

LAMPIRAN

1. Lampiran Kuisioner



Analisis *Green Purchase Intention* pada produk UNIQLO melalui *Consumption Value, Green Trust, Green Marketing, Green Brand Image* dan CSR

Perkenalkan kami mahasiswa Program Studi Manajemen Universitas Atma Jaya Yogyakarta. Saat ini, kami sedang melakukan penelitian untuk menyelesaikan tugas akhir sebagai syarat untuk menyelesaikan studi dengan melakukan penelitian terkait produk UNIQLO yang berkaitan dengan **Niat Beli Hijau terhadap Nilai Guna, Pemasaran Hijau, Tanggung Jawab Sosial dan Variable Mediasi Citra Merek Hijau dan Kepercayaan Hijau**. Oleh karena itu, kami memohon waktu dan kesediaan Anda untuk menjawab seluruh pernyataan dalam kuesioner ini.

Adapun kriteria responden yang digunakan dalam penelitian ini adalah sebagai berikut:

1. Mengetahui dan mengetahui produk UNIQLO sebagai produk ramah lingkungan
2. Memiliki kesadaran terhadap isu lingkungan atau ketertarikan pada produk ramah lingkungan.
3. Konsumen yang aktif menggunakan media sosial
4. Mengetahui aktivitas pemasaran hijau atau kampanye UNIQLO yang dipublikasikan di media sosial.

Berkaitan dengan hal tersebut, kami memohon ketersediaan Anda untuk mengisi kuisisioner ini. Bantuan Anda sangat berarti bagi penelitian yang sedang kami lakukan. **Waktu yang dibutuhkan untuk mengisi kuisisioner ini sekitar 10 - 15 menit.** Semua informasi yang Anda berikan akan dijaga kerahasiaannya dan hanya digunakan untuk tujuan penelitian ini.

Apabila Anda memiliki pertanyaan terkait kuisisioner ini, silahkan hubungi saya melalui alamat email: ratudewifm@gmail.com



Analisis *Green Purchase Intention* pada produk UNIQLO melalui *Consumption Value, Green Trust, Green Marketing, Green Brand Image* dan CSR

* Menunjukkan pertanyaan yang wajib diisi

Kriteria Responden 1

Pertanyaan berikut ini bertujuan untuk mendapatkan responden dengan kriteria yang sesuai.

Apakah Anda mengetahui produk UNIQLO adalah produk ramah lingkungan? *

☐ Ya

☐ Tidak

[Kembali](#)[Berikutnya](#)[Kosongkan formulir](#)



REPAIR REMAKE
REUSE RECYCLE

Analisis *Green Purchase Intention* pada produk UNIQLO melalui *Consumption Value, Green Trust, Green Marketing, Green Brand Image* dan CSR

* Menunjukkan pertanyaan yang wajib diisi

Kriteria Responden 2

Pertanyaan berikut ini bertujuan untuk mendapatkan responden dengan kriteria yang sesuai.

Apakah Anda memiliki kesadaran terhadap isu lingkungan atau ketertarikan pada * produk ramah lingkungan?

- ☐ Ya
☐ Tidak

Kembali

Berikutnya

Kosongkan formulir



REPAIR

REMAKE

REUSE

RECYCLE

Analisis *Green Purchase Intention* pada produk UNIQLO melalui *Consumption Value, Green Trust, Green Marketing, Green Brand Image* dan CSR

* Menunjukkan pertanyaan yang wajib diisi

Kriteria Responden 4

Pertanyaan berikut ini bertujuan untuk mendapatkan responden dengan kriteria yang sesuai.

Apakah Anda mengetahui aktivitas pemasaran hijau atau kampanye UNIQLO yang dipublikasikan di media sosial? *

☐ Ya

☐ Tidak

Kembali

Berikutnya

Kosongkan formulir

Data Responden



Pada bagian ini responden diminta untuk mengisi data diri dengan beberapa poin berikut.

Jenis Kelamin *

- ☐ Laki-Laki
- ☐ Perempuan

Usia *

- ☐ 18 - 22 tahun
- ☐ 23 - 27 tahun
- ☐ 28 - 32 tahun
- ☐ > 32 tahun

Status Pekerjaan *

- ☐ Pelajar/Mahasiswa
- ☐ Pekerja Swasta
- ☐ Pegawai Negeri Sipil (PNS)
- ☐ Pengusaha/Wiraswasta
- ☐ Belum Bekerja

Rata-rata pendapatan (per bulan) *

- ☐ <= Rp 2.000.000
- ☐ Rp 2.000.001 - Rp 5.000.000
- ☐ Rp 5.000.001 - Rp 8.000.000
- ☐ > Rp 8.000.000

Nilai Guna

Nilai guna adalah manfaat atau kegunaan yang dimiliki suatu barang atau jasa untuk memenuhi kebutuhan manusia. Semakin besar kemampuan suatu barang untuk memenuhi kebutuhan, maka semakin tinggi nilai gunanya. Pada bagian ini terbagi menjadi 3 variable yaitu nilai fungsional, Nilai Sosial, dan Nilai Emosional.

Responden dimohon menjawab kuesioner dengan memilih salah satu jawaban sebagai berikut:

- 1: Sangat Tidak Setuju
2: Tidak Setuju
3: Netral
4: Setuju
5: Sangat Setuju

UNIQLO memiliki kualitas yang konsisten.*

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

UNIQLO dirancang dengan baik. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

UNIQLO memiliki standar kualitas yang dapat diterima.*

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Kinerja produk UNIQLO konsisten. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Harga produk UNIQLO wajar.*

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Produk UNIQLO menawarkan nilai yang baik untuk uang yang dikeluarkan. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Produk UNIQLO merupakan produk yang bagus untuk harganya.*

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Produk UNIQLO bermanfaat *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Nilai Sosial

Nilai sosial didefinisikan sebagai keterkaitannya dengan kelompok demografis, sosioekonomi, dan budaya-etnis yang memiliki stereotip positif maupun negatif.

Responden dimohon menjawab kuesioner dengan memilih salah satu jawaban sebagai berikut:

- 1: Sangat Tidak Setuju
2: Tidak Setuju
3: Netral
4: Setuju
5: Sangat Setuju

Membeli UNIQLO akan membantu saya merasa diterima *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Pembelian UNIQLO dapat meningkatkan cara saya dipersepsikan orang lain *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Membeli UNIQLO akan memberikan kesan positif tentang saya kepada teman saya *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Membeli UNIQLO akan memberikan kesan yang baik pada kelompok teman sebaya. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Membeli UNIQLO akan dipersepsikan sebagai kontribusi terhadap masyarakat.*

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Membeli UNIQLO akan membantu saya diterima dilingkungan sosial. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Pembelian UNIQLO akan membantu saya untuk lebih peduli terhadap lingkungan. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Nilai Emosional

Nilai emosional adalah sebuah utilitas yang diperoleh dari perasaan atau kondisi afektif yang ditimbulkan oleh suatu produk.

Responden dimohon menjawab kuesioner dengan memilih salah satu jawaban sebagai berikut:

- 1: Sangat Tidak Setuju
- 2: Tidak Setuju
- 3: Netral
- 4: Setuju
- 5: Sangat Setuju

Membeli UNIQLO dibandingkan produk konvensional membuat saya merasa berkontribusi terhadap suatu kebaikan *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Membeli UNIQLO dibandingkan produk konvensional membuat saya merasa berkontribusi terhadap tindakan yang benar secara moral. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Membeli UNIQLO dibandingkan produk konvensional akan membuat saya merasa seperti manusia yang lebih baik. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju



Kepercayaan Pada Produk Hijau

11 |

Kepercayaan pada produk hijau sebagai kesiapan untuk bergantung pada suatu produk, layanan, atau merek berdasarkan keyakinan atau ekspektasi yang muncul dari kredibilitas, keahlian, dan kemampuan yang dimiliki terkait kinerja lingkungannya.

Responden diminta menjawab kuesioner dengan memilih salah satu jawaban sebagai berikut:

- 1: Sangat Tidak Setuju
- 2: Tidak Setuju
- 3: Netral
- 4: Setuju
- 5: Sangat Setuju

Reputasi lingkungan dari UNIQLO secara umum dapat diandalkan. +

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Kinerja lingkungan dari UNIQLO umumnya dapat diandalkan. +

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Klaim lingkungan dari UNIQLO umumnya dapat dipercaya. +

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Kepedulian lingkungan dari UNIQLO sesuai dengan harapan saya. +

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Produk UNIQLO menepati janji terhadap perlindungan lingkungan. +

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Niat Beli Hijau



Niat beli hijau adalah keinginan atau niat konsumen untuk membeli produk yang diproduksi dengan proses yang ramah lingkungan.

Responden dimohon menjawab kuesioner dengan memilih salah satu jawaban sebagai berikut:

- 1: Sangat Tidak Setuju
- 2: Tidak Setuju
- 3: Netral
- 4: Setuju
- 5: Sangat Setuju

Saya berniat membeli produk UNIQLO karena kepeduliannya UNIQLO terhadap lingkungan. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat setuju

Saya berharap akan membeli UNIQLO di masa depan karena kinerja lingkungannya. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat setuju

Secara keseluruhan, saya senang membeli UNIQLO karena sifatnya yang ramah lingkungan. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat setuju



LAMPIRAN HASIL KUESIONER

Timestamp	Apakah Anda mengetahui produk UNIQLO adalah produk ramah lingkungan?	Apakah Anda memiliki kesadaran terhadap isu lingkungan atau ketertarikan pada produk ramah lingkungan?	Apakah Anda mengetahui aktivitas pemasaran hijau atau kampanye UNIQLO yang dipublikasikan di media sosial?	Jenis Kelamin	Usia	Status Pekerjaan	Rata-rata pendapatan (per bulan)	Domisili saat ini (berdasarkan Provinsi)	Media sosial UNIQLO apa yang sering Anda lihat? (bisa pilih lebih dari satu)
4/16/2025 12:53:48	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DI Yogyakarta	Instagram
4/16/2025 14:34:38	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	DI Yogyakarta	Instagram
4/16/2025 14:35:05	Ya	Ya	Tidak						
4/16/2025 14:36:13	Tidak								
4/16/2025 14:36:25	Ya	Ya	Tidak						
4/16/2025 14:40:14	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DI Yogyakarta	Instagram, Tiktok

4/16/2025 14:43:23	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pegawai Negeri Sipil (PNS)	Rp 2.000.001 - Rp 5.000.000	Kalimantan Tengah	Instagram
4/16/2025 14:47:54	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DI Yogyakarta	Instagram, Tiktok
4/16/2025 14:56:20	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	DKI Jakarta	Instagram, Twitter, Tiktok
4/16/2025 14:57:55	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Kalimantan Tengah	Instagram, Tiktok
4/16/2025 15:19:28	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram, Tiktok
4/16/2025 15:29:04	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Kalimantan Selatan	Instagram, Twitter, Tiktok
4/16/2025 15:53:05	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	DI Yogyakarta	Instagram, Tiktok
4/16/2025 16:09:06	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DI Yogyakarta	Tiktok
4/16/2025 16:21:28	Ya	Ya	Ya	Perempuan	23 - 27 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DI Yogyakarta	Instagram, Tiktok
4/16/2025 16:31:58	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	DI Yogyakarta	Instagram, Tiktok
4/16/2025 17:12:56	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DI Yogyakarta	Instagram

4/16/2025 20:53:21	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Tengah	Instagram
4/16/2025 20:58:20	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Tengah	Instagram, Tiktok
4/16/2025 21:46:40	Ya	Ya	Ya	Perempu an	23 - 27 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	DI Yogyakarta	Instagram, Tiktok
4/16/2025 21:50:01	Ya	Ya	Ya	Laki-Laki	23 - 27 tahun	Pekerja Swasta	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram
4/16/2025 22:10:04	Ya	Ya	Ya	Laki-Laki	23 - 27 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	DKI Jakarta	Instagram,
4/16/2025 22:20:06	Ya	Ya	Ya	Laki-Laki	23 - 27 tahun	Pekerja Swasta	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram, Tiktok
4/16/2025 22:22:17	Ya	Ya	Ya	Laki-Laki	23 - 27 tahun	Pekerja Swasta	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram
4/16/2025 23:00:07	Ya	Ya	Ya	Laki-Laki	23 - 27 tahun	Pekerja Swasta	<= Rp 2.000.000	DKI Jakarta	Instagram
4/16/2025 23:22:13	Ya	Ya	Ya	Laki-Laki	28 - 32 tahun	Pekerja Swasta	> Rp 8.000.000	DKI Jakarta	Instagram
4/16/2025 23:29:17	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	DI Yogyakarta	Instagram, Twitter, Tiktok
4/16/2025 23:32:46	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pengusaha/Wirasw asta	<= Rp 2.000.000	DKI Jakarta	Instagram, Twitter, Tiktok

4/16/2025 23:53:11	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DI Yogyakarta	Instagram
4/17/2025 0:27:34	Ya	Ya	Ya	Laki-Laki	23 - 27 tahun	Pekerja Swasta	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram
4/17/2025 0:28:59	Ya	Ya	Ya	Perempuan	23 - 27 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DI Yogyakarta	Instagram, Tiktok
4/17/2025 2:13:47	Ya	Ya	Ya	Laki-Laki	23 - 27 tahun	Pekerja Swasta	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram, Tiktok
4/17/2025 2:18:29	Ya	Ya	Ya	Laki-Laki	23 - 27 tahun	Pekerja Swasta	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram, Twitter, Tiktok
4/17/2025 8:49:32	Ya	Ya	Ya	Laki-Laki	23 - 27 tahun	Pengusaha/Wiraswasta	> Rp 8.000.000	DKI Jakarta	Instagram
4/17/2025 10:17:27	Ya	Ya	Tidak						
4/17/2025 11:02:03	Ya	Ya	Ya	Perempuan	23 - 27 tahun	Pekerja Swasta	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram, Tiktok
4/17/2025 11:14:38	Ya	Ya	Tidak						
4/17/2025 11:27:42	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Tengah	Instagram
4/17/2025 11:37:58	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	DI Yogyakarta	Instagram, Tiktok

4/17/2025 11:42:54	Ya	Ya	Ya	Laki-Laki	> 32 tahun	Pekerja Swasta	Rp 5.000.001 - Rp 8.000.000	DKI Jakarta	Tiktok
4/17/2025 11:48:29	Tidak								
4/17/2025 12:02:31	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pekerja Swasta	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram, Tiktok
4/17/2025 12:40:04	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Bali	Instagram, Tiktok
4/17/2025 13:54:56	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DI Yogyakarta	Instagram, Tiktok
4/17/2025 14:49:59	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DI Yogyakarta	Tiktok
4/17/2025 14:55:44	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DI Yogyakarta	Instagram, Tiktok
4/17/2025 15:44:37	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	DI Yogyakarta	Instagram
4/17/2025 16:25:05	Ya	Ya	Ya	Perempu an	23 - 27 tahun	Pengusaha/Wirasw asta	Rp 2.000.001 - Rp 5.000.000	Jawa Barat	Instagram
4/17/2025 16:27:00	Ya	Ya	Ya	Perempu an	23 - 27 tahun	Pengusaha/Wirasw asta	<= Rp 2.000.000	Jawa Tengah	Tiktok
4/17/2025 17:17:41	Ya	Ya	Tidak						

4/17/2025 17:18:17	Ya	Ya	Tidak						
4/17/2025 17:19:49	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pekerja Swasta	<= Rp 2.000.000	Jawa Timur	Instagram
4/17/2025 17:21:42	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Tengah	Instagram
4/18/2025 1:18:07	Ya	Ya	Ya	Laki-Laki	23 - 27 tahun	Pengusaha/Wirasw asta	> Rp 8.000.000	Banten	Instagram
4/19/2025 11:07:01	Ya	Ya	Ya	Perempu an	23 - 27 tahun	Pekerja Swasta	Rp 2.000.001 - Rp 5.000.000	DI Yogyakarta	Instagram
4/19/2025 11:08:35	Ya	Ya	Ya	Perempu an	28 - 32 tahun	Pengusaha/Wirasw asta	Rp 5.000.001 - Rp 8.000.000	DKI Jakarta	Instagram, Twitter
4/19/2025 11:17:29	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pekerja Swasta	Rp 5.000.001 - Rp 8.000.000	Jawa Barat	Instagram
4/19/2025 13:06:13	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	DI Yogyakarta	Instagram
4/19/2025 13:14:02	Ya	Ya	Ya	Laki-Laki	28 - 32 tahun	Pekerja Swasta	Rp 5.000.001 - Rp 8.000.000	DKI Jakarta	Instagram
4/19/2025 13:15:35	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	DKI Jakarta	Instagram
4/19/2025 13:21:30	Ya	Ya	Tidak						

4/19/2025 17:06:27	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Sulawesi Selatan	Instagram, Tiktok
4/19/2025 17:11:58	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Barat	Instagram
4/19/2025 17:14:31	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Timur	Instagram, Tiktok
4/19/2025 17:28:17	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	DKI Jakarta	Instagram
4/19/2025 18:10:04	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Barat	Instagram
4/19/2025 18:11:49	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram, Tiktok
4/19/2025 18:18:26	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	Rp 5.000.001 - Rp 8.000.000	DKI Jakarta	Instagram, Tiktok
4/19/2025 18:20:01	Ya	Ya	Ya	Perempu an	23 - 27 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Lampung	Instagram, Twitter, Tiktok
4/19/2025 18:24:56	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Banten	Instagram, Tiktok
4/19/2025 18:25:41	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Lampung	Instagram, Twitter, Tiktok
4/19/2025 18:38:45	Ya	Ya	Ya	Perempu an	23 - 27 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Timur	Instagram

4/19/2025 18:46:20	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	DI Yogyakarta	Instagram, Tiktok
4/19/2025 18:48:50	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Tengah	Instagram, Twitter
4/19/2025 19:06:40	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Sumatera Barat	Instagram
4/19/2025 19:09:24	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Banten	Instagram
4/19/2025 19:11:58	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Sumatera Barat	Instagram, Tiktok
4/19/2025 19:14:49	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Barat	Instagram
4/19/2025 19:15:15	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	Rp 5.000.001 - Rp 8.000.000	Jawa Timur	Instagram, Tiktok
4/19/2025 19:32:14	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Banten	Instagram, Tiktok
4/19/2025 19:48:39	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Barat	Instagram, Tiktok
4/19/2025 19:48:45	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Barat	Instagram
4/19/2025 19:54:49	Ya	Ya	Ya	Perempu an	23 - 27 tahun	Pekerja Swasta	Rp 2.000.001 - Rp 5.000.000	Jawa Barat	Tiktok

4/19/2025 20:00:13	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Timur	Instagram, Tiktok
4/19/2025 20:21:34	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Riau	Instagram, Tiktok
4/19/2025 21:00:43	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Barat	Instagram
4/19/2025 21:01:45	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Timur	Twitter, Tiktok
4/19/2025 21:04:37	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	Rp 5.000.001 - Rp 8.000.000	DI Yogyakarta	Twitter
4/19/2025 21:13:12	Ya	Ya	Ya	Perempu an	23 - 27 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Barat	Tiktok
4/19/2025 21:23:02	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	DKI Jakarta	Instagram, Tiktok
4/19/2025 21:31:08	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Bali	Instagram
4/19/2025 21:31:23	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram
4/19/2025 21:38:21	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Barat	Twitter, Tiktok
4/19/2025 21:41:16	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Sulawesi Selatan	Instagram

4/19/2025 21:44:16	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Barat	Instagram
4/19/2025 21:55:53	Ya	Ya	Ya	Perempu an	23 - 27 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	DKI Jakarta	Instagram
4/19/2025 22:07:03	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	DKI Jakarta	Instagram, Tiktok
4/19/2025 22:10:46	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Sumatera Selatan	Instagram
4/19/2025 22:19:53	Ya	Ya	Ya	Perempu an	23 - 27 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram
4/19/2025 22:23:01	Ya	Ya	Ya	Perempu an	28 - 32 tahun	Pekerja Swasta	Rp 5.000.001 - Rp 8.000.000	Jawa Barat	Instagram, Tiktok
4/19/2025 22:33:03	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Timur	Instagram, Tiktok
4/19/2025 22:35:13	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	DI Yogyakarta	Instagram, Twitter
4/19/2025 22:41:37	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Barat	Instagram
4/19/2025 22:47:08	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Banten	Instagram, Twitter, Tiktok
4/19/2025 23:07:00	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	DKI Jakarta	Instagram, Twitter

4/19/2025 23:47:10	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pekerja Swasta	Rp 2.000.001 - Rp 5.000.000	Jawa Tengah	Instagram, Tiktok, LINE
4/19/2025 23:49:04	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Barat	Tiktok
4/19/2025 23:49:45	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Bali	Tiktok
4/19/2025 23:51:11	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Timur	Tiktok
4/20/2025 4:53:34	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	> Rp 8.000.000	Banten	Tiktok
4/20/2025 5:51:34	Ya	Ya	Ya	Perempuan	23 - 27 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Timur	Instagram
4/20/2025 7:51:20	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Lampung	Instagram, Tiktok
4/20/2025 10:24:19	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Tengah	Instagram, Tiktok
4/20/2025 10:51:54	Ya	Ya	Ya	Perempuan	23 - 27 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	DKI Jakarta	Instagram, Tiktok
4/20/2025 11:08:12	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Barat	Instagram, Twitter
4/20/2025 11:48:12	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	DKI Jakarta	Instagram, Twitter

4/20/2025 11:56:34	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pekerja Swasta	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram, Twitter, Tiktok
4/20/2025 12:15:18	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	DKI Jakarta	Instagram
4/20/2025 12:28:19	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Barat	Instagram, Tiktok
4/20/2025 12:40:50	Ya	Ya	Ya	Perempu an	23 - 27 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Barat	Instagram
4/20/2025 12:44:43	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Timur	Instagram, Tiktok
4/20/2025 12:49:27	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Timur	Instagram
4/20/2025 13:45:55	Ya	Ya	Tidak						
4/20/2025 14:12:32	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Banten	Instagram
4/20/2025 14:38:09	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	DI Yogyakarta	Instagram
4/20/2025 14:43:36	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram
4/20/2025 15:08:05	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DI Yogyakarta	Instagram, Tiktok

4/20/2025 15:30:55	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Barat	Instagram, Twitter, Tiktok
4/20/2025 15:55:12	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Tengah	Instagram, Tiktok
4/20/2025 16:17:05	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Timur	Twitter, Tiktok
4/20/2025 19:29:40	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram, Twitter, Tiktok
4/21/2025 10:20:19	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	DKI Jakarta	Instagram, Twitter, Tiktok
4/21/2025 10:47:55	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Tengah	Instagram, Twitter, Tiktok
4/21/2025 10:56:07	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Tengah	Instagram, Tiktok, Youtube
4/21/2025 10:57:33	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Barat	Instagram
4/21/2025 11:17:28	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Banten	Instagram
4/21/2025 12:23:07	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Tengah	Tiktok
4/21/2025 12:58:55	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	DKI Jakarta	Instagram, Twitter

4/21/2025 13:18:19	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	DI Yogyakarta	Instagram,
4/21/2025 13:20:13	Ya	Ya	Ya	Laki-Laki	23 - 27 tahun	Pelajar/Mahasiswa	Rp 5.000.001 - Rp 8.000.000	DI Yogyakarta	Instagram, Twitter, Tiktok
4/21/2025 15:31:40	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	DKI Jakarta	Twitter, Tiktok
4/21/2025 16:38:08	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Barat	Instagram, Tiktok
4/21/2025 16:59:43	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Timur	Instagram, Tiktok
4/21/2025 17:41:08	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Barat	Instagram, Twitter
4/21/2025 19:10:50	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	DI Yogyakarta	Instagram, Twitter, Tiktok
4/21/2025 19:19:34	Ya	Ya	Ya	Laki-Laki	23 - 27 tahun	Pekerja Swasta	Rp 2.000.001 - Rp 5.000.000	DI Yogyakarta	Instagram, Tiktok
4/21/2025 19:21:02	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	DKI Jakarta	Instagram
4/21/2025 19:22:43	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram, Tiktok
4/21/2025 19:39:28	Ya	Ya	Ya	Laki-Laki	23 - 27 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Barat	Instagram

4/21/2025 20:07:48	Ya	Ya	Tidak						
4/22/2025 10:08:01	Ya	Ya	Ya	Laki-Laki	23 - 27 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Barat	Instagram
4/22/2025 11:24:03	Ya	Ya	Tidak						
4/22/2025 11:25:23	Tidak								
4/22/2025 23:28:06	Ya	Ya	Ya	Perempu an	23 - 27 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Barat	Instagram, Twitter
4/22/2025 23:35:33	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Timur	Instagram, Tiktok
4/22/2025 23:56:24	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Tengah	Instagram
4/23/2025 0:26:03	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	DKI Jakarta	Instagram, Tiktok
4/23/2025 0:28:19	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	> Rp 8.000.000	Jawa Tengah	Instagram, Tiktok
4/23/2025 0:35:03	Ya	Ya	Tidak						
4/23/2025 1:07:44	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	DI Yogyakarta	Instagram, Twitter

4/23/2025 1:47:33	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	DI Yogyakarta	Instagram, Twitter, Tiktok
4/23/2025 6:03:46	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Tengah	Instagram, Tiktok
4/23/2025 6:17:46	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	DI Yogyakarta	Instagram, Tiktok
4/23/2025 6:32:08	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Banten	Instagram, Twitter, Tiktok
4/23/2025 7:26:46	Ya	Ya	Ya	Perempuan	28 - 32 tahun	Pekerja Swasta	Rp 2.000.001 - Rp 5.000.000	Banten	Instagram, Twitter
4/23/2025 8:12:06	Ya	Ya	Ya	Perempuan	23 - 27 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Timur	Instagram, Tiktok
4/23/2025 8:19:59	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Tengah	Instagram, Tiktok
4/23/2025 8:43:11	Ya	Ya	Ya	Perempuan	23 - 27 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	DI Yogyakarta	Instagram
4/23/2025 8:56:35	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Barat	Instagram
4/23/2025 9:48:58	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Timur	Instagram, Twitter, Tiktok
4/23/2025 10:00:59	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Timur	Instagram, Twitter, Tiktok

4/23/2025 10:40:45	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	DKI Jakarta	Instagram
4/23/2025 11:44:07	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Timur	Instagram, Tiktok
4/23/2025 12:05:37	Ya	Ya	Ya	Perempu an	23 - 27 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Barat	Instagram, Tiktok,
4/23/2025 12:08:46	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Sumatera Selatan	Instagram
4/23/2025 12:25:19	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	DKI Jakarta	Instagram, Twitter, Tiktok
4/23/2025 12:33:45	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	DKI Jakarta	Instagram, Tiktok
4/23/2025 12:54:50	Tidak								
4/23/2025 15:14:24	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Barat	Instagram
4/23/2025 19:14:29	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Timur	Instagram
4/23/2025 19:19:50	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	DKI Jakarta	Instagram, Tiktok
4/23/2025 19:22:37	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Banten	Instagram

4/23/2025 19:27:09	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	DI Yogyakarta	Instagram, Twitter, Tiktok
4/23/2025 19:31:28	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram, Twitter, Tiktok
4/23/2025 19:39:21	Ya	Ya	Ya	Perempuan	28 - 32 tahun	Pekerja Swasta	> Rp 8.000.000	DKI Jakarta	Instagram
4/23/2025 20:03:44	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Timur	Instagram, Tiktok
4/23/2025 20:07:58	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Timur	Instagram, Tiktok
4/23/2025 20:35:15	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 5.000.001 - Rp 8.000.000	DKI Jakarta	Instagram, Tiktok
4/24/2025 1:11:43	Tidak								
4/24/2025 11:03:13	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pekerja Swasta	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram, Twitter, Tiktok
4/24/2025 12:41:19	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Tengah	Instagram, Twitter, Tiktok
4/24/2025 12:49:03	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DI Yogyakarta	Instagram, Tiktok
4/24/2025 12:55:01	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 5.000.001 - Rp 8.000.000	DI Yogyakarta	Instagram

4/24/2025 12:55:42	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Banten	Instagram, Tiktok
4/24/2025 12:55:53	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Banten	Instagram, Tiktok
4/24/2025 13:01:32	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Tiktok
4/24/2025 13:02:28	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Barat	Instagram
4/24/2025 13:17:57	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Banten	Instagram
4/24/2025 13:18:24	Ya	Ya	Ya	Perempuan	23 - 27 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Timur	Instagram, Twitter, Tiktok
4/24/2025 13:20:35	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Tengah	Instagram
4/24/2025 13:28:57	Ya	Ya	Ya	Perempuan	23 - 27 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Banten	Instagram, Twitter, Tiktok
4/24/2025 13:36:24	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Barat	Tiktok
4/24/2025 13:41:52	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Tengah	Instagram, Tiktok
4/24/2025 13:41:58	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Barat	Instagram

4/24/2025 13:42:31	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	DKI Jakarta	Instagram, Tiktok
4/24/2025 13:53:49	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	> Rp 8.000.000	DKI Jakarta	Instagram
4/24/2025 14:04:12	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Timur	Instagram, Twitter, Tiktok
4/24/2025 14:10:27	Ya	Ya	Tidak						
4/24/2025 14:12:56	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram, Tiktok
4/24/2025 14:33:06	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 5.000.001 - Rp 8.000.000	DKI Jakarta	Instagram
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4/24/2025 15:19:20	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	DKI Jakarta	Instagram, Tiktok
4/24/2025 15:20:35	Ya	Ya	Ya	Perempuan	23 - 27 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram, Tiktok
4/24/2025 15:21:55	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Tengah	Instagram, Tiktok
4/24/2025 15:34:49	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pekerja Swasta	Rp 5.000.001 - Rp 8.000.000	DKI Jakarta	Instagram, Tiktok

4/24/2025 15:48:38	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Banten	Tiktok
4/24/2025 15:56:14	Ya	Ya	Ya	Laki-Laki	23 - 27 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	DKI Jakarta	Instagram
4/24/2025 16:21:45	Ya	Ya	Ya	Perempuan	23 - 27 tahun	Pekerja Swasta	Rp 5.000.001 - Rp 8.000.000	Jawa Barat	Instagram, Tiktok
4/24/2025 16:22:39	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Barat	Instagram, Twitter, Tiktok
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4/24/2025 16:42:24	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Barat	Instagram, Tiktok
4/24/2025 16:46:03	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Sumatera Barat	Instagram, Twitter, Tiktok
4/24/2025 16:46:53	Ya	Ya	Ya	Laki-Laki	23 - 27 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Timur	Instagram, Twitter
4/24/2025 16:51:24	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Timur	Instagram, Tiktok

4/24/2025 16:54:34	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Banten	Instagram, Tiktok
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4/24/2025 17:00:02	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Tengah	Instagram
4/24/2025 17:01:46	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Bali	Instagram, Twitter, Tiktok
4/24/2025 17:03:03	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Riau	Instagram, Twitter, Tiktok
4/24/2025 17:17:35	Ya	Ya	Ya	Perempuan	23 - 27 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Barat	Instagram, Twitter
4/24/2025 17:46:19	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram
4/24/2025 17:46:30	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Barat	Instagram, Twitter, Tiktok
4/24/2025 18:14:00	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Barat	Instagram, Twitter
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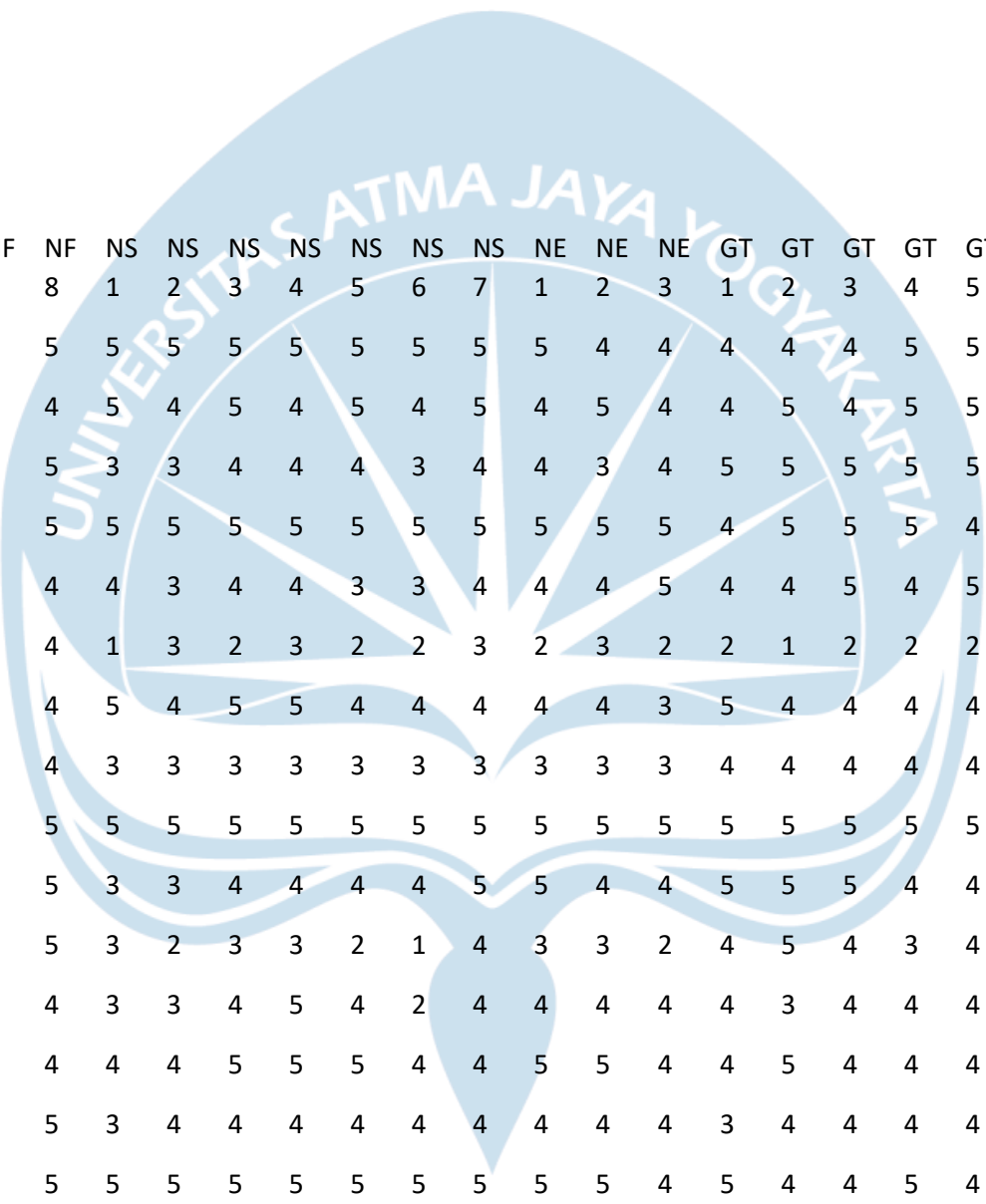
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4/24/2025 19:59:00	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	DKI Jakarta	Instagram, Twitter
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4/24/2025 21:47:44	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jambi	Instagram
4/24/2025 21:56:34	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pekerja Swasta	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram, Tiktok
4/24/2025 22:31:36	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	DI Yogyakarta	Instagram, Tiktok
4/24/2025 22:35:48	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Timur	Instagram, Tiktok

4/24/2025 22:42:33	Ya	Ya	Ya	Perempuan	23 - 27 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Barat	Instagram
4/24/2025 23:02:38	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Sumatera Utara	Instagram, Tiktok
4/24/2025 23:11:56	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram, Tiktok
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4/24/2025 23:41:00	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Timur	Instagram, Twitter, Tiktok
4/25/2025 0:09:19	Ya	Ya	Ya	Perempuan	23 - 27 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Barat	Instagram
4/25/2025 0:23:56	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Timur	Instagram
4/25/2025 4:15:16	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Tengah	Instagram, Twitter, Tiktok
4/25/2025 5:40:43	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	DI Yogyakarta	Instagram, Twitter, Tiktok
4/25/2025 9:44:31	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	DI Yogyakarta	Instagram
4/25/2025 9:52:14	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Barat	Instagram

4/25/2025 9:52:48	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Barat	Instagram, Twitter
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4/25/2025 10:18:54	Ya	Ya	Ya	Perempuan	23 - 27 tahun	Pekerja Swasta	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram, Tiktok
4/25/2025 10:21:38	Ya	Ya	Ya	Perempuan	23 - 27 tahun	Pengusaha/Wirasw asta	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram, Twitter, Tiktok
4/25/2025 12:44:39	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Banten	Instagram, Tiktok
4/25/2025 12:51:28	Ya	Ya	Ya	Laki-Laki	23 - 27 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Timur	Instagram
4/25/2025 13:02:49	Ya	Ya	Ya	Laki-Laki	23 - 27 tahun	Pekerja Swasta	Rp 2.000.001 - Rp 5.000.000	Jawa Barat	Tiktok
4/25/2025 13:55:18	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	DI Yogyakarta	Instagram, Twitter, Tiktok
4/25/2025 13:58:15	Ya	Ya	Ya	Perempuan	23 - 27 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DI Yogyakarta	Instagram
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4/25/2025 19:49:03	Ya	Ya	Ya	Perempu an	18 - 22 tahun	Pelajar/Mahasiswa	<= Rp 2.000.000	Jawa Barat	Instagram
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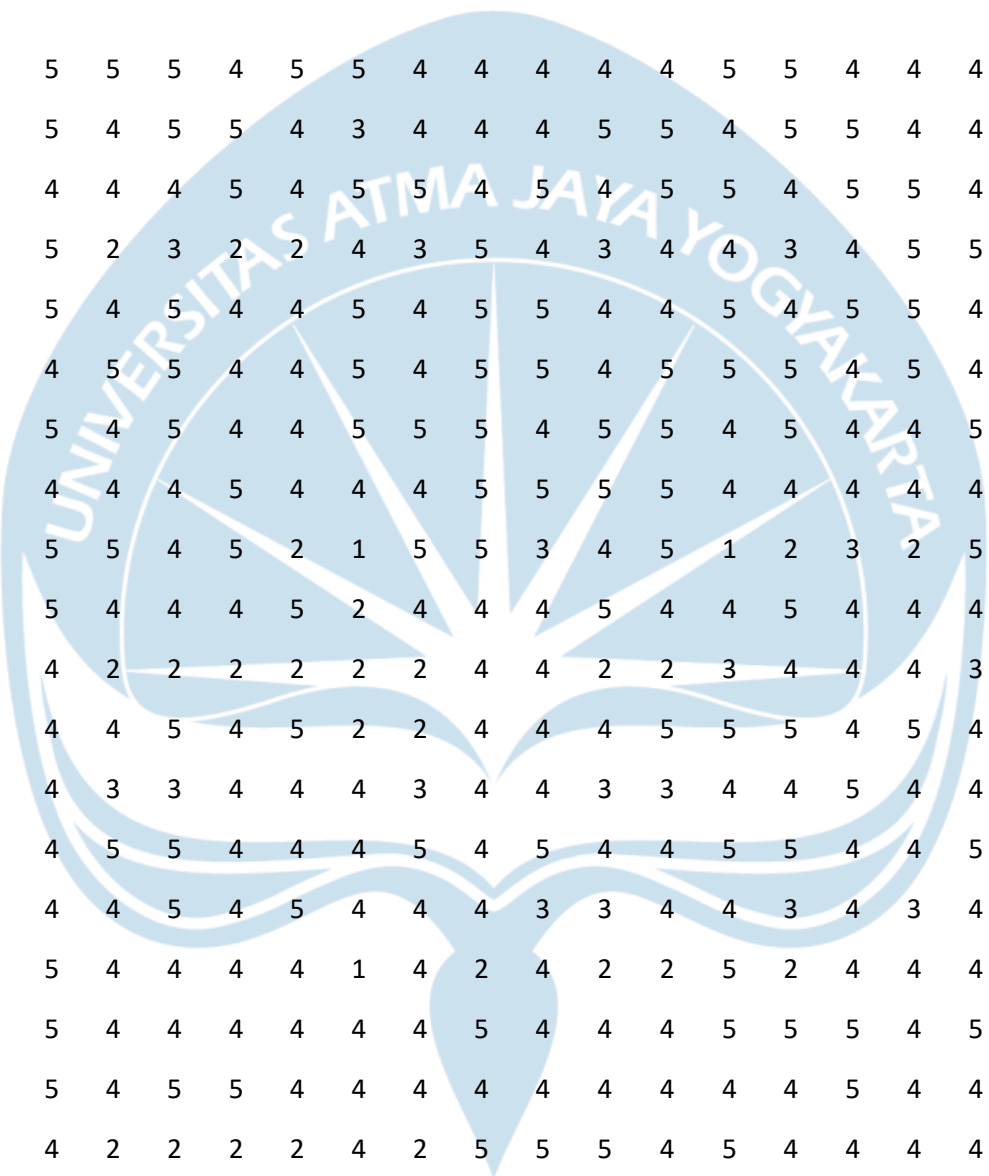
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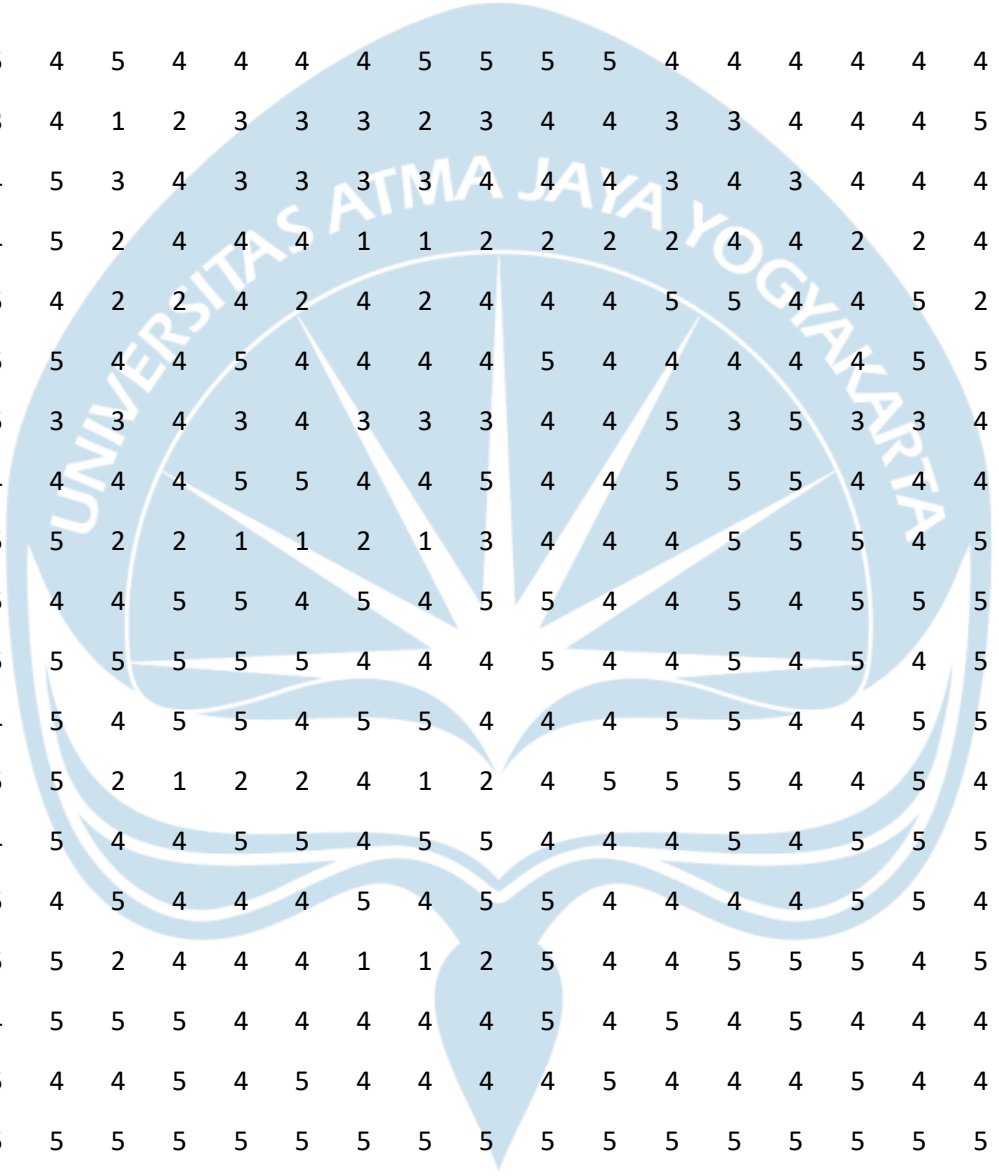
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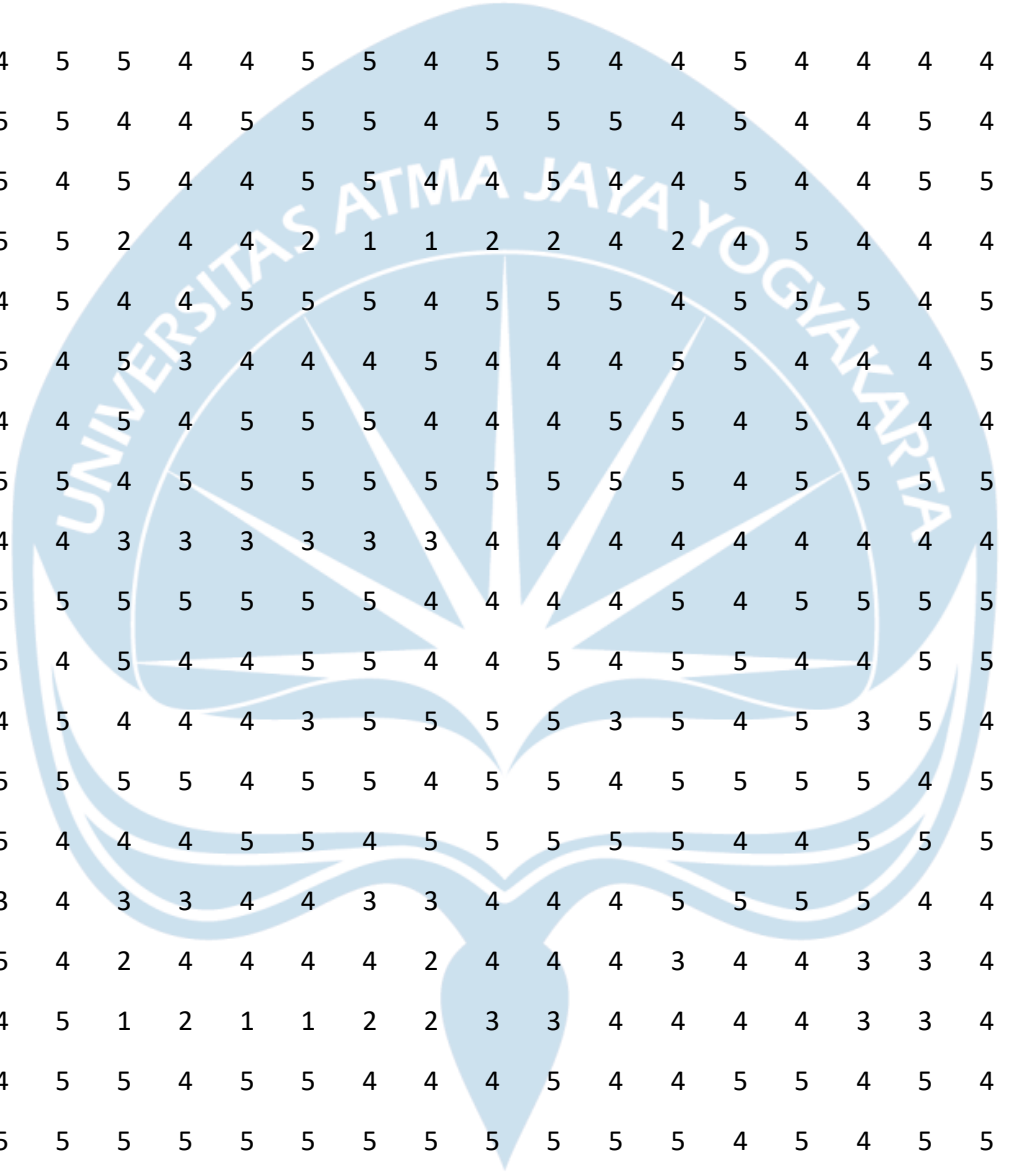


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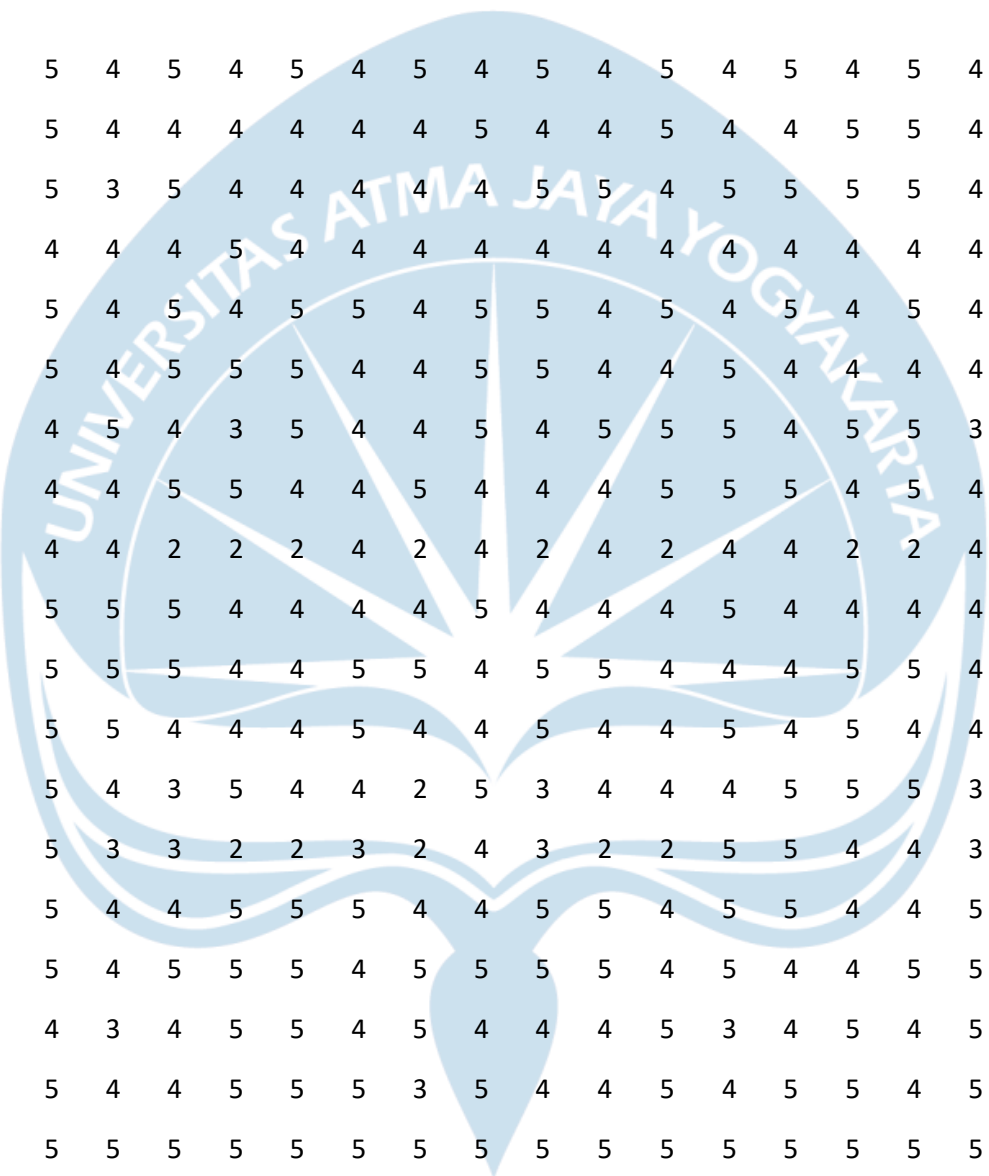


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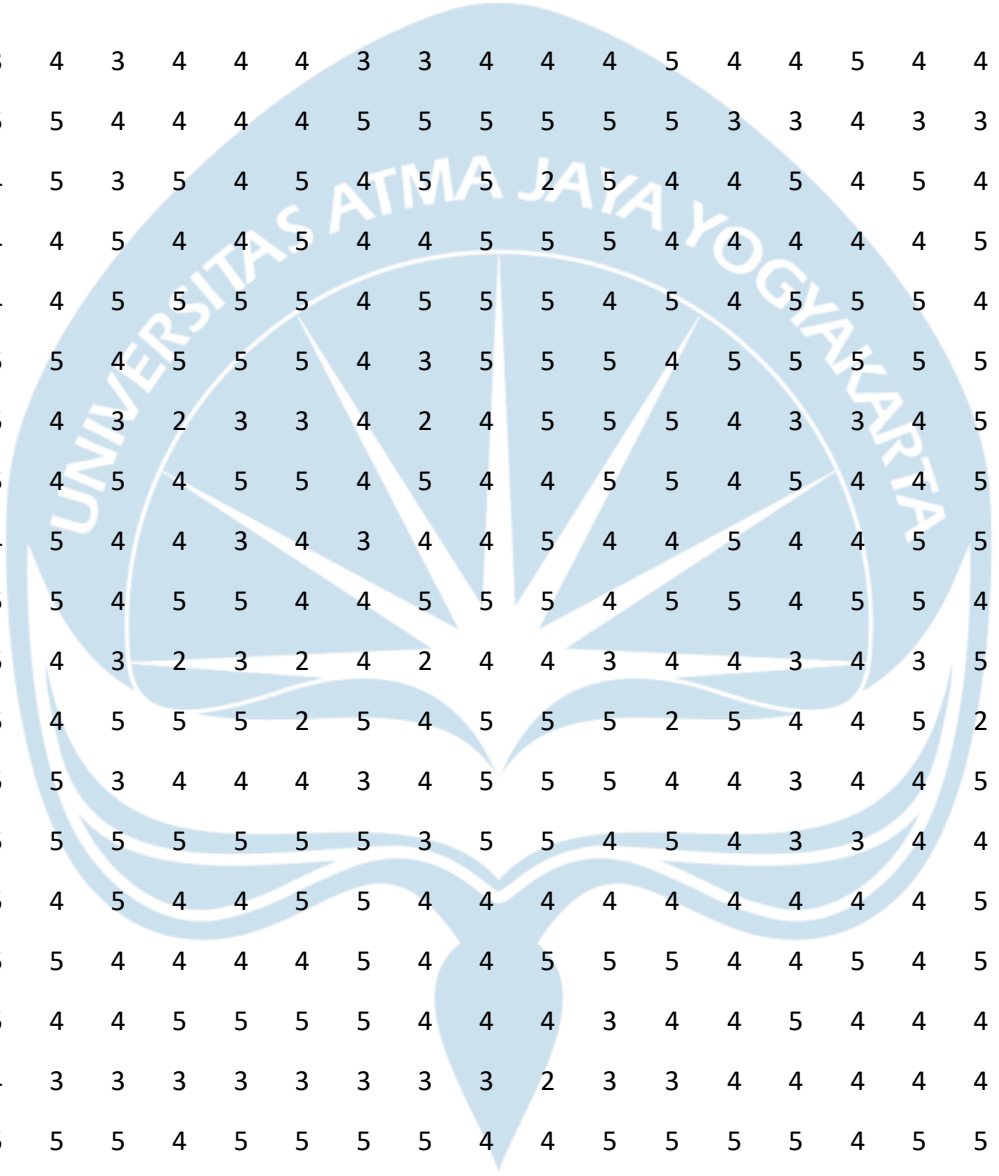
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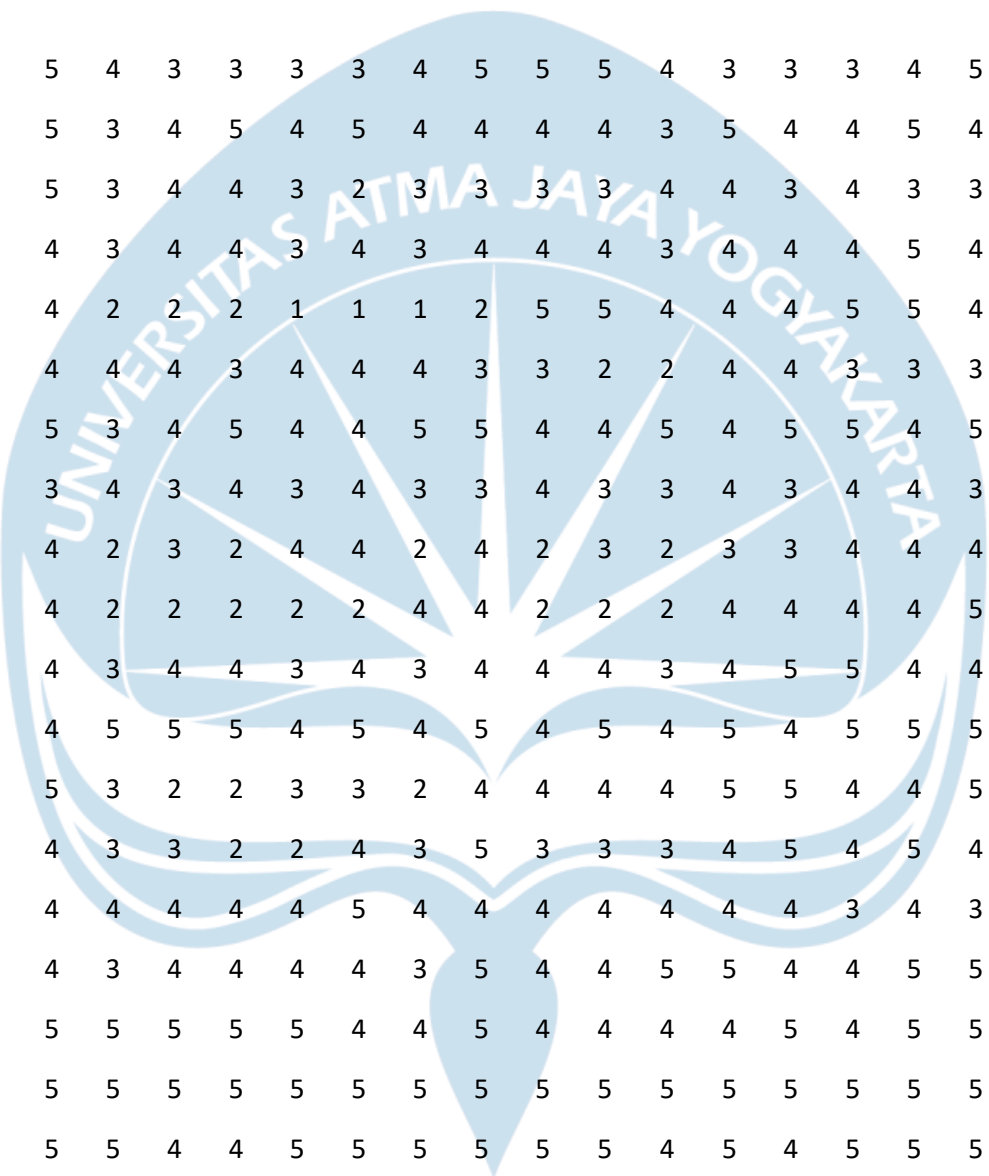
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LAMPIRAN HASIL SMARTPLS

Hasil Uji Validitas

No	Variabel		R-Hitung	R-Tabel	Keterangan
1.	Nilai fungsi	X1.1	0.513	0.2353	Valid
		X1.2	0.475	0.2353	Valid
		X1.3	0.620	0.2353	Valid
		X1.4	0.713	0.2353	Valid
		X1.5	0.780	0.2353	Valid
		X1.6	0.742	0.2353	Valid
		X1.7	0.692	0.2353	Valid
		X1.8	0.687	0.2353	Valid
2.	Nilai sosial	X2.1	0.875	0.2353	Valid
		X2.2	0.840	0.2353	Valid
		X2.3	0.845	0.2353	Valid
		X2.4	0.819	0.2353	Valid
		X2.5	0.836	0.2353	Valid
		X2.6	0.801	0.2353	Valid
		X2.7	0.832	0.2353	Valid
3.	Nilai emosional	X3.1	0.912	0.2353	Valid
		X3.2	0.799	0.2353	Valid
		X3.3	0.876	0.2353	Valid
4.	Niat beli hijau	Y1	0.826	0.2353	Valid
		Y2	0.687	0.2353	Valid
		Y3	0.764	0.2353	Valid
5.	Kepercayaan hijau	Z1	0.730	0.2353	Valid
		Z2	0.739	0.2353	Valid
		Z3	0.751	0.2353	Valid
		Z4	0.868	0.2353	Valid
		Z5	0.790	0.2353	Valid

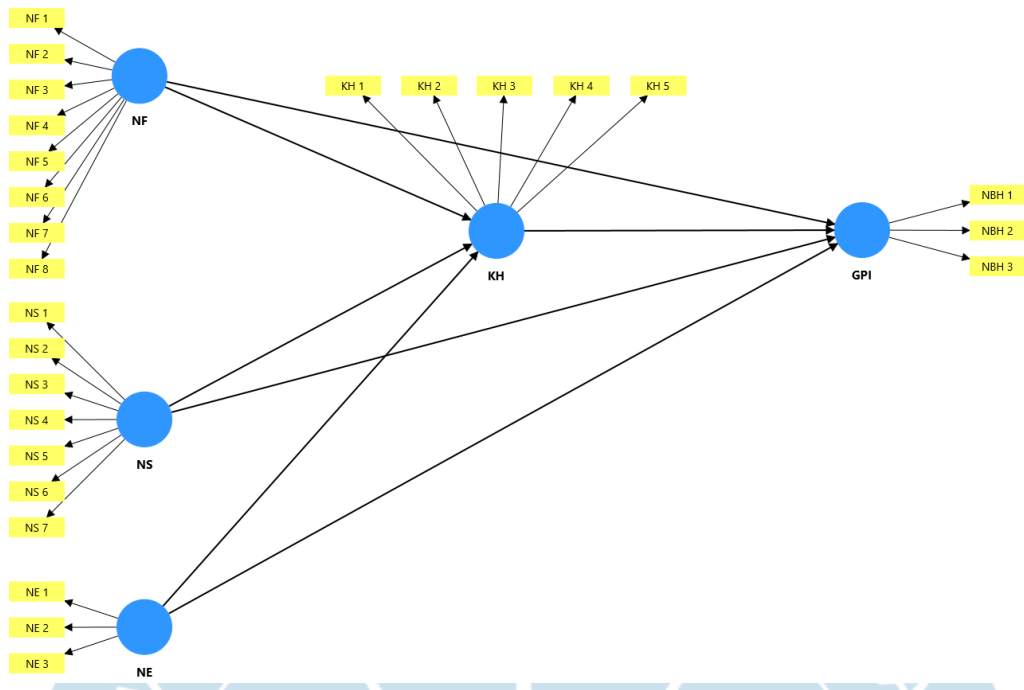
Hasil Uji Reliabilitas

Variabel	Cronbach's Alpha	Cronbach's Alpha minimum	Keterangan
Nilai fungsi	0.809	0.6	Reliabel
Nilai sosial	0.921	0.6	Reliabel
Nilai emosional	0.840	0.6	Reliabel
Niat beli hijau	0.713	0.6	Reliabel
Kepercayaan produk hijau	0.822	0.6	Reliabel

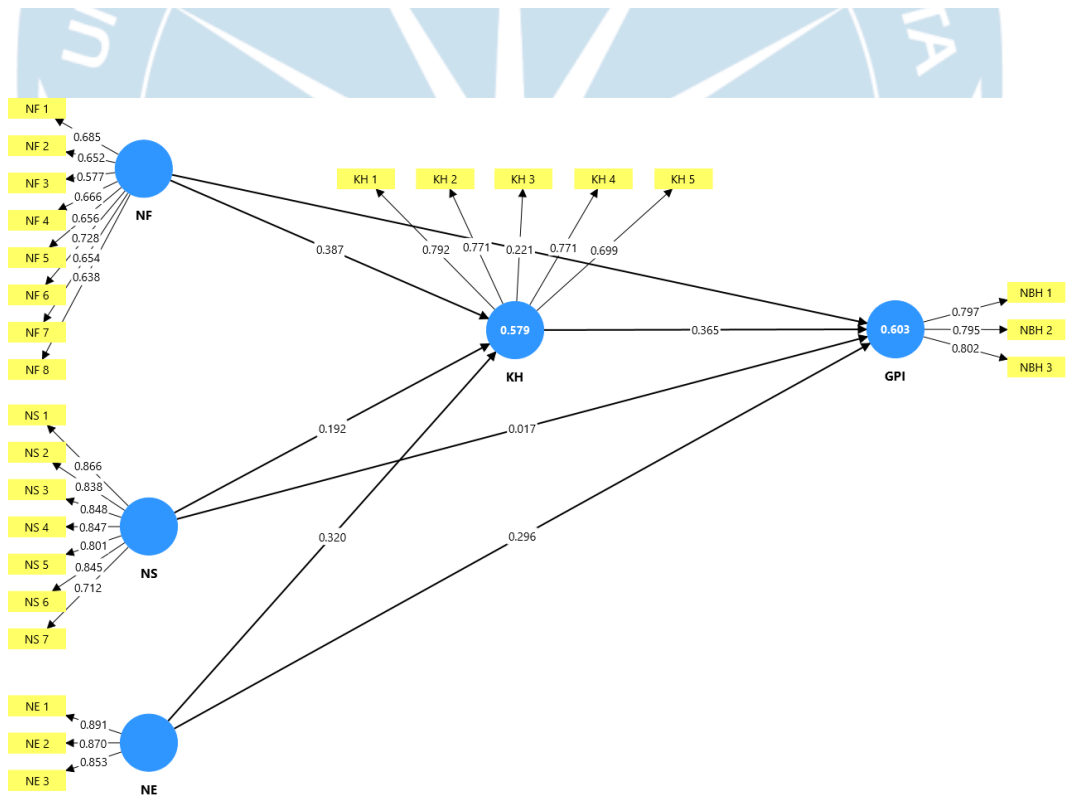
Hasil Analisa Deskriptif

Variabel	Indikator	N	Minimum	Maksimum	Standar Deviasi	Mean	Keterangan
Nilai fungsional	NF 1	264	1	5	0.667	4.605	Sangat Tinggi
	NF 2	264	1	5	0.646	4.517	Sangat Tinggi
	NF 3	264	1	5	0.630	4.612	Sangat Tinggi
	NF 4	264	1	5	0.691	4.468	Sangat Tinggi
	NF 5	264	1	5	0.896	4.061	Tinggi
	NF 6	264	2	5	0.698	4.380	Sangat Tinggi
	NF 7	264	1	5	0.672	4.441	Sangat Tinggi
	NF 8	264	2	5	0.596	4.529	Sangat Tinggi
Total Mean						4.452	

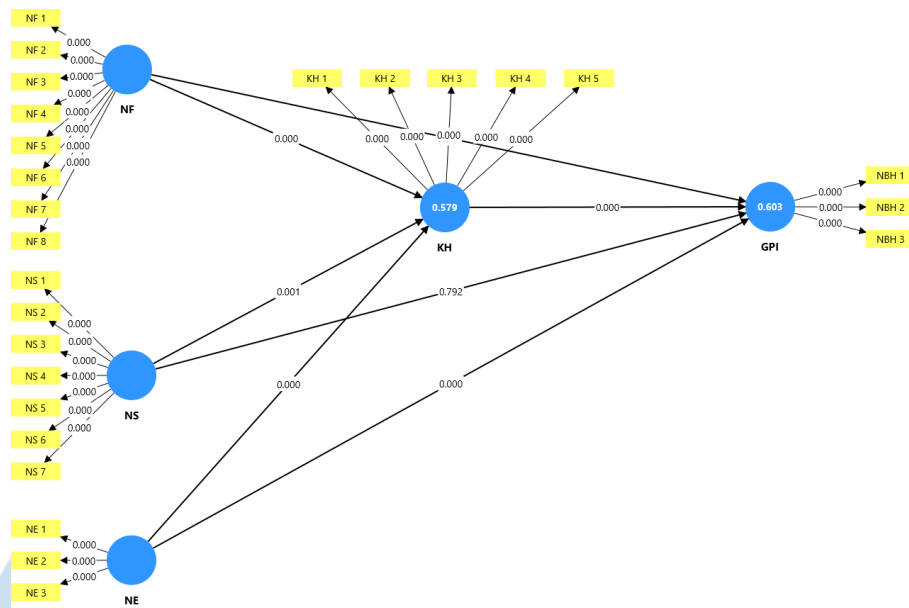
Nilai Sosial	NS 1	264	1	5	1.078	3.871	Tinggi
	NS 2	264	1	5	1.052	3.939	Tinggi
	NS 3	264	1	5	0.982	4.110	Tinggi
	NS 4	264	1	5	1.032	4.065	Tinggi
	NS 5	264	1	5	1.070	4.004	Tinggi
	NS 6	264	1	5	1.130	3.787	Tinggi
	NS 7	264	1	5	0.844	4.300	Sangat Tinggi
Total Mean						4.011	
Nilai Emosional	NE 1	264	1	5	0.890	4.228	Tinggi
	NE 2	264	1	5	0.863	4.152	Tinggi
	NE 3	264	1	5	0.960	4.103	Tinggi
Total Mean						4.161	
Kepercayaan Hijau	KH 1	264	1	5	0.747	4.338	Sangat Tinggi
	KH 2	264	1	5	0.749	4.304	Sangat Tinggi
	KH 3	264	1	5	0.761	4.293	Tinggi
	KH 4	264	1	5	0.796	4.316	Sangat Tinggi
	KH 5	264	1	5	0.778	4.281	Tinggi
Total Mean						4.306	
Niat Beli Hijau	NBH 1	264	1	5	0.794	4.285	Tinggi
	NBH 2	264	1	5	0.725	4.357	Sangat Tinggi
	NBH 3	264	1	5	0.691	4.483	Sangat Tinggi
Total Mean						4.375	



1.1 Diagram Jalur



2.1 Model Konstruk



3.1 Model Structural Bootsrapping Calculation

Tabel Nilai Outer Loading

No.	Variabel	Kode	Loading Factor
1	Nilai Fungsional	NF 1	0.685
		NF 2	0.652
		NF 3	0.577
		NF 4	0.666
		NF 5	0.656
		NF 6	0.728
		NF 7	0.654
		NF 8	0.638
2	Nilai Sosial	NS 1	0.866
		NS 2	0.838
		NS 3	0.848
		NS 4	0.847

		NS 5	0.801	
		NS 6	0.845	
		NS 7	0.712	
		NE 1	0.891	
3	Nilai Emosional	NE 2	0.870	
		NE 3	0.853	
		KH 1	0.792	
		KH 2	0.771	
4	Kepercayaan Hijau	KH 3	0.791	
		KH 4	0.771	
		KH 5	0.699	
		NBH 1	0.797	
5	Niat Beli Hijau	NBH 2	0.795	
		NBH 3	0.802	
Hasil Reliabilitas AVE				
	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Kepercayaan Hijau	0.823	0.824	0.876	0.586
Niat Beli Hijau	0.715	0.715	0.840	0.637
Nilai Emosional	0.842	0.845	0.905	0.760
Nilai Fungsional	0.812	0.814	0.859	0.597
Nilai Sosial	0.921	0.921	0.937	0.679

Hasil *Fornell Larcker Criterion*

	GPI	KH	NE	NF	NS
GPI	0.798				
KH	0.713	0.766			
NE	0.662	0.654	0.872		

NF	0.622	0.652	0.522	0.658	
NS	0.556	0.609	0.685	0.512	0.824



Hasil Cross Loading

	Nilai Fungsional	Nilai Sosial	Nilai Emosional	Kepercayaan Hijau	Niat Beli Hijau
NF 1	0.685	0.325	0.316	0.434	0.419
NF 2	0.652	0.198	0.222	0.407	0.354
NF 3	0.577	0.201	0.236	0.376	0.361
NF 4	0.666	0.327	0.324	0.457	0.369
NF 5	0.656	0.442	0.427	0.432	0.437
NF 6	0.728	0.363	0.411	0.451	0.435
NF 7	0.654	0.422	0.406	0.401	0.456
NF 8	0.638	0.383	0.376	0.468	0.431
NS 1	0.479	0.866	0.595	0.491	0.459
NS 2	0.426	0.838	0.509	0.459	0.456
NS 3	0.419	0.848	0.548	0.516	0.460
NS 4	0.415	0.847	0.520	0.497	0.437
NS 5	0.364	0.801	0.595	0.495	0.405
NS 6	0.371	0.845	0.562	0.466	0.436
NS 7	0.458	0.712	0.600	0.564	0.525
NE 1	0.529	0.599	0.891	0.604	0.615
NE 2	0.422	0.567	0.870	0.553	0.575
NE 3	0.408	0.628	0.853	0.550	0.536
KH 1	0.553	0.450	0.435	0.792	0.564
KH 2	0.466	0.457	0.467	0.771	0.544
KH 3	0.574	0.490	0.521	0.791	0.573
KH 4	0.447	0.499	0.581	0.771	0.506
KH 5	0.448	0.435	0.499	0.699	0.539
NBH 1	0.499	0.513	0.537	0.561	0.797
NBH 2	0.493	0.378	0.497	0.549	0.795
NBH 3	0.497	0.437	0.549	0.595	0.802

Nilai Cronch's Alpha dan Composite Reability

Variabel	Cronbach's Alpha	Composite Reability
Nilai Fungsional	0.823	0.876
Nilai Sosial	0.715	0.840
Nilai Emosional	0.842	0.905
Kepercayaan Hijau	0.812	0.859
Niat Beli Hijau	0.921	0.937

Nilai R-square dan Q-square		
	R-square	Q-Square
Kepercayaan Hijau	0.579	0.524
Niat Beli Hijau	0.603	0.555

Nilai F-square		
	Kepercayaan Hijau	Niat Beli Hijau
Nilai Fungsional	0.242	0.067
Nilai Sosial	0.043	0.000
Nilai Emosional	0.119	0.097
Kepercayaan Hijau		0.141
Niat Beli Hijau		

Path Coefficients						
Hipotesis	Variabel	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T-statistics (O/STDEV)	P values
H1	Nilai Fungsional -> Niat Beli Hijau	0.221	0.228	0.090	2.453	0.014
H2	Nilai Sosial -> Niat Beli Hijau	0.017	0.020	0.066	0.264	0.792

H3	Nilai Emosional -> Niat Beli Hijau	0.296	0.292	0.069	4.288	0.000
H4	Kepercayaan Hijau -> Niat Beli Hijau	0.365	0.354	0.102	3.558	0.000



Hipotesis	Variabel	Path Coefficients mediasi			T statistics (O/STDEV)	P values
		Original sample (O)	Sample mean (M)	Standard deviation (STDEV)		
H5a	Nilai Fungsional -> Kepercayaan Hijau -> Niat Beli Hijau	0.141	0.135	0.039	3.655	0.000
H5b	Nilai sosial -> Kepercayaan Hijau -> Niat Beli Hijau	0.070	0.070	0.032	2.202	0.028
H5c	Nilai Emosional - > Kepercayaan Hijau -> Niat Beli Hijau	0.117	0.114	0.051	2.299	0.022

Effect of consumption values on customers' green purchase intention: a mediating role of green trust

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Abstract

Purpose – The purpose of this paper is to explore the effect of consumption values (such as functional value, emotional value and social value) on purchase intention of customers' regarding green products and to examine the influence of green trust as a mediator.

Design/methodology/approach – Cross-sectional research design was considered where self-administered questionnaire was employed to collect data from the respondents. Both statistical package for social science (SPSS) and partial least square (PLS) method, a second-generation technique of structural equation modeling (SEM), were used as statistical tools for analyzing the model and for estimating the parameters.

Findings – Emotional value has paramount influence on green purchase intention whereas the other two dimensions of consumption values have insignificant impact on customers' green purchase intention. Moreover, green trust has the most significant effect on customers' green purchase intention and green trust showed significant mediating effect between three dimensions of consumption values and green purchase intention.

Practical implications – The findings of the current study may assist the organizations and business owners with the understanding of green consumption and business strategies designed to address the environmental issues. Marketers should emphasize on products functional benefits as well as products social and, most importantly, on emotional benefits to enhance customers' environment-friendly behavior.

Originality/value – To the best of the authors' knowledge, the study is the first to measure the impact of consumption values on green buying intention with the role of green trust as a mediator in Bangladesh. The outcome demonstrates how several variables interact with each other to influence green purchase intention.

Keywords Social value, Green trust, Green purchase intention, Emotional value, Functional value

Paper type Research paper

Formulating a constructive path towards sustainable development can be enhanced through the effective adaptation of sustainable production and consumption practices in the next few decades. Theoretical conceptualization, model development and research for the transition to develop ecological production and consumption practices have emerged as a challenging phenomenon for the entire globe. The Global Research Forum on Sustainable Production and Consumption (GAP-SPaC) took a joint initiative with several countries across the whole world for bringing the individuals, organizations, institutions and the scholars together to integrate research ideas, understanding and application of effective environmentally sustainable production and consumption to expedite the journey towards sustainability (Vergara *et al.*, 2014).

The rapid expansion of sustainability challenges, environmental awareness and ecological consumption practices have positioned the term green consumption with personal and social relevance as identified by various researchers (Johnstone and Tan, 2015).

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Sustainable consumption behavior is based on the products which are recyclable, have not involved in any kind of animal testing, which are organic and fresh in nature and finally which are ozone friendly. Researchers found out that environmental knowledge, environmental degradation and all other related factors are arousing protective feelings in the mind of the customers regarding the environment which in turn may influence customers decision-making process regarding the green consumption (Sidique *et al.*, 2010; Mohd Suki, 2013).

Understanding several notions of green purchase behavior and role of consumption values for shaping consumer attitude, intention and behavior toward environmentally sustainable products can be predominantly useful for the organizations to explore the valuable insights on green and sustainable marketing (Carrete *et al.*, 2012; Thøgersen *et al.*, 2015). Several researchers have explored consumer behavioral aspects for developing the concepts of green consumption and sustainable conservation to facilitate the motion of sustainable movement in the context of emerging economies (Mainardes *et al.*, 2017). In the context of Taiwan, growing customers are recognizing the fact that their green product consumption and healthier lifestyle may improve the quality of the environment and may protect the environment as well (Tsuey, 2008). Human life is dependent on natural environment and this crucial natural environment is degrading due to the increased usage and damages to natural resources for both business and other purposes. Furthermore, these Organizations all over the world are the most dominant party who can contribute for the protection of the environmental sustainability to a large extent.

Considering these issues, this research thus aimed at assessing customers green purchase intention while applying the consumption values theory.

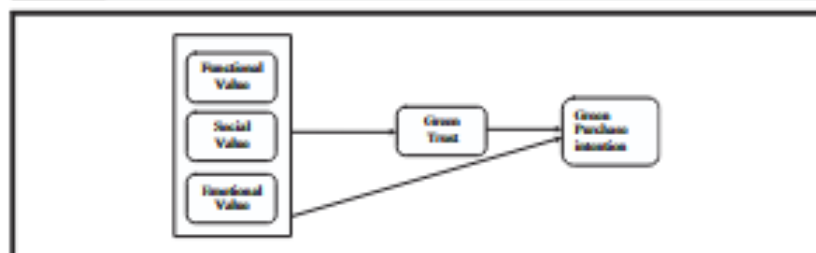
The major purpose of the present analysis is to identify the effect of consumption values such as functional, emotional and social values on customers' environmental concern and behavior. The outcome of the study will provide a better insight regarding the green marketing strategies which may enhance the ecological concern and thereby will increase customers' knowledge and awareness about environmental responsibility, eco-friendly products and green purchase behavior.

Problem statement

Several researchers had conducted research on environmental, social and green concern based on the customers green products perception, attitude, intention and behaviors mostly in the USA and Europe area (Boztepe, 2012; Haws *et al.*, 2014; Teeng and Hung, 2013). In that sense, very few researchers (Biswas and Roy 2015a; Biswas and Roy, 2015b) of Asian countries focused on customers purchase intention about green products, green purchase behavior, green buying process and socially responsible consumption patterns as identified by Lee (2008). On that ground this study aims to explore customers green purchase intention based on the consumption value theory which is explained and validated in various intensive researches (Sweeney and Soutar, 2001).

Although customers decision regarding adopting a green products may be influenced on peer review (Straughan and Roberts, 1999) or internal and personal factors (Kalarakis *et al.*, 1999), it is mostly dependent on consumption values that customer perceive based on the price and quality (Bei and Simpson, 1995). The theory of customer consumption values is crucial for understanding the nature of customers' decision-making process regarding the adoption of green and environmentally sustainable products. However, it has been suggested that research regarding the green and environmentally sustainable products should be directed to identify customers' perception, attitude, intention and behavior regarding the green products consumption (Chamorro *et al.*, 2009). From the previous studies, it can be articulated that there are few studies regarding the eco-friendly behavior of the customers in Bangladesh specifically. Therefore, this study will work as an endeavor

Figure 1 Proposed research framework



to sort out the significance of consumption values in determining customers' green buying intention which will ultimately determine their actual behavior.

Contributions of the current research

The current research demonstrates few notable contributions for the existing literature, especially in the context of sustainable consumption. Previously, several models have been developed and applied to understand different notions of sustainable consumption namely green choice behavior (Young *et al.*, 2010) and pro-environmental behavior (Dietz *et al.*, 1998). Theory of planned behavior and theory of reasoned action have been comprehensively applied for postulating environmental behavior and attitude based on subjective norms, behavioral intention and perceived behavioral control. These theoretical perspectives have been widely used for prognosticating diversified dimensions environmental behaviors such as green products, food consumption, organic foods, household recycling and other general pro-environmental behaviors. Value-belief-Norm (Stern *et al.*, 1999) and social practices theory are other theories employed to examine environmental behavior and ecological consumption behavior (Shove and Walker, 2010).

However, this research is conducted based on the theory of consumption values which recognizes the significance of consumer values in predicting purchase behavior. The theoretical underpinnings for the present study were drawn from this theory specifically because consumption values theory is considered as an integrated model which incorporates several consumer values from other theories and assumes that consumer buying choice is a particular function of various consumption values. Value refers to a subjective concept which includes intrinsic factors, emotional aspects, functional aspects, knowledge, concern, experience or prestige and various implicit aspects. Researchers applied theory of consumption values to investigate influential factors for consumer purchasing behavior across different customer segments in the context of sustainable consumption behavior (Lin and Huang, 2012; Biswas and Roy, 2015a, 2015b).

For understanding the connection between consumption values, green trust and behavioral intention towards sustainable and eco-friendly products, this paper contributes to design the crucial model to explore consumers' green purchase intention. Therefore, this study demonstrates the influence of consumption values on green purchase intention through the mediation of green trust, a novel concept proposed by Chen (2010).

Most importantly, this paper develops an integral framework to show the significance of Values-green consumption behavior relationship with the mediating effect of green trust to further explain their implications in the context of sustainable consumption and green products through the empirically grounded consumption values theory.

Table 1 Demographic statistics		
<i>Demographic constructs</i>	<i>No. of respondents 298</i>	<i>(%)</i>
<i>Age</i>		
Below 30	131	55
31–40 years	71	30
40 years and above	38	15
<i>Gender</i>		
Male	159	67
Female	79	33
<i>Marital status</i>		
Married	150	63
Unmarried	88	37
<i>Job experience</i>		
None	60	25
Less than 5 years	88	37
6 to 10 years	45	19
More than 10 years	45	19
<i>Working industry</i>		
None	60	25
Bank	45	19
Insurance	21	9
RMG	67	28
Telecom	28	12
Others	17	7

Table 2 Output of the reliability and validity analysis				
<i>Constructs</i>	<i>Measurement items</i>	<i>Loading</i>	<i>AVE</i>	<i>CR</i>
Emotional value	EV 1	0.806	0.704	0.877
	EV 2	0.888		
	EV 3	0.82		
Functional value	FV 1	0.864	0.676	0.912
	FV 2	0.833		
	FV 3	0.855		
	FV 5	0.885		
	FV 7	0.676		
Green purchase intention	GPI 1	0.919	0.824	0.934
	GPI 2	0.878		
	GPI 3	0.926		
Green trust	GT 1	0.806	0.518	0.843
	GT 2	0.708		
	GT 3	0.662		
	GT 4	0.73		
	GT 5	0.687		
Social value	SV 1	0.749	0.532	0.85
	SV 2	0.660		
	SV 5	0.765		
	SV 7	0.806		
	SV 8	0.645		

Table 3 Output of inter-constructs correlation (discriminant validity)

Constructs	EV	FV	GPI	GT	SV
EV	<i>0.839</i>				
FV	0.197	<i>0.822</i>			
GPI	0.290	0.136	<i>0.908</i>		
GT	0.427	0.213	0.404	<i>0.72</i>	
SV	0.458	0.126	0.238	0.324	<i>0.729</i>
Mean	3.88	3.78	3.78	3.67	4.11
S.D	0.85	0.76	0.71	0.69	0.82

Notes: Values of diagonals shown in *italics* are representing the square root value of the AVE while the other values are representing the correlations of the other constructs. FV = Functional Value, EV = Emotional Value, SV = Social Value, GPI = Green Purchase Intention, GT = Green Trust

Table 4 Results of the hypotheses

Direct path	Std. beta	Std. error	t-value	Decision
Emotional Value > Green Purchase Intention	0.121	0.078	1.60 [†]	Supported
Emotional Value > Green Trust	0.33	0.054	6.107***	Supported
Functional Value > Green Purchase Intention	0.035	0.068	0.521	Not supported
Functional Value > Green Trust	0.128	0.055	2.325***	Supported
Green Trust > Green Purchase Intention	0.321	0.059	5.433***	Supported
Social Value > Green Purchase Intention	0.074	0.075	0.995	Not supported
Social Value > Green Trust	0.157	0.06	2.63***	Supported

Notes: *** $p < 0.01$; ** $p < 0.05$; * $p < 0.1$, (based on one-tailed test with 1,000 bootstrapping)

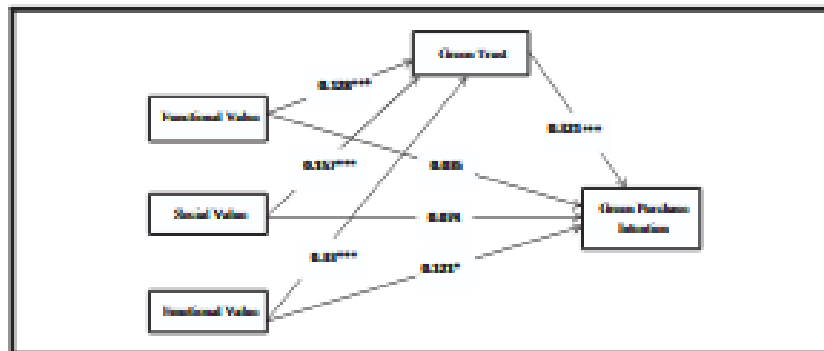
Literature review

The theory of consumption values

The underlying assumption of consumption values theory is to consider the consumer purchase decision as an integrated function of diversified consumption values. Previous literature shows that researchers applied it to product and brand choice decisions, consumer buying decisions, and so many areas to assess consumer understanding, behavior and motivation (Sheth *et al.*, 1991). Furthermore, the theory of consumption values has been applied to hedonic digital artifact sector to assess user decision-making process for a longer period of time (Turel *et al.*, 2010). To assess customers' perceived value regarding the durable commodity and brand level, Sweeney and Soutar (2001) adopted only functional, emotional and social value among all the five consumption values. Epistemic values and conditional values are considered less significant in the context of goods purchase intention and behavior (Sweeney and Soutar, 2001). In the context of sustainable consumption, the role of consumption values in determining behavioral intention, attitude and consumption behavior of the customers has been studied by the previous researchers (Lin and Huang, 2012; Biswas and Roy 2015a; Biswas and Roy, 2015b).

Functional value

Functional value is the perception of the customers regarding the functional and physical utility of a product or services like as features, attributes or utilitarian characteristics as suggested by Sheth *et al.* (1991). In this respect it can be added that functional value of any

Figure 2 Structural Model

products can be determined by both functional and utilitarian benefits customers get from the physical performance (Mohd Suki, 2013). Valentinov (2013) postulated that functional differentiation of any product or services may affect the process of human civilization and incorporate social responsibility including sustainability as well. Consumers who are ecologically sound and conscious prefer products that are sustainable, environment friendly, organic in nature and made from natural ingredients using no animal testing (Norazah, 2013). Therefore, functional attributes including both price and quality are the important considerations which may influence customers' decision in choosing, buying and adopting green products in opposition to non-green and harmful products. Since customers all over the world are becoming more focused towards value, they are accepting eco-friendly products and are willing to pay even premium for sustainable green products (Tsay, 2009). Furthermore, it has been suggested that fair pricing and better quality may significantly increase customer perceived value regarding green products and services (D'Souza *et al.*, 2007; Cailou *et al.*, 2010).

Social value

The second important construct of consumption value theory is the social value which may refer to the perceived utility that consumer derives from the connection with one or more specific groups of a particular society (Sheth *et al.*, 1991). According to Ajzen (1991), subjective norms explain customers' perceived social pressure that actually influences the product adoption and decision-making process. Researchers identified several factors like social norms, social pressure, peer group influence and reference group opinion which may influence the decision-making process of the customers (Pickett-Baker and Ozaki, 2008). Environmental attitude and sustainable consumption can be influenced by the perception of social responsibility as suggested by the literature (Straughan and Roberts, 1999).

Emotional value

Table 5 Results of the hypotheses for mediating path

Indirect path	Std. Beta	Std. Error	t-value	Decision
Emotional Value > Green Trust > Green Purchase Intention	0.108	0.028	4.105***	Supported
Functional Value > Green Trust > Green Purchase Intention	0.041	0.021	1.967***	Supported
Social Value > Green Trust > Green Purchase Intention	0.051	0.023	2.242***	Supported

Notes: ** $p < 0.01$; * $p < 0.05$ (based on two-tailed test with 1,000 bootstrapping)

The term emotional value is explained as perceived utility of the customers that can be gained from the strength of arousing feelings, memories, affective states and emotion (Sheth *et al.*, 1991). According to previous researchers, product attributes and services are significantly related with emotional responses as the constructs of products and services include all the values of both utilitarian and hedonistic dimensions (Sweeney and Soutar, 2001). In regard to sustainable consumption, consumers are concerned regarding the impact of green products on society and environment in large. Researchers identified several attitudes and behavior of consumer regarding the preference of sustainable consumption such as choosing small package, encouraging the dietary and organic food (Cawley, 2004). However, Wang *et al.* (2004) found out that purchase decision or behavioral intentions of the customers in China may not be influenced by those emotional values and may have less impact upon the customer relationship management in case of environmental issues.

Green trust

Trust is explained as the willingness, eagerness and ability of someone to rely on something and to accept the minimum level of vulnerability based on the performance, reliability and previous functionality (Hart and Saunders, 1997). Customer trust can be denoted as the fundamental component which may determine the long-term customer behavior and purchase pattern (Lee *et al.*, 2011). Thus, it can be asserted that customer trust towards the products or services may create a significant impact on customers buying attitude and intention which will ultimately drive their actual behavior (Harris and Goode, 2010). Researchers identified customer trust as one of the crucial determinants of customer purchase intention (Schlosser *et al.*, 2006). Due to excessive exaggeration and vagueness, customers may lack trust towards green products (Kalabatis *et al.*, 1999). In the research in 2010, Chen introduced the term "green trust" and concluded that green trust may influence green buying intention and behavior of the customers.

Green purchase intention

Purchase intention is a major part of behavioral intentions which can be denoted as individuals' relative strength in a view to execute a specific behavior as suggested by the previous researchers (Ng and Paladino, 2009). Thus, Green purchase intention can be termed as customers' willingness, preference and probability to choose products which are environmentally friendly and sustainable in nature (Rashid, 2009). Furthermore, Green purchase intentions can be defined as the determination to act or behave in a particular way regarding green product consumption (Ramayah *et al.*, 2010). Customers of green hotel may exhibit certain behaviors like visiting green hotels, continuing positive word of mouth, providing premium price for experiencing green hotel services as found out by previous researchers (Han *et al.*, 2009). According to Chan and Lau (2000), purchase intention influences customers actual purchase behavior as developed in the theory of reasoned action and theory of planned behavior given by Azjen and Fishbein (1980, 1991).

Hypothesis development

Functional value and green purchase intention

Functional value has a significant positive impact on consumer decision-making process and management performance regarding ecological products and services (Wang *et al.*, 2004). Environmentally sound and conscious consumers are even ready to pay premium for the products that are not harmful for the environment as well as for the society (Chen and Chang, 2012). Regarding this, the reference of Laroche *et al.* (2001) can be drawn. In 1993, a study on American consumers revealed that almost 79% of respondents are willing to spend even more for the organic products, for the products that are environment friendly

and socially acceptable (Laroche et al., 2001). Therefore, for the current study the following hypothesis can be proposed:

H1a. Functional value has positive relationship with green purchase intention.

Social value and green purchase intention

Previous researchers identified that social groups, peer opinion, pressure of social recognition and other related social variables have a strong impact on customers purchase and repurchase decision regarding the consumption of green and sustainable products (Biswas and Roy (2015a, 2015b)). Furthermore, it has been found from the previous studies that subjective norms and social values have a significant positive influence on customers revisit intention to a green hotel (Kim and Han, 2010; Chen and Peng, 2012). In contrast to this, Wang et al. (2004) asserted that social values have less or no impact on individuals' purchase decision process and repurchase intention of products or services. Again, few studies found that consumer behavior can be more widely explained through using personal factors like attitude and individual norms rather than social and surrounding pressures (Shamdasani et al., 1993; Biswas and Roy, 2015a, 2015b). Thus, the below mentioned hypothesis can be stated for this study:

H1b. Social value has positive relationship with green purchase intention.

Emotional value and green purchase intention

Environmental conscious consumers having significant emotional values may show great enjoyable and experiential green purchase behavior as it enhances the belief that environmental consumption may protect the environment in a longer term (Lin and Huang, 2012; Rex and Baumann, 2007). Therefore, from the understanding of these statements, it can be proposed that:

H1c. Emotional value has positive relationship with green purchase intention.

Consumption values and green trust

As perceived consumption value can increase customers' confidence related to environmental products, there is a positive association between green trust and green purchase intention; hence, consumption value can influence the level of customer trust (Sweeney et al., 1999; Eid, 2011). Hence, from the previous study, it can be postulated that perceived consumption values may have significant influence customers' green trust. Therefore, based on the literature review, the following hypotheses may be proposed for this research:

H2a. Functional value has positive association with green trust.

H2b. Social value has association with green trust.

H2c. Emotional value has positive association with green trust.

Green trust and green purchase intention

The term green trust is described as the readiness of the customers to buy and to depend on the environmentally sustainable products including green products on the basis of performance, credibility, effectiveness and previous functionality (Chen, 2010). Researcher identified that customer decision making process can be influenced by level of green trust, especially in the environmental and socially responsible consumption era (Chen, 2010). Green purchase intention can be defined as customers' willingness to purchase a particular amount of green services or products (Nielmeyer et al., 2006). It has been found out that green trust can positively influence customer green purchase intention which in turn may affect the customers' actual purchase behavior (Lu et al., 2007):

H3. There is a positive relationship between green trust and green purchase intention.

Green trust as mediator

Several studies found out that if customer lacks trust and a minimum level of confidence while purchasing and consuming green products, their purchase behavior will be affected negatively (Gupta and Ogden, 2009; Vermeir and Verbeke, 2008).

Moreover, another research work identified green trust as a mediator between perceived value of the products or services consumed and green purchase intentions of the customers (Chen and Chang, 2012). Hence, according to these literatures the following hypotheses can be presented:

H4a. Green trust mediates the relationship between functional value and green purchase intention.

H4b. Green trust mediates the relationship between social value and green purchase intention.

H4c. Green trust mediates the relationship between emotional value and green purchase intention.

Methodology

Population and sample

The context of environmental sustainability and green issues are very difficult to understand and comprehend for the people of all aspects because of its conceptual and theoretical complexity (Chan, 2001). Hence, the study focuses on both public and private university students of Bangladesh. For the present study, the population is the public and private university students of Bangladesh who is pursuing their post-graduation. According to the previous researchers, University students usually form an environmentally conscious and responsible customer segment and those customers have purchase habits and experiences regarding green products (Fernández-Marzábal *et al.*, 2007). Several studies found out that university going students who are highly educated can easily understand, interpret and also can provide accurate data regarding environmental issues compare to less educated people (Hedlund, 2011). Therefore, the sampling frame of this study comprises all the business faculty students of four universities (two public and two private) of Bangladesh who is pursuing their post-graduation degree in the university.

Regarding the size of the sample, Sekaran and Bougie (2010) recommended that the sample size should not be less than ten times or in many cases should be even more of the number of variables chosen for the study. Regarding the sample size determination for partial least square method (PLS), Hair *et al.* (2014) suggested that minimum sample size should be 100.

Sample technique

The current study uses judgmental sampling technique which is also recognized as purposive sampling. Purposive sampling is a part of non-probability sampling which is directed to a particular group of peoples either because they have the desired information to provide or they possess some criteria or standard set by the researchers (Sekaran and Bougie, 2016). Furthermore, According to Cooper and Schindler (2011), judgmental sampling technique is used if some standards or measures are set by the researcher himself regarding the sample or the respondents of the study. So, the author collected data for this current research purposively from the students of four public and private university of Bangladesh who is pursuing their post-graduation and that pool of students were purposively selected for the current study.

Data collection process

A survey was conducted to collect data from the respondents as part of testing the research model. At the beginning of the questionnaire, a short paragraph regarding the objectives of the study was provided to ensure the quality of the responses from the participants. In total, 600 questionnaires were circulated among the pre-screened respondents who are having a post-graduation degree at those four universities. The respondents were purposively selected from the population who claimed to lead a healthy and green lifestyle, who are cautious about the environment and who affirmed to purchase green products (such as authentic food products or organic food) at least once or twice within a month.

Measurement items

The measurement instrument of the current study comprised 27 items in total shown in the following table. In total, eight items of functional value and eight items of social value were specifically adapted from Sweeney and Soutar (2001), whereas three items for emotional value were adapted from the study of Arvola *et al.* (2008). Five measurement instruments of green trust were taken from the study of Chen (2010) and three measurement items of Green purchase intention of the customer were adapted from the reference of Chan and Lau (2000).

Data analysis techniques

The current study used partial least square method as a statistical tool of structural equation modeling and statistical package for social science for inserting and analyzing data.

Data analysis and findings

Demographic studies of the respondents. The socio-demographic characteristics of the respondents is presented in the following table which shows that 67% of the respondents are male and 33% of the respondents are female in the study. The demographic studies revealed that more than half of the participants of the current study are in the younger age (below 30), which means younger age groups are more concerned regarding green choice behavior and environmental sustainability. The table of demographic statistics shows that almost 75% of all the respondents are experienced in any particular industry such as FMCG, telecom, bank and insurance.

Goodness of measurement model

Measurement model of the study. In the present study, both convergent and discriminant validity were used to examine and to assess the goodness of the overall measurement model. According to the literature, convergent validity is studied on the basis of loadings of each variable, average variance extracted (AVE) and composite reliability (CR) (Hair *et al.*, 2014). In this regard, our current study considered 0.60 as the cut off value for factor loadings which is suggested by Hair *et al.* (2013). In our current study three items from functional value dimension (FV4, FV5, FV8) and three items from social value dimension (SV3, SV4, SV6) have been deleted as these items are showing the loading values lower than 0.60. Moreover, the recommended value for AVE and CR is 0.5 and 0.7 respectively suggested by the previous literatures. According to the outcome of the analysis, it can be concluded that all the values of average variance extracted (AVE) and composite reliability (CR) found acceptable.

Discriminant validity

For assessing discriminant validity, Henseler *et al.* (2016) suggested two measures, one is Fornell-Larcker criterion and another one is cross loading. Here, in the current study, cross-loading of all the items were found acceptable according to the recommended value.

Furthermore, in Fornell-Larker criterion, AVE was compared with the co-relational value of all other related off-diagonal elements.

Structural model

For assessing the hypothetical relationship among the several constructs, we developed a structural model in which consumption values were showed as exogenous latent variable influencing green trust which is the mediating variable and green purchase intention which is the dependent variable of the study.

In this present research, dependent variable is the Green purchase intention which is explained 18.8% (substantial) of the variance by all the independent and mediating variables. On the other hand, three-dimensional consumption values (independent variables, namely, functional, emotional and social value) explain 21.9% of the variance of green trust which is the mediating variable of the current study. The result of the analysis revealed that one dimension of consumption value such as, emotional value showed significant direct relationship ($\beta = 0.121, p < 0.1$) with green purchase intention which is the dependent variable of the current research. On the other hand, the other two dimensions of consumption value found insignificant, namely, functional and social value. The current study also assessed the influence of three-dimensional consumption values on customers green trust as the mediating variable. All the three dimensions of consumption value showed significant association with customers' green trust.

Discussion

Empirical result of the current study gained from PLS analysis revealed that functional value has insignificant impact on customers green purchase intention hereby rejecting *H1a*.

The finding suggests that, functional value as demonstrated by products price, quality, features and quality may have less impact in fulfilling customers need in case of environmental issues and green product consumptions and is consistent with [Awuni and Du \(2016\)](#). However, the outcome is found inconsistent with few other studies where the researchers identified that some consumer segments preferred functional attributes more and were predominantly unwilling to compromise personal benefit for collective interests ([Zhao et al., 2014](#)).

Additionally, it has been found for the subsequent *H1b*, that social value has insignificant impact on customers purchase intention regarding green products and this outcome is also found inconsistent with the few previous research ([Han and Kim, 2010](#); [Chen and Peng, 2012](#); [Teng et al., 2013](#); [Suki, 2013b](#)). Moreover, the result is found consistent only with few previous researches as the researcher found that social value has insignificant relationship with customers green product adoption intention and behavior ([Bitwas and Hoy, 2015a](#)). This means that customers do not consider social value as an important factor while they are adapting and choosing green and sustainable products which indicate that green consumption choice is triggered mostly by personal factors such as personality traits or attitudes rather than social obligation for the Bangladeshi participants. This particular finding can be differentiated from a research on consumption values conducted in the Malaysian Context which revealed the prominence of social value for positively influencing consumers regarding the adoption of green products ([Mohd Suki and Mohd Suki, 2015](#)).

Furthermore, *H1c* states that emotional value as a dimension of consumption value is positively associated with green buying intention of the customers which is similar with the result of some previous research ([Lin and Huang, 2012](#)). This outcome indicates the fact that people who regard green consumption as a way to safeguard the environment may experience emotional attachment and positive feeling for contributing to the society and environment at large. Therefore, government and green organizations should promote

sustainable consumption and foster ecological awareness to encourage consumers to identify themselves as environmental defenders and attach emotional bonding to the green products.

Therefore, the result of the PLS shows that emotional value significantly influences customers green purchase intention, thereby emphasizing the prominence of emotional value in case of green purchase decision.

The empirical results of the research suggest that all the three consumption values significantly affect customers green trust which in turn will guide customers green buying intention and actual buying behavior. Therefore, the research is supporting the proposed *H2a*, *H2b*, *H2c* and *H3*. The outcome of the current study found similar to the argument of Chen (2010) as it was found that green trust may positively influence customers green purchase decisions.

The study outcomes also revealed out that green trust acts as a mediator to determine the relationship between all the consumption values and purchase intention of green products thereby accepting the *H4a*, *H4b* and *H4c*. This means that lack of customers trusts and believe may restrict customers' intention and behavior regarding green product choice (Gupta and Ogden, 2008; Vermeir and Verbeke, 2008). Therefore, the link between consumption values and green trust enhances green purchase intention as green trust acts as a prominent factor to improve consumers' green purchase intention by considering price, performance, quality, social image and emotional association of the products (Zaidi *et al.*, 2019).

Theoretical and practical implications

From both practical and theoretical perspective, outcome of this research will be considered as a better understanding about the various consumption values and their impact on green products buying intention which will turn into actual purchase decision. The empirical outcome of this research has revealed that most of the constructs of this study such as social and emotional value and green trust have remarkable positive influence on customers purchase intention and green purchase behavior in Bangladesh which may provide a platform for further research. Nowadays, more research on environmentalism and sustainability has been considering emerging economies such as China, India and Vietnam as research platform due to the sheer population size and necessity of ecological behavioral in those countries. The issue that the sample respondents were young and educated groups and were only considered from the Bangladeshi setting makes the application of current results to the whole globe or other Asian countries questionable. However, from an academic point of view, the current study addresses one of the most significant emerging economies in South Asia and offers an avenue of innovative conceptual framework which can be effectively beneficial for the future researchers in compatible with other Asia-Pacific areas. This paper provides a rigorous understanding regarding the consumption Value-Behavioral intention relationship mediated by green trust through empirical findings which suggest that proper adaptation of well-established instruments and research model can be completely customized and applied to the pioneering approaches within the context of global environment and sustainability (Grunert *et al.*, 2011). Overall, the result of the current study will be valuable academicians, business owners and policy makers for the purpose of designing new approaches to green marketing practices in Bangladesh and other Asian countries.

The research findings may also help the organizations to be enabled to design and promote the consumption values of the green products thereby enhancing customers' green product intention as a part of their green lifestyle. From a practical viewpoint, Businesses and organizations should incorporate functional, emotional and social values in their offerings and should also design attractive campaigns to boost customers' environmental awareness, so as to encourage green purchase behavior. The study asserts that



companies around the world should create awareness among the public regarding eco-friendly behavior through their efforts to reduce the exploitation of worlds' resources.

These analyses of the current study will bring a new momentum to the existing diversified studies related to consumers' environmental behavior as shown in the purchase intention of green products in the context of Bangladeshi setting. Government and Organizations should continuously stress the importance of environmental sustainability and encourage green consumption so as to raise public awareness and to involve customers emotionally regarding ecological sustainability.

Limitations of the study and future research

Though the design of the present research was carefully developed to minimize the research gap by addressing the research objectives, the research has encountered few limitations. Therefore, there are several rooms for improvement in this research suggested to future researchers. As the sample of the current study was collected from a specific geographical location (Dhaka), generalizing the findings of the research to a wider context will be questioned. Sample collected from only Dhaka region may not represent the entire Bangladeshi customers; hence, it is suggested to the future researchers to conduct the relevant research by taking bigger sample and covering broader geographic region, in both developing and developed countries. Moreover, the fact of assessing the applicability of the findings to other samples should be considered critically because respondents are mostly the young educated segments who are pursuing their post-graduation degree and examining a more diversified target sample would possibly intensify the validity of the analysis.

Again, in this research, judgmental sampling was applied which may limit the generalizability of the outcome of the study. Future research may extend the scope of the study by considering specific types of green products and selecting customers who are purchasing specific green products and services. Furthermore, in this study, only one mediating variable, green trust, is considered; therefore, there are several scopes to widen the area of the research. Additional research may add more mediating and moderating variables to investigate customers' level of acceptance and involvement with green products and services among a particular group of target market.

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Further reading

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Appendix

Table A1

<i>Label</i>	<i>Measurement items</i>
FV 1	Functional value
FV 2	The green product has consistent quality
FV 3	The green product is designed well
FV 4	The green product has acceptable standard of quality
FV 5	The green products performance is consistent
FV 6	Price of the green product is reasonable
FV 7	The green product offers good value for money
FV 8	The green product is a good product for the price
	The green product is beneficial
SV 1	Social Value
SV 2	Buying the green product would help me to feel acceptable.
SV 3	Purchase of green product may improve the way that I am perceived
SV 4	Purchase green products would make a positive impression on peer groups
SV 5	Buying the green product would make a good impression on other people
SV 6	Purchasing the green products will be perceived as a contribution to the society
SV 7	Buying the green product will help me to gain social approval
SV 8	Consumption of green products will improve the social status
	Purchase of green products will help me to be environmentally concerned
EV 1	Emotional value
EV 2	Buying the green product instead of conventional products would feel like making a good personal contribution to something better
EV 3	Buying the green product instead of conventional products would feel like the morally right thing
	Buying the green product instead of conventional products would make me feel like a better human being
GT 1	Green trust
GT 2	The green product's environmental reputation is generally reliable
GT 3	Environmental performance of the green product is generally dependable
GT 4	The green product's environmental claims are generally trustworthy
GT 5	The Green Product's environmental concern meets your expectations
	The green product keeps promises and commitments for environmental protection
GPI 1	Green Purchase Intention
GPI 2	I intend to purchase green product because of its environmental concern
GPI 3	I expect to purchase this product in the future because of its environmental performance
	Overall, I am glad to purchase this product because it is environmental friendly nature

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