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Connecting Green Consumption Value to Green Word-of-Mouth: Insights into SMEs' Eco-Friendly Product Purchasing Dynamics

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Abstract

Research aims: To examine the impact of different consumption values (functional, epistemic, emotional, social, and conditional) on green purchase behavior and green word of mouth, particularly within the context of green products like Jadah Tempe.

Design/Methodology/Approach: A quantitative approach with a cross-sectional descriptive design was used using a questionnaire distributed to 200 respondents in Yogyakarta both online and offline. From the distributed questionnaire, complete data was obtained from 188 respondents to be used in the analysis process.

Research findings: The findings indicate that emotional and conditional values significantly influence green purchase behavior and green word-of-mouth. Specifically, emotional values have a positive relationship with green purchase behavior, while conditional values demonstrate the strongest effect on consumer choices. Green purchase behavior serves as a crucial mediator in these relationships, suggesting that consumers with emotional attachments and contextually relevant values are more likely to engage in and promote sustainable purchasing.

Theoretical Contribution/Originality: This research provides unique insights into the consumer behavior of Jadah Tempe, emphasizing local sustainable food products' importance and offering a foundation for future studies in sustainable consumption practices.

Practitioners/Policy Implications: Marketers should focus on emotional connections and context in their campaigns to promote sustainability, enhancing consumer engagement with products like Jadah Tempe. Understanding the influence of emotional and conditional values on young consumers can help SMEs create inclusive marketing strategies that resonate with diverse segments and promote sustainable products.

Research Limitations/Implications: Although this study is limited to the Yogyakarta region, it opens up opportunities for further research in other areas to understand different contexts. The findings of this study still make a strong contribution to understanding consumer behavior and provide a solid foundation for future studies.

Keywords: Green Consumption Values; Green Purchase Behavior; Green Word of Mouth; Eco-Friendly Products; SMEs

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Introduction

As a developing country, Indonesia is actively promoting its economic recovery, one of which is through the green economy to achieve the vision of Golden Indonesia 2045 (Eko & Eka, 2022). According to the Katadata Insight Center (KIC) "Katadata Consumer Survey on Sustainability," 60.5% of consumers purchase sustainable or eco-friendly products to help preserve the earth (Jayani, 2021). This indicates that the majority of consumers in Indonesia are aware of the importance of environmental preservation. In the context of SMEs, green business is closely tied to green purchase behavior (Mittal et al., 2024). Several studies have indicated that green purchase behavior is a measure of successful green marketing by companies (Maheshwari, 2014; Sugandini et al., 2020). Meanwhile, green word-of-mouth (WoM) plays a role in spreading product information and is a crucial concept in business sustainability (Chung et al., 2017; Salem & Alanadoly, 2021). However, very few studies have examined green purchase behavior and green WoM among SMEs (Ansu-Mensah, 2021; Hazaea et al., 2022), utamanya di Indonesia.

On the other hand, the SMEs fostered by the Jadah Tempe IKM Center are currently facing significant challenges in marketing their green food product, namely Jadah Tempe. Jadah Tempe falls into the category of green food products because it is made from tempeh, which is produced through an efficient soybean fermentation process using local raw materials. Additionally, Jadah Tempe uses eco-friendly packaging that reduces waste and supports sustainability. To address these challenges, it is crucial to identify environmentally-oriented purchasing behavior (green purchase behavior) as well as the green word-of-mouth (green WoM) phenomenon to ensure the sustainability of green business practices among SMEs. Previous studies have shown that a deep understanding of these two aspects can help SMEs optimize their marketing strategies, raise consumer awareness, and ultimately support the success and growth of their business in an increasingly environmentally conscious market (Alkaabi, 2022; Aravindan et al., 2023).

There are many theories that can be used to explain green purchase behavior, such as sustainable consumer theory, theory of planned behavior, value-belief-norm theory, or the theory of consumption value. However, previous research has shown that the values in the theory of consumption value (TCV) have a strong influence in explaining green purchase behavior (Mason et al., 2023; Rana & Solaiman, 2023). According to TCV, purchase behavior can be identified through functional value, epistemic value, emotional value, social value, and conditional value (Dilotsotlhe & Duh, 2021; Sheth et al., 1991) , also known as consumption value (Afful-Dadzie & Egala, 2022). Once purchase behavior occurs, consumers develop preferences for products, which in turn creates a desire to share product information with others (WoM) (Albarq & Al Doghan, 2020; Nyilasy, 2007). In any choice situation, a consumer's decision to select a particular option will be driven by one or a combination of factors in consumption value (Mason et al., 2023; Sheth et al., 1991).

Although some studies consider TCV a strong model for explaining purchase behavior, other studies argue that functional value, social value, and emotional value do not significantly influence consumer purchase behavior (Peiris et al., 2024). Some literature

even questions the applicability of these consumption values (e.g., Fiandari et al. (2019); Sharma and Klein (2020)). Liu et al. (2021) also note that consumption value is often used to predict consumer purchase behavior, but how these value perceptions shape other consumer behavior tendencies remains under-researched. Therefore, in addition to green purchase behavior, this study examines how consumption values influence consumers' green WoM. Moreover, the study of how green purchase behavior affects green WOM is still scarcely explored, even though green WoM will impact the choice of green products by potential customers in both the short and long term (Prendergast et al., 2010). Most existing research focuses on how green WoM influences green purchase behavior (e.g., Aravindan et al. (2023); Guerreiro and Pacheco (2021); Jaini et al. (2020)), yet how green WoM, such as positive reviews from customers who have purchased products, plays an equally important role in ensuring business sustainability (Dias et al., 2023).

This research aims to fill three gaps: 1) the lack of studies on green purchase behavior and green WoM in Indonesian SMEs, 2) the limited research on how values in the TCV framework explain green purchase behavior, and 3) the few studies on how green purchase behavior influences green WoM. Practically, this research is important because it shows how consumption values affect green purchase behavior and green WoM, helping SMEs create better marketing strategies for eco-friendly growth. Theoretically, it enhances understanding of how these values influence green purchasing and green WoM, and evaluates the relevance of consumption value theory for green products in SMEs. This study uniquely examines the impact of green consumption values on green purchase behavior and green word-of-mouth within the context of local sustainable food products like Jadah Tempe. Furthermore, it provides a novel exploration of the indirect effect of green purchase behavior between these consumption values and green word-of-mouth, which has not been extensively studied in the context of Indonesian SMEs. Addressing these gaps is essential for advancing both green business theory and practice.

Literature Review and Hypotheses Development

Theory of Consumption Value (TCV)

Since it was first introduced by Sheth et al. (1991), TCV has successfully explained most consumer choice behaviors (Kaur et al., 2021). According to TCV, consumer choice behavior is determined by several constructs within consumption values (Afful-Dadzie & Egala, 2022). These consumption value constructs in TCV include functional value, epistemic value, emotional value, social value, and conditional value (Sheth et al., 1991). TCV has been frequently used to understand consumer behavior in choosing products and brands in various contexts, such as food consumption (Kaur et al., 2021; Rahnama, 2017; Thomé et al., 2021; Toni et al., 2018), marketing (Tanrikulu, 2021), including green marketing and sustainability (e.g., Amin and Tarun (2021); Lin et al. (2020); Rana and Solaiman (2023); Wang et al. (2020)). Given that this study aims to explain consumer behavior related to green food products such as Jadah Tempe, we attempt to develop TCV into the concept of green consumption values, as has been done by (Roh et al., 2022; Tan et al., 2022; Wang et al., 2020). Sangroya and Nayak (2017) argue that green consumption

value is a second-order multidimensional reflective construct developed from the values in TCV.

Functional value shapes consumer purchasing behavior by highlighting the practical benefits gained during consumption, such as convenience and price, which are core to sustainable consumption (Kremel, 2024; Sheth et al., 1991; Watanabe et al., 2020). Studies indicate that consumers prefer eco-friendly products when quality matches non-green alternatives, underscoring the importance of both tangible and intangible benefits like environmental contributions (Corboș et al., 2024; Mason et al., 2023). Green products with high functional value not only offer environmental benefits but also efficiently meet consumer needs. Therefore, high functional value will increase the attractiveness of green products and encourage purchase behavior. Epistemic value drives green purchase behavior through consumer curiosity and knowledge about green products, strengthening purchase intentions and emphasizing the novelty and informational aspects of products (Rana & Solaiman, 2023; Roh et al., 2022; Tan et al., 2022). Consumers with more knowledge about green products are more likely to purchase them because they feel more aware of their positive environmental impact. Hence, high epistemic value will increase purchase intentions and decisions for green products. Emotional value, derived from affective states and beliefs about environmental preservation, significantly impacts green purchasing decisions by making consumers feel meaningful and special (Kashif et al., 2023; Kumar et al., 2023; Li et al., 2021). Green products that can evoke positive emotional responses in consumers are more likely to be chosen because consumers feel that their actions have a significant positive impact on the environment. Therefore, high emotional value will strengthen green product purchase decisions. Social value enhances green purchasing by acting as a social signal that consumers care about the environment, making them feel more socially attractive (Caniëls et al., 2021; Dagher & Itani, 2014). Consumers who want to be seen as environmentally conscious individuals are more likely to purchase green products to enhance their social image. Thus, high social value will strengthen consumers' motivation to buy green products. Lastly, conditional value influences green purchase behavior by providing perceived benefits in specific situations, with certain conditions prompting consumers to spend more on eco-friendly products (Awuni & Du, 2016; Peiris et al., 2024; Woo & Kim, 2019). Based on these considerations, the following hypotheses are proposed. In certain situations, such as when there are incentives or supporting conditions, consumers may be more likely to choose green products because they see additional benefits offered in those contexts. Therefore, high conditional value will increase the likelihood of consumers purchasing green products.

***H_1**: Functional value has a positive and significant impact on green purchase behavior.*

***H_2**: Epistemic value has a positive and significant impact on green purchase behavior.*

***H_3**: Emotional value has a positive and significant impact on green purchase behavior.*

***H_4**: Social value has a positive and significant impact on green purchase behavior.*

***H_5**: Conditional value has a positive and significant impact on green purchase behavior.*

Green Purchase Behavior on Green WoM

Green WoM is defined as word-of-mouth communication that focuses on the eco-friendly aspects of a product. It involves recommending the environmental benefits of a product after using green products. WoM communication that focuses on eco-friendly aspects can influence product choice and customer risk decisions in both the short and long term (Prendergast et al., 2010). By raising customer awareness and facilitating information dissemination, WoM helps businesses expand their market share and gain a competitive edge (Konuk, 2019). Effective green WoM can amplify the perceived value of green products by highlighting their environmental benefits, thereby influencing potential customers' purchase decisions. Additionally, green WoM can reduce perceived risks associated with green products by sharing positive user experiences and testimonials, making it more likely for other consumers to follow suit.

Pelletier and Collier (2018) state that the purchasing experience plays a role in driving word-of-mouth promotion. Jacobsen (2018) also shows that if consumers are satisfied with their purchasing experience, they will praise and recommend the retailer to their friends. Conversely, if the experience is disappointing, consumers tend to blame the retailer and are reluctant to recommend the product to others (Cheung Millissa & To, 2021). When consumers have positive experiences with green products, they are more likely to share their satisfaction with others, thereby generating positive green WoM. Conversely, negative experiences can lead to negative WoM, which can deter potential customers from purchasing green products. This underscores the importance of ensuring high-quality green products and positive customer experiences to foster positive green WoM.

***H_6**: Green purchase behavior has a positive and significant impact on green WoM.*

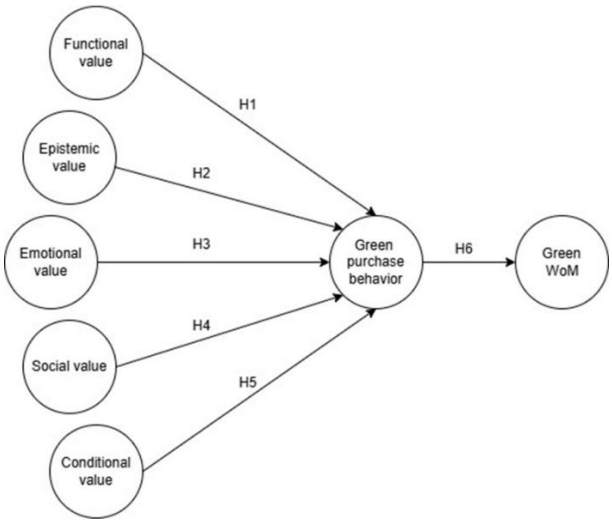

Figure 1 Research Framework

Research Methods

This study employs a quantitative approach with a descriptive and cross-sectional design, relying on primary data. The research population consists of Jadah Tempe consumers in Yogyakarta. Jadah Tempe is categorized as an eco-friendly food product because it is made from efficiently fermented soy-based tempeh, uses local raw materials, and is packaged with sustainable materials. Given that the population is not limited, the sampling technique used is purposive sampling, where respondents were selected based on the criterion that they had purchased and consumed Jadah Tempe at least once in the past six months. The target sample size is 200 respondents, considered sufficient based on Stevens (1996) , who suggested a minimum sample size of 15 times the number of observed variables to obtain optimal estimates.

The research used a questionnaire created from a thorough literature review and adapted from previous scales on consumption value, green purchase behavior, and green word-of-mouth (WoM). Before finalizing it, the questionnaire was tested on a small group of 40 Jadah Tempe consumers to check its clarity and relevance. Feedback led to revisions and removals to improve its validity and reliability. The final instrument includes 24 statements across several constructs: 4 items of functional value (Kremel, 2024; Sheth et al., 1991), 4 items of epistemic value (Roh et al., 2022; Tan et al., 2022), 3 items of emotional value (Li et al., 2021; Sheth et al., 1991), 3 items of social value (Caniëls et al., 2021; Dagher & Itani, 2014), 3 items of conditional value (Peiris et al., 2024; Woo & Kim, 2019), 3 items of green purchase behavior (Sheth et al., 1991), and 4 items of green WoM (Cheung et al., 2023; Konuk, 2019). The items of instruments used to measure each construct of this study can be seen in Table 2. Responses were measured using a Likert scale from 1 (strongly disagree) to 5 (strongly agree). Demographic information like gender, age, marital status, employment, education, and purchase frequency was also collected for descriptive analysis. The questionnaire was distributed online and offline to consumers in Yogyakarta, including traditional markets and shops, over a two-month period (January to February 2024), resulting in 188 completed responses.

The data were analyzed using SEM-PLS via SmartPLS 3.0. Confirmatory Factor Analysis was used to evaluate construct validity and reliability. Structural equation modeling was employed to test the hypothesized relationships among the constructs, and bootstrapping was used to assess the significance of these relationships (Hair Jr et al., 2021).

Results and Discussion

Respondent Characteristics

From the total of 188 respondents who participated in this study, the demographic characteristics revealed interesting diversity. The majority of respondents were female (52.13%), reflecting a higher potential involvement in decision-making for purchasing eco-friendly products like Jadah Tempe. In terms of age, the younger age group (18–28 years)

dominated, with a total of 49 respondents aged 18–22 years (26.06%) and 44 respondents aged 23–28 years (23.4%). This indicates that younger generations are more aware and interested in products that support sustainability, potentially becoming agents of change in future consumer behavior.

Table 1 Respondent Characteristics

Category	Caracteristics	frequency	%
Gender	Female	98	52.13
	Male	78	41.49
	I prefer not to say	12	6.38
Age	18–22	49	26.06
	23–28	44	23.40
	29–35	32	17.02
	35–49	36	19.15
	50–65	27	14.36
Marital Status	Married	109	57.98
	Single	55	29.26
	I prefer not to say	24	12.77
Employment Status	Employed	98	52.13
	Unemployed	90	47.87
Level of Education	No formal education	23	12.23
	Basic education	83	44.15
	Diploma	46	24.47
	Degree	33	17.55
	Postgraduate degree	3	1.60
Shopping frequency	1–2 times	71	37.77
	2–3 times	49	26.06
	3–4 times	34	18.09
	5–6 times	18	9.57
	More than 6 times	16	8.51

Note: N = 188 respondent

Regarding marital status, more than half of the respondents were married (57.98%), which may influence their purchasing patterns, considering family health and sustainability concerns. Employment status showed a balance between working respondents (52.13%) and non-working respondents (47.87%), indicating that this product appeals to various segments of society, both with stable income and without. In terms of education, most respondents had a basic to diploma-level education, with 44.15% having basic education and 24.47% holding diplomas. This suggests that eco-friendly products can be accessible to people from diverse educational backgrounds, thus increasing the market potential for SMEs producing Jadah Tempe. Shopping frequency also provided important insights; the majority of respondents purchased this product between 1–2 times (37.77%), indicating the potential to raise awareness and promote Jadah Tempe more frequently among consumers.

Overall, the demographic characteristics of the respondents show a significant opportunity to market this eco-friendly product, particularly by targeting young consumers who are concerned about sustainability. See Table 1.

Validity and Reliability Testing Results

Based on the Confirmatory Factor Analysis (CFA) results processed using Smart PLS, all constructs demonstrated strong performance. The factor loading values for each construct item were above 0.70, indicating that each item made a significant contribution to the measured construct. For example, in the Functional Value (FUV) construct, the FUV1 item had a loading of 0.816, signifying a strong relationship with the construct. Both Cronbach's Alpha (CA) and rho_A also showed adequate values for all constructs, with CA ranging from 0.742 to 0.884. This indicates that all constructs have good internal consistency. For instance, the Functional Value (FUV) construct had a CA of 0.799, well above the minimum threshold of 0.70, suggesting excellent reliability. The Average Variance Extracted (AVE) values for all constructs were also above 0.50, indicating that each construct explained more than 50% of its item variance. For example, the AVE for Functional Value (FUV) was 0.616, demonstrating that this construct is strong in explaining the measured variables. The full results can be seen in Table 2.

Table 2 Validity, Reliability, and Multicollinearity Test Results

Constructs	Items	Loading	VIF	CA	rho_A	AVE
Functional Values *(Kremel, 2024; Sheth et al., 1991)*	FUV1. Jadah tempe is beneficial as described	0.861	1.999	0.799	0.832	0.616
	FUV2. The quality of jadah tempe is consistent	0.702	1.756			
	FUV3. The benefits of jadah tempe exceed its price	0.824	1.790			
	FUV4. Consuming jadah tempe supports sustainability	0.752	1.602			
Epistemic Values *(Roh et al., 2022; Tan et al., 2022)*	EPV1. Interested in jadah tempe as a green food	0.782	1.494	0.756	0.766	0.562
	EPV2. Want to find information about jadah tempe	0.799	1.383			
	EPV3. Jadah tempe increases curiosity	0.706	1.425			
	EPV4. Jadah tempe changes the view on green food	0.731	1.467			
Emotional Values *(Li et al., 2021; Sheth et al., 1991)*	EMV1. Jadah tempe fosters affection for green food	0.876	1.689	0.752	0.777	0.669
	EMV2. Enjoy consuming jadah tempe	0.866	1.771			
	EMV3. Jadah tempe brings back positive memories	0.734	1.338			
Social Values *(Caniëls et al., 2021; Dagher & Itani, 2014)*	SOV1. Jadah tempe reflects an eco-friendly lifestyle	0.831	1.691	0.742	0.742	0.661
	SOV2. Jadah tempe shows love for the environment	0.853	1.824			
	SOV3. Jadah tempe connects us to nature	0.754	1.291			

Table 2 Validity, Reliability, and Multicollinearity Test Results (cont')

Constructs	Items	Loading	VIF	CA	rho_A	AVE
Conditional Values *(Peiris et al., 2024; Woo & Kim, 2019)*	COV1. Choosing jadah tempe when visiting Kaliurang	0.890	2.542	0.876	0.884	0.729
	COV2. Jadah tempe as an alternative souvenir	0.866	2.362			
	COV3. Jadah tempe is unique as green food	0.832	2.123			
	COV4. Easy to find jadah tempe in culinary centers	0.831	1.884			
Green Purchase Behavior *(Sheth et al., 1991)*	GPB1. Choosing jadah tempe for its natural ingredients	0.823	1.565	0.742	0.747	0.661
	GPB2. Buying jadah tempe with a sustainability label	0.753	1.366			
	GPB3. Jadah tempe empowers green economy	0.868	1.813			
Green WoM *(Cheung et al., 2023; Konuk, 2019)*	GWM1. Discussing the benefits of jadah tempe often	0.815	1.911	0.871	0.882	0.720
	GWM2. Recommending jadah tempe to close ones	0.846	2.427			
	GWM3. Happy when close ones consume jadah tempe	0.877	2.259			
	GWM4. Sharing info about eco-friendly jadah tempe	0.879	2.684			

Moreover, the Variance Inflation Factor (VIF) values for all items were below 5, indicating that there were no significant multicollinearity issues among the constructs. Therefore, it can be concluded that the research instruments are valid and reliable, providing a solid foundation for further analysis of the relationships between consumption values, green purchase behavior, and green word-of-mouth (GWM).

Table 3 Fornell-Larcker Test Results

	1	2	3	4	5	6	7
1. Funcional Values	**0.785**						
2. Epistemic Values	0.554	**0.750**					
3. Emotional Values	0.502	0.666	**0.818**				
4. Social Values	0.412	0.431	0.338	**0.813**			
5. Conditional Values	0.468	0.745	0.580	0.444	**0.854**		
6. Green Purchase Behavior	0.404	0.589	0.573	0.578	0.692	**0.813**	
7. Green WoM	0.543	0.684	0.694	0.688	0.466	0.376	**0.849**

The discriminant validity analysis based on the Fornell-Larcker criterion showed that all constructs in this study had adequate discriminant validity. Discriminant validity is assessed by comparing the square root of the Average Variance Extracted (AVE) for each construct with the correlations between that construct and the others. From Table 3, the results showed that the square root of the AVE for each construct, such as Functional Values (0.785), Epistemic Values (0.750), Emotional Values (0.818), Social Values (0.813), Conditional Values (0.854), Green Purchase Behavior (0.813), and Green Word-of-Mouth (0.849), was higher than the correlation values between that construct and the others.

These findings indicate that each construct can be significantly distinguished from the others, confirming the discriminant validity and reliability of the measurement instruments in this study.

Hypothesis Testing Results

Hair et al. (2019) does not recommend measuring model fit in Smart PLS using SRMR or Chi-Square, as the PLS approach focuses more on estimating relationships between variables rather than on the assumption of normal distribution. Instead, Hair Jr et al. (2021) suggests that model fit can be assessed using R^2 and Q^2. This is because R^2 measures the proportion of variance explained by independent variables on the dependent variable, while Q^2 evaluates the model's predictive ability against the observed data, providing important information about the extent to which the model represents the relationships between variables. With R^2 values of 0.504 for GPB and 0.334 for GWM, along with Q^2 values reflecting good predictive power, these results emphasize the importance of these values in driving positive behaviors and communication related to eco-friendly products.

The hypothesis testing results revealed that hypotheses H3, H5, and H6 were supported, with β values of 0.144, 0.489, and 0.578, respectively, and significant p-values (0.029 for H3 and 0.000 for both H5 and H6). This indicates that emotional values and conditional values have a positive influence on green purchase behavior (GPB), and green purchase behavior positively influences green word-of-mouth (GWM). Conversely, hypotheses H1, H2, and H4 were rejected, suggesting that functional values, epistemic values, and social values do not have a significant impact on GPB. Additionally, the analysis of indirect effects indicated that emotional values and conditional values also have a significant effect on GWM through GPB, with β values of 0.083 and 0.283, respectively, showing that consumers who perceive emotional and conditional values are more likely to share information about green products.

Table 4 Hypothesis Testing Results

Hypotheses	Relations	β	t-stat	P-Value	Result
H1	FUV -> GPB	0.034	0.578	0.282	Not Supported
H2	EPV -> GPB	0.079	0.939	0.174	Not supported
H3	EMV -> GPB	**0.144**	**1.905**	**0.029**	**Supported**
H4	SOV -> GPB	0.062	1,011	0.156	Not Supported
H5	COV -> GPB	**0.489**	**7.112**	**0.000**	**Supported**
H6	GPB -> GWM	**0.578**	**10.265**	**0.000**	**Supported**
Indirect Effect					
	FUV -> GPB -> GMW	0.020	0.577	0.282	Not Significant
	EPV -> GPB -> GMW	0.045	0.905	0.183	Not Significant
	EMV -> GPB -> GMW	**0.083**	**1.893**	**0.029**	**Significant**
	SOV -> GPB -> GMW	0.036	0.995	0.160	Not Significant
	COV -> GPB -> GMW	**0.283**	**5.277**	**0.000**	**Significant**
Note : R^2 GPB = 0.504; R^2 GWM = 0.334; Q^2 GPB = 0.313; Q^2 GWM = 0.230					

The main findings of this research indicate that emotional and conditional values significantly influence green purchase behavior, whereas functional, epistemic, and social values do not show the same impact. These results align with previous studies, such as Zhang et al. (2018), which affirm that emotional values, like satisfaction and closeness to the product, can drive consumers' decisions to choose eco-friendly products. Additionally, research by Chen and Chang (2012) supports these findings by showing that conditional values, reflecting the purchasing situation and context, play an important role in consumers' decision-making regarding green products. This research adds to the evidence that, in the context of local food products like Jadah Tempe, emotional and situational factors have a stronger influence than functional values, which may be considered more relevant in other product contexts. Thus, these findings provide important contributions to understanding the factors that influence green purchase behavior in local markets.

The high loading values on the emotional and conditional value constructs indicate that consumers feel emotionally connected to the product and consider the context when making purchasing decisions. This supports previous findings by Wijekoon and Sabri (2021), who emphasized that emotional and conditional influences are highly significant in consumers' decisions to choose green products. Meanwhile, the lower loading values on functional and social values suggest that consumers may not prioritize these factors as much in the context of Jadah Tempe. This is consistent with research by Peiris et al. (2024), which found that functional value often has less impact in the food category compared to other products.

Finally, the analysis results show a significant indirect effect of emotional and conditional values on green word-of-mouth through green purchase behavior. This finding reflects that consumers who perceive emotional and conditional value in Jadah Tempe are more likely to actively share positive information about the product. Interestingly, the demographic characteristics of the respondents show that the majority of consumers are women and are predominantly young (18–28 years old), a group known for its high awareness of sustainability issues. This is consistent with previous studies indicating that younger generations are more responsive to environmental values and contribute to promoting green products through positive communication (Witek & Kuźniar, 2021). Additionally, this study emphasizes the importance of emotional value in motivating green purchasing behavior, which is also seen among married respondents, who may place greater emphasis on health and sustainability in their product choices. Thus, the combination of demographic characteristics and identified indirect effects presents an interesting picture of consumer behavior dynamics, particularly among environmentally conscious young people.

This study's findings show that emotional and conditional values significantly influence green purchase behavior and green WoM, while other factors like functional and social values do not show strong support. The key takeaway is the importance of building an emotional connection with consumers and creating a context that supports sustainability in marketing products like Jadah Tempe. Theoretically, these findings enrich the literature on eco-friendly consumer behavior by emphasizing the role of emotional and situational values in decision-making. Practically, marketers can focus on communication strategies

that evoke emotions and highlight the uniqueness of products within the local cultural context to attract more consumers. Additionally, the social implications of this study's findings indicate that young consumers and women are more responsive to sustainability issues and have a high awareness of eco-friendly products. This shows the potential to increase awareness about eco-friendly products among the younger generation, which has a significant influence in promoting green products through positive communication. Although this study has some limitations, such as its focus on the Yogyakarta region, this also opens opportunities for further research in other areas to understand different contexts. Thus, the findings of this study still make a strong contribution to understanding consumer behavior and provide a solid foundation for future studies.

Conclusion

This study highlights the important role of emotional and conditional values in driving environmentally friendly purchasing behavior and word-of-mouth (WoM) promotion among consumers of Jadah Tempe in Yogyakarta. Consumers who develop emotional attachments to a product tend to be more active in recommending it and engaging in environmentally friendly purchasing behavior. This indicates that marketing strategies focused on building emotional relationships with consumers can significantly enhance the acceptance of sustainability-based products. Furthermore, this research provides valuable insights into how local social and cultural contexts influence consumer preferences for environmentally friendly products. Conditional values, which encompass unique aspects and local relevance, have proven to be important factors in determining consumer choices. Therefore, marketers should design campaigns that emphasize sustainability while also fostering deep connections with local values to enhance product appeal.

This study also reveals a significant indirect effect of emotional and conditional values on green WoM through green purchasing behavior, highlighting the importance of creating positive consumer experiences. The dominance of young female consumers among Jadah Tempe buyers indicates the potential to raise awareness of environmentally friendly products among the younger generation. The diverse educational backgrounds and purchasing frequencies among respondents suggest opportunities for SMEs to develop inclusive marketing strategies for various segments of society. This research contributes to the understanding of consumer behavior in the environmentally friendly food market, paving the way for future studies to explore demographic variables and socio-cultural dimensions in marketing environmentally friendly products.

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