



SUSTAINABILITY IN RETAIL STORE: ANALYSIS OF DETERMINING FACTORS OF GREEN PURCHASE DECISION ON IKEA'S CONSUMERS

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ABSTRACT

Public concern about environmental sustainability has increasingly shaped consumer behavior, especially as buyers evaluate products based on their ecological consequences. This study examines the factors that determine Green Purchase Decision among IKEA consumers in the Jabodetabek area. The predictors analysed are Environmental Concern, Green Perceived Benefit, Green Perceived Quality, Green Price Awareness, Green Purchase Willingness, and Future Green Estimation. A quantitative survey was conducted with 273 IKEA customers selected through purposive sampling, and the data were analysed using Partial Least Squares-Structural Equation Modeling (PLS-SEM). The results indicate that Environmental Concern, Green Perceived Quality, Green Purchase Willingness, and Future Green Estimation have positive and significant effects on Green Purchase Decision. Conversely, Green Perceived Benefit and Green Price Awareness do not significantly affect Green Purchase Decision. These findings suggest that sustainability communication, environmental education, and consumer engagement should be strengthened to increase environmental concern and willingness to purchase green products.

Keywords: *Green Purchase Decision, Environmental Concern, Green Perceived Benefit, Green Perceived Quality, Green Price Awareness, Green Purchase Willingness, Future Green Estimation*

INTRODUCTION

Climate change and environmental deterioration have intensified into major global concerns, and their consequences are now experienced across many regions. Rising temperature extremes are among the clearest indicators, contributing to more frequent and more severe heat waves worldwide (Lin et al., 2022). (Rogers et al., 2022) further reported that concurrent heat waves and wildfires in the Northern Hemisphere rose sixfold during the 1979-2019 period, underscoring the escalating nature of climate-related threats. In Indonesia, sustainability issues have also become more salient for consumers. Research on Indonesian buyer behavior identified global warming as the leading environmental concern, followed by deforestation and food waste. The same report showed that 37% of respondents considered product packaging excessive, 40% would avoid items with non-biodegradable packaging, and 64% expected products to include more recyclable materials (Sustainability in Indonesia, 2022). Collectively, these patterns indicate that Indonesian consumers are increasingly aware of environmental problems and recognize that consumption choices can contribute to sustainability outcomes.

Consumption behavior is highly relevant to sustainability because buying, using, and disposing of products are closely connected to firms' environmental footprints. (White et al., 2019) argue that almost 70% of the carbon emissions associated with multinational corporations are shaped by consumer-related activities, highlighting the substantial role of everyday consumption in global emissions. Nevertheless, greater environmental awareness does not automatically result in greener purchasing. The mismatch between stated environmental concern and actual buying behavior, often labelled the attitude-

behavior gap or green gap, remains a persistent issue in sustainable consumption studies (ElHaffar et al., 2020; Margariti et al., 2024). Many consumers express concern and claim that they intend to buy eco-friendly products, yet these intentions are not always reflected in repeated green purchases (Ngo et al., 2025; Sharma et al., 2023). Earlier studies suggest that around 70% of consumers report pro-environmental attitudes, while only about 30-40% regularly buy green products, creating a gap that can weaken the impact of corporate sustainability programs and broader environmental initiatives (Permadi et al., 2025).

Alongside this gap, the global marketplace is also showing a shift toward stronger green consciousness. (Alagarsamy et al., 2021) observed that environmental considerations have become more prominent in consumers' purchase decisions. Likewise, buyers are increasingly selective and tend to consider the ecological consequences of the products they choose (Divyapriyadharshini, 2019). This development has supported the rise of environmentally oriented brands and has encouraged established companies to redesign products, materials, and packaging in greener ways (Tafsir et al., 2016). Consequently, sustainability is no longer confined to corporate social responsibility; it has become part of brand positioning, product development, and value creation for consumers.

IKEA provides a relevant context for examining this issue. The company, founded in Sweden in 1943, is a global home-furnishing retailer known for simple and ready-to-assemble products. Its sustainability agenda, expressed through the People & Planet Positive strategy, includes initiatives in renewable energy, sustainable sourcing, and socially responsible supply chains. IKEA's

commitment to renewable energy operations, together with investments in wind and solar power, signals its environmental orientation. Its use of more sustainable cotton and the development of circular business practices also reflect a broader attempt to embed environmental responsibility into operations. These initiatives may shape how consumers perceive the brand and how they make green purchasing decisions (Oluwatosin Yetunde Abdul-Azeez et al., 2024).

Although IKEA's sustainability initiatives have been discussed in prior research, their influence on consumer green purchase decisions remains insufficiently explored. (Laurin & Fantazy, 2017), for instance, analysed IKEA from a sustainable supply-chain perspective, but the consumer decision-making dimension was not the primary focus. This leaves an empirical gap concerning how consumers interpret, value, and respond to IKEA's environmental commitments when deciding whether to purchase green products. Understanding this link is important because sustainability strategies can create broader environmental and market value only when consumers recognize those efforts and support them through actual purchasing behavior.

Beyond the limited research on IKEA consumers, findings on the determinants of green purchase decisions are also inconsistent. Studies have reported different effects for Environmental Concern, Green Perceived Benefit, Green Perceived Quality, and Green Price Awareness, ranging from positive or negative to statistically insignificant relationships (Ansu-Mensah, 2021; Diash & Syarifah, 2021; Ghosh, 2020; Nekmahmud & Fekete-Farkas, 2020; Rptiono, 2022; TAHIR, 2021; Wasaya et al., 2021; Witek & Kuźniar, 2021; Yudhayana Warmadewa et al., 2021; Zhuang et al., 2021). Such mixed evidence

implies that green purchasing may depend on contextual conditions, including product type, market setting, consumer perception, and the credibility of a firm's sustainability claims. Further investigation is therefore needed in a specific retail setting that is explicitly associated with sustainability.

The originality of this research is its emphasis on IKEA consumers in the furniture and home-furnishing retail category. While many earlier studies have approached IKEA's sustainability from operational, cost-efficiency, or supply-chain angles, this study adopts a consumer-based perspective. It examines the roles of environmental concern, perceived green benefit, green perceived quality, green price awareness, green purchase willingness, and future green estimation in shaping green purchase decisions. By concentrating on a particular brand, product category, and market area, this study offers a more focused explanation of sustainable consumption behavior and addresses the need for context-specific evidence in green consumer research.

The study contributes by adapting the model of (Nekmahmud & Fekete-Farkas, 2020) to a sustainability-oriented retail context represented by IKEA consumers. It also combines the Theory of Planned Behavior (TPB) and the Value-Belief-Norm (VBN) Theory to explain how environmental values, product evaluations, purchase intentions, and expectations about future sustainability together shape consumer decision-making in the Indonesian retail market.

LITERATURE REVIEW

Theory of Planned Behaviour (TPB)

The Theory of Planned Behavior (TPB) is frequently used to explain green consumer behavior because it links

attitudes, subjective norms, and perceived behavioral control to behavioral intentions and subsequent purchasing behavior (Ajzen, 1991; Kamalanon et al., 2022). However, TPB does not fully explain pro-environmental behavior, as it accounts for only about 27-39% of the variance in environmental intentions (Ajzen, 2020). This limitation has led scholars to extend the framework with sustainability-related constructs, including environmental concern, green trust, perceived value, and other variables that can better capture the complexity of green purchasing behavior (Permadi et al., 2025).

Value-Belief-Norm Theory

Value-Belief-Norm (VBN) Theory is widely applied in environmental-behavior studies to clarify how environmental values are converted into responsible actions. The theory proposes that values shape ecological worldviews, which then increase awareness of environmental consequences and a sense of responsibility for those consequences. These processes activate personal norms that encourage pro-environmental conduct. Accordingly, VBN Theory is appropriate for explaining how environmental concern may influence green purchase decisions, because it highlights moral and ecological drivers rather than solely economic considerations (Permadi et al., 2025).

Relationships among Variables

Environmental Concern and Green Purchase Decision

Environmental concern can be understood as a person's awareness of environmental problems and willingness to participate in efforts to reduce or solve them (Chairy & Alam, 2019). As consumers become more aware of the environmental effects of their daily consumption, many begin to question whether the ecosystem can continue to support human life in the future. This awareness encourages greater attention to

conservation and stronger participation in actions intended to reduce environmental harm and promote sustainability (Esmaeilpour & Bahmiary, 2017). With higher environmental awareness, consumers tend to evaluate products and services more carefully and consider the environmental consequences of what they buy (Esmaeilpour & Bahmiary, 2017). Those with stronger environmental concern are therefore more likely to prefer responsible products that support sustainability and reduce negative ecological impacts (Widodo & Yusiana, 2020).

In their study of developing countries, (Nekmahmud & Fekete-Farkas, 2020) found that educated young consumers, particularly millennials, regarded environmental concern as an important driver of purchasing decisions, suggesting a growing sensitivity to environmental degradation within this group. Previous studies have also reported a positive and significant association between environmental concern and green purchase decisions, indicating that consumers with higher environmental concern are more inclined to buy environmentally friendly products (Esmaeilpour & Bahmiary, 2017; Nekmahmud & Fekete-Farkas, 2020). Based on this reasoning, the following hypothesis is proposed:

H1: Environmental concern has a positive effect on the green purchase decision.

Green Perceived Benefit and Green Purchase Decision

Green perceived benefit extends the general idea of perceived benefit into the environmental domain and has developed alongside increasing public concern about ecological damage (Zhou et al., 2022). It reflects consumers' overall judgement of the environmental advantages they associate with using a product or service (Zhuang et al., 2021). Perceived benefit is traditionally viewed from economic and

psychological perspectives (De Medeiros et al., 2016), with one stream focusing on economic value (Zeithaml, 1988) and another emphasizing emotional or experiential value (Holbrook, 2020). By contrast, green perceived benefit focuses on environmental value and represents a newer concept linked to rising sustainability awareness (Gleim et al., 2013). When consumers believe that a product provides strong environmental advantages, they may view it as more valuable than alternatives and become more willing to purchase it (Zhuang et al., 2021). Green products, including organic food, are also often associated with healthier, more sustainable, and welfare-enhancing attributes, which can strengthen positive evaluations and purchase intentions (De Silva et al., 2024).

Empirical evidence generally shows that perceived green benefits have a positive and significant effect on green purchase decisions. Thus, the more strongly consumers recognize the environmental benefits of a product, the more likely they are to choose environmentally friendly alternatives (Li et al., 2025; Nekmahmud & Fekete-Farkas, 2020). Accordingly, the hypothesis is stated as follows:

H2: Green perceived benefit has a positive effect on the green purchase decision.

Green Perceived Quality and Green Purchase Decision

Green perceived quality refers to the quality assessment that emerges as consumers become more aware of environmental issues. Higher awareness raises expectations for products that demonstrate strong environmental performance (Imaningsih, 2019). (Chen & Chang, 2013) define green perceived quality as consumers' overall assessment of the extent to which a product supports environmental preservation or reduces adverse ecological impacts. This perception is also considered important

for competitive advantage, particularly as public concern for sustainability increases demand for products and services with superior environmental quality (Kresno & Wahyono, 2019).

Product or service quality remains a central factor in purchase decisions; therefore, firms must maintain quality standards to encourage buying behavior (Wasaya et al., 2021). (Nekmahmud & Fekete-Farkas, 2020) argued that green perceived quality can strengthen green purchase decisions because consumers view green products as reliable, compliant with quality expectations, and worth their price. (Wasaya et al., 2021) similarly found a significant positive influence of green perceived quality on green purchase decisions, meaning that stronger perceptions of green quality increase the likelihood of environmentally conscious purchases. Based on these arguments, the hypothesis is:

H3: Green perceived quality has a positive effect on the green purchase decision.

Green Price Awareness and Green Purchase Decision

Price is frequently identified as a major obstacle to the purchase of green products or eco-labelled products (Henryks et al., 2014). Consumers who are highly price-sensitive often avoid green alternatives because these products are commonly more expensive than conventional options. Consequently, green products are often viewed as premium offerings with premium prices (Ghosh, 2020). Even so, consumers with strong environmental awareness may be more accepting of green prices because they perceive the additional cost as justified by the environmental benefits or value provided by the product (Nekmahmud & Fekete-Farkas, 2020).

For price-sensitive buyers, green price awareness can reduce purchase decisions because they are generally reluctant to pay

more for environmentally friendly products (Dewi et al., 2021). In contrast, (Farahrozi & Verinita, 2020) reported that consumers with high environmental awareness are more willing to pay a premium for green products. Consumers may also choose green products when they perceive broader benefits compared with non-green alternatives. Nevertheless, the decision to switch often depends on whether the price is perceived to reflect genuine product value rather than an extra charge attached only to eco-labelling or environmental claims (Nekmahmud & Fekete-Farkas, 2020).

(Farahrozi & Verinita, 2020; Nekmahmud & Fekete-Farkas, 2020) concluded that green price awareness can positively influence green purchase decisions. This means that consumers who better understand the pricing of green products may be more likely to make environmentally friendly purchasing choices.

H4: Green price awareness has a positive effect on the green purchase decision.

Green Purchase Willingness and Green Purchase Decision

Willingness to buy green products is commonly treated as an indicator of both present and future consumer behavior toward environmentally sustainable products. It also helps researchers and practitioners estimate future market demand for green products (Nekmahmud & Fekete-Farkas, 2020).

In the sustainability context, this idea is reflected in green purchase willingness, namely consumers' motivation to buy environmentally responsible products as part of an internal commitment to environmental protection. Consumers' willingness to buy green products depends largely on their perceptions of the benefits and overall value of those products. When consumers form favorable views of green products or green practices, their intention

to purchase such products tends to become stronger (Talwar et al., 2021).

Purchase willingness is shaped by multiple factors, including price fairness, trust in the brand or product, motivation, and perceived risk if the product is not purchased (Konuk, 2019). In the case of green products, willingness is also affected by consumers' assessments of the product's eco-friendly attributes, quality, safety, and possible health advantages (Katt & Meixner, 2020).

(Ruangkanjanases et al., 2020) found that consumers in developed countries tend to view social and environmental responsibility positively, which increases their willingness to buy green products and subsequently influences their purchase decisions. This reflects a commitment to social and environmental values. Prior research also shows that green purchase willingness positively affects green purchase decisions; the stronger the willingness to buy green products, the greater the likelihood of actual green purchasing (Nekmahmud & Fekete-Farkas, 2020; Ruangkanjanases et al., 2020).

H5: Green purchase willingness has a positive effect on the green purchase decision.

Future Green Estimation and Green Purchase Decision

Future Green Estimation concerns consumers' expectations regarding the future prospects of eco-friendly products and sustainable marketing practices. These expectations are shaped partly by how consumers observe other people responding to green products and practices. When green products appear to be broadly accepted, consumers are more likely to develop favorable expectations about their future potential (Nekmahmud & Fekete-Farkas, 2020). Future estimation is also connected to current market demand. If consumers believe that green

products can succeed in the existing market, they may expect demand to continue increasing. Products perceived as environmentally sustainable and beneficial for health are therefore more likely to be preferred and purchased in the future (Nekmahmud & Fekete-Farkas, 2020).

(Mustafa et al., 2021) argued that the sustainable economy, including sustainable marketing and environmentally friendly products, will become increasingly important, particularly in countries facing direct environmental degradation. In these settings, many people recognize that shifting from non-green to green consumption is becoming unavoidable. Future green estimation can also be related to the Fear of Missing Out (FOMO) concept, which refers to concern about being excluded from trends or social groups. In green consumption, consumers may assess future green-product and green-marketing trends by observing current developments, so they can judge their relevance and avoid being left behind (Hodkinson, 2019).

(De Silva et al., 2024; Nekmahmud & Fekete-Farkas, 2020) reported that future green estimation positively influences green purchase decisions. In other words, consumers with a more optimistic view of the future of green products are more likely to make green purchases.

H6: Future green estimation has a positive effect on the green purchase decision.

Research Model

Based on the hypotheses developed above, the study uses the following conceptual model as the basis for its research framework.

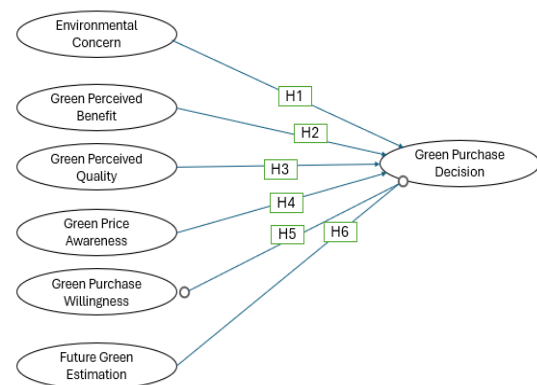


Figure 1. Research Model
Source: Adapted from (Nekmahmud & Fekete-Farkas, 2020)

METHODS

This research examines the effects of Environmental Concern, Green Perceived Benefit, Green Perceived Quality, Green Price Awareness, Green Purchase Willingness, and Future Green Estimation on Green Purchase Decisions among IKEA consumers in Jabodetabek. A quantitative design was applied through a structured questionnaire distributed to respondents who had purchased IKEA products and lived in the Jabodetabek area. Purposive sampling, a non-probability sampling method, was used so that the selected respondents met the criteria relevant to the study objectives. In total, 273 valid responses were obtained, exceeding the minimum requirement of 200 observations for optimal SEM-PLS estimation.

The constructs were measured using a five-point Likert scale. The data were analysed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS. The analysis included assessment of the measurement model and the structural model.

Outer Model

In PLS-SEM, measurement model assessment is used to confirm the reliability and validity of latent constructs.

The criteria considered in this study include Cronbach's alpha, corrected item-total correlation, composite reliability (CR), average variance extracted (AVE), and variance inflation factor (VIF). Construct validity can also be examined through Confirmatory Factor Analysis (CFA) and standardized factor loadings (Hair et al., 2019). Factor loadings above 0.50 are acceptable, while values above 0.70 indicate that indicators contribute more strongly to their constructs.

Inner Model

The structural model was evaluated in two steps. First, the coefficient of determination (R^2) was assessed to identify how far the endogenous construct was explained by the model. (Hair et al., 2019) classify R^2 values of 0.75, 0.50, and 0.25 as substantial, moderate, and weak, respectively. Second, the significance of the structural path coefficients was examined to test the hypotheses and evaluate the relationships among constructs.

RESULTS

The respondent profile shows a fairly balanced gender composition, with males representing 52.7% and females 47.3% of the sample. This indicates that the study captured perspectives from both genders. By age, the sample was dominated by younger adults: 47.6% were aged 25-35 years, followed by respondents under 25 years old at 21.6%. Respondents aged 36-45 accounted for 18.4%, while those aged 46-55 and above 55 represented smaller proportions. This composition is relevant to retail and home-furnishing consumption because it reflects early- and mid-career consumers. Regarding marital status, 52.7% were married and 47.3% were unmarried. Among married respondents, 41% had children and 59% did not, offering insight into household

characteristics that may influence purchasing decisions.

Most respondents lived in Jakarta (40.3%), followed by Bogor (17.6%), Tangerang (8.4%), Depok (7.3%), and Bekasi (7.0%). These cities are part of the Jabodetabek region, which illustrates IKEA's urban and suburban market reach. In terms of education, senior high school graduates formed the largest group (28.2%), followed by junior high school graduates (27%) and bachelor's degree holders (23%). Smaller groups had elementary education (3.7%), diplomas (8.4%), or master's degrees (2.9%), indicating a diverse but generally educated sample. Regarding IKEA shopping frequency, 50.2% visited 1-3 times per year, 29.7% visited 4-6 times, 10.3% visited 6-9 times, and 9.9% visited more than 9 times annually. These results suggest that IKEA attracts many customers, but frequent visits are relatively limited, consistent with the nature of home-furnishing purchases.

Tabel 1. Profile Respondents

Demographic Variable		Percentage %
Gender	Male	52.7
	Female	47.3
Age (years)	Under 25 y.o	21.6
	25-35 y.o	47.6
	36-45 y.o	18.4
Marital Status	Married	52.7
	Not Married	47.3
Children (Married)	Have Children	41
	No Children	59
Education	Elementary School	3.7
	Junior High School	27.0
	Senior High School	28.2
	Diploma	8.4
	Bachelor Degree	2.3
Domicile	Master Degree	2.9
	Jakarta	40.3
	Bogor	17.6
	Tangerang	8.4
	Depok	7.3
Shopping Frequency in Ikea	Bekasi	7.0
	Other Areas	19.4
	1-3 times/year	50.2
	4-6 times/year	29.7
	6-9 times/year	10.3
	More than 9times/year	9.9

Source: (Data Processed, 2026)

Outer Model

1. Outer Loading

An indicator is considered reliable when its outer loading is at least 0.70 (Joe F. Hair et al., 2020; Joseph F. Hair et al., 2019; Shmueli et al., 2019). As shown in Table 2, all outer loading values exceed 0.700. This indicates that all indicators adequately measure their respective latent variables.

Tabel 2. Outer Loading Result

Variable	Indicators	Outer Loading	Category (>0.7)
Environmental Concern	EC1	0.762	Valid
	EC2	0.787	Valid
	EC3	0.746	Valid
	EC4	0.729	Valid
Green Perceived Benefit	GPB1	0.740	Valid
	GPB2	0.766	Valid
	GPB3	0.728	Valid
	GPB4	0.756	Valid
Green Perceived Quality	GPQ1	0.726	Valid
	GPQ2	0.754	Valid
	GPQ3	0.722	Valid
	GPQ4	0.760	Valid
Green Price Awareness	GPQ5	0.722	Valid
	GPA1	0.904	Valid
	GPA2	0.865	Valid
	PBI1	0.664	Valid
Green Purchase Willingness	GPW1	0.766	Valid
	GPW2	0.777	Valid
	GPW3	0.742	Valid
	GPW4	0.734	Valid
Future Green Estimation	FGE1	0.790	Valid
	FGE2	0.799	Valid
	FGE3	0.721	Valid
	FGE4	0.793	Valid
Green Purchase Decision	GPD1	0.743	Valid
	GPD2	0.762	Valid
	GPD3	0.794	Valid
	GPD4	0.737	Valid

Source: (Data Processed, 2026)

2. Construct Reliability (Composite Reliability & Cronbach's Alpha)

Construct reliability was evaluated using Cronbach's Alpha and Composite Reliability (CR). Values above 0.70 for both measures indicate acceptable internal consistency and construct reliability (Hair et al., 2019; Shmueli et al., 2019; Hair et al., 2020a). The results in Table 3 show that all variables are reliable because their Cronbach's Alpha and Composite Reliability values are greater than 0.700. Therefore, the research variables satisfy the required reliability standards.

Table 3. Construct Reliability Results

Variable	Composite Reliability	Cronbach Alpha	Category (>0.6)
Environmental Concern (EC)	0.842	0.751	Reliable
Green Perceived Benefit (GPB)	0.835	0.738	Reliable
Green Perceived Quality (GPQ)	0.856	0.790	Reliable
Green Price Awareness (GPA)	0.878	0.724	Reliable
Green Purchase Willingness (GPW)	0.841	0.749	Reliable
Future Green Estimation (FGE)	0.858	0.780	Reliable
Green Purchase Decision (GPD)	0.845	0.755	Reliable

Source: (Data Processed, 2026)

3. Convergent Validity/Construct Validity

Convergent validity is achieved when the Average Variance Extracted (AVE) is higher than 0.50, meaning that a construct explains more than half of the variance in its indicators. Table 4 shows that every construct in this study has an AVE value above 0.50. Thus, all constructs meet the convergent validity requirement.

Table 4. Average Variance Extracted

Variable	AVE	Category (>0.5)
Environmental Concern (EC)	0.572	Valid
Green Perceived Benefit (GPB)	0.559	Valid
Green Perceived Quality (GPQ)	0.543	Valid
Green Price Awareness (GPA)	0.783	Valid
Green Purchase Willingness (GPW)	0.570	Valid
Future Green Estimation (FGE)	0.603	Valid
Green Purchase Decision (GPD)	0.576	Valid

Source: (Data Processed, 2026)

Discriminant validity was then assessed using the Heterotrait-Monotrait Ratio (HTMT), a recommended criterion for identifying discriminant validity (Hair et al., 2019). Recommended HTMT values should be below 0.85 (green) or below 0.90 (black) (Franke & Sarstedt, 2019). A model is therefore considered to satisfy discriminant validity when HTMT values are below 0.90 (Henseler et al., 2015; Roemer et al., 2021). As presented in Table 5, the measurement models show satisfactory discriminant validity. The highest HTMT value is 0.900 between Green Purchase Willingness and Green Price Awareness. This value is at the 0.90 threshold and indicates acceptable

discriminant validity, although the closeness to the cut-off should be interpreted with caution.

Table 5. HTMT

Construct	EC	GPA	FGE	GPB	GPQ	GPD	GPW
EC	-						
GPA	0.636	-					
FGE	0.616	0.579	-				
GPB	0.846	0.673	0.666	-			
GPQ	0.656	0.656	0.578	0.719	-		
GPD	0.714	0.566	0.651	0.683	0.647	-	
GPW	0.656	0.900	0.722	0.697	0.745	0.711	-

Source: (Data Processed, 2026)

Inner Model

1. Multicollinearity Test

Multicollinearity was examined through the Variance Inflation Factor (VIF). Values below 3 are generally preferred to indicate that collinearity among exogenous constructs is not problematic (Joseph F. Hair et al., 2019; Shmueli et al., 2019; Joe F. Hair et al., 2020a). Table 6 shows that all inner VIF values are below 3.3, suggesting that multicollinearity does not represent a serious issue in the structural model.

Table 6. Inner VIF / Construct-Level Collinearity

Relationship	VIF	Assessment
Environmental Concern -> Green Purchase Decision	1.886	No collinearity issue
Green Price Awareness -> Green Purchase Decision	1.912	No collinearity issue
Future Green Estimation -> Green Purchase Decision	1.636	No collinearity issue
Green Perceived Benefit -> Green Purchase Decision	2.062	No collinearity issue
Green Perceived Quality -> Green Purchase Decision	1.789	No collinearity issue
Green Purchase Willingness -> Green Purchase Decision	2.306	No collinearity issue

Source: (Data Processed, 2026)

2. Coefficient Determination (R^2)

The coefficient of determination (R^2) indicates the proportion of variance in the endogenous construct that is explained by the exogenous constructs in the model. A

higher R^2 reflects stronger explanatory and predictive capacity (Hair et al., 2019; Shmueli et al., 2019; Hair et al., 2020a). The R^2 value for Green Purchase Decision is 0.435 (Table 7), which indicates moderate explanatory power. This means that the proposed model explains a meaningful share of the variance in green purchase decisions. However, 56.5% of the variance remains unexplained, suggesting that additional psychological, social, or contextual factors outside this model may also shape green purchasing behavior.

3. Predictive Relevance

PLS_predict was used to assess the out-of-sample predictive performance of the PLS-SEM model (Hair et al., 2019; Shmueli et al., 2019). Predictive relevance is indicated when the Q^2 Predict value obtained from blindfolding or PLS_predict is greater than zero. A Q^2 Predict value below zero suggests that the model lacks predictive relevance (Hair et al., 2019).

Table 7 reports that Green Purchase Decision has an R^2 value of 0.435 and a Q^2 value of 0.235. The Q^2 value of 0.235 indicates adequate predictive relevance. Accordingly, the exogenous variables provide meaningful predictive capability in explaining green purchase decisions.

Table 7. Coefficient Determinant and Predictive Relevance

Variable	R-Square	Q-Square	Category
Green Purchase Decision	0.435	0.235	Moderate

Source: (Data Processed, 2026)

4. Effect Size (f^2)

Effect size (f^2) describes the specific contribution of each exogenous construct to the endogenous construct. An f^2 value of at least 0.02 indicates a small effect, 0.15 indicates a medium effect, and 0.35

indicates a large effect (Juniarty & Wijayanti, 2025). As shown in Table 8, the effect sizes for the relationships between the independent variables and the dependent variable range from negligible to small.

Table 8. Effect Size

Relationship	f ²	Interpretation
Environmental Concern -> Green Purchase Decision	0.048	Small
Green Price Awareness -> Green Purchase Decision	0.000	No effect/negligible
Future Green Estimation -> Green Purchase Decision	0.030	Small
Green Perceived Benefit -> Green Purchase Decision	0.010	No effect/negligible
Green Perceived Quality -> Green Purchase Decision	0.021	Small
Green Purchase Willingness -> Green Purchase Decision	0.032	Small

Source: (Data Processed, 2026)

5. Model Fit – SRMR

The SRMR value is below the recommended cut-off of 0.08; therefore, the model demonstrates acceptable fit (Table 9).

Table 9. Model Fit – SRMR

Model	SRMR	Assessment)
Saturated model	0.074	Acceptable model fit
Estimated model	0.074	Acceptable model fit

Source: (Data Processed, 2026)

6. Common Method Bias (CMB)

Common method bias (CMB) was assessed using Harman's single-factor test. The first factor explained 34.46% of the total variance, which is below the commonly used 50% threshold. This result indicates that no single factor dominates the variance across the measurement items. Thus, common method bias is unlikely to seriously threaten the validity of the findings, and the relationships among constructs are not substantially driven by the use of a single data-collection method. The result is presented in Table 10.

Table 10. Common Method Bias (CMB)

Test	Results	Threshold	Assessment
Harman's single-factor test	34.46% variance explained by first factor	< 50%	Common method bias is unlikely to be a serious concern

Source: (Data Processed, 2026)

7. Path Coefficients

Path coefficients were tested using bootstrapping with 10,000 resamples. The decision criteria were t-statistic values above 1.645 for one-tailed tests or above 1.95 for two-tailed tests, together with p-values below 0.05, to support the hypotheses (Juniarty & Wijayanti, 2025).

Table 11. Path Coefficient Test Results

Hypothesis	Path	Path Coefficient	T-statistic	P-value	Decision
H1	Environmental Concern -> Green Purchase Decision	0.226	3.183	0.001	Supported
H2	Green Perceived Benefit -> Green Purchase Decision	0.108	1.367	0.086	Not supported
H3	Green Perceived Quality -> Green Purchase Decision	0.146	2.260	0.012	Supported
H4	Green Price Awareness -> Green Purchase Decision	-0.017	0.260	0.397	Not supported
H5	Willingness -> Green Purchase Decision	0.203	2.893	0.002	Supported
H6	Future Green Estimation -> Green Purchase Decision	0.167	2.648	0.004	Supported

Source: (Data Processed, 2026)

Table 11 summarizes the hypothesis-testing results. Four of the six hypotheses are supported, while two are not supported. For H1, the t-statistic is 3.183 and the p-value is 0.001, with a path coefficient of 0.226. This result indicates a significant positive association between Environmental Concern and Green Purchase Decision; therefore, H1 is supported.

For H2, the t-statistic is 1.367 and the p-value is 0.086, with a path coefficient of 0.108. The result shows a positive but statistically insignificant effect of Green Perceived Benefit on Green Purchase Decision. Therefore, H2 is not supported.

For H3, the t-statistic is 2.260, the p-value is 0.012, and the path coefficient is

0.146. This confirms a significant positive association between Green Perceived Quality and Green Purchase Decision. Thus, H3 is supported.

For H4, the t-statistic is 0.260, the p-value is 0.397, and the path coefficient is -0.017. This result indicates a negative but statistically insignificant association between Green Price Awareness and Green Purchase Decision. Consequently, H4 is not supported.

For H5, the t-statistic is 2.893, the p-value is 0.002, and the path coefficient is 0.203. The finding shows a significant positive relationship between Green Purchase Willingness and Green Purchase Decision. Hence, H5 is supported.

Finally, H6 has a t-statistic of 2.648, a p-value of 0.004, and a path coefficient of 0.167. This confirms that Future Green Estimation has a significant positive association with Green Purchase Decision. Accordingly, H6 is supported.

DISCUSSIONS AND CONCLUSIONS

Based on hypothesis testing using the Partial Least Squares (PLS) method, several findings and implications can be drawn. Environmental concern associates positively and significantly with green purchase decision, with a coefficient of 0.226, making it the strongest predictor among all independent variables. This indicates that environmental concern plays the most dominant role in explaining green purchase decisions. The result supports (Nekmahmud & Fekete-Farkas, 2020) and is consistent with (Esmailpour & Bahmiary, 2017; Widodo & Yusiana, 2020), who also reported a significant positive relationship between environmental concern and green purchase decisions. Respondents' strong environmental concern reflects their awareness of problems such as pollution and global warming, and this awareness

may encourage them to choose environmentally friendly products (Junior et al., 2015). The positive effect also indicates a willingness to reduce the adverse environmental effects of consumption by selecting more sustainable products (Fontes et al., 2021). This result can be linked to the demographic profile of the sample, which was dominated by younger consumers, especially those aged 25-35 and respondents below 25. Younger consumers tend to be more familiar with sustainability issues and more responsive to environmental responsibility in consumption (Nekmahmud & Fekete-Farkas, 2020). Thus, the positive association may reflect the tendency of younger buyers to connect green products with responsible consumption and resource conservation. Green purchasing may also function as a practical expression of consumers' environmental values and responsibility (Sun et al., 2022).

Green perceived benefit shows a positive but insignificant association with green purchase decision, with a path coefficient of 0.108. This is the fifth-lowest effect among the independent variables, indicating that it is not a major determinant of green purchase decisions among the consumers of IKEA in area Jakarta, Bogor, Depok, Tangerang and Bekasi. This finding differs from (Nekmahmud & Fekete-Farkas, 2020; Rahardjo, 2015; Wang et al., 2019; Xu et al., 2020), who reported significant positive relationships between green perceived benefit and green purchase decision. Although young consumers may perceive green products as healthier, safer, and more environmentally friendly (Nekmahmud & Fekete-Farkas, 2020), those perceived advantages did not significantly influence IKEA consumers' decisions in this study. One possible explanation is the composition of the sample. Previous research indicates that

female consumers and parents often attach more importance to health and quality benefits associated with green products (Witek & Kuźniar, 2021). In this study, however, many respondents were male and many married respondents did not have children, which may reduce the relevance of health-related benefits in the purchase decision. Younger consumers may also be more skeptical of green claims and may require stronger evidence before converting perceived benefits into actual behavior (Witek & Kuźniar, 2021). From the VBN perspective, environmentally responsible behavior may be influenced more strongly by environmental values and moral obligations than by individual benefits. Thus, even when respondents acknowledge the benefits of green products, those benefits may not be strong enough to determine their IKEA purchasing decisions.

Green perceived quality has a significant positive association with green purchase decision, with a path coefficient of 0.146. This result indicates that consumers' evaluations of the quality of green products are positively related to their decisions to buy IKEA's green products. When consumers perceive green products as high-quality, they are more likely to purchase them. Their positive assessment of the environmental reputation of green products also suggests attraction to products that contribute to sustainability (Chen & Chang, 2013). This finding differs from (Nekmahmud & Fekete-Farkas, 2020), who found no significant impact of green perceived quality on green purchase decision. However, it is consistent with (Chen & Chang, 2013; Wasaya et al., 2021), who identified a significant positive effect of green perceived quality on green purchase decision.

Green price awareness is negatively related to green purchase decisions, but

the effect is not statistically significant. The path coefficient of -0.017 makes it the weakest predictor among the variables examined. This indicates that awareness of green pricing is not a key determinant of green purchasing behavior among IKEA consumers in Jabodetabek. The result contradicts (Ansu-Mensah, 2021; Ghosh, 2020; Henryks et al., 2014; Nekmahmud & Fekete-Farkas, 2020), who documented positive significant relationships between green price awareness and green purchase decisions. However, it is in line with (Lopes et al., 2024). Consumers may increasingly express preferences for sustainable products and hold favorable attitudes toward green goods and services (Lopes et al., 2024), yet a gap can remain between positive attitudes and actual purchases when monetary constraints, higher prices, or limited purchasing power are present. (White et al., 2019) found that although 65% of consumers wanted to support sustainability-oriented brands, only 26% eventually purchased such products. This supports TPB, which explains that favorable attitudes alone do not necessarily lead to behavior unless supported by intentions and perceived control. From the VBN perspective, consumers may have environmental values and personal norms, but practical barriers can prevent those values from becoming actual purchase decisions. Therefore, favorable perceptions of green products do not always result in green purchasing.

Green Purchase Willingness has a significant positive effect on Green Purchase Decision, with a path coefficient of 0.203, making it the second-strongest predictor in the model. This result also supports (Xu et al., 2020), who found that behavioral control factors such as willingness to pay strongly influence customer purchase decisions. The finding is consistent with (Nekmahmud & Fekete-

Farkas, 2020) and previous studies showing a positive relationship between green purchase willingness and green purchasing behavior (Ghosh, 2020; Henryks et al., 2014). (Ruangkanjanases et al., 2020) argued that consumers' willingness to purchase green products is shaped by environmental, moral, and social responsibility. This result aligns with TPB, where behavioral intention is the closest predictor of actual behavior. Consumers with stronger intentions to buy environmentally friendly products are more likely to convert those intentions into purchases. The result also corresponds with VBN Theory, which emphasizes the role of environmental values and personal norms in encouraging pro-environmental action. Therefore, Green Purchase Willingness reflects both purchase intention and commitment to environmentally responsible consumption, which ultimately contributes to Green Purchase Decisions among IKEA consumers.

Future Green Estimation associates with Green Purchase Decision positively and significantly, with a path coefficient of 0.167. (Nekmahmud & Fekete-Farkas, 2020) describe future green estimation as consumers' evaluation of the future market prospects of a product. When consumers believe that a product will gain wider acceptance and become more important over time, their purchase intentions tend to become stronger. This study is consistent with earlier findings showing a positive relationship between Future Green Estimation and Green Purchase Decisions (Gomes et al., 2023; Lopes, 2024; Nekmahmud & Fekete-Farkas, 2020). The results indicate that consumers who are optimistic about the future development and acceptance of green products are more likely to engage in green purchasing. From the TPB perspective, positive expectations about the future of green products can strengthen attitudes toward

sustainable consumption, increase purchase willingness, and influence final purchase decisions. VBN Theory similarly suggests that consumers who expect green products to become more important in addressing environmental problems may feel a stronger moral responsibility to support them. In the IKEA context, these findings show that consumers consider not only present product attributes but also the future relevance of sustainability-oriented products and business practices. As IKEA is recognized for renewable energy initiatives, circular economy programs, and sustainable sourcing, it may reinforce consumer confidence that sustainable products will become increasingly important. Firms should therefore communicate the long-term environmental and social value of green products through credible marketing and sustainability initiatives. Clear information about the benefits and future potential of green products can improve consumer perceptions, strengthen engagement, and support sustainable competitive advantage (Moravcikova et al., 2017).

This study analysed how Environmental Concern, Green Perceived Benefit, Green Perceived Quality, Green Price Awareness, Green Purchase Willingness, and Future Green Estimation affect Green Purchase Decisions among IKEA consumers in the Jabodetabek area. The results show that Environmental Concern is the strongest predictor, followed by Green Purchase Willingness, Future Green Estimation, and Green Perceived Quality. These findings suggest that consumers are more likely to buy environmentally friendly products when they are concerned about environmental issues, perceive green products as high quality, are willing to support sustainable consumption, and have positive

expectations about the future relevance of green products.

By contrast, Green Perceived Benefit and Green Price Awareness do not significantly influence Green Purchase Decisions. This suggests that recognizing the health or environmental benefits of green products and being aware of green product prices may not be enough to trigger actual purchases. Overall, the results show that environmental values, behavioral intention, and future-oriented sustainability perceptions are more influential than personal benefits or price considerations in the IKEA context.

The study contributes to green consumption literature in three main ways. First, it addresses the research agenda of (Nekmahmud & Fekete-Farkas, 2020) by examining a specific green product category in a sustainability-oriented retail context, namely IKEA. Second, it combines TPB and VBN Theory to explain how cognitive evaluations and environmental values shape Green Purchase Decisions. Third, it adds evidence from an emerging market and shows that Environmental Concern and Green Purchase Willingness are stronger predictors of Green Purchase Decisions than Green Perceived Benefit and Green Price Awareness.

For practice, IKEA and other sustainability-oriented retailers should strengthen environmental communication and consumer engagement programs that increase environmental concern and purchase willingness. Retailers should also emphasize product quality and the long-term value of sustainable products because these factors positively affect Green Purchase Decisions. Sustainability initiatives, including renewable energy use, circular economy programs, and sustainable sourcing, should be communicated clearly to build consumer confidence in the future relevance of green products. Since perceived benefits and

price awareness were not significant drivers, marketing strategies should focus more on environmental commitment and long-term sustainability value than on health-related benefits or pricing messages alone.

LIMITATIONS

Although this study offers useful theoretical and practical contributions, several limitations should be noted because they may affect interpretation and generalizability. The study did not examine whether respondents visited IKEA primarily to buy green products. It also did not assess how well respondents understood the green products available in the store.

The study also did not specifically identify whether respondents already practiced green behavior or held strong environmental values. In addition, it did not analyse the effects of particular green marketing activities or promotional messages that may have influenced purchasing decisions.

Future studies should examine consumers' knowledge of green product features, benefits, and certifications to determine whether limited awareness weakens behavioral responses. Such research could guide educational interventions designed to improve green purchase decisions. Future research should also include psychographic variables, such as actual pro-environmental behavior (for example, recycling or other sustainable habits) and environmental values such as biospheric or altruistic orientations. These variables may strengthen the explanatory power of the model and provide deeper insight into the psychological foundations of green consumption.

Finally, because this study did not assess specific green promotional

activities, future research should evaluate the effectiveness of green advertising, eco-labelling, and in-store promotions. Examining how these strategies influence consumer attitudes and trust may give retailers practical direction for increasing adoption of sustainable products.

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