

Ethical and Sustainable Practices as Drivers of Brand Equity among Millennial and Gen-Z Consumers in Indian Quick Commerce: A Systematic Literature Review

Akhila M¹; Dr. Sudha E²

¹Research Scholar, Department of Commerce, CHRIST (Deemed to be University), Nalagadderanahalli, Peenya, Bengaluru-560073, Karnataka, India Email: akhila.m@res.christuniversity.in

²Assistant Professor, Department of Commerce, CHRIST (Deemed to be University) Nalagadderanahalli, Peenya, Bengaluru-560073, Karnataka, India.

Abstract

Quick commerce's (Q-commerce) explosive growth has altered how consumers assess retail brands by fusing extreme convenience and digitally mediated experiences with rising standards for moral behavior and environmental responsibility. With a focus on the Indian Q-commerce sector, this systematic literature review investigates how ethical and sustainable activities may influence brand equity among Millennials and Generation Z customers. Following duplication removal and metadata-based theme screening, 124 Scopus records published between 2020 and 2026 were chosen from five Scopus exporters to make up the review corpus. Four overlapping themes comprise the corpus: Q-commerce or digital retail (31), Millennials/Gen Z (86), ethical and sustainable activities (104 records), and brand equity-related results (29). The theme counts overlap since individual research can address more than one issue. The trend of publications with 35 records in 2025 and 34 in 2026 in the supplied export, the publication pattern shows a significant increase after 2022. According to the synthesis, customer perceptions like authenticity, trust, environmental value, participation, and skepticism toward green promises are the most reliable ways to link sustainability and ethics to brand-related results. There is, however, little concrete data that combines all four components: Indian Q-commerce, Millennials/Gen Z, ethics/sustainability, and brand equity. Therefore, the paper suggests an integrative framework wherein ethical and sustainable initiatives impact consumer perceptions, which in turn contribute to brand image, brand trust, loyalty, and advocacy. These relationships are shaped by Q-commerce-specific service conditions and generational characteristics. A study agenda for empirical investigations in India's quickly changing Q-commerce ecosystem, theoretical claims, and managerial implications round up the review.

Keywords: ethical marketing; sustainability; sustainable consumption; brand equity; brand trust; brand loyalty; Generation Z; Millennials; quick commerce; e-commerce; India; systematic literature review

Introduction

The quick commerce is a new type of digital commerce that has come to the fore, characterized by very short delivery times. The concept is based on convenience, immediately, tight fulfillment networks, mobile interfaces, and data-driven demand management. These features can increase perceived service value but can also have an adverse effect on sustainability through increasing delivery frequency, the amount of packaging used, the reverse logistics, energy usage, and the strain on the last-mile operations

Meanwhile, there have been developments in consumer expectations of corporate responsibility that have surpassed traditional corporate social responsibility communication. Consumers are growing increasingly skeptical of brands that make any kind of claim but cannot prove their environmental actions, haven't proved responsible

sourcing, their ethical marketing is questionable, their communication isn't transparent, or their actions don't match their claims. With this in mind, ethical and sustainable programs could be integrated into the brand, not just into a company's "corporate silo."

This discussion is particularly pertinent for Millennials and Gen-Z consumers, who are well-versed in digital information, peer communication, social media, online reviews, and sustainability related conversation. A significant amount of literature was found on the subjects of ethical consumption, environmental behaviours, sustainable purchase intentions, green brand image, brand loyalty, and generational differences. But, these strands are often examined individually.

It gets even more complicated in the Indian Q-commerce context. Consumers might care about the environment while also wanting things to be fast, low cost, available, convenient, and smooth with a digital experience. Thus, the success of a sustainability program can be driven by its presence as well as consumer perception of its authenticity, usefulness, visibility and congruence with the service promise.

This review is a focus on this fragmentation given that the literature in ethics and sustainability, brand equity, generational consumers and digital/Q-commerce retail has been brought together. The aim is not to assert that the current literature has narrowed down the causal effects in Indian Q-commerce, but simply to draw attention to what is known, converging evidence and the key empirical voids

1.1 Research Problem

The main research question is: Why is knowledge fragmented? Research that exists typically focuses on sustainable consumption, ethical marketing, green brand image, brand loyalty, e-commerce behaviour or environmental attitudes among Gen-Current research tends to study sustainable consumption, ethical marketing, green brand image, brand loyalty, e-commerce behaviour or Gen-Z environmental attitudes individually. There exist few studies that combine these constructs within the context of high frequency Q-commerce and the Indian context is still relatively underrepresented in the provided corpus. This means there is a need for a systematic synthesis that establishes a relationship between the actions taken at the level of the initiative and the perception at the level of the consumer and the results of the brand-equity at the end of the process.

1.2 Review Objectives

1. To create a literature map of the last 5 years of the relationship between ethical and sustainable actions and consumer and brand outcomes.
2. To analyse the representation of the Millennials and Gen Z in the sustainability and ethical-consumption literature.
3. To know the degree of incorporation of e-commerce, digital retail, delivery and Q-commerce contexts.
4. To build up the mechanisms connecting ethical/sustainable efforts and the outcomes of brand equity. To pinpoint the areas of gaps and propose an agenda for empirical studies on Indian Q-commerce.

1.3 Research Questions

- RQ1: What are the main thematic streams that connect ethical and sustainable initiatives to outcomes related to the brand?
- RQ2: What is the literature's description of Millennials and Gen Z in terms of sustainable and ethical consumption?

RQ3: What evidence is available for the intersections between sustainability, digital/e-commerce retail and brand equity?

RQ4: What are the mechanisms relevant to the consumers perception that seem to relate ethical and sustainable efforts to brand equity?

RQ5: What are the gaps in research on understanding these relationships in the Indian Q-commerce?

2. Methodology

2.1 Review Design

The study adopted systematic literature review design with bibliographic screening of the records in Scopus. The provided Final SLR.csv file contains 124 records and 23 metadata fields such as bibliographic information, citation counts, DOI, EID, relevance score, topic-match categories and an indicator for relevance in India. The analysis can thus be described as a systematic thematic analysis based on Scopus and descriptive nature of bibliometrics elements

2.2 Data Source and Corpus Construction

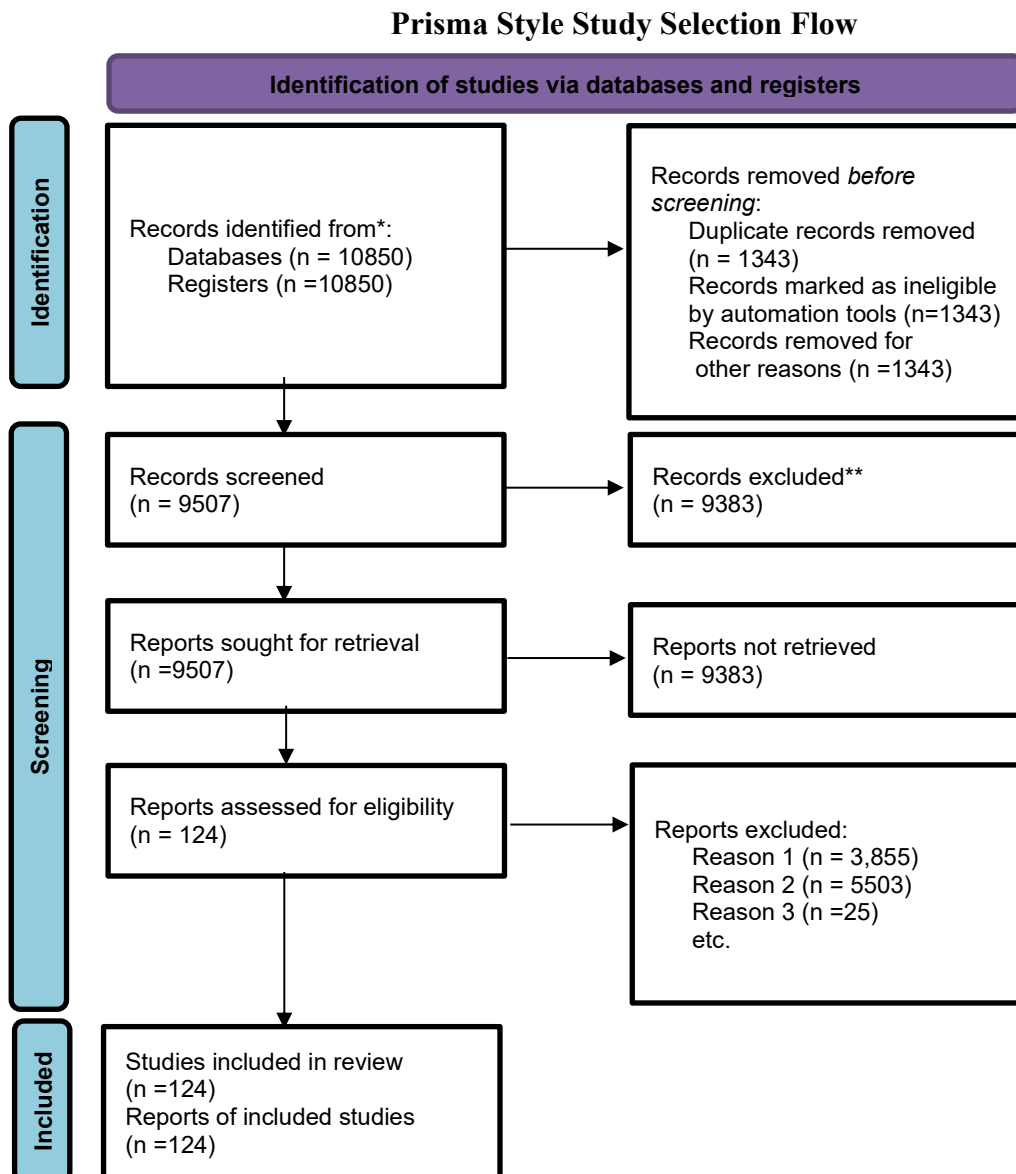
Five exports from Scopus have been merged into one. A total of 10,850 raw records were processed across all the source exports. Following the removal of duplicate records, 9,507 unique records were left. A total of 124 records were retrieved for this manuscript with a thematic screening using the metadata. The current corpus does not claim that each of the PRISMA eligibility steps was completed independently at the full-text level, as it comes from bibliographic metadata.

2.3 Variable identification

Independent Variable: Ethical and Sustainable Initiatives

Dependent Variable: Brand Equity Mediators: Consumer Trust Authenticity Perceived Environmental Value Engagement Skepticism

Moderators: Q-commerce Service Attributes + Generation (Millennials/Gen Z)



Note:

Reason 1: Not related to ethical and sustainable initiatives

Reason 2: Not related to brand equity or relevant brand-related outcomes

Reason 3: Not related to Millennial/Gen-Z consumers and Q-commerce/e-commerce context

Figure 1 PRISMA style study selection flow based on the supplied Scopus processing

2.4 Inclusion Logic

At least one of four conceptual groups (1) ethical or Sustainable initiatives/consumption/ESG/green practices; (2) brand equity or closely related outcomes like brand image, brand trust, loyalty, advocacy, or brand relationships; (3) Millennials, Generation Z, young consumers, or generational analysis; and (4) e-commerce, digital commerce, online retail, food delivery, logistics, last-mile delivery, or related digital-retail settings was kept. These overlapping categories are identified by the topic-match field in the provided CSV.

2.4 Analytical Approach

1. Descriptive bibliometric analysis of the publication years, number of citations, diversity of sources and thematic coverage.
2. Thematic synthesis of the four categories of topic match.
3. Interpretive integration of recurrent constructs, such as authenticity, trust, green image, engagement, skepticism, loyalty, advocacy and sustainable consumption.
4. Gap analysis at the confluence of India, Q-commerce, Millennials/Gen Z, ethical/sustainable initiatives and brand equity.

3. Results

3.1 Profile of the review Corpus

Indicator	Result
Final records	124
Publication period	2020–2026
Unique source titles	69
Total Scopus citations in export	2,094
Mean citations per record	16.89
Median citations per record	5
Records marked India-relevant	3

3.2 Publication Trend

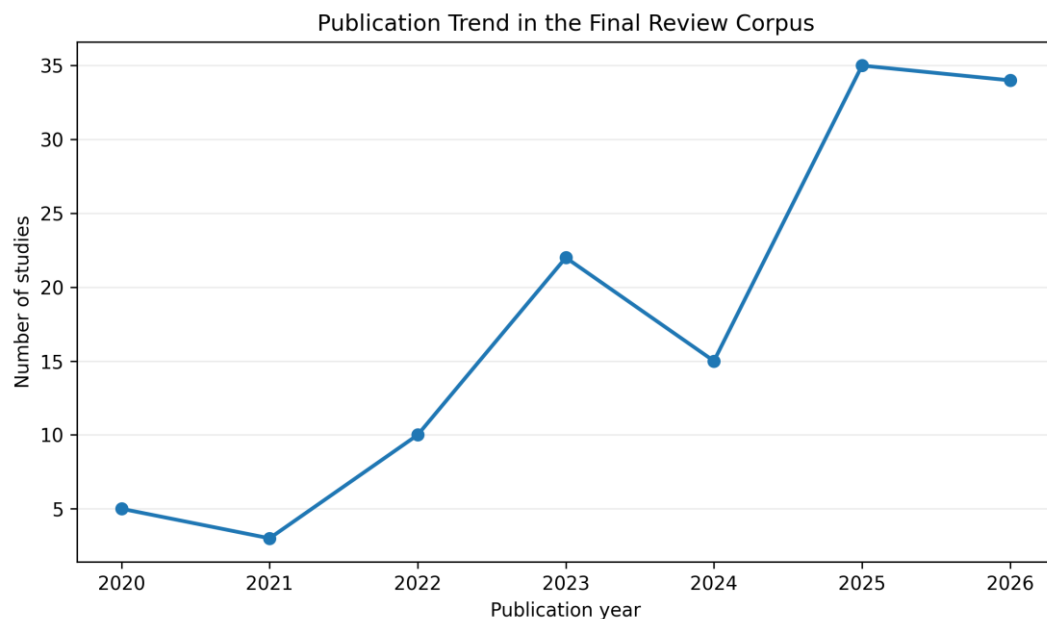


Figure 2 Annual distribution of studies in the final review corpus

3.3 Thematic Coverage

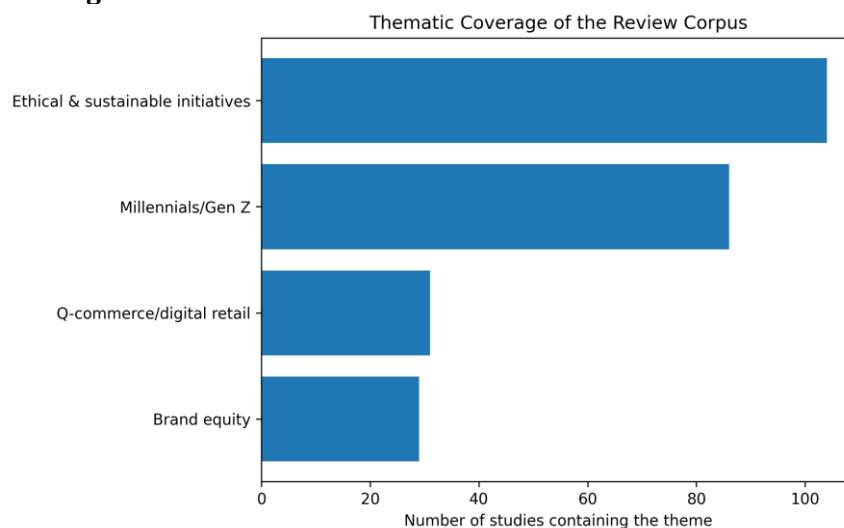


Figure 3. Thematic coverage. Counts overlap as records may be assigned to more than one theme

The most prominent theme is ethical and sustainable initiatives (104 records), followed by Millennials/Gen Z (86), Q-commerce/digital retail (31) and constructs related to brand equity (29). This distribution is important as it shows that the literature is much bigger on sustainability and younger consumers than on the exact combined construct of brand equity within Q-commerce.

3.4 Most cited Studies

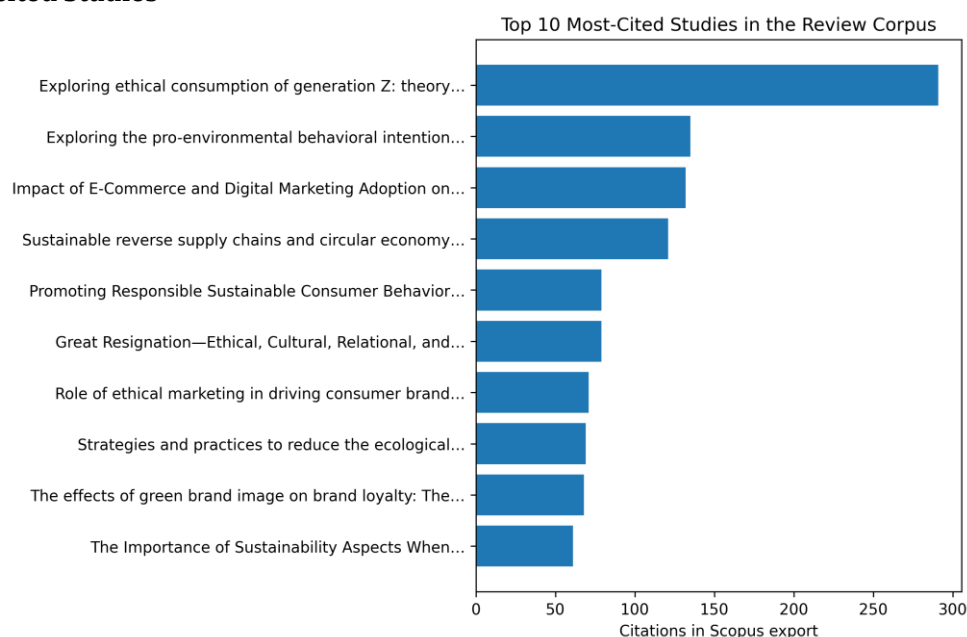


Figure 4. Top 10 studies based on number of citations in the Scopus export provided.

Citation counts are descriptive indicators from the provided export and should not be interpreted as measures of methodological quality. The most cited records offer an intellectual foundation for ethical consumption, pro-environmental behavior, digital marketing/e-commerce, circular supply chains and green brand outcomes.

3.5 India Perspective

The dataset provided has 124 records, of which only 3 are tagged as India-relevant. This is an important result for the proposed research topic. The evidence base is thus not sufficiently India-specific to support strong empirical conclusions about Indian Q-commerce consumers. The review must instead draw on the international evidence base to develop the conceptual model and to identify the need for India-focused primary research.

Study	Year	Source	Citations
Shared Mobility and India's Generation Z: Environmental Consciousness, Risks, and Attitudes	2024	Sustainability (Switzerland)	7
Examining the relationship between corporate social responsibility, corporate reputation and brand equity in Indian banking industry	2023	Journal of Public Affairs	26
Corporate Social Responsibility as a Sustainable Business Practice: A Study among Generation Z Customers of Indian Luxury Hotels	2022	Sustainability (Switzerland)	32

4. Thematic Synthesis

4.1 Ethical and Sustainable Actions as Brand Signs

The literature reviewed shows that ethical and sustainable actions can be used as signals of the organisation's values. These programmes encompass areas such as transparency, responsible marketing, authentic CSR, environmental initiatives, green packaging, circular economics, sustainable logistics and responsible consumption programmes. With such initiatives, the level of effectiveness will probably be contingent on perceived credibility. If claims are perceived as exaggerated or contrary to the observed behaviour, sustainability communication can lead to skepticism instead of building brand relationships.

4.2 Consumer Perceptions as the Connecting Mechanism

A common theme in the corpus is that sustainability doesn't necessarily lead to brand equity. Rather, efforts seem to be going through consumers' minds. Brand image, trust, authenticity, engagement, perceived environmental value, and skepticism are tautologized as explanatory constructs again and again. This indicates the value of an initiative to the brand is added when consumers know about it, interpret, and evaluate it. engagement, perceived environmental value, and skepticism are tautologized as explanatory constructs again and again. This indicates the value of an initiative to the brand is added when consumers know about it, interpret, and evaluate it.

4.3 Millennials and Generation Z

Millennials and Gen Z can also be seen as key audiences for sustainability research in the generational literature, though neither should be assumed to be a monolith. Consumer attitudes toward the environment, ethics, social influences, perceived effectiveness, price sensitivity, convenience, and digital exposure are highly individualistic. The heterogeneous nature is particularly pertinent for q-commerce, as sustainability decisions can be at odds with the powerful utility of speed and convenience.

4.4 Q-Commerce and the Sustainability Paradox

The conflict between convenience and sustainability is a unique aspect of Q-commerce. Rapid delivery can enhance customer satisfaction, but can also result in more fragmented journeys, increased packaging density, higher inventory complexity and/or operational emissions. Hence, the assessment of sustainability initiatives in Q-commerce should go beyond just promotional messages and should be conducted on the system level. Consumers can assess the sustainability credibility of a platform by checking packaging, delivery methods, return policy, product variety and consistency of the environmental claims.

4.5 Brand Equity Outcomes

Literature reviewed showed that brand equity is measured by a number of related outcomes, not just one. Consumer associations and confidence are reflected in brand image, behavioural or attitudinal commitment is reflected in brand loyalty, and willingness to recommend or defend a brand is reflected in brand advocacy. The synthesis suggests that ethical and sustainable programs are most likely to be associated with these outcomes when consumers believe the programs are sincere and meaningful.

5. Proposed Integrative Conceptual Framework

Proposed Integrative Framework Derived from the Review Corpus

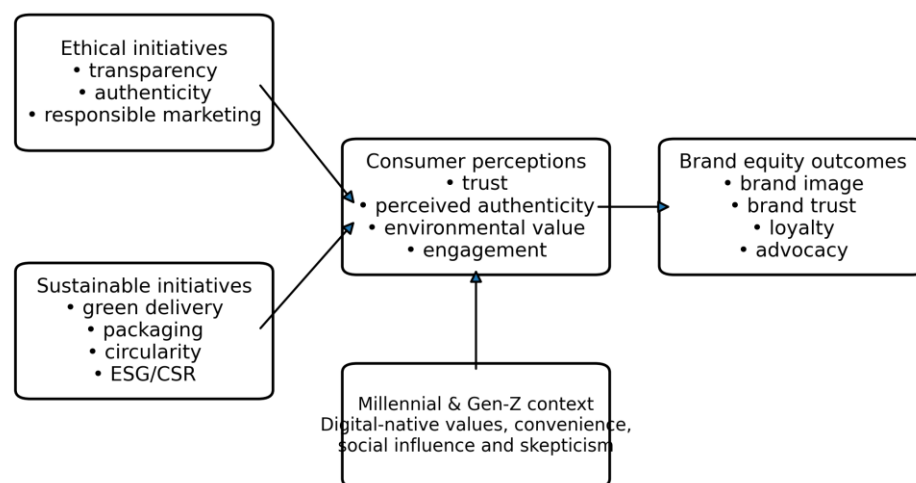


Figure 5: Integrative Framework derived from the thematic synthesis

The framework suggests that the ethical programs and sustainable programs affect consumer perception, including consumer trust, authenticity, perceived environmental value, engagement, and skepticism. These perceptions lead to brand-equity outcomes, namely brand image, brand trust, brand loyalty and brand advocacy. The characteristics of millennial and Gen-Z consumers offer a consumer-context matrix, and Q commerce conditions like convenience, speed, digital interface quality, delivery practices, packaging and transparency determine how initiatives get noticed and evaluated.

5.2 Propositions for future empirical testing

P1: Consumer trust in brands of Q-commerce is positively linked to perceived authenticity of ethical and sustainable initiatives.

P2: Positive Brand Image among the Millennial and Gen-Z Q-commerce consumers is positively correlated to perceived sustainability.

P3: Consumer trust is an intervening variable between ethical/sustainable initiatives and brand loyalty.

P4: Authenticity reduces the impact of sustainability scepticism on brand trust and brand equity.

P5: When consumers believe the initiatives are credible and relevant to them, there is a positive relationship between sustainability-related engagement and brand advocacy.

P6: The impact of sustainability efforts on brand equity depends on the service attributes of the Q-commerce, including convenience, delivery experience, packaging and perceived value.

P7: Generational characteristics moderate the relationship between sustainability perceptions and brand-equity outcomes; however, the effects of generational need to be tested, not assumed.

6. Discussion

The key takeaway from the review is that sustainability and brand equity are not directly linked and will depend on the context. Sustainability and ethical consumption have become well-known fields of research and considerable literature exists that has linked this to trust, image, loyalty, advocacy and purchase intentions. There is, however, a lack of development of the mix of ethical/sustainable programmes, younger digital consumers, Q-commerce and India.

Theoretically, this gap is significant due to the meaning of the concept of responsible consumption in the era of Q-commerce. In the traditional retail sector, buyers might get longer to find out about products and sustainability data. Urgency, interface design, algorithmic recommendations, stocks, price promotions and delivery promises are shortened in Q-commerce. Thus, sustainability cannot supplant immediacy and convenience.

The review further suggests that a claim needs to be credible for it to be considered green. Sustainability communication can build positive linkages when consumers feel there is alignment between the message and the operation. But, the lack of trust can reduce trust due to scepticism and/or perceived greenwashing. For Q-commerce platforms, it could be more important than generic sustainability slogans that their practices are visible, like using recyclable or right-sized packaging, effective delivery routes, clear environmental data, responsible sourcing and credible impact reporting.

7. Theoretical Contributions

Signalling theory

Ethical and sustainable actions can be viewed as a form of signals of organisational quality and values. When consumers cannot directly see the full sustainability performance of a platform, the credibility of the signal is key.

Stakeholder theory

Q-commerce sustainability stakeholders include consumers, employees, delivery partners, suppliers, communities, regulators, and environmental stakeholders. Brand equity can be enhanced when brand-related efforts are viewed as meaningful to stakeholders.

Theory of planned behaviour

The impact of sustainable attitudes and perceived behavioural control could be important in explaining why consumers convert environmental concerns into action or intentions, and the impact of Q-commerce convenience could be why it changes the relative importance of competing motives.

Stimulus organism response perspective

Ethical and sustainable actions can be considered as external stimuli, consumer perception as an internal state, and the outcomes of brand-equity as responses. This is very similar to the integrative framework that was developed in this review.

8. Managerial Implication

1. Use measurable sustainability actions: communicate instead of generic green language.
2. Embed sustainability into all facets of the Q-commerce experience including packaging, delivery, product range, sourcing, and providing transparency.
3. Create communication that appeals to all generations, and don't assume all Millennials or Gen Z consumers are driven by the same motives.
4. Take authenticity and trust as key indicators along with awareness and conversion.
5. Ensure sustainability is conspicuous at the point of sale where customers can explore the attributes of the products and the actual benefits of responsible buying.
6. Establish collaboration with delivery and packaging partners to support brand promises.
7. Track the effectiveness of sustainability efforts in being seen, trusted and linked to the brand through review and customer feedback.

9. Future Research

1. Empirical validation in India: survey and structural equation studies of Q-commerce users among Millennial and Gen-Z users in major cities in India.
2. Platform comparison: Make a comparison on perceived sustainability, trust, brand image and loyalty for the main Q-commerce platforms.
3. Experimental green-claim research: Test authentic versus vague sustainability messages, and assess trust, skepticism and brand equity.
4. Measurement of operational sustainability: link consumer perceptions with packaging and delivery distance, order consolidation and fulfilment practices.
5. Repeat purchase and advocacy over time: • Longitudinal research: Investigate if sustainability perceptions correlate to repeat purchase and advocacy over time.
6. Generational moderation: control for income, education, environmental concern, convenience orientation, and digital usage, and then compare Millennials and Gen Z.
7. Mixed methods: Use of consumer surveys, interviews, review mining, and platform-

10. Limitations

1. The review was prepared with the provided Scopus-generated CSV and thus reflects the limitations of the search strategy and/or the metadata available in the provided CSV.
2. Eligibility for full text was not independently verified for all records; Screening is metadata/thematic based. As such, the PRISMA figure is reported as PRISMA-style and not as a finished full-text systematic screening.
3. Limited conclusions can be drawn with only 3 records in corpus as India-relevant.
4. The 2026 publication count is a partial year count and not directly comparable to completed years without qualification.
5. Scopus citation counts are dynamic – that is, they will change over time and mirror what is found in the provided export.
6. Themes are not mutually exclusive and so the sum of the themes does not equal the number of studies.

11. Conclusion

The field of research on the intersection of sustainability and ethical consumption, younger consumers, digital commerce, and brand outcomes is growing rapidly, according to this systematic literature review. However, the literature is divided on the exact answer as to how

ethical and sustainable efforts create brand equity for the Millennial and Gen-Z customers in the Indian Q-commerce sector. According to the 124-study corpus, the themes of ethics and sustainability are found in the majority of studies, generational research comes second, and the intersections with direct brand-equity and Q-commerce are smaller. The framework suggests that consumer perception, including authenticity, trust, PV, engagement and skepticism, are the channels by which initiatives could impact brand equity. The major research opportunity for the Indian Q-commerce is to find out whether it is possible to create a genuine source of differentiated brand value without sacrificing the convenience and speed that characterizes Q-commerce.

References

The following references are reproduced from the bibliographic fields contained in Final SLR.csv. DOI information is included where available.

Bhakar S.S.; Bhakar S. (2020). Impact of Price Promotion on brand equity model: A study of online retail store brands. *Journal of Content, Community and Communication*, 10.0(6), 124.0–142.0. <https://doi.org/10.31620/JCCC.06.20/10>

Chen X.; Sun X.; Yan D.; Wen D. (2020). Perceived sustainability and customer engagement in the online shopping environment: The rational and emotional perspectives. *Sustainability (Switzerland)*, 12.0(7), Article 2674. <https://doi.org/10.3390/su12072674>

Frei R.; Jack L.; Krzyzaniak S.-A. (2020). Sustainable reverse supply chains and circular economy in multichannel retail returns. *Business Strategy and the Environment*, 29.0(5), 1925.0–1940.0. <https://doi.org/10.1002/bse.2479>

Pelikánová R.M.; Macgregor R.K. (2020). The Willingness of Generation Z to Financially Support CSR - A Central European Study. *Danube*, 11.0(4), 271.0–282.0. <https://doi.org/10.2478/danb-2020-0016>

Harris K.L.; Harris K.N.; Borders A.L.; Anderson D.A.; Lester D.H. (2020). The online environment's adverse effect on the sustainability of the retail workforce. *Journal of Global Scholars of Marketing Science: Bridging Asia and the World*, 30.0(4), 367.0–379.0. <https://doi.org/10.1080/21639159.2020.1766372>

Wong M.C. (2021). Does corporate social responsibility affect Generation Z purchase intention in the food industry. *Asian Journal of Business Ethics*, 10.0(2), 391.0–407.0. <https://doi.org/10.1007/s13520-021-00136-9>

Kim J.; Heo W. (2021). Interior design with consumers' perception about art, brand image, and sustainability. *Sustainability (Switzerland)*, 13.0(8), Article 4557. <https://doi.org/10.3390/su13084557>

Tanveer M.; Ahmad A.-R.; Mahmood H.; Haq I.U. (2021). Role of ethical marketing in driving consumer brand relationships and brand loyalty: A sustainable marketing approach. *Sustainability (Switzerland)*, 13.0(12), Article 6839. <https://doi.org/10.3390/su13126839>

Thomas G. (2022). Corporate Social Responsibility as a Sustainable Business Practice: A Study among Generation Z Customers of Indian Luxury Hotels. *Sustainability (Switzerland)*, 14.0(24), Article 16813. <https://doi.org/10.3390/su142416813>

Kennedy S.I.; Marjerison R.K.; Yu Y.; Zi Q.; Tang X.; Yang Z. (2022). E-Commerce Engagement: A Prerequisite for Economic Sustainability An Empirical Examination of Influencing Factors. *Sustainability (Switzerland)*, 14.0(8), Article 4554. <https://doi.org/10.3390/su14084554>

- Djafarova E.; Fouts S. (2022). Exploring ethical consumption of generation Z: theory of planned behaviour. *Young Consumers*, 23.0(3), 413.0–431.0. <https://doi.org/10.1108/YC-10-2021-1405>
- Liang J.; Li J.; Lei Q. (2022). Exploring the Influence of Environmental Values on Green Consumption Behavior of Apparel: A Chain Multiple Mediation Model among Chinese Generation Z. *Sustainability (Switzerland)*, 14.0(19), Article 12850. <https://doi.org/10.3390/su141912850>
- Kuzior A.; Kettler K.; Raba Ł. (2022). Great Resignation—Ethical, Cultural, Relational, and Personal Dimensions of Generation Y and Z Employees' Engagement. *Sustainability (Switzerland)*, 14.0(11), Article 6764. <https://doi.org/10.3390/su14116764>
- Drury L.; Judson K.; Bakir N. (2022). Marketing Education and CSR: Gender Differences Within Generation Z. *Journal of Higher Education Theory and Practice*, 22.0(14), 107.0–122.0. <https://doi.org/10.33423/jhetp.v22i14.5539>
- Dąbrowski L.S.; Środa-Murawska S.; Smoliński P.; Biegańska J. (2022). Rural–Urban Divide: Generation Z and Pro-Environmental Behaviour. *Sustainability (Switzerland)*, 14.0(23), Article 16111. <https://doi.org/10.3390/su142316111>
- Lin Y.; Marjerison R.K.; Choi J.; Chae C. (2022). Supply Chain Sustainability during COVID-19: Last Mile Food Delivery in China. *Sustainability (Switzerland)*, 14.0(3), Article 1484. <https://doi.org/10.3390/su14031484>
- Prajapati D.; Zhou F.; Dwivedi A.; Singh T.; Lakshay L.; Pratap S. (2022). Sustainable Agro-Food Supply Chain in E-Commerce: Towards the Circular Economy. *Sustainability (Switzerland)*, 14.0(14), Article 8698. <https://doi.org/10.3390/su14148698>
- Brand B.M.; Rausch T.M.; Brandel J. (2022). The Importance of Sustainability Aspects When Purchasing Online: Comparing Generation X and Generation Z. *Sustainability (Switzerland)*, 14.0(9), Article 5689. <https://doi.org/10.3390/su14095689>
- Manucom M.G.C.; Alcaraz K.P.; Alejo R.P.S.; Gaddi K.C.M.; Recio K.E.P.; Yamaguchi R.G. (2023). Awareness of Generation Z Students about The Plaf (Plastic Flamingo) and Other Campaigns Concerning Plastics in Online Shopping. *International Journal of Environment, Engineering and Education*, 5.0(1), 9.0–18.0. <https://doi.org/10.55151/ijeedu.v5i1.78>
- Lu X.; Zhang H.; Zhang M.; Chen Y. (2023). Corporate Social Responsibility and Enterprise Performance: The Chain Mediating Effect Test Based on Corporate Reputation and Brand Value. *Journal of Information and Knowledge Management*, 22.0(5), Article 2350022. <https://doi.org/10.1142/S0219649223500223>
- Singh A.; Sharma M. (2023). Development of a 'green IT brand image sustainability model for competitive advantage'. *Environment, Development and Sustainability*, 25.0(1), 40.0–60.0. <https://doi.org/10.1007/s10668-021-02039-y>
- Kabaja B.; Wojnarowska M.; Ćwiklicki M.; Buffagni S.C.; Varese E. (2023). Does Environmental Labelling Still Matter? Generation Z's Purchasing Decisions. *Sustainability (Switzerland)*, 15.0(18), Article 13751. <https://doi.org/10.3390/su151813751>
- Purwanto E.; Biasini N.; Yulianto A.; Sitompul C.; Gunawan T. (2023). Environmental Awareness and Food Waste Reduction Among Generation Z in Indonesia. *International Journal of Environmental Impacts*, 6.0(3), 101.0–111.0. <https://doi.org/10.18280/ije.060302>
- Sawicka J.; Marcinkowska E. (2023). Environmental CSR and the Purchase Declarations of Generation Z Consumers. *Sustainability (Switzerland)*, 15.0(17), Article 12759. <https://doi.org/10.3390/su151712759>
- Dieterle K.; Scheffold H.; Kühl M.; Kühl S.J. (2023). Environmental knowledge and environmental awareness among Generation Z students: An online survey at the University of Ulm; [Umweltwissen und Umweltbewusstsein von Studierenden der Generation Z: eine Online-Umfrage an der Universität Ulm]. *Zeitschrift für Evidenz, Fortbildung und Qualität im Gesundheitswesen*, 179.0, 80.0–90.0. <https://doi.org/10.1016/j.zefq.2023.03.010>

- Aggarwal A.; Saxena N. (2023). Examining the relationship between corporate social responsibility, corporate reputation and brand equity in Indian banking industry. *Journal of Public Affairs*, 23.0(1), Article e2838. <https://doi.org/10.1002/pa.2838>
- Wijaya D.I.; Kokchang P. (2023). Factors Influencing Generation Z's Pro-Environmental Behavior towards Indonesia's Energy Transition. *Sustainability (Switzerland)*, 15.0(18), Article 13485. <https://doi.org/10.3390/su151813485>
- Kristia K.; Kovács S.; László E. (2023). Food delivery platform and food waste: Deciphering the role of promotions, knowledge, and subjective norms among Indonesian generation Z. *Cleaner and Responsible Consumption*, 11.0, Article 100152. <https://doi.org/10.1016/j.clrc.2023.100152>
- Tan E.; Wanganoo L.; Mathur M. (2023). Generation Z, sustainability orientation and higher education implications: An ecopedagogical conceptual framework. *Journal of Applied Learning and Teaching*, 6.0(1), 314.0–323.0. <https://doi.org/10.37074/jalt.2023.6.1.ss2>
- Wright L.; Cherry M. (2023). How does influencer marketing on TikTok impact brand trust among generation Z?. *Journal of Digital and Social Media Marketing*, 10.0(4), 326.0–339.0. <https://doi.org/10.69554/dkny2861>
- Khan I.; Fatma M. (2023). Impact of CSR Authenticity on Brand Advocacy: The Mediating Role of Brand Equity. *Sustainability (Switzerland)*, 15.0(11), Article 8613. <https://doi.org/10.3390/su15118613>
- Gao J.; Siddik A.B.; Khawar Abbas S.; Hamayun M.; Masukujjaman M.; Alam S.S. (2023). Impact of E-Commerce and Digital Marketing Adoption on the Financial and Sustainability Performance of MSMEs during the COVID-19 Pandemic: An Empirical Study. *Sustainability (Switzerland)*, 15.0(2), Article 1594. <https://doi.org/10.3390/su15021594>
- Al Moteri M.; Alojail M.; Khan S.B. (2023). Managing Uncertainties in Supply Chains for Enhanced E-Commerce Engagement: A Generation Z Perspective on Retail Shopping through Facebook. *Sustainability (Switzerland)*, 15.0(21), Article 15351. <https://doi.org/10.3390/su152115351>
- Jia T.; Iqbal S.; Ayub A.; Fatima T.; Rasool Z. (2023). Promoting Responsible Sustainable Consumer Behavior through Sustainability Marketing: The Boundary Effects of Corporate Social Responsibility and Brand Image. *Sustainability (Switzerland)*, 15.0(7), Article 6092. <https://doi.org/10.3390/su15076092>
- Cheng X.; Cheng A. (2023). Research on the Impact of Event Sustainability on Brand Equity in Event Activities: A Case Study of Hainan Expo. *Sustainability (Switzerland)*, 15.0(17), Article 12906. <https://doi.org/10.3390/su151712906>
- Zhang D.; Frei R.; Wills G.; Gerding E.; Bayer S.; Senyo P.K. (2023). Strategies and practices to reduce the ecological impact of product returns: An environmental sustainability framework for multichannel retail. *Business Strategy and the Environment*, 32.0(7), 4636.0–4661.0. <https://doi.org/10.1002/bse.3385>
- Otegui Carles A.; Fraiz-Brea J.A.; Araújo Vila N. (2023). The Ethical Attitudes of Generation Z in Spain Toward Animal-Based Tourism Attractions. *Tourism*, 71.0(2), 285.0–300.0. <https://doi.org/10.37741/t.71.2.4>
- Gibson K.E.; Sanders C.E.; Byrd A.R.; Lamm K.W.; Lamm A.J. (2023). The Influence of Sustainability on Identities and Seafood Consumption: Implications for Food Systems Education for Generation Z. *Foods*, 12.0(10), Article 1933. <https://doi.org/10.3390/foods12101933>
- Flom J.; Green K.; Wallace S. (2023). To cheat or not to cheat? An investigation into the ethical behaviors of generation Z. *Active Learning in Higher Education*, 24.0(2), 155.0–168.0. <https://doi.org/10.1177/14697874211016147>
- Fani V.; Mazzoli V.; Acuti D. (2023). 'I wanna be sustainable, but I don't wanna show it!': The effect of sustainability cues on young adult consumers' preferences. *Business Strategy and the Environment*, 32.0(6), 3344.0–3358.0. <https://doi.org/10.1002/bse.3303>

- López-Rodríguez C.E.; Sotelo-Muñoz J.K.; Muñoz-Venegas I.J.; López-Aguas N.F. (2024). Analysis of the multidimensionality of brand equity for the banking sector: a study on generation Z; [Análisis de la multidimensionalidad del brand equity para el sector bancario: un estudio en la generación Z]. *Retos(Ecuador)*, 14.0(27), 9.0–20.0. <https://doi.org/10.17163/ret.n27.2024.01>
- Riva F.; Magrizos S.; Rizomyliotis I.; Uddin M.R. (2024). Beyond the hype: Deciphering brand trust amid sustainability skepticism. *Business Strategy and the Environment*, 33.0(7), 6491.0–6506.0. <https://doi.org/10.1002/bse.3829>
- Hoa H.T.T.; Giang N.T.H.; Huong D.T.T.; Trang V.T. (2024). Factors Affecting Online Shopping Behavior among Generation Z Consumers: Empirical Research in Viet Nam. *Pakistan Journal of Life and Social Sciences*, 22.0(2), 550.0–562.0. <https://doi.org/10.57239/PJLSS-2024-22.2.0040>
- Cristancho-Triana G.J.; Cancino-Gómez Y.A.; Ninco-Hernández F.A. (2024). Factors influencing sustainable consumption behaviour in generation Z. *Retos(Ecuador)*, 14.0(27), 51.0–66.0. <https://doi.org/10.17163/ret.n27.2024.04>
- Hasan M.M.; Al Amin M.; Arefin M.S.; Mostafa T. (2024). Green consumers' behavioral intention and loyalty to use mobile organic food delivery applications: the role of social supports, sustainability perceptions, and religious consciousness. *Environment, Development and Sustainability*, 26.0(6), 15953.0–16003.0. <https://doi.org/10.1007/s10668-023-03284-z>
- Suminar J.R.; Hafiar H.; Amin K.; Prastowo A.A. (2024). Predicting pro-environmental behavior among generation Z in Indonesia: the role of family norms and exposure to social media information. *Frontiers in Communication*, 9.0, Article 1461609. <https://doi.org/10.3389/fcomm.2024.1461609>
- Palanichamy S.; Mohanty P.; Kennell J. (2024). Shared Mobility and India's Generation Z: Environmental Consciousness, Risks, and Attitudes. *Sustainability (Switzerland)*, 16.0(12), Article 5258. <https://doi.org/10.3390/su16125258>
- Agustina T.; Susanti E.; Rana J.A.S. (2024). Sustainable consumption in Indonesia: Health awareness, lifestyle, and trust among Gen Z and Millennials. *Environmental Economics*, 15.0(1), 82.0–96.0. [https://doi.org/10.21511/ee.15\(1\).2024.07](https://doi.org/10.21511/ee.15(1).2024.07)
- Yuan J.; Shahzad M.F.; Waheed A.; Wang W. (2024). Sustainable development in brand loyalty: Exploring the dynamics of corporate social responsibility, customer attitudes, and emotional contagion. *Corporate Social Responsibility and Environmental Management*, 31.0(2), 1042.0–1051.0. <https://doi.org/10.1002/csr.2621>
- Ko J.-H.; Jeon H.-M. (2024). The Impact of Eco-Friendly Practices on Generation Z's Green Image, Brand Attachment, Brand Advocacy, and Brand Loyalty in Coffee Shop. *Sustainability (Switzerland)*, 16.0(8), Article 3126. <https://doi.org/10.3390/su16083126>
- Mohammad A.A.A.; Elshaer I.A.; Azazz A.M.S.; Kooli C.; Algezawy M.; Fayyad S. (2024). The Influence of Social Commerce Dynamics on Sustainable Hotel Brand Image, Customer Engagement, and Booking Intentions. *Sustainability (Switzerland)*, 16.0(14), Article 6050. <https://doi.org/10.3390/su16146050>
- Mandić A.; Walia S.; Kautish P. (2024). The antecedents of pro-environmental tourist behaviour of Gen Z: an eastern society perspective. *Anatolia*, 35.0(3), 407.0–424.0. <https://doi.org/10.1080/13032917.2023.2224368>
- Al-Haddad S.; Sharabati A.-A.A.; Alzubi B.; Al Quirem Z.; Rihani R. (2024). The effect of marketing via Instagram on generation Z's preference for gyms and the role of brand image as a moderating variable. *International Journal of Data and Network Science*, 8.0(3), 1493.0–1500.0. <https://doi.org/10.5267/j.ijdns.2024.3.016>
- Watson A.; Perrigot R.; Dada O. (2024). The effects of green brand image on brand loyalty: The case of mainstream fast-food brands. *Business Strategy and the Environment*, 33.0(2), 806.0–819.0. <https://doi.org/10.1002/bse.3523>

- Singh P. (2024). What Drives or Decelerates Generation Z? An Empirical Study Navigating Consumer Buying Intentions in Online Shopping. *SAGE Open*, 14.0(3).
<https://doi.org/10.1177/21582440241263173>
- Alhomaïd A. (2025). Building Trust in Sustainable Journeys: The Interplay Between Green Marketing, Green Brand Trust, and Tourism Purchase Intentions. *Sustainability (Switzerland)*, 17.0(18), Article 8464. <https://doi.org/10.3390/su17188464>
- Phan T.A.; Nguyen H.N.K. (2025). Business Communication's Role in Green Marketing: Mitigating Greenwashing for Vietnamese Gen Z. *Howard Journal of Communications*.
<https://doi.org/10.1080/10646175.2025.2590042>
- Gajdzik B.; Jaciow M.; Mosora L.; Stolecka-Makowska A.; Wolniak R.; Wolny R. (2025). Collaborative Consumption and Its Implication for Sustainable Consumption of Generation Z in Ukraine. *Sustainability (Switzerland)*, 17.0(10), Article 4456.
<https://doi.org/10.3390/su17104456>
- Opelík D.; Voráček J.; Bernardová G.; Bačuvčík R. (2025). Communicating sport, sustainability and social activism to generation Z: consumer perceptions. *Frontiers in Communication*, 10.0, Article 1677490. <https://doi.org/10.3389/fcomm.2025.1677490>
- Yan G.; Me R.C.; De Costa F. (2025). Crafting Persuasive Ads: Key Design Elements Driving Sustainable Consumption Among China's Generation Z. *Alam Cipta*, 18.0(Issue), 24.0–46.0.
<https://doi.org/10.47836/AC.18.S2.PAPER02>
- Cheng W.; Niu C.; Huang L.; Zhang Y. (2025). Design Strategies for Culinary Heritage Restaurants from a Cultural Sustainability Perspective: Focusing on Generation Z Consumers. *Sustainability (Switzerland)*, 17.0(8), Article 3401. <https://doi.org/10.3390/su17083401>
- Ram N.; Ahmad P.; Toth-Peter A.; de Torres de Oliveira R.; Acharyulu G.V.R.K. (2025). Developing a circular economy framework for e-commerce packaging materials: A study on behavioural intentions of online consumers. *Business Strategy and the Environment*, 34.0(1), 982.0–1006.0. <https://doi.org/10.1002/bse.4020>
- Lučić H.; Kolić Stanić M.; Dabo K. (2025). Digital Fashion and Sustainability: Impact on Generation Z Consumer Behavior in Croatia; [Moda digital y sostenibilidad: impacto en el comportamiento del consumidor de la Generación Z en Croacia]. *Revista Mediterranea de Comunicacion*, 16.0(2), Article e28784. <https://doi.org/10.14198/MEDCOM.28784>
- Huang J.; Xu F. (2025). Digital commerce and environmental innovation: a pathway to sustainable development and SDG achievement. *GeoJournal*, 90.0(5), Article 247.
<https://doi.org/10.1007/s10708-025-11497-0>
- Sarath Chandran M.C. (2025). Eco-friendly finance: the role of green CSR, processes, and products in enhancing brand trust and image. *Environment, Development and Sustainability*, 27.0(12), 29019.0–29046.0. <https://doi.org/10.1007/s10668-024-05748-2>
- Andika A.; Najmudin M.; Nasution A.A.; Anisah T.N.; Luthfiana D.N.; Nadia N. (2025). Enhancing Impulse Buying Among Generation Z Through Social Presence in E-Commerce Live Streaming. *TEM Journal*, 14.0(1), 236.0–250.0. <https://doi.org/10.18421/TEM141-22>
- González-Pozo R.; Segura M.; Pozo-García E. (2025). Evaluating generation z's environmental awareness and accommodation preferences through online travel agencies. *European Journal of Tourism Research*, 40.0, Article 4009.
<https://doi.org/10.54055/ejtr.v40i.3832>
- Lulewicz-Sas A.; Kinowska H.; Zubek M.; Danilewicz D. (2025). Examining the impacts of environmental, social and governance (ESG) on employee engagement: a study of Generation Z. *Central European Management Journal*, 33.0(4), 634.0–649.0. <https://doi.org/10.1108/CEMJ-08-2024-0242>
- Ibrahim B.; Tayşir N.K.; Görener A. (2025). Exploring the intentions of Generation Z to pursue environmental and green careers. *International Journal for Educational and Vocational Guidance*. <https://doi.org/10.1007/s10775-025-09751-5>

- D'Arco M.; Marino V.; Resciniti R. (2025). Exploring the pro-environmental behavioral intention of Generation Z in the tourism context: the role of injunctive social norms and personal norms. *Journal of Sustainable Tourism*, 33.0(6), 1100.0–1121.0. <https://doi.org/10.1080/09669582.2023.2171049>
- Wadhwa R.; Chaturvedi V.; Srivastava P.; Singhi R.; Qing Z.; Jiankun G. (2025). Factors affecting perception of generation z and generation alpha towards purchase of automobile variants: An environmental perspective. *Environment and Social Psychology*, 10.0(4), Article 2834. <https://doi.org/10.59429/esp.v10i4.2834>
- Ghorbanzadeh D.; Khan M.A.; Vaca Cárdenas M.L.; Prasad K.D.V.; Abduvalieva D.; Procel Silva M.A. (2025). From attitude to action: examining the factors affecting sustainable purchasing behavior in Generation Z with an emphasis on environmental responsibility. *Environment, Development and Sustainability*. <https://doi.org/10.1007/s10668-025-06141-3>
- Harantová V.; Mazanec J. (2025). Generation Z's Shopping Behavior in Second-Hand Brick-and-Mortar Stores: Emotions, Gender Dynamics, and Environmental Awareness. *Behavioral Sciences*, 15.0(4), Article 413. <https://doi.org/10.3390/bs15040413>
- Wang R.; Hu Y. (2025). Green Behaviors Among Employees in Chinese E-Commerce Companies: Impact of Environmental, Social, and Governance (ESG) Performance. *Sustainability (Switzerland)*, 17.0(3), Article 940. <https://doi.org/10.3390/su17030940>
- Huo C.; Noor S.; Yuan S. (2025). Green Minds, Greener Choices: The Role of Green Advertising in Shaping Consumer Wisdom and Building Green Brand Equity. *Canadian Journal of Administrative Sciences*, 42.0(3), 377.0–399.0. <https://doi.org/10.1002/cjas.70001>
- Bhutto M.Y.; Rütelioné A. (2025). Greening Generation Z: unraveling pro-environmental purchase intentions for green apparel in Lithuania through an extended theory of planned behavior, social media influence and environmental self-identity. *Social Responsibility Journal*, 1.0–17.0. <https://doi.org/10.1108/SRJ-11-2024-0770>
- Lin X. (2025). Honest Information Sharing in Social Commerce Based on Ethical Perceptions. *Journal of Computer Information Systems*, 65.0(1), 1.0–14.0. <https://doi.org/10.1080/08874417.2023.2253770>
- Kara T. (2025). How Does AI Education Shape Sustainability Attitudes Among Generation Z? Evidence from Istanbul's Move Toward Hospitality 5.0. *Sustainability (Switzerland)*, 17.0(22), Article 10246. <https://doi.org/10.3390/su172210246>
- Nadia S.; Salendu A.; Nabila S.H. (2025). How Servant Leadership Makes Gen Z Stay: Examining the Mediating Influence of Caring and Self-interest Ethical Climate. *Journal of Human Values*, Article 09716858251358452. <https://doi.org/10.1177/09716858251358452>
- Seyfi S.; Hall C.M.; Saarinen J.; Zaman M.; Vo-Thanh T. (2025). Identifying constraints on Gen Z's path toward ethical tourism consumption and practices. *Journal of Sustainable Tourism*, 33.0(6), 1216.0–1234.0. <https://doi.org/10.1080/09669582.2024.2418967>
- Kantenbacher J.; Braucht S. (2025). Inherited Futures: Generation Z and Their Parents on the Future and Sustainability. *Sustainability (Switzerland)*, 17.0(24), Article 11149. <https://doi.org/10.3390/su172411149>
- Tam C.M.; Lai I.K.W.; Yang T. (2025). Neighborhood Commercial Circle Environmental Factors for Generation Z Visitors: Scale Development and Validation. *Leisure Sciences*. <https://doi.org/10.1080/01490400.2025.2456090>
- Helmi A.; Suherman Y.; Zusnita W.O. (2025). ONLINE SHOPPING STYLES OF MILLENNIALS AND GENERATION Z: EVIDENCE FROM INDONESIA. *Innovative Marketing*, 21.0(2), 134.0–145.0. [https://doi.org/10.21511/im.21\(2\).2025.11](https://doi.org/10.21511/im.21(2).2025.11)
- Ülker S.V.; Sümer B.N.; Sönmez Kence E.; Hızlı Sayar F.G. (2025). Psychophysiological Investigation of the Effects of Virtual Reality, the New Dimension of Retail Shopping, on Generation Z. *International Journal of Human-Computer Interaction*, 41.0(7), 3926.0–3939.0. <https://doi.org/10.1080/10447318.2024.2344150>

- Syahraeni; Syaparuddin; Marzuki S.N.; Hukmiah; Sabbar S.D. (2025). Spiritual Trust in AI Systems: Investigating the Role of Ta'abbud in Personalized E-Commerce for Generation Z. *Al-Muamalat*, 12.0(2), 211.0–233.0. <https://doi.org/10.15575/am.v12i2.46646>
- Jagani S.; Saboori-Deilami V. (2025). Sustainability Orientation, Sustainability Implementation, and Brand Image in Service Firms. *Business Strategy and the Environment*, 34.0(5), 5687.0–5698.0. <https://doi.org/10.1002/bse.4273>
- Shuvo M.I.M.; Ahmed T. (2025). Sustainable clicks: exploring Gen Z's e-commerce engagement and value perceptions for sustainable tourism. *Sustainable Futures*, 10.0, Article 101147. <https://doi.org/10.1016/j.sftr.2025.101147>
- Sayed A.; Mathew A.O.; Rodrigues L.L.R. (2026). Developing and validating the augmented reality-enabled e-commerce questionnaire (ARECQ): an extended technology acceptance model for Gen Z. *Cogent Social Sciences*, 12.0(1), Article 2604876. <https://doi.org/10.1080/23311886.2025.2604876>
- Jegorow D. (2026). Digital Fatigue, Sustainability Behaviour, and Energy Awareness Among Generation Z: The Role of Cognitive Resources and Education. *Social Sciences*, 15.0(1), Article 12. <https://doi.org/10.3390/socsci15010012>
- Sukumaran S.; Korath A.; Menon G.A. (2025). TRUST AND ENGAGEMENT AS MEDIATORS IN AI-PERSONALIZED ONLINE SHOPPING FOR GEN Z. *Scientific Culture*, 11.0(3.2), 189.0–200.0. <https://doi.org/10.5281/zenodo.11322516>
- Canoglu M.; Ustuner S. (2025). The moderating role of environmental knowledge in influencing sustainable consumption intention of Generation Z through Personal Norms, Social Norms, And Environmental Awareness. *Innovative Marketing*, 21.0(1), 14.0–25.0. [https://doi.org/10.21511/im.21\(1\).2025.02](https://doi.org/10.21511/im.21(1).2025.02)
- Tseng H.-T.; Jia S.; Nisar T.M.; Hajli N.; Shabbir H. (2025). The study of social commerce in Generation Z context: the role of social support and privacy risk. *Information Technology and People*, 38.0(3), 1505.0–1525.0. <https://doi.org/10.1108/ITP-01-2022-0042>
- Pandieswari K.; Arumugam U.; Nirmal kumar G. (2026). A Multidimensional Analysis of Corporate Ethical Frameworks in Shaping Brand Equity and Consumer Engagement in the Sivagangai Insurance Companies. *Indian Journal of Information Sources and Services*, 16.0(1), 829.0–836.0. <https://doi.org/10.51983/ijiss-2026.16.1.86>
- Israfilzade K. (2026). AI-Generated vs. Human-Created Sustainable Advertising: Effects of Source Disclosure and Environmental Claim Strength on Perceived Greenwashing and Green Trust Among Generation Z Consumers. *Sustainability (Switzerland)*, 18.0(14), Article 7270. <https://doi.org/10.3390/su18147270>
- Monica George A.; R R.; Sebastian S.; Kurian V.G.; Joy J. (2026). AI-driven personalization and impulsive buying in e-commerce: a bibliometric analysis of research trends among Millennials and Generation Z. *Frontiers in Research Metrics and Analytics*, 11.0, Article 1860513. <https://doi.org/10.3389/frma.2026.1860513>
- Ovias D.; Selvalakshmi V.; Vanitha A.; Felisiya M.; Catherin T.C.; Ranjani R.D. (2026). Analysing the Impact of ESG on Work Values – A Generational Analysis of Gen Z and Millennials. *Indian Journal of Information Sources and Services*, 16.0(2), 328.0–340.0. <https://doi.org/10.51983/ijiss-2026.16.2.33>
- Casado R.; Hube B.; Olaru D. (2026). Beyond green promises: sustainability and the limits of employer attraction for Gen Z in tourism and hospitality. *Journal of Sustainable Tourism*. <https://doi.org/10.1080/09669582.2026.2628108>
- Prasetya P.; Rahman F.; Damayanti S.; Widyanty W.; Rakhmawati T.; Sumaedi S.; Rosdiana R.; Shiratina A.; Bakti I.G.M.Y.; Yaman A. (2026). Beyond theory of planned behavior and value-belief-norm: the role of emotion and situational factors in shaping responsible consumption behavior of Generation Z. *Quality and Quantity*. <https://doi.org/10.1007/s11135-026-02998-2>

- Zhang J.; Rogers Z.S. (2026). Consumer tradeoff preferences regarding logistics service and sustainability in last-mile delivery. *International Journal of Logistics Management*, 37.0(2), 568.0–591.0. <https://doi.org/10.1108/IJLM-11-2024-0745>
- Bianchi C.; Hofer K.M.; Saleh M.A. (2026). Corporate Social Responsibility and Generation Z Purchase Intentions: A Cross-National Study. *Corporate Social Responsibility and Environmental Management*, 33.0(2), 2092.0–2107.0. <https://doi.org/10.1002/csr.70273>
- Pham D.N. (2026). ESG perception and green logistics adoption: the mediating role of brand image and trust in emerging markets. *Acta Logistica*, 13.0(2), 256.0–267.0. <https://doi.org/10.22306/al.v13i2.759>
- Zulu M.; Muposhi A.; Nchabeleng M.; Parbhoo N. (2026). Environmental consciousness versus fashionability: Competing identities and the sustainable-fast fashion paradox among Generation Z consumers. *Journal of Global Fashion Marketing*, 17.0(3), 364.0–395.0. <https://doi.org/10.1080/20932685.2026.2663432>
- Chanthawong A.; Imjai N.; Nimtrakool K.; Usman B.; Aujirapongpan S. (2026). How Does AI Acceptance in Logistics Services Influence Value Co-Creation Behavior and Brand Loyalty Among Thai Gen Z Consumers?. *Logistics*, 10.0(4), Article 75. <https://doi.org/10.3390/logistics10040075>
- Yin S.; Chen K.; Tu C. (2026). How Does ESG-Oriented Marketing Stimulate Green Action Among Generation Z? The Mediating Roles of Eco-Anxiety and Perceived Consumer Effectiveness. *Sustainability (Switzerland)*, 18.0(12), Article 6073. <https://doi.org/10.3390/su18126073>
- Hu Y.; Ma Y.; Mu D. (2026). How Gen Z makes sense of CSR communication: the role of perceived altruism and cultural ideology in responses to internal and external CSR. *Young Consumers*, 27.0(4), 477.0–497.0. <https://doi.org/10.1108/YC-04-2025-2515>
- Almutairi E.M.N.; Abubakar A.A.; Al-Mamary Y.H. (2026). Integrating Brand Equity and Expectation-Confirmation Theory to Explain Sustainable Online Repurchase Intention and Digital Business Sustainability in Saudi Arabia's E-Commerce Market. *Sustainability (Switzerland)*, 18.0(6), Article 3142. <https://doi.org/10.3390/su18063142>
- Rosdiana R.; Hariani S.; Pramudena S.M.; Bakti I.G.M.Y.; Syahlani N.; Utomo A.W.; Widyanty W.; Sumaedi S.; Prasetya P.; Shiratina A. (2026). Modelling gen Z investors' participation in the ESG stock market beyond traditional motives. *Discover Sustainability*, 7.0(1), Article 1060. <https://doi.org/10.1007/s43621-026-03229-2>
- Estanyol E.; Mas-Manchón L.; Fernández-Cavia J.; Van-Bergen P. (2026). Raising the bar? How Generation Z perceives corporate reputation and environmental commitment. *Young Consumers*, 27.0(3), 407.0–426.0. <https://doi.org/10.1108/YC-06-2025-2596>
- Ghadban S.; Trelohan M.; Sellami M. (2026). Rethinking Destination Attractiveness: Sustainability's Unexpected Role in Generation Z's Preferences. *International Journal of Tourism Research*, 28.0(2), Article e70237. <https://doi.org/10.1002/jtr.70237>
- Su T.; Teo P.-C. (2026). Stimulating Green Brand Loyalty and Green Brand Evangelism Through Perceived ESG: An SOR Perspective in the Chinese Sportswear Industry. *Sustainability (Switzerland)*, 18.0(9), Article 4503. <https://doi.org/10.3390/su18094503>
- Campos M.; Gomes S. (2026). Sustainable Consumption in Generation Z: The Role of Environmental Perception, Purchase Decision, and Gender Moderation. *Business Strategy and the Environment*. <https://doi.org/10.1002/bse.71076>
- Danaj A.; Zoto O.; Kokthi E.; Gura K.S. (2026). The Conditional Effect of Trust on Generation Z's Environmental Behaviour: A Path Analysis Perspective. *Sustainability (Switzerland)*, 18.0(4), Article 1871. <https://doi.org/10.3390/su18041871>
- Astvansh V.; Ramani N. (2026). The Cost of Broken Promises: Does a Firm's Environmental Footprint Affect Its Brand Equity?. *Journal of Business Ethics*. <https://doi.org/10.1007/s10551-026-06329-1>

- Marcinkowska E.; Sawicka J. (2026). The Perceived Role of CSR Activities in the Area of Human Rights in Employer Choice Decisions Among Generation Z. *Sustainability (Switzerland)*, 18.0(14), Article 7158. <https://doi.org/10.3390/su18147158>
- Alnsour Y. (2026). The Role of ESG Awareness in Green FinTech Adoption Among Generation Z: Evidence from Saudi Arabia. *Sustainability (Switzerland)*, 18.0(10), Article 5189. <https://doi.org/10.3390/su18105189>
- Rajasekaran S.; Sadasivan A.; David S. (2026). The Role of Green Marketing and Corporate Social Responsibility in Enhancing Brand Equity and Corporate Reputation: An Empirical Study. *Agribusiness*. <https://doi.org/10.1002/agr.70110>
- Ding X.; Liu Y. (2026). The effects of environmental regulations on corporate social responsibility and the brand equity paradox. *Global Journal of Environmental Science and Management*, 12.0(4), 1941.0–1964.0. <https://doi.org/10.22034/gjesm.2026.04.16>
- Chawla S.; Gupta A. (2026). The green mandate: Gen Z's role in shaping corporate sustainability. *Social Responsibility Journal*, 22.0(8). <https://doi.org/10.1108/SRJ-07-2025-0752>
- Yin D.; He J.; Meng M. (2026). The spillover effect of environmental protection in protected areas on daily behavior: A study focused on generation Z. *Applied Geography*, 186.0, Article 103831. <https://doi.org/10.1016/j.apgeog.2025.103831>
- Nutpattamanun C.; Loedphacharakamon N. (2026). The sustainability paradox in urban food tourism: dissonance, control, and moral disengagement among Gen Z. *Sustainability: Science, Practice, and Policy*, 22.0(1), Article 2716663. <https://doi.org/10.1080/15487733.2026.2716663>
- Gong T.I.; Guo R.; Teng S.M. (2026). Travel influencer marketing: how green conspicuous behavior promotes pro-environmental travel behavior among Generation Z. *Journal of Sustainable Tourism*. <https://doi.org/10.1080/09669582.2026.2717377>
- Blasco-López M.-F.; Ribeiro S.; Almeida N.; Krayem S. (2026). WHAT DRIVES SUSTAINABLE TOURISM AWARENESS IN GENERATION Z? ECONOMIC, ENVIRONMENTAL AND SOCIAL AWARENESS AMONG YOUNG PORTUGUESE TRAVELERS; [ŠTO POKREĆE SVIJEST O ODRŽIVOM TURIZMU KOD GENERACIJE Z? EKONOMSKA, EKOLOŠKA I DRUŠTVENA OSVIJEŠTENOST MEĐU MLADIM PORTUGALSKIM PUTNICIMA]. *Acta Turistica*, 38.0(1), 79.0–114.0. <https://doi.org/10.22598/at/2026.38.1.79>
- García E.D.-P.; González-Pozo R.; Maroto M.S. (2026). What Really Drives Generation Z's Online Accommodation Choices in Tourism? The Role of Sustainability. *Sustainable Development*. <https://doi.org/10.1002/sd.71105>
- Borusiak B.; Sadílek T.; Průša P. (2026). What are Generation Z willing to do to reduce their consumption for environmental reasons?. *Social Responsibility Journal*. <https://doi.org/10.1108/SRJ-04-2025-0367>