The Effect of Green Perceived Values and Injunctive Norms on Buying Intentions of Eco-Friendly Products

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ABSTRACT

This study aims to utilize the multidimensional concept of green perceived value (GPV) and injunctive norms in relation to the intention to buy environmentally friendly products. This research utilized 105 questionnaires to investigate the correlation between GPV, injunctive norms, attitudes toward purchasing, and purchase intention by focusing on four components of GPV: functional value, conditional value, social value, and emotional value. Structural equation models were employed to assess the connections among the seven components. This study adds to the existing literature by exploring the nuanced relationship between green perceived value (GPV), injunctive norms, attitudes toward purchasing, and intention to buy environmentally friendly products. By focusing on four dimensions of GPV - functional value, conditional value, social value, and emotional value - the research sheds light on how these components influence consumer behavior. Using structural equation models and analysis of 105 questionnaires, the study reveals that functional and emotional values significantly impact purchase intention via attitudes toward purchasing. These findings contribute to a deeper understanding of consumer behavior and provide insights for promoting and developing eco-friendly products. This study aims to enhance comprehension of consumer behavior and the development of intentions to buy eco-friendly products.

KEYWORDS
Consumer attitudes
Purchase intention
Eco-friendly products
Green perception value
Injunctive norms

Introduction

The increasing interest in ecologically responsible behavior in society, as evidenced by the growing demand for eco-friendly products, indicates that environmentally conscious consumers are more likely to exhibit eco-friendly behavior and prioritize their beliefs regarding environmental protection (Chen & Chang, 2012). Companies are increasingly adopting environmentally friendly practices to meet the needs of consumers transitioning to eco-friendly products, reflecting the significance of environmentally conscious attitudes. Their perceptions of a company's environmental consciousness significantly influence consumer purchasing behavior. When consumers perceive a company as environmentally conscious, it builds trust and encourages them to purchase eco-friendly products (Punyatoya, 2015). Environmental protection promotes eco-friendly purchasing, which refers to consumer behavior that acknowledges the potential impact of their purchasing choices on global change (Kautish et al., 2019). It is essential to recognize that consumer choices can significantly impact the environmental characteristics of products entering the market. This underscores the importance of studying how consumers influence product purchasing decisions (Worsley et al., 2015).

Prior studies have demonstrated that the way a person perceives the worth of something can impact their sentiments as customers. Green Perceived Value (GPV) refers to the assessment made by consumers on the benefits they receive in relation to what they offer in exchange for a product or service. This evaluation

is impacted by their environmental preferences, sustainability expectations, and specific green criteria (Chen & Chang, 2012). Chen and Chang (2012) emphasize the significance of perceived value in shaping eco-friendly purchasing behavior. Nevertheless, they acknowledge that the GPV architecture has limitations due to its sole one-dimensional nature. In their study, Sangroya and Nayak (2017) proposed the analysis of four sub-constructs of GPV, namely functional value, conditional value, social value, and emotional value, to gain a more thorough understanding of the intricate and diverse idea of perceived value. Their study shows that the multidimensional GPV construct is useful for evaluating consumer purchase behavior of environmentally friendly products. Previous studies have shown a clear link between consumer attitudes and perceptions, which influence the effect of environmentally aware purchasing values on environmentally conscious purchasing intentions (Chen & Chang, 2012).

The functional value plays a vital role in consumer decision-making, including attitudes, perceptions, and behavior. The potential economic advantages that consumers can obtain while engaging in the act of consuming (Sangroya & Nayak, 2017). According to Sangroya and Nayak (2017), functional value refers to the perceived value of goods and services based on their utilitarian or physical performance. This value is determined by aspects such as price, quality, and comfort (Fionita & Winarso, 2022; Retnaningdiah et al., 2020). Conditional value refers to the factors that influence judgments made in a certain situation, depending on value evaluations for specific event. Woo and Kim (2019) higlighted the importance of conditional value, stating that discounts, product availability, and sales directly affect consumer perceptions.

Social value is the perceived value by a specific user group with whom it is connected. Social values are enduring views that individuals are taught regarding proper behavior and norms throughout society (Blamey & Braithwaite, 1997). In a social context with distinct rules, distinctive forms of association, identities, and symbolic meanings can be established (Firat & Venkatesh, 1993). Social value is recognized as a crucial factor that contributes to developing, enhancing, and sustaining relationships with customers and their interactions with others (Ainy & Barokah, 2019; Barokah & Ainy, 2016; Hidayah & Wulandari, 2017; To et al., 2007). Social values are manifested through friendship, societal support, and the intimacy that arises from interpersonal interactions (Vock et al., 2013).

According to Sheth, Newman, and Gross (1991), emotional value pertains to the positive exhilaration experienced by consumers post-utilization or experience of a service. It encompasses a spectrum of emotions such as safety, satisfaction, affection, longing, apprehension, exhilaration, and regret (Holbrook & Hirschman, 1982). Emotional value signifies a comprehensive assessment and judgment of both positive and negative aspects (Aagerup et al., 2019). This sentiment also serves as a favorable incentive for customers to utilize products or services. The researchers' emphasis on emotional value highlights the significance of delight and ease in ensuring customer satisfaction. According to Aagerup et al. (2019), consumers favor products that evoke emotional responses over rational ones, particularly if they promote environmental benefits. Emotional value relates to the positive sentiment experienced by buyers when they purchase environmentally friendly products (Woo & Kim, 2019).

Although green consumerism has gradually moved to Asian regions, there is a lack of research on the value orientation of Asian consumers, as indicated by the limited number of studies conducted (Kautish et al., 2019). Due to the focus of this research on established regions in Europe and the USA, there is limited knowledge about customers in rising and less developed economies, such as Indonesia. Furthermore, Woo and Kim (2019) have observed that the green perceived value model has several drawbacks when it is used to analyze the purchasing behavior of Asian consumers towards eco-friendly products. The research examines the all-encompassing notion of green perceived value, which includes functional, conditional, social, and emotional qualities. In their study, Sangroya and Nayak (2017) developed a scale to measure the perceived value of environmentally friendly items. However, they found no relationship between this perceived value and the desire to purchase such products. Therefore, it is crucial to incorporate supplementary variables that could potentially reduce the influence of these two variables. This study suggests that environmentally friendly views will mediate between the perceived value of green products and the intention to acquire

environmentally friendly items, as proposed by Woo and Kim (2019). Woo and Kim (2019) suggestions based on prior research that has indicated that consumers' perception of environmentally friendly items partially acts as a mediator in the connection between social consumption ideals and the intention to make a purchase (Chou et al., 2012; Ricci et al., 2018). Individuals with environmentally friendly views are more likely to perceive green products as valuable due to their alignment with their beliefs and values regarding sustainability and environmental preservation (Ariesanti, 2017; Wardiwiyono, 2013). These environmentally friendly views influence individuals' intentions to acquire green products by shaping their attitudes and motivations toward environmental sustainability.

This study examines the injunctive norms that impact consumer behavior towards environmentally friendly products. Injunctive norms pertain to an individual's perception of a specific activity, which is influenced by the approval or disapproval of others, hence influencing moral conduct (Vinnell et al., 2019). Moreover, when people show support and appreciation for environmentally friendly purchases while criticizing non-environmentally friendly purchases, consumers tend to assess which conduct is more beneficial for the group. The moral benefits of green shopping are considered to be more substantial compared to non-green purchases because of its favorable environmental impact. The moral aspect functions as an intangible limitation, compelling individuals to strive for conformity with societal approval and to avoid being ostracized by society (Sari & Hidayatulloh, 2019). Consumers are inclined to modify their intents to purchase environmentally friendly products in order to meet the ecological expectations of others. This modification results from a commitment to uphold ethical principles and prevent negative judgment from society. Therefore, people tend to select activities that are widely recognized and conform to the larger societal norms about ecological stewardship (Riana & Nafiati, 2021; Vinnell et al., 2019).

This research contributes to understanding Green Perceived Value (GPV) by incorporating a multidimensional approach encompassing functional, conditional, social, and emotional values. By synthesizing insights from prior studies, the research elucidates the intricate relationship between consumer attitudes, perceptions, and behaviors toward eco-friendly products. Furthermore, it addresses the gap in research on the value orientation of Asian consumers and the applicability of GPV in analyzing their purchasing behavior. The study introduces the concept of environmentally friendly views as a mediator between the perceived value of green products and the intention to acquire them, thereby offering a novel perspective on the underlying mechanisms driving eco-friendly purchasing behavior. By examining descriptive and injunctive norms, the research sheds light on the moral dimensions influencing consumer decisions regarding environmentally friendly purchases, contributing to a more comprehensive understanding of eco-conscious consumer behavior.

Literature Review
Green Perceived Value

Sheth et al. (1991) introduced the consumption value theory, which offers a one-dimensional perspective on Perceived value to explain human consumption behavior. The theory highlights three essential factors: consumption actions involve various consumption values, each value exhibits considerable performance variations under specific settings, and values operate autonomously from one another (Woo & Kim, 2019). Consumer choices are influenced by various consumption values, including functional, social, epistemic, emotional, and conditional values (Sheth et al., 1991). Various studies have extended the General Perceived Value (GPV) theory by examining its components and analyzing connections through structural equation modeling (Holbrook & Hirschman, 1982; Masini & Menichetti, 2012; Suki, 2016).

Chen and Chang (2012) created the Green Perception Value hypothesis to investigate the impact of GPV on purchase intention. While the significance of perceived value in boosting customers' green purchase intention has been demonstrated (Chen & Chang, 2012), a unidimensional GPV construct may not fully capture the intricate and multifaceted aspects of perceived values (Sangroya & Nayak, 2017). The study proposes four GPV sub-constructs: functional, conditional, social, and emotional values, for a more

systematic investigation (Sangroya & Nayak, 2017). Sangroya and Nayak (2017) highlight the necessity of creating a multidimensional perceived value scale to evaluate consumer behavior regarding green purchasing.

Hypotheses Development

This study investigates the associations between GPV (functional, social, conditional, and emotional value) and consumers' views towards eco-friendly products. According to Patterson and Spreng (1997), perceived value primarily refers to individuals' attitude towards the overall performance or actions. Attitude can be defined as a comprehensive evaluation of items and services (Hrubes et al., 2001). According to Ekins, Brooks, and Berns (2014) attitude refers to the positive or negative emotions that affect the desire to buy goods or objects. Chen (2016) found that a positive green attitude can impact the relationship between green pro-environmental values (GPV) and engaging in environmentally friendly behaviors. When individuals observe values that are in line with their expectations, they tend to form a more positive attitude toward the products and are more inclined to make a purchase (Han et al., 2017).

Functional value, which includes attitudes, perceptions, and behavior, plays a crucial role in consumer decision-making. It arises from customers' economic benefits in their purchases (Sangroya & Nayak, 2017). Sangroya and Nayak (2017) define it as the subjective evaluation of the value of commodities, considering their utilitarian and physical performance, including aspects such as price, quality, and convenience. Gottschalk and Leistner (2013) propose that consumers may perceive higher pricing in the organic market as an indication of the product's reliability. Liang (2016) observes that positive views toward eco-friendly items frequently arise from receiving good value in exchange for money. Prior research conducted by Han et al. (2017) demonstrated that functional value significantly impacts customers' decision-making by altering their attitude, perception, and behavior during buying and consuming. Sangroya and Nayak (2017) assert that functional value encompasses a more favorable, practical, and utilitarian perspective, considering factors such as price, quality level, and convenient usage to alter the perceived value of the commodities in issue.

H1. Functional value is positively related to attitudes toward purchasing environmentally friendly products.

Conditional value, which encompasses discounts and promotions, significantly influences customers' decision-making processes (Sheth et al., 1991). According to Sangroya and Nayak (2017), external influences can promote environmentally conscious actions by establishing a favorable environment. Discounts and incentives help motivate environmentally conscious consumption (Caird et al., 2008). Factors such as the ease of access and the environmental circumstances contribute to the overall value of ecological performance (Lin & Huang, 2012). According to Caird et al. (2008) and Wardhaningrum, Kartika, and Annafis (2023), promotional incentives, and price concessions encourage customers to engage in environmentally friendly behaviors. Consumers' opinions towards environmentally friendly items are substantially influenced by discounts, availability, and promotions (Woo & Kim, 2019).

H2. Conditional value is positively related to attitudes towards purchasing eco-friendly products.

Social value refers to the perception of one's social image, expression of personality, and social self-concept. It goes beyond individual identity and influences the choices about goods and services (Sangroya & Nayak, 2017). Studies indicate that social value plays a key role in determining food intake. People tend to select food options that correspond with their self-perception and social status, so expressing their identity to others (Kim et al., 2009). Moreover, the opinions of customers toward certain products and their actions might be affected by social value, which in turn affects consumer attitudes in maintaining interpersonal relationships (Kumagai, 2021). The purchase of environmentally-friendly food products and the subsequent influence on others to do the same are key factors in establishing a favorable relationship with society. This behavior contributes to developing a positive social image and acceptance from the community (Woo & Kim, 2019). Moreover, persons who place importance on societal values are more likely to safeguard the environment and participate in environmentally beneficial actions, demonstrating the influence of social values on personality, social status, and (Sangroya & Nayak, 2017; Suki, 2016).

H3. Social value is positively related to attitudes towards purchasing environmentally friendly products.

Consumers' buying decisions are motivated by emotional value, which is influenced by their emotions and affective states (Sangroya & Nayak, 2017). Sangroya and Nayak (2017) suggest that consumers' opinions towards environmentally friendly items are influenced by their psychological and emotional requirements. Furthermore, those with greater environmental awareness are more likely to choose to buy environmentally friendly products (Sangroya & Nayak, 2017). Many events and social groups influence the emotions experienced by consumers, and therefore affect their total consumption behavior (Testa et al., 2019). This result can also be corroborated by previous studies on the consumption patterns of environmentally friendly products (Lin & Huang, 2012). Furthermore, the attitude and behavioral intention to purchase green products are mostly influenced by consumers' psychological requirements and emotions (Sangroya and Nayak, 2017).

H4. Emotional value is positively related to attitudes towards purchasing environmentally friendly products.

Injunctive norms, which refer to the social acceptance or rejection of specific actions, have an impact on an individual's moral conduct (Vinnell et al., 2019). The importance of injunctive norms in green and health-related domains is consistently confirmed (Göckeritz et al., 2010). Parental standards for nutritious snacks, as demonstrated by Vinnell et al. (2019), encourage the development of good eating habits in children. Within the realm of green consumer behavior, the dominant social norm and recognition of green purchases cause individuals to give priority to environmentally friendly options (Vanegas-Rico et al., 2022). Personal norms, which are shaped by societal norms, drive individuals to participate in environmentally-friendly behaviors in order to conform to social standards (D'Arco et al., 2023). Therefore, establishing a feeling of interconnectedness with others promotes the adherence to environmental standards and pro-social actions (Vanegas-Rico et al., 2022).

H5. Injunctive norm is positively related to attitudes towards purchasing environmentally friendly

Customers' attitude towards green products reflects their behavior and the value they attribute to these environmentally friendly products. This attitude directly influences their inclination to repurchase these products, showcasing the significance of customer attitudes in shaping their purchasing decisions. According to Woo and Kim (2019), the presence of Green Perceived Value (GPV) and its various components significantly impact customers' purchasing attitudes, consequently affecting their overall intention to buy green products. Additionally, previous research (Paul et al., 2016) has highlighted the noteworthy influence of attitudes towards environmentally friendly food products on purchase intentions. This suggests that customer attitudes play a crucial role in influencing their intention to make a purchase, a notion supported by studies conducted by previous researchers (Aisa, 2021; Costa et al., 2021; Khaleeli & Jawabri, 2021).

H6. Attitudes towards purchasing environmentally friendly products are positively related to purchase intentions.

Research Method

This research investigates the correlation between green perceived values, injunctive norms, attitudes towards purchasing environmentally friendly items, and consumer intention to purchase environmentally friendly products. The hypothesis framework was built based on the theoretical underpinnings of GPV and consumer behavior, utilizing established constructs from the literature to ensure the instrument's reliability and validity.

Population, Sample, and Sampling Technique

An online questionnaire platform was utilized to generate and disseminate surveys and guarantee the random allocation of questionnaires. The questionnaire needed to be better structured, leading to potential subjective speculation by participants due to the disorganization of variable items. This research focuses on individuals who utilize eco-friendly products. The sample was chosen by convenience sampling.
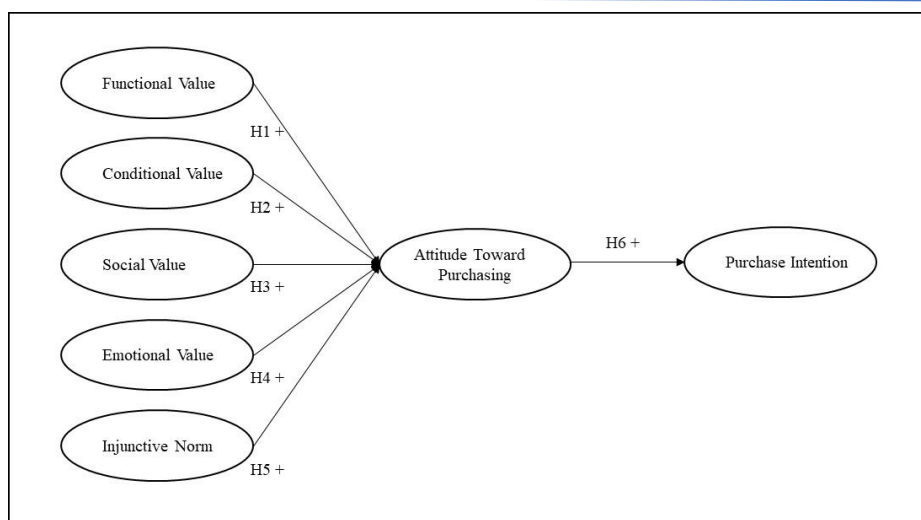
Figure 1. Research Model

Data Collection Methods

Information was gathered by the distribution of questionnaires that were designed based on prior studies. A multi-item scale was utilized to measure the constructs outlined in the research framework, aiming to encompass all pertinent domains. The Sangroya and Nayak (2017) tool was used to measure green perceived value, including functional, conditional, social, and emotional values. This tool comprises five questions for assessing functional values, 3 for evaluating conditional values, 4 for gauging social values, and 3 for measuring emotional values. The Woo and Kim (2019) test assesses consumer attitudes and purchasing intentions towards environmentally friendly products with three questions for each dimension. The Rhodes and Courneya (2003) instrument, comprising three questions, was used to measure injunctive norms. The survey utilized a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

Data Processing Methods

SmartPLS is used for data analysis in structural equation modeling (SEM). PLS is a widely used data processing approach (Fikrianoor et al., 2021; Wardiwiyono & Imron, 2022). The Partial Least Squares (PLS) method consists of five stages outlined by Ghozali and Latan (2014): conceiving the model, establishing pathways and finding the necessary sample size, bootstrapping, and analyzing the measurement model. The assessment of the measurement model was evaluated using composite reliability (CR), discriminant validity, and convergent validity. The R^2 test assesses the adequacy of the fit between the latent construct and the structural model (Ahmad & Rusdianto, 2020; Hidayat et al., 2022).

Results and Discussion

There are 105 questionnaires available for processing in this test. The questionnaire employs a 1-5 Likert scale. Table 1 displays the characteristics of the participants who responded. The table presents respondent characteristics in terms of gender, age, and education level, depicting both the absolute numbers and corresponding percentages within the sample of 105 respondents. Regarding gender, the data shows that 35 respondents, constituting 33% of the sample, identify as men, while 70 respondents, comprising 67% of the sample, identify as women. Regarding age distribution, most respondents fall within the age range of 21 to 30 years old, with 35 individuals, representing 33% of the sample. The distribution further shows that 27 respondents, or 26% of the sample, are below 21 years old, 22 respondents, or 21% of the sample, are between 31 to 40 years old, and 21 respondents, or 20% of the sample, are above 40 years old. Regarding education level, the data reveals that the highest proportion of respondents possess a Bachelor's degree, with 23 individuals, constituting 22% of the sample. Additionally, 39 respondents, or 37% of the sample, have completed high school or its equivalent, while 2 respondents, or 2% of the sample, hold a diploma.

Furthermore, 41 respondents, or 39% of the sample, have attained postgraduate education, either at the Master's (S2) or Doctoral (S3) level.

Table 1. Respondent Characteristics

Respondent Characteristics	Amount	Percentage
Gender		
Man	35	33%
Woman	70	67%
Amount	105	100%
Age		
< 21 years old	27	26%
21-30 years old	35	33%
31-40 years old	22	21%
> 40 years	21	20%
Amount	105	100%
Education		
High School (Equivalent)	39	37%
Diploma	2	2%
Bachelor degree)	23	22%
Postgraduate (S2/S3)S3	41	39%
Total	105	100%

Source: Primary Data Processed (2023)

Descriptive Statistical Analysis

Table 2 presents descriptive statistics for each variable, including the minimum and maximum values, mean, and standard deviation.

Table 2. Results of Descriptive Statistical Analysis

	N	Minimum	Maximum	Average	Std. Deviation
Functional Value	105	1	5	4.37	0.72
Conditional Value	105	1	5	3.98	0.89
Social Values	105	1	5	3.51	1.04
Emotional Value	105	1	5	4.26	0.76
Injunctive norms	105	1	5	3.72	0.85
Attitude Toward Purchasing	105	2	5	4.53	0.64
Purchase Intent	105	2	5	4.22	0.73

Source: Primary Data Processed (2023)

Based on Table 2, respondents generally hold highly positive perceptions towards the functional, emotional, and conditional values associated with environmentally friendly products, as indicated by their average ratings of 4.37, 4.26, and 3.98, respectively. Additionally, their attitudes towards purchasing and purchase intentions strongly support environmentally friendly products, with average ratings of 4.53 and 4.22, respectively. While social values and injunctive norms received slightly lower average ratings of 3.51 and 3.72, they still indicate a positive inclination towards environmentally responsible behavior.

Measurement Model Testing
Convergent Validity

The final model was achieved by removing invalid signs using test results on factor loading.

Table 3. Outer Loading, Composite Reliability, and Average Variance Extracted

Variable	Measurement Items	Outer Loading	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
Functional Value	FV1	0.764	0.764	0.850	0.586
	FV2	0.723			
	FV3	0.825			
	FV4	0.747			
Conditional Value	CV1	0.739	0.765	0.831	0.623
	CV2	0.720			
	CV3	0.897			
Social Values	SV1	0.847	0.883	0.919	0.739
	SV2	0.904			
	SV3	0.866			
	SV4	0.819			
Emotional Value	EMV1	0.866	0.691	0.866	0.764
	EMV2	0.882			
Injunctive norms	IN1	0.794	0.781	0.860	0.674
	IN2	0.903			
	IN3	0.759			
Attitude Toward Purchasing	ATT1	0.910	0.884	0.928	0.812
	ATT2	0.909			
	ATT3	0.884			
Purchase Intent	PI1	0.884	0.873	0.922	0.797
	PI2	0.898			
	PI3	0.895			

Source: Primary Data Processed (2023)

Based on Table 3, it can be observed that all outside loadings are of appropriate value because they indicate a value higher than 0.60. Therefore, based on each concept in the research has good validity (Hair et al., 2014).

Discriminant Validity Test

Discriminant validity is the degree to which the measurement results of a concept can separate itself from the measurement findings of other ideas, which presumably must be different. This test is also included in the evaluation of the measurement model. The discriminant validity test compares the square root of the AVE with the correlation between latent variables (Fornell & Larcker, 1981). The correlation between latent variables may be shown in Table 4.

According to Table 4, the square root of AVE in the diagonal column is more significant than the correlation between latent variables in the non-diagonal column. This result shows that discriminant validity has been reached (Ghozali & Latan, 2014). In addition, the square root of AVE is also employed to evaluate convergence, with the criterion that it surpasses 0.50. According to Table 3, the latent construct is highly reliable, with Cronbach's alpha value of more than 0.60. In addition, the composite reliability value of all latent constructs is better than 0.70, which shows that the model has good reliability (Hair et al., 2014).

Table 4. Variable Latent Correlation

	Attitude Toward Purchasing	Conditional Value	Emotional Value	Functional Value	Injunctive Norm	Purchase Intention	Social Value
Attitude Toward Purchasing	1.000	0.462	0.736	0.486	0.398	0.641	0.308
Conditional Value	0.462	1.000	0.484	0.344	0.306	0.403	0.299
Emotional Value	0.736	0.484	1.000	0.496	0.606	0.743	0.378
Functional Value	0.486	0.344	0.496	1.000	0.505	0.568	0.259
Injunctive Norm	0.398	0.306	0.606	0.505	1.000	0.661	0.382
Purchase Intention	0.641	0.403	0.743	0.568	0.661	1.000	0.181
Social Value	0.308	0.299	0.378	0.259	0.382	0.181	1.000

Source: Primary Data Processed (2023)

Structural Model Evaluation

Evaluation of the structural model is related to testing the hypothesis of the influence between study factors. The structural model evaluation examination was carried out in three stages: (i) evaluating the lack of multicollinearity between variables using the Inner VIF (Variance Inflated Factor) measure, (ii) testing hypotheses between variables by looking at the p-value; (iii) assessing the F square value.

Table 5. Inner VIF

	Attitude Toward Purchasing	Purchase Intent
Functional Value	1.519	1.589
Conditional Value	1.385	1.418
Social Value	1.249	1.254
Emotional Value	2.001	3.081
Injunctive Norm	1.796	1.862
Attitude Toward Purchasing		2.391
Purchase Intention		

Source: Primary Data Processed (2023)

The estimation results show that the inner VIF value is <5, so the level of multicollinearity between variables is low. These results confirm that the parameter estimation results in SEM-PLS are robust (not biased). Furthermore, based on the R square test results, they are presented in Table 6.

Table 6. R-Square Results

	R-Square
Attitude Toward Purchasing	0.583
Purchase Intent	0.410

Source: Primary Data Processed (2023)

Based on the results of Table 6, it can be observed that the R-Square of the attitude variable towards purchase is 0.583. This suggests that attitudes towards purchase are impacted by the latent variables emotional value, functional value, conditional value, social value, and injunctive norms equal to 0.582 or 58.3%. Meanwhile, the remaining 41.7% represents the influence of other unobserved factors. The R-squared of the buying intention variable is 0.410. This suggests that buy intention is impacted by the latent variables of emotional value, functional value, conditional value, social value, and injunctive norms, summing to 0.410 or 41 % of purchase intention through attitudes towards purchasing. Apart from that, the remaining 59 % is the influence of other unobserved factors.

Table 7. Hypothesis Testing

Hypothesis	Path Coefficient	p-value	Conclusion
H1. Functional value -> Attitude Toward Purchasing	0.181	0.040	Supported
H2. Conditional value -> Attitude Toward Purchasing	0.112	0.091	Not Supported
H3. Social value -> Attitude Toward Purchasing	0.030	0.657	Not Supported
H4. Emotional value -> Attitude Toward Purchasing	0.668	0.000	Supported
H5. Injunctive Norm -> Attitude Toward Purchasing	-0.143	0.097	Not Supported
H6. Attitude Toward Purchasing -> Purchase Intention	0.641	0.000	Supported

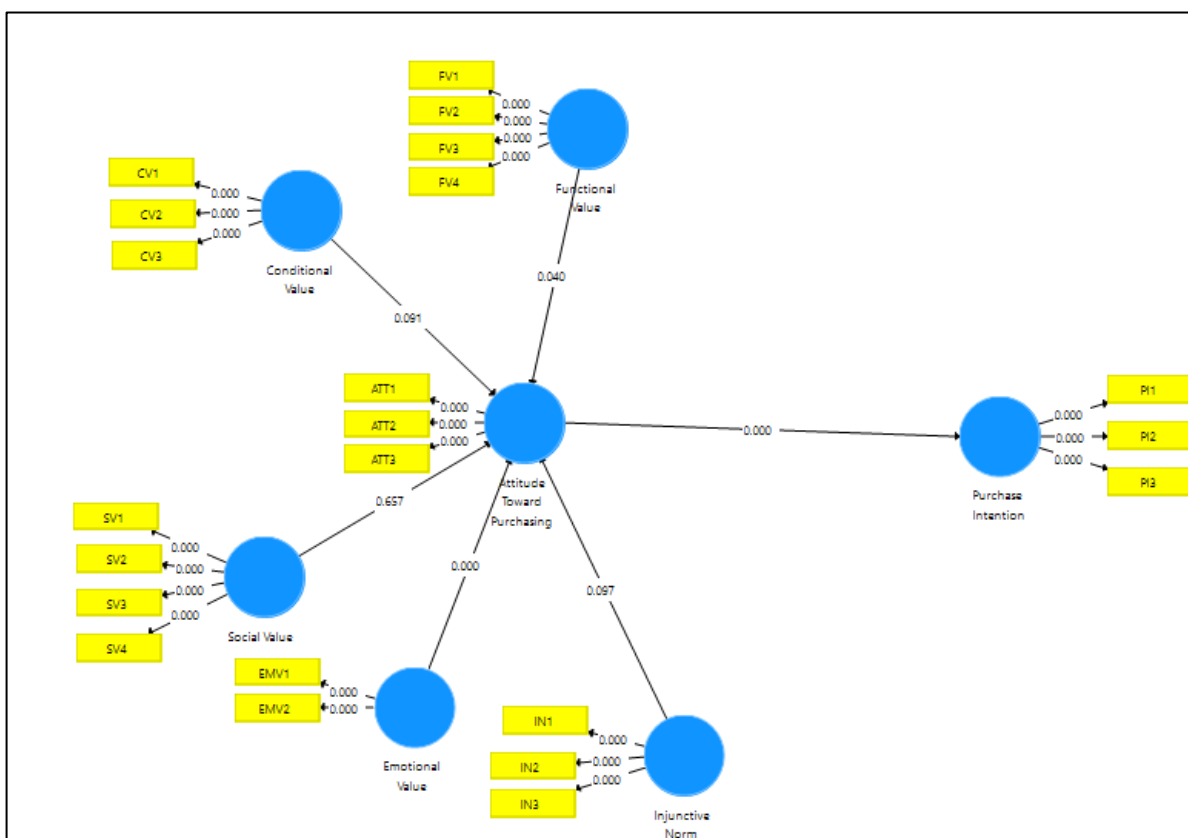Source: Primary Data Processed (2023)

Figure 2. Structural Equation Model

In line with previous research (Woo & Kim, 2019), which emphasizes consumers' environmental concern as the primary influence on eco-friendly product purchase intentions and the significance of Green Perceived Value (GPV) as an antecedent of consumer attitudes, this study adopts the GPV construct to investigate the relationship between GPV and intentions to purchase ecologically friendly products mediated by attitudes regarding purchasing. Additionally, this research includes injunctive norms as an antecedent of attitudes towards purchasing, aiming to comprehensively examine the appropriateness of GPV, including functional value, conditional value, social value, emotional value, and injunctive norms, in explaining customer attitudes and intentions to purchase eco-friendly products.

The model developed in this study demonstrates reliability and validity, with research findings revealing that two sub-constructs of GPV, namely functional value and emotional value, significantly influence attitudes toward purchasing eco-friendly items (Table 7 and Figure 2). These findings align with the study by Woo and Kim (2019), highlighting the importance of GPV in shaping consumer attitudes. Moreover, in line with Woo and Kim's (2019) research, this study finds that attitudes toward purchase affect

purchasing intentions. The study's identification of functional and emotional value as significant influencers of attitudes toward eco-friendly purchases highlights specific dimensions within GPV that companies can target in their marketing strategies. By recognizing these influential factors, businesses can tailor their messaging and product offerings to resonate more effectively with environmentally conscious consumers. This nuanced understanding of the interplay between GPV, attitudes, and purchasing intentions provides actionable insights for companies seeking to enhance their appeal to eco-conscious markets and drive sustainable consumption behaviors.

Consumers' perceived product value is crucial in influencing their intention to acquire it, as their judgments are often based on inadequate information (Kardes et al., 2004). Perceived value encompasses various properties that influence how individuals perceive the value of a product (Zeithaml, 1988). It is a significant determinant of purchase intention (Chen & Chang, 2012). When consumers perceive a product to have better value, they are more inclined to acquire it, highlighting the importance of perceived value in shaping consumer behavior towards eco-friendly products.

Conclusion

This research explores the influence of green perceived values and injunctive norms on buying intentions through attitudes towards purchasing. Green perceived value encompasses emotional and injunctive norms, including social, conditional, functional, and emotional values. The study's findings indicate that functional and emotional values significantly impact attitudes toward purchasing, then attitudes toward purchasing directly influence purchasing intentions.

By integrating green marketing and relationship marketing concepts, this research contributes academically by constructing a framework for understanding green purchase intentions. The findings highlight the importance of enhancing the perceived value of green products to encourage consumer purchasing of eco-friendly products. Nonetheless, the study has limitations in examining the association between attitudes toward purchase and purchasing intentions. Future research could explore this relationship further by modifying markers of attitudes toward purchasing and expanding the scope to include a broader range of products and consumers. Additionally, longitudinal studies could provide insights into the dynamic changes in green perceived values and green buying intentions across different stages, thus contributing to a deeper understanding of consumer behavior in the context of eco-friendly products.

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