

The Influence of Functional and Green Values on Gen Z Green Product Purchases and Entrepreneurial Opportunities

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ABSTRACT

This paper investigates Generation Z consumers perspective on the functional value related to their green purchase intentions and decisions, with a particular emphasis on the moderating role of green value in green product purchases. **While prior studies** have explored functional and green values independently, this research addresses a critical gap by examining how green value moderates the relationship between functional value and green purchasing behavior, offering new insights into sustainable consumption. **The study** explores how factors such as quality, usability, price, and other indicators of the usefulness of green products influence consumer purchasing behavior and purchase intentions. **The research** focuses on IKEA customers from the Jabodetabek area (Jakarta, Bogor, Depok, Tangerang, Bekasi) and Bandung, gathering **data from 580 respondents**, which was analyzed using **SmartPLS**. **The findings** reveal that functional value directly influences both purchasing intentions and decisions to buy green products. **Additionally**, the study highlights that green value significantly moderates the relationship between functional value and purchasing decisions, acting as a crucial factor that encourages consumers to purchase environmentally friendly products. **These insights** suggest that companies should emphasize both functional and green values to effectively boost consumers intention to purchase green products, particularly among Generation Z.

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1. INTRODUCTION

The consumer consciousness towards degradation of the environment, as an impact of global campaigns for sustainability [1]. Eco-friendliness is promoted as an inseparable part of development that is sustainable, where consumer behavior is distinct for each step in the process of switching to sustainable consumption [2–4]. Noticeable trends with committed engagement toward sustainable social changes and enhanced sensitivity toward ecological challenges [5, 6]. Consequently, consumers perception has become formed to spend money wisely, encouraging green buying proves problematic and requires many consumers who may have opposed motives [1, 7, 8]. There is a growing trend within specific industries toward green strategies [9]. This is primarily due to consumers purchasing behavior, which now focuses on green products [10]. With regard to

development and the changes intended for sustainability, marketing has transformed from being only oriented toward negative impacts to gaining positive impacts as well [11, 12].

Responding to the threats to environmental sustainability, consumers have changed their consumption models, becoming more interested in green products and different consumption patterns [13]. It is particularly encouraging, considering that Gen Z is increasingly interested in green [14]. Generation Z represents a significant market force, comprising 32% of the global population, with growing purchasing power projected to reach \$140 billion annually. Their heightened environmental consciousness is evident in surveys showing that 73% of Gen Z are willing to pay more for sustainable products, underscoring their importance in green product research. Those assigned to Gen Z are people born from 1997 to 2012 [15, 16]. Gen Z is sensitive to their surroundings and cares about their values and self-image; thus, intention factors are highly connected with and affect the purchase decision-making process. There is a great conceptual understanding of sustainability issues. However, consumers actions contradict that understanding [17]. This gap between what consumers say and what they do makes it difficult for sustainable consumption to progress [18]. Consumers have the willingness to buy green products, such well-formed intention is frequently restrained by lifestyle, creating a gap between their intentions and their exhibited actual purchase [19, 20].

Green purchase intentions refer to the consumers possibility and eagerness to make purchasing decisions in choosing an environmentally friendly product rather than a conventional one, especially in the context of the existing markets where the environment is hardly considered in the production operations [21]. Specific alterations in some consumers consumption choices may result in dramatic shifts of consumption patterns towards a more sustainable orientation [22]. Consumers attitudes towards the company and their choices may significantly change sustainability and the environment [17]. Consumers perceive that they are spending on green products that possess ethical value, experience ethical guilt, and are urged to engage in environmentally responsible behavior by purchasing such products [23, 24]. Green products use eco-friendly resources, produce less harmful chemicals, lower emissions, and less waste during life-cycle processes [25].

Understanding the recovery measures investigating the causes of green consumption will help companies and organizations develop a more efficient and timely approach to communicating green products, the decision to purchase them as well as the extension of the green product life [26]. According to [27], it is quite surprising that very few studies have examined how green products affect purchasing behavior. The purchase intention towards a green product is affected by the quality of a green product, the relevant product and its contents information provided, product perception, product guarantee, and consumer protection [28]. Consumers not only emphasize the last step of the purchasing decision, as consumers go through several steps before arriving at such a decision [29, 30].

Value is a significant factor in understanding consumer [31]. Functional value refers to the practical benefits a product offers, such as quality, performance, and cost-effectiveness, while green value encompasses the environmental and ethical benefits perceived by consumers when using eco-friendly products. Benefits comprising functional benefits, use function, aesthetic function, and utility that relate to the functional value for the customer and describes them as a form of additional type of customer value, hence assumed to be a sub-category of customer value [32]. This value has also been termed functional or instrumental; it is a type of which most classifications indicate significant factor [33, 34]. Functional values were considered the primary drivers of the consumers. Green value was positively related to green purchase intention and that the consumers considered a green value in green products [35]. According to [36], green value can be described as the overall performance level of ecological properties offered by the product or service, obtained by comparing the perceived benefits and costs of the product or service considering sustainable development. Green values are put forward first for diffusion because of their high impact on transforming peoples motivations towards more sustainable lifestyles and enhancing society pro-environmental behavioral patterns [37].

In response to customer concerns, firms are focused on reducing sustainable consumption, and some regulations have been implemented. Among other companies in Indonesia, IKEA also places importance on environmental protection. IKEA has a strong relation with SDG 12 (responsible consumption and production) as the company will put its efforts into creating more durable, recyclable, and resource-efficient products as per the design upon which future generations will be supposed to use these products. IKEA has a position on the eco-market as environmentally oriented but always seeking new trends. Furthermore, IKEA may implement SDG 13 by measures minimizing climate change effects all over the value chain. The research also highlights that consumers have some perspectives regarding the choice of entering this market, whereby practical consumers purchase green products. The company has to know what motivates consumers green consumption to

effectively green products and what the elements of green consumption are. For consumers, green value is essential since it clarifies their behavior and encourages them to adopt more sustainable practices, thus enhancing the actions of society toward the environment. Purchasing ethical green products makes consumers feel guilty and motivates them to be socially conscious. Sustainable development advocates eco-friendliness and consumer behavior shifts in line with it.

Green products stimulate the interests of Gen Z progressively more, and their intention factors significantly impact their choice. To enhance Gen Z green purchasing motivation, IKEA should adopt marketing strategies that combine product attributes, including usefulness and environmental benefits. By reinforcing these aspects of functionality and sustainability, IKEA stays focused on SDG 12, appealing to Gen Z consumers with high product quality and low pollution concerns. Companies expected to effectively convey their green products, purchase decisions, and product life extension strategies to begin by exploring the drivers of green consumption. Encouraging functional values, including use, design, and utility, helps shape consumer decisions. Green-value support contextualizes consumer decision, motivates consumers to behave sustainably, and strengthens environmentally friendly efforts [38]. These findings align with broader sustainability initiatives such as mitigating climate change and fostering sustainable innovations. By emphasizing green values, companies not only address environmental challenges but also contribute to global efforts like the Paris Agreement and SDG 13 on climate action. This study examines the relationship between functional value, green purchase intention, and purchase decision with the moderation of green value in IKEA Gen Z consumers who live in Jabodetabek and Bandung.

2. LITERATURE REVIEW

The value of a product as a subjective concept is determined by various factors from the analysis of qualities [39]. Consumers focus more on quality performance, with performance constituting conditions such as stability, among other aspects. Functional value refers to how well a product performs its intended function, its affordability, and its contribution to environmental safety. Supplementary features that enhance the incorporation of additional functions will, within a productive lifespan, increase the opportunities for exploiting new markets, which is essential for the products existence [35]. Functional value represents the ability of a product to meet consumer needs effectively through its performance and added features. The quality of green product is one attribute that is most likely to be ignored and compromised [40]. Consumers achieve value in the sense that they select products whose functional characteristics are organized in line with the functionality of those products [32]. This value relates to the extent to which a product or a service has the desirable attributes, usefulness, and functional benefits [41].

2.1. Green Purchase Intention

Green purchase intention is the probability that consumers would buy products or services with reduced environmental impacts. Green purchase intention indicates the consumer to adopt eco-friendly practices and make green purchases. Furthermore, green purchase intention is an example of pro-environmental consumerism because green products are eco-friendly in that the product design and features help to reduce or entirely do away with wastage of energy or other non-renewable resources as well as the emission of pollutants, toxic wastes, and harmful chemicals yet fulfilling the needs of the consumers. The concept of green purchasing intention helps customers to appreciate and adopt the practice of purchasing products and services that are environmentally friendly. Green purchase intentions refer to consumers willingness to buy products, considering the degree of ecological damage these products cause. Recently, there have been studies on the intentions of green purchasing in developing and developed countries about the excessive use of green commodities. Prior studies have presented several studies which aim to identify what factors influence consumers intention to practice green [1].

H1: Functional value influence green purchase intention.

2.2. Purchase Decision

The concept of consumer decision-making mainly concerns utility maximization by consumers. Consumers also respond to purchase decisions about the challenges to environmental responsibilities. It is described as the likelihood and willingness of an individual to acquire environmentally compatible products and green purchasing. Thus, to promote green products, consumers preferences and decision-making must be considered. Purchase decision is a fundamental psychological process important in understanding consumers buying

activities [42]. Reasonably general procedure that a consumer is expected to adhere to when making a purchase decision. Consumer decision is not confined to the act of purchasing, it extends to the point where the acquisition becomes an experience with the object. Purchase decisions depend on consumers environmental concerns and preference for green products. Sustainable decisions made by consumers go beyond short-term direct benefits to the individuals making them but also have a continuous positive impact on society and the environment [27].

Purchase intention is the most critical factor that leads to environmentally friendly purchasing behavior. Intention of consumers or how willing they are to carry out a particular task, is deemed significant in the occurrence of actual behavior, thus making it possible to predict actual behavior. Businesses have changed their approach and now respond to green consumption decisions by adopting and promoting sustainable practices as they impact both the environment and customer preferences. Previous studies indicate that the functional benefits of green products are strong enough to affect the consumers decision to accept green products [21]. Green products and their traditional counterparts can operate all necessary general functions yet have less environmental impact during the entire lifecycle of the product [43, 44].

H2: Functional value influence purchase decision.

H3: Green purchase intention influence purchase decision.

H4: Green purchase intention as the mediator between functional value influence purchase decision.

2.3. Green Value

With consumers becoming more ecologically responsible in society, there are changes in the self-concept and culture [10]. Green value has been defined by [21] as an assessment of environmentally benign and sustainable products by consumers from an overall perspective. The perception of green value and the following green attitude lead to the purchase intentions of green products and their intention to revisit. Green value is the summation of various attributes of environmentally appealing products. Some previous studies have reported a positive correlation between green purchasing and the views that ecological product usage in waste and resource reduction and environmental enhancement. It is also necessary to apply green values to understand consumers behavior [45]. Similarly, a positive and significant relationship exists between green purchase with green value and the purchase intention of green products, as the latter influences the former tendency to purchase green products. Furthermore, [46] studied the influencing factor of consumer green value, which is also a consumer pull toward purchasing green products. Further details are presented in the literature review regarding conceptual values against which the ethics of consumers purchasing decisions toward green products.

H5: Green value as the moderation between functional value influence purchase decision.

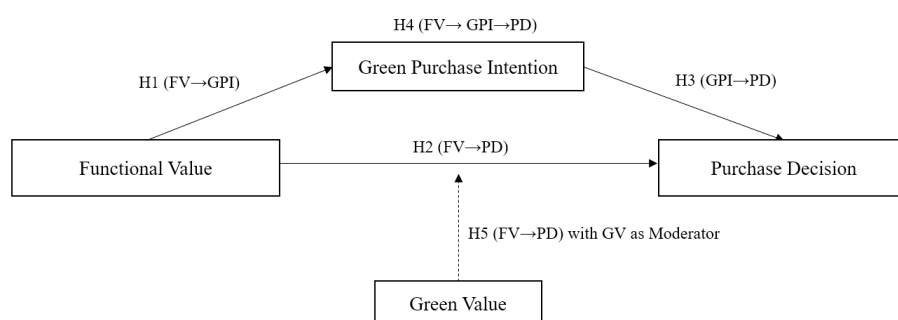


Figure 1. Research Framework

This study examines the relationships of functional value, its influence on purchase intention, and the moderating role of green value on purchase intention (see Figure 1). Hypotheses as part of research are categorized into three types according to their investigation into direct, mediating, or moderating relationships. Direct relationships indicate the connection between two variables, while mediating hypotheses consider green purchase intention as a mediator between functional value and purchase decision. For moderating hypotheses,

the objective is to assess how green value influences the relationship between functional value and purchase decisions.

These insights underscore the critical role of functional and green values in shaping green purchasing behavior. They highlight the importance of understanding not just the direct effects of functional value but also the interactive role of green value in enhancing consumer decisions. The following methodology section outlines the empirical approach used to examine these relationships, employing SmartPLS to analyze data from Gen Z consumers in the Jabodetabek area and Bandung. This approach ensures a robust examination of the proposed hypotheses and provides actionable insights into sustainable consumption behaviors.

3. RESEARCH METHOD

Purposive sampling focuses on a specific group of respondents based on the parameters associated with the functional benefits of green products, green purchase intention, and purchasing decisions. The purposive sampling method was chosen to ensure representation of Gen Z IKEA consumers in urban areas. Ethical considerations included informed consent from participants and ensuring data confidentiality. Limitations include potential biases due to self-reported data and the exclusion of rural populations. We selected SmartPLS (Partial Least Squares Structural Equation Modeling) due to its ability to model complex relationships and handle smaller sample sizes effectively. Compared to covariance-based SEM, SmartPLS is particularly suited for exploratory research, where the goal is to test theoretical models with predictive relevance rather than confirmatory analyses. Additionally, SmartPLS allows for greater flexibility in handling non-normal data and smaller sample sizes, which makes it an ideal choice for our study of 580 respondents. The technique is also effective in estimating path models, which is critical for understanding the interactions between functional value and green value in green product purchasing decisions.

We applied purposive sampling to target IKEA consumers aged 17 and above in the regions of Jabodetabek and Bandung, as these respondents were considered particularly relevant to understanding the factors influencing green product purchasing behavior. The study highlights the necessity for consumers to have an adequate degree of independence in their selections, particularly among this demographic when purchasing green products. Model fit was assessed using several criteria, including R^2 for explaining variance, Goodness-of-Fit (GoF), and predictive relevance (Q^2). These criteria indicate that the model fit is robust, with R^2 values above 0.6 for key constructs, confirming the models strong predictive capability and its appropriateness for this study. Furthermore, we also evaluated the models validity by examining the Composite Reliability (CR) and Average Variance Extracted (AVE) to ensure that the constructs are well-represented and that the model is reliable. These measures confirm that our model fits the data well and supports the validity of our findings.

4. RESULT AND DISCUSSION

The study analyzed 580 respondents Table 1, revealing a predominantly female population, indicating higher engagement in purchasing green products. The majority had completed senior high school education. The majority were students, indicating that younger, more educated individuals were engaged in the study. Most respondents (47.24%) lived in Jakarta, indicating an urban attitude and lifestyle. The results indicated that 71.21% of respondents received local incomes below IDR 5,000,000 per month, signifying a predominance of low-income earners. This demographic data supports comprehending the tendencies and development of the Gen Z.

Table 1. Descriptive Analysis

Gender Data Profile Questionnaire	Man	125	21,55%
	Woman	455	78,45%
Education	Diploma	21	3,62%
	Junior High School	6	1,03%
	Others	10	1,72%
	Post Graduate	31	5,34%
	Senior High	324	55,86%
	Undergraduate	188	32,41%

Professional Occupation	Civil Servant	3	0,52%
	Employee	164	28,28%
	Entrepreneur	22	3,79%
	Student	343	59,14%
	Others	48	8,28%
Location	Bandung	101	17,41%
	Bekasi	50	8,62%
	Bogor	58	10,00%
	Depok	25	4,31%
	Jakarta	274	47,24%
	Tangerang	72	12,41%
Income	Less than IDR 5.000.000	413	71,21%
	IDR 5.000.000-10.000.000	131	22,59%
	IDR 10.000.000-20.000.000	32	5,52%
	More than IDR 20.000.000	4	0,69%

4.1. Reliability and Validity

The research model is adequate and appropriate based on this study's reliability and validity. Reliability and validity analysis were done using SmartPLS, software used in Partial Least Squares Structural Equation Modeling (PLS-SEM). The study findings indicated that the measurement model fulfilled the statistical requirements for executing the constructs. The assessed relationships and the corresponding latent variables were the factor loadings, which came under analysis. All factor loadings that exceeded the threshold of 0.7, as marked in the Table 2, were proved to be strong correlations, so every single item thoroughly assessed the particular construct in question. This implies that the items that were investigated are relevant to the model and the accurate measurement of the respective constructs.

Table 2. Reliability and Validity

Variables and Measurement Items		Factor Loading	Cronbach Alpha	Composite Reliability (CR)	Average Variance Extracted (AVE)
Functional Value					
FV1	The product quality is consistent.	0.862	0.962	0.967	0.726
FV2	Proper product design.	0.807			
FV3	Consider public-acceptable quality standards.	0.832			
FV4	Products perform consistently.	0.852			
FV5	Product prices are reasonable.	0.792			
FV6	Price indicates product quality.	0.873			
FV7	Product prices are suitable for green products.	0.865			
FV8	Socially and environmentally friendly advantages.	0.866			
FV9	Consider eco-friendly products reliable.	0.875			
FV10	Productperformance is excellent.	0.891			
FV11	Product quality is acceptable.	0.853			
Green Purchase Intention					
GPI1	Think about going more environmentally friendly.	0.848	0.909	0.933	0.736
GPI2	Choose eco-friendly products to reduce pollution.	0.889			

GPI3	Buy eco-friendly products to reduce environmental damage.	0.871	0.953	0.961	0.780
GPI4	Switch to greener products to protect the environment.	0.893			
GPI5	Willing to buy the products.	0.782			
Green Value					
GV1	Products environmental benefits are greater than their cost.	0.851	0.953	0.961	0.780
GV2	Environmentally friendly products are considered to be better.	0.874			
GV3	Products compromise the environment more than conventional.	0.868			
GV4	Trying to lower the pollution level.	0.884			
GV5	Trying to preserve nature and balance by protecting other species.	0.909			
GV6	Natural preservation of resources.	0.901			
GV7	Supports environmental protection.	0.894			
Purchase Decision			0.917	0.934	0.668
PD1	Choose green products over others.	0.833			
PD2	Accept higher prices for products.	0.800			
PD3	Will inform my relatives about the products.	0.767			
PD4	Purchase products to protect the environment.	0.841			
PD5	Purchase products to support the company.	0.827			
PD6	Being willing to pay more for products.	0.836			
PD7	Buy recycled products along with packaging.	0.813			

Cronbach alpha and composite reliability values to measure the internal consistency of the values reported. Cronbach alpha, which is more than 0.7, indicates there is consistency in the measures in one construct used to evaluate a single concept. Composite reliability values have also been noted to be beyond the distinct cut-off value of 0.7, which provides further reliability to the data by ensuring that the constructs have adequate internal consistency. The validity assessment, which is the AVE, as shown in Table 2, was also done. This suggests that such latent variables account for over half of the changes in their indicators, which means that the model possesses convergent validity. Therefore, this implies that the items can adequately measure the underlying constructs intended to be measured.

Table 3. HTMT Matrix and Fornell Lacker Criterion

	FV	GPI	GV	PD	GV x FV
FV	0.852	0.806	0.794	0.754	
GPI	0.855	0.858	0.770	0.794	
GV	0.826	0.824	0.883	0.743	
PD	0.797	0.863	0.793	0.817	
GV x FV	0.593	0.467	0.397	0.312	

The measurement of the constructs was ensured by testing the discriminant validity of the constructs by determining the Heterotrait-Monotrait (HTMT) ratio and the Fornell-Larcker criterion to ensure that the constructs are not related. HTMT scores were lower than the acceptable 0.9 cutoff value, and Fornell-Larckers model showed that the correlation of constructs with other constructs was less than the square root of the AVE of the particular construct. This means that the model has also demonstrated good discriminant validity Table 1.

4.2. Path Analysis

The path analysis results presented in Table 4 (see Figure 2), guided by the research hypotheses, examine the research findings. The coefficient of H1 is 0.806, while its t-value of 36.815 shows that functional value

has a strong and statistically significant effect on green purchase intention. This indicates that improvements in product functionality directly enhance consumers likelihood to consider buying green products. In practical terms, emphasizing functional attributes such as quality, usability, and affordability can significantly increase green purchase intention among Gen Z consumers.

Table 4. Path Analysis

	Path coefficients	T-Value	P Value	Conclusion
H1: FV → GPI	0.806	36.815	0.000	Support
H2: FV → PD	0.333	4.800	0.000	Support
H3: GPI → PD	0.448	7.075	0.000	Support
H4: FV → GPI → PD	0.361	6.719	0.000	Support
H5: FV → PD (Mod GV)	0.118	5.570	0.000	Support

The evaluation of H2 is used to understand the importance of functional value and the purchasing decision. The accepted H2 is indicated in detail since the path coefficient = 0.333 and T-Value = 4.800, which was established in the previous study. This further confirmed the functional value of purchasing. This finding supports the perception that functional value enhancement increases the purchase decision.

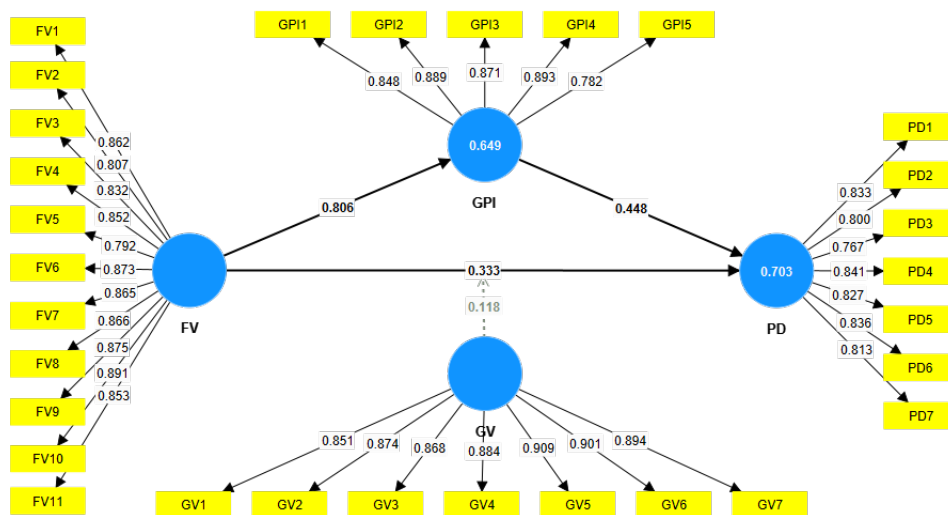


Figure 2. Path Analysis

The results analysis for H3 stated the relationship between green purchase intention and purchase decision. The research outcomes recorded a path coefficient of 0.448 and a T-Value of 7.075, which indicates how green purchase intention enhances the purchase decision. This suggests that the necessary steps must be taken to develop a stronger green purchase intention, which enhances the overall purchasing process. H4 investigates the effects of the mediation of green purchase intention between functional value and purchase decision. The relationship analysis indicated that the relationship encompasses a green purchase intention variable with a p-value of 0.361 (T-Value=6.719). This finding proposes that when consumers intend to purchase some green products, they are also likely to pursue such products functional values and possibly have positive green purchasing intentions when making purchase decisions.

The examination of H5 aimed at determining the impact of functional value and purchase decisions simultaneously, taking into account the effect of green value, which was positioned as a moderator. In this study, it was postulated that the path coefficients were estimated at 0.118 at a t-statistic of 5.57. Because of that, it means that green value were enhanced to create purchase decisions.

5. MANAGERIAL IMPLICATIONS

This research contributes to the literature on green consumer behavior by examining the functional benefits of green products to improve understanding of the factors influencing future purchase intentions and

buying behavior. The literature concerning green products emphasizes environmental considerations. In addition, this study clearly defined the aspects of green products that contributed to heightened purchase intention. The findings suggest that the functional attributes of green products influence consumer behavior, as opposed to the assumption that green purchasing is mainly driven by the desire to be environmentally responsible. Previous studies have regarded green values as a direct sequence of customers influencing their purchasing decisions. This study indicates that green values serve not only as functional value supplements but also as enablers of purchasing decisions. Green value helps explain why consumers choose eco-friendly products, showing its role in bridging individual preferences and broader environmental goals.

Nevertheless, consumer perceptions of functional attributes increase their purchase intention, meaning that functional arrays are practical components of any framework that explains eco-friendly purchasing behavior. This finding is relevant for developing marketing approaches and studying consumer behavior from the sustainability perspective. The results inform the developing discipline of environmental psychology by clarifying the role of green values in purchase decision-making. This conceptual contribution concentrates mainly on the interplay between the internal consumer concern of green value and the external consideration of functional value from green product drives that explain the phenomenon of green purchases. In addition, this insight also aims to fill the intention gap with actual action in the younger generation. This finding suggests that products considered to perform their function Gen Z considers both functional aspects and environmental contributions are also considered to contribute to the decision to be in charge.

5.1. Practical Implications

This study suggests green product marketers emphasize functional benefits alongside environmental aspects to appeal to Gen Z. Eco-friendly materials, reduced carbon footprints, and sustainable logistics resonate with this generation. Green products should be reliable, durable, and efficient. IKEA could enhance product descriptions by detailing material sources, durability, and care instructions. Industries like electronics could focus on energy efficiency and recyclability, while fashion could highlight sustainable sourcing and biodegradable packaging. Digital campaigns targeting Gen Z should emphasize product functionality and environmental benefits, aligning with their priorities and enhancing engagement. Segmenting markets based on environmental attributes can further improve communication with eco-conscious consumers.

Green products must perform reliably to meet consumer needs. For local SMEs, green marketing strategies tailored to Gen Z could focus on community based initiatives and handcrafted, sustainable products. Collaborations with influencers can help amplify eco-friendly credentials. Green products should match or exceed the quality of standard products, prioritizing improvements in quality, ease of use, and longevity without sacrificing sustainability. Clear packaging with certifications, sustainability credentials, and key functional attributes such as energy efficiency and durability can address concerns about performance and attract more consumers.

5.2. Role Models Matter

Leaders who walk the talk by showing empathy and commitment inspire their teams to be proactive and creative. A culture of servant leadership not only motivates employees but also encourages them to take initiative, keeping your organization ahead of the curve.

6. CONCLUSION

The intricate connection between purchase intention, green value, and purchase decisions among Gen Z presents a significant challenge for businesses aiming to remain relevant in this market segment. As a generation that prioritizes environmental concerns, Gen Z consumers increasingly value sustainability practices and compatibility in their purchasing decisions. Green value recognition plays a crucial role in shaping their intention to purchase and supports their preference for environmentally friendly products. Future research could investigate generational differences to uncover unique motivations and barriers across age groups in adopting green purchasing behaviors. Exploring cross-cultural differences, both globally and within Indonesia diverse regions, could reveal how societal values and norms shape green purchasing behaviors. These insights would enable businesses to design more tailored and globally relevant sustainability strategies, providing a comprehensive understanding of sustainable consumption practices.

Future studies should explore strategies to enhance the impact of green value, particularly the link between intention and action. Demographic and cultural factors, such as age, income, and education, as well

as cross-cultural differences, could provide insights into how consumers adopt green purchasing behaviors. Research could also examine how consumers perceive functional benefits across diverse contexts. IKEA should target Gen Z through expanded digital marketing, leveraging digital influencers and technopreneurs to promote green products and educate on climate change. Engaging content, such as informative campaigns on green products, can appeal to tech-savvy Gen Z better than traditional ads. Gen Z, as digital natives, can drive sustainable consumption. Partnering with young technopreneurs offers opportunities for creative promotion of green products. Tailored marketing strategies for different product categories electronics, apparel, or food can further boost eco-friendly sales across markets.

7. DECLARATIONS

7.1. About Authors

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7.2. Author Contributions

Conceptualization: WS, RH, and TG; Methodology: WS; Software: WS; Validation: WS; Formal Analysis: WS, RH, and TG; Investigation: WS, RH, and TG; Resources: WS; Data Curation: WS; Writing Original Draft Preparation: WS and RH; Writing Review and Editing: WS, RH, and TG; Visualization: WS; All authors, WS, RH, and TG, have read and agreed to the published version of the manuscript.

7.3. Data Availability Statement

The data presented in this study are available on request from the corresponding author.

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7.5. Declaration of Conflicting Interest

The authors declare that they have no conflicts of interest, known competing financial interests, or personal relationships that could have influenced the work reported in this paper.

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