# Chapter 13 Understanding Gen Z's Adoption of AI Technologies in Green Product Purchases: An Extension of the Technology Acceptance Model

# Arafat Naser Jasim Alyousuf

University of Basra, Iraq

### Afrah Oudah Sabeeh

Basrah Engineering Technical College, Southern Technical University, Basrah, Iraq

### Najat Dakhil Oufi Alnaemat

University of Basra, Iraq

### Kamel Mouloudj

https://orcid.org/0000-0001-7617-8313
University of Medea, Algeria

## Saaduldeen Ail Hussein

Al-Kunooze University College, Basra, Iraq

### ABSTRACT

This study explores the factors that influence Gen Z consumers' intention to adopt artificial intelligence (AI) technologies for purchasing green products by extending

DOI: 10.4018/979-8-3373-2424-1.ch013