



Antecedents of Gen Z Purchase Decision at Starbucks; Extending Theory of Consumption Value with Environmental Value

Hasyim Halid Al Idrus¹, Muh. Ashoer², Moh. Zulkifli Murfat³, Jafar Basalamah⁴

¹Undergraduate program, Universitas Muslim Indonesia, Makassar, Indonesia

^{2,3,4}Fakultas Ekonomi dan Bisnis, Universitas Muslim Indonesia, Makassar

hasyim.alidrus08@gmail.com

Abstract. This study grounding on consumption value theory to examine the relationship between consumption values (functional, emotional, social, and environmental) and purchase decisions among milenials consumers in Indonesia. This study employs a quantitative research approach for the purpose of gathering dependable and precise data. The survey method was used, a sample of 100 Generation Z consumers who had made purchases at Starbucks was identified for testing and also using structural equation modeling (SEM) for data analysis. The research findings indicate that four key variables (Functional Value, Emotional Value, Social Value, and Environmental Value) have a significant impact on Purchase Decisions. The study's findings also have managerial implications related to environmental values, shedding light on how businesses can shape consumer preferences and buying choices by adopting sustainable and eco-friendly practices. This study extends the theoretical framework of consumption value theory, broadening its applicability across diverse contexts, particularly within the realm of services.

Keywords: Functional value, Emotional value, social value, Environmental Value, Purchase decision

1 Introduction

There are many strategies for doing business with social goals, which do not always require us to prioritize goals. Especially in the today era technology can enable manufacturers to be able to produce better products and in accordance with consumer needs (1). This is an added value to the product, of course, and can affect consumer choices. In addition, consumer awareness of how to choose environmentally friendly products also affects the value of consumption (2). The emergence of attention to the environment and health makes consumers prefer products that have environmental care values (3). The value of consumption is the growing human needs and human awareness of social and environmental responsibility in consuming (4). Therefore,

© The Author(s) 2024

A. Patunru et al. (eds.), *Proceedings of the 8th International Conference on Accounting, Management, and Economics (ICAME 2023)*, Advances in Economics, Business and Management Research 279,

https://doi.org/10.2991/978-94-6463-400-6_19

Environmental values refer to the attitudes, morals, and ethics applied by humans to the surrounding environment (6). Through understanding and respect for the environment, consumers can develop an environmentally friendly attitude in every action and decision taken in everyday life (7). For example, the value of the environment can be reflected in the actions of humans who choose to use renewable energy such as solar, wind, or water in their daily activities. In addition, environmental value can also be seen when consumption chooses to dispose of waste in its place, does not use private vehicles excessively, and maintains the surrounding biodiversity (8). In building environmental value, consumers also need to understand the importance of maintaining environmental balance in order to survive and be sustainable in the long term (9). Therefore, the development of environmental values is key to ensuring that the environment is maintained and can be enjoyed by future generations. Environmental values become important in consumer behavior because humans must be responsible for the impact of the product that they consume on the environment (3). Environmental values in consumer behavior have a great influence on the choice of products. Consumers who have environmental awareness and other values related to the environment will prefer environmentally friendly products over products that are not environmentally friendly (10). This is important to do to preserve the environment as well as help reduce the negative impact of human production on the environment.

One of the problems with increasing coffee consumption in the community is the potential for increasing amounts of plastic waste from coffee drink cups. Starbucks, an international company engaged in the coffee shop retail business, realizes the importance of environmentally caring behavior to preserve the earth. This prompted Starbucks Indonesia to produce such tumblers and Reusable Cups. Starbucks has launched several initiatives to reduce the environmental impact of disposable cups. In 2008, Starbucks launched a new plastic cup that is more environmentally friendly than the previous plastic cup. Starbucks is dedicated to taking additional measures and consistently exploring innovative approaches to minimize environmental impact caused by their disposable cups and packaging.

Consumption Value Theory used in this study only three values out of five values that have been described by (11) with additional environmental values. Consequently, this study utilized four constructs related to consumption values: functional, emotional, social, and environmental. However, the remaining two values, namely epistemic and conditional, were not employed in the research. Functional value is measured for consumer perceptions of product price and quality (12). Social value refers to the assessment of usefulness for consumers, shaped by the opinions of their peers. Emotional value pertains to the satisfaction and pleasure experienced by consumers when utilizing or consuming specific goods (4). Environmental value is a belief towards the environment is closely related in the formation of attitudes to protect the environment (13). Hence, the theory is formulated to enhance comprehension of consumer decision-making patterns and support practitioners, policymakers, and academic researchers in identifying the factors that drive specific choices (14). If consumers are satisfied with feeling the consumption values of environmentally friendly products, then consumers will buy back environmentally

friendly products. Studies analyzing eco-friendly consumers will continue to be interesting as environmental awareness. Therefore, this study seeks to examine antecedents of Gen Z Purchasing Decision at Starbucks.

2 Theoretical Background and Hypothesis Development

2.1 Functional value and purchase decision

At present, extensive research is being conducted on sustainable consumption behavior. However, a considerable number of studies have primarily centered on the procurement of eco-friendly products as an expression of environmental awareness, leaving other aspects relatively unexplored (15). Moreover, social value and financial responsibility are not considered in these studies. In recent times, various research efforts have expanded their focus to encompass sustainable consumer behavior from multiple perspectives. These studies have recognized that it extends beyond merely adopting environmentally friendly consumption practices (16). In addition, the study covers moral and financial responsibility for consumer behavior (14). The way buyers perceive a product plays a crucial role in their decision-making, as it influences whether the item aligns with their values related to its price, quality, durability, consistency, performance, excellence, and reliability (6). It is considered a significant factor influencing customers' decision-making behavior when choosing environmentally friendly products (17). (17) characterize functional value (FV) as real efficiency gained through functionality, practicality, or the ability to implement options tangibly. (18) see FV as the effectiveness achieved by the item because it impacts the value of the product in the long and short term (7). The assessment of that value is based on logical outcomes derived from the buyer segment. Consumers amalgamate these values to evaluate a range of economically viable products that facilitate their purchases. The common assumption is that savvy shoppers aim to achieve maximum benefits at the lowest possible cost (19); (20).

Sustainable consumption involves incorporating sustainability aspects, including social, economic, and environmental considerations, into the value of a product. The perceived value of a product influences consumers' sustainable choices, with FV representing the product's performance through enhanced functionality such as price, quality, and features. In the realm of product design, a higher FV enhances the likelihood of consumer acquisition. Existing research emphasizing the significance of FV indicates that the extent of buyers' sustainable consumption is closely linked to the products' value. (21). Indeed, FV plays an important role in driving consumer purchasing decisions. These functional values help Starbucks to build a strong brand and win customer trust. By maintaining product quality and providing good customer service, Starbucks creates a satisfying coffee experience for their customers. Therefore;

H1: Functional value has a significant effect on purchase decision

2.2 Social value and purchase decision

Social Value (SV) evaluates the comprehension of efficacy derived from interactions within social events. The significance of social influence plays a crucial role in shaping consumer decision-making (17). Therefore, the concept of value differentiation is clarified by the perceived excellence of a decision based on its image and the symbolic significance attached to it, distinct from the intersection of financial, monetary, and sociocultural references (22). Social values represent a distinct understanding of the collective mindset and anticipated consumer behavior. As a result, policymakers must grasp the trends in social conduct and predict shifts in individual behavior, such as those pertaining to energy consumption (23,24). In the modern era, individuals increasingly articulate their identity within society by seeking validation to embrace values that enhance their social standing. Consequently, this emerging trend motivates them to participate in buying patterns that communicate their societal role. Sustainable consumption is facilitated through the pursuit of social value. To illustrate, the heightened social value prompts consumers to choose organic products, leading to a surge in demand for such items. Research underscores the significant influence of social value in steering sustainable consumer behavior (25). By implementing these social values, Starbucks wants to make a positive contribution to society and the environment in which it operates. They strive to be a responsible force in the community and drive positive change. Hence, it was assumed that:

H2: Social value has a significant effect on purchase decision.

2.3 Emotional Value and Purchase Decisions

Emotional value is an outward expression that indicates a personal capacity to evoke sentiment before a sensational state (17). Merchandise and ventures are often strongly associated with emotional reactions. Unlike the other measures, this step includes segments that can be served and pampered (18) The importance of this aspect is clearly seen in the statement of (26). Mackay explained that desire for a product or service is a blend of rational and emotional factors, and these emotions play a role in every purchasing decision. Consumers, who perceive their actions as impacting market dynamics, make decisions guided by Emotional Market Value (EMV). Specifically, this research demonstrates that EMV is evident in the consumer experience, thereby promoting sustainable consumption behavior. As per (27) when buyers buy environmentally friendly goods, the impact of EMV is much stronger than the benefits of FV. Thanks to the use of eco-friendly products, customers feel warm prosperity due to the ethical fulfillment achieved by helping the Earth. Therefore, understanding this relationship provides important insights for marketers to emphasize the EMV of eco-friendly buying (28). By applying these emotional values, Starbucks wants to create a unique and enjoyable experience for their customers. They want to be more than just a place to buy coffee, but also a place to create memories and build meaningful relationships. Therefore, we posit that:

H3: Emotional value has a significant effect on purchase decision.

2.4 Environmental value and Purchase decisions

Environmental problems that have surfaced in recent decades have given rise to environmentally friendly behavior (29). The objective of comprehending environmentally conscious products is to assess their influence on the environment through comparative assumptions. Additionally, the aim of products designed with environmental friendliness in mind is to safeguard the Earth's ecological surroundings (30). EVs involve a series of concepts on environmental issues, such as reaching a limited global population, and the relationship between the environment and growth. Because an emotional element is involved in their view of the problem, customers adapt utilization techniques and practice environmental safety (31). A personal sense of necessity for natural prevention and a sense of personal responsibility will enable eco-friendly purchasing (32).

Value has become a key driver of consumer behavior today. Over the past few decades, consumers have tended to buy products that are not harmful to the environment. Indeed, these ecological beliefs of modern consumers have led them to buy products that represent their perceived eco-friendly characteristic values. In particular, EVs ensure that their products have the ability to manage environmental issues. In explaining this idea, research shows that EVs are changing consumer behavior by increasing their interest in eco-friendly products (33). By implementing these environmental values, Starbucks wants to be socially responsible and play an active role in maintaining the sustainability of the planet. They are committed to being an environmentally responsible company and inspiring others to play a role in safeguarding our environment. Therefore, the hypothesis is formulated as follow:

H4: Environmental value has a significant effect on purchase decision

3 Method

This study employs a quantitative research approach for the purpose of gathering dependable and precise data. To achieve this, an online questionnaire is utilized as the survey method, primarily because it enables the uniform collection of quantitative data. This uniformity ensures that the data remains internally coherent and comprehensible for subsequent analysis using structural equation modeling (SEM).

The research focused on Generation Z consumers born between 1997 and 2012 who had visited Starbucks locations. Given the extensive size of this population and the difficulty in identifying all its members, the study employed a non-probability sampling method, specifically Snowball Sampling. This approach involved starting with a single sample and then expanding by identifying others meeting the criteria. The criteria for inclusion in this research were individuals who had bought items at Starbucks, had encountered the researcher during the study, and consented to be sources of data. To gather data, Google Forms through GoogleDrive was utilized,

following expert recommendations for social science research (34). The online questionnaire (e-form) link was directly shared with Starbucks customers in Makassar City while ensuring the privacy and anonymity of the respondents. Data collection took place over two months, spanning from September to October 2023. After thorough verification, a sample of 100 Generation Z consumers who had made purchases at Starbucks was identified for testing.

We examined all formulated hypotheses by employing Structural Equation Modeling (SEM). We conducted a two-step analytical process utilizing Smart-PLS 3.0. SEM was chosen as the appropriate statistical method for this study due to its capability to manage intricate models with numerous variables or constructs, enabling the testing of mediation or moderation relationships, as explained by (35). Furthermore, this study aims to assess a theoretical framework from a predictive standpoint, which validates the application of PLS-SEM by generating novel insights both within and beyond the study sample, as suggested by (36).

The online survey consists of two sections. In the first part (Part A), we aim to gather demographic details from respondents, including information such as their gender, age, university affiliation, spending habits, and the frequency of their visits to Starbucks each month. Moving on to Part B, it encompasses underlying concepts derived from the theoretical attributes of Functional Value, Emotional Value, Social Value, Environmental Value, and Purchase Decision. These constructs have been adapted and adjusted based on prior research findings. All the questions in this survey employ a five-point Likert scale, where 1 indicates “Strongly Disagree”, 2 represents “Disagree”, 3 stands for “Somewhat Agree”, 4 signifies “Agree,” and 5 reflects “Strongly Agree.”

4 Research Findings

4.1 Respondent

Table 1 outlines the key attributes of the participants in this research, specifically students who frequented Starbucks establishments in Makassar City. The initial category is gender, with the majority of respondents being women, constituting 63.0%, while men make up 37.0%. Concerning age, the majority of student respondents fell within the 20-21 age range (4th Year), accounting for 50.0%, with 19-20 (3rd Year) making up 29.0%. Regarding their respective universities, the respondents included students from Ciputra University (18.0%), Indonesian Muslim University (17.0%), Alauddin University (15.0%), Makassar State University (14.0%), and various other campuses at 23.0%. Additionally, the largest monthly expense for respondents was in the range of 3 - 5 million/month (41.0%), followed by 1 - 3 million/month (31.0%). To conclude, nearly all students visited Starbucks between 1 and 3 times, accounting for 88.0% of the total.

Table 1. Characteristics of respondents (N=100)

Categories	Demographic	F	Percentage
Gender	Male	37	37,0%
	Female	63	63,0%
Age	17-18	7	7,0%
	18-19	14	14,0%
	19-20	29	29,0%
	20-21	50	50,0%
University	Universitas Hasanuddin	5	5,0%
	Universitas Islam Alauddin	15	15,0%
	Universitas Negeri Makassar	14	14,0%
	Universitas Muslim Indonesia	17	17,0%
	Universitas Muhammadiyah Makassar	8	8,0%
	Universitas Ciputra Makassar	18	18,0%
	Etc	23	23,0%
Expenditure	< 1 Million/ Month	8	8,0%
	1 - 3 Million/Month	31	31,0%
	3 - 5 Million /Month	41	41,0%
	> 5 Million /Month	20	20,0%
How many times you visit Starbucks per month	Once	40	40,0%
	1 - 3 times	48	48,0%
	More than 3 times	12	12,0%

4.2 Outer Model Assessment

The initial phase of appraising PLS-SEM outcomes entails evaluating the measurement model, specifically, the component of the SEM model that delineates the link between latent variables and their respective indicators (Garson, 2016). To start this process, the first step focuses on scrutinizing the reflective measurement model, which involves examining the indicator loadings (loading factors). In this step, it is crucial that all measurement items yield test results with values exceeding 0.7, indicating their suitability for measuring the associated variable. Subsequently, the second step involves gauging the reliability of internal consistency, as evidenced by Composite Reliability (CR) and Cronbach Alpha (CA) values. Analyzing the processed data reveals that all variables exhibit CR and CA values exceeding 0.7, meeting the reliability criteria. Moving on, the third step involves evaluating

convergent validity by assessing the Average Variance Extracted (AVE) value for all items within each construct. All AVE values surpass 0.5, thereby confirming that the AVE criteria are satisfied. Lastly, the fourth step entails verifying discriminant validity through the Fornell-Larcker criteria. The test results show that the AVE root for all constructs exceeds the squared correlation with other constructs, thus confirming the presence of discriminant validity. Detailed results of the outer model assessment are provided in Tables 1 and 2.

Table 2. Measurement model

Variables	Items	Loadings	C.A.	C.R.	AVE
FV	Starbucks offers reasonably priced items.	0.811	0.831	0.843	0.673
	Starbucks maintains satisfactory quality standards.	0.854			
	Starbucks delivers a satisfactory level of quality.	0.842			
	Starbucks menyajikan minuman yang menarik.	0.862			
	Starbucks provides customers with a unique flavor experience.	0.875			
EV	Starbucks has the ability to leave customers satisfied and content after their visit.	0.834	0.821	0.781	0.604
	Starbucks has the capability to ignite a sense of excitement in customers when they think about visiting.	0.862			
	Starbucks provides excellent customer service.	0.804			
	Starbucks provides convenience for its customers.	0.859			
	Customer satisfaction is always a top priority for Starbucks.	0.786			
SV	Starbucks has the potential to enhance consumers' self-perception.	0.791	0.888	0.734	0.661
	Starbucks can amplify self-expression when interacting with others.	0.836			
	Starbucks has the potential to enhance customers' lifestyles.	0.842			
	The Starbucks brand is already widely recognized by the public.	0.888			
	Starbucks cultivates an image of being a socially responsible company.	0.827			
EV	Starbucks takes measures to mitigate	0.715	0.727	0.720	0.625

	environmental pollution.						
	Starbucks is committed to environmental protection.	0.853					
	Starbucks shows respect for nature.	0.844					
	Starbucks reduces its plastic usage.	0.825					
	Starbucks minimizes waste.	0.764					
	I will revisit Starbucks.	0.839	0.801	0.803	0.639		
	Desire to buy products from Starbucks.	0.879					
PD	Maintaining a continued interest in making purchases at Starbucks despite the emergence of numerous competitors in the coffee shop industry.	0.765					
	Starbucks products have an impact on my buying decisions.	0.774					

Source: Output SmartPLS 3.0

FV: Functional Value; EV: Emotional Value; SC: Social Value; EV: Enviromental Value; PD: Purchase Decision

Table 3. Validity criteria- Fornell-Larcker

	Mean	Standard Deviation	FV	EV	SV	EV	PD
FV	3.76	0.77	0.820				
EV	3.71	0.65	0.697	0.777			
SV	3.74	0.63	0.628	0.671	0.813		
EV	3.79	0.57	0.581	0.598	0.641	0.790	
PD	3.88	0.68	0.544	0.519	0.581	0.589	0.799

Notes. Square roots of Average Variances Extracted (AVEs) are shown diagonally (in bold).

FV: Functional Value; EV: Emotional Value; SC: Social value; EV: Enviromental Value; PD: Purchase Decision

Table 4. Hypothesis Testing

H	Direct Effect	Std. β	Std. Error	T-value	P-value	Decision
H1	FV → PD	0,31	0,098	3,163	0,002	Signifikan
H2	EV → PD	0,346	0,092	3,761	0,000	Signifikan

H3	SV → PD	0,377	0,086	4,384	0,000	Signifikan
H4	EV → PD	0,285	0,099	2,879	0,004	Signifikan

Significance at: P-value $p < 0.01$, $p < 0.05$ and T-statistics > 1.98

FV: Functional Value; EV: Emotional Value; SC: Social value; EV: Enviromental Value; PD: Purchase Decision

4.3 Evaluasi Inner Model (Model Struktural)

The first step in evaluating the structural model in PLS-SEM involves checking Variance Inflation Factors (VIF) values to ensure that there are no signs of collinearity in the model. Ideally, the VIF value should be small or close to 3. If the VIF value exceeds 5, it indicates a critical issue of collinearity among the indicators of the constructs (37) After conducting the assessment, it was found that all VIF values for each construct were less than 3, indicating the absence of multicollinearity. Furthermore, the R-Square (R²) value for the endogenous latent variable was examined, and the R² PD value was determined to be 0.684 (68.4%). This value signifies that the model has a satisfactory level of predictive relevance or fit (37).

The results of hypothesis testing for the relationships between latent variables are displayed in Figure 3. To evaluate these relationships, beta coefficients and their associated significance (t and p values) were determined using a non-parametric bootstrapping method (SmartPLS 3.0). This involved creating 1,000 subsamples (Hair et al., 2017). The confidence level for the t-table cut-off value was set at 95% (α is 5%), and the degrees of freedom (df) were calculated as $n-2$, where n was 100, resulting in $df = 98$, and a critical t-value of 1.98. Hypotheses 1-4 aimed to predict the direct impact of exogenous variables (FV), (EV), (SV), and (EV) on the endogenous variable (PD). The test results revealed that FV ($\beta = 0.31$, $t = 3,163$, $p < 0,002$), EV ($\beta = 0.346$, $t = 3.761$, $p < 0,000$), SV ($\beta = 0.377$, $t = 4,384$, $p < 0,000$), dan EV ($\beta = 0.285$, $t = 4.384$, $p < 0,004$), had a positive and statistically significant influence on PD. Consequently, hypotheses H1, H2, H3, and H4 were accepted.

4.4 Discussion

In conclusion, the functional value variable shows which significant influence on purchasing decisions in the context of a product at Starbucks taverns in Makassar. where these results contradict previous research (6). Starbucks is famous for its wide variety of coffee and non-coffee drinks, as well as snacks. The taste quality of the product is a very important functional value. Consumers often choose Starbucks because they like the taste of a particular drink or food offered. Consumers who care about coffee quality often look to Starbucks because this company is considered a provider of quality coffee. The taste and aroma of coffee are important functional value factors in purchasing decisions.

The emotional value variable in this study had a significant effect. Making emotional value a variable that influences purchasing decisions, The results reaffirm previous research (38). Starbucks has managed to create an atmosphere and

experience that triggers an emotional response in its customers, Starbucks creates a comfortable and warm environment in its stores. The music playing, the classy interior décor, and the comfortable seating create a welcoming and inviting atmosphere. Consumers often choose Starbucks to feel comfortable and relaxed.

Additionally, Social value variables that influence purchasing decisions at Starbucks stores. Where the results shown are significant, with different contexts, the same results are also found in previous studies (39). Starbucks reflects the company's commitment to social and welfare issues that affect many consumers. The company has made efforts to create an image as a socially responsible company, and this can be a factor influencing the preferences of consumers who share similar social values. However, result rom the research of the hypothesis, environmental value variables are significant to purchasing decisions, which is in line with various studies. Starbucks has committed to integrating sustainable and environmentally conscious business practices into its operations. Starbucks is constantly working to reduce the environmental impact of its products. This includes efforts to reduce the use of single-use packaging and replace raw materials with more sustainable options. Consumers who care about the environment often choose Starbucks because the company is active in reducing its carbon footprint. Starbucks has also committed to reducing the use of single-use plastics and plastic straws. It affects consumers who support the reduction of plastic waste and feelings of care for the environment.

5 Conclusion

This paper presents an extensive theory of consumption values aimed at elucidating the purchasing behavior of Generation Z. The research findings indicate that four key variables (Functional Value, Emotional Value, Social Value, and Environmental Value) have a significant impact on Purchase Decisions (explaining 68.4% of the variance). To sum up, this study extends the theoretical framework of consumption value theory, broadening its applicability across diverse contexts, particularly within the realm of services. Additionally, it introduces a novel dimension, environmental values, which has been relatively underexplored in the realm of consumption values. The study's findings also have managerial implications related to environmental values, shedding light on how businesses can shape consumer preferences and buying choices by adopting sustainable and eco-friendly practices. When companies consistently endorse environmental values and offer environmentally conscious products or services, it can foster greater customer loyalty. Consumers tend to favor products from companies that demonstrate a commitment to environmental concerns, making businesses with strong environmental values and sustainability initiatives more appealing to environmentally-conscious customers.

Despite this research provides significant contributions, it is essential to acknowledge its limitations. To begin, it should be noted that the present study exclusively centers around the city of Makassar in South Sulawesi. Consequently, it is advisable for future research to enhance its generalizability by involving respondents from several major cities, including Jakarta, Surabaya, Yogyakarta, Bandung, among others. Additionally, the current study exclusively gathers data from Generation Z

(students), thereby neglecting other generations. Future research should prioritize examining this phenomenon across various age groups. Thirdly, given the expansive potential for the development of a theory on consumption values, it is advisable to consider several critical variables, such as trust, satisfaction, and loyalty. Finally, this research employs a quantitative approach; hence, it is suggested that forthcoming studies incorporate qualitative or mixed methods to gain a more profound insight into the purchasing decisions of Generation Z consumers.

References

1. Tomar AS, De T, Prasad K, Soni H. a Conceptual Model for Building the Relationship Between Augmented Reality, Experiential Marketing & Brand Equity. *International Journal of Professional Business Review*. 2022;7(6):1–22.
2. Linlin Z, He L, Feng-Kwei W, Wu H, Zejin T. How online reviews affect purchase intention: a new model based on the stimulus-organism-response (S-O-R) framework. Vol. ahead-of-p, *Aslib Journal of Information Management*. 2020.
3. Slack N, Singh G, Sharma S. Impact of perceived value on the satisfaction of supermarket customers: developing country perspective. *International Journal of Retail and Distribution Management*. 2020;48(11):1235–54.
4. Krey N, Chuah SHW, Ramayah T, Rauschnabel PA. How functional and emotional ads drive smartwatch adoption: The moderating role of consumer innovativeness and extraversion. *Internet Research*. 2019;29(3):578–602.
5. Ebubedike AH, Mohammed TA, Nellikunnel S, Teck TS. Factors Influencing Consumer'S Behavioural Intention Towards the Adoption of Mobile Payment in Kuala Lumpur. *International Journal of Professional Business Review*. 2022;7(6):1–20.
6. Morais WEA de, Solange A, Galindo CIC, Miadaira HK. Perceived value, trust and purchase intention of organic food: a study with Brazilian consumers. *British Food Journal*. 2020 Jan 1;122(4):1070–184.
7. Rasoolimanesh SM, Iranmanesh M, Amin M, Hussain K, Jaafar M, Ataeshad H. Are functional, emotional and social values interrelated? A study of traditional guesthouses in Iran. *International Journal of Contemporary Hospitality Management*. 2020;32(9):2857–80.
8. Bahari AF, Basalamah J, Murfat MZ, Hasan A, Basalamah A. Customer value, brand image and promotion; analysis of purchasing decisions (Case of silk fabrication). *International Journal of Scientific and Technology Research*. 2020;9(3):6382–6.
9. Quratulain S, Al-Hawari MA, Bani-Melhem S. Perceived organizational customer orientation and frontline employees' innovative behaviors: exploring the role of empowerment and supervisory fairness. *European Journal of Innovation Management*. 2020;
10. Mukhtar U, Grönroos C, Hilletoft P, Pimenta ML, Ferreira AC. Inter-functional value co-creation as an antecedent of supply chain performance: a study based on the coordination theory. *Journal of Business & Industrial Marketing*. 2023 Jan 1;ahead-of-p(ahead-of-print).
11. Mason MC, Oduro S, Umar RM, Zamparo G. Effect of consumption values on consumer behavior: a Meta-analysis. *Marketing Intelligence and Planning*. 2023;41(7):923–44.
12. Thomé KM, Cappellesso G, Pinho GM. Food consumption values and the influence of physical activity. *British Food Journal*. 2021;123(3):943–57.
13. Ramlawati, Halim Perdana Kusuma Putra A, Yasni, Basalamah J, Mappatempo A. Why Millenials Eat Out From Home? In Atlantis Press; 2019.

14. Nick H. The impact of positive valence and negative valence on social commerce purchase intention. *Information Technology & People*. 2019 Jan 1;33(2):774–91.
15. Inouye S, Chi T, Bradley L. Consumer perceived values of Hawaiian attire: The effects of socio-demographic factors. *Journal of Fashion Marketing and Management*. 2014;18(4):507–24.
16. Tong X, Su J. Exploring young consumers' trust and purchase intention of organic cotton apparel. *Journal of Consumer Marketing*. 2018;35(5):522–32.
17. Sheth JN, Newman BI, Gross BL. Why we buy what we buy: a theory of consumption values. *Journal of Business Research*. 1991;22(2):159–70.
18. Sweeney JC, Soutar GN. Consumer perceived value: the development of a multiple item scale. *Journal of Retailing* Volume 77, Issue 2, Summer 2001, Pages 203-220. 2001;77(2):203–20.
19. Sarfraz M, W. SSGM, Fareed Z. Do Hierarchical Jumps in CEO Succession Invigorate Innovation? Evidence from Chinese Economy. Do Hierarchical Jumps in CEO Succession Invigorate Innovation? Evidence from Chinese Economy. 2019;11(7).
20. Shah SGM, Sarfraz M, Fareed Z, Rehman MA, Maqbool A, Qureshi MAA. Whether CEO succession via hierarchical jumps is detrimental or blessing in disguise? evidence from Chinese listed firms. Whether CEO Succession Via Hierarchical Jumps Detrimental or Blessing in Disguise? Evidence from Chinese Listed Firms. 2019;22(2):23–41.
21. Jiang S, Jotikasthira N, Pu R. Toward sustainable consumption behavior in online education industry: the role of consumer value and social identity. *Toward Sustainable Consumption Behavior in Online Education Industry: The Role of Consumer Value and Social Identity*. 2022;13.
22. Connor-Smith JK, Flachsbart C. Relations between personality and coping: A meta-analysis. *Relations between personality and coping: a meta-analysis J Pers*. 2007;93(6).
23. Shove E, Walker. What is energy for? social practice and energy demand. *Theory Cult*. What is energy for? Social practice and energy demand. 2014;31:41–58.
24. Abdullah MI, Sarfraz M, M. AA, Azam A. An extension of the theory of planned behavior towards brand equity and premium price. *Pol. J. Manage. Stud*. 18, 20–32. AN EXTENSION OF THE THEORY OF PLANNED BEHAVIOR TOWARDS BRAND EQUITY AND PREMIUM PRICE. 2018;18:20–32.
25. Wang T. Social identity dimensions and consumer behavior in social media. *Asia Pac. Manag*. Social identity dimensions and consumer behavior in social media. 2017;22:45–51.
26. MacKay DG, Abrams L, Pedroza MJ. Aging on the input versus output side: theoretical implications of age-linked asymmetries between detecting versus retrieving orthographic information. *Psychol*. Aging on the input versus output side: Theoretical implications of age-linked asymmetries between detecting versus retrieving orthographic information. 1999;14:3–17.
27. Hartmann P, paolaza Ibáñez V, Forcada Sainz FJ. Green branding effects on attitude: functional versus emotional positioning strategies. *Mark*. Green branding effects on attitude: functional versus emotional positioning strategies. 2005;9–29.
28. Joshi Y, Uniyal DP, Sangroya D. Investigating consumers' green purchase intention: examining the role of economic value, emotional value and perceived marketplace influence. *J. Investigating consumers' green purchase intention: Examining the role of economic value, emotional value and perceived marketplace influence*. 2021;
29. Bamberg S. How does environmental concern influence specific environmentally related behaviors? A new answer to an old question. How does environmental concern influence

- specific environmentally related behaviors? A new answer to an old question. 2003;23:21–32.
30. Wang T. Social identity dimensions and consumer behavior in social media. *Asia Pac. Manag.* Social identity dimensions and consumer behavior in social media. 2017;22:45–51.
 31. Kilbourne W, Pickett G. How materialism affects environmental beliefs, concern, and environmentally responsible behavior. *How materialism affects environmental beliefs, concern, and environmentally responsible behavior.* 2008;885–93.
 32. Rex E, Baumann H. Beyond ecolabels: what green marketing can learn from conventional marketing. *Beyond ecolabels: what green marketing can learn from conventional marketing.* 2007;15:567–76.
 33. Tarigan AKM. Expectations, attitudes, and preferences regarding support and purchase of eco-friendly fuel vehicles. *Tarigan, A K M.* 2019;10–9.
 34. Cepeda-Carrion G, Cegarra-Navarro JG, Cillo V. Tips to use partial least squares structural equation modelling (PLS-SEM) in knowledge management. *Journal of Knowledge Management.* 2019 Jan 1;23(1):67–89.
 35. Edeh E, Lo WJ, Khojasteh J. Review of Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A Workbook. Vol. 30, *Structural Equation Modeling: A Multidisciplinary Journal.* 2023. 165–167 p.
 36. Becker JM, Cheah JH, Gholamzade R, Ringle CM, Sarstedt M. PLS-SEM's most wanted guidance. *International Journal of Contemporary Hospitality Management.* 2023 Jan 1;35(1):321–46.
 37. Jr. JFH, Matthews LM, Matthews RL, Sarstedt M. PLS-SEM or CB-SEM: updated guidelines on which method to use. *International Journal of Multivariate Data Analysis.* 2017;1(2):107.
 38. Hsu LC. Investigating community members' purchase intention on Facebook fan page: From a dualistic perspective of trust relationships. *Industrial Management and Data Systems.* 2017;117(5):766–800.
 39. Graeme M, Kofi OF, Alan W, Valentina P. How live chat assistants drive travel consumers' attitudes, trust and purchase intentions: The role of human touch. *International Journal of Contemporary Hospitality Management.* 2020 Jan 1;32(5):1795–812.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

