



Influence Factors of Environmental Concerns Based on The Theory of Consumption Value

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ABSTRACT

This research explains one of the phenomena in Marketing Management: environmental awareness about environmentally friendly products for consumers who have bought or used ecologically friendly products. The current state of industrial and business development is increasingly extraordinary because it will impact the environment. Environmental issues are critical to pay attention to because the quality of the environment will affect the quality of human life today and in the future. This research adapts from The Theory of Consumption Value. This research aims to analyze the influence of functional value, conditional value, social value, epistemic value, and emotional value on environmental care. This study uses the purposive sampling method, where the criteria have been determined: consumers who have bought or are interested in purchasing environmental products aged 18-40. The research method uses analysis using the SPSS application to test the hypothesis. Before hypothesis testing, the validity, reliability, and prerequisite tests are tested first.

Keywords: *Theory of Consumption Values, Environmental Concern, Green Product*

1. INTRODUCTION

Current technological and industrial advances make society more modern and give rise to various environmental issues. Environmental issues are currently of concern to all communities throughout the world. As is currently happening, the industry is becoming more advanced, characterized by the construction of massive factories and businesses, so this can contribute to environmental damage. In Indonesia, environmental issues are currently increasingly emerging; these environmental issues are supported by existing ecological problems such as pollution, climate change, a sharp increase in population, depletion of natural resources, waste disposal, extinction of biodiversity, deforestation, the phenomenon of ocean acidification, layer thinning ozone, acid rain, and genetic engineering. As the years go by, environmental problems increase; therefore, it is necessary to find solutions so that the continuity of human life on Earth becomes longer.

One solution that Indonesians are starting to use is "eco-label products." Some people are aware of the use of products with eco-labels, but there are still many people who do not know their function and use. Sometimes, people don't choose products with eco-labels because the price is higher than that of conventional products. The "eco-label product" is a novelty for environmentally friendly products that Indonesians need. The community population is the third largest population in the world. They hope to become agents of change in this environmental issue by purchasing environmentally friendly products. Several studies have examined the phenomenon of someone buying ecologically friendly products. One of them is research conducted by [1], which has proven that consumption values theory contributes to providing insight into the environmental concerns of consumers in Malaysia regarding environmentally friendly products. In addition, this research can be used for manufacturers to produce environmentally friendly products that are attractive to consumers.

This research adapts the Theory of Consumption Value Sheth et al., 1991, explaining why consumers choose, buy, use, or not use a product. This theory identifies factors influencing consumer product choice, namely functional value, emotional value, conditional value, and epistemic value. Respondents in this study refer to the younger generation aged 18-40 years, who are consumers of environmentally friendly products or are starting to be interested in buying environmentally friendly products. Young consumers are a consumer group that has great potential to support

environmental protection [3]. Young consumers are considered to have an understanding perspective on ecological protection behavior because they have environmental awareness and pro-environmental behavior [4].

2. LITERATURE REVIEW

The Theory of Consumption Value was first put forward by [2]. This theory focuses on consumption values, explaining why consumers choose to buy or not buy or not use certain products, why consumers choose one type of product over others, and why consumers choose one brand over another. The theory of consumption value has three fundamental truths, which have been explained. Consumer behavior is a function of various consumption values; consumption values have different contributions in each purchasing situation and are independent [5]. This theory argues explicitly that consumer choice is a function of various consumption values, namely functional value, social value, emotional value, conditional value, and epistemic value (epistemic value) [6].

According to [2] functional value is the main element that drives consumers to choose. Consumers' perceived benefits depend on the product's function, benefits, or workings, such as quality, durability, and price [7]. [8] suggest that quality and price influence consumer choices when buying products. Consumers will try to maximize the benefits of their purchases, which come from a comparison between the benefits of the product and the costs incurred when purchasing decisions [9].

According to [2] social value may refer to the benefits consumers feel and obtain from connections with one or more particular groups in a specific society—the tendency of a consumer to seek prestige and recognition in consuming certain products [10]. Products are believed to provide functional and social value and can encourage consumers to make choices [9].

According to [2] emotional value is the benefit felt and obtained from an alternative's capacity to evoke feelings or affective states. Consumer emotional value can be positive, negative, or mixed and varies among individuals according to their respective characteristics and emotional experiences, which impact purchasing decisions [1]. Consumer behavior varies according to the varying emotional states in each situation. This emotional value is a key attitude component influencing consumer preferences and choices [11].

Conditional value is the benefits felt and obtained from an alternative due to the situation or circumstances faced in making a choice [2]. Conditional value arises when value is strongly related to using a product or service in a particular problem [5]. Previous physical or social contingencies that increase the product's social and functional value can influence conditional value [10].

According to [2] epistemic value is the perceived benefit of an alternative that arouses curiosity, provides novelty, and satisfies the desire for knowledge. Novelty can be crucial in stimulating consumers' decisions to try new products [10]. In addition to needs related to purchasing situations, consumer knowledge about a product also plays a vital role in determining new product adoption [12].

Environmental concern refers to the extent to which a person is aware of an environmental problem and supports efforts to resolve it or is willing to contribute personally [13]. Environmental concern is an individual's awareness or representation of a person regarding environmental problems to identify ways to solve them [14]. Consumers have a high level of concern for the environment, which results in increased purchases of environmentally friendly products [15].

3. METHOD

Sampling in this study uses the purposive sampling method, where the criteria have been determined: consumers who have bought or are interested in purchasing green products aged 18-40 years. According to [16], determining the number of samples is the number of indicators multiplied by 5 to 10. In this study, the sample used was 126 respondents, obtained from 21 (indicators) x 6 = 126. The data collection method used a questionnaire distributed online via Google Forms using a 5-level Likert scale. The research method uses SPSS analysis.

4. RESULT AND DISCUSSION

Respondent characteristics show that the majority of respondents in this study were female by 71% and male by 29% of the total 126 respondents. Respondents aged 18-23 were 53%, ages 24-29 were 17%, ages 30-35 were 14%, and ages over 36 were 16%. Most of the respondents from this study were students 40%, respondents who worked as private employees 24%, Lecturers / Teachers 17%, entrepreneurs 11%, apprentices 4% and housewives 3%. The pocket money or monthly income of the most dominating respondents is less than 1,000,000 by 33%, Rp 2,500,000-Rp 5,000,000 by 24%, Rp 1,000,000-Rp 2,500,000 by 22%, Rp 5,000,000-Rp 7,500,000 by 8%, Rp 7,500,000-Rp 10,000,000 by 8%, and above Rp 10,000,000 by 5%. The frequency of buying environmentally friendly products is at most 44%, namely,

consumers who have purchased products 1-2 times, frequency 3-4 times as much as 27%, frequency more than 7 times 19%, and frequency 5-6 times as much as 8%.

Table 1. Validity Test Result

Variable	Item	r-count	r-table	Description
PV	PV1	0.715	0.175	Valid
	PV2	0.683	0.175	Valid
	PV3	0.789	0.175	Valid
	PV4	0.745	0.175	Valid
	PV5	0.605	0.175	Valid
CV	CV1	0.817	0.175	Valid
	CV2	0.802	0.175	Valid
	CV3	0.855	0.175	Valid
SV	SV1	0.853	0.175	Valid
	SV2	0.877	0.175	Valid
	SV3	0.837	0.175	Valid
EM	EM1	0.865	0.175	Valid
	EM2	0.850	0.175	Valid
	EM3	0.853	0.175	Valid
EV	EV1	0.813	0.175	Valid
	EV2	0.737	0.175	Valid
	EV3	0.753	0.175	Valid
EC	EC1	0.757	0.175	Valid
	EC2	0.717	0.175	Valid
	EC3	0.745	0.175	Valid
	EC4	0.646	0.175	Valid

Based on table 1 shows that the value of r count of all question items is more significant than r table 0.175. Thus, it can be concluded that all items are declared valid, and the questionnaire in this study can be used for further analysis, namely multiple linear regression.

Table 2. Reliability Test Result

Variable	Cronbach Alpha	Koesfisien Cronbach Alpha	Description
PV	0.748	0.6	reliable
CV	0.761	0.6	reliable
SV	0.812	0.6	reliable
EM	0.815	0.6	Reliable
EV	0.652	0.6	Reliable
EC	0.680	0.6	reliable

Table 2 summarizes the reliability test results as summarized in the table above. It can be seen that the Cronbach Alpha coefficient value of all research variables is greater than 0.6 and is declared entirely reliable.

Table 3. Hypothesis Result

Variable	B	beta	t-count	Sig t	Description
PV	0.170	0.169	2.210	0.029	Significant
CV	0.268	0.191	2.675	0.009	Significant
SV	0.167	0.168	2.486	0.014	Significant
EM	0.378	0.283	3.821	0.000	Significant
EV	0.500	0.294	4.411	0.000	Significant

Based on Table 3, the test results show a t value of 2.210; this indicates that the relationship between functional value and environmental concern is positive. And the significance value is 0.029 ($0.029 < 0.05$). This value can prove that the hypothesis is accepted, which means that functional value influences environmental concerns. The results of this study align with Suki & Suki's (2015) functional value, which is significantly correlated with the ecological problems of consumers who buy environmentally friendly products. Functional value focuses on insights from consumers about environmentally friendly products, prices, and product quality [12].

The test results in Table 3 show a t-value of 2.675; this indicates that the conditional value relationship to environmental concern is positive. And the significance value is 0.009 ($0.009 < 0.05$). This value can prove that the hypothesis is accepted, which means that conditional value affects environmental concerns. These results are based on research conducted by [17] which states that the value that influences behavior in consumer choices can explain the warning of environmental consequences when making purchasing decisions.

Table 3 shows the test results showing a t value of 2.486, which indicates that the relationship between social value and environmental concern is positive. And the significance value is 0.014 ($0.014 < 0.05$). This value can prove the hypothesis is accepted, which means that social value influences environmental concerns. The results of the study are in accordance with [1] argues that social value positively influences consumer environmental concern in purchasing environmentally friendly products. Social value is a consideration for consumers when buying ecologically friendly products. The higher the social value of a consumer, the higher the environmental concern.

Based on the hypothesis, the test table shows a t value of 3.821, which shows the positive relationship between emotional value and environmental concern. And the significance value is 0.000 ($0.000 < 0.05$). This value can prove the hypothesis is accepted, which means that emotional value influences environmental concern. The emotions involved are one of the motivations for consumers to buy environmentally friendly products. By making these purchases, consumers can contribute to protection and sustainable development [1].

The results of hypothesis testing show a t value of 4.411; this indicates that the relationship between epistemic value and environmental concern is positive. And the significance value is 0.000 ($0.000 < 0.05$). This value can prove the hypothesis is accepted, which means that epistemic value influences environmental concerns. This study's results align with research by [8] that epistemic value positively influences environmental concern in purchasing environmentally friendly products. Consumers show concern for environmental issues when they change their consumption behavior to be more environmentally friendly and sensitive to the environment.

5. CONCLUSION AND SUGGESTION

Research on consumer concern for the environment in generations Y and Z is interesting to do by current conditions. Their lifestyle and concern about the environment will also impact their chosen consumption patterns. This research adapts from the Theory of Consumption Value (functional value, conditional value, social value, and emotional value), and based on the research results, all variables positively influence environmental concern, meaning that all hypotheses are accepted. Based on the research results, this study influences 53.3%, and other variables influence 46.7%. The implications of this research can be one of the considerations for producers who prefer to produce environmentally friendly products because generations Y and Z, the largest consumers today, are highly concerned for the environment. It is hoped that consumers who are worried about the environment can change their consumption patterns by choosing environmentally friendly products. Future research can focus on a particular brand that is an ecologically friendly product brand. For the research to be more specific compared to the research done.

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