sustainable Development Goals.

Keywords: mindful consumption; sustainable marketing; social influence; purchase intention; life satisfaction



Academic Editors: Xiao Tong and Yuli Liang

Received: 6 September 2025

Revised: 20 October 2025

Accepted: 25 October 2025

Published: 31 October 2025

Citation: Suttharattanagul, S.L.; Santipiriyapon, S.; Daengrasmisopon, T. Mindful Consumption and Sustainability Values: Shaping Purchase Intentions and Well-Being Among Generation Z. *Sustainability* **2025**, *17*, 9725.

<https://doi.org/10.3390/su17219725>

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1. Introduction

Sustainable marketing has become a critical approach for addressing the ecological and social challenges of today's consumption-driven world. It emphasizes not only financial success but also ecological responsibility and social well-being, consistent with the triple bottom line framework [1]. To achieve these aims, businesses increasingly adopt holistic marketing—a comprehensive approach that integrates relationship, internal, integrated, and performance marketing across stakeholders including customers, employees, competitors, and society [2,3]. Such strategies highlight the importance of understanding consumer values and behaviors as the foundation for sustainable business practices.