



Exploring the intentions of Generation Z to pursue environmental and green careers

Blend Ibrahim^{1,2,3} · Nurgül Keleş Tayşır⁴ · Ali Görener⁴

Received: 27 July 2024 / Accepted: 23 June 2025

© The Author(s), under exclusive licence to Springer Nature B.V. 2025

Abstract

As global environmental concerns intensify, understanding the career motivations of sustainability-minded youth has become increasingly important. This study extends the theory of planned behavior (TPB) to investigate the factors influencing green job pursuit intention (GJPI) among Generation Z. Specifically, it incorporates perceived environmental responsibility (PER) and expected treatment as theoretical extensions to enhance explanatory power. Using a sample of 292 participants, the study examines how PER influences attitudes (ATT), subjective norms (SN), perceived behavioral control (PBC), and ultimately GJPI. Structural equation modeling (AMOS) and SPSS are employed for data analysis. Results reveal that PER significantly predicts ATT and PBC, which, along with SN, are positively associated with GJPI. Additionally, ATT and PBC mediate the relationship between PER and GJPI, while expected treatment moderates the effect of PER on ATT.

Keywords Perceived environmental responsibility · Green job pursuit intention · Generation Z

✉ Blend Ibrahim
blendreve@gmail.com

Nurgül Keleş Tayşır
nktaysir@ticaret.edu.tr

Ali Görener
agorener@ticaret.edu.tr

¹ Department of Tourism Management, Faculty of Tourism, Balıkesir University, Balıkesir, Turkey

² University-Business Relations Research and Application Center, Istanbul Ticaret University, Istanbul, Turkey

³ Applied Science Research Center, Applied Science Private University, Amman, Jordan

⁴ Department of Business Administration, Istanbul Ticaret University, Istanbul, Turkey

Résumé

Alors que les préoccupations environnementales mondiales s'intensifient, comprendre les motivations professionnelles des jeunes sensibles au développement durable devient de plus en plus crucial. Cette étude étend la théorie du comportement planifié (TCP) afin d'examiner les facteurs influençant l'intention de poursuivre une carrière verte (IPCV) chez la génération Z. Plus précisément, elle intègre la responsabilité environnementale perçue (REP) et le traitement attendu comme extensions théoriques pour renforcer la capacité explicative du modèle. À partir d'un échantillon de 292 participants, l'étude analyse comment la REP influence les attitudes (ATT), les normes subjectives (NS), le contrôle comportemental perçu (CCP) et, en définitive, l'IPCV. La modélisation par équations structurelles (AMOS) et SPSS sont utilisées pour l'analyse des données. Les résultats révèlent que la REP prédit significativement l'ATT et le CCP, lesquels, avec les NS, sont positivement associés à l'IPCV. De plus, l'ATT et le CCP jouent un rôle de médiation dans la relation entre la REP et l'IPCV, tandis que le traitement attendu module l'effet de la REP sur l'ATT.

Zusammenfassung

Angesichts zunehmender globaler Umweltprobleme gewinnt das Verständnis der beruflichen Motivation nachhaltig orientierter Jugendlicher an Bedeutung. Die vorliegende Studie erweitert die Theorie des geplanten Verhaltens (TPB), um die Einflussfaktoren auf die Absicht zur Aufnahme eines grünen Berufs (Green Job Pursuit Intention, GJPI) bei der Generation Z zu untersuchen. Insbesondere werden das wahrgenommene Umweltbewusstsein (Perceived Environmental Responsibility, PER) und die erwartete Behandlung als theoretische Erweiterungen integriert, um die Erklärungskraft zu erhöhen. Anhand einer Stichprobe von 292 Teilnehmenden wird analysiert, wie PER die Einstellungen (ATT), subjektiven Normen (SN), die wahrgenommene Verhaltenskontrolle (PBC) und letztlich die GJPI beeinflusst. Für die Datenanalyse werden Strukturgleichungsmodellierung (AMOS) und SPSS eingesetzt. Die Ergebnisse zeigen, dass PER einen signifikanten Prädiktor für ATT und PBC darstellt, welche zusammen mit SN positiv mit der GJPI assoziiert sind. Darüber hinaus vermitteln ATT und PBC den Zusammenhang zwischen PER und GJPI, während die erwartete Behandlung den Einfluss von PER auf ATT moderiert.

Resumen

A medida que se intensifican las preocupaciones ambientales a nivel global, comprender las motivaciones profesionales de los jóvenes orientados a la sostenibilidad se ha vuelto cada vez más relevante. Este estudio amplía la teoría del comportamiento planificado (TCP) para investigar los factores que influyen en la intención de búsqueda de empleos verdes (IBE) entre la Generación Z. Específicamente, incorpora la responsabilidad ambiental percibida (REP) y el tratamiento esperado como extensiones teóricas para mejorar el poder explicativo. Utilizando una muestra de 292 participantes, el estudio examina cómo la REP influye en las actitudes (ACT), las normas subjetivas (NS), el control conductual percibido (CCP), y en última instancia, en la IBE. Se emplean modelos de ecuaciones estructurales (AMOS) y SPSS para el análisis de datos. Los resultados revelan que la REP predice significativamente las

ACT y el CCP, los cuales, junto con las NS, se asocian positivamente con la IBE. Además, las ACT y el CCP median la relación entre la REP y la IBE, mientras que el tratamiento esperado modera el efecto de la REP sobre las ACT.

Introduction

Green jobs are growing rapidly, driven by a rising demand for skilled professionals in renewable energy, sustainable agriculture, and circular economy projects. For instance, Deloitte's future projections suggest that, under supportive policies, the green workforce could exceed 300 million by 2050, indicating a transformative shift in the labor market (Deloitte, 2022). At the World Economic Forum, LinkedIn co-founder Allen Blue stated that green skills increase employability and that green jobs have proven to be resilient (Willige, 2024). Similarly, pursuing green jobs reflects a commitment to environmental sustainability and responsible practices across diverse professional sectors (Willige, 2024). Job seekers increasingly align their careers with the growing demand for sustainable solutions by pursuing opportunities in green sectors (Fernandez & Ganesan, 2023). This commitment is essential because it indicates a collective effort to transition to a green economy, promote innovation, and mitigate the negative impacts of human activities on the environment (Çelik et al., 2024). Interest in green jobs has increased significantly in recent years due to heightened awareness of environmental issues, the expanding green job market, and a growing desire for a sustainable future (Fernandez & Ganesan, 2023; Zhuang et al., 2021).

Green job pursuit intention (GJPI) refers to an individual's commitment to seeking employment in roles that promote environmental sustainability and support the preservation of the environment. It involves a strong personal dedication, alignment of professional goals, and proactive efforts to secure and maintain jobs that have a positive impact on the environment (Zhuang et al., 2021). Young people in particular view green jobs as a means to align their professional and personal aspirations (Nguyen Ngoc et al., 2022). They prioritize the ethical dimension of environmental protection jobs. Corporate social responsibility (CSR) and sustainability programs are crucial for attracting Generation Z. Born in 1997, this generation prioritizes organizational ethics and corporate giving over job benefits or features (Nguyen Ngoc et al., 2022).

Previous studies suggest that firms with strong sustainability reputations can attract Generation Z applicants, even with less competitive salaries, while enhancing their GJPI (Nguyen Ngoc et al., 2022; Tang et al., 2020). For instance, Guerci et al. (2016) demonstrated the argument's validity by revealing a link between a company's environmentally friendly reputation and its ability to attract potential candidates for MBA students in northern Italy. In the last decade, the appeal of GJPI among Generation Z has remained underexplored despite its potential impact on the future workforce. Furthermore, there is a lack of research examining Generation Z's intention to pursue green jobs, particularly in transitioning and emerging economies such as Turkey, where a substantial portion of this demographic is located. This is especially important as environmental awareness continues to grow in the

region (Tang et al., 2020). In Turkey, significant efforts have been made to align national employment strategies with environmental goals. One notable initiative is the Decent Work in the Green Economy project, implemented between 16 February 2013, and 31 March 2015 (ILO, 2015). This joint project between the International Labor Office and the Turkish government aimed to integrate green jobs into national employment policies, promote decent work in environmentally sustainable sectors, and raise awareness among key stakeholders, including young people and policy-makers (ILO, 2015). It emphasized the importance of equipping the labor force, particularly younger generations, with the skills and motivation necessary for green employment. Building on this policy background, the present study explores the psychological and social factors influencing GJPI among Generation Z in Turkey.

Second, several studies have significantly contributed to understanding behavioral intention in sustainable contexts by utilizing various theoretical perspectives (Ngoc Thang et al., 2023; Ruangkanjanases et al., 2020; Zhuang et al., 2021). Notably, models rooted in social psychology, such as the theory of planned behavior (TPB), have been crucial in comprehending sustainable and green behavior intention (Ngoc Thang et al., 2023). According to TPB, behavioral intentions are influenced by attitudes (ATT), subjective norms (SN), and perceived behavioral control (PBC) (Ajzen, 1991). In the context of green jobs, ATT reflects individuals' positive outlook toward environmentally friendly employment, SN encompasses societal or peer pressures related to sustainability, and PBC represents the perceived ease or difficulty of pursuing such careers. Together, these factors significantly shape one's intention to engage in environmentally responsible work (de Groot & Steg, 2007; Kalafatis et al., 1999). Thus, the TPB theory was considered appropriate for the present study, which analyzed the psychological mechanisms influencing individuals' choices in environmentally conscious careers. Moreover, previous research has explored behavioral intention in the context of green and sustainable practices, applying TPB principles to areas such as green consumption, environmental behavior, and sustainable entrepreneurship (de Groot & Steg, 2007; Kalafatis et al., 1999; Tonglet et al., 2004).

Third, while previous studies have attempted to investigate different drivers of GJPI, such as positive community involvement, pro-environmental practices, CSR assessment, CSR engagement, CSR-based employer attractiveness, and green human resources management, these investigations are primarily focused on other generations (Fernandez & Ganesan, 2023; Ngoc Thang et al., 2023). Furthermore, no studies have specifically examined the role of ATT, SN, and PBC as key motivators of GJPI. Moreover, the antecedent factors contributing to GJPI remain ambiguous and underexplored, leaving a critical gap in empirical research (Dordmond et al., 2021; Tang et al., 2020). To address this gap, it is crucial to investigate the roles of ATT, SN, and PBC in shaping the GJPI of Generation Z job seekers. Understanding these interconnected psychological elements is essential for developing effective interventions that foster a deeper understanding of green job pursuits and encourage environmentally conscious career paths (Fernandez & Ganesan, 2023). This approach is crucial for developing a more sustainable workforce, aligning with the increasing global emphasis on environmental responsibility and green initiatives (Ngoc Thang et al., 2023). The present study

contributes to the literature on sustainable career development by examining the psychological factors that influence GJPI among Generation Z.

The TPB model has been extensively validated by integrating different ATT, SN, and PBC antecedents, including environmental concern, values, and openness (Gorjievski et al., 2018). Despite the substantial body of existing research, the concept of GJPI is relatively novel in academic exploration and requires further investigation. Existing studies have yet to delve into this concept using the TPB model. The current study offers fresh insights to address this gap by integrating perceived environmental responsibility (PER) into the TPB from the perspective of Generation Z job seekers (Ngoc Thang et al., 2023). This integration aims to unravel how GJPI is formed by extending TPB models to include the indirect influence of PER on behavioral intention. Specifically, this research used TPB to examine how ATT, SN, and PBC influence GJPI. To enhance the model's explanatory power and address the need for context-specific variables, the study integrates PER as a theoretical extension.

Theoretical framework

Theory of planned behavior in a green and environmental context

TPB, developed by Icek Ajzen in 1991, extends the theory of reasoned action (TRA) and was further refined in 1991 to explain and predict human behavior across various domains (Ajzen, 1991). According to TPB, behavioral performance is influenced by individuals' intentions and their perceived control over a specific behavior. Intention represents the motivational factors that drive behavior, reflecting an individual's willingness and commitment to act (de Groot & Steg, 2007; Tonglet et al., 2004). Three main antecedents determine these behavioral intentions: ATT, SN, and PBC. ATT is shaped by evaluations of a behavior's expected outcomes, SN captures perceived social pressure to engage in or avoid the behavior, and PBC control reflects an individual's perceived ease or difficulty in performing the behavior (Ajzen, 1991).

As environmental awareness grows, TPB has become a key framework for studying environmentally responsible behaviors. Goh et al. (2017), for instance, highlighted how environmental values influence beliefs and attitudes, while Kalafatis et al. (1999) applied the TPB to identify the determinants of eco-friendly purchasing intentions. Similarly, Tonglet et al. (2004) employed the TPB to identify the antecedents of recycling behavior, finding that positive attitudes toward recycling have a significant influence on recycling activities. These attitudes largely depend on access to recycling facilities, information, and the absence of obstacles to participation (Tonglet et al., 2004).

Integration of perceived environmental responsibility with the theory of planned behavior

This study extends the TPB by theorizing PER as a critical antecedent to its core components in the green job intentions of Generation Z. Specifically, individuals who possess a strong sense of PER are likely to hold positive attitudes toward

green jobs since they view these jobs as a means of fulfilling their environmental values (do Paço & Raposo, 2009). Moreover, PER enhances PBC by motivating individuals to overcome obstacles and actively seek the resources and skills required for green employment (de Groot & Steg, 2007). By positioning PER as a causal determinant of ATT and PBC, this research offers a better-informed account of how environmental values are shaping Gen Z's engagement with sustainable careers.

While the TPB has attracted significant attention from mainstream researchers about green and sustainable industries, a notable gap still exists in empirical research specifically focusing on green jobs within the Generation Z context (Gorgievski et al., 2018). Only a few studies have examined the relationship between PER and TPB constructs in green contexts (Ngoc Thang et al., 2023). However, these studies have not specifically investigated the formation of intention concerning green job pursuit among Generation Z (GJPI). To fill this gap, the current study aims to extend the TPB framework by empirically exploring how GJPI is shaped, including the indirect influence of PER on behavioral intention (Dordmond et al., 2021; Tang et al., 2020).

Literature review

Jobs in a green and sustainable context

Green jobs are increasingly in demand and have become a key driver of the transition to green economies (Dordmond et al., 2021). This rising focus on sustainability has fostered the development of green skills and created new jobs aligned with the requirements of green growth (Dordmond et al., 2021). The increasing focus on green jobs highlights a shift toward sustainability, as professionals aim to minimize environmental impact. This has led to the emergence of new green skills and job opportunities to support green growth (Dordmond et al., 2021).

Turkey prioritizes green growth and sustainability in response to the challenges of climate change. The nation faces vulnerabilities such as rising temperatures, decreasing rainfall, and increased climate-related threats, which jeopardize agricultural productivity, food security, and the well-being of its people (World Bank Group, 2020). Turkey stands to benefit significantly from adopting green growth strategies. A joint study by the United Nations Development Programme (UNDP) and the International Labour Organization (ILO) reports that transitioning to renewable energy could boost Turkey's GDP by up to US\$8 billion annually, create more than 300,000 jobs by 2030, and cut greenhouse gas emissions by 8% from 2019 levels (ILO, 2022). Turkey demonstrates its commitment to climate action by ratifying the Paris Agreement in 2021 and renaming its Ministry of Environment to include climate change. These steps aim to boost climate resilience, promote sustainable practices, and encourage private sector involvement in green finance (World Bank Group, 2020).

Green job pursuit intention

GJPI is a phrase that indicates an individual's intention to seek employment in a position that contributes to environmental preservation. The concept of GJPI aligns closely with the rising demand for green jobs, which aim to balance environmental, social, and economic benefits. Despite limited clarity on the specific roles and responsibilities associated with green jobs, it is evident that employees generally hold a good attitude toward environmental concerns (Sulich & Sołoducho-Pelc, 2022). Green jobs enable individuals to make a positive environmental impact and find personal fulfillment in their work. Research shows that companies can attract skilled talent by emphasizing their commitment to environmental issues in job descriptions (Fernandez & Ganesan, 2023) or by incorporating environmental consciousness into the recruitment process to attract interested candidates (Liñán & Chen, 2009).

Previous studies have explored job pursuit intention; however, limited attention has been given to GJPI, particularly among Generation Z (Guerci et al., 2016; Nguyen Ngoc et al., 2022; Tang et al., 2020). Moreover, few studies have examined this phenomenon within this demographic in the context of transitioning and emerging economies. Despite Generation Z's increasing environmental awareness and potential to shape the future workforce, research on their intention to pursue green jobs remains scarce. This study addresses these gaps by investigating the roles of ATT, SN, and PBC in shaping GJPI, with a specific focus on Generation Z in emerging markets such as Turkey.

Perceived environmental responsibility

A sense of responsibility involves aligning personal goals and values with a framework grounded in established norms (Patwary et al., 2021). Within this framework, PER represents an individual's commitment or intention to minimize environmental damage (Ji et al., 2023). Individuals with a stronger sense of PER are more likely to engage in environmentally sustainable actions (Aljarah et al., 2025; Patwary et al., 2021). Paço and Gouveia Rodrigues (2016) emphasized its importance in fostering environmental activism while highlighting the need for further research in this area. Expanding on this, Yilmaz et al. (2023) further emphasize that perceived responsibility plays a significant role in the connection between environmental awareness and one's behavior toward the environment. Inspiring intergenerational environmental concern can be enhanced by fostering a sense of responsibility toward future generations. Individuals who prioritize this responsibility are more likely to adopt eco-friendly business practices (Syropoulos & Markowitz, 2021). From a theoretical perspective, there is a knowledge gap regarding the role of PER as a critical precursor to TPB factors, such as ATT and PBC, particularly in the context of green jobs (Ngoc Thang et al., 2023). Understanding how PER influences these TPB factors is crucial for advancing theoretical frameworks that explain the formation of intentions in sustainability-oriented behaviors (Figure 1).

Hypotheses development

Consequences of perceived environmental responsibility

Individuals who strongly commit to the environment are more likely to view green jobs favorably and believe their career choices can influence environmental outcomes (Sulich & Sołoducho-Pelc, 2022). For instance, perceiving a healthy environment can evoke positive emotions, which, in turn, may encourage customer support for environmentally friendly businesses (Hartmann & Apaolaza-Ibáñez, 2012). Similarly, fostering a sense of societal responsibility plays a crucial role in enhancing PBC regarding green business practices (de Groot & Steg, 2007). This connection aligns with existing research on environmental concerns and pro-environmental behavior. Scholars have used the TPB model to demonstrate that PER can strengthen ATT and PBC. For instance, Jang et al. (2015) applied the TPB to investigate customers' intentions to visit environmentally friendly restaurants. They concluded that perceived consumer effectiveness and environmental concerns have a positive effect on ATT, SN, and PBC.

A study by de Groot and Steg (2007) explored the link between perceived environmental concerns and three elements of the TPB: ATT, SN, and PBC. Findings suggest that individuals aware of environmental issues tend to favor eco-friendly parking facilities, known as “transfer” in the Netherlands. While perceived environmental concern has a weaker impact on environmentally conscious behavior compared with attitudes, it still shows a significant correlation with PBC and SN. Furthermore, several studies reveal a clear pattern: as individuals become more

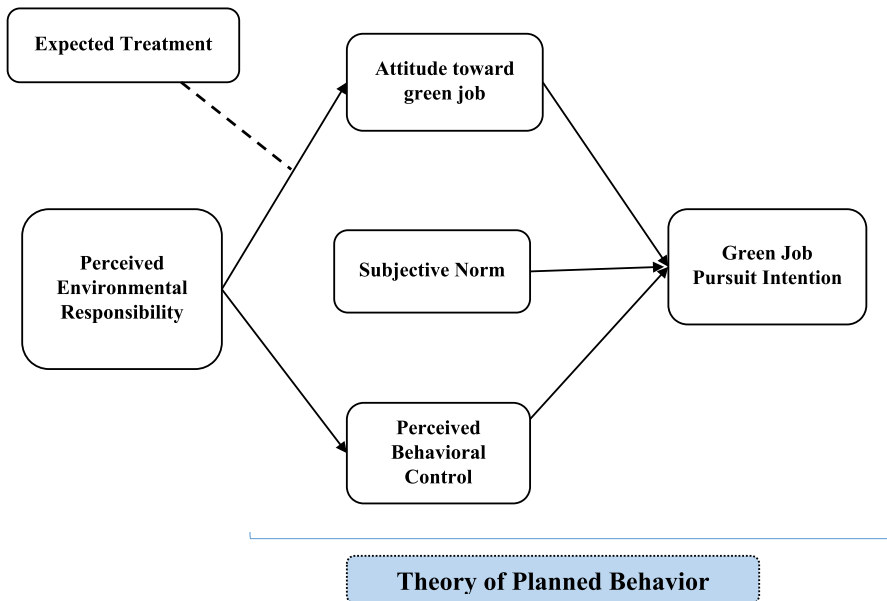


Figure 1 The model of study

aware of specific environmental challenges, their attitudes toward eco-friendly actions tend to improve, thereby increasing the likelihood of engaging in environmentally friendly behaviors (do Paço & Raposo, 2009). Consequently, previous research has emphasized the need to investigate PER as a driver of ATT and PBC (de Groot & Steg, 2007; Kalafatis et al., 1999; Tonglet et al., 2004). In this vein, few attempts have been made to investigate the impact of PER on TPB specifically. Therefore, we propose the following hypotheses.

H1: *There is a positive relationship between perceived environmental responsibility and attitude toward green jobs.*

H2: *There is a positive relationship between perceived environmental responsibility and perceived behavioral control.*

Antecedents of green job pursuit intention

Drawing on the TPB, prior research suggests that ATT, SN, and PBC collectively shape behavioral intentions. As Ajzen (1991) proposed, positive attitudes toward a behavior significantly increase the likelihood of intention to perform it. In the context of green jobs, individuals with positive attitudes toward environmentally conscious careers are more likely to express intentions to pursue them, consistent with the principles of attitude–behavior consistency (Schreurs et al., 2009). The TPB also emphasizes the essential role of PBC—the perceived ease or difficulty of carrying out a behavior—in influencing intentions regarding green job pursuits (Ajzen, 1991). Individuals who feel they have greater control over securing and succeeding in environmentally friendly careers are more inclined to pursue such paths (Dawkins et al., 2016). Similarly, SN, or the perceived social pressures from significant others, shapes intentions by encouraging individuals to align with these expectations. For instance, those who perceive support for pursuing specific careers are more likely to act on these intentions (Schreurs et al., 2009).

These findings align with sustainability literature, which emphasizes the importance of social influences in shaping intentions toward green careers. Empirical studies further support the relationships between ATT, SN, PBC, and job intentions. Dawkins et al. (2016) found that these TPB components are key factors influencing job choice intentions among U.S., Chinese, and Lebanese college students. Similarly, a longitudinal study of applicants to the Belgian military confirmed that ATT, SN, and perceived controllability are the main predictors of job pursuit intentions (Schreurs et al., 2009). In contrast to prior research that has primarily focused on positive CSR, pro-environmental practices, and green human resources as drivers of GJPI, our approach incorporates ATT toward green jobs, PBC, and SN as crucial factors influencing the GJPI (Fernandez & Ganesan, 2023; Ngoc Thang et al., 2023). Therefore, we propose the following hypotheses.

H3: *There is a positive relationship between attitude toward green jobs and green job pursuit intention.*

H4: *There is a positive relationship between perceived behavioral control and green job pursuit intention.*

H5: *There is a positive relationship between subjective norm and green job pursuit intention.*

Mediations of perceived behavioral control and attitude

To examine whether ATT and PBC mediate the relationship between PER and GJPI, it is essential first to understand the direct influence of PER on ATT and PBC, as well as the impact of ATT and PBC on GJPI. Research suggests that individuals with a strong sense of environmental responsibility tend to exhibit positive attitudes and high levels of PBC (de Groot & Steg, 2007). This relationship is particularly significant, as it suggests that growing environmental awareness may increase interest in green careers, addressing the workforce demands necessary to tackle environmental challenges (Hartmann & Apaolaza-Ibáñez, 2012).

Additionally, environmentally conscious individuals are often more knowledgeable about eco-friendly practices, which can enhance their confidence in implementing them (Moon et al., 2021). A strong sense of responsibility can lead to increased motivation to take action, even in the face of challenges (Syropoulos & Markowitz, 2021). Furthermore, such individuals are more likely to seek out and utilize available resources, such as recycling programs or energy-efficient solutions, thereby strengthening their perceived control (de Groot & Steg, 2007).

Regarding the relationship between ATT, PBC, and GJPI, Ngoc Thang et al. (2023) confirmed that ATT and PBC play crucial roles in shaping and reinforcing job pursuit intentions. Previous studies have similarly demonstrated that behavioral intentions, including job pursuit, are strongly influenced by ATT and PBC (Fernandez & Ganesan, 2023; Nguyen Ngoc et al., 2022; Schreurs et al., 2009). Accordingly, the following hypotheses are proposed.

H6: *Attitude toward green jobs mediates the relationship between perceived environmental responsibility and intention to pursue green jobs.*

H7: *Perceived behavioral control mediates the relationship between perceived environmental responsibility and the intention to pursue a green job.*

Moderation of expected treatment

Recruitment research has revealed many factors influencing an employer's appeal to job seekers (Nguyen Ngoc et al., 2022). These factors typically encompass how employees perceive their treatment within an organization, a judgment usually formed before a potential employee even begins their job. It is understood that

the impression made by recruiters through their interactions can lead applicants to expect a positive workplace environment (Chapman et al., 2005). Additionally, job seekers—especially younger, socially conscious members of Generation Z—are drawn to organizations that show strong environmental and social responsibility. Their interest in socially responsible practices influences the specifics of job descriptions, with roles that include environmental management being particularly appealing. This indicates a company's broader commitment to social and ecological well-being.

Research has demonstrated the importance of person–organization fit as a critical factor in determining recruitment success, with a powerful influence observed in aligning values between individuals and organizations (Chapman et al., 2005). The concept of supplementary fit, introduced by Kristof (1996), emphasizes the importance of individuals finding organizations whose values align with their own. Several studies support the idea that organizations are more appealing to potential employees when there is a perceived alignment of values. Thus, this study posits the following hypothesis.

H8: *Expected treatment moderates the relationship between perceived environmental responsibility and perceived attitude toward green jobs.*

Methodology

Study design

We employed a cross-sectional research design and survey methodology for data collection. Data were gathered from November 2023 to January 2024 through a questionnaire administered to students. A convenience sample of 292 Turkish citizens (Gen Z), all of whom expressed an interest in pursuing green jobs in the future, was selected. Structural equation modeling (using AMOS 24) and SPSS 25 were employed to analyze the study. AMOS is a covariance-based structural equation modeling (SEM) program utilizing CB-SEM to estimate relationships between variables. AMOS is primarily employed for hypothesis testing, model testing, and confirmatory research, and is therefore a powerful tool for analyzing intricate relations in various domains.

Participants

The study sample consisted of undergraduate students from the Business Faculty at Istanbul Ticaret University (Istanbul, Turkey) who were enrolled in courses related to environmental issues or sustainability. The faculty offers a variety of courses that integrate sustainability theory with practical applications, including organizational sustainability, social entrepreneurship, and environmental economics. These courses aim to equip students with the knowledge, attitudes, and skills necessary for entrepreneurship, sustainability, and addressing environmental issues. Additionally, the

university hosts events featuring diverse entrepreneurial activities, such as discussions on entrepreneurship, the development of business ideas within the Turkish context, idea pitching, and exploration of advancements in sustainability and environmental topics.

We selected Istanbul Ticaret University for this research due to its unique connection with the Istanbul Chamber of Commerce (ITO), which is both the university's founder and a major advocate for green transformation among its member businesses. ITO organizes events to support companies' green transition. Understanding Istanbul Ticaret University students' attitudes toward green jobs is crucial, as they may become future employees of ITO's member businesses. This insight contributes to the academic discourse on green careers and aligns with ITO's mission.

Measures and materials

To empirically test the conceptual model and hypotheses, this study employed a survey questionnaire designed to capture the nuances of PER, ATT, PBC, expected treatment, and GJPI. To ensure robustness, all items and scales were meticulously adapted from established instruments in prior research, reinforcing the validity of the measures.

Measurement items were rated on a seven-point Likert scale, ranging from "strongly disagree" (1) to "strongly agree" (7). The PER scale consists of seven items adapted from Lee (2009). The original PER scale in Lee's (2009) study was developed and utilized in a green context, with these scale items selected for their direct relevance to PER and their capacity to encapsulate key dimensions of individual accountability and commitment to environmental protection. ATT toward green jobs was assessed using a five-item scale (Liñán & Chen, 2009) that measures individuals' perceptions and preferences for environmentally sustainable careers, including their attractiveness, perceived benefits, and willingness to pursue such roles. SN regarding green jobs was examined using a three-item scale adapted from Liñán and Chen (2009), designed to evaluate respondents' perceptions of the extent to which their close family, friends, and colleagues/peers support their decision to pursue a career in sustainability and environmental protection. PBC was investigated through a six-item scale adapted from Liñán and Chen (2009) to assess individuals' confidence and preparedness in securing and maintaining employment in the green job sector. GJPI was assessed using a six-item scale (Liñán & Chen, 2009) that measures an individual's commitment to securing a career in the green job sector. Lastly, the moderator scale of expected treatment consists of five items adapted from Jones et al. (2014). Expected treatment in green jobs was designed to assess individuals' perceptions of fairness, respect, and trust in the workplace environment of green jobs.

Procedures

After obtaining ethical approval from the University Research Ethics Committee, participants were contacted by attending college classes, and data were collected

using a face-to-face, paper-based questionnaire. The study employed a structured questionnaire with a seven-point Likert scale, ranging from “strongly disagree” (1) to “strongly agree” (7). The survey was translated into Turkish. Three academicians with expertise in quantitative research and sustainable behavior pretested the questionnaire. After these initial assessments, the academicians suggested modifications to align the instrument with the context of green careers.

The questionnaire included four main sections: (1) a cover letter and information about (2) gender, (3) age, and (4) department. The final section comprises questions related to the items of interest covered in the questionnaire. A nonprobability convenience sampling technique was used. Participation was voluntary, and responses were confidential. The process included two steps: first, introducing the concept of green business and providing examples of green jobs and second, participants completed the survey. Our methodology aligns with other empirical studies on sustainability (Nguyen Ngoc et al., 2022). Of the 402 questionnaires distributed, 110 did not meet the selection criteria. The remaining 292 questionnaires were analyzed to test the study’s hypotheses.

Data analysis and results

Descriptive statistics

Most respondents were between the ages of 18 and 21 years (52.1%), followed by those aged 22–25 years (47.9%). Among the participants, 51.4% were male and 48.6% were female. The largest proportion of participants were seniors (fourth year), comprising 34.9%, followed by juniors (third year) at 29.8% and freshmen (first year), also at 29.8%.

Reliability and validity results

Common method variance

Statistical methods were employed to assess the normality of the data. The data analyzed in this study exhibited a normal distribution, allowing for the calculation of skewness and kurtosis for specific variables. All values fell within the acceptable ranges: skewness scores were between -3 and $+3$, and kurtosis scores were between -2 and $+2$ (Hair et al., 2010). As the data were sourced from a single origin, the potential for common method bias does arise. To assess this possibility, we conducted Harman’s single-factor test, a widely recognized method for detecting common method bias (Podsakoff et al., 2003). Specifically, all indicators were subjected to unrotated exploratory factor analysis to identify the first eigenvalue in the data matrix. The results indicate that the first eigenvalue of a single factor exceeded 1, while the total variance explained by the first factor, at 28.94%, was below the 50% threshold. Therefore, it is unlikely that common method bias significantly influences the results.

Measurement model

The structural equation modeling (SEM) approach, specifically AMOS-24, has remained underutilized for examining the hypotheses proposed in this research. A confirmatory factor analysis (CFA) using the maximum likelihood method was initially conducted to estimate the measurement model and verify the underlying structure of the constructs in the proposed model. The fit indices of the measurement model suggested that the model fitted the data well, as follows: $\chi^2 = 2.11$ (< 3.00); CFI = 0.96 (> 0.90); NFI = 0.93 (> 0.90); and RMSEA = 0.06 (< 0.08), indicating its appropriateness for the data. Construct reliability was established according to the criteria set out by Hair et al. (2010), achieving a value exceeding 0.50. Most factor loadings for the items are above 0.60, demonstrating their correspondence with the intended construct. The loadings ranged from 0.67 to 0.96. Generally, factor loading values should be at least 0.50, preferably 0.70 or more, with all factors being statistically significant (Hair et al., 2010). Five items were discarded during the CFA because their factor loadings were below the acceptable 0.5 threshold (see Table 1). Our results, presented in Table 1, showed satisfactory values for Cronbach's alpha (α) across all variables, confirming the reliability and internal consistency of the survey items. As presented in Table 1, Cronbach's alpha values ranged from 0.84 to 0.95, indicating high reliability. Furthermore, composite reliability (CR), which exceeded the threshold value of 0.7, reinforced our findings. We assessed discriminant validity by following the standard recommendations of Hair et al. (2010), comparing correlation coefficients between constructs with the square root of the average variance extracted (AVE) values. Our study results, presented in Table 2, indicate that the square root of the AVE is greater than the correlation coefficients among the constructs. This finding offers evidence supporting the existence of discriminant validity. Each construct's AVE, factor loadings, and CR values indicate the adequacy of the instrument and its convergent validity. The cutoff value recommended by Hair et al. (2010) was utilized for assessment in this study. Recently, a novel approach for assessing discriminant validity has emerged, known as the Heterotrait–Monotrait ratio (HTMT) of correlations (Henseler et al., 2015). Consequently, this study also assessed discriminant validity using HTMT, with the results displayed in the lower triangle of Table 3. All HTMT values fall below 0.85 (Henseler et al., 2015), thereby confirming the presence of discriminant validity. In other words, the items examined in this study demonstrate strong discriminant validity.

Hypotheses tests

Using the SEM approach with AMOS, the proposed hypotheses of the study were evaluated. The fit indices of the structural path model ($\chi^2 = 1.93$ (< 3.00); CFI = 0.96 (> 0.90); NFI = 0.93 (> 0.90); RMSEA = 0.05 (< 0.08)) indicated that the model fit the data well (Hu & Bentler, 1999). Results from Table 4 indicated that the impact of PER on ATT ($\beta = 0.42$, $p < 0.001$) and PBC ($\beta = 0.26$, $p < 0.001$) were positive and significant, confirming H1 and H2. The findings also posit that ATT,

Table 1 Measurement model

Item	Loading	Cronbach's
Perceived environmental responsibility		0.95
PER1	0.94	
PER2	0.91	
PER3	0.85	
PER4	0.90	
PER5	0.77	
PER6	0.75	
PER7	0.96	
Attitude toward green jobs		0.91
ATT1	0.87	
ATT2	0.78	
ATT3	0.72	
ATT4	0.86	
ATT5	—*	
Subjective norm		0.84
SN1	0.82	
SN2	0.92	
SN3	0.67	
Perceived behavioral control		0.89
PBC1	0.75	
PBC2	0.85	
PBC3	0.89	
PBC4	0.79	
PBC5	—*	
PBC6	—*	
Green job pursuit intention		0.92
GJPI 1	0.90	
GJPI 2	0.78	
GJPI 3	0.82	
GJPI 4	0.93	
GJPI 5	—*	
GJPI 6	—*	

*Items were dropped from the CFA analysis.

Table 2 Discriminant validity

	CR	AVE	GJPI	PBC	SN	ATT	PER
GJPI	0.923	0.749	0.866				
PBC	0.896	0.685	0.258	0.827			
SN	0.855	0.666	0.155	0.109	0.816		
ATT	0.887	0.664	0.510	0.233	0.065	0.815	
PER	0.958	0.769	0.418	0.205	0.165	0.470	0.877

Table 3 Assessing discriminant validity: Heterotrait–Monotrait ratio (HTMT)

	GJPI	PBC	SN	ATT	PER
GJPI					
PBC	0.287				
SN	0.170	0.133			
ATT	0.501	0.243	0.069		
PER	0.431	0.242	0.184	0.487	

PBC, and SN are positively associated with GJPI. Specifically, the analysis supports these hypotheses: H3 ($\beta = 0.36, p < 0.001$); H4 ($\beta = 0.10, p < 0.01$); and H5 ($\beta = 0.10, p < 0.05$). The results of these hypotheses are reported in Table 4.

Mediation results

The mediation results were tested using Model 4 of PROCESS SPSS (version 3.3), developed by Hayes (2017) (see Table 4). The 95% bias-corrected bootstrapped confidence interval (CI) ($N = 5000$) was estimated (Preacher et al., 2007). The results showed that the indirect effect of PER on GJPI through ATT is statistically significant (H6: $\beta = 0.11, CI 0.118, 0.289$), thus supporting hypothesis 6. The bootstrapped results also indicated that the indirect effect of PER on GJPI through PBC is statistically significant (H7: $\beta = 0.03, CI 0.012, 0.062$). Thus, hypothesis 7 was

Table 4 Hypothesis testing

Relationship			Beta	SE	<i>p</i>	Result
H1	PER	ATT	0.42	0.05	***	Accepted
H2	PER	PBC	0.26	0.07	***	Accepted
H3	ATT	GJPI	0.36	0.04	***	Accepted
H4	PBC	GJPI	0.10	0.03	0.003**	Accepted
H5	SN	GJPI	0.10	0.04	0.02*	Accepted

($\chi^2=1.93 < 3.00$; CFI = 0.96 > 0.90; NFI = 0.93 > 0.90; RMSEA = 0.05 < 0.08)

Mediation analysis

Paths	Direct relationship		Indirect relationship			Result
	Beta		Beta	CI low	CI high	
H6: PER→ATT→GJPI	0.16	***	0.11	0.118	0.289	Accepted
H7: PER→PBC→GJPI	0.16	***	0.03	0.012	0.062	Accepted

Moderation analysis

	Beta	CI low	CI high	<i>p</i>	Result
H8: Expected treatment *PER → ATT	0.18	0.05	0.30	0.0004**	Accepted

* $p \leq 0.05$, ** $p \leq 0.01$, *** $p \leq 0.001$.

CI: confidence interval / Beta: β

supported. However, contrary to our initial assumption of full mediation, the direct effect of PER on GJPI was found to be statistically significant ($\beta = 0.11, p < 0.001$), suggesting that PER influences GJPI both directly and indirectly through the mediators ATT and PBC.

Moderation results

Further, Model 1 of the PROCESS macro was used to examine the interaction effect of expected treatment on the relationship between perceived environmental responsibility and ATT. As presented in Table 4, the expected treatment significantly moderates the impact of PER and ATT ($\beta = 0.18, 95\% \text{ CI } 0.05, 0.30$). Thus, hypothesis 8 was supported (see Table 4). The moderating effect indicates that the influence of PER on ATT will be greater when the anticipated treatment is more rewarding or aligns more closely with the individual's value expectations. This implies that people expecting positive reinforcement or favorable conditions toward green jobs are more likely to gain a positive green job attitude when they perceive higher environmental responsibility.

Discussion and implications

Discussion of results

Our study reveals several significant findings regarding the interest of Generation Z job seekers in green careers. First, we found that ATT, SN, and PBC are strong predictors of the intention to pursue green jobs within this group. These findings align closely with the TPB, which emphasizes that ATT, SN, and PBC together influence individuals' behavioral intentions (Ajzen, 1991). The congruence of our results with the TPB framework is mirrored in the existing literature on environmentally conscious behavior. Studies by Jones et al. (2014) and Wang et al. (2020) have similarly highlighted the crucial role of ATT, SN, and PBC in predicting pro-environmental behaviors, reaffirming the broad applicability of our findings across various contexts.

Secondly, our analysis revealed that higher levels of PER were positively associated with stronger ATT and PBC toward pursuing green careers. This aligns with Singh et al. (2022), who found that environmental responsibility has a significant influence on environmental behavioral intentions. Additionally, Channa et al. (2022) suggested that environmental attitude, concerns, perceived responsibility, and peer influence positively impact green purchase behavior. Our study supports this by emphasizing the role of PER in career choices, broadening the scope beyond purchasing decisions. Zheng et al. (2020) demonstrated that attitude mediates the relationship between PER and green buying behavior, a finding our study extends to career-related behaviors, indicating the broad impact of PER. Yilmaz et al. (2023) highlighted the crucial role of responsibility perception in linking environmental awareness to pro-environmental behavior, a finding that we also observed in the context of career decisions. Syropoulos and Markowitz (2021) argued that fostering

responsibility toward future generations inspires environmental concern and action, a sentiment reflected in our finding that PER leads to stronger commitments to green careers and skills. Enabling Generation Z with green skills boosts their confidence and capabilities in sustainable employment. Systematic green skills training enhances employability, raises PBC, and translates intention into action. Key competencies, such as sustainability literacy, environmental problem-solving, and eco-innovation, are essential for enhancing PBC and promoting careers in the green economy.

Lastly, we uncovered that the relationship between PER and ATT is moderated by expected treatment. Our study explores candidates' perceptions of green jobs and their expectations for treatment within these roles, suggesting that job seekers interpret signals from organizations' pro-environmental practices. According to Jones et al. (2014), in the context of green jobs where environmental responsibility is crucial, candidates may perceive organizations with strong pro-environmental practices as more likely to treat employees well, thus enhancing the attractiveness of these positions. This aligns with our findings on the moderating effect of expected treatment, highlighting the importance of organizational practices in shaping ATT.

In addition, the social exchange theory can further explain and promote that individuals are motivated by the perceived exchange value of their actions (Blau, 1964). When individuals expect green job activities to be rewarded or positively acknowledged, their attitude toward green jobs will be more favorable. The following models explain the dynamics involved: anticipated treatment is a psychological stimulus that strengthens the PER–ATT connection, predisposing individuals to pursue green career prospects when they anticipate receiving benefits consistent with their environmental concerns.

Theoretical implications

This research significantly enhances our understanding of Generation Z's intentions to pursue green jobs. By focusing on this demographic, we fill a critical gap in the literature concerning the career motivations of the newest workforce entrants within the sustainability context.

Secondly, while TPB has traditionally been used to understand environmentally conscious behaviors, our study innovatively applies TPB to career choice. This theoretical extension showcases TPB's versatility and highlights its applicability beyond conventional behavioral studies, thereby enriching the theory with a novel application.

Thirdly, our study emphasizes the role of PER within the TPB framework. By integrating this variable, we provide fresh insights into how a sense of environmental responsibility influences career intentions, suggesting that environmental consciousness is a significant driver in professional decision-making.

Lastly, expected treatment in the workplace emerges as a crucial factor in our model. This aspect illuminates how anticipated experiences and organizational support in future employment can impact the career choices of environmentally conscious individuals. By incorporating expected treatment into our model, we offer

a more comprehensive understanding of the factors that shape career intentions related to green jobs.

Practical implications

The findings of this study have significant implications for career practitioners, who play a central role in guiding job seekers toward environmentally responsible career choices. Understanding the competitive advantage of environmental stewardship in attracting talent is crucial. By integrating sustainability considerations into career advising, practitioners can help job seekers assess companies' environmental commitments through corporate reports, environmental, social, and governance (ESG) scores, and sustainability rankings. Additionally, they can support candidates in articulating sustainability-related competencies in their job applications and interviews, aligning career choices with environmental values. Career practitioners can also facilitate access to green job opportunities by developing career workshops and training programs that highlight trends in sustainable employment. Strengthening perceived behavioral control through career development initiatives can empower individuals, particularly those with strong environmental concerns, to pursue green careers confidently. Beyond individual advising, career practitioners can advocate for sustainability-driven employment practices. Staying informed about corporate sustainability trends enables them to guide job seekers toward organizations with authentic environmental commitments. Collaboration with policymakers and educational institutions can further align career development programs with the sustainability-oriented needs of the workforce.

Policymakers and educational institutions play a critical role in shaping green career pathways. Policies that bolster environmental education, facilitate access to sustainable job markets, and support skill development for green careers are essential. Green job initiatives should be flexible to accommodate the diverse values of job seekers. Integrating environmental ethics into education fosters workers inclined toward sustainability, aiding the transition to a green economy. By integrating sustainability principles into career counseling, recruitment strategies, and workforce policies, career practitioners, organizations, and policymakers can collectively contribute to the development of a more sustainable labor market.

Limitations and future studies

The study has some limitations. First, the findings of this study are based on a sample of higher education students from a single context in Turkey. However, despite these measures, valuable insights could be gained from future research replicating the study with larger samples from different regions within Turkey and potentially from other countries. Additionally, the cross-sectional data utilized in this research could be susceptible to common method bias.

Third, the present study examined only the moderating effect of expected treatment on environmental responsibility outcomes. Future research can explore other potential moderators, such as green concern, gender, age, and department. This

study's data collection focused solely on Generation Z, potentially limiting the generalizability of the findings due to the exclusion of other generations. Future studies should consider investigating models of study across all generations, as each has specific attributes and interests. These studies could provide a broader understanding of how expected treatment influences behavior in environmentally sustainable contexts. In addition, future studies could explore how emerging technologies associated with the Fourth Industrial Revolution—such as artificial intelligence (AI), blockchain, cryptocurrencies, clean energy innovations, and robotics—affect GJPI (Usman et al., 2025).

Data availability The authors are willing to share their data analytics methods and study materials with other researchers upon request.

Declarations

Conflict of interests The authors have no conflicting or competing interests to declare.

Ethical approval This study was approved by the Istanbul Ticaret University Research Ethics Committee (E-65836846-044-305280).

Informed consent All participants gave full informed consent to participate.

Consent for publication All participants are permitted to use their data for publication.

Declaration of generative AI and AI-assisted technologies in the writing process During the preparation of this work, the author(s) used Grammarly and ChatGPT to improve its language and readability with caution. After using this tool/service, the author(s) reviewed and edited the content as needed and take(s) full responsibility for the content of the publication.”

References

- Aljarah, A., López, M., Ibrahim, B., & Lahuerta-Otero, E. (2025). Fleeting goodness: how ephemeral CSR content shapes message engagement and avoidance. *Marketing Intelligence & Planning*.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Blau, P. M. (1964). Justice in social exchange. *Sociological Inquiry*, 34(2).
- Channa, N. A., Tariq, B., Samo, A. H., Ghumro, N. H., & Qureshi, N. A. (2022). Predicting consumers' intentions to purchase eco-friendly athletic wear in a moderated model of individual green values and gender. *International Journal of Sports Marketing and Sponsorship*, 23(2), 410–436.
- Çelik, F., Koseoglu, M. A., & Ibrahim, B. (2024). Research on corporate social responsibility in public relations: A hybrid review through topic modeling analysis and way forward. *Business Ethics, the Environment & Responsibility*.
- Chapman, D. S., Uggerslev, K. L., Carroll, S. A., Piasentin, K. A., & Jones, D. A. (2005). Applicant attraction to organizations and job choice: a meta-analytic review of the correlates of recruiting outcomes. *Journal of Applied Psychology*, 90(5), 928–944. <https://doi.org/10.1037/0021-9010.90.5.928>
- Dawkins, C. E., Jamali, D., Karam, C., Lin, L., & Zhao, J. (2016). Corporate social responsibility and job choice intentions: a cross-cultural analysis. *Business & Society*, 55(6), 854–888. <https://doi.org/10.1177/0007650314564783>
- de Groot, J., & Steg, L. (2007). General beliefs and the theory of planned behavior: the role of environmental concerns in the TPB. *Journal of Applied Social Psychology*, 37(8), 1817–1836. <https://doi.org/10.1111/j.1559-1816.2007.00239.x>

- Deloitte. (2022). *Work toward net zero. The rise of the Green Collar workforce in a just transition.*
- do Paço, A., & Raposo, M. (2009). "Green" segmentation: an application to the Portuguese consumer market. *Marketing Intelligence & Planning*, 27(3), 364–379. <https://doi.org/10.1108/02634500910955245>
- Dordmond, G., de Oliveira, H. C., Silva, I. R., & Swart, J. (2021). The complexity of green job creation: an analysis of green job development in Brazil. *Environment, Development and Sustainability*, 23, 723–746.
- Fernandez, D. C., & Ganesan, J. (2023). Job pursuit intentions of undergraduates towards green job positions and descriptions, green performance management, green employee relations with employers' prestige as the mediator. *Journal of Applied Research in Higher Education*, 15(4), 1167–1184.
- Goh, E., Ritchie, B., & Wang, J. (2017). Non-compliance in national parks: an extension of the theory of planned behaviour model with pro-environmental values. *Tourism Management*, 59, 123–127.
- Gorgievski, M. J., Stephan, U., Laguna, M., & Moriano, J. A. (2018). Predicting entrepreneurial career intentions: values and the theory of planned behavior. *Journal of Career Assessment*, 26(3), 457–475.
- Guerci, M., Montanari, F., Scapolan, A., & Epifanio, A. (2016). Green and nongreen recruitment practices for attracting job applicants: exploring independent and interactive effects. *The International Journal of Human Resource Management*, 27(2), 129–150.
- Hair, J. F., Black, W. C., & Babin, B. J. (2010). *Multivariate data analysis*. Prentice Hall.
- Hartmann, P., & Apaolaza-Ibáñez, V. (2012). Consumer attitude and purchase intention toward green energy brands: the roles of psychological benefits and environmental concern. *Journal of Business Research*, 65(9), 1254–1263. <https://doi.org/10.1016/j.jbusres.2011.11.001>
- Hayes, A. F. (2017). Introduction to mediation, moderation, and conditional process analysis: A regression-based approach. Guilford publications.
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135. <https://doi.org/10.1007/S11747-014-0403-8/FIGURES/8>
- Hu, L., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: conventional criteria versus new alternatives. *Structural Equation Modeling: A Multidisciplinary Journal*, 6(1), 1–55. <https://doi.org/10.1080/10705519909540118>
- ILO. (2015). *Decent work in the green economy* (p. 40). International Labour Organization (ILO).
- ILO. (2022). *The just ecological transition: an ILO solution for creating 100 million jobs by 2030*. <https://www.ilo.org/resource/news/just-ecological-transition-ilo-solution-creating-100-million-jobs-2030>
- Jang, S. Y., Chung, J. Y., & Kim, Y. G. (2015). Effects of environmentally friendly perceptions on customers' intentions to visit environmentally friendly restaurants: an extended theory of planned behavior. *Asia Pacific Journal of Tourism Research*. <https://doi.org/10.1080/10941665.2014.923923>
- Ji, Z., Gong, Y., Li, Y., & Sun, Y. (2023). Effects of monetary and nonmonetary incentives in Individual low-carbon behavior rewarding system on recycling behaviors: the role of perceived environmental responsibility. *Sustainable Production and Consumption*, 38, 90–103.
- Jones, D. A., Willness, C. R., & Madey, S. (2014). Why are job seekers attracted by corporate social performance? Experimental and field tests of three signal-based mechanisms. *Academy of Management Journal*, 57(2), 383–404. <https://doi.org/10.5465/amj.2011.0848>
- Kalafatis, S. P., Pollard, M., East, R., & Tsogas, M. H. (1999). Green marketing and Ajzen's theory of planned behaviour: a cross-market examination. *Journal of Consumer Marketing*, 16(5), 441–460.
- Kristof, A. L. (1996). Person-organization fit: an integrative review of its conceptualizations, measurement, and implications. *Personnel Psychology*, 49(1), 1–49. <https://doi.org/10.1111/j.1744-6570.1996.tb01790.x>
- Lee, K. (2009). Gender differences in Hong Kong adolescent consumers' green purchasing behavior. *Journal of Consumer Marketing*, 26(2), 87–96.
- Liñán, F., & Chen, Y.-W. (2009). Development and cross-cultural application of a specific instrument to measure entrepreneurial intentions. *Entrepreneurship Theory and Practice*, 33(3), 593–617. <https://doi.org/10.1111/j.1540-6520.2009.00318.x>
- Ngoc Thang, N., Rowley, C., Mayrhofer, W., & Anh, N. T. P. (2023). Generation Z job seekers in Vietnam: CSR-based employer attractiveness and job pursuit intention. *Asia Pacific Business Review*, 29(3), 797–815.
- Nguyen Ngoc, T., Viet Dung, M., Rowley, C., & Pejić Bach, M. (2022). Generation Z job seekers' expectations and their job pursuit intention: evidence from transition and emerging economy. *International Journal of Engineering Business Management*, 14, 18479790221112548.
- Moon, M. A., Mohel, S. H., & Farooq, A. (2021). I green, you green, we all green: Testing the extended environmental theory of planned behavior among the university students of Pakistan. *The Social Science Journal*, 58(3), 316–332. <https://doi.org/10.1016/j.soscij.2019.05.001>

- Paço, A., & Gouveia Rodrigues, R. (2016). Environmental activism and consumers' perceived responsibility. *International Journal of Consumer Studies*, 40(4), 466–474.
- Patwary, A. K., Omar, H., & Tahir, S. (2021). The impact of perceived environmental responsibility on TOURISTS' INTENTION to visit green hotel: the mediating role of attitude. *Geo Journal of Tourism and Geosites*, 34(1), 9–13.
- Preacher, K. J., Rucker, D. D., & Hayes, A. F. (2007). Addressing Moderated Mediation Hypotheses: Theory, Methods, and Prescriptions. *Multivariate Behavioral Research*, 42(1), 185–227. <https://doi.org/10.1080/00273170701341316>
- Podsakoff, P. M., MacKenzie, S. B., Lee, J. Y., & Podsakoff, N. P. (2003). Common method biases in behavioral research: a critical review of the literature and recommended remedies. *Journal of Applied Psychology*, 88(5), 879–903. <https://doi.org/10.1037/0021-9010.88.5.879>
- Ruangkanjanases, A., You, J. J., Chien, S. W., Ma, Y., Chen, S. C., & Chao, L. C. (2020). Elucidating the effect of antecedents on consumers' green purchase intention: an extension of the theory of planned behavior. *Frontiers in Psychology*, 11, 1433.
- Schreurs, B., Deros, E., Van Hooft, E. A. J., Proost, K., & De Witte, K. (2009). Predicting applicants' job pursuit behavior from their selection expectations: The mediating role of the theory of planned behavior. *Journal of Organizational Behavior*, 30(6), 761–783. <https://doi.org/10.1002/job.v30:610.1002/job.570>
- Singh, S., Sharma, P., Garg, N., & Bala, R. (2022). Groping environmental sensitivity as an antecedent of environmental behavioural intentions through perceived environmental responsibility. *Journal of Entering Communities: People and Places in the Global Economy*, 16(2), 299–319.
- Sulich, A., & Sołoducho-Pelc, L. (2022). The circular economy and the green jobs creation. *Environmental Science and Pollution Research*, 29(10), 14231–14247.
- Syropoulos, S., & Markowitz, E. M. (2021). Perceived responsibility towards future generations and environmental concern: convergent evidence across multiple outcomes in a large, nationally representative sample. *Journal of Environmental Psychology*, 76, 101651.
- Tang, J., Tosun, C., & Baum, T. (2020). Do Gen Zs feel happy about their first job? A cultural values perspective from the hospitality and tourism industry. *International Journal of Contemporary Hospitality Management*, 32(12), 4017–4040.
- Tonglet, M., Phillips, P. S., & Read, A. D. (2004). Using the theory of planned behaviour to investigate the determinants of recycling behaviour: a case study from Brixworth, UK. *Resources, Conservation and Recycling*, 41(3), 191–214.
- Usman, O., Ibrahim, B., Ozkan, O., & Ike, G. N. (2025). Role of fourth industrial revolution on dirty and clean energy under bearish, neutral and bullish market conditions: A quantile-on-quantile Granger causality approach. *Energy*, 322, 135582.
- Wang, C., Zhang, J., Xiao, X., Sun, F., Xiao, M., & Shi, Q. (2020). Examining the dimensions and mechanisms of tourists' environmental behavior: A theory of planned behavior approach. *Journal of Cleaner Production*, 273, 123007.
- Willige, A. (2024, Feb 29). *Green job vacancies are on the rise—But workers with green skills are in short supply*. World Economic Forum. <https://www.weforum.org/agenda/2024/02/green-jobs-green-skills-growth/>
- World Bank Group. (2020). *Key highlights: Country climate and development report for Türkiye*. <https://www.worldbank.org/en/country/turkey/brief/key-highlights-country-climate-and-development-report-for-turkiye>
- Yılmaz, V., Guleç, P., & Ari, E. (2023). Impact of climate change information of university students in Turkey on responsibility and environmental behavior through awareness and perceived risk. *Environment, Development and Sustainability*, 25(7), 7281–7297.
- Zheng, G.-W., Siddik, A. B., Masukujjaman, M., Alam, S. S., & Akter, A. (2020). Perceived environmental responsibilities and green buying behavior: The mediating effect of attitude. *Sustainability*, 13(1), 35.
- Zhuang, W., Luo, X., & Riaz, M. U. (2021). On the factors influencing green purchase intention: a meta-analysis approach. *Frontiers in Psychology*, 12, 644020.

Publisher's Note Springer Nature remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.

Springer Nature or its licensor (e.g. a society or other partner) holds exclusive rights to this article under a publishing agreement with the author(s) or other rightsholder(s); author self-archiving of the accepted manuscript version of this article is solely governed by the terms of such publishing agreement and applicable law.