Vol. 1, No. 1 (Okt. 2025)
eISSN: 3122-6884
Jurnal Pengurusan dan Pembangunan Insan
Journal of Management and Human Development
INSPIRICA

# *THE THEORY OF CONSUMPTION VALUE TO UNDERSTANDING CUSTOMER PURCHASING INTENTION ON THE GREEN PRODUCT IN MALAYSIA HYPERMARKET*

# TEORI NILAI PENGGUNAAN DALAM MEMAHAMI NIAT PEMBELIAN PELANGGAN TERHADAP PRODUK HIJAU DI PASARAYA MALAYSIA

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***ABSTRACT***

*As sustainability gains momentum globally, this study investigates the factors that influence green purchase intention within the Malaysian context. The research focuses on understanding the unique blend of elements of theory consumption value that impact consumers' decisions to choose green products in the Malaysian hypermarket. Key factors explored include ecological value, functional value, symbolic value, experiential value and epistemic value. The implications of this research extend to businesses, marketers, and policymakers aiming to promote sustainable practices in Malaysia. By identifying the factors that resonate with Malaysian consumers, businesses can tailor their strategies to meet the*

*specific needs and preferences of the local market. Additionally, this study contributes to the academic understanding of green consumer behavior in Malaysia, enriching the global discourse on sustainable consumption. In essence, this research seeks to provide actionable insights that foster environmentally responsible consumer choices in Malaysia, contributing to the broader goal of sustainable development in the Malaysia.*

***Keywords:*** *Consumption value theory; Green purchase intention; Green products; Malaysian hypermarket; Sustainable consumption; Green consumer behavior.*

**ABSTRAK**

Seiring dengan peningkatan penekanan kepada kelestarian di peringkat global, kajian ini meneliti faktor-faktor yang mempengaruhi niat pembelian hijau dalam konteks Malaysia. Penyelidikan ini memberi tumpuan kepada pemahaman gabungan unik elemen-elemen dalam teori nilai penggunaan yang mempengaruhi keputusan pengguna untuk memilih produk hijau di pasaraya Malaysia. Faktor utama yang dikaji termasuk nilai ekologi, nilai fungsian, nilai simbolik, nilai pengalaman, dan nilai epistemik. Implikasi kajian ini merangkumi perniaga, pemasar, dan pembuat dasar yang berhasrat untuk mempromosikan amalan lestari di Malaysia. Dengan mengenal pasti faktor-faktor yang bersesuaian dengan pengguna Malaysia, perniagaan dapat menyesuaikan strategi mereka bagi memenuhi keperluan dan keutamaan khusus pasaran tempatan. Selain itu, kajian ini menyumbang kepada pemahaman akademik mengenai tingkah laku pengguna hijau di Malaysia, sekali gus memperkayakan wacana tentang penggunaan lestari. Secara keseluruhannya, kajian ini bertujuan menyediakan pandangan praktikal yang dapat menggalakkan pilihan pengguna yang bertanggungjawab terhadap alam sekitar di Malaysia, seterusnya menyumbang kepada matlamat pembangunan lestari negara.

**Kata kunci:** Teori nilai penggunaan; Niat pembelian hijau; Produk hijau; pasaraya Malaysia; Penggunaan lestari; Tingkah laku pengguna hijau.

## INTRODUCTION

Malaysia is a Southeast Asian country known for its diverse and rich natural environment. Its environment is characterized by a wide range of ecosystems, biodiversity, and a unique mix of tropical rainforests, mangroves, highland areas, and coastal regions (Environment of Malaysia 2023). Malaysia's extensive coastline along the South China Sea and the Malacca Strait is home to diverse marine ecosystems. Coral reefs, mangroves, and sea grass beds support a rich variety of marine life, including vibrant coral species and numerous fish species. According to the National Biodiversity Index, Malaysia is one of the world's mega diverse countries ranked 12th in the world which means it boasts an extraordinarily high level of biodiversity. The country is home to a wide range of wildlife, including tigers, orangutans, elephants, rhinoceroses, and countless species of birds, insects, and marine life. Malaysia is

famous for its tropical rainforests, including the Taman Negara National Park, one of the world's oldest rainforests (Taman negara 2023). These rainforests are home to an astonishing variety of plant and animal species, many of which are endemic to the region.

Like many countries, Malaysia faces environmental challenges, including deforestation, habitat loss due to agriculture and infrastructure development, illegal wildlife trade, and pollution. Large areas of rainforests, which are among the world's oldest and most diverse, have been cleared for agriculture, palm oil plantations, logging, and infrastructure development. Deforestation in Malaysia is a significant environmental challenge that has been a cause for concern for several decades. The country's rainforests, particularly those in Malaysian Borneo (Sabah and Sarawak), are among the most bio diverse in the world and are home to various unique species. However, deforestation threatens these ecosystems and has a range of ecological, social, and economic implications. Data from Global Forest Watch (GFW), an online platform that monitors forests, showed Malaysia lost 2.7 million hectares of primary forests between 2002 and 2020. This accounted for the loss of 34% of the country's total tree cover during the period. The total area of Malaysia's primary forests also shrank by 17% (Deforestation Threat to Malaysian Primary Forests, 2022). It can contribute to changes in local climate and weather patterns, which in turn can affect the spread of diseases, water quality, and food availability.

The preservation of the environment in Malaysia is not only vital for the country's natural heritage and biodiversity but also for its long-term sustainability, economy, and the well-being of its citizens. Therefore, the government should play a pivotal role in the development and promotion of the green market, which encompasses environmentally sustainable products, services, and technologies. Its role encompasses the creation of a supportive framework for green industries and the mitigation of environmental concerns. Governments worldwide recognize the importance of transitioning to a more sustainable and environmentally friendly economy to address issues like climate change, resource depletion, and pollution. Hence, the governments can create regulations and policies that encourage environmentally sustainable practices and products. This may include setting emissions standards, establishing renewable energy targets, and implementing green labelling or certification programs. In addition, governments can provide financial incentives and subsidies to businesses and individuals adopting green technologies or practices. These incentives can include tax credits

for renewable energy installations, grants for eco-friendly projects, or subsidies for electric vehicles.

Meanwhile, Malaysian consumers relatively play an important role supporting sustainability and environmental conservation. In Malaysia, consumers have a relatively moderate awareness of the environment. This is proven when some consumers prefer to buy conventional products regardless of the negative effects of conventional products on the environment (Wong & Yazdanifard, 2015) Some of them giving the excuse of availability green product in market. In order to gain a larger market for green products, large supermarkets such as Tesco, Aeon Big and Giant in Malaysia should create various green products such as green electronic products, green packaging products and various other green products to satisfy consumer needs. Simultaneously, development of the green market can ensure the effective and sustainable operation of the business, reduce the cost of excessive and unnecessary waste, and give workers a safe and healthy work environment. Corporate social responsibility also can influence consumer preferences, as businesses that embrace sustainability and environmental consciousness will garner favour from them. This is because businesses that prioritize sustainability and environmental responsibility are likely to enjoy a competitive advantage and appeal to environmentally sensitive customers.

The present study supports the preservation of Malaysia environmental by effectively address the issue of green marketing awareness. Because present study believe that green products are made with the intention of protecting or enhancing the environment using fewer toxic materials, less pollution, and the reduction or elimination of waste that is toxic (Ottman, Stafford, & Hartman, 2006). They may be less harmful to the environment than typical items since they are recyclable, renewable, reused, and/or decomposable (Dangelico & Pontrandolfo, 2010). In addition to lowering environmental risk, green products raise consumer and societal living standards. Five product characteristics were identified including ecological value, functional value, symbolic value, experiential value, and epistemic value that anticipated associated with purchasing intention of green product.

## LITERATURE REVIEW

### Green Purchasing Intention

A green product, often referred to as an eco-friendly or sustainable product, is an item that is consciously designed, produced, and marketed with the primary goal of minimizing its

adverse impact on the environment and human health throughout its entire lifecycle. These products are intentionally created to reduce pollution, conserve valuable resources, and promote sustainability. They typically possess characteristics such as reduced environmental impact, energy efficiency, the use of non-toxic or low- toxic materials, recyclability, sustainable sourcing of raw materials, and a focus on renewable energy usage. Green products can range from energy-efficient appliances and organic food to eco-friendly cleaning supplies and electric vehicles. The term "green" denotes a commitment to environmental responsibility and is essential in the context of mitigating environmental challenges and fostering a more sustainable way of living.

Purchasing intention is usually defined as a requirement for encouraging and pressuring customers to make actual purchases of goods and services. Numerous studies look at consumers' intentions in order to gauge their real behaviour. According to Chen & Chang (2012) "green buying intention" refers to a potential customer's wish to purchase environmentally friendly goods. Customers are buying green items in an attempt to protect the environment (Hwarng, Reliability, & 2001). Chan (2001) states that intentions to buy green can be determined by three factors thinking about buying green items; moving to greener versions of products and switching to other brands because of environmental concerns. One important way to predict customers' future purchasing behaviour is to find out if they plan to purchase eco-friendly or green products. Estimating customer demand for green products is also helpful.

The concept of green purchase intention revolves around consumers' willingness to engage in environmentally friendly consumer practices, particularly in the context of purchasing green products. This concept has been defined as "voluntarily engaging in environmentally friendly consumer practices"" (Perera et al., 2018). It encompasses consumers' attitudes, beliefs, and intentions regarding the purchase of products that are perceived to have environmental benefits. This concept reflects consumers' considerations of the trade-offs between the additional benefits of green products, such as environmental protection, and their monetary costs. It also encompasses the influence of factors such as product quality, price sensitivity, and availability on consumers' decision-making regarding green purchases.

Green purchase intention is described as the belief held by an individual to purchase goods that both lessen global warming and do not hurt the environment. According to Fishbei

(1974), a key factor in behaviour analysis is the reason behind a person's decision to engage in a certain green behaviour. GPI is a useful tool for evaluating an individual's green purchasing behaviour. Studies show that purchasing proposals positively influence consumers' green purchasing decisions (Beckford, Jacobs, Williams, & Nahdee, 2010; Chan, 2001). According to (Chan, Lau, & Lee, 2002) findings, a variety of cultural and behavioural research conducted in China and America revealed that GPI significantly influences consumers' green purchasing decisions.

According to Rashid (2009) "green purchase intention" is conceptualized as the likelihood and desire of an individual to prioritise eco-friendly characteristics above traditional items when making a purchase decision. According to Chan (2001), a green purchase is a particular type of eco-friendly action taken by customers as a way to show their care for the environment. According to Ajzen & Fishbein (1973), purchase intention is a crucial component in predicting customer behaviour. According to Follows & Jobber (2000) consumer intention has been employed as a stand-in for real conduct. According to Kotler & Armstrong (2021) , the customer rates brands and forms throughout the assessment stage as one of the factors influencing their decision to make a buy. But there are two things that might stand in the way of a choice to buy or not buy.

**Consumption-value Theory**

One of the most popular theories for explaining consumer preferences is the theory of consumption values (TCV) ((Sheth & Newman, 1991). Fundamentally, the TCV asserts that five values which is functional, emotional, social, epistemic, and conditional values have an impact on a person's ultimate decision (Sheth & Newman, 1991). The TCV illustrates how customer choices to purchase goods or services are predicted by these five consumption variables. According to Sheth & Newman (1991), this framework may be applied to over 200 purchasing scenarios, including those involving home appliances ((Dilotsotlhe & Duh, 2021), food consumption (D. Chakraborty, Siddiqui, Siddiqui, ..., & 2023, n.d.; Jebarajakirthy et al., 2021), travel-related products (Rousta & Jamshidi, 2020), food delivery apps (N. Chakraborty et al., 2022a; Kaur, Dhir, Talwar, & Ghuman, 2020), online brands (Fathima M. S, Khan, & Alam, 2023), and ayurvedic products (N. Chakraborty et al., 2022b). These studies show that the TCV is applicable in a variety of settings and offer a multifaceted perspective on behavioural outcomes and consumption value.

A considerable body of knowledge has been produced as a result of the vast research on consumption values. As a result, to summarise the current research and offer insightful analysis of the predictive power of TCV, marketing academics have undertaken thorough literature evaluations (Kushwah, Dhir, & Sagar, 2020; Tanrikulu, 2021).

**Factors Influence Green Purchase Intention**

The factors that lead to green purchase intention are multifaceted and can be influenced by various dimensions from the consumption values. The following factors have been identified as influential in shaping green purchase intentions based on the consumption value theory.

First, Consumption Values. The intentions of customers to purchase environmentally friendly items are influenced by several factors, including ecological, functional, symbolic, experiential, and epistemic values (Grewal, Monroe, & Krishnan, 1998). The environmental, utilitarian, symbolic, experiential, and knowledge-related components of green products are reflected in these values, which influence consumers' buying intentions (Audrain-Pontevia & N'goala, 2013).

These factors collectively contribute to shaping consumers' green purchase intentions, reflecting the complex interplay between values, utility theory, and individual characteristics in the context of green consumption.

**Ecological Value**

One of the five consumption values that affect customers' willingness to purchase eco-friendly items is ecological value. Studies have indicated that green buying intention is positively and significantly impacted by ecological value. For example, Hartmann, Apaolaza, Paredes, & D'Souza (2024) study discovered that customers' opinions and purchasing intentions towards green energy companies are favourably influenced by ecological value. In a similar vein, Han et al. (2011) discovered that customers' intents to select eco-friendly items are significantly positively impacted by ecological value. Furthermore, Papista & Krystallis (2013) study discovered that among Greek consumers, ecological value is the most significant predictor of their propensity to make green purchases. According to a different Yan, Almandoz, & Ferraro (2021) study, customers' willingness to pay more for environmentally friendly items is significantly positively impacted by ecological value.

The body of research indicates that ecological value, which captures consumers' worries about the environment and their desire to make ecologically friendly purchases, is a significant predictor of green purchase intention. As a result, we also aim to analyze the following hypothesis:

*H1: Ecological value has a positive effect on green purchase intention*

**Functional Value**

The relationship between the dependent variable of green purchase intention and the independent variable of functional value has been examined in the literature. Functional value, as one of the consumption values, represents the intrinsic advantages of product consumption and is related to the product's utility and performance. Functional value significantly and favourably influences consumers' intentions to make green purchases, according to research. For instance, a research by Yuan, Liu, & Blut (2022) discovered that functional value positively impacts customers' intentions to make green purchases, suggesting that consumers take into account the usefulness and efficiency of green products when making their decisions.

Similarly, Hartmann, Apaolaza, Paredes, & D'Souza (2024) study discovered that functional value positively affects consumers' attitudes and purchase intentions towards green energy brands, suggesting that consumers' intentions to buy green energy products are influenced by their perceptions of their functional benefits.

According to the literature, customers' intents to purchase green products are influenced by functional value, which is a reflection of their assessment of the practical advantages and efficacy of green products. As a result, we also aim to analyze the following hypothesis:

*H2: Functional value has a positive effect on green purchase intention*.

**Symbolic Value**

The relationship between the dependent variable of green purchase intention and the independent variable of symbolic value has also been studied in the literature. Symbolic value refers to the ability of a product to fulfil social and relational status requirements. Studies have indicated that green buying intention is positively and significantly impacted by symbolic value. Han, Hsu, & Lee (2011)conducted a study which revealed that customers' intents to pick green hotels are significantly influenced by symbolic value. This suggests that consumers

take into account the symbolic advantages of green products when making their purchasing decisions. Likewise, Yuan et al (2022) study discovered that symbolic value had a favourable impact on customers' intents to make green purchases. This suggests that consumers take into account the symbolic advantages of green products, including social standing and prestige, when making their purchasing decisions.

According to the literature, customers' intents to purchase environmentally friendly items are influenced by symbolic value, which is a reflection of their awareness of the social and relational advantages of these products. As a result, we also aim to analyze the following hypothesis:

*H3: Symbolic value has a positive effect on green purchase intention*

**Experiential Value**

The relationship between the dependent variable of green purchase intention and the independent variable of experiential value has been examined in the literature. Experiential value refers to the level of pleasure and enjoyment perceived by customers when using the green product.

Experiential value has a favourable and considerable impact on green purchasing intention, according to research. According to Yuan et al (2022) and Blut conducted a study which revealed that consumers' purchase intentions for green products are positively influenced by experiential value. This suggests that consumers take into account the experiential benefits, like pleasure and enjoyment, associated with green products when making their purchase decisions. Hartmann, Apaolaza, Paredes, & D'Souza (2024) study discovered that experiential value positively affects consumers' attitudes and purchase intentions towards green energy brands, suggesting that consumers' intentions to buy green energy products are influenced by their perceptions of the products' experiential benefits.

Experience value, which represents consumers' assessments of the pleasure and delight gained from using green products, is generally thought to play a major influence in influencing customers' intentions to make green purchases.

*H4: Experiential value has a positive effect on green purchase intention.*

**Epistemic Value**

The relationship between the dependent variable of green purchase intention and the independent variable of epistemic value has been explored in the literature. Epistemic value refers to the motivation for knowledge acquisition and the desire for information. According to research, green buying intention might be significantly influenced by epistemic value. When formulating their buy intentions, customers may want to take into account the informational and knowledge-related advantages connected with green products, according to research by Yuan et al (2022), which indicated that consumers' purchasing intentions are favourably influenced by epistemic value.

Additionally, the study discovered that there are differences in the link between epistemic value and transaction utility among different demographic categories, with women, younger consumers, and those with higher education levels showing stronger associations between epistemic value and transaction utility. This shows that those who value knowledge more than others tend to make more thoughtful judgements and to be more aware of the informational and knowledge components of environmentally friendly items.

Overall, the research indicates that consumers' intentions to make green purchases are significantly shaped by their perceptions of epistemic value, which is a reflection of their reasons for acquiring knowledge and doing information searches for green items.

*H5: Epistemic value has a positive effect on green purchase intention*

**METHODOLOGY**

In this study, the researcher used non-probability sampling due to the unavailability of a comprehensive list of individuals eligible to be picked as participants. Researcher used purposive sampling. This sampling technique falls under the category of non-probability sampling. Purposive sampling is limited to individuals who possess the necessary knowledge, either because they are the only ones who have it or because they meet criteria established by the researcher (Sekaran & Bougie, 2016). Purposive sampling has been adopted for many reasons. One reason is that not all consumers may offer the needed information for this investigation. Additionally, some customers do not meet the study requirements. The criteria for this research include customers who have experience purchasing luxury product and are willing to provide information about their emotions and opinions.

**Measurement**

The survey instrument had a mixture of Likert scale questions allow further exploration of the topics discussed. However, as discussed by Ulrich & Sarasin (1995) any study into consumer ethics is fundamentally flawed due to the heavy influence of social desirability bias. Therefore, to try and reduce this desirability bias the survey was separated into four sections, where we only introduce ethics as the major research topic in section 3. Section 1 explores the demographics of the respondent: sex, age, education and income for use as comparatives. Section 2 explores the purchasing decisions for luxury products. The lack of a clear definition of a luxury product in the literature, and the complexity with which it is discussed in this literature made providing a definitive definition to respondent's problematic. We therefore proposed a simplified definition to respondents to consider commodities as low value, regular purchases usually purchased out of habit; whereas luxury products were high value, irregular purchases, bought to give themselves pleasure. Respondents were asked to self-identify a recent purchase decision for both a luxury and commodity product and asked a series of 7 point Likert scale questions on the eight purchasing factors of quality, prestige, price, product satisfaction, self-image, brand preference, ethical conditions of production and convenience derived from Vigneron & Johnson (1999, 2004) with ethical conditions of production added. This question was originally designed as a point distribution question, but 10 people in a pilot of the survey found this too hard to undertake so we reverted to a 7-point Likert scale on their suggestion. Section 3 was the independent variables including functional value, financial value, ecological value, symbolic value, epistemic and experiential value (see **Table 1**) on a 7-point Likert scale following the suggestions of the 10 persons pilot group for the survey.

Table 1: Measurement of Variables

| Section | Aspects | Items | Sources | Cited |
|---|---|---|---|---|
| A | Demographic Profile | 3 | (Mohd Suki, 2016) | 533 |
| B | Ecological Value | 3 | (Chen and Chang, 2012) | 1831 |
| C | Functional Value | 3 | (Koller et al., 2011) | 364 |
| D | Symbolic Value | 3 | (Hartmann & Apaolaza- Ibanez, 2012) | 1163 |
| E | Experiental Value | 3 | (Mathwick et al., 2001) | 3722 |
| F | Epistemic Value | 3 | (Xiao and Kim, 2009) | 251 |
| G | Green Purchase Intention | 6 | (Kim & Cha, 2021) | 13 |

## DATA ANALYSIS AND RESULT

### Cronbach Alpha

Consumers' perceptions of luxury value appear to be determined mainly by functional value, individual value, social value, financial value and pro-environment self-identity dimension. Data were analyzed in three stages. First, the various dimensions underlying the luxury value perception were uncovered by Cronbach's alpha of 0.600 or better is desired for any measurement scale (Robinson, Shaver, & Wrightsman, 1991), all factors were stable, with alphas of 0.803 to 0.923 (see **Table 2**). The research was motivated by the need for a clearer conceptualization and measurement of green purchasing intention.

Table 2: Cronbach Alpha

| No | Variables | Cronbach alpha | Items |
|---|---|---|---|
| 1. | Green Purchasing Intention | 0.886 | 6 |
| 2. | Ecological Value | 0.872 | 3 |
| 3. | Functional Value | 0.765 | 3 |
| 4. | Symbolic Value | 0.798 | 3 |
| 5. | Experiental Value | 0.710 | 3 |
| 6. | Epistemic Value | 0.874 | 3 |

Second, the data screening procedures are necessary in order to detect and identify the possibility of missing data due to invalid values might threaten the validity of the researcher's findings (J. Hair, Hollingsworth, Randolph, & Chong, 2017). In this study, the preliminary data analyses were determined using SPSS version 26. The preliminary analysis includes a screening of data for the detection of missing data and detection of outliers, data distribution/normality test including the common method variance (CMV). The following sections discussed a few steps of screening processes.

### Missing Data Analysis

Missing data arises when a respondent fails to provide answers to all the questions in a questionnaire survey due to various causes, such as lack of comprehension, lack of knowledge on the correct answer, or refusal to answer the question (Sekaran & Bougie, 2016). Among the 200 questionnaires received in this study, none were found to be incomplete. As recommended by Hair et al (2014), incomplete surveys were eliminated from further analysis due to respondents answering more than 50 percent of the total items. All 200 surveys were utilised for subsequent analysis. The initial analysis revealed that there were no missing values out of the 200 questionnaires examined (refer to **Table 3**).

Table 3: Indicator of Missing Value

| | | |
|---|---|---|
| N | Valid | 200 |
| | Missing | 0 |

**Duplication**

Duplication is a process of checking the case that has similar value with other cases. It happened when the present study keyed in the same case twice. The present study noticed no duplication was reported during the analysis (see **Table 4**), thus, leaving the present study with a total case of 200 for subsequent analysis.

Table 0: Duplication Case Identification

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Duplicate Case | 0 | 0 | 0 | 0 |
| | Primary Case | 200 | 200 | 100.0 | 100.0 |
| | Total | 200 | 100.0 | 100.0 | 100 |

**Outlier**

Outliers are identified using univariate (standardised (z) score) and multivariate methods (Mahalanobis D2 distance). Examining for outliers is crucial because outliers have the potential to impact the distribution of the data, leading to distorted measurable results (Tabachnick & Fidell, 2007). During the univariate detection process, in addition to analysing histograms and box plots, each variable was assessed for its standardised (z) score. According to the study conducted by Hair et al. in 1998, when dealing with a large sample size, a value of z greater than 3.29 indicates the presence of an extreme observation. Eight cases that surpassed the criteria were found to be removed, resulting in a total of 192 cases available for additional investigation (see **Table 5**).

Table 5: Outlier – Univariate with Institutionalized (z) Score

| N | | Minimum | Maximum | Mean | Std. Deviation |
|---|---|---|---|---|---|
| Zscore: FTA1 | 192 | -2.90037 | 1.11398 | .0006272 | .99753447 |
| Zscore: FTA2 | 192 | -3.08871 | .99554 | .0010636 | .99361548 |
| Zscore: FTA3 | 192 | -2.18160 | 1.12386 | .0105591 | .99569696 |
| Zscore: AT1 | 192 | -3.19504 | 1.11675 | .0118574 | .94798294 |

| N | | Minimum | Maximum | Mean | Std. Deviation |
|---|---|---|---|---|---|
| Zscore: AT2 | 192 | -2.47871 | 1.32737 | .0636329 | .87719841 |
| Zscore: AT3 | 192 | -.83119 | 13.49001 | .0214701 | 1.00710032 |
| Zscore: K1 | 192 | -2.79799 | 1.10618 | -.0054225 | 1.01382702 |
| Zscore: K2 | 192 | -2.79073 | 1.05855 | -.0106924 | 1.00280157 |
| Zscore: K3 | 192 | -2.84288 | 1.10556 | .0019194 | 1.00782831 |
| Zscore: PRA1 | 192 | -2.73890 | 1.19489 | .0116784 | .98878346 |
| Zscore: PRA2 | 192 | -2.94162 | 1.49856 | .0069378 | .99451737 |
| Zscore: PRA3 | 192 | -2.73782 | 1.37148 | .0177641 | .99624905 |
| Zscore: PC1 | 192 | -1.69693 | 1.10791 | -.0096417 | .99982319 |
| Zscore: PC2 | 192 | -3.00816 | .94994 | -.0052225 | 1.00293747 |
| Zscore: PC3 | 192 | -1.72794 | 1.05906 | -.0005806 | 1.00314149 |
| Zscore: PR1 | 192 | -3.27878 | 1.04109 | .0106197 | .94781768 |
| Zscore: PR2 | 192 | -2.53308 | 1.01589 | .0500922 | .87906344 |
| Zscore: PR3 | 192 | -2.61476 | 1.04225 | .0565692 | .86715259 |
| Zscore: PR4 | 192 | -1.65261 | 1.01289 | .0503483 | .90615640 |
| Zscore: PR5 | 192 | -1.71508 | 1.05863 | .0425687 | .92485971 |
| Zscore: PC6 | 192 | -1.70960 | .99332 | -.0132330 | .99961691 |
| Valid N (listwise) | 192 | | | | |

The data were further examined using multivariate recognition techniques. Mahalanobis distances were computed for each instance using SPSS Regression (see **Table 6**), with the case number as the dependent variable and all non-demographic parameters as the independent variables. P-values below 0.005 suggest the presence of probable multivariate outliers, as stated by J. F. Hair et al. in 1998. All cases were assessed for p-values to discover multivariate outliers. A total of 192 instances were retained for further examination.

Table 6: Outlier – Multivariate Identifications (Mahalanobis D2 distance)

| Minimum | | Maximum | Mean | Std. Deviation | N |
|---|---|---|---|---|---|
| Predicted Value | 16.8448 | 27.7514 | 23.9948 | 2.23655 | 192 |

| Minimum | | Maximum | Mean | Std. Deviation | N |
|---|---|---|---|---|---|
| Std. Predicted Value | -3.197 | 1.680 | .000 | 1.000 | 192 |
| Standard Error of Predicted Value | .211 | 1.809 | .424 | .155 | 192 |
| Adjusted Predicted Value | 17.0730 | 27.8382 | 23.9920 | 2.23485 | 192 |
| Residual | -8.17856 | 7.19165 | .00000 | 2.52068 | 192 |
| Std. Residual | -3.202 | 2.815 | .000 | .987 | 192 |
| Stud. Residual | -3.267 | 2.872 | .000 | 1.004 | 192 |
| Deleted Residual | -8.51531 | 7.48299 | .00277 | 2.60828 | 192 |
| Stud. Deleted Residual | -3.356 | 2.930 | -.002 | 1.014 | 192 |
| Mahal. Distance | .307 | 94.829 | 4.974 | 7.322 | 192 |
| Cook's Distance | .000 | .086 | .006 | .013 | 192 |
| Centered Leverage Value | .002 | .496 | .026 | .038 | 192 |

Dependent Variable: FTA

**Multiple Linear Regression**

A statistical technique called multiple linear regression (MLR) is used to describe the relationship between two or more independent variables, also known as features or predictors, and a dependent variable, such as response. It is a development of basic linear regression, in which the dependent variable is predicted using only one independent variable. Creating a linear equation that explains the relationship between the variables is the aim of multiple linear regression. Many disciplines, including economics, finance, biology, and social sciences, employ multiple linear regression extensively to model and analyze the interactions between numerous variables. To guarantee the validity of the regression analysis, it is crucial to verify the model's assumptions, including linearity, independence of errors, homoscedasticity, and normality of errors.

Table 7: Multiple Linear Regression

| Model | Unstandardized Coefficients | | Unstandardized Coefficients | t | Sig. |
|---|---|---|---|---|---|
| | B | Std Error | Beta | | |
| 1 (Constant) | 2.419 | 1.049 | | 2.307 | .022 |
| ECV | .128 | .094 | .068 | 1.372 | .171 |
| FV | .342 | .092 | .181 | 3.725 | .000 |
| SV | .570 | .098 | .301 | 5.815 | .000 |

| | | | | | |
|---|---|---|---|---|---|
| EXV | .297 | .093 | .154 | 3.184 | .002 |
| EPV | .533 | .093 | .296 | 5.859 | .000 |

According to the **Table 7**, ecological value (ECV) does not influence the green purchase intention. Then, the significance value for this variable is 0.171. This value is higher than 0.05, so there is no significant relationship between ecological value and green purchase intention. For the beta value, if green perceived value increases by 1 unit, it means the intention to purchase will increase by 0.068. For the functional value (FV) does influence the green purchase intention. Then, the significance value for this variable is 0.000. This value is lower than 0.05, so there is significant relationship between functional value and green purchase intention. For the beta value, if green consumerism increases by 1 unit, it means intention to purchase will increase by 0.181.

For symbolic value (SV) does influence green purchase intention. Thus, there is a significant relationship between symbolic value and green purchase intention. The significance value is 0.000 which is lower than 0.05. For the beta value, if green expertise increases by 1 unit, it means job performance will increase by 0.301. The other significant variable for this study is experiential value (EXV). So, experiential value does influence green purchase intention. Therefore, there is a significant relationship between experiential value and green purchase intention. The significant value is 0.002 which is lower 0.05. For the beta value, if green corporate image increased by 1 unit, so it means job performance will increase by 0.154. The last significant variable is epistemic value (EPV). Thus, epistemic value does influence green purchase intention. Therefore, there is significant relationship between epistemic value and green purchase intention. The significant value is 0.000 which is lower than 0.05. For the beta value, if green experiences increase by 1 unit, so it means green purchase intention will increase 0.296.

## DISCUSSION

According to the findings of this study, the result showed that functional value, symbolic value, experiential value and epistemic value has positively influenced green purchase intention in Malaysia. There is a significant positive relationship between (i) functional value and green product intention, (ii) symbolic value and green product intention, (iii) experiential value and green product intention and (iv) epistemic value and green product intention. Hence, the variables (functional value, symbolic value, experiential value and epistemic value) can achieve the research objectives of this study which is to determine factors that can contribute

to green purchase intention and to investigate the relationship between functional value, symbolic value, experiential value, epistemic value and green purchase intention.

Next, according to the result showed that ecological value has not influenced green purchase intention. There is no significant relationship between ecological value and green product intention. Hence, the variable (ecological value) cannot achieve the research objectives of this study which is to determine factors that can contribute to green purchase intention and to investigate the relationship between ecological value and green purchase intention.

**Theoretical Implications**

In a research study about green purchase intention, theoretical contributions play a crucial role in shaping the foundation of a study. These contributions is within existing literature and theoretical frameworks.

From a theoretical perspective, this research has several contributions to the existing body of literature. This study contributes to the existing body of knowledge by including a new dimension in investigating issues related to the lack of interest and awareness among consumers to buy and use green products. The current study emphasizes on organizations where it examines the influencing variables that may lead to the intention to purchase green products in Malaysia.

Previous studies investigate the relationship between ecological value and green purchase intention, the relationship between functional value and green purchase intention, the relationship between symbolic value and green purchase intention, the relationship between experiential value and green purchase intention and the relationship between epistemic value and green purchase intention. It recommended that the integration of imposed ecological value, functional value, symbolic value, experiential value and epistemic value towards green purchase intention decision in this model is reasonable.

The findings of this study will contribute to the body's knowledge by offering empirical evidence on the determinant factors of corporate green purchase intention in Malaysia ‘s context. The findings have proved that the consumer value-based theory is important in strengthening the relationship among the proposed variables, functional value, symbolic value, experiential value and epistemic value towards green purchase intention.

**Managerial Implications**

In the context of green purchase intentions in Malaysia, recognizing and leveraging the practical implications of epistemic value holds significant potential for businesses and policymakers alike. Epistemic value, referring to the informational benefits derived from a product, becomes particularly crucial in a market where consumers are increasingly conscious of environmental issues. Firstly, businesses can strategically communicate detailed and credible information about the eco-friendliness and sustainability of their products to enhance epistemic value. This may involve transparent reporting on sourcing, production processes, and overall environmental impact. Such practices not only align with consumer expectations but can also contribute to building trust and loyalty.

Secondly, understanding the epistemic value in the Malaysian context allows policymakers to design effective regulations and guidelines that promote transparency in green marketing. This ensures that consumers are provided with accurate and reliable information, fostering a marketplace where green purchase intentions are based on credible knowledge. Policymakers can encourage businesses to adopt standardized eco-labels, certifications, and transparent reporting mechanisms that enhance the epistemic value of products.

Moreover, recognizing the epistemic value in green purchasing can guide marketing strategies. Businesses can employ educational campaigns to raise awareness about environmental issues, sustainable practices, and the positive impact of green purchases. This not only adds informational value to the products but also contributes to shaping consumer perceptions and attitudes toward sustainability.

So, acknowledging and harnessing the practical implications of epistemic value in the context of green purchase intentions in Malaysia can lead to more informed and sustainable consumer choices. Businesses can gain a competitive edge by providing credible information, policymakers can facilitate a trustworthy marketplace, and consumers can make environmentally conscious decisions based on reliable knowledge. This collaborative approach aligns with global sustainability goals while meeting the evolving expectations of the Malaysian consumer market.

**Limitation And Future Research Direction**

For future research directions it is for long-term effects. Investigate the long- term impact of interventions and marketing strategies on actual green purchase behaviour. Moving beyond intention to actual action is crucial for measuring real- world impact. An introduction to environmental psychology. Second is the role of emotions. Explore the role of emotions like guilt, pride, and hope in influencing green purchase decisions. Understanding the emotional drivers of behaviour can lead to more effective interventions. Last for future research directions is for technological advancements. Analyze the impact of digital technologies like social media and green apps on green purchase intention. Understanding how technology influences consumer choices can inform responsible design and marketing strategies.

By considering these implications and future research directions, we can gain a deeper understanding of green purchase intention and develop more effective strategies to promote sustainable consumption, contributing to a greener future.

## CONCLUSION

This study examined the relationship between independent variables (ecological value, functional value, symbolic value, experiential value and epistemic value), and dependent variable (green purchase intention) in Malaysia.

The theory of Consumption-Value was used as a basis to understand the theoretical relationships. Based on the theory, this study integrating ecological value, functional value, symbolic value, experiential value and epistemic value towards green purchase intention simultaneously in a single study.

The research model received many empirical supports where four out of five hypotheses were supported. At this point, the idea using the theory to inspire purchasing intention of green product working smoothly. In other word, the understanding of this study whereby firms potentially may utilize to expend and raise green product to reach Malaysia customer.

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