

Effect of Media Campaigns on Educating (Gen Z) in Saudi Arabia About Sustainable, Eco-Friendly Clothing

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ABSTRACT

This study sought to assess the level of familiarity among Generation Z in Saudi Arabia with the concept of eco-friendly clothing, and identify the type of media campaigns that have the most significant impact on the purchasing decisions of Generation Z. The study employed the descriptive research design and utilized quantitative analysis to analyze the collected data. The study focused on the Generation Z age group, which was sampled using non-probability purposive sampling techniques. The study found that Gen Z of Jeddah has a moderate to high level of familiarity with eco-friendly clothing. Social media is frequently the primary source of knowledge for eco-fashion for Gen Z. However, despite their heavy use of social media, Gen Z needs more information on sustainable fashion. As a result, more social media campaigns are needed to further educate and update Gen Z on sustainable fashion consumption.

Keywords: Gen Z, Media Campaign, Sustainable Fashion, Purchasing behavior

INTRODUCTION

The clothing industry is one of the world's largest and most polluting industries, with significant negative impacts on the environment (europarl, 2023). The production and consumption of clothing contribute to climate change, water pollution, and waste generation. The clothing industry is responsible for 10% of global greenhouse gas emissions and is the second-largest consumer of water worldwide. The production of clothing, particularly fast fashion, has significant environmental impacts, including air and water pollution and the depletion of natural resources (Bailey et al., 2022). For instance, the UK alone generates 1.7 million tonnes of textile waste each year, with only a small percentage of clothing being recycled

or reused, and textile waste has significant environmental impacts, including greenhouse gas emissions and the release of harmful chemicals into the environment (Moore, 2020). Textile dyeing and finishing processes contribute significantly to water pollution, including releasing hazardous chemicals into waterways (Uddin, 2021). Saudi Arabia produces about 53 million tons of waste yearly, contaminating its soil and groundwater. According to Saudi Arabia's National Center for Waste Management, the environmental degradation caused by solid waste in 2021 was estimated at \$1.3 billion (ITA, 2022).

Sustainability has emerged as a critical priority within the Kingdom of Saudi Arabia (KSA), fostered by introducing Vision 2030, which seeks to steer the country towards reducing its current environmental impacts and moving towards alternative and greener production processes (Alosaimi, 2022).

Media campaigns can play a significant role in mitigating the impact of the clothing industry. Media campaigns are a popular tool to educate consumers about various issues, including health, safety, and environmental sustainability. Media campaigns can help promote awareness and education, and they are often used to promote behavior change among consumers. It can effectively educate consumers and promote behavior change (Madhura & Panakaje, 2022). It can promote awareness and education about various issues, including environmental sustainability and health (Abbas et al., 2019). It can also promote behavior change by creating social norms around specific behaviors (Perkins et al., 2010).

Media campaigns aimed at Generation Z have become increasingly popular in recent years, as this generation is known for being highly connected and media-savvy (Duncan, 2017).

Research has shown that media campaigns can effectively promote positive environmental attitudes and behaviors among Generation Z. For example, a study by Madhura & Panakaje (2022) examined the effectiveness of an online media campaign aimed at promoting sustainable fashion among college students. The campaign used social media platforms, including Instagram and Facebook, to disseminate information about sustainable fashion practices and encourage students to share their sustainable fashion choices. The study found that the media campaign effectively increased students' knowledge and intention to purchase eco-friendly clothing products.

Generation Z is increasingly aware of the environmental impact of clothing production and consumption (Bigné et al., 2016). Sustainable clothing practices, such as purchasing secondhand clothing and choosing clothing made from sustainable materials, are becoming more popular among this demographic (Palomo-Domínguez et al., 2023). Generation Z consumers are more likely to purchase sustainable clothing when they perceive it as important for environmental protection and perceive themselves as having the ability to make a difference through their purchasing choices (Bigné et al., 2016). Research has also highlighted the potential for media influencers to educate Generation Z about sustainable clothing practices and promote sustainable fashion consumption behaviors. A study by Liu et al. (2023) examines the impact of social media influencers on Generation Z's sustainable fashion consumption behaviors. The study found that social media influencers can effectively promote sustainable fashion consumption behaviors among Generation Z consumers.

Research Problem

In light of the significant threats brought on by the ecological crisis, governments, businesses, and media have recently taken various steps to promote environmental conservation (Sangroya et al., 2020). Businesses have been developing an eco-marketing strategy that integrates ecological conservation with corporate and advertising aims (Smith & Brower, 2012). For example, a large amount of environmental information was provided to media outlets to support sustainable development and encourage people to engage in pro-environmental behaviors in their daily lives (Ivanova et al., 2019).

Generation Z is the largest consumer group, becoming increasingly concerned about the environment. This research intends to identify the impact of media-led awareness campaigns on green purchasing habits, which has yet to be adequately explored in previous studies. By understanding the role of media in influencing green purchasing habits, businesses and marketers can develop effective strategies to target Generation Z, who are increasingly becoming environmentally conscious. This quest can be met by answering the following questions:

1. How familiar is Gen Z with the concept of eco-friendly clothing?
2. What are the strategies that can be applied to promote sustainable fashion practices among Generation Z?
3. How much is Gen Z engaged with the various types of media (social media, television, newspapers, road advertisements, lectures, articles published on the Internet, conferences)?
4. How does Gen Z's interest in environmental issues through the various media influence their purchase of eco-friendly clothing products?
5. What is the green buying behavior of Gen Z?
6. What channel of media campaigns primarily impacts the purchasing decisions of Gen Z?

Objectives of the Research

The current research seeks to:

1. Assess the level of familiarity among Generation Z with eco-friendly clothing.
2. Examine the extent of engagement of Generation Z with various types of media, such as social media, television, newspapers, road advertisements, lectures, articles published on the Internet, and conferences.
3. Investigate how Generation Z's interest in environmental issues through various media can influence their purchase of eco-friendly clothing.
4. Explore the green buying behavior of Generation Z.
5. Identify the type of media campaign channel that has the most significant impact on the purchasing decisions of Generation Z.

Significance of the Research

Raising Youth Awareness:

The research highlights the critical role of media campaigns in raising awareness among Generation Z about sustainable practices in the clothing industry. By understanding the effectiveness of different media types in educating young people about sustainable clothing, companies and policymakers can develop more effective strategies to promote sustainable practices.

Influential Media:

The research assesses the most influential media types in raising awareness among Generation Z about sustainable clothing. This information can be valuable for companies and policymakers in developing effective media campaigns and reaching young people most effectively.

Promoting Sustainability:

The research seeks to promote a better environment towards sustainability by educating young people about green practices through advertising campaigns. This is important for achieving a more sustainable future for the fashion industry and the Kingdom's Vision 2030.

Enriching Global Literature:

The research contributes to the existing global literature on Generation Z attitudes toward environmental sustainability.

Research Hypothesis

- **H1:** Gen Z has a moderate to high level of familiarity with eco-friendly clothing.
- **H2:** Generation Z is highly engaged in using different media to access and share information
- **H3:** Gen Z's interest in environmental issues through various media positively influences their purchase of eco-friendly clothing products.
- **H4:** Gen Z has a moderate to high level of green buying behavior,
- **H5:** Gen Z purchasing behavior is influenced by their media exposure but not socioeconomic status.
- **H6:** Social media campaigns have the most significant impact on the purchasing decisions of Gen Z regarding eco-friendly clothing products.

Research Terminology

Generation Z:

Generation Z, or Gen Z, is the demographic cohort that follows the Millennials and is typically defined as those born between the mid-to-late 1990s and the early 2010s. Generation Z is a diverse and multicultural generation that has grown up in a digitally connected world and is characterized by their familiarity and fluency with technology and social media (Howe & Strauss, 2019)

Sustainable Fashion:

Sustainable fashion is an approach to design, production, and consumption that emphasizes environmental and social responsibility. Sustainable fashion aims to minimize the fashion industry's negative impact on the environment and society while promoting ethical and sustainable practices throughout the fashion supply chain. Sustainable fashion is the "fashion that is produced, distributed, and consumed in ways that are environmentally and socially responsible (Fletcher & Grose, 2020)

Fast Fashion:

Fast fashion is a term used to describe the rapid production and consumption of low-cost, trendy clothing designed to be worn for a short period before being replaced with new designs. Fast fashion is characterized by its quick turnaround time from design to production, low cost, and high-volume production (Ellen MacArthur Foundation (2017).

Media Campaign:

A media campaign is an organized and purposeful effort to communicate a message or promote a product, service, or idea to a specific target audience through various media channels. Media campaigns are often designed to achieve a specific goal, such as raising awareness, changing behavior, or promoting a brand or product. Media campaigns are "strategic communication initiatives that use various media channels to influence and shape individuals or groups' attitudes, beliefs, and behaviors (Goldberg & Gustafson, 2022).

LITERATURE REVIEW**Fast Fashion**

Fast fashion is characterized by a wide range of styles that reflect catwalk trends interpreted into competitively priced garments (McNeill & Moore, 2015). The industry relies on low-cost supply chains overseas that offer short lead times and highly efficient production, delivering new products in mere days or weeks. Design, sourcing, and manufacturing decisions prioritize speed (McNeill & Moore, 2015) to sell vast quantities of low-priced clothing to many customers at the highest possible margin without considering the actual cost (Ozdamar-Ertekin, 2017). As a result, fast fashion is sometimes called "disposable" fashion, as the products are inexpensive and not designed to last (McNeill and Moore, 2015).

This phenomenon is particularly prevalent among young consumers, who have little awareness of the social impact of their fashion consumption but exhibit the highest levels of demand for new fashion items (Morgan and Birtwistle, 2009). Fast fashion allows consumers to express their lifestyle through consumption and possession, with little economic or psychological investment (Veronica et al., 2013). The demand for fast fashion and the instant gratification it provides its consumers, albeit temporary, is nonetheless addictive (Joy et al., 2012). Consumers accept poor quality and dispose of clothes unprecedentedly (Brewer, 2019).

Digital technology has significantly influenced fast fashion through online shopping and social media. Although the fashion industry was initially slower than others to adopt online shopping, it is now one of the biggest in the world (Blázquez, 2014). Social media is the primary driving factor of the visual representation of high-street fashion retailers, and the quality of posts has a direct positive correlation with their followers and strongly influences brand image.

Sustainable Fashion

Sustainable fashion emerged in the 1960s as customers began to recognize the environmental impact of the clothing manufacturing industry and pushed for improvements (Jung & Jin, 2014). Over the years, sustainable fashion has been evaluated from three different angles. The first perspective is environmental sustainability, which involves using renewable and eco-friendly raw materials in production and addressing issues such as transportation and carbon emissions. The second perspective is social sustainability, which encompasses fair wages, safe working conditions, labor rights, and other concerns (Joergens, 2006). Finally, ethical considerations are crucial in sustainable fashion, fostering long-term relationships, supporting local production, and prioritizing transparency (Ozdamar Ertekin & Atik, 2014). Striking a balance between these various factors is critical to advancing sustainable fashion.

Sustainable fashion is a term used to describe clothing produced and consumed in an environmentally and socially responsible way (Fletcher, 2013). The sustainable fashion

movement has emerged as a response to the fashion industry's negative environmental and social impacts. Caldarelli et al. (2021) highlighted the importance of sustainable fashion in reducing the environmental and social impacts of the fashion industry. The study notes that sustainable fashion practices, such as organic and recycled materials, closed-loop production systems, and ethical labor practices, can reduce greenhouse gas emissions, water pollution, and waste generation. Karaosman et al. (2020) proposed a framework for sustainable fashion that includes integrating sustainable practices across the fashion value chain, adopting circular economy principles, and promoting fair labor practices.

Sustainable fashion aim to counteract the fast fashion industry's rapid production and consumption of low-cost clothing. De Oliveira et al. (2022) explored the consumer behavior of sustainable fashion, finding that consumers who value quality and durability over trends are more likely to buy and keep clothing for a more extended period. They noted that sustainable fashion practices can promote environmentally and socially responsible consumer behavior by encouraging consumers to value the quality and longevity of their clothing and to consider the environmental and social impact of their purchasing decisions. Domingos et al. (2022) indicated that sustainable fashion has the potential to promote environmentally and socially responsible consumer behavior, support local communities, and reduce the negative impact of the fashion industry on the environment and society. Sustainable fashion strategies include designing for longevity, promoting traditional craftsmanship, fostering community engagement, and using digital tools to improve transparency and accountability in the fashion industry (Cataldi, 2013). Sustainable fashion brands can promote sustainable clothing practices by designing durable and timeless clothing, using traditional manufacturing techniques that promote local craftsmanship and community engagement, and promoting consumer education and engagement (De Oliveira et al., 2022).

Consumers play a crucial role in promoting sustainability in the clothing industry. Moser (2017) found that consumers are increasingly interested in buying sustainable clothing and are willing to pay a premium for sustainable products, and notes that sustainability should be integrated into the entire value chain of the fashion industry, including production, distribution, and consumption, to promote sustainable consumer behavior. Speranskaya (2022) suggested that consumers can play a significant role by buying secondhand and reusing clothing as a great way to reduce waste, reduce the impact on the environment – and save some money.

Generation Z

Generation Z, also known as the post-millennial generation, includes individuals born between the mid-1990s and the mid-2000s (Eldridge, 2023). This generation has grown up in a digital age and has been shaped by social, political, and economic changes (Berkup, 2014). Manley et al. (2023) noted that Generation Z is characterized by a strong sense of individualism, a desire for personal fulfillment, and a commitment to social justice. These characteristics have led to a focus on ethical consumption practices, including sustainable fashion and ethical clothing production. Liu et al. (2023) examine the fashion consumption behavior of Generation Z, finding that this generation values uniqueness and authenticity in their clothing choices. The study notes that Generation Z is more likely to engage in sustainable clothing practices, such as secondhand clothing purchases and clothing swaps, and is more likely to seek out sustainable fashion brands. A report by Amed et al. (2019) notes that Generation Z is becoming more

influential in the fashion industry and that this generation is demanding greater transparency and sustainability in clothing production and consumption practices.

Particularly in fashion, Gen Z is concerned with knowing the origin and composition of the fabrics, as well as avoiding animal cruelty. Marketing campaigns based on environmental, sustainable, and ethical attributes may significantly impact this generation, increasing awareness of these topics and reinforcing more responsible consumer behavior (Palomo-Domínguez et al., 2023).

Strategies for Promoting Sustainable Fashion Practices Among Generation Z

Education:

Providing education on sustainable fashion practices can be an effective way to promote sustainable fashion practices among Generation Z. Palomo-Domínguez et al. (2023) found that education on sustainable fashion practices, such as information on the environmental and social impact of the fashion industry, can increase awareness and promote sustainable fashion practices among Generation Z.

Social Media:

Social media is a powerful tool for engaging Generation Z, and it can be used to promote sustainable fashion practices. Li et al. (2022) found that sustainable fashion brands can use social media platforms to showcase their sustainable practices and promote sustainable fashion choices.

Collaboration:

Collaborating with influencers, bloggers, and other content creators can be an effective way to promote sustainable fashion practices among Generation Z. Social responsibility advertising, which often involves collaborations with influencers, can significantly influence consumers' fashion choices and promote ethical and socially responsible fashion consumption practices (Jacobson and Harrison, 2021).

Circular Fashion:

Circular fashion practices, such as clothing rental, secondhand clothing purchases, and clothing swaps, can be an effective way to promote sustainable fashion practices among Generation Z (Chen et al., 2021).

Media Campaigns

Media is one of the most powerful instruments of communication. It can help promote the right things at the right time and gives real and strong aspects of the world about what is right or wrong. It also expresses how we can store and distributes the views. According to Dwivedi and Pandey (2013), modern media such as news channels, newspapers, radio, and the Internet serve as valuable platforms for gaining insights into the realities of everyday life and focusing on various social issues with a transparent and unbiased approach. These media outlets offer a chance to explore societal matters more openly and freely, providing a broader perspective on various issues.

The media has played a vital role in molding an excellent society to develop our lifestyle and move it on the right path. It is the best tool to spread awareness in modern society, whether

social or economic. It gives us the latest sight into what is happening in our world, making us aware of our rights and creating awareness against evils in our society (Dwivedi & Pandey, 2013). Mass media has a prominent role to play in modern society. It can bring about radical changes and improve social situations as it influences our social, civil, cultural, political, economic, and aesthetic outlook (Ullah et al., 2020). Generation Z, the post-millennial generation, is most technologically adept generation and are highly connected to the social media web (Mahapatra et al., 2022). Magazine advertisements in the web can significantly influence consumers' fashion choices and promote fast fashion consumption practices (Sama, 2019).

Sanidew and Paramita (2018) emphasized that environmental advertisements can influence and encourage consumers to purchase green products by considering environmental issues. Therefore, it will guide consumers not to harm the environment and to be aware of the positive impacts of purchasing green products.

Social Media Usage, Green Buying Behaviour, and Generation Z

Generation Z, the post-millennial generation, has grown up in a digital age and is heavily influenced by social media. Petro (2021) indicated that most Gen Z shoppers prefer purchasing sustainable brands and are willing to spend an average of 10 percent more on such products. The study also revealed that Gen Z is the most inclined to buy products that align with their personal, social, and environmental beliefs and values.

Social media usage has a significant positive impact on green buying behavior among young consumers and can be an effective tool for promoting environmental awareness and sustainable consumption practices (Xie et al., 2023). Social media usage significantly impacts sustainable fashion consumption behavior among Generation Z (Liu et al., 2023). Zhao et al. (2022) examined the use of social media by sustainable fashion brands to promote sustainable clothing production and consumption practices. They found that social media can be a powerful tool for engaging consumers around sustainability issues and promoting sustainable fashion practices.

Coe et al. (2023) found that 54% of Gen Zers spend at least four hours daily on social media, and 38% spend even more time than that. Their most used social platforms are YouTube, Instagram, TikTok, and Snapchat. National Merchants Association (2017), revealed that more than 80% of Gen Z is influenced by social media when it comes to making purchases, compared to their next-oldest counterparts, millennials (74%).

METHODOLOGY

This research used a descriptive design and quantitative analysis to analyze the collected data. The sample population consisted of students from Jeddah city, selected through purposive sampling based on age category. Specifically, the study focused on the Generation Z age group, which was sampled using non-probability purposive sampling techniques. The sample size for the study was 300 respondents. A summary of respondents' demographics is presented in Table 1.

Table (1): Demographic

Variable	Levels	Repetition	Percentage (%)
Age	From 17 - 19	47	15.7
	From 20 - 22	72	24.0
	From 23 - 25	181	60.3
Gender	Male	55	18.3
	Feminine	245	81.7
Level of Income	Low	47	15.7
	Middle	235	78.3
	High	18	6.0
Education	Diploma	18	6.0
	Secondary	56	18.7
	University	226	75.3

The demographic data collected from the study revealed that most participants (60.3%) in the study were aged between 23 and 25 years, while 24.0% were aged between 20 and 22. Only 15.7% of the participants were aged between 17 and 19, all of whom were categorized as part of the Generation Z cohort. These findings suggest that the study sample predominantly comprised young adults in the Generation Z age group. This is consistent with the study's aim to investigate the impact of media campaigns on educating young people about sustainable, eco-friendly clothing.

Gender

The participants' gender was recorded and categorized as 18.3% male and 81.7% female, providing a general overview of the sex distribution within the sample.

Level of Income

Participants were classified based on their income level, with 78.3% falling into the average income category and only 6.0% categorized as having a high income.

Education Level

The participants were also classified according to their level of education, with 75% having a university education, 18.7% having a secondary education, and only 6.0% having a diploma.

Research Instrument and Data Collection

The data were collected using a structured questionnaire that includes closed-ended questions to measure the effect of media campaigns on educating Generation Z about sustainable, eco-friendly clothing. The questionnaire was designed to gather information on Gen Z's knowledge, attitudes, and behaviors related to sustainable clothing and the role of media in promoting eco-friendly clothing—the questionnaire comprised two sections. The first section included demographic questions such as age, income level, gender, and level of education.

The second section included five constructs as follows:

1. **Knowledge of Sustainable Clothing:** This construct included three items designed to assess the respondents' knowledge of sustainable clothing.

2. **Use of different media:** This construct included four items designed to assess Gen Z's interaction with various media, including social media, television, newspapers, road advertisements, lectures, articles published on the Internet, and conferences.
3. **Sharing Media Information:** This construct assessed Gen Z's attitudes toward sharing different media information.
4. **Green Buying Behavior:** This construct included eight items to assess Gen Z's attitudes toward green buying behavior.
5. **Most Influential Media:** This construct sought to determine the most influential type of media promoting eco-friendly clothing.

A 5-point Likert scale was used for data measurement, with respondents indicating their agreement or disagreement with each item.

The data in this research was collected using a 5-point Likert scale, where respondents were asked to indicate their agreement or disagreement with each item. The Likert scale is a commonly used survey tool that allows participants to rate their agreement or disagreement with a statement, typically using a scale ranging from "strongly agree" to "strongly disagree" or similar variations. This type of data measurement can provide a quantitative measure of respondents' attitudes or beliefs toward a particular topic (Jamieson, 2004).

Face Validity of the Questionnaire

Face validity is a type of validity assessment that refers to the extent to which a questionnaire appears to measure what it is intended to measure based on the judgments of experts and laypersons. According to DeVellis (2017), face validity is "the degree to which a measure 'looks like' it measures what it is supposed to measure.

To verify the face validity of the questionnaire, the questionnaire reviewed eight experts in the field to assess the clarity of the wording of the questions, ensure the questions are relevant and appropriate to the construct being measured, ensure the format and structure of the questionnaire are appropriate for the target population, ensure the questionnaire covers all relevant aspects of the construct being measured and is likely to be acceptable and meaningful to the target population.

The researchers in this study used a method of agreement among eight specialists. Each specialist was asked to record his observations independently of the others, and the number of times they agreed or disagreed with each other was determined using the Cooper equation. To determine the level of agreement among the observers, the researchers calculated the agreement ratio by dividing the number of times that the observers agreed by the sum of the number of times they agreed and disagreed. This ratio was then multiplied by 100 to obtain a percentage of agreement. The results showed that the specialists' agreement percentage ranged from 93.3% to 100%, indicating a high level of agreement in their observations. Modifications have been made based on the opinions of the eight experts.

Table (2) shows the coefficient of agreement of the specialists on the questionnaire items.

Internal Consistency**Table (2): The coefficient of agreement of the specialists on the items of the questionnaire**

Assessment items	Number of times of agreement	Number of times of disagreement	Coefficient of agreement
Clarity of the wording of the questions.	8	0	100%
The questions are relevant and appropriate to the construct being measured.	7	1	93.3%
The format and structure of the questionnaire are appropriate for the target population.	8	0	100
The questionnaire covers all relevant aspects of the construct being measured.	8	0	100%
The questionnaire is likely to be acceptable and meaningful to the target population.	7	1	93.3%

Internal consistency refers to the degree to which the items or questions in a measure of a construct are related and consistently measure the same thing. To enhance the reliability of the analytical results, the study employed the alpha coefficient (Cronbach's alpha) to evaluate how consistent the items are on each construct. Such a tool is essential in ensuring the reliability of the results obtained from the study.

Table (3): The values of Cronbach's alpha coefficients used to assess the reliability of Constructs:

	Constructs	Cronbach's Alpha Coefficient
1	Knowledge of sustainable (eco-friendly) clothing	0.832
2	Use of different media	0.814
3	Share different media information	0.898
4	Green buying behavior	0.951
	Scale as a whole	0.936

The results presented in Table 3 indicate that all Cronbach's alpha coefficients for the study constructs are above 80%, indicating that the items within each construct are reliable. The fourth construct had the highest Cronbach's alpha coefficient of 0.951, indicating high internal consistency and reliability of the items within this construct. On the other hand, the second construct had the lowest Cronbach's alpha coefficient of 0.814, indicating slightly lower internal consistency and reliability of the items within this construct. The overall Cronbach's alpha coefficient for the scale was 0.930, indicating good reliability in the data.

Table (4): Knowledge of sustainable (eco-friendly) clothing

No	Knowledge of sustainable (eco-friendly) clothing Item	correlation coefficient	Sig.
1	I already know the term sustainable clothing	**0.881	0.000
2	The clothing industry negatively affects the environment	0.866 **	0.000
3	The clothing industry contributes to the global greenhouse gas phenomenon	0.936 **	0.000

Based on the results presented in Table (4), there is internal consistency among the items within the construct of knowledge of sustainable (eco-friendly) clothing. All correlation coefficients between the items are significant at 1%, which means there is a strong relationship between the items. The lowest correlation coefficient between the items is 0.866, and the most significant correlation coefficient is 0.936. This proves that the items are highly correlated with each other and are consistently measuring the same construct.

Table (5): Use of different media

Use of different media			
No	Items	Correlation Coefficient	Sig.
1	I am constantly looking forward to using different media	0.689 **	0.000
2	I read a lot of different media publications.	0.781 **	0.000
3	My thoughts are influenced by various media publications.	0.860 **	0.000
4	Different media influence my purchasing choices	0.816 **	0.000

Table (5) suggests that the items in the construct (use of different media) demonstrate internal consistency, as all correlation coefficients between the items are significant at the 1% level. The fact that most significant correlation coefficient was found for the item "My thoughts are influenced by various media publications," which had a coefficient of 0.860, while the lowest correlation coefficient was observed for the item "I am constantly looking forward to using different media" and had a coefficient of 0.689, further supports the internal consistency of the measure.

Table (6): Sharing information in different media

Share different media information			
	Items	Correlation Coefficient	Sig.
1	Sharing information on different media allows me to talk to people about eco-friendly clothing products.	0.800 **	0.000
2	My interest in environmental issues through various media has influenced my purchase of eco-friendly clothing	0.903 **	0.000
3	I was able to get faster access to information or reviews about eco-friendly clothing thanks to eco-friendly information presented in various media.	**0.898	0.000
4	I share trustworthy and valuable information about eco-friendly clothing products on social media	0.882 **	0.000

Based on the information provided in Table (6), there is internal consistency for the items related to sharing information on different media. All correlation coefficients between the items are significant at the 1% level, indicating that the items measure the same underlying construct and are highly related. Additionally, the fact that the highest correlation coefficient was found for the item "Sharing information on social media about eco-friendly clothing products affected my purchase of eco-friendly clothing" and had a coefficient of 0.903. In contrast, the lowest correlation coefficient was observed for the item "Sharing information on different media allows me to talk to people about eco-friendly clothing products" and had a coefficient of 0.800, which further supports the internal consistency of the measure.

Table (7): Green buying behavior

Green Buying Behavior			
	Items	Correlation	Sig.
1	I only buy eco-friendly clothing products to meet my daily needs.	0.831**	0.000
2	Eco-friendly clothing is among my regular orders.	0.872 **	0.000
3	For the past few weeks, all the clothing products I have purchased have been eco-friendly.	0.842 **	0.000
4	I have been involved in green purchases for the past six months.	0.765 **	0.000
5	I review the components of a clothing product to make sure it is eco-friendly before I buy it	0.897 **	0.000
6	I usually prefer to buy reusable clothing.	0.857**	0.000
7	I do my best to purchase clothing products in recyclable packaging.	0.887**	0.000
8	I avoid buying clothing products from environmentally irresponsible companies	0.889**	0.000

It is clear from Table (7) that there is internal consistency for the items within the Construct (green buying behavior), as all correlation coefficients are significant at 1%.

Descriptive Analysis

- H1: Gen Z has a moderate to high level of familiarity with the concept of eco-friendly clothing.

Table (8): knowledge of sustainable (eco-friendly) clothing

Item	Mean	Standard Deviation	T Value	Degrees Of Freedom	Sig.
I already know the term sustainable clothing	4.02	1,281	13.84	299	0.000
The clothing industry negatively affects the environment	4.22	1,019	20.66	299	0.000
The clothing industry contributes to the global greenhouse gas phenomenon	4.03	1,069	16.63	299	0.000

According to the results presented in Table (8), it is evident that all the items within the construct "knowledge of sustainable (eco-friendly) clothing" have a significance value of less than 1%. Furthermore, all the items have an average greater than 3, indicating agreement among respondents in their familiarity with eco-friendly clothing. Based on these findings, we can accept the study's first hypothesis. This result is consistent with Bigné et al. (2016), who emphasize that Generation Z is increasingly aware of the environmental impact of clothing production and consumption. It also confirms the findings by Palomo-Domínguez et al. (2023) that sustainable clothing practices, such as purchasing secondhand clothing and choosing clothing made from sustainable materials, are becoming more popular among this demographic.

- H2: Generation Z is highly engaged in using different media to access and share information

Table (9): use of different media

Paragraph	Mean	Standard Deviation	T Value	Degrees Of Freedom	Significance
I am constantly looking forward to using different media	4.26	0.810	27.01	299	0.000
I read a lot of different media publications.	3.97	0.815	20.61	299	0.000
My thoughts are influenced by various media publications.	3.67	1,048	11.01	299	0.000
Different media influence my purchasing choices	3.82	0.961	14.77	299	0.000

According to the results presented in Table (9), all the items within the construct "using different media" had a significance value of less than 1%. Moreover, the mean scores for each item were above 3, indicating a general agreement or consensus among the survey respondents regarding their use of various media channels. Based on these findings, we can accept the study's second hypothesis. The fact that there was a high level of agreement among respondents in their use of different media channels further supports this conclusion. This result is consistent with Coe et al. (2023) who found that 54% of Gen Zers spend at least four hours daily on social media, and 38% spend even more time than that. Their most used social platforms are YouTube, Instagram, TikTok, and Snapchat. It is also consistent with the National Merchants Association (2017), which revealed that more than 80% of Gen Z is influenced by social media when it comes to making purchases, compared to their next-oldest counterparts, millennials (74%).

- H3: Gen Z's interest in environmental issues through various media has a positive influence on their purchase of eco-friendly clothing products.

Table (10): Sharing different media information

Paragraph	Mean	Standard Deviation	T Value	Degrees Of Freedom	Sig.
Sharing information on different media allows me to talk to people about eco-friendly clothing products.	3.77	0.924	14.43	299	0.000
My interest in environmental issues through various media has influenced my purchase of eco-friendly clothing products	3.58	1,084	9.27	299	0.000
I was able to get faster access to information or reviews about eco-friendly clothing thanks to eco-friendly information presented in various media.	3.70	1,077	11.26	299	0.000
I share trustworthy and valuable information about eco-friendly clothing products on social media	3.52	1,146	7.81	299	0.000

Based on the data presented in Table (10), the significance value for all the items within the construct "sharing information of different media" was less than 1%. Additionally, the average scores for each item were above 3, indicating a general agreement or consensus among the survey respondents regarding their interest in environmental issues through various media.

Since the item (My interest in environmental issues through various media has influenced the purchase of environmentally friendly clothing products) has a mean of (3.58), therefore there is a medium agreement on the influence of the Z generation's purchase of environmentally friendly clothing products by their interest in environmental issues through various media. Thus, the third hypothesis of the study can be accepted.

These findings are consistent with Kamenidou et al. (2019), who found that in many Gen Z individuals, sustainability awareness affects their purchasing decisions in the food and beverage, technology, and fashion sectors. Particularly in fashion, Gen Z is concerned with knowing the origin and composition of the fabrics, as well as avoiding animal cruelty. Compared to other generations, these Generation Zers are more likely to prefer online social networks for communication and interaction with people they know. They are also content and feel compelled to actively provide feedback on the goods, services, and issues in which they are directly or indirectly involved.

➤ H4: Gen Z enjoy a moderate to high level of green buying behavior

Table (11): green buying behavior

Item	Mean	Standard Deviation	T Value	Degrees Of Freedom	Sig.
I only buy eco-friendly clothing products to meet my daily needs.	3.04	1,177	0.638	89	0.524
Eco-friendly clothing products are among my regular orders.	3.05	1,099	0.841	89	0.401
For the past few weeks, all the clothing products I have purchased have been eco-friendly.	2.78	1,092	3.435-	89	0.001
I have been involved in green purchases for the past six months.	3.02	1,212	0.286	89	0.775
I review the components of a clothing product to make sure it is eco-friendly before I buy it	2.94	1,204	-0.911	299	0.363
I usually prefer to buy reusable clothing products.	3.27	1,113	4,148	299	0.000
I do my best to purchase clothing products in recyclable packaging.	3.17	1,176	2,454	299	0.015
I avoid buying clothing products from environmentally irresponsible companies	3.11	1,138	1,674	299	0.095

Based on the data presented in Table (11), it is evident that the significance value for some items within the construct "green buying behavior" was less than 1%, while for others, it was

less than 5%. Specifically, the items "For the past few weeks, all the clothing products I have purchased have been eco-friendly" and "I usually prefer to buy reusable clothing products" had a significance value of less than 1%, while the item "I do my best to buy clothing products in recyclable packaging" had a significance value of less than 5%. Referring to the mean scores for each item, it is clear that most of the items with an average greater than 3 indicate agreement among respondents in their green buying behavior, while the items "For the past few weeks, all the clothing products I have purchased have been eco-friendly" and "I review the components of a clothing product to make sure it is eco-friendly before I buy it" had a mean score of less than 3, indicating a lack of agreement or approval for these items. Therefore, based on these findings, we can accept the fourth hypothesis of the study, which states that Generation Z has a moderate to high level of green buying behavior. However, the lower average scores for some items suggest that there is room for improvement in Generation Z's green buying behavior. These findings are consistent with Gomes et al. (2023), who found that environmental concerns, green future estimation, and green perceived quality are potential determinants of Generation Z's consumption of green products and positively influence willingness to pay more. It is also consistent with Joshi and Rahman (2015), who argued that purchasing secondhand clothing may appeal more to Gen Z than sustainable clothing.

- H5: Gen Z purchasing behavior is influenced by their media exposure, but not by their socioeconomic status.

Table (12): Testing the relationship between green buying behavior and level of income

Construct	Income Level	The Number	Mean Rank	Wallace Test	
				Test Statistic	Sig.
Green Buying Behavior		47	143.9	5.77	0.056
	Low	235	155.2		
	Middle	18	105.9		
	High	300			

Based on the data presented in Table (12), it is evident that the significance value for the relationship between green buying behavior and the level of income was greater than 5%. This means that there is no statistically significant relationship between these two variables. We can conclude that green buying behavior does not differ according to the income level among Generation Z. This finding is consistent with Straughan and Roberts (1999), who found that those with lower income levels were more likely to demonstrate environmentally friendly behaviors. It is also consistent with Straughan and Roberts (1999), who found that Portuguese consumers with higher income levels were likelier to exhibit environmentally friendly behaviors.

Table (13): Testing the relationship between green buying behavior and level of education

Construct	Mass Media	Number	Mean Rank	Wallace test	
				Test Statistic	Sig.
Green Buying Behavior	Social Media	224	145.3	30.06	0.000
	School Lectures	34	127.2		
	Road Advertisements	12	137.6		

	Conferences And Workshops	27	234.3		
	Tv	3	100.0		
	Total	300			

Based on the data presented in Table (13), it is evident that the significance value for the relationship between green buying behavior and level of education was greater than 5%. This means that there is no statistically significant relationship between these two variables. Therefore, we can conclude that green buying behavior does not differ according to the level of education among Generation Z. This result is consistent with Chan & Lau, 2000; Ramayah and Rahbar, 2013, who did not find any relation between the environmental knowledge of the consumer and green purchase intention.

Table (14): Testing the relationship between green buying behavior and exposures to different sources of media

Construct	Mass Media	Number	Mean Rank	Wallace test	
				Test Statistic	Sig.
Green Buying Behavior	Social Media	224	145.3	30.06	0.000
	School Lectures	34	127.2		
	Road Advertisements	12	137.6		
	Conferences And Workshops	27	234.3		
	Tv	3	100.0		
	Total	300			

Based on the results presented in Table (14), we find that there is a relationship between green buying behavior and exposure to different types of media, as the significance value is less than 5% in all dimensions, and this means that green buying behavior varies according to exposures to a different type of media. Referring to the mean ranks, we find that social media follow conferences and workshops with an average score of (234.3) and (145.3). Therefore, social media has a more significant impact on the green buying behavior of Generation Z than school lectures, road advertisements, and television. Therefore, we can accept the fifth hypothesis of the study, as the sample is affected by their exposure to the media but not by their socioeconomic status.

- H6: Social media campaigns have the most significant impact on the purchasing decisions of Gen Z regarding eco-friendly clothing products.

Table (15): Frequencies and percentages of levels of demographic variables and different means of advertising

Variable	Levels	Repetition	Percentage (%)
Advertising Methods That Promote Eco-friendly Clothing	Social Media	224	74.7
	Road Ads	12	4.0
	School Lectures	34	11.3
	Conferences And Workshops	27	9.0
	Tv	3	1.0

Based on the results presented in Table (15), the advertising methods used to promote eco-friendly clothing were categorized into various media types, with social media being the most

popular at 74.7%. In comparison, television had the lowest percentage at 1.0%. These findings suggest that Generation Z engages more with social media and the Internet than with traditional media like television and newspapers. As such, the 6th hypothesis is supported by these results. This finding is consistent with Shaw and Shaw (2023), who concluded that social media has profoundly impacted how Gen Z consumers shop, their decision-making process, and their brand loyalty. It is also consistent with Tran et al. (2022), who found that Gen Z primarily gained knowledge about eco-friendly fashion through social media platforms.

CONCLUSION

This research sought to identify the impact of media-led awareness campaigns on Gen Z purchasing behavior. In particular, this paper sought to identify how familiar Gen Z is with eco-friendly clothing and how much they are engaged with the various media types (social media, television, newspapers, road advertisements, lectures, articles published online, and conferences). Moreover, it aimed to identify the type of media campaigns that primarily impact the purchasing decisions of Gen Z.

Based on the descriptive analysis of the participant's responses, it was found that Gen Z has a moderate to high level of familiarity with eco-friendly clothing and is highly engaged in using different media to access and share information. Moreover, Gen Z's interest in environmental issues through various media positively influences their purchase of eco-friendly clothing products, and they tend to show a moderate to high level of green buying behavior. Most importantly, social media campaigns were found to have the most significant impact on the purchasing decisions of Gen Z regarding eco-friendly clothing, and Gen Z's purchasing behavior was influenced by their media exposure but not by their socioeconomic status.

Generation Z, heavy social media users, tend to form their purchase intentions by associating themselves with a brand's personality and equity, often marketed through social media platforms. Therefore, it is crucial for marketing strategies to focus on the key components that influence Gen Z's use of social media.

Companies may advertise and market their products on social media or via influencers to reach Gen Z. However, poor performance can have severe consequences, including damage to the brand's reputation, since customers' trust in environmental and social responsibility is primarily based on the brand's reputation among consumers.

Social media is frequently the primary source of knowledge for fashion purchases for Gen Z, and they are often influenced by celebrities, KOLs, and their social group. Gen Z places great importance on fashion's "social value," they spend a significant amount of their free time on personalized fashion manifestations, such as celebrities, bloggers, and KOLs. Films and live broadcasts are also a significant source of fashion knowledge for this generation.

However, despite their heavy use of social media, Gen Z needs more information on sustainable fashion consumption and is often unable to make sustainable buying decisions due to a lack of knowledge regarding the fashion industry's carbon footprint. As a result, media campaigns are needed to educate Gen Z on sustainable fashion consumption.

This research has laid the groundwork for understanding how environmentally-conscious members of Generation Z make purchasing decisions.

Companies are responsible for using social media platforms to educate consumers on green consumption, as most consumers use social media. The results suggest that firms can use social media to promote environmentally-friendly consumption among Saudi customers. This can lead to optimized green consumption due to the increasing environmental awareness brought about by social media.

The pressure to consume environmentally-friendly products has become a prominent aspect of our daily lives. Generation Z, characterized by their digital transformation, heightened environmental awareness, sense of equality and justice, and ethical diversity, prioritize sustainability across various dimensions. Environmental concerns, perception of a green future, and perceived green quality are potential determinants of Generation Z's consumption of green products, which positively influences willingness to pay more. Additionally, the perceived benefits of green products have a significant impact. Generation Z's contribution is crucial as the pressure to consume green products increases.

Finally, this research can assist policymakers in developing strategies and policies to promote green product advertising on social networks. By better understanding Gen Z's green consumer behavior, this study can help ensure environmental protection for future generations.

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