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Implementing the Theory of Consumption Value on Green Products Purchase Intention: A Green Self-Identity Perspective

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Keyword

green self-identity, theory of consumption values, green products, purchase intention

Abstract

Green self-identity and consumption values are crucial antecedents of consumer sustainability behavior. By integrating the theory of consumption values and the self-identity approach, this study explores the relationship between green self-identity, consumption values (functional, conditional, and emotional value), and green products purchase intention. Data were collected from 242 respondents residing in Yogyakarta through a questionnaire survey. Using the PLS-SEM method, the results are that green self-identity has a significant positive effect on functional, conditional, emotional value, and green products purchase intention and also found that conditional value mediates the relationship between green self-identity and green products purchase intention. The results imply that interventions targeting green self-identity are a promising way to promote sustainable consumption behavior using green products. In addition, the results findings also have important implications for the development of markets that sell green products based on self-identity and consumption value.

INTRODUCTION

Some environmental issues are of concern to consumers because they can disrupt the sustainability and well-being of the environment (Sekar et al., 2023). One of the issues that has been in the public spotlight in recent years is the accumulation of waste from the disposal of plastic waste from industry or households. Plastic is one of the items that cannot be separated from human life (Yusiana et al., 2021) because it is multifunctional and easy to find (Confente et al., 2020). Although plastic is useful, it has adverse effects on the environment and health. Because it is difficult to decompose, plastic waste tends to accumulate in landfills and can cause problems and even damage the environment. If plastic waste is burned, it can produce substances that are harmful to health. It is also not uncommon for non-biodegradable plastic waste to be thrown into the sea, which can threaten marine ecosystems, both animals and plants. For example, small plastic straws that do not decompose can damage coral reefs and marine life (Yusiana et al., 2021). In 2021, the world generated 139 million tonnes of single-use waste. This is 6 million tonnes more than in 2019 (OkezoneNews, 2023).

Waste management issues are also prevalent in Indonesia. According to data from the National Waste Management Information System (SIPSN) created by the Ministry of Environment and Forestry (KLHK), in 2023, the national waste generated in 36 provinces in Indonesia reached 31.4 million tonnes per year. Of this amount, roughly 64.8% (20.3 million tonnes) of the waste is managed properly, while the remaining 35.2% (11.1 million tonnes) is not managed properly (Menlhk, 2024b). Yogyakarta is one of the provinces with suboptimal waste management. For instance, TPA Piyungan, an integrated landfill receiving waste from Yogyakarta City, Bantul Regency, and Sleman Regency, exceeded its capacity and was closed for 44 days from July to September 2023 (Republika, 2023). The closure of the TPA Piyungan has contributed to an

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increase in environmental pollution due to the lack of public knowledge about waste management. Consequently, waste is being found around roads, vacant lots, and other inappropriate locations. If left unaddressed, this situation could pose a threat to public health and cause environmental damage.

Due to the large amount of plastic waste and all the problems it causes, a country, both the government and the community, must be able to process plastic waste optimally so as not to cause more severe environmental damage. One way to do this is by recycling plastic waste. Unfortunately, not all plastic waste can be recycled. (Confente et al., 2020) reported that only two percent can be recycled effectively.

Based on this phenomenon, an alternative solution is to switch to environmentally friendly products. Eco-friendly products are innovative findings because they can help reduce plastic waste by reducing the use of plastic (Nor et al., 2019). Referring to SIPSN data, the composition of waste based on the second largest type of waste in Yogyakarta is plastic at 26.37% (Menlhk, 2024a). With this fact, it is hoped that the solution of switching to environmentally friendly products can minimize the amount of plastic use.

Environmentally friendly products are often referred to as green products. Green products are sustainable products that are designed to have less impact on the environment and prevent waste during their life cycle and after use (Budi et al., 2022). Although many green products are available in the market, Indonesians still lack knowledge about green products. This can be seen from the results of the Environmental Performance Index 2020, where Indonesia ranks 116th. A country's Environmental Performance Index will be better if it is supported by people with good environmental knowledge (Budi et al., 2022).

One of the main objectives of marketing is to influence consumers' decisions to purchase or use products and services. Research has been conducted to prove the factors that influence an individual to buy environmentally friendly products, one of which is research that applies the theory of consumption value (Amin & Tarun, 2021; Awuni & Du, 2016; Chi et al., 2021). This theory explains that there are reasons for a consumer to choose or buy, use, or not use a particular product. In his theory, (Sheth et al., 1991) introduced factors that influence a consumer's choice of a product, namely functional value, conditional value, social value, emotional value, and epistemic value. Research conducted by (Chi et al., 2021) confirmed the contribution of this theory to the purchase intention of environmentally friendly products, namely recycled polyester sportswear. The study found that functional, social, conditional, emotional, and epistemic values influence purchase intention for green products. However, despite this, studies on consumption values place more emphasis on outcomes, one of which is purchase intention (Demir et al., 2021; Liu et al., 2021; Shin et al., 2020; Su & Li, 2019). Research by (Kumar et al., 2023) showed that the consumption of green products is influenced by several socio-cultural, demographic, and psychological factors before a purchase decision is made.

One of the psychological factors is green self-identity, which is an important predictor of purchase intention for green products. According to (Sharma et al., 2019), self-identity shows the labels that individuals use to describe themselves. Self-identity refers to how consumers describe themselves in terms of personal motivations, social interactions, and/or expectations of others relevant to sustainability issues (Confente et al., 2020). People define groups based on various categories and try to maintain a positive identity by aligning themselves with groups that are perceived as positive. The literature on green behavior, including green products, includes the construct of a 'green self-identity' based on environmental friendliness, values, and green behavior (Gravelines et al., 2022). When consumers believe they have a green identity, they are more likely to purchase products that are consistent with their identity (Confente et al., 2020). In this study, a green self-identity is seen as useful to differentiate oneself from others and to adhere to the values and environmentally friendly behaviors of a group of which one wishes to be a member. Thus, there is a greater intention to purchase green products and, subsequently, the realization of behavior to consume green products.

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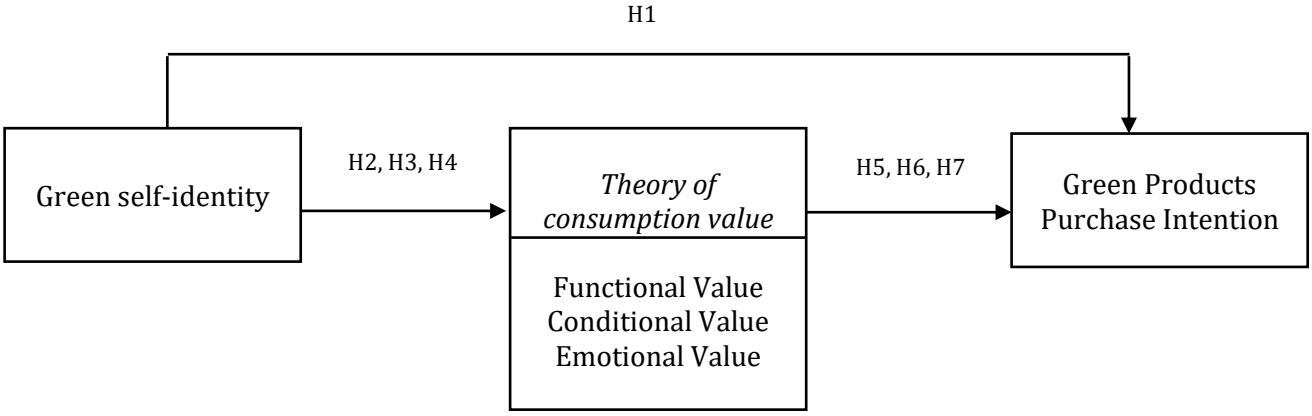
This study modifies research (Becerra et al., 2023) and (Confente et al., 2020). (Becerra et al., 2023) shows the results that green self-identity has a positive effect on purchase intention, as well as functional value, emotional value, and conditional value, which also influence purchase intention. However, what distinguishes this research from (Becerra et al., 2023) is that self-identity has not only a direct influence on purchase intention but also an indirect influence through consumption values. This is supported by the findings of the research (Confente et al., 2020) that an individual's purchase intention towards recycled products is influenced by green self-identity through perceived value. However, the difference between the research (Confente et al., 2020) and this study is that the perceived value scale in the research (Confente et al., 2020) is unidimensional. The notion is that customers have a strong attachment to the characteristics of the products they consume. That is, the stronger an individual's green self-identity, the more he or she will choose green products because these products fulfill the needs of the individual's self-definition (Barbarossa et al., 2017) and, consequently, the stronger the desire to switch and purchase green products (Barbarossa & Pelsmacker, 2016; Becerra et al., 2023; Confente et al., 2020). Therefore, this study attempts to combine the two research models.

Based on the above, the purpose of this study is to find a direct relationship between green self-identity and green product purchase intention, and indirectly through the values contained in the Theory of Consumption Value. When a consumer's green self-identity is strong, the consumption values contained in green products are beneficial to him/her, and the purchase intention towards the product increases. Therefore, the shortcomings of previous research require that the influence of green self-identity on green products' purchase intention through functional value, conditional value, and emotional value be investigated from the perspective of green self-identity. The contribution of this research is to provide a basis for decision-making for marketers in developing campaign strategies to support the movement towards the use of green products by emphasizing consumers' green self-identity. The research model is shown in Figure 1.

Figure 1.
Research Model



Source: modified model from (Becerra et al., 2023) and (Confente et al., 2020)

METHOD

This research uses a quantitative approach because it provides answers to problems that have been formulated through hypothesis models and is a form of mathematically based proof. According to (Creswell & Creswell, 2018) quantitative research is defined as an approach to testing objective theories by examining the

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relationship between variables. The population in this study is Generation Z or the generation born between 1995-2012 who live in Yogyakarta. The reason for choosing Generation Z is that it is famous for being less noticed (Bhutto et al., 2022). The literature shows that not all generations are the same and marketers cannot approach them all in the same way. Young consumers have an excellent opportunity to drive environmental protection (Becerra et al., 2023). Younger consumers are considered to have better knowledge of environmental protection behavior because they are more aware of the environment (Yadav & Pathak, 2016). Generation Z wants to buy environmentally friendly goods because they understand environmental issues and care about environmental protection (Bhutto et al., 2022). In addition, most generations in D.I. Yogyakarta are Generation Z (BPS, 2020).

The number of samples in this study is proportional to the analytical approach used, namely the Structural Equation Model (SEM), which is supported in data processing by the SmartPLS application. The SEM approach requires 5-10 times the number of indicators (J. F. Hair et al., 2019). In this study, 23 indicators were used and the number of samples was 10 times the number of indicators, with a total of 230 samples. The data collected was from 242 respondents and fulfilled the sample. The sampling technique used in this study is purposive sampling, which is randomly selected under conditions where the elements of the population cannot be identified (Creswell & Creswell, 2018). Therefore, consumers who can become respondents must meet several criteria. In this study, there are three criteria for respondents. First, respondents are consumers between the ages of 18 and 29 years old. Second, the respondents have used environmentally friendly products. The environmentally friendly products include tumblers, meal boxes, shopping bags, reusable cotton, and reusable pads. Thirdly, respondents have never bought green products.

Development of Instruments

All measurement items on the research instruments used in this study were adapted from previously validated instruments, as shown in Table 1. The measurement items were measured using a five-point Likert scale ranging from one, strongly disagree, to five, strongly agree.

Table 1.
The measurement items

Functional Value	
Source: (Amin & Tarun, 2021)	
Code	**Statement**
FV1	Green products are sustainably good.
FV2	Green products are well-designed.
FV3	Green products are of an acceptable standard of quality.
FV4	The performance of the green products is consistent.
FV5	The price of the green products is adequate.
FV6	Green products offer good value for money.

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FV7	Green products are reasonably priced.
FV8	Green products are beneficial.

Conditional Value

Source: (Suki & Suki, 2015)

Code	Statement
CV1	I will buy green products because I am concerned about environmental degradation.
CV2	I will buy green products instead of conventional products when there is a subsidy for green products.
CV3	I will buy green products when there is a discount or promotion.
CV4	I will buy green products when there are green products available.

Emotional Value

Source: (Lin & Huang, 2012)

Code	Statement
EV1	Buying green products will feel like a good personal contribution to something better.
EV2	Buying green products would feel like the morally right thing to do.
EV3	Buying green products would make me feel like a better person.

Green Self-Identity

Source: (Confente et al., 2020)

Code	Statement
GSI1	I see myself as someone who cares about the environment.
GSI2	I see myself as a green consumer.
GSI3	Buying this green product will make me feel like a green consumer.
GSI4	Buying green products will make me feel very satisfied with myself.

Green Products Purchase Intention

Source: (Amin & Tarun, 2021)

Code	Statement
PI1	I intend to buy green products because I care about the environment.

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PI2	I am willing to buy paper and plastic products made from recycled materials.
PI3	I will avoid buying products that have the potential to damage the environment.
PI4	I will buy products that are considered less harmful to the environment.

Source: (Amin & Tarun, 2021), (Suki & Suki, 2015), (Lin & Huang, 2012), (Confente et al., 2020)

RESULTS AND DISCUSSION

In terms of gender, 68.6% of respondents were female. In terms of year of birth, 61.6% of respondents were born in 2001-2003, followed by 2004-2006 with 26.4% of respondents. A total of 77.7% of respondents had completed upper secondary education. Regarding residence, 56.6% of respondents live in the city of Yogyakarta. In terms of occupation, 86% of respondents are students and 4.5% are private employees. In terms of income level, about 36% of respondents have a monthly income of less than Rp 500,000, and 28.1% of respondents have a monthly income in the range of Rp 501,000 to Rp 1,000,000.

Table 2.
Respondents' Characteristics

	Frequency	%		Frequency	%
Gender			**Monthly Income**		
Male	76	31.4	<Rp500.000	87	36
Female	166	68.6	Rp501.000-Rp1.000.000	68	28.1
Birth Year			Rp1.001.000-Rp1.500.000	32	13.2
1995-1997	9	3.7	Rp1.501.000-Rp2.000.000	14	5.8
1998-2000	20	8.3	Rp2.001.000-Rp2.500.000	16	6.6
2001-2003	149	61.6	>Rp2.501.000	25	10.3
2004-2006	64	26.4			
Previous Education					
SMP/Sederajat	1	0.4	**Type of Work**		
SMA/Sederajat	188	77.7	Students	5	2.1
D3	3	1.2	College Students	208	86
S-1	47	19.4	Educators	1	0.4
S-2	3	1.2	Civil Servants	4	1.7
Residence			Public Employees	3	1.2
Kab. Bantul	58	24	Private Employees	11	4.5
Kab. Gunung Kidul	7	2.9	Entrepreneur	6	2.5
Kab. Kulon Progo	7	2.9	Housewives	1	0.4
Kab. Sleman	33	13.6	Freelance	2	0.8
Kota Yogyakarta	137	56.6	Not employed	1	0.4

Source: Processed data (2024)

In this study, the partial least square structural equation model (PLS-SEM) technique is used to test the hypothesis. PLS is used for data analysis because PLS

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provides minimal restrictions on sample size, measurement scale, and residual distribution (Su & Li, 2019). In addition, PLS is more suitable for the analysis of complex and larger models (J. F. Hair et al., 2018). In this study, a two-step approach was used to analyze the data. First, validity and reliability were tested. Then, in the second step, the structural model is analyzed to test the research hypothesis. In this study, the SmartPLS 4.0 application is used for data analysis.

Results of the model fit test

(Henseler et al., 2016) recommended evaluating the overall model fit as the first step in the evaluation of PLS models. They suggested testing three indices of model fit: (1) SRMR value, defined as the difference between the observed correlation and the correlation matrix implied by the model. An SRMR value below the threshold of 0.08 is considered a good fit. (2) unweighted least squares difference (dULS) and (3) geodesic difference (dG). If dULS and dG exceed the 95th or 99th percentile, the model is likely to be imprecise. In this study, the SRMR value was 0.072 (less than 0.08), indicating an acceptable model fit. The dULS value is 0.79, which is less than 99% of the dULS. The dG value is 0.318, which is less than 99% of dG. Overall, then, these results indicate that the model fits the data.

Results of Measurement Items

Data analysis was performed using SmartPLS 4.0. The quality of measurement models is usually assessed based on reliability criteria, convergent validity and discriminant validity (J. Hair et al., 2017). Reliability is usually assessed using two indicators, namely Cronbach's alpha and composite reliability. (J. Hair et al., 2017) explains that if the Cronbach's Alpha value is above 0.6, the measurement reliability results are considered reliable. The results of the reliability test are shown in Table 3.

Construct validity can be assessed in terms of convergent and discriminant validity. Convergent validity is defined as the extent to which measurement items relate to constructs that are theoretically predicted to be related. Table 3 shows that the factor loadings of items FV5, FV6, FV7, FV8, CV3, and PI3 are not higher than 0.7, so these items have to be eliminated. According to (J. Hair et al., 2017), each construct is considered valid if the factor loading is higher than 0.7. Table 3 shows that all average variance extracted (AVE) are between and above 0.5 (J. F. Hair et al., 2019), which is the threshold recommended by Fornell and Larcker, indicating good convergent validity.

Discriminant validity refers to the extent to which measures of different model constructs are unique. In this study, discriminant validity was assessed by comparing the correlation between constructs and the square root of each construct's AVE. (J. F. Hair et al., 2019) explained that the square root of each construct's AVE is much higher than the construct's correlation with all other constructs, indicating adequate discriminant validity. Table 4 shows the cross-loading of items on all latent constructs used in the model, which also indicates good discriminant validity. Before hypothesis testing, multicollinearity was tested using VIF. The model estimation results for the variables green self-identity, functional value, conditional value, and emotional value show that 2.267 is less than 5, indicating the absence of multicollinearity.

Table 3.
Results of Measurement Items

Variable	Item	Factor Loading	Cronbach's Alpha	Composite Reliability	AVE

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Green Self-Identity	GSI1	0.796	0.839	0.854	0.672
	GSI2	0.796			
	GSI3	0.856			
	GSI4	0.828			
Functional Value	FV1	0.826	0.823	0.829	0.654
	FV2	0.854			
	FV3	0.821			
	FV4	0.730			
Conditional Value	CV1	0.815	0.687	0.692	0.616
	CV2	0.804			
	CV4	0.733			
Emitional Value	EV1	0.813	0.822	0.833	0.738
	EV2	0.867			
	EV3	0.895			
Green Products Purchase Intention	PI1	0.846	0.726	0.743	0.646
	PI2	0.829			
	PI4	0.732			

Source: Processed Data (2024)

Table 4.
Factor loadings and Cross loadings

	CV	EV	FV	GSI	PI
CVI1	**0.815**	0.481	0.449	0.399	0.511
CV2	**0.804**	0.501	0.372	0.410	0.502
CV4	**0.733**	0.420	0.364	0.399	0.418
EV1	0.429	**0.813**	0.367	0.509	0.431
EV2	0.544	**0.867**	0.397	0.548	0.479
EV3	0.557	**0.895**	0.389	0.636	0.513
FV1	0.424	0.351	**0.826**	0.396	0.411
FV2	0.362	0.323	**0.854**	0.362	0.347
FV3	0.440	0.373	**0.821**	0.350	0.390
FV4	0.404	0.407	**0.730**	0.308	0.344
GSI1	0.408	0.398	0.342	**0.796**	0.489
GSI2	0.319	0.422	0.294	**0.796**	0.444
GSI3	0.470	0.612	0.424	**0.856**	0.625
GSI4	0.457	0.675	0.362	**0.828**	0.535
PI1	0.557	0.502	0.445	0.563	**0.846**
PI2	0.496	0.481	0.350	0.548	**0.829**
PI4	0.402	0.333	0.308	0.439	**0.732**
Note: Factor loadings are shown in bold.					

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Source: Processed data (2024)

The hypothesis testing was analyzed using a bootstrap approach in SmartPLS 4.0, with a subsample size of 5,000 and a two-sided test to generate t-values and standard errors to determine the significance of the paths in the structural model. The results of hypothesis testing are presented in Table 5. Among the hypotheses, five were accepted and two were rejected. The coefficient of determination (R2) shows that the predictor variables (external variables) explain 26.3% of the variance of the conditional value, 43.6% of the variance of the emotional value, and 19.3% of the variance of the functional value, and 53.2% of the variance of the intention to purchase green products.

Table 5.
Results of Hypothesis Testing

Hypothesis	Relating the variables	Path coefficient	t-Value	p-Value	Results
H1	GSI →PI	0.406	6.329	0.000	Accepted
H2	GSI → FV	0.440	7.845	0.000	Accepted
H3	GSI → CV	0.513	11.444	0.000	Accepted
H4	GSI → EV	0.661	17.691	0.000	Accepted
H5	FV → PI	0.100	1.571	0.116	Rejected
H6	CV → PI	0.049	5.100	0.000	Accepted
H7	EV → PI	0.322	0.659	0.510	Rejected

Source: Processed data (2024)

H1: The positive influence of green self-identity on green product purchase intention

The first hypothesis states that green self-identity has a positive effect on purchase intention for green products. From Table 6, it can be seen that the Sig value of GSI on PI is 0.000 (<0.05), which means that green self-identity has a significant effect on purchase intention of green products. This means that the proposed H1 can be accepted. The results of this study are consistent with previous research conducted by (Kumar et al., 2023) that self-identity is a direct predictor of green product purchase intention. The other research, (Becerra et al., 2023) indicated that green self-identity has a positive effect on green product purchase intention, where this study was conducted on groups of young people in the southwestern United States and southwestern Mexico.

H2: The positive influence of green self-identity on functional value

The second hypothesis states that green self-identity has a positive effect on purchase intention for green products. From Table 6, the Sig. value of GSI on FV is 0.000 (<0.05), which means that green self-identity has a positive effect on the functional value of green products. This means that the proposed H2 can be accepted. This study confirms the results of previous research by (Abdo et al., 2023) that green self-identity has a positive effect on the purchase intention of environmentally friendly products, namely organic products in Egypt. Another study by (Grebosz-Krawczyk et al., 2021) also shows that green self-identity has a positive and significant effect on purchase intention for green products in Poland.

H3: The positive influence of green self-identity on conditional value

The third hypothesis that green self-identity has a positive effect on conditional value is accepted. This is shown by the Sig. value of GSI on CV is 0.000 <0.05 and a t-value of 11.444, indicating a positive relationship. The results of this study are consistent with previous research conducted by (Confente et al., 2020) that the value of environmentally

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friendly products is influenced by the identity attached to consumers. Another study, (Mutum & Wei-pin, 2021) shows the results that green self-identity has a significant positive effect on conditional value. This means that consumers will buy products that are in line with their identity whether the product is available or not, and if the product is not available, they will wait until the green product is available because for them all actions have an impact on the surrounding environment.

H4: The positive influence of green self-identity on emotional value

The fourth hypothesis, that green self-identity has a positive effect on emotional value, is accepted. This is indicated by the Sig. value of GSI on EV is 0.000 <0.05 and a t-value of 17.691 indicating a positive relationship. The results of this study are consistent with research conducted by (Anjani, 2020) which replicates research (Confente et al., 2020) that green self-identity affects the perceived emotional value of Aqua Life products. In addition, (Mutum & Wei-pin, 2021) also shows that consumers who consider themselves concerned about environmental issues are emotionally attached to products that have a positive impact on the environment.

H5: The positive influence of functional value on green product purchase intention

The fifth hypothesis of functional value on purchase intention of green products is rejected. This is evidenced by Sig. value of FV on PI is 0.116 > 0.05 and a t-value of 1.571 indicating a positive relationship. This finding suggests that functional value, as indicated by price, features, and product quality, may have less influence in satisfying consumer needs in terms of environmental issues and consumption of green products. This result is consistent with the findings of a study conducted by (Amin & Tarun, 2021) that functional value has an insignificant effect on the purchase intention of green products among Bangladeshi consumers. Another study, namely (Mutum & Wei-pin, 2021), states that functional value has no significant effect on an individual's intention to purchase green products. However, the findings of this study are inconsistent with several other studies where researchers have found that some consumer segments prefer functional attributes and most are not willing to sacrifice personal benefits for the common good (Zhao et al., 2014).

H6: The positive influence of conditional value on green product purchase intention

The sixth hypothesis, that the conditional value has a positive influence on the purchase intention of green products, is accepted. This is shown by the Sig. value of CV on PI is 0.000 <0.05 and a t-value of 5.100 indicates a positive relationship. The findings of this study are in line with the research conducted by (Qasim et al., 2019) that the conditional value has a positive impact on the purchase intention of organic food products in Lahore, Pakistan. The research conducted by (Bhutto et al., 2022) supports the findings that conditional value has a significant effect on the purchase intention of environmentally friendly products, namely green vehicles Generation Z.

H7: The positive influence of emotional value on green products purchase intention

The seventh hypothesis of emotional value on the purchase intention of green products is rejected. This is evidenced by the Sig. 0.510> 0.05 and a t-value of 0.659, indicating a positive relationship. This result is in line with the findings of a study conducted by (Wang et al., 2018) that affective values do not have a significant effect on the purchase intention of environmentally friendly products. Another study, namely (Shin et al., 2020), states that functional value does not have a significant impact on the

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purchase intention of environmentally friendly products. Young consumers are rational consumers and are not easily influenced by emotional factors. Therefore, the government should take steps to promote environmental knowledge and awareness among consumers.

Mediation Findings

Table 6.
Mediation Findings

Relating the variables	Path coefficient	t-Value	p-Value	Result
GSI → FV → PI	0.044	1.505	0.132	No mediation
GSI → EV → PI	0.032	0.651	0.515	No mediation
GSI → CV → PI	0.165	4.785	0.000	Mediation

Source: Processed data (2024)

Table 6 shows that functional and emotional values do not mediate the relationship between green self-identity and purchase intention for green products. This is evidenced by the respective Sig values. 0.132 and a t-value of 0.515 > 0.05. Meanwhile, the conditional value is shown to play a mediating role between green self-identity and purchase intention for green products. The findings of the study support the research (Qasim et al., 2019) and (Mutum & Wei-pin, 2021) that green self-identity has an impact on conditional value and conditional value has an impact on purchase intention of green products.

Conditional value or conditional value, where this value represents the perceived utility of a new product in the presence of certain conditions or antecedents faced by the buyer (Sheth et al., 1991). Conditional variables may include factors or attributes such as price discounts, product availability, or government subsidies. These specific factors or situations may encourage potential consumers to make purchase decisions. In this regard, consumers will also consider changes in conditional variables during pre-purchase information seeking before making a purchase decision. (Khan & Mohsin, 2017) in their research prove that consumer purchase behavior can be influenced by conditional values that contribute to the perception of overall product characteristics or attributes. This means that if an individual has a strong concern for the environment, they will choose products that have a greater impact on the environment, and if there is a condition where a company offers discounts or subsidies for environmentally friendly products, consumers will not think long before deciding to purchase these products and the desire to purchase environmentally friendly products becomes strong. Thus, the results of this study contribute, namely that the conditional value mediates the relationship between green self-identity and purchase intention for green products.

CONCLUSION

This study has confirmed the contribution of the theory of consumption value to green product purchase intention and the antecedents of consumption value, namely green self-identity. The results of this study indicate a positive influence of green self-identity on functional value, conditional value, and emotional value, as well as on purchase intention for green products. In addition, conditional value influences green product purchase intention. Based on the results of hypothesis testing, conditional value

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mediates the relationship between green self-identity and green product purchase intention.

The results of this study imply that business people can learn more about consumer behavior patterns in purchasing green products. Business people need to educate consumers about environmental protection efforts through the use of environmentally friendly products. This can be done through product marketing that emphasizes the use of environmentally friendly products. When consumers have a strong identity of environmental concern, they are more likely to buy products with sustainability values when searching for information before making a purchase or when making a purchase decision.

As the result shows that conditional value is the main key between green self-identity and intention to purchase green products, companies can use promotions by providing attributes such as discounts or subsidies through cooperation with the government. In addition, companies can expand their market to schools or universities to make young consumers more environmentally aware, for example by promoting knowledge about the dangers of plastics for health and the environment in the future and encouraging them to switch to using environmentally friendly products. The findings also show that young consumers are rational and not swayed by emotional factors. Therefore, companies, researchers, and the government can develop strategies using social media so that messages about environmental issues can reach young consumers and shape their emotional values to preserve the environment, one way is to buy environmentally friendly products to reduce the use of plastic.

There are some important limitations associated with this study that can be noted for future research. First, this study only tested three of the five consumption value variables. Future research could test the full model of consumption values to see how it plays a role in the relationship between green self-identity and green product purchase intention. Secondly, this study was only conducted in D.I. Yogyakarta, so the results of this study cannot be generalized. Future research can be conducted in different cities in Indonesia or comparative studies between one city and another to see and understand the character and personality of individuals more deeply. Finally, the researchers only examined consumers' intentions to buy green products, not actual consumer behavior. Future research can explore actual consumer behavior because the theory of consumer values can measure this behavior. It will greatly help marketers to understand their consumers if future research can measure actual behavior. Some studies that have measured actual behavior using the same framework are studies by (Mutum & Wei-pin, 2021) and (Abdo et al., 2023).

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