# EXAMINATION OF GREEN PURCHASE INTENTION: AN EMPIRICAL STUDY IN YOKOHAMA AND YOGYAKARTA

**By**
**Lucia Nurbani Kartika[1], Yohanes Michael Christanto[2]**
**[1,2] Universitas Kristen Duta Wacana**
**E-mail: [1]ciakartika@staff.ukdw.ac.id, [2]Yohanes.michael@staff.ukdw.ac.id**

***Article History:***
*Received: 05-12-2025*
*Revised: 15-12-2025*
*Accepted: 08-01-2026*

***Keywords:***
*Green Advertising, Green Innovation, Green Purchase Intention, Social and Emotional Value, Sustainability*

***Abstract:*** *This study investigates the influence of green innovation and green advertising on green purchase intention, with social and emotional value as a mediating variable, comparing consumer behavior in Yokohama, Japan, and Yogyakarta, Indonesia. The rationale for this research lies in the increasing global concern for sustainability and the need to understand how consumers from different cultural backgrounds respond to environmentally friendly products. Using a quantitative approach with the PLS-SEM method, data were collected from 100 respondents (50 from each city) through a Likert-scale questionnaire distributed via Google Forms. The findings reveal that green advertising and green innovation significantly affect social and emotional value in both cities. However, only green innovation significantly influences green purchase intention in Yokohama, while social and emotional value has a significant effect on green purchase intention in Yogyakarta. The study highlights cultural variations in environmental attitudes and emphasizes the importance of emotional and social engagement in promoting sustainable consumer behavior. These results provide managerial implications for marketers to design culturally tailored green marketing strategies that effectively enhance purchase intentions for eco-friendly products.*

## INTRODUCTION

Sustainability has become a major concern, and consumers' behavior has emerged as a primary factor in shaping the future of consumption. In this context, it is essential that consumers have more awareness of what they purchase and how their consumption patterns affect natural resources. Green products are often seen favorably by customers who are aware of environmental issues (Costa et al., 2021).

Green products are products that use natural materials, resulting in less waste and less impact on the environment (Policarpo & Aguiar, 2020). From the production process to the distribution process to consumers, green products or environmentally friendly products

pay attention to aspects of environmental sustainability. Therefore, when creating environmentally friendly products, it is essential to prioritize the use of natural materials and ensure that the entire production and distribution processes adhere to principles of environmental sustainability."

Green marketing has become an important domain for society in general. Consumers, who are increasingly aware of sustainability issues, would typically attempt to mitigate these concerns by consuming more environmentally friendly products and by taking actions or performing behaviors that foster their responsibilities towards the environment (Majeed et al, 2022). In the context of green marketing, consumption behaviors induce actions that could lead to positive impacts on (or reduced damage to) the environment (Gilg et al, 2022). Buying green products is crucial for several reasons. Firstly, it contributes to environmental conservation by reducing pollution, conserving energy, and minimizing the depletion of natural resources. Green products are often manufactured using sustainable practices and materials, which helps mitigate environmental degradation and preserve ecosystems. Secondly, purchasing green products promotes public health and well-being. Many conventional products contain harmful chemicals and toxins that can pose risks to human health. By choosing green alternatives, consumers can minimize exposure to such substances and create safer living environments for themselves and their families. Moreover, buying green products supports sustainable businesses and industries. Companies that prioritize environmental responsibility and sustainability are incentivized to develop innovative solutions and technologies that have a lesser impact on the planet. By supporting these businesses through purchasing their products, consumers can drive market demand for eco-friendly alternatives and encourage further sustainable development. Lastly, purchasing green products empowers consumers to make a positive difference. Every purchase is a vote for the kind of world we want to live in. By consciously opting for environmentally friendly options, individuals can align their actions with their values and contribute to the collective effort towards a more sustainable future (Smith & Johnson ,2023).

## LITERATUR REVIEW

### Green Awareness

Green awareness is based on recognizing and recalling the brand as a green brand because of the green activities and associations". The awareness meant is in the effort to improve the community's care to the environment; it can be evaluated from the community company which is more caring to the environment (Rahmi et al., 2017).

Green products are often seen favorably by customers who are aware of environmental issues (Costa et al., 2021). The findings of studies carried out by demonstrating that consumer intentions to purchase eco-friendly products are significantly positively impacted by environmental concerns and environmental knowledge. Consumption patterns that change to consumption patterns of environmentally friendly products due to changes in consumer perspectives based on green awareness are also called green consumerism (Alamsyah et al., 2020; Zafar et al., 2021).

Green awareness plays a crucial role in shaping consumer behavior towards eco-friendly products. It is a critical factor in influencing the adoption of environmentally sustainable practices and the purchase of products that are environmentally friendly. Green

awareness is linked to various factors that contribute to its development, including green marketing strategies, green brand image, and environmental knowledge.

Green awareness among customers can be enhanced on the basis of the perceived value of green initiatives (Wu & Chen, 2014). Such value can be reflected, for example, in the fact that no chemicals are used to produce organic products, making them healthy long-term dietary choices (Groening et al, 2018). This value also stems from the fact that organic production processes do not damage environments and habitats (Biswas & Roy, 2015). The advantage of organic products over conventionally manufactured commodities is assessed by customers with reference to the value that they interpret as being offered by environment-friendly products.

Green awareness is sure can be controlled by a company that produces its product. This customer's care becomes important when it relates to the customer's decision in selecting the eco-friendly product (Wu & Chen, 2014). Relating to customer purchasing behavior, green awareness can be formed by four things which are consumers' environmental concerns, awareness of the green product, awareness of price, and awareness of brand image (Rahab, 2016; Suki, 2013).

**Green Innovation**

Green innovation serves as a key driver of green transformation and sustainable high-quality development. It involves the creation and implementation of environmentally friendly products, services, and technologies that support sustainable growth and reduce ecological impact (Shehzad et al., 2023). From a management perspective, green innovation emphasizes how industrial structures influence firms' capacity to adopt eco-friendly initiatives and achieve competitive advantage (Abbas & Khan, 2023).

Beyond financial objectives, business sustainability integrates economic, social, and environmental considerations into corporate strategy. Environmentally friendly innovation enhances resource efficiency and supports high-quality, sustainable development (Yuliantini et al., 2023). Economists view green innovation as influenced by external factors such as environmental protection policies and technological advancement, with big data analytics further promoting sustainable market and innovation growth.

To foster green innovation, firms may adopt multifaceted strategies combining green dynamic capabilities, sustainable practices, and green value co-creation. This includes developing new or improved products, processes, marketing methods, organizational structures, and institutional arrangements that reduce environmental impact—ranging from incremental improvements to radical innovations (Del Río et al., 2016).

**Green Advertising**

Green advertising refers to advertisements that explicitly or implicitly promote awareness of environmental issues and encourage behaviors that mitigate ecological harm (Fowler & Close, 2014; FuiYeng & Yazdanifard, 2015). Such advertising serves as an effective tool for influencing consumer purchase behavior and promoting eco-friendly products (Yazdanifard & Mercy). Organizations use green advertising to project an environmentally responsible image at both corporate and product levels, ultimately affecting consumer decision-making (Reich & Armstrong, 2016). These advertisements often highlight themes of ecology and human health, emphasizing the environmental benefits of products such as recyclability, energy efficiency, and sustainable materials (Yoon & Kim, 2016). By spreading

information and knowledge about sustainability, green advertising fosters consumer awareness and encourages green consumption behavior. Through compelling messages and visuals, it shapes consumer attitudes toward sustainability and enhances the perceived value of eco-friendly products (Yeng & Yazdanifard, 2015).

**Social and Emotional Value**

Social and emotional values are key determinants in shaping consumer behavior toward environmentally responsible practices. Social value represents the perceived benefits of engaging in green behaviors, such as belonging to a like-minded community or contributing to a greater social good (Kanchanapibul et al., 2014). Emotional value, on the other hand, arises from feelings such as guilt, responsibility, or satisfaction when purchasing eco-friendly products, influencing perceived value and purchase intentions.

These values mediate the relationship between emotional appeals and green purchasing behavior, meaning that emotional responses and perceived social rewards jointly shape attitudes toward sustainable consumption (Kanchanapibul et al., 2014). To enhance social and emotional value, businesses should integrate sustainability with initiatives that improve social equity, employee well-being, and community engagement. Embedding CSR strategies and promoting emotional resilience through green initiatives can strengthen both environmental sustainability and social cohesion

**Green Purchase Intention**

Purchase intention (GPI) refers to consumers' motivation to buy products produced through environmentally friendly processes that minimize ecological harm (Nur et al., 2021). It reflects a consumer's preference for green alternatives and willingness to pay a premium for sustainable products (Al-Majali & Tarabieh, 2020). Purchase intention serves as a key predictor of actual buying behavior and is shaped by multiple factors including beliefs, values, motivation, knowledge, and attitudes (Choi & Johnson, 2019; Prentice et al., 2019). When evaluating products, consumers' awareness of their needs and environmental concerns significantly influences their purchase decisions (Sullivan & Kim, 2018; Ahmed & Zhang, 2020). As a result, green purchase intention acts as a critical behavioral indicator in understanding how consumers translate sustainability attitudes into eco-friendly purchasing actions (Spielmann, 2020).

## RESEARCH METHOD

The study uses a quantitative research approach with the Partial Least Squares Structural Equation Modelling or PLS-SEM. The tool was used mainly because of its capability to manage the complex models with several constructs and indicators. The data analysis using PLS-SEM can be conducted in two methods which are the Measurement Model, or the Outer model, and the Structural model, or referred to the Inner Model. The data collected was analyzed using SmartPLS
4.0 software as the tool with two results. The results are divided into two parts, which are the findings in Yogyakarta and Yokohama.
The study's target population consists of 50 students who study in Yogyakarta, Indonesia and 50 students who study in Yokohama, Japan. The technique used is purposive random sampling spread with google form in November 2024 to extract samples from the population of interest. The questionnaire used five Likert scale where the value of one represents

"strongly disagree" and the value of five represents "strongly agree".
There are three variables which are independent, dependent and mediating variables in this study. Green Advertising and Green Innovation are independent variables (X) which are measured by nine indicators while Green Purchase Intention which is measured by 4 indicators serves as dependent variable (Y). The variable (Z) or mediating variable is Social and Emotional Value which is measured by 4 indicators. The data were analyzed to test the validity, reliability, and structural model test.

## RESULTS AND DISCUSSION

### Respondent Profile

Presented below are the profiling results of 100 respondents, consisting of 50 students who live and study in Yogyakarta and 50 students who live and study in Yokohama. These respondents completed a questionnaire distributed via Google Forms.

**Table 1: Profile of Respondents**

| Description | Classification | Yokohama | Yogyakarta |
|---|---|---|---|
| Gender | Male | 38 | 17 |
| | Female | 12 | 33 |
| Age | Below 18 years old | 4 | 3 |
| | 18 until 22 years old | 42 | 27 |
| | above 22 years old | 4 | 20 |
| Income (Equivalence) | Below IDR 2.500.000 | 15 | 26 |
| | IDR 2.500.000 - IDR 2.999.999 | 3 | 8 |
| | IDR 3.000.000 - IDR 3.499.000 | 5 | 4 |
| | IDR 3.500.000 - IDR 4.000.000 | 3 | 3 |
| | Above IDR 4.000.000 | 24 | 9 |
| Environmental Awareness | Slightly aware (has limited knowledge of environmental issues) | 13 | 2 |
| | Moderately aware (possesses knowledge of environmental issues and follows general developments) | 29 | 31 |
| | Highly aware (actively involved in environmental activities, regularly follows news related to environmental issues) | 8 | 17 |
| Environmentally Friendly Behavior | Does not consider | 9 | 3 |
| | Has previously purchased eco-friendly products | 12 | 23 |
| | Occasionally purchases eco-friendly products | 29 | 24 |

The table above indicates that the majority of respondents were men in Yokohama or 38 respondents while women in Yogyakarta or 33 respondents. The ages of respondents ranging from 18 until 22 years old dominated both cities. Most respondents in Yokohama had the income above IDR 4.000.000 or equivalent to 40.000 Yen while in Yogyakarta, most

respondents earned below IDR 2.500.000 or equivalent to below 25.000 Yen. Related to environmental awareness, both respondents in Yokohama and Yogyakarta mostly possesses knowledge of environmental issues and they follow the general development of the issue. Most of the respondents in both cities also occasionally purchased eco-friendly products.

**Assessment of Measurement Model**

**Table 2. Convergent Validity Test Results**

| Variable | Indicator | Yokohama | Yogyakarta |
|---|---|---|---|
| Green Advertising | GAD1 | 0.843 | 0.812 |
| | GAD2 | 0.929 | 0.845 |
| | GAD3 | 0.897 | 0.927 |
| | GAD4 | 0.826 | 0.89 |
| Green Innovation | GI1 | 0.818 | 0.863 |
| | GI2 | 0.868 | 0.881 |
| | GI3 | 0.87 | 0.94 |
| | GI4 | 0.934 | 0.909 |
| | GI5 | 0.913 | 0.892 |
| Social and Emotional Value | SAV1 | 0.83 | 0.879 |
| | SAV2 | 0.829 | 0.833 |
| | SAV3 | 0.817 | 0.871 |
| | SAV4 | 0.726 | 0.861 |
| | SAV5 | 0.823 | 0.93 |
| | SAV6 | 0.888 | 0.927 |
| Green Purchase Intention | GPI1 | 0.807 | 0.915 |
| | GPI2 | 0.824 | 0.897 |
| | GPI3 | 0.847 | 0.889 |
| | GPI4 | 0.825 | 0.848 |

Based on the information regarding convergent validity result shown in Table 2, all constructs in two findings meet the minimum requirement which the value must be ≥ 0.70 (Hair et al., 2021; Kamis et al., 2020). Moreover, the discriminant validity in Yokohama was tested and the result is shown in Table 3 while the finding in Yogyakarta is shown in Table 4.

**Table 3. Cross Loading in Yokohama**

| Yokohama | | | | |
|---|---|---|---|---|
| Indicator | Green Advertising | Green Innovation | Green Purchase Intention | Social & Emotional Value |
| GAD1 | 0.843 | 0.526 | 0.400 | 0.495 |
| GAD2 | 0.929 | 0.555 | 0.424 | 0.611 |
| GAD3 | 0.897 | 0.756 | 0.507 | 0.714 |
| GAD4 | 0.826 | 0.562 | 0.349 | 0.608 |
| GI1 | 0.585 | 0.818 | 0.399 | 0.478 |
| GI2 | 0.718 | 0.868 | 0.423 | 0.638 |
| GI3 | 0.604 | 0.87 | 0.448 | 0.58 |
| GI4 | 0.553 | 0.934 | 0.405 | 0.588 |
| GI5 | 0.599 | 0.913 | 0.462 | 0.595 |


ISSN 2798-3471 (Cetak)
ISSN 2798-3641 (Online)

| | | | | |
|---|---|---|---|---|
| **GPI1** | 0.347 | 0.407 | 0.807 | 0.376 |
| **GPI2** | 0.458 | 0.351 | 0.824 | 0.408 |
| **GPI3** | 0.377 | 0.511 | 0.847 | 0.227 |
| **GPI4** | 0.425 | 0.32 | 0.825 | 0.232 |
| **SAV1** | 0.621 | 0.597 | 0.298 | 0.83 |
| **SAV2** | 0.517 | 0.483 | 0.272 | 0.829 |
| **SAV3** | 0.593 | 0.352 | 0.278 | 0.817 |
| **SAV4** | 0.549 | 0.715 | 0.449 | 0.762 |
| **SAV5** | 0.608 | 0.589 | 0.201 | 0.823 |
| **SAV6** | 0.578 | 0.439 | 0.308 | 0.888 |

**Table 4. Cross Loading in Yogyakarta**

| Yogyakarta | | | |
|---|---|---|---|
| **Green Advertising** | **Green Innovation** | **Green Purchase Intention** | **Social & Emotional Value** |
| 0.812 | 0.656 | 0.766 | 0.722 |
| 0.845 | 0.661 | 0.653 | 0.708 |
| 0.927 | 0.773 | 0.782 | 0.816 |
| 0.89 | 0.747 | 0.722 | 0.771 |
| 0.66 | 0.863 | 0.737 | 0.749 |
| 0.699 | 0.881 | 0.686 | 0.706 |
| 0.793 | 0.94 | 0.785 | 0.831 |
| 0.726 | 0.909 | 0.747 | 0.779 |
| 0.781 | 0.892 | 0.796 | 0.88 |
| 0.801 | 0.757 | 0.915 | 0.783 |
| 0.767 | 0.749 | 0.897 | 0.788 |
| 0.754 | 0.762 | 0.889 | 0.8 |
| 0.663 | 0.707 | 0.848 | 0.708 |
| 0.741 | 0.845 | 0.741 | 0.879 |
| 0.764 | 0.654 | 0.757 | 0.833 |
| 0.728 | 0.741 | 0.835 | 0.871 |
| 0.661 | 0.798 | 0.671 | 0.861 |
| 0.865 | 0.839 | 0.812 | 0.93 |
| 0.838 | 0.804 | 0.783 | 0.927 |

Concerning the cross loadings in both cities, the minimum requirement is that each indicator's loading must be greater than the loadings of the indicators associated with its respective variables (Yaacob et al., 2021; Hussain et al., 2021). As shown in Table 3 and Table 4, this requirement for cross loadings has been satisfied and met minimum requirement. Moreover, the construct reliability and validity were also analysed using some methods including Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE). The results of two cities are presented in Table 5.

**Table 5. Construct Reliability & Validity**

| Variable | Yokohama | Yogyakarta |
|---|---|---|
| | Cronbach's Alpha | |
| Green Advertising | 0.897 | 0.892 |
| Green Innovation | 0.928 | 0.939 |
| Social and Emotional Value | 0.845 | 0.91 |
| Green Purchase Intention | 0.907 | 0.944 |

| Yokohama | Yogyakarta | Yokohama | Yogyakarta |
|---|---|---|---|
| Composite Reliability | | Average Variance Extracted (AVE) | |
| 0.895 | 0.895 | 0.765 | 0.756 |
| 0.943 | 0.943 | 0.777 | 0.805 |
| 0.912 | 0.912 | 0.682 | 0.787 |
| 0.946 | 0.946 | 0.682 | 0.782 |

Table 5 illustrates the value of all testing meets minimum requirement. Composite reliability should generate value above 0.70 (García-Salirrosas et al., 2024; Darvishmotevali & Altinay, 2022) and both the finding in Yokohama and Yogyakarta have the value above 0.50. The value of Cronbach's Alpha must be above 0.70 and the value of AVE must be ≥ 0.50 (Hair et al., 2021; Pancić et al, 2023; Cheng et al., 2023). All the value in Cronbach's Alpha and AVE are above the minimum requirement.

To measure how well regression predictions fit the data, the coefficient of determination is analyzed. The minimum value for $R^2$ must be above 0.10 (Subhaktiyasa, 2024; Purwanto & Sudargini, 2021). Based on the findings, both in Yokohama and Yogyakarta generate the value above 0.10 which meet minimum requirement. To identify the model fit, Standardized Root Mean Square Residual or SMRM testing is used. To indicate a good fit, the value must be less than 0.10 (Hair et al., 206; Yulita et al., 2021; Arsenio, 2023). According to the findings, both Table 8 and Table 9 demonstrate the value of SRMR is less than 0.10 which indicate the fulfillment of minimum requirement.

**Table 6. R-square of the Endogenous Latent Variables in Yokohama & Yogyakarta**

| | Yokohama | | Yogyakarta | |
|---|---|---|---|---|
| | R-square | R-square adjusted | R-square | R-square adjusted |
| **Green Purchase Intention** | 0.279 | 0.232 | 0.799 | 0.786 |
| **Social and Emotional Value** | 0.548 | 0.529 | 0.845 | 0.839 |

**Table 7. Standardized Root Mean Square Residual (SRMR) in Yokohama & Yogyakarta**

| | Yokohama | | Yogyakarta | |
|---|---|---|---|---|
| | Saturated model | Estimated model | Saturated model | Estimated model |
| **SRMR** | 0.096 | 0.096 | 0.061 | 0.061 |

**Model Evaluation**

The stage in model evaluation is to test the relationship significance among variables. The criterion is based on the value of t-value and p-value. If the value of t-value is greater than 1.96,


*ISSN 2798-3471 (Cetak)*
*ISSN 2798-3641 (Online)*

it is defined as significant, while less than 1.96 is concluded as not significant (Purwanto et al., 2021). This study also uses a 5% significance level with a 95% confidence interval, thus, p-value should be less than 0.05 (Tuamyil & Gado, 2024). Table 10 and Table 11 show the result of hypothesis testing using bootstrapping and 5.000 subsamples to gain maximum in result stability (Hair et al., 2021).

Table 10 demonstrates the direct effect of several exogenous variables' relationship towards endogenous variable in Yokohama. Based on the result, green advertising does not have significant relationship on green purchase intention indicated by the value of t statistic and p value that do not meet minimum requirement. The relationship between social and emotional value on green purchase intention also does not meet the minimum criteria, thus, it does not show any significance. Moreover, the relationship between green advertising and green innovation on social and emotional value meet the minimum requirement and defined as significant. Green innovation also has significant relationship towards green purchase intention as the value of t-statistic is 2.000 or greater than 1.96 and 0.046 for p value which is less than what it should be or 0.05.

Table 11 shows the result done in Yogyakarta. There are two hypotheses which do not have significant influences. The hypotheses are green advertising and green innovation on green purchase intention. The other hypotheses show significant relationship such as green advertising and green innovation on social and emotional value, social and emotional value on green purchase intention.

The indirect effects can be seen in Table 12 and Table 13. Both the findings show that there is no significant indirect effect both in Yokohama and Yogyakarta. Both findings result the values of t-statistic are less than 1.96 which are 0.190, and 0.201 in Yokohama while 1.693, and 1.617 in Yogyakarta. The P values also show the values which are greater than 0.005 which are 0.849 and 0.840 in Yokohama and 0.090 and 0.106 in Yogyakarta.

**Table 10. Model Hypothesis Testing in Yokohama & Yogyakarta**

| Yokohama | | |
|---|---|---|
| | **Original sample (O)** | **Sample mean (M)** |
| **Green Advertising -> Green Purchase Intention** | 0.303 | 0.323 |
| **Green Advertising -> Social and Emotional Value** | 0.476 | 0.487 |
| **Green Innovation -> Green Purchase Intention** | 0.299 | 0.313 |
| **Green Innovation -> Social and Emotional Value** | 0.325 | 0.321 |
| **Social and Emotional Value -> Green Purchase Intention** | -0.037 | -0.042 |

| Yokohama | | |
|---|---|---|
| **Standard deviation (STDEV)** | **T statistics (\|O/STDEV)** | **P values** |
| 0.196 | **1.547** | **0.122** |
| 0.161 | 2.96 | 0.003 |

| | | |
|---|---|---|
| 0.149 | 2.000 | 0.046 |
| 0.15 | 2.171 | 0.03 |
| 0.17 | **0.215** | **0.83** |

**Table 11. Indirect Effect of X on Y in Yokohama**

| | Yokohama | |
|---|---|---|
| | **Original sample (O)** | **Sample mean (M)** |
| **Green Advertising - > Green Purchase Intention** | **-0.017** | **-0.021** |
| **Green Innovation - > Green Purchase Intention** | **-0.012** | **-0.01** |

| Yokohama | | |
|---|---|---|
| **Standar deviation (STDEV)** | **T statistics (\|O/STDEV\|)** | **P values** |
| 0.092 | **0.19** | **0.849** |
| 0.059 | **0.201** | **0.84** |

| Yogyakarta | | | | |
|---|---|---|---|---|
| **Orig nal sample (O)** | **Sample mean (M)** | **Standar deviation (STDEV)** | **T statistics (\|O/STDEV\|)** | **P values** |
| 0.167 | 0.17 | 0.098 | **1.693** | **0.09** |
| 0.196 | 0.203 | 0.121 | **1.617** | **0.106** |

**Discussion**

The first finding regarding the significant relationship between green advertising and green purchase intention. Based on the result, green advertising does not have significant effect on green purchase intention in Yokohama and Yogyakarta due to the t-statistic value is higher lower than 1.96 and p value is higher than 0.05. In Yokohama the value of t-statistic is 1.547 and p value is 0.122, while in Yogyakarta the value of t-statistic is 1.714 and p value is 0.087. This means that green advertising affects to green purchase intention. The finding from South Korea shows the opposite result. The attributes of informativity, compensation, inconvenience, personalization, and utility ultimately affect the consumers' purchase intention (Kim & Cha, 2021). In India, Kaur et al (2022) conducted a research on green marketing and its relationship to green purchase intention. The study showed that green marketing had a significant effect on green purchase intention among Indian millennials. Another study done in China, also reported that there was significant effect between green advertising and consumer's purchase intention (Sun et al., 2021). In general, green advertising affects the customers to purchase friendly products or that do not harm the environment (Amalia et al., 201). Green advertising can also be used to spread awareness about green product and issues related to environment through several media such as printed or electronic media, social media and so on (Mansoor et al., 2022). However, the use of the wrong media for promotion can be one of the factors contributing to the failure to increase consumers' desire to purchase green products. An advertiser should be aware of the content, and way of promoting to increase the consumers' purchase intention towards green products especially in Yogyakarta and Yokohama. The advertising can be in terms of benefits using green products or the impacts when consumers do not care or pay attention to the environments due to the usage of environmentally harmful products. The advertisement can


*ISSN 2798-3471 (Cetak)*
*ISSN 2798-3641 (Online)*

also use influencers to promote or to reach more since the respondents were students.

Green advertising has a significant effect on social and emotional value both in Yokohama and Yogyakarta due to the t-statistic value is greater than 1.96 and p value is below 0.05. These findings are in line with Zhang's study conducted in 2024. Information about green products or services in the advertisement should attract consumers' attention and trust to affect their value evaluation (Zhang et al., 2024). The way a marketer does in advertising the products should be appealing and well-informed. Another key aspect to do is to add strong emotional features to the brand to increase consumers' understanding when they are adopting green philosophy (Balaskas et al, 2023). Green innovation also has a significant effect on social and emotional value in both Yokohama and Yogyakarta. Social value refers to the advantages gained from product knowledge that enhance the self-concept of consumers in a social context while emotional value is the positive feelings generated using certain products (Raharja et al., 2022). Through innovation, it is possible to improve consumers' favorable opinions, raise the awareness and interest in environmental matters as well (Yu et al., 2024). This innovation done by the companies can be used to increase social identity and positive feelings upon the green products or services.

Green innovation has a significant effect on green purchase intention which is shown by the minimum requirement of t-statistic and p value in Yokohama while the finding in Yogyakarta shows the green innovation variable does not have a significant effect on green purchase intention. Innovation in products should offer greater value to increase consumer's acceptance and purchase intention. The finding in Yokohama is aligned with the research conducted by Wu et al (2014) and Lin et al (2023).

Social and emotional value does not have a significant effect on green purchase intention in Yokohama while in Yogyakarta, it shows the opposite. Social value is described as the image that aligns with social image that consumers wish to project while emotional value is the emotional attachment that consumers have with the products they purchase (Tuska et al., 2023). The finding in Yogyakarta was aligned with the study conducted by Salugiasih et al (2022) and Nata et al (2024) which stated that there was significant relationship between social and emotional value on purchase intention. Individuals might believe that the ownership of green products will enhance their social life leading to evoke the feelings of pride and joy especially in term of environment. Individuals who may be hesitant to spend money or to have intention to purchase green products indicate that social and emotional values for the enjoyment of green products do not influence the purchase intention or become the sole determinants. Moreover, it is concluded that green advertising and green innovation indirectly do not have a significant effect on green purchase intention through social and emotional value as a mediating or intervening variable with the t- statistic value lower than 1.96 and p value higher than 0.05. The relationship between green advertising and green innovation accounted by social and emotional value were not accepted in both Yokohama and Yogyakarta.

## CONCLUSION

To sum, the study reveals some important findings related to the relationship between green advertising, green innovation, social emotional value on green purchase intention conducted in Yokohama and Yogyakarta. First, green advertising does not have any significant influence on green purchase intention in both cities, which contradicts findings

from other regions such as South Korea, India, and China. This suggests that factors like the media used for promotion and the content of the advertisement may need to be optimized to better engage consumers in these areas. Furthermore, green advertising does have a significant effect on both social and emotional value, aligning with previous studies that emphasize the importance of emotional and social value in green marketing. Similarly, green innovation significantly impacts social and emotional value in both Yokohama and Yogyakarta, suggesting that innovations in green products can positively shape consumer attitudes and feelings. Social and emotional value shows a significant effect on green purchase intention in Yogyakarta while it does not show any in Yokohama. Green innovation shows a significant effect on green purchase intention in Yokohama, yet it does not have a similar impact in Yogyakarta. This indicates the need for further research into local consumer behaviour and product perception. Lastly, social and emotional value does not mediate the relationship between green advertising or green innovation and green purchase intention in either city, highlighting that while these values may influence attitudes, they do not directly lead to purchasing behaviour.

**Recommendation**

Studies in green marketing is evolving and developing along with the technology development. Many technologies especially in social media used to promote or even increase green awareness. It is suggested to explore more about green awareness and the use of social media including the role of influencer marketing. It is also recommended to explore more about the role of social and emotional value in the field of green marketing, since the studies are still limited. Future research is advised to collect more respondents due to achieve more valid data or results or it can broaden the cities to represent the whole country as it will generate better findings.

**REFERENCES**

[1] Abbas, J., & Khan, S. M. (2023). Green knowledge management and organizational green culture: an interaction for organizational green innovation and green performance. Journal of Knowledge Management, 27(7), 1852-1870. https://doi.org/10.1108/JKM-03-2022-0156

[2] Abd Rahim, M. H., Zukni, R. Z. J. A., Ahmad, F., & Lyndon, N. (2012). Green advertising and environmentally responsible consumer behavior: The level of awareness and perception of Malaysian youth. Asian social science, 8(5), 46. DOI:10.5539/ass.v8n5p46

[3] Ahmad, W., Zhang, Q., 2020. *Green purchase intention: effects of electronic service quality and customer green psychology.* J. Clean. Prod. 267,122053. https://doi.org/10.1016/j.jclepro.2020.122053

[4] Alamsyah, D. P., Aryanto, R., Utama, I. D., Marita, L. S., & Othman, N. A. (2020). The antecedent model of green awareness customer. Management Science Letters, 10(11), 2431–2436. https://doi.org/10.5267/j.msl.2020.4.007

[5] Alamsyah, D., Othman, N., & Mohammed, H. (2020). The awareness of environmentally friendly products: The impact of green advertising and green brand image. Management Science Letters,10(9),1961-1968. DOI:10.5267/j.msl.2020.2.017

[6] Al-Majali, M., & Tarabieh, S. (2020). Effect of internal green marketing mix elements on

[7] customers' satisfaction in Jordan: Mu'tah Universitystudents.


*ISSN 2798-3471 (Cetak)*
*ISSN 2798-3641 (Online)*

[8] Amallia, B. A., Effendi, M. I., & Ghofar, A. (2021). The effect of green advertising, trust, and attitude on green purchase intention: Anevidence from jogjakarta, indonesia. International Journal of Creative Business and Management, 1(1), 66-79. https://doi.org/10.31098/ijcbm.v1i1.4553

[9] Amin, S., & Tarun, M. T. (2021). Effect of consumption values on customers' green purchase intention: a mediating role of green trust. Social Responsibility Journal, 17(8), 1320-1336. DOI: 10.1108/SRJ-05-2020-0191

[10] Amoako, G. K., Doe, J. K., & Dzogbenuku, R. K. (2021). Perceived firm ethicality and brand loyalty: the mediating role of corporate social responsibility and perceived green marketing. Society and Business Review, 16(3), 398-419. https://doi.org/10.1108/SBR-05-2020-0076

[11] Andina, M., Anggriani, I., & Indriasari, N. (2023). *Factors Affecting Consumer Interest In Purchasing Decisions At Sentral Cell Lubuk Linggau Shop.* Jurnal Ekonomi, Manajemen, Akuntansi dan Keuangan, 4(3), 1055-1062.DOI: https://doi.org/10.53697/emak.v4i3.1333

[12] Balaskas, S., Panagiotarou, A., & Rigou, M. (2023). *Impact of environmental concern, emotional appeals, and attitude toward the advertisement on the intention to buy green products: The case of younger consumer audiences. Sustainability*, 15(17), 13204.https://doi.org/10.3390/su151713204

[13] Biswas, A., & Roy, M. (2015*). Leveraging factors for sustained green consumption behavior based on consumption value perceptions: Testing the structural model. Journal of Cleaner Production,* 95, 332–340. http://doi.org/10.1016/j.jclepro.2015.02.042

[14] Cheng, C., Ahmad, S. F., Irshad, M., Alsanie, G., Khan, Y., Ahmad, A. Y. B., & Aleemi, A. R. (2023). Impact of green process innovation and productivity on sustainability: The moderating role of environmental awareness. Sustainability, 15(17), 12945. https://doi.org/10.3390/su151712945

[15] Choi, D., Johnson, K.K., 2019. Influences of environmental and hedonic motivations on intention to purchase green products: an extension of the theory of planned behavior. Sustain. Prod. Consum. 18, 145–155.https://doi.org/10.1016/j.spc.2019.02.001

[16] Costa, C. S. R., Costa, M. F. da, Maciel, R. G., Aguiar, E. C., & Wanderley, L. O. (2021). Consumer antecedents towards green product purchase intentions. Journal of Cleaner Production, 313(August 2020). https://doi.org/10.1016/j.jclepro.2021.127964

[17] Darvishmotevali, M., & Altinay, L. (2022). Green HRM, environmental awareness and green behaviors: The moderating role of servant leadership. Tourism Management, 88, 104401. 10.1016/j.tourman.2021.104401

[18] Dewi, C. S., & Annas, M. (2022). Consumption Value Dimension of Green Purchase Intention withGreen Trust as Mediating Variable VDIJEFAvol. 3. **DOI:** https://doi.org/10.38035/dijefa.v3i3.1392

[19] Fowler, A.R., & Close, A.G. (2014). It ain't easy being green: Macro, meso, and micro green advertising agendas. Journal of Advertising, 41(4), 119-132. https://doi.org/10.1080/00913367.2012.10672461

[20] FuiYeng, W., & Yazdanifard, R. (2015). Green Marketing: A Study of Consumers' Buying Behavior in Relation to Green Products. Global Journal of Management and Business Research, 15(5), 17-23.

[21] García-Salirrosas, E. E., Escobar-Farfán, M., Gómez-Bayona, L., Moreno-López, G., Valencia-Arias, A., & Gallardo-Canales, R. (2024). Influence of environmental awareness on the willingness to pay for green products: an analysis under the application of the theory of planned behavior in the Peruvian market. Frontiers in Psychology, 14, 1282383. https://doi.org/10.3389/fpsyg.2023.1282383

[22] Groening, C., Sarkis, J., & Zhu, Q. (2018). Green marketing consumer-level theory review: A compendium of applied theories and further research directions. Journal of Cleaner Production, 172, 1848–1866. http://doi.org/10.1016/j.jclepro.2017.12.002

[23] Habibie, F. H., Mustika, A., Ratnaningtyas, H., & Noveti, V. (2021). Promotion of Instagram and Purchase Intention: A Case of Beverage Business at Covid-19 Pandemic. TRJ Tourism Research Journal, 5(1), 78-96. **DOI:** https://doi.org/10.30647/trj.v5i1.115

[24] Hair Jr, J. F., Sarstedt, M., Matthews, L. M., & Ringle, C. M. (2016). Identifying and treating unobserved heterogeneity with FIMIX-PLS: part I–method. European Business Review, 28(1), 63–76. https://doi.org/10.1108/ebr-09-2015-0094

[25] Hair, J.F., Jr, Hult, G.T.M., Ringle, C.M. and Sarstedt, M. 2021. A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM), Sage publications.

[26] Hussain, D., Abbas, H., & Wang, D. (2021). Contributing agents for Forest management of rural areas: An analysis through smart PLS methods. Journal of Business Strategies, 15(1), 109-134.

[27] Indriyani, S. N., & Irawati, I. (2023). The Influence of Service Quality and Customer Reference Groups on Consumer Buying Interest In PT. Valve Products. Rame Rekaguna. Krisnadwipayana International Journal of Management Studies, 3(2), 233-247. DOI: https://doi.org/10.35137/kijms.v3i2.542

[28] Kanchanapibul, M., Lacka, E., Wang, X. J., and Chan, H. K. (2014). An empirical investigation of green purchase behaviour Among the young generation. J. Clean. Prod. 66, 528–536. doi: https://doi.org/10.1016/j.jclepro.2013.10.062

[29] Khan, S. N., & Mohsin, M. (2017). The power of emotional value: Exploring the effects of values on green product consumer choice behavior. Journal of Cleaner Production, 150, 65–74. doi:10.1016/j.jclepro.2017.02.187

[30] Lin, J., Huang, Y., & Li, M. (2023). Enhancing Green Purchase Intentions: The Effects of Product Transformation Salience and Consumer Traceability Knowledge. Sustainability, 15(16), 12612. https://doi.org/10.3390/su151612612

[31] Maharum, S. M., Isa, N. M., Salahuddin, N., & Saad, S. (2017). The relationship between dimension of consumption value and intention to purchase of green products. The International Journal of Business & Management.

[32] Nata, Y. F. H., & Budiarti, E. (2024). Pengaruh Emotional Value, Social Value Dan Persepsi Harga Terhadap Minat Beli Merchandise Band Hardcore Punk Di Surabaya. Musytari: Neraca Manajemen, Akuntansi, dan Ekonomi, 9(10), 101-110. DOI: https://doi.org/10.8734/musytari.v9i10.6707

[33] Policarpo, M. C., & Aguiar, E. C. (2020). How self-expressive benefits relate to buying a hybrid car as a green product. Journal of Cleaner Production, 252, 119859. https://doi.org/10.1016/j.jclepro.2019.119859


*ISSN 2798-3471 (Cetak)*
*ISSN 2798-3641 (Online)*