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Exploring How Green Perceived Value and Brand Knowledge Shape Consumers Intention to Buy Eco-Friendly Products through Green Attitude

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ABSTRACT

This study examines the influence of Green Perceived Value (Functional, Conditional, Social, and Emotional Values)**,** Green Product Knowledge**,** and Attitude Toward Purchasing Green Products on Purchase Intention toward Green Products among consumers in the Greater Palembang Area. Using a quantitative approach, data were collected from 200 respondents who had purchased green products, analyzed through SEM-PLS. The results show that Functional Value**,** Conditional Value, Emotional Value, and Green Product Knowledge positively affect Attitude Toward Purchasing Green Products, while Social Value has no significant impact. Attitude also positively influences Purchase Intention. These findings support previous studies and confirm the relevance of the Green Perceived Value (GPV) theory**.** The study contributes to theory and practice by highlighting the importance of emphasizing functional**,** emotional, and promotional benefits of green products through effective marketing communication and environmental education. Future research should expand the geographic scope and include Word of Mouth (WOM**)** to better understand social influences on green purchasing behavior.

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1. INTRODUCTION

The increasing amount of waste has encouraged governments, producers, and communities to consider managing waste efficiently and sustainably; therefore, environmentally friendly products need to be prioritized (Lingga et al., 2024). Not only the public but also business actors must take greater responsibility for the environment by aligning their business activities with environmental protection and proper resource management (Safari et al., 2018).

Consumption of environmentally friendly products is one component of pro-environmental behavior, characterized by the use of recyclable products. The environmental issues that have emerged have significantly influenced the purchase of green products. Consumers today are more responsive to environmental policies due to

their shared concerns about the potential environmental impact caused by product disposal and consumption (Göçer & Sevil Oflaç, 2017) .

Although interest and concern for the environment have increased, specific factors underlying the low level of consumer acceptance of green products have not been fully explained. Mamun et al (2018) and Tan et al (2019) agree that most studies on consumer behavior toward green products originate from Western contexts, with limited investigation in other regions. Laureti & Benedetti (2018), as well as Woo & Kim (2019), argue that consumers' purchase intention toward green products can reduce negative environmental impacts, and the consumption of green products helps preserve the environment. Thus, it is important to examine the factors influencing consumer decisions to purchase green products. Recent empirical evidence reinforces these perspectives, showing that environmental concern and self-image congruence are key antecedents of consumers green product purchase intentions particularly in emerging countries where sustainability, prestige, and social symbolism interact as drivers of green consumerism (Klabi, 2025).

Furthermore, Sangroya & Nayak (2017) suggest that the multidimensional construct of Green Perceived Value (GPV) can assess consumer purchasing behavior toward green products. This is supported by Woo & Kim (2019), who identified four sub-constructs of Green Perceived Value: functional value, conditional value, social value, and emotional value, each representing the consumer's perceived benefits in purchasing green products. In line with this conceptualization, Joshi et al. (2021) empirically confirmed that economic and emotional value significantly enhance consumer attitudes and purchase intentions toward green products. Their study demonstrated that consumers who perceive high quality standards and emotional gratification in sustainable products exhibit a stronger commitment to eco-friendly consumption behaviors (Joshi et al., 2021).

Previous research by Woo & Kim (2019) focused on Green Perceived Value (GPV), while Suki (2016) examined Green Brand Knowledge and its influence on Purchase Intention. Therefore, this study aims to analyze the effect of Green Perceived Value (GPV) and Green Brand Knowledge on Purchase Intention to Buy Green Products through Attitude Toward Purchasing Green Products. Complementary evidence from Louis & Lombart (2024) underscores the impact of corporate social responsibility (CSR) communication on consumers' sustainable behaviors and purchase intentions. Their findings reveal that ethical brand messaging significantly shapes favorable consumer attitudes, which subsequently enhance the intention to purchase eco-conscious products by linking moral awareness with brand trust and credibility (Louis & Lombart, 2024).

Several prior studies have emphasized the multidimensional nature of consumer behavior toward green products. Tripathi & Pandey (2017) focused on the environmental impact of product packaging, while Chen & Chang (2012) developed the concept of *green perceived value* as a balance between consumer benefits and sustainability expectations. Woo & Kim (2019) extended this model by including *functional*, *conditional*, *social*, and *emotional* value as key antecedents of consumer attitudes toward green purchasing. Studies by Issock et al (2020), Papista & Dimitriadis (2019) , and Lin et al (2019) further reinforced the role of emotional attachment and environmental awareness in shaping green brand knowledge and consumer purchase intention. In the same vein, Prakash et al (2024) empirically validated that para-social interactions and altruistic motivation substantially enhance pro-environmental beliefs and purchase intentions for zero-waste cosmetic products. Their study emphasizes that emotional empathy, social influence, and self-expressive motivation are instrumental in shaping consumers' sustainable buying behaviors (Prakash et al., 2024). The study by Kautish & Sharma (2019) on behavioral intentions toward green products has been minimally conducted in developing countries. Therefore, Kautish & Sharma (2019) recommend that further research should be carried out to measure actual consumer behavior toward green products, as their study was

limited to purchase intention. Empirical findings demonstrate that purchase intention toward green products is also influenced by attitude toward purchasing green products (Woo & Kim, 2019). Furthermore, the findings of Suki (2016) reveal that green brand knowledge perceived by consumers significantly affects their purchase intention. However, according to Suki (2016), research examining purchase intention toward green products in Indonesia remains very limited. Hence, the present study selects purchase intention for green products as the main focus of investigation.

2. RESEARCH METHOD

This study was developed by referring to several previous studies conducted by Woo & Kim (2019)**;** Suki (2016)**;** (Kautish & Sharma, 2019)**,** which examined the relationships between environmental value perceptions and green purchasing behavior. The present research aims to analyze the influence of Green Product Value**,** Green Product Knowledge**,** and Attitude Toward Purchasing Green Product on Purchase Intention to Buying Green Product**.** This study employs a quantitative research approach with a hypothesis-testing design. The research design seeks to empirically verify the relationships among the studied variables and determine the magnitude of their effects on consumers purchase intention. The unit of analysis in this study is individual consumers who have purchased or consumed green products within the Greater Palembang Area**.** This region was selected because it represents an urban population with increasing environmental awareness and purchasing capacity for eco-friendly goods.

The population of this study consists of consumers who have purchased or consumed green products. Since the total population size could not be precisely determined, the sampling process applied a purposive sampling technique. Respondents were selected based on specific criteria: individuals who have consumed green products at least once per month. Data were collected using online questionnaires, distributed voluntarily without researcher interference to ensure unbiased responses. The data collection process was carried out from May to July 2025. The sampling approach allows for the inclusion of respondents who are aware of and familiar with green products, which is essential for accurately measuring their perceptions and behavioral intentions. The determination of sample size followed the rule of thumb suggested by Hair et al (2010), which recommends that the minimum number of respondents should range between five to ten times the number of indicators used in the measurement instrument. The questionnaire in this study consisted of 31 statement items, thus the minimum required sample was 155 respondents (31 × 5)**.** To enhance data robustness and analytical accuracy, a total of 200 respondents were collected and used for analysis.

Tabel 1. Operationalization

Variable	Item Statements
Functional Value	1. Buying environmentally friendly products offers value for money. 2. Green products are reasonably priced. 3. Environmentally friendly products are well designed to minimize environmental distortion. 4. Green products have an acceptable level of quality standards.
Conditional Value	1. I would buy environmentally friendly products if they are offered at a discount. 2. I would buy environmentally friendly products if promotional incentives are provided. 3. I would buy environmentally friendly products when they are easily available.
Social Value	1. Buying environmentally friendly products will create a good impression on others. 2. Purchasing green products will improve the way others perceive me. 3. Buying environmentally friendly products will help me feel accepted by others. 4. Purchasing green products will give me social approval.

Emotional Value	1. I enjoy purchasing environmentally friendly products. 2. I feel relaxed after buying environmentally friendly products. 3. Buying environmentally friendly products makes me feel good.
Green Product Knowledge	1. Going green can be a profitable long-term investment. 2. The environmental performance of green products meets my expectations. 3. When I go shopping, I often notice green products in stores. 4. I often learn about environmentally friendly products through articles or news. 5. I buy environmentally friendly products because they are eco-friendly. 6. I buy environmentally friendly products because they have more environmental benefits than other products.
Attitude Toward Purchasing Green Products	1. I like the idea of green purchasing. 2. Buying green products is a good idea. 3. I have a favorable attitude toward purchasing green versions of products. 4. I believe that buying green products is a worthwhile behavior. 5. I think that purchasing environmentally friendly products is a positive behavior. 6. I think that buying green products is a beneficial behavior.
Purchase Intention toward Green Products	1. My willingness to repurchase green food products is very high. 2. Overall, I am pleased to repurchase environmentally friendly products because they are eco-friendly. 3. I believe that green food products are environmentally responsible products. 4. I buy environmentally friendly products that I believe will minimize environmental impacts such as air, water, and soil pollution. 5. I will frequently buy green products on a regular basis in the future.

The data in this study were analyzed using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) approach. The data obtained from valid and reliable questionnaires were processed using SmartPLS version 3.29 as the analytical tool. This method was applied to examine the influence among the research variables through the SEM approach. Before testing the hypotheses, a goodness-of-fit assessment was conducted. The overall model fit was evaluated to ensure that the structural model accurately represents all causal relationships among the variables. If one or more of the goodness-of-fit criteria are met, the model can be considered appropriate and suitable for subsequent hypothesis testing.

3. RESULTS AND DISCUSSIONS

3.1 Research Instrument Testing

The Outer Model, also known as the measurement model, focuses on assessing the relationship between indicators and their latent constructs. The use of the Outer Model is important to ensure that each construct is valid and reliable. This can be evaluated through convergent validity and discriminant validity (Hair et al., 2014). The testing of the Outer Model in this study includes validity tests (convergent validity and discriminant validity) and reliability tests (composite reliability and Cronbach's alpha).

a. Validity Test

The validity test is conducted to ensure that the measurement instrument used in this study is accurate and reliable as a data collection tool. It aims to determine how well each statement item measures the intended variable. Invalid items cannot be used and must be revised or removed to maintain data accuracy. The validity test in this study was carried out using the SPSS application. With 200 respondents, each item is considered valid if the corrected item-total correlation value is 0.400 or higher**.**

Table 2. Validity Test

Variabel	Item	*Factor Loading*	Keterangan
Functional Value	FV1	0,741	Valid
	FV2	0,738	Valid
	FV3	0,777	Valid
	FV4	0,775	Valid
Conditional Value	CV1	0,924	Valid
	CV2	0,921	Valid
	CV3	0,848	Valid
Social Value	SV1	0,731	Valid
	SV2	0,900	Valid
	SV3	0,929	Valid
	SV4	0,903	Valid
Emotional Value	EV1	0,883	Valid
	EV2	0,928	Valid
	EV3	0,916	Valid
Green Brand Knowledge	BK1	0,706	Valid
	BK2	0,852	Valid
	BK3	0,732	Valid
	BK4	0,701	Valid
	BK5	0,809	Valid
	BK6	0.835	Valid
Attitude Towards Purchasing Green Product	A1	0,584	Valid
	A2	0,857	Valid
	A3	0,922	Valid
	A3	0,907	Valid
	A4	0,906	Valid
	A5	0,915	Valid
	A6	0,840	Valid
Puchase Intention to Buying Green Product	PI1	0,873	Valid
	PI2	0,916	Valid
	PI3	0,881	Valid
	PI4	0,872	Valid
	PI5	0,869	Valid

Source : SmartPLS Data Processing, 2025

b. Reliability Test

In addition to the validity test, reliability testing is also very important. The reliability test was carried out by examining Cronbach's alpha as the reliability coefficient. Cronbach's alpha indicates whether the measurement items are homogeneous and reflect the same underlying construct. Based on previous studies, the instrument in this research is considered reliable if the Cronbach's alpha coefficient is 0.700 or higher.

Table 3. Reliability Test

Variabel	Cronbach's Alpha	Keterangan
Functional Value	0,743	Reliable
Conditional Value	0,880	Reliable
Social Value	0,892	Reliable
Emotional Value	0,895	Reliable
Green Brand Knowledge	0,58	Reliable
Attitude Towards Puchasing Green Product	0,948	Reliable
Puchase Intention to Buying Green Product	0,929	Reliable

Source : SmartPLS Data Processing, 2025

c. Goodness of fit test

The data analysis method used to examine the influence among the studied variables was the Structural Equation Modeling (SEM) technique with the assistance of analytical software. Before testing the hypotheses, a goodness-of-fit test was conducted. The overall model fit must first be evaluated to ensure that the model accurately

represents all causal relationships among variables. If one or more of the goodness-of-fit criteria are met, the model can be considered appropriate and suitable for further hypothesis testing.

Table 4. Criteria for Goodness of Fit in PLS

Uji	Parameter	*Rule of Tumbs*
Validitas Konvergen	*Average Variance Extracted* (AVE)	>0,5(*confirmatory/ explanatory)*
Reliabilitas	Cronbach Alpha dan rho_A	>0.7 (*confirmatory research*) >0.6 (*explanatory research*)
	Composite Reliability	>0.7 (*confirmatory research*) >0.6-0.7(*explanatory research*)

Source : Ghozali (2012)

Table 5. Goodness of Fit Test Results

	R Square	Adjusted R Square
Attitude	0,750	0,744
P_Intention	0,801	0,800

Source : SmartPLS Data Processing, 2025

Table 6. Table of Construct Validity and Reliability

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Attitude	0,948	0,951	0,959	0,795
Conditional	0,880	0,934	0,923	0,801
Emotional	0,895	0,897	0,935	0,827
Functional	0,755	0,783	0,844	0,578
GB_Knowledge	0,866	0,903	0,898	0,601
P_Intention	0,929	0,930	0,946	0,778
Social	0,889	0,947	0,919	0,738

Source : SmartPLS Data Processing, 2025

Based on the results of the goodness-of-fit test from the table above, the overall model used in this study meets the criteria of several model fit indicators. It can be concluded that the model demonstrates a good level of fit and acceptance. The analysis results indicate that the model has fulfilled the goodness-of-fit requirements; therefore, it can be continued to the next stage of analysis.

d. Path Diagram Development

The causal relationships illustrated in the path diagram facilitate researchers in observing and analyzing the causal linkages being examined. Researchers typically work with “constructs” or “factors,” which are theoretically grounded concepts that provide a sufficient foundation for explaining various forms of relationships.

Table 7. Path Coefficient

	Sampel Asli	Rata-Rata Sampel	Standard Deviasi	T-Statistik	P-values
Attitude → P. Intention	0.895	0,893	0,02	45,839	0,000
Conditonal → Attitude	0,0087	0,09	0,049	1,979	0,038
Emotional →Attitude	0,249	0,256	0,077	3,226	0,001
Functional →Attitude	0,188	0,185	0,078	2,422	0,008

GB_Knowledge →Attitude	0,456	0,443	0,09	5,064	0,000
Social →Attitude	0,01	0,01	0,046	0,218	0,414

Source : SmartPLS Data Processing, 2025

3.2 Discussion

a. The Effect of Functional Value on Attitude Toward Purchasing Green Products

The first hypothesis proposes that Functional Value has a positive and significant influence on Attitude Toward Purchasing Green Products. The relationship between functional value and consumer attitudes toward green product purchasing suggests that consumers perceive functional benefits as a crucial determinant shaping their purchasing decisions. According to (Wang et al., 2020)**,** functional value represents an important factor associated with improvements in the performance of environmentally friendly products, including higher material efficiency and cost reduction. The positive findings of this study are also consistent with the results of Woo & Kim (2019), who argue that functional value can be considered one of the key determinants influencing consumer choices, as it originates from tangible product attributes that enable consumers to obtain utility and practical benefits.

b. The Effect of Conditional Value on Attitude Toward Purchasing Green Products

The second hypothesis explains that Conditional Value has a significant influence on Attitude Toward Purchasing Green Products. This value dimension consists of elements such as discounts, promotional incentives, and product availability. The results indicate that these situational factors can foster a positive consumer attitude toward purchasing green products. These findings are consistent with previous studies by Caird et al (2008); Woo & Kim (2019)**,** which suggest that extrinsic conditions—such as discounts, incentives, subsidies, and other promotional benefits—can encourage individuals to develop environmental interest, awareness, and intention to purchase environmentally friendly products.

c. The Effect of Social Value on Attitude Toward Purchasing Green Products

The third hypothesis reveals that Social Value does not have a positive influence on Attitude Toward Purchasing Green Products. The findings indicate that social value is not a primary reason influencing consumers to choose environmentally friendly products. Consumers in this study do not perceive that purchasing or consuming green products enhances their self-image as environmentally conscious individuals.This result may also be influenced by respondent characteristics. In the study by Woo & Kim (2019), the majority of respondents were aged 35 years and above (n = 132), whereas in this study, most participants were between 21 and 30 years old. This younger consumer group tends to be less concerned about how they are perceived socially when purchasing green products; rather, their consumption behavior is motivated by genuine concern for the environment itself.

d. The Effect of Emotional Value on Attitude Toward Purchasing Green Products

The fourth hypothesis indicates that Emotional Value has a positive influence on Attitude Toward Purchasing Green Products. In this study, emotional value was measured through statements such as “I enjoy purchasing green products,” “I feel relaxed after buying green products,” and “Buying green products makes me feel good.” These items reflect the feelings of pleasure and satisfaction that arise when considering the purchase of environmentally friendly products.The findings are generally consistent with previous studies by Sangroya & Nayak (2017)**;** Woo & Kim (2019)**,** which suggest that even if consumers do not consciously recognize emotional value during green

consumption, positive evaluations of such products can subconsciously generate favorable emotional responses that shape consumer attitudes.

e. The Effect of Green Brand Knowledge on Attitude Toward Purchasing Green Products

The results indicate that Green Brand Knowledge has a positive and significant influence on Attitude Toward Purchasing Green Products. Green brand knowledge is associated with consumers' subjective understanding, which stems from their perceptions and awareness of relevant environmental issues. This study also found that knowledge about green brands significantly affects consumer attitudes toward such brands. Thus, Hypothesis 5 (H5) is supported. These findings are consistent with previous studies (Chen & Chang, 2012; Suki, 2016; Sun & Wang, 2021) which demonstrated that consumers with higher levels of environmental knowledge tend to develop more favorable attitudes toward green brands.

f. The Effect of Attitude Toward Purchasing Green Products on Purchase Intention to Buying Green Products

The sixth hypothesis examines the effect of Attitude Toward Purchasing Green Products on Purchase Intention to Buying Green Products. The findings indicate that attitude toward purchasing green products has a positive and significant influence on consumers' purchase intention. The results reveal that a positive attitude strongly affects consumers' willingness to buy environmentally friendly products. It is not surprising that, in this study, most respondents—who were predominantly young adults—demonstrated more positive attitudes toward purchasing green products compared to older consumers. Younger consumers tend to be not only concerned about the present but also about the long-term impact of their current actions. They are more inclined to become lifelong participants in the green market, showing greater attention to eco-friendly products and a higher willingness to purchase them (Sun & Wang, 2021).These findings are consistent with previous research conducted by Woo & Kim (2019), who found that a positive attitude toward green product purchases significantly influences consumers' purchase intention toward environmentally friendly products.

4. CONCLUSION

This study contributes to the theoretical development of consumer behavior by applying the concepts of Green Perceived Value (GPV) and Green Brand Knowledge to explain environmentally friendly purchasing behavior. The findings of this research provide practical implications for marketers in developing effective strategies, as the results highlight the importance of emphasizing environmentally responsible consumption among consumers. The key implication for marketing strategy development is that managers should underscore the role of consumers in environmental preservation. Marketers must emphasize that green product consumption significantly contributes to fulfilling ecological expectations and should communicate the importance of sustainable consumption through integrated marketing communication. Such communication may include persuasive messages that help individuals recognize environmental value and feel a personal responsibility for conservation through their purchasing behavior. Managers are encouraged to use various communication channels such as social media and print media to strengthen the connection between consumers' environmental concern and purchasing behavior. This effort can enhance emotional engagement and awareness regarding the importance of environmentally responsible consumption. As observed in this study, the functional and conditional values of green products such as superior product quality, competitive pricing, discounts, promotional incentives, and product availability can increase consumer awareness and drive purchasing actions. Additionally, communication channels can serve as an effective medium for educating consumers

about the importance of green consumption. Marketing managers should also pay close attention to the dissemination of knowledge about green product consumption. Social media platforms such as Instagram, Facebook, YouTube, and television advertisements can be utilized to promote educational campaigns and engaging messages that foster positive consumer attitudes and purchase intentions toward green products. This study found that Social Value had no significant influence on consumer attitude. Therefore, future research should consider respondent characteristics more carefully. The current study's findings suggest that younger consumers (under 30 years old) tend to view green product consumption as beneficial in itself, rather than as a means of gaining social acceptance. Hence, future studies should refine questionnaire items to better capture the social dimensions of green consumption. The findings of this research also provide valuable insights for governmental institutions engaged in promoting sustainable development, emphasizing that all economic and social activities should contribute positively to environmental protection. Governments may strengthen their role by supporting products produced through environmentally responsible practices and promoting public awareness of sustainable consumption. This study is subject to several limitations that provide avenues for future research. First, the use of an online survey platform with a convenience sampling approach restricted participation to internet users, which may reduce the generalizability of the findings to the broader population. Second, the research was geographically confined to the Palembang area. Future studies are encouraged to include respondents from various regions across Indonesia to obtain a more comprehensive understanding and representation of consumers' purchase intentions toward green products. Third, as data collection was conducted exclusively through online questionnaires, subsequent research should consider examining actual consumer purchasing behavior through direct observation or interview-based methods to capture more in-depth behavioral insights. Finally, future investigations could incorporate the Word of Mouth (WOM) variable into the analytical model. Including WOM would allow for a deeper examination of how opinion-seeking and opinion-sharing behaviors influence Green Purchase Behavior, thereby enriching the understanding of consumer communication patterns and decision-making processes in sustainable consumption contexts.

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