

EXPLORING ALTRUISTIC BEHAVIOUR AMONG GENERATION Z CONSUMERS IN SUPPORTING LOCAL PRODUCTS IN LOMBOK

Tifani Dame Hasany^{1*}, Dinis Cahyaningrum², Baiq Krisnina Maharani Putri³,
Khairul Mujahidi⁴, Rishan Adha⁵, Juan Kurnia⁶

tifanidame@staff.unram.ac.id*

Universitas Mataram, Indonesia^{1,2,3,4,5,6}

Accepted: September 1, 2026	Reviewed: September 2, 2026	Published: September 30, 2026
--------------------------------	--------------------------------	----------------------------------

Abstract

Generation Z has emerged as an influential consumer group whose purchasing decisions are increasingly shaped by social, cultural, and ethical considerations alongside functional benefits. In the context of local-product consumption, purchasing decisions may represent a form of altruistic consumption when consumers perceive their choices as contributing to community welfare, cultural preservation, and local economic development. This study aims to explore how altruistic values are expressed among Generation Z consumers in supporting local products in Lombok and to identify the factors that encourage and limit such behaviour. This research employed a qualitative exploratory approach. Data were collected through in-depth interviews and focus group discussions involving 20 Generation Z consumers in Lombok with experience purchasing local products. The collected data were analyzed using thematic analysis to identify patterns related to consumer motivations, perceptions, barriers, and marketing implications. The findings reveal that local-product consumption among Generation Z is associated with economic prosociality, cultural identity, and support for local communities. Participants perceived local-product purchases as a way to support MSMEs, artisans, and the continuity of local traditions. However, altruistic intentions were not sufficient to guarantee purchasing decisions, as consumers also considered price, product quality, accessibility, packaging, and digital presence. This study highlights that local businesses should integrate social and cultural values with strong product performance and digital marketing strategies to enhance the attractiveness of local products among Generation Z consumers.

Keywords: Gen_Z; altruistic; consumer_behaviour; local; Lombok



By Authors

This work is licensed under a [Creative Commons Attribution-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-sa/4.0/).

1. Introduction

Generation Z (Gen Z), commonly defined as the cohort born between 1997 and 2012, has emerged as an increasingly influential consumer group. Having grown up in a highly digital environment, this cohort is frequently described as socially connected, attentive to sustainability, and responsive to issues of ethical production and environmental impact (Francis & Hoefel, 2018; Wibowo & Ayuningtyas, 2024). Social media also enables Gen Z consumers to encounter global movements while remaining continuously exposed to local social, cultural, and economic issues. These characteristics create a relevant context for examining consumption decisions that are motivated not only by individual utility but also by concern for others and for the broader community.

Altruism generally refers to actions intended to benefit others without an expectation of immediate personal reward, and it can be motivated by empathy, moral values, or social norms (Batson, 2011; Eisenberg, 1989). In consumer research, altruistic orientations have often been linked to environmentally responsible consumption, green purchasing, and support for products associated with sustainability (Gazzola et al., 2020; Kristiyono & Felim, 2021; Teng et al., 2015). These perspectives suggest that consumption can function as a prosocial act when consumers perceive their purchases as contributing to environmental protection, community well-being, or social improvement.

In Indonesia, Gen Z has shown growing interest in domestic and local products, although this interest does not necessarily imply unconditional brand loyalty (VOA Indonesia, 2023). Previous studies on Indonesian Gen Z have addressed preferences for domestically produced goods and consumer ethnocentrism (Andriyanty & Wahab, 2019, 2022), while other research has emphasized the cohort's distinctive marketing behaviour in the social-media era (Azizah et al., 2024). However, research that explicitly connects altruism, Gen Z consumer behaviour, and local-product consumption in a specific local-cultural setting remains limited.

Lombok offers a particularly relevant setting for such an investigation. The region has a diverse portfolio of local products, including traditional textiles, food and beverages, and other locally produced consumer goods. Supporting these products may carry economic meaning through the empowerment of micro, small, and medium enterprises (MSMEs) and artisans, while also carrying cultural meaning through the preservation of local traditions and regional identity. For Gen Z consumers, therefore, purchasing local products can potentially become a form of value-based consumption in which personal needs, social contribution, cultural pride, and perceptions of product performance intersect.

Against this background, the present study explores altruistic consumption among Gen Z consumers in Lombok. It addresses three research questions: (1) How is altruistic behaviour expressed by Gen Z consumers when supporting local products in Lombok? (2) What factors encourage or inhibit such altruistic behaviour? and (3) How can local businesses use Gen Z's altruistic values to strengthen the attractiveness of local products? By addressing these questions, the study aims to extend value-based consumer behaviour research into a local-market context and to provide practical insights for businesses seeking to connect social and cultural value with the expectations of young consumers. While previous studies have largely examined altruism in relation to environmental or ethical consumption, local-product consumption involves additional social and cultural meanings, including support for local livelihoods and regional identity. By examining Gen Z consumers in Lombok, this study highlights how altruistic values interact with cultural identity, consumer preferences, and practical considerations such as price and product quality in shaping local-product support.

2. Literature Review

2.1 Altruism and Value-Based Consumption

Altruistic behaviour is rooted in concern for the welfare of others and may involve actions that prioritize collective benefit over immediate self-interest (Batson, 2011). In consumption settings, this orientation can influence preferences for products whose production, distribution, or social meaning is perceived to generate positive outcomes beyond the consumer. Thus, the value of a product may include not only functional and symbolic benefits but also perceived consequences for communities, workers, the environment, and cultural continuity.

Prior consumer research has connected altruistic orientations with green purchasing and sustainable consumption. Studies of environmentally responsible products and services indicate that altruistic or prosocial considerations can strengthen favorable attitudes and purchase intentions when consumers believe that their choices contribute to broader social or ecological benefits (Kristiyono & Felim, 2021; Teng et al., 2015). Sustainability-oriented perceptions likewise shape the way younger consumers evaluate products and industries (Gazzola et al., 2020). These findings support the relevance of altruism for understanding local-product consumption when consumers associate purchasing with community empowerment or cultural preservation.

In the context of local-product consumption, altruistic motivation should be distinguished from cultural identity and consumer ethnocentrism. Altruistic consumption refers to purchasing behaviour driven by perceived benefits for others or society, such as supporting local producers and communities (Batson, 2011; Teng et al., 2015). Meanwhile, cultural identity reflects attachment and pride toward local heritage (Belk, 1988; Tajfel & Turner, 1986), whereas consumer ethnocentrism refers to preference for local products based on identification with and support for one's own community (Shimp & Sharma, 1987; Andriyanty & Wahab, 2019). Although these concepts may overlap,

they represent distinct motivations that help explain local-product support beyond functional benefits.

2.2 Gen Z and Local-Product Consumption

Gen Z is characterized by intensive digital engagement, rapid exposure to information, and a strong interaction with social-media-based marketing (Azizah et al., 2024). At the same time, prior research portrays this cohort as attentive to social change, sustainability, and the wider consequences of consumption (Francis & Hoefel, 2018; Wibowo & Ayuningtyas, 2024). These characteristics create opportunities for local brands that can communicate authenticity, social contribution, and identity in ways that are credible and visually relevant to young consumers.

Indonesian studies also show that preferences for domestic products can be shaped by national or local identification and ethnocentric tendencies (Andriyanty & Wahab, 2019, 2022). Nevertheless, preference for local products should not be assumed to replace rational consumer evaluation. Price, quality, convenience, and design remain important, particularly for young consumers with limited purchasing power and many alternatives. This makes Gen Z local-product consumption an important site for examining how altruistic values are negotiated alongside economic rationality.

Existing research has often examined Gen Z, altruistic or sustainable consumption, and domestic-product preferences as separate topics. The present study brings these themes together in the specific setting of Lombok. This contextual focus is important because local products in Lombok are closely linked to regional culture, tourism, traditional practices, and small-scale economic actors. The study therefore investigates altruism not only as generalized social concern but also as a form of support for local livelihoods and cultural continuity.

3. Research Method

The study adopted a qualitative exploratory design to obtain an in-depth understanding of Gen Z consumers' altruistic behaviour toward local products in Lombok. A qualitative approach was considered appropriate because the study aimed to explore consumers' perceptions, motivations, values, and consumption experiences in their social context (Creswell & Creswell, 2023). Lombok was selected as the research setting due to its distinctive cultural identity and diverse local products. The study focused on the social and cultural context of Lombok to capture how local conditions influence Gen Z consumers' interpretations of local-product consumption.

Two complementary data-collection techniques were used: in-depth interviews and focus group discussions. Individual interviews were used to explore personal motivations, values, and reasons underlying local-product purchases, while FGDs were used to capture collective perspectives and the way opinions developed in group interaction (Krueger & Casey, 2015).

Participants were selected using purposive sampling based on three criteria: (1) belonging to Gen Z, (2) residing in Lombok, and (3) having experience purchasing local

products. The final study involved 20 participants: 10 in-depth interview participants and 10 FGD participants divided into two discussion groups of five, summarized in Table 1. The 20 participants were considered adequate because qualitative sample size is determined by information power and the richness of data rather than statistical representation (Malterud et al., 2016). Data collection continued until recurring patterns emerged and no substantially new themes were identified, indicating thematic saturation (Hennink et al., 2017; Hennink & Kaiser, 2022).

Table 1. Participant and data-collection profile

Data source	n	Gender composition	Participant profile
In-depth interviews	10	5 men; 5 women	Students and workers/entrepreneurs from Lombok and Mataram
FGD 1	5	2 men; 3 women	Student participants from several parts of Lombok
FGD 2	5	3 men; 2 women	Employees and entrepreneurs from Lombok and Mataram
Total	20	10 men; 10 women	Gen Z consumers with experience purchasing local products

Source: Developed by the Authors (2026)

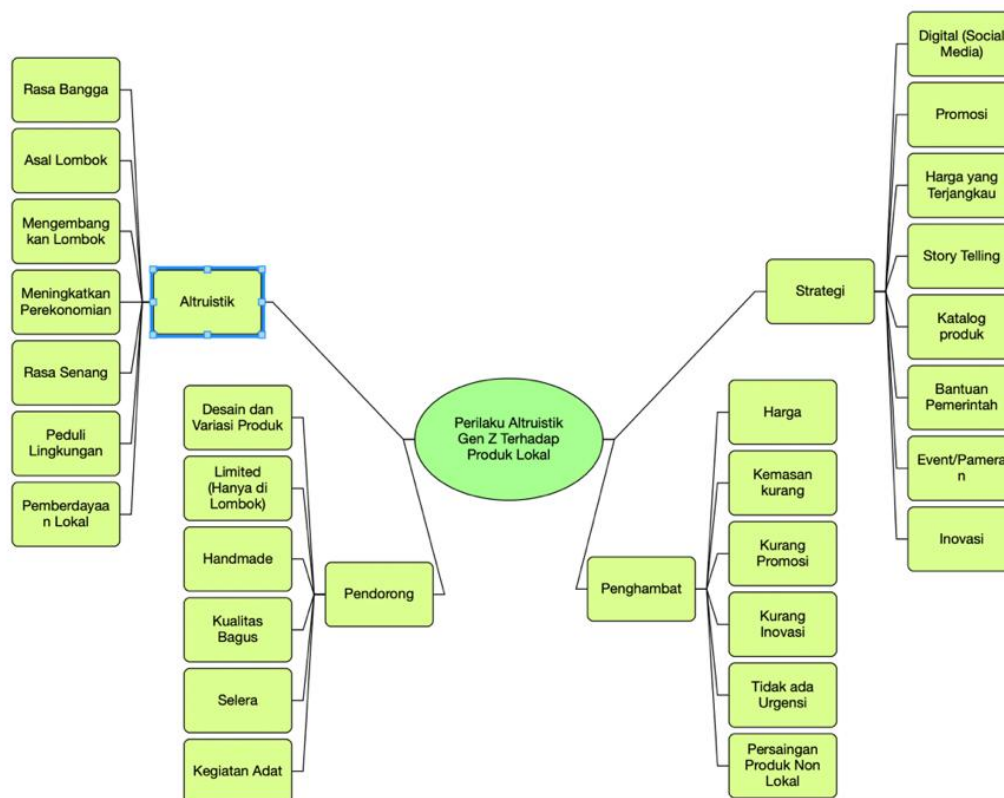
Interview and FGD data were recorded, transcribed verbatim, and reviewed repeatedly to ensure familiarity with the dataset. The analysis followed an inductive thematic analysis approach (Braun & Clarke, 2006), beginning with initial coding of meaningful statements related to consumers' motivations, values, perceptions, and barriers toward local-product consumption. Similar codes were then compared, grouped, and refined into broader categories. Through an iterative review process, these categories were developed into four main themes: the meaning of altruistic consumption, motivational factors supporting local products, barriers influencing purchasing decisions, and strategies for strengthening local-product attractiveness. NVivo was used to organize the coding process, manage data segments, and support the visualization of relationships among themes. The coding structure and emerging themes were reviewed iteratively to ensure that the final themes accurately represented participants' perspectives.

4. Results and Discussion

The thematic analysis generated a comprehensive understanding of Gen Z's altruistic consumption behaviour toward local products in Lombok. The findings revealed that local-product consumption was not merely driven by functional needs but was also associated with social responsibility, cultural identity, and economic concerns. The analysis identified four interconnected dimensions: (1) the meaning of altruistic consumption, (2) motivational forces encouraging local-product support, (3) barriers limiting altruistic intentions, and (4) strategies to strengthen local-product attractiveness among Gen Z consumers.

The relationship between these themes is visualized in Figure 1. The thematic map shows that altruistic values encourage positive perceptions of community and cultural impact, which in turn strengthen purchase intention toward local products. However, this intention is moderated by marketplace considerations, including price, quality, accessibility, and digital visibility. Figure 1 therefore illustrates not only the main themes but also the way social values and practical evaluations interact in shaping local-product support among Gen Z consumers.

Figure 1. Thematic Map of Gen Z's Altruistic Behaviour toward Local Products in Lombok



Source: NVIVO, developed by authors

* The original thematic coding labels are retained in Bahasa Indonesia to preserve participants' expressions and the meaning derived during the qualitative analysis

Following the thematic mapping process, the identified patterns were further organized into several major themes that represent the core meanings emerging from participants' experiences and perceptions. These themes reflect how Gen Z understands the value of supporting local products, the factors that encourage or constrain their purchasing decisions, and the strategies considered important for strengthening local-product appeal. Table 2 presents a summary of the major themes, their core findings, and their practical implications.

Table 2. Summary of Major Themes

Theme	Code Finding	Practical meaning
Economic prosociality	Purchasing local products was interpreted as support for MSMEs, artisans, and community livelihoods.	Local products can be positioned as purchases with visible community impact.
Cultural preservation and Lombok Pride	Local-product consumption expressed pride in Lombok and support for traditions, including traditional textiles and local culinary products.	Cultural narratives and identity can strengthen symbolic value.
Drivers of altruistic consumption	Social contribution, local identity, uniqueness, quality, customary use, and local taste encouraged purchases.	Value communication should combine social meaning with product performance.
Barriers and rational trade-offs	High prices, limited access, weak digital promotion, design/packaging limitations, quality concerns, and competition reduced purchase likelihood.	Altruistic intention is insufficient when functional or economic value is weak.
Value-based marketing strategies	Storytelling, digital branding, influencers, improved packaging, certification transparency, e-commerce access, and price adjustment were considered relevant.	Local firms should convert social value into credible, convenient, and contemporary market offerings.

Source: Developed by the Authors (2026)

4.1 Altruistic Consumption as Support for the Local Economy

Participants described local-product purchasing as a form of support for the economic environment around them. Rather than viewing consumption only as a means of satisfying personal needs, they connected their purchases with the survival and development of local MSMEs, artisans, and other community-based producers. This perception was reflected by one participant:

“Dampaknya bagi pengrajin yang pertama menurut saya itu mereka jadi ada pekerjaan jadi kita memberdayakan orang di sekitar. Terus kalau dari segi pedagang lokal mereka punya mata pencarian” (P1, Interview).

The statement indicates that participants perceived local-product purchasing as a form of economic prosociality, where consumption decisions were associated with supporting local livelihoods.

This prosocial interpretation is central to the study's understanding of altruistic consumption. Participants were not portrayed as rejecting personal benefit; instead, they attached an additional social meaning to consumption. A product could satisfy a personal need while simultaneously being perceived as helping another person or strengthening a local business. Thus, altruism in this context operated through the perceived consequences of ordinary marketplace choices.

4.2 Cultural Preservation, Sustainability, and “Lombok Pride”

A second major theme involved cultural responsibility and regional pride. Participants associated purchases of products such as traditional textiles and local culinary goods with maintaining cultural heritage in the face of modernization. Supporting local products was therefore interpreted as a way of helping traditions remain visible, relevant, and economically viable.

Beyond economic considerations, participants also viewed local-product consumption as a form of cultural preservation. Traditional products were perceived as carriers of local knowledge, craftsmanship, and cultural practices that could be maintained across generations. By continuing to use and purchase local products, participants believed they contributed to keeping cultural expressions alive and preventing them from becoming less relevant among younger generations.

This motivation was closely connected to “Lombok Pride.” Participants expressed a sense that consuming and promoting local products could contribute to a broader movement to strengthen Lombok's image and identity. The meaning of altruism therefore extended beyond interpersonal help to include a collective orientation toward place, culture, and the long-term sustainability of local economic activity.

One participant expressed this emotional connection:

“Karena dia dari Lombok, saya tuh merasa bangga gitu, Kak. Karena saya berasal dari Lombok, saya berasa lebih dekat aja gitu dengan kearifan lokal” (P2, Interview).

This illustrates that local-product consumption was not only related to product utility but also represented cultural belonging and regional pride.

4.3 Drivers of Altruistic Support for Local Products

Several factors strengthened participants' willingness to support local products. Social contribution was an important driver: consumers valued the idea that their purchases could help MSMEs and local producers. Cultural values and product uniqueness also mattered because locally rooted products were seen as expressions of regional identity. Traditional-use requirements, including the use of woven textiles in customary events, created additional reasons to purchase local goods.

Product quality and originality were also important. Participants were more willing to support local goods when they believed that those goods were well made and authentically represented Lombok. This indicates that altruistic value did not replace expectations of performance. Instead, prosocial motivation and product evaluation worked together. Local taste, familiarity, and an increasingly positive orientation toward locally produced goods among young consumers further reinforced purchase interest. A participant highlighted the importance of authenticity:

“Kalau menurut saya yang di Sade itu autentik ya. Selain itu emang kerajinan asli dari tangan mereka langsung, enggak menggunakan mesin...” (P3, Interview).

Sade is one of Lombok's traditional villages. The participant's statement suggests that the perceived authenticity of local products is closely associated with their traditional and handmade production processes. The absence of machine-based production appears to contribute to the participant's appreciation of these products as genuinely local and culturally rooted.

4.4 Barriers and the Limits of Altruistic Intention

Despite generally positive attitudes toward supporting local products, participants identified several barriers that could override altruistic intentions. The most prominent was price. Local products were sometimes perceived as expensive relative to nonlocal alternatives offering similar functional benefits. For young consumers, especially those with limited budgets, this price difference could make social motivation difficult to sustain in actual purchasing decisions.

One participant explained:

"Kalau yang produk lokal itu memang kualitasnya bagus, cuma kemahalan si"
(P5, Interview).

This statement demonstrates the tension between positive perceptions of local products and affordability concerns.

Limited accessibility and weak digital marketing were additional constraints. Participants indicated that some local products were difficult to find and that many producers had not fully optimized social media or digital commerce. Design and packaging were also important because Gen Z consumers tended to value products that looked contemporary, attractive, and aligned with current trends. Where packaging, innovation, or quality appeared weak, local products faced strong competition from better-known nonlocal brands.

The findings therefore reveal a clear value-price-quality trade-off. Participants could hold strong social and cultural intentions while still making rational comparisons of price, quality, design, and convenience. Altruistic values increased the attractiveness of local products, but they did not guarantee purchase when basic market expectations were not met.

4.5 Marketing Strategies Suggested by the Findings

Participants' responses pointed to storytelling as an important way to make the social and cultural value of local products more visible. Stories about artisans, production processes, cultural origins, and the community impact of purchasing can help consumers understand what is preserved or supported through a transaction. Such narratives can also strengthen emotional attachment and regional pride when they are delivered in a way that feels authentic and relevant to Gen Z.

Regarding marketing strategies, one participant suggested:

"Yang paling gampang agar dia diminati itu harus pakai marketing yang kekinian banget, misalnya lewat sosial media memperkenalkan ayam taliwang dalam bentuk cerita" (FGD1-P2, Focus Group Discussion).

This highlights that Gen Z consumers perceive digital platforms as important channels for increasing awareness and engagement with local products.

Digital branding was another strategic priority. Local products were expected to use visually appealing and hygienic packaging, distinctive branding, clear logos, and transparent information about ingredients or formal certifications where relevant. Social-media platforms such as TikTok, Instagram, and YouTube were identified as important channels, as digital engagement and influencer-generated content can shape Gen Z consumers' perceptions, trust, and purchase intentions (Djafarova & Bowes, 2021). Accessibility through e-commerce, digital location services, and social-commerce channels was also considered necessary.

Finally, the findings suggest that social meaning should be accompanied by competitive value. Reasonable pricing, product innovation, and reliable quality can reduce the tension between altruistic motivation and rational purchase evaluation. Marketing that emphasizes community benefit without addressing these functional concerns is unlikely to fully convert favorable attitudes into repeated purchasing.

4.6 Discussion

The findings show that altruistic consumption among Gen Z in Lombok is multidimensional. Previous research has mainly examined altruistic consumption through environmental and sustainability-related purchasing (Teng et al., 2015; Gazzola et al., 2020). This study extends this perspective by showing that altruistic consumption can also involve supporting local livelihoods, MSMEs, and cultural continuity in a specific local context. This finding extends the concept of altruistic consumption beyond environmentally oriented purchasing by showing that consumers may also express prosocial values through supporting local livelihoods and cultural continuity. However, the findings also indicate that altruistic motivation operates alongside cultural identity and consumer evaluation, rather than replacing personal considerations such as quality, price, and accessibility. Such a pattern is consistent with the broader idea that altruism can be expressed through actions perceived to benefit others or the collective (Batson, 2011).

Extending this interpretation, the findings suggest that altruistic consumption of local products should not be understood as purely selfless behaviour. Although altruistic motivation involves concern for others and collective welfare (Batson, 2011), consumer decisions are also influenced by personal value considerations, including personal satisfaction, identity expression, perceived quality, and functional benefits (Holbrook, 1999; Sheth et al., 1991). Therefore, local-product consumption represents a negotiation between social values and personal utility, where consumers seek to contribute to their communities while also obtaining meaningful personal value from their consumption choices.

In the context of Lombok, this negotiation is particularly evident because local products carry both social meanings related to community support and symbolic meanings related to cultural identity. The strong role of cultural meaning is especially

important. Previous research on Indonesian Gen Z has highlighted domestic-product preferences and ethnocentric tendencies (Andriyanty & Wahab, 2019, 2022). The present findings provide a more localized interpretation: identification with Lombok and concern for cultural continuity can operate alongside social concern for MSMEs and artisans. “Lombok Pride” therefore functions as both a symbolic consumer motive and a prosocial orientation toward the region. This finding suggests that local-product marketing can be strengthened when identity is linked to concrete community outcomes rather than presented merely as a slogan.

The study also confirms that Gen Z's social orientation does not eliminate conventional marketplace evaluation. Participants continued to compare prices, assess quality, react to design and packaging, and consider ease of access. This is consistent with the broader portrayal of Gen Z as values-aware but highly informed consumers who encounter abundant alternatives through digital channels (Francis & Hoefel, 2018; Azizah et al., 2024). In practical terms, social value appears to function as an additional source of differentiation, not as a substitute for product competitiveness. However, altruistic intention does not always translate into purchase behaviour. Consumers evaluate local products through a value trade-off involving social contribution, price fairness, perceived quality, accessibility, and digital visibility. Thus, economic constraints and market-related factors may weaken ethical consumption intentions when products are perceived as less affordable, less accessible, or less competitive than alternatives.

Although consumers may value supporting local products, altruistic intention does not always translate into actual purchase behaviour. The findings indicate that social motivation must be accompanied by sufficient perceived value, as consumers simultaneously evaluate price fairness, product quality, accessibility, and design. Therefore, local-product consumption reflects a balance between altruistic values and marketplace considerations, where consumers are more likely to act on their social intentions when products provide both community benefits and functional value.

The barrier findings are particularly relevant for local firms. A high price can weaken the influence of altruistic motivation, especially when consumers perceive no corresponding advantage in quality or uniqueness. Similarly, weak digital visibility reduces the opportunity for Gen Z consumers to act on favorable attitudes. This means that the conversion of altruistic intention into purchase requires a coherent value proposition: the product should be socially meaningful, functionally credible, visually relevant, competitively priced, and easy to obtain.

Consistent with research on Gen Z and digital consumer behaviour (Francis & Hoefel, 2018; Azizah et al., 2024), the results also support a communication strategy centered on authenticity and transparency. Storytelling about producers, traditions, and social impact may strengthen emotional connection, but such narratives should be supported by observable product quality and accessible information. Digital branding should therefore integrate symbolic and functional value: regional identity, social contribution, product benefits, certifications where relevant, and convenient purchase

channels. This combination is likely to be more effective than relying exclusively on appeals to loyalty or local pride.

From a theoretical perspective, the study contributes a contextualized view of altruistic consumer behaviour. The findings suggest that altruistic consumption in a local-product setting can be conceptualized as a negotiated choice in which prosocial values interact with self-oriented considerations. Rather than treating altruism and economic rationality as mutually exclusive, the results show that both can be present in the same decision process. Future quantitative research can build on this insight by testing how social concern, cultural identity, perceived quality, price fairness, product image, and accessibility jointly predict local-product purchase behaviour.

5. Conclusion and Suggestions

This study shows that Gen Z consumers in Lombok express altruistic behaviour toward local products through support for local MSMEs, artisans, community livelihoods, and cultural preservation. Local-product consumption was not only perceived as an economic transaction but also as a way of maintaining regional identity and expressing “Lombok Pride.” These findings answer the first research question by demonstrating that altruistic behaviour in local-product consumption extends beyond personal benefits and includes contributions to local communities and cultural continuity.

Regarding the factors influencing altruistic consumption, the findings indicate that social values, cultural attachment, and perceived community benefits encourage support for local products. However, these intentions are moderated by practical considerations, including price, quality, accessibility, design, and digital visibility. Thus, altruistic motivation does not automatically lead to purchase behaviour unless local products also provide sufficient functional and economic value.

From a business perspective, the findings suggest that local firms should combine social and cultural storytelling with competitive product strategies. Communicating producer stories, cultural meaning, and community impact should be supported by improvements in product quality, pricing, packaging, and digital accessibility. By integrating symbolic value with functional value, local businesses can better align with Gen Z consumers’ expectations and strengthen engagement with local products.

The study is qualitative and based on 20 purposively selected Gen Z participants in Lombok. The findings should therefore be interpreted as context-specific rather than statistically generalizable to all Gen Z consumers in Indonesia. The study also emphasizes self-reported perceptions and motivations; future work could compare these accounts with observed purchasing behaviour or transaction data.

6. References

- Andriyanty, R., & Wahab, D. (2019). Preferensi konsumen generasi Z terhadap konsumsi produk dalam negeri. *ETHOS: Jurnal Penelitian dan Pengabdian kepada Masyarakat*, 7(2), 280–296.

- Andriyanty, R., & Wahab, D. (2022). Indonesian generation Z consumer ethnocentrism on food and beverage product. *Technium Social Sciences Journal*, 28, 522.
- Azizah, N., Farida, S. N., & Dimisyqiyani, E. (2024). Marketing activities and consumer behavior shifting of Generation Z in the social media marketing era. *International Journal of Social Science Research and Review*, 7(2), 25–35. <https://doi.org/10.47814/ijssrr.v7i2.1833>
- Batson, C. D. (2011). *Altruism in humans*. Oxford University Press.
- Belk, R. W. (1988). Possessions and the extended self. *Journal of Consumer Research*, 15(2), 139–168.
- Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3(2), 77–101.
- Creswell, J. W., & Creswell, J. D. (2023). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (6th ed.). SAGE.
- Djafarova, E., & Bowes, T. (2021). Instagram made me buy it: Generation Z impulse purchases in fashion industry. *Journal of Retailing and Consumer Services*, 59, 102345. <https://doi.org/10.1016/j.jretconser.2020.102345>
- Eisenberg, N. (1989). *The roots of prosocial behavior in children*. Cambridge University Press.
- Francis, T., & Hoefel, F. (2018). *True Gen: Generation Z and its implications for companies*. McKinsey & Company.
- Gazzola, P., Pavione, E., Pezzetti, R., & Grechi, D. (2020). Trends in the fashion industry: The perception of sustainability and circular economy. *Sustainability*, 12(7), 2809. <https://doi.org/10.3390/su12072809>
- Hennink, M. M., Kaiser, B. N., & Marconi, V. C. (2017). Code saturation versus meaning saturation: How many interviews are enough? *Qualitative Health Research*, 27(4), 591–608.
- Hennink, M., & Kaiser, B. N. (2022). Sample sizes for saturation in qualitative research: A systematic review of empirical tests. *Social Science & Medicine*, 292, 114523.
- Holbrook, M. B. (1999). *Consumer Value: A Framework for Analysis and Research*. Routledge.
- Kristiyono, Y. R., & Felim, C. (2021). Pengaruh interpersonal influence, altruism, dan environment knowledge terhadap green purchasing behaviour konsumen The Body Shop yang dimediasi oleh environment attitude. *Ultima Management: Jurnal Ilmu Manajemen*, 13(1), 47–61.
- Krueger, R. A., & Casey, M. A. (2015). *Focus groups: A practical guide for applied research* (5th ed.). SAGE Publications.
- Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values. *Journal of Business Research*, 22(2), 159–170.
- Shimp, T. A., & Sharma, S. (1987). Consumer ethnocentrism: Construction and validation of the CETSCALE. *Journal of Marketing Research*, 24(3), 280–289.

- Tajfel, H., & Turner, J. C. (1986). The social identity theory of intergroup behavior. In S. Worchel & W. G. Austin (Eds.), *Psychology of Intergroup Relations* (pp. 7–24). Nelson-Hall.
- Teng, Y. M., Wu, K. S., & Liu, H. H. (2015). Integrating altruism and the theory of planned behavior to predict patronage intention of a green hotel. *Journal of Hospitality & Tourism Research*, 39(3), 299–315.
- VOA Indonesia. (2023). Perilaku belanja Gen Z: Hidupkan bisnis lokal, minus loyalitas pada merek. <https://www.voaindonesia.com/a/perilaku-belanja-gen-z-hidupkan-bisnis-lokal-minus-loyalitas-pada-merek-/7176433.html>
- Wibowo, W., & Ayuningtyas, F. (2024). Generasi Z sebagai konsumen masa depan: Karakteristik, preferensi, dan tantangan baru. *Buana Komunikasi (Jurnal Penelitian dan Studi Ilmu Komunikasi)*, 5(2), 90–99.