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## ECO-FRIENDLY PRODUCT PURCHASING BEHAVIOR BASED ON THE THEORY OF CONSUMPTION VALUE

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### Abstract

This study investigates eco-friendly product purchasing behavior among millennial consumers based on the Theory of Consumption Value. Using a quantitative approach and multiple regression analysis, the research examines the effects of functional, conditional, social, epistemic, and emotional values on green purchase intention, as well as the effect of green purchase intention on green purchase behavior. The findings show that social value and emotional value significantly influence green purchase intention, while functional, conditional, and epistemic values have no significant effect. Moreover, green purchase intention positively affects green purchase behavior. These results highlight that millennials' eco-friendly purchasing decisions are primarily driven by emotional concern and social influence rather than by product functionality or situational factors.

**Keywords:** Theory of Consumption Value, Green Purchase Behavior, Eco-Friendly Products

## INTRODUCTION

Awareness of the importance of preserving the environment is increasing in line with the growing impact of climate change and environmental damage. The negative impact of human activities on the environment, such as air pollution, water pollution, deforestation, and global warming, has triggered an urgent need to change people's consumption patterns towards more eco-friendly ones. Consumers are increasingly concerned about the environmental impact of the products they purchase. In response to this shift, the emergence of eco-friendly products has emerged as a promising alternative to reduce ecological damage. One approach that can be taken to mitigate these negative impacts is to increase the purchase of eco-friendly or sustainable products.

Eco-friendly products are defined as products that have minimal impact on the environment, both in terms of production, use, and disposal. Some examples of eco-friendly products include items made from recycled materials, products that are easily biodegradable, and items that use organic or eco-friendly materials. However, despite numerous initiatives to promote the consumption of eco-friendly products, data shows that the purchase rate of such products has not yet reached its full potential. While eco-friendly products are widely available in the market, not all consumers have switched to or shown a preference for eco-friendly products. This is due to the gap between consumers' intentions and their actual behavior when purchasing eco-friendly products, although awareness of the importance of such products is increasing. As a result, many consumers express support for environmental issues but this has not yet been reflected in their purchasing decisions.

Currently, the use of eco-friendly products in Indonesia is increasing in line with growing awareness of the importance of preserving the environment. The use of eco-friendly products has also become a trend among some Indonesians, especially in big cities, where they are using or choosing eco-friendly product packaging, reusable cutlery, changing their diet to plant-based, and using more energy-efficient electronic devices. Some of the eco-friendly products commonly used by Indonesians today include: tote bags as alternatives to plastic bags, tumblers (drinking containers) as alternatives to single-use plastic bottles, straws and utensils made from bamboo or stainless steel to reduce plastic waste, lunch boxes to replace single-use food containers, bamboo-based tissues, organic fruits and vegetables grown without pesticides, and other eco-friendly products.

One group that has great potential to contribute to this change is the millennial generation, which is known for its high environmental awareness and tendency to support products that prioritize sustainability. Millennials not only want products that meet functional needs but also expect products that align with their social and environmental values. This creates a challenge for companies in understanding the factors influencing this generation's decisions to purchase eco-friendly products.

Several studies have examined the phenomenon of purchasing eco-friendly products. One such study was conducted by Hong Wang et al (Wang et al., 2018), which proved that the Theory of Consumption Values contributes to understanding consumer purchasing behavior regarding eco-friendly products in China. In addition, this research can be used by manufacturers to produce eco-friendly products that are attractive to consumer.

This study adapts the Theory of Consumption Values proposed by Sheth, Newman, & Gross, 1991 (Sheth et al., 1991), which explains the reasons why consumers choose or buy, use or do not use a particular product. This theory identifies the factors influencing consumers'

choices regarding a product, namely functional value, social value, emotional value, conditional value, and epistemic value. The motivation for millennial consumers to choose eco-friendly products based on functional value tends to focus on the practical aspects and performance of eco-friendly products, such as effectiveness and price. However, functional value remains an important factor and primary consideration. In terms of social value, millennial consumers are often driven by social influence, and eco-friendly products are seen as a symbol or part of their lifestyle. In terms of emotional value, millennial consumers purchase eco-friendly products because of an emotional sense of responsibility toward the future of the environment and the Earth, which is based on empathy toward environmental issues. In terms of epistemic values, millennial consumers tend to seek new experiences and in-depth information about products. They are interested in innovation and new knowledge about eco-friendly products. In terms of conditional values, millennial consumers who purchase eco-friendly products may reflect principles of sustainability or support companies with social missions. The respondents in this study refer to millennials born between 1981 and 1996, who are consumers of eco-friendly products or have used such products. Young consumers are a group with significant potential to support environmental protection (Lee, 2008). Young consumers are considered to have a perspective on environmental protection behavior, as they demonstrate environmental concern and pro-environmental behavior (Yadav & Pathak, 2016).

## **LITERATURE REVIEW**

### **Theory of Consumption Values**

The Theory of Consumption Values was first proposed by Sheth, Newman, & Gross (1991) (Sheth et al., 1991). This theory focuses on consumption values, explaining why consumers choose to buy or not buy, use or not use certain products, the reasons why consumers choose one type of product over another, and the reasons why consumers choose one brand over another. The Theory of Consumption Values is fundamentally based on three principles that have been proven to be true: consumer behavior is a function of various consumption values, consumption values contribute differently in each purchasing situation, and consumption values are independent (Gonçalves et al., 2016). The Theory of Consumption Values explains that consumption decisions are not only influenced by the functional aspects of a product but also by other factors, such as psychological and social factors. This theory specifically argues that consumer choices are a function of various consumption values, namely functional value, social value, emotional value, conditional value, and epistemic value (Shin et al., 2021).

### **Functional Value**

According to Sheth et al (Sheth et al., 1991), functional value is the main factor that drives consumers to choose a product. The benefits perceived by consumers depend on the product's functions, benefits, or how it works, such as quality, durability, and price (Lin et al., 2010). (Mohd Suki & Mohd Suki, 2015) state that quality and price influence consumers' choices when purchasing products. Consumers will try to maximize the benefits of their purchases, which come from comparing the benefits of the product and the costs incurred, when consumers make purchasing decisions (Rizkalla, 2020). In the context of eco-friendly products, consumers often evaluate the quality and effectiveness of products in meeting their functional needs.

### **Conditional Value**

Conditional value is defined as the perceived and obtained benefits from an alternative as a result of the situation or circumstances faced in choosing a product (Sheth et al., 1991). Conditional value arises when the value is closely related to the use of a product or service in a particular situation (Gonçalves et al., 2016). Conditional value can be influenced by prior physical or social contingencies that enhance the social and functional value of the product (Awuni & Du, 2016). Consumers choose eco-friendly products because they feel that they align with their personal values regarding high awareness of environmental issues.

### **Social Value**

Social value (Sheth et al., 1991) may refer to the benefits that consumers feel and obtain from their connection with one or more specific groups within a particular community. The tendency of consumers to seek prestige and recognition in consuming certain products (Awuni and Du 2016). It is believed that products not only provide functional value but also social value and can encourage consumers to make choices (Rizkalla 2020). Consumers today are more aware and concerned about environmental issues, and eco-friendly products are considered a status symbol or part of a lifestyle that can influence purchasing decisions.

### **Emotional Value**

According to Sheth et al. (Sheth et al., 1991), emotional value is the benefit felt and obtained from the capacity of alternatives to evoke feelings or affective states. Consumer emotional value can be positive, negative, or mixed, and varies among individuals based on their unique characteristics and emotional experiences, which influence purchasing decisions (Mohd Suki & Mohd Suki, 2015). Consumer behavior varies according to the emotional state that varies in each situation. This emotional value is considered a key component of attitude and can influence consumer preferences and choice (Ali et al., 2019). Consumers choose eco-friendly products because they feel they are contributing to positive change for the environment. This creates an emotional connection and can motivate repeat purchases of eco-friendly products.

### **Epistemic Value**

According to Sheth et al. (Sheth et al., 1991), epistemic value is the perceived benefit gained from alternatives that stimulate curiosity, provide novelty, and satisfy the desire for knowledge. Novelty can be very important in stimulating consumers' decisions to try new products (Awuni & Du, 2016). In addition to needs related to the purchasing situation, consumers' knowledge about a product also plays an important role in determining the adoption of new products (Lin et al., 2010). Consumers are interested in buying eco-friendly products because they want to know more about these products, as they offer innovation or provide new experiences in shopping and product use.

### **Green Purchasing Intention**

Purchase intention is a key component of behavioral intention, which can be defined as an individual's relative strength of intention to engage in a particular behavior (Amin & Tarun, 2020). When consumers choose a particular product, their purchasing decision depends on their purchase intention (Sharaf & Isa, 2017). Purchase intention for eco-friendly products is based on consumers' willingness and desire to purchase eco-friendly products. In addition, consumers not only pay attention to product quality but also to their desire to protect the environment (Jaiswal & Kant, 2018).

## **Green Purchasing Behavior**

Green purchasing behavior refers to the purchase of products that have minimal impact on the environment. A person's positive intention toward purchasing green products increases the likelihood of purchasing such products or services, while the opposite intention decreases the likelihood of purchasing green products (Siddique et al., 2020). Eco-friendly behavior is more than just a matter of attitude. It is typically associated with the consumption of products that support or do not harm the environment (Fontes et al., 2021). Consumers tend to exhibit behavior that involves selecting or purchasing eco-friendly products to support the reduction of negative impacts on the environment and encourage industries to become more sustainability-oriented.

### **Hypothesis**

Functional value refers to the perceived benefits of a product in terms of functional, utilitarian, or physical performance, which drives consumer behavior (Sun & Wang, 2019). Functional value, including price and quality, is an important consideration that can influence customers' decisions to choose, purchase, and adopt eco-friendly products over non-eco-friendly and harmful products (Amin & Tarun, 2020). Functional value has a significant positive impact on consumer decision-making processes and management performance related to eco-friendly products and services (Amin & Tarun, 2020). Functional value has a significant influence on the intention to purchase eco-friendly products (Shin et al., 2021).

H1: Functional value has a positive effect on green purchase intention among consumers of eco-friendly products.

Conditional value is defined as the perceived and obtained value of an alternative as a result of a specific situation or series of situations faced by consumers (Sheth et al., 1991). Conditional value is relevant in explaining the intention to purchase eco-friendly products (Rizkalla, 2020). The decision to purchase eco-friendly products can be driven by consumers' beliefs and tendencies regarding their knowledge of the environment and how the product can make a difference to environmental conditions (Mohd Suki & Mohd Suki, 2015). Conditional value has a significant positive influence on the intention to purchase eco-friendly products in Pakistan (Ali et al., 2019).

H2: Conditional value has a positive effect on green purchase intention among consumers of eco-friendly products.

Social value is defined as something that consumers perceive as being obtained from alternatives with one or more specific social groups. An alternative obtains social value with demographic, socioeconomic, and cultural-ethnic groups as a positive or negative response (Sheth et al., 1991). In the purchase of eco-friendly products, consumers buy an eco-friendly product not only to obtain the functional value of the product, but also to enhance their self-image and gain approval from others, or in other words, to obtain social value (Rizkalla, 2020). Social value has a positive and significant influence on the intention to purchase eco-friendly products among adult consumers in China (Awuni & Du, 2016).

H3: Social value has a positive effect on green purchase intention among consumers of eco-friendly products.

Epistemic value is something that is felt, obtained from the alternative capacity to arouse curiosity and provide something new. A product is considered to have epistemic value if it can create new experiences for consumers, thereby fulfilling their need for novelty, curiosity, and knowledge (Sheth et al., 1991). Eco-friendly products are considered to have

epistemic value because the concept of these products is relatively new compared to conventional products in terms of materials, production processes, and promotional strategies (Rizkalla, 2020). Epistemic value has also been proven to influence purchase intention in the purchase of eco-friendly products. Eco-friendly products can meet consumers' needs for knowledge and novelty through innovative concepts and informative labels (Rizkalla, 2020). H4: Epistemic value has a positive effect on green purchase intention among consumers of eco-friendly products.

Emotional value refers to something that is felt and generated from the affective state and feelings evoked when consuming a particular product (Sheth et al., 1991). Consumers are fully aware that their decision to purchase eco-friendly products is driven by a sense of responsibility toward the environment and toward themselves, as purchasing eco-friendly products allows them to lead a healthier lifestyle (Suki & Suki, 2015). Emotional value has a positive influence on the intention to purchase eco-friendly products in Bangladesh, as consumers consider purchasing eco-friendly products as a way to protect the environment and experience emotional attachment and positive feelings for contributing to society and the environment in general (Amin & Tarun, 2020).

H5: Emotional value has a positive influence on green purchase intention among consumers of eco-friendly products.

Purchase intention refers to an individual's readiness to engage in a particular behavior (Yadav & Pathak, 2017). Purchase intention captures the motivation to engage in a behavior such as the willingness to intend to purchase a product (Chaudhary & Bisai, 2018). The higher the level of green purchase intention among consumers, the more likely they are to make green purchase decisions. Consumers who have experience and behavior in purchasing eco-friendly products are more likely to exhibit eco-friendly purchasing behavior (Siddique et al., 2020).

H6: Green purchase intention has a positive effect on green purchase decisions among consumers of eco-friendly products.

## **METHOD**

This study applies a quantitative research approach to examine the influence of consumption values on green purchase intention and behavior among millennial consumers. The sampling technique used was purposive sampling, with specific criteria established for respondents who have purchased or used eco-friendly products and were born between 1981 and 1996. This method was chosen to ensure that the respondents are representative of millennials who are familiar with sustainable products and purchasing behaviors. The sample size was determined following the guideline proposed by Hair et al., (2012), which suggests that the minimum number of samples should be five to ten times the number of indicators used in the study. With a total of 25 indicators, the sample size was set at 125 respondents ( $25 \times 5 = 125$ ). Data were collected through an online questionnaire distributed via Google Forms. The questionnaire consisted of statements measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), to assess respondents' perceptions toward eco-friendly products and consumption values. The collected data were analyzed using SPSS software. The analysis procedures included validity and reliability testing, descriptive statistics, and multiple linear regression analysis to determine the relationship between variables and to test the research hypotheses.

**RESULT AND DISCUSSION**

**Table 1.**  
**Characteristic Respondent**

<b>Measurement</b>	<b>Value</b>	<b>Frequency</b>	<b>%</b>
<b>Gender</b>	Male	36	28.6
	Female	90	71.4
<b>Job</b>	Lecturers/teachers	31	24.6
	Private Employees	70	55.6
	Entrepreneurship	15	11.9
	Freelancer	4	3.2
	Housewife	4	3.2
	Civil Servants	1	.8
	Intern	1	.8
<b>Income or Monthly Allowance</b>	7.500.000-10.000.000	10	7.9
	5.000.000-7.500.000	10	7.9
	2.500.000-5.000.000	67	53.2
	1.000.000-2.500.000	28	22.2
	Less than 1.000.000	5	4.0
	More than 10.000.000	6	4.8
<b>The Frequency of Purchasing Eco-Friendly Products Over the Past Year</b>	More than 7 times	24	19.0
	5-6 times	11	8.7
	3-4 times	36	28.6
	1-2 times	55	43.7
<b>Sources of Information about Eco-Friendly Products</b>	Friend and family	49	38.9
	Social Media	67	53.2
	Television	6	4.8
	Print Media	1	.8
	Another Sources	1	.8
	Internet	1	.8
	Personal Idea	1	.8

Based on the results of the study of respondents, the following characteristics were obtained. In terms of gender, the majority of respondents were female, 90 respondents (71.4%), while male respondents 36 respondents (28.6%). These findings indicate that female participation in research related to eco-friendly products is higher than that of males. In terms of occupation, most respondents worked as private employees, 70 people (55.6%). Respondents who worked as lecturers/teachers, 31 people (24.6%), followed by entrepreneurs, 15 people (11.9%). Meanwhile, there were 4 respondents (3.2%) who worked as freelancers and housewives, respectively, and there was 1 respondent (0.8%) each who worked as a civil

servant and interns. In terms of income or monthly allowance, the largest group was in the range of IDR 2,500,000–IDR 5,000,000, consisting of 67 respondents (53.2%). A total of 28 respondents (22.2%) had an income between IDR 1,000,000–IDR 2,500,000. 10 respondents (7.9%) each had an income of IDR 5,000,000–IDR 7,500,000 and IDR 7,500,000–IDR 10,000,000, while 6 respondents (4.8%) had an income above IDR 10,000,000, and 5 respondents (4.0%) had an income of less than IDR 1,000,000 per month. This shows that the majority of respondents were in the middle income group. Based on the frequency of purchasing eco-friendly products over the past year, respondents who made 1–2 purchases dominated, 55 people (43.7%). A total of 36 respondents (28.6%) made 3-4 purchases, 24 respondents (19.0%) made more than 7 purchases, and only 11 respondents (8.7%) made 5-6 purchases in one year. These findings indicate that the intensity of eco-friendly product purchases by most respondents is still relatively low. In terms of sources of information about eco-friendly products, the majority of respondents obtained information through social media, 67 respondents (53.2%). A total of 49 respondents (38.9%) obtained information from friends and family. Television was the source of information for 6 respondents (4.8%), while print media, the internet, personal ideas, and various other sources were each used by only 1 respondent (0.8%). This shows that social media plays an important role as the main channel for disseminating information about eco- friendly products.

**Table 2. Validity and Reliability Test**

Variabel	Item	r hitung	r tabel	Description	Cronbach's Alpha	Description
<b>PV</b>	PV 1	0.735	0.147	Valid	0.739	Reliable
	PV 2	0.679	0.147	Valid		
	PV 3	0.787	0.147	Valid		
	PV 4	0.761	0.147	Valid		
	PV 5	0.538	0.147	Valid		
<b>CV</b>	CV 1	0.590	0.147	Valid	0.671	Reliable
	CV 2	0.744	0.147	Valid		
	CV 3	0.666	0.147	Valid		
<b>SV</b>	SV 1	0.853	0.147	Valid	0.807	Reliable
	SV 2	0.868	0.147	Valid		
	SV 3	0.836	0.147	Valid		
<b>EM</b>	EM 1	0.845	0.147	Valid	0.836	Reliable
	EM 2	0.872	0.147	Valid		
	EM 3	0.892	0.147	Valid		
<b>EV</b>	EV 1	0.744	0.147	Valid	0.609	Reliable
	EV 2	0.801	0.147	Valid		
	EV 3	0.704	0.147	Valid		
<b>GPI</b>	GPI 1	0.771	0.147	Valid	0.692	Reliable
	GPI 2	0.710	0.147	Valid		
	GPI 3	0.756	0.147	Valid		
	GPI 4	0.655	0.147	Valid		
<b>GPB</b>	GPB 1	0.763	0.147	Valid	0.707	Reliable
	GPB 2	0.752	0.147	Valid		

	GPB 3	0.695	0.147	Valid		
	GPB 4	0.739	0.147	Valid		

Based on the validity test table from 126 respondents, it can be seen that all questionnaire items have a calculated r value > table r, so it can be stated that all questionnaire items are valid and can be used as data collection tools. Meanwhile, based on the reliability test results table as summarized in the table above, it can be seen that the Cronbach Alpha coefficient values for all research variables are greater than 0.6 and are declared to be reliable.

**Table 3. Hypothesis Test**

Inter-variable influence	t-value	Sig	Hypothesis
PV-GPI	1.312	0.192	Rejected
CV-GPI	0.516	0.607	Rejected
SV-GPI	2.871	0.005	Accepted
EM-GPI	1.369	0.173	Rejected
EV-GPI	5.732	0.000	Accepted
GPI-GPB	3.848	0.000	Accepted

**Functional value has a positive effect on green purchase intention among consumers of eco-friendly products.**

The first hypothesis states that functional value has a positive effect on green purchase intention among consumers of eco-friendly products. Based on the hypothesis test table, the t-value of the functional value variable is  $1.312 < 1.657$  and the sig value of the variable (X1) is  $0.192 > 0.05$ . This means that hypothesis 1 is rejected, where functional value does not have a significant effect on green purchase intention. This result is in line with the results of study (Awuni & Du, 2016) that functional value does not affect green purchase intention among consumers of eco-friendly products. Millennials with sufficiently high incomes, want good product materials and are less willing to sacrifice their personal interests for the sake of product benefits.

**Conditional value has a positive effect on green purchase intention among consumers of eco-friendly products.**

The second hypothesis states that conditional value has a positive effect on green purchase intention among consumers of eco-friendly products. From the hypothesis test table, the t-value for the conditional value variable is  $0.516 < 1.657$  and the sig value for the conditional value variable is  $0.607 < 0.05$ . This means that the hypothesis is rejected, whereby the conditional value does not have a significant effect on green purchase intention. This result is in line with the results of the study (Rizkalla, 2020), which states that the conditional value does not affect green purchase intention. This is because the conditional value is not a factor that influences the intention to purchase eco-friendly products among millennials in Yogyakarta. Millennials consider eco-friendly products to be high quality, durable, and have many benefits, but millennial consumers are not particularly focused on price reductions or discounts on eco-friendly products.

**Social value has a positive effect on green purchase intention among consumers of eco-friendly products.**

The third hypothesis states that social value has a positive effect on green purchase intention among consumers of eco-friendly products. Based on the hypothesis test results,

the t-value of variable (X3) social value is  $3.124 > 1.657$  and the sig value is  $0.002 > 0.05$ . This means that the hypothesis is accepted, whereby social value has a significant effect on green purchase intention. This result is in line with the results of study (Awuni & Du, 2016), which states that social value has a significant and positive effect on green purchase intention among adult consumers. This is because consumers of eco-friendly products, especially millennials, want to buy products because they are seeking prestige or social recognition. The influence of friends, family members, and close people is a very important factor in encouraging millennial consumers to choose eco-friendly products.

**Epistemic value has a positive effect on green purchase intention among consumers of eco-friendly products.**

The fourth hypothesis states that epistemic value has a positive effect on green purchase intention among consumers of eco-friendly products. Based on the results of the hypothesis test, the calculated t-value for variable (X4) is  $5.732 < 1.657$ . The sig value for the epistemic value variable is  $0.137 < 0.05$ . This means that the hypothesis is rejected, whereby epistemic value does not have a significant effect on green purchase intention. These results are in line with the results of the study (Awuni & Du, 2016), which states that epistemic value does not have a significant effect on green purchase intention. This is because consumers of eco-friendly products, especially millennials, lack curiosity about eco-friendly products that are novel.

**Emotional value has a positive influence on green purchase intention among consumers of eco-friendly products.**

The fifth hypothesis states that emotional value has a positive effect on green purchase intention among consumers of eco-friendly products. Based on the results of the hypothesis test, the t-value for the emotional value variable is  $1.369 < 1.657$ . The sig value for the emotional value variable is  $0.000 < 0.05$ . This means that the hypothesis is accepted, whereby emotional value has a significant effect on green purchase intention. This result is in line with the study (He, 2024), which states that emotional value has an effect on green purchase intention. This is because consumers of eco-friendly products, especially millennials, have an emotional attachment and concern for current environmental issues. They also feel responsible for a better environment, which may be a consideration for them to want to buy eco-friendly products.

**Green purchase intention has a positive effect on green purchase decisions among consumers of eco-friendly products.**

The sixth hypothesis states that green purchase intention has a positive effect on green purchase behavior among consumers of eco-friendly products. Based on the results of the t-test of the variable (Z) of  $3.848 < 1.657$ . The sig value of the variable (Z) is  $0.000 < 0.05$ . This means that the hypothesis is accepted, whereby green purchase intention has a significant effect on green purchase behavior. This result is in line with research (Barba-Sánchez & Atienza-Sahuquillo, 2018), which states that green purchase intention has an influence on green purchase behavior. This is because the millennial generation has a high awareness of environmental issues and is more easily influenced by social pressures. They will prefer products that are valuable and sustainable and have social responsibility.

## CONCLUSION

Based on the results of data analysis and hypothesis testing, functional value, conditional value, and epistemic value were found to have no significant effect on green purchase intention. This indicates that considerations related to product functionality, situational factors such as price or discounts, and curiosity toward new eco-friendly products are not the main determinants of millennials' intention to purchase eco-friendly products. In contrast, social value and emotional value were found to have a positive and significant effect on green purchase intention. These findings suggest that millennials' intention to purchase eco-friendly products is primarily driven by social influence, such as the desire for social recognition and the opinions of peers or family, as well as emotional attachment and concern for environmental issues. Emotional involvement and a sense of responsibility toward environmental sustainability play an essential role in shaping their green purchase intention. Furthermore, green purchase intention was found to have a positive and significant effect on green purchase behavior, indicating that a stronger intention to buy eco-friendly products increases the likelihood of actual green purchasing actions. Overall, this study highlights that among millennial consumers, social and emotional values are key determinants of green purchase intention and behavior, while functional and conditional factors remain secondary. These findings emphasize the importance of developing marketing strategies that appeal to emotional engagement and social identity to encourage sustainable consumption behavior.

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