CONSUMPTION VALUES AND GREEN PURCHASE BEHAVIOUR AMONG UNIVERSITY OF UYO STUDENTS IN AKWA IBOM STATE, NIGERIA

Aniekan R. Inwang, Nfawa E. Usani, Samuel G. Etuk,

Idongesit J. Essien, and Martin Ikechukwu Kanu

Department of Marketing, Faculty of Management Sciences, University of Uyo.

ABSTRACT: *The need to maintain a healthy lifestyle has led to a significant increase in the demand for goods and services that are environmentally friendly. However, previous investigations suggest that not only companies and the government, but also students, who play a significant role in consumption activities, should initiate solutions to environmental issues. In this study, the researchers investigate the influence of consumption values (functional, social, emotional, conditional, and epistemic) on the green purchase behaviour of university students in Akwa Ibom State, Nigeria. A cross-sectional research design was adopted for this study. A simple random sampling technique was used to draw 400 students from selected faculties of the University of Uyo. A structured questionnaire measured on a five-point Likert scale was used to collect data from the respondents. The collected data were tested and analysed using a simple linear regression approach. Findings from the study show that consumption values (functional value, social value, emotional value, conditional value, and epistemic value) have a significant influence on the green purchase behaviour of students in Akwa Ibom State. The researchers recommend that students should develop strategies that will improve their consumption behaviour towards purchasing environmentally friendly products.*

KEYWORDS: Consumption value, green purchase behaviour, functional value, social value, conditional value.

INTRODUCTION

In recent years, there has been a growing global recognition and interest in green purchasing behaviour (Ibok and Etuk, 2014; Solaiman *et al.,* 2017). Environmental, economic, and social issues are contributing to the growth in awareness, gradually shaping students' demand for safer and more sustainable products (Dilotsotlhe, 2021). Students in both private and public institutions in Akwa Ibom State, Nigeria, are increasingly recognising the gravity of environmental issues. As a result, they are more inclined to purchase products from organisations that prioritise environmentally friendly practices (Dagher and Itani 2014). Consequently, students have started to adjust their behaviour by choosing environmentally-friendly products in order to preserve a healthy lifestyle and protect the natural environment (Cerri *et al.,* 2018; Wang *et al.,* 2020). Prior research has indicated that students with higher levels of education have a deliberate inclination towards acquiring ecologically sustainable products (Astuti, 2019), with university students being a notable segment of this educated demographic. These students have developed a heightened awareness and desire to purchase environmentally friendly products due to their existing knowledge of ongoing environmental concerns (Adhitiya and Astuti, 2019). They recognised that employing eco-friendly products could serve as a means to save the environment. They acquire knowledge about environmental preservation and conservation through lectures and classes, as well as their involvement in environmental-focused student events such as Earth Day, Earth Hour, and nature lover communities (Lastriany *et al.,* 2021).

On the other hand, engaging in green purchase behaviour is unlikely to provide immediate personal advantages or satisfaction. Instead, it contributes to a future-oriented goal, such as a cleaner environment, which often benefits society as a whole. Green purchase behaviour refers to the act of buying and using goods and services that have minimal negative effects on the environment (Moser, 2015). Researchers have examined the environmental elements that impact the decision to make environmentally friendly purchases, such as knowledge about the environment, attitudes towards the environment, and concern for the environment (Solaiman *et al.,* 2017). In contrast, other researchers, like Ibok and Etuk (2014) and Agu *et al*. (2022), have focused on marketing factors, such as demographics, attitudes, quality, and cost, to examine green purchasing behaviour and sustainable consumption.

However, there is a deficiency in the examination of value components, particularly in relation to consumption values, in the context of green purchasing behaviour (Solaiman *et al.*, 2017). The unconscious criteria that shape consumer behaviour are crucial in forming preferences and evaluative judgements (Gonçalves *et al.,* 2016). Thus, this study utilises the theory of consumption values proposed by Sheth, Newman, and Gross (1991) to investigate the primary factors that influence consumers' environmentally friendly purchasing behaviour. The concept of consumption values is a modern framework that elucidates the reasons behind customers' preference for a certain product or brand. The consumption values model classifies the attributes that consumers prioritise in products into functional, social, emotional, conditional, and epistemic values (Sheth *et al.,* 1991). Functional values encompass the attributes of a product, including its physical aesthetics, performance capabilities, quality, and pricing. Social value refers to the societal advantages that individuals acquire when they use a product or make a purchase from a certain brand. The emotional value dimension encompasses the sentiments individuals encounter while utilising eco-friendly products. Variations in consumer behaviours based on unique circumstances or varying time periods produce conditional value. Epistemic value refers to the novel and

imaginative aspects of a product or the gratification experienced by consumers when they uncover unmet requirements (Sheth *et al*., 1991).

The growing environmental consciousness among students and consumers in recent years has led to the rise of the market for eco-friendly products, creating a new realm of competition for firms. Hence, the emergence of the environmentalist consumerism idea has prompted firms to conduct fresh research and establish corresponding rules (Candan and Yıldırım, 2013). This study demonstrates the significance of consumption values in many situations and offers a comprehensive perspective on the influence of consumption values and their behavioural implications. The comprehensive investigation into consumption values has led to a significant accumulation of knowledge. Researchers have done thorough literature evaluations to combine existing data and offer significant insights into the predicting ability of consumption values (Mason *et al.,* 2023; Suki *et al.,* 2022). Nevertheless, an empirical study indicates that the impact of consumption values on green purchase behaviour is inconclusive and conflicting. Several authors have found that all consumption values positively influence green purchase behaviour (Chakraborty *et al.,* 2023; Mason *et al.,* 2023). Other studies have shown that social, conditional, and emotional values do not have significant or may even have negative effects on consumer behaviours (Rahnama and Rajabpour, 2017; Suki and Suki, 2015). Although there is a growing body of literature on consumption values, there is currently a lack of research that investigates the influence of consumption values on green purchasing behaviour in the context of University of Uyo students in Akwa Ibom State, Nigeria.

Therefore, there is a noticeable absence of empirical literature on this topic. Hence, to be more precise, the researcher's main objective is to investigate the influence of consumption values (functional, social, emotional, conditional, and epistemic values) on green purchase behaviour among University of Uyo students in Akwa Ibom State. Based on the above objective, we developed the following hypotheses in null form to measure the influence of the various consumption values on green purchasing behaviour.

H_{01}: Functional values do not have any significant influence on green purchase behaviour among   university of Uyo students.

H_{02}: There is no significant influence of social values on green purchase behaviour among university of Uyo students.

H_{03}: Emotional values do not have any significant influence on green purchase behaviour among university of Uyo students.

H_{04}: Conditional values do not have any significant influence on green purchase behaviour among university of Uyo students.

H_{05}: There is no significant influence of epistemic values and green purchase behaviour among university of Uyo students.

LITERATURE REVIEW

Green Purchase Behaviour

A green purchaser can be defined as an individual who refrains from using products that have the potential to harm living organisms, degrade the environment during manufacturing or usage, consume excessive amounts of non-renewable energy, or involve unethical testing on animals or humans (Kotler and Armstrong, 2016). In the same vein, Gonçalves et al. (2016) define a green purchaser as an individual who considers the societal impacts of their personal consumption or attempts to leverage their buying power to advance social transformation. Here, green purchase behaviour is associated with the acquisition of environmentally friendly products. Lastriany et al. (2021) believe that green purchase behaviour refers to customers purchasing green products that use fewer resources, resulting in reduced environmental effects and risk. Adhitiya and Astuti (2019) maintain that green purchasing is the practice of buying sustainable or ecologically friendly items that are recyclable and contribute to maintaining a habitable planet. This concept involves avoiding products that pose a threat to the environment and society. Rizkalla and Setiadi (2020) assert that green purchasing behaviour entails the use of products that do not contribute to pollution or harm the natural environment, while also demonstrating social awareness and responsibility. Nwankwo and Kanyangale (2023) argue that green purchase behaviour encompasses the concept of caring for the long-term availability of resources for future generations.

Consumption Values

Researchers worldwide have shown increasing interest in the concept of consumption values as a crucial factor in the decision-making process (Agu et al., 2022; Lee, 2021; Zailani, 2019). Sheth et al. (1991) formulated the idea of consumption values to encompass the diverse value-related factors that impact customers' behavioural decisions. The concept of consumption value is a comprehensive depiction of a complicated phenomenon consisting of multiple factors (Gonçalves et al., 2016). The theory centres around the consumption values that elucidate the reasons behind consumers' decisions to either purchase or abstain from purchasing (or utilising or abstaining from utilising) a particular product; the factors that influence customers' preference for one product category over another. Gonçalves et al. (2016) suggest that this theory is applicable to various product categories, including durable and nondurable consumer goods, industrial goods, and service industries.

According to Klfaya and Rama (2023), there are three main axiomatic propositions that form the basis of the theory of consumption values. Firstly, that there is a range of consumption values that determine consumer behaviour. Secondly, that these values have different impacts in different purchase scenarios. Lastly, that consumption values are independent of each other. As a result, the five consumption values can each play a role in decision-making. Though they are all interrelated and contribute to the total effect, each of these elements has its own unique influence in specific purchase scenarios. A wide range of qualities are included in consumption values, including practicality, emotionality, social significance, conditional importance, and knowledge value. This study used a multi-dimensional approach to better understand the consumption values linked to environmentally conscious purchasing behaviour. It drew on the theory of consumption values developed by Sheth et al. (1991).

Underpinnings of Consumption Values

Functional Value

Functional value has a significant impact on consumer choice. Values are fundamental principles that shape behaviour and have a significant role in shaping an individual's decision-making process (Ramaya *et al*., 2018; Raza *et al*., 2021). Functional value, as discussed in marketing literature, refers to the inherent benefits of consuming a product or service. It is typically associated with the utilitarian, physical, or functional aspects of a product, such as its reliability, durability, and quality (Kato, 2021). Adhitiya and Astuti (2019) propose that functional value can be categorised into two distinct dimensions: price and quality. The aspects of price and quality have distinct impacts on the perceived worth of money. Certain environmentally conscious consumer's associate value with cheap prices for eco-friendly products, while others associate value with a harmonious combination of price and quality (Lee, 2021). Consumers carefully assess both the pricing and quality of green products before making a decision to purchase or not (Adhitiya and Astuti, 2019). Consequently, it is evident that the price and quality of environmentally friendly products have a significant impact on consumers' purchasing choices (Zaidi *et al*., 2019). Notwithstanding the aforementioned explanation, the researcher persists in asserting that the hypothesis should continue to be expressed in the null form until the assessment of functional value is conducted for green purchasing behaviour among university students. In this regards, the first hypothesis of this study is:

H$_{01}$: There is no significant influence of functional values and green purchase behaviour among university students in Akwa Ibom State.

Social Value

According to Türkkahrama (2014), social values are moral precepts and notions that the majority of people accept in order to maintain society's coherence. Social value measures the perceived utility of a product or service in relation to a specific social, demographic, socioeconomic, or cultural group. According to Goh *et al*. (2020), the perception of a product or service's social status and self-image in a customer's mind can significantly impact their decision-making, particularly for purchases associated with a higher social standing. However, Lee (2021) and Solaiman et al. (2017) argued that customers would feel motivated if others acknowledged their environmental contributions. In the realm of green consumer behaviour, social value for green products can be defined as the perceived overall satisfaction a customer derives from acquiring and using green products. This satisfaction is based on a sense of social pressure or the prestige gained by participating in environmental conservation efforts. Biswas and Roy (2015) found that social value has a substantial and favourable influence on green consumption behaviour. Furthermore, additional research has discovered that there is a negligible correlation between social value and consumer choice behaviour (Reza *et al*., 2021).

H$_{02}$: Therefore, our hypothesis is that social value does not have any influence on the green purchase behaviour of university students in Akwa Ibom State.

Emotional value

The term emotional value describes the monetary worth that consumers place on the positive feelings that they get from purchasing eco-friendly goods. According to Gonçalves *et al*. (2016), emotional value refers to the perceived usefulness that arises from a product or service that elicits emotions or affective states. When consumers have excellent experiences with products, their value goes beyond economic or monetary value. The concept of emotional value pertains to the emotional aspect of a person's readiness to accept, disregarding any reasonable financial behaviour exhibited by the owner (Ramaya *et al*., 2018). This emotional value, in turn, impacts a consumer's decision to make a purchase. Suki and Suki (2015) closely tie the concept of emotional value to the cultivation of positive emotions like happiness, interest, and pleasant surprise. Furthermore, the concept of emotional value aligns with the principles of optimal stimulation theory, which suggests that individuals tend to choose settings that elicit favourable emotions (Moore, 2016). Within a retail setting, generating a favourable emotional encounter for a certain audience or intended market results in the production of pleasure and amusement (Ramaya *et al*., 2018), ultimately leading to the development of value that is centred around seeking pleasure. Kanchanapibul et al. (2014) conducted a study that reveals the significant influence of emotional value on individuals' behaviour in various situations. Prior research has also demonstrated that emotional values, such as feelings of safety and willingness to purchase, have a direct influence on consumer behaviour and can motivate individual consumers to engage in environmentally friendly purchasing (Suki and Suki 2015). Therefore, we formulated the hypothesis that:

H$_{03}$: The emotional value does not significantly affect the green purchasing behaviour of university students in Akwa Ibom State.

Conditional value

Conditional value refers to the perceived worth that an alternative must possess based on the particular context or circumstances that the decision-maker is facing (Sheth *et al*., 1991). Mason *et al*. (2023) define conditional value as the capacity of a product to adapt effectively to specific circumstances. Bertholdson and Dahir (2015) assert that time constraints and urgent consumer requirements are additional elements that influence conditional value. Qasim *et al*. (2019) posit that the deteriorating environmental conditions in recent years have prompted consumers to adopt more environmentally conscious consumption habits. Researchers have examined the link between conditional value and consumer purchase behaviour. Moosa and Hassan (2015) conducted an empirical analysis in the automobile business and discovered that conditional value has a significant positive impact on both consumer satisfaction and loyalty. Biswas and Roy (2015) and Wang *et al*. (2018) demonstrate in their study that conditional values exert an influence on the purchase of green products. Based on the discussion above, we present our fourth hypothesis as follows:

H$_{04}$: Conditional value does not have any significant influence on green purchase behaviour among university students in Akwa Ibom State.

Epistemic value

Epistemic value pertains to the perceived usefulness derived from a product or service that drives the thirst for knowledge and provides novelty (Sheth *et al*., 1991). Zailani *et al*. (2019) acknowledge that knowledge is a feature that influences every stage of the decision-making process. When customers come across a new product, they assess its value by comparing it to products they are previously familiar with (Solaiman *et al*., 2017). For a newly presented product to gain acceptance, the customer's perceived situational features and the product's characteristics must clearly align. Novelty seeking is a behaviour that helps individuals protect themselves, and it can be beneficial for them to compile a database of potentially valuable information (Roh *et al*., 2022). Consumers may seek to attain information that seems "not useful" at the time but might assume immense importance in the future. Epistemic value influences ecologically conscientious purchasing behaviour in Portugal (Gonçalves et al., 2016), and Biswas and Roy (2015) found that it favourably impacts ethical development. A recent study by Roh et al. (2022) shows that customers' curiosity about a product's specifics can impact their eco-conscious buying choices. As a result, the epistemic value may have a favourable impact on consumers' organic consumption decisions. Based on this discussion, the last hypothesis is presented in null form:

H05: There is no significant influence of epistemic values and green purchase behaviour among university students in Akwa Ibom State.

Conceptual framework

This study tested the hypothesis that consumption values are associated with environmentally conscious purchasing habits by reviewing the available empirical evidence from prior researchers. Fig. 2.1 shows a conceptual model developed to illustrate the predicted link between the study variables.

CONSUMPTION VALUES
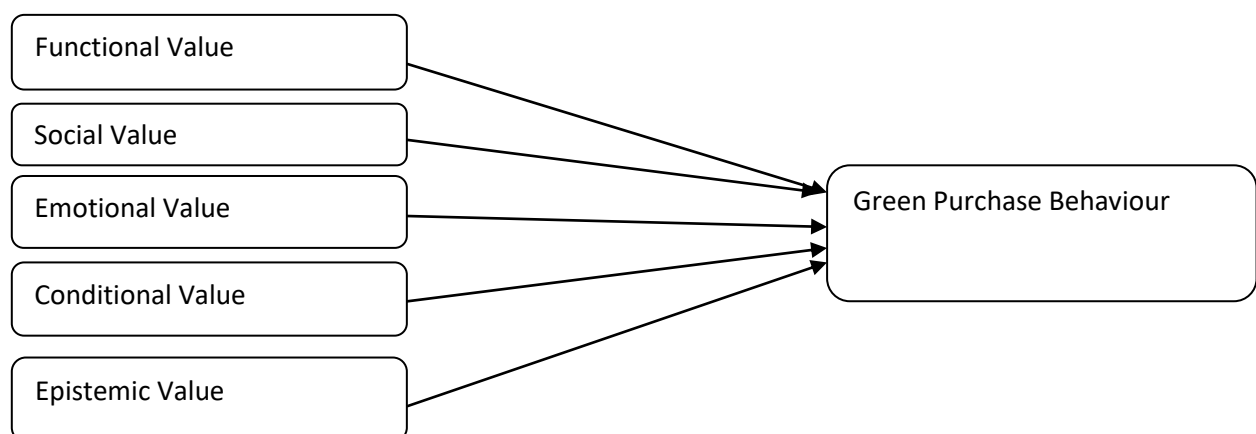
Source: *Researcher's Model (2023).*

METHODOLOGY

A cross-sectional survey research design was used in the study. The primary rationale behind selecting this approach was to acquire a representative sample. The target population for this study was students of the University of Uyo in Akwa Ibom State. The justification for selecting this target population was because they are old enough to decide which products they will buy or consume. The sample size for this study was adopted as 400. The justification for this adoption was because Taro Yamane (1973) suggested that if the total population of a sample is more than 100,000, 400 samples are enough to represent that population. In this case, the total population of students at the University of Uyo is 158,314 as at the time of this study (https://www.uniuyo.edu.ng), which is more than 100,000 students.

The stratified random sampling technique was utilised in this study in accessing respondents. Each faculty of the University of Uyo represented a stratum and copies of questionnaire were allocated as follows:

Table 3.1 showing questionnaire distribution according to faculties in University of Uyo

Faculties	Allocation of the instrument	Percentage
Engineering	67	16.7
Management Sciences	34	8.5
Law	59	14.7
Education	76	19
Science	64	16
Agricultural Sciences	100	25
Total allocation	**400**	**100%**

Source: *The researcher's compilation (2023).*

The dimensions in the study were measured using a 5-point Likert scale ranging from "strongly agree" (1), "agree" (2), "undecided" (3), "strongly disagree" (4), and "disagree" (5). The instrument questions were adapted from past studies and modified to suit the context of this study (Ferdous, 2010; Heiskanen and Pantzar, 1997). A pretest was conducted with 50 University of Uyo students who were not part of the final study. The data obtained from this pretest was used to compute the reliability coefficient table. Cronbach's alpha was used to evaluate the internal consistency of the summed scale used for analysing the reliability of this research instrument. The results showed that their alpha levels ranged from 0.76 (functional value), 0.90 (social value), 0.87 (emotional value), 0.83 (conditional value), 0.76 (epistemic value), and 0.78 (green purchase behaviour). Scores within this range (more than 0.7) were considered an adequate indication of internal consistency. For statistical analyses, the personal data of the respondents was analysed using simple frequency percentages and a frequency distribution table. Simple linear regression analysis at the 0.05 level of significance was used to test the five (5) hypotheses.

DATA ANALYSIS, RESULTS AND DISCUSSION OF FINDINGS

The response rate of the questionnaire indicates that out of the 400 distributed copies, only 337, accounting for 97.99%, were collected in an acceptable format. The remaining 63 copies, which accounted for 2.01% of the total, were omitted from the study due to incomplete filling. The replies were examined utilising the statistical software programme for social sciences (SPSS version 24). The demographic variables are shown in Table 4.1, along with their corresponding analysis.

Table 2: Demographic Data of the Respondents

Variables	No. of Respondents	percentage (%)
SEX		
Male	177	52.5
Female	160	47.5
Total	**337**	**100.0**
AGE		
18-25	76	22.6
26-35	85	25.2
36-45	92	27.3
46-Above	84	24.9
Total	**337**	**100.0**
PROGRAM TYPE		
Postgraduate	156	46.3
Undergraduate	181	53.7
Total	**337**	**100.0**
FACULTIES		
Engineering	59	17.5
Management Sciences	66	19.6
Law	59	17.5
Education	49	14.5
Science	58	17.2
Agric. Sci	46	13.6
Total	**337**	**100.0**

Source: *Field survey (2023).*

The study in Table 1 reveals that 177 (52.5%) of the respondents were male, whilst 160 (47.5%) were female. Out of the respondents, 76 (22.6%) were aged 18 to 25, 85 (25.2%) were aged 26 to 35, 92 (27.3%) were aged 36 to 45, and 84 (24.9%) were aged 46 and above. Regarding programme type, 156 respondents (46.3%) were postgraduate students, while 181 respondents (53.7%) were undergraduates. Lastly, the table also disclosed the distribution of the instrument among the six (6) chosen faculties. Out of the total study instrument, 17.5% (59 copies) was allocated to the engineering department, 19.6% (66 copies) was allocated to the management sciences department, the law department received 17.5% (59 copies) of the research instrument, the education faculty received 14.5% (49 copies) of the research instrument, the faculty of science received 17.2% (58 copies), and the faculty of agriculture received 13.6% (46 copies) of the questionnaire at the University of Uyo. All participants in

the survey were of legal age (18 years and above) and the survey included both males and females in a fair and equitable manner.

Test of Hypothesis

H₀₁: There is no significant influence of functional values and green purchase behaviour among   university of Uyo students in Akwa Ibom State.

Summary of Simple Regression showing the influence of functional values and green purchase behaviour among university students in Akwa Ibom State

	B_1	SE	B_2	t-value	Significant (2 tailed)
Constant	1.470	0.367	-	4.003	0.000
Functional value	0.862	0.031	0.836	27.926*	0.000

Dependent variable: green purchase behaviour

$R = 0.836^a$

$R^2 = 0.700$

Adjusted R-square = 0.699

Std. Error of estimate = 1.25126

F = 779.889

Significance = 0.000

significantly related at 5% (p<0.05). B_1= unstandardized beta, B_2=   standardized beta, SE= standard error.

$Y = a_0 + \beta_1 x_{1+}$ e

$Gb = a_0 + \beta_1 Fv+$ e

Hence, to justify the simple linear regression model the resulting equation is;

$GB = 1.470 + 0.862\ Fv$

Source: *Field Survey Result (2023).*

A simple linear regression study showed that functional value accounted for 88% of green purchase behaviour variation, with a regression coefficient of R = 0.836. Functional value as a predictor of consumption theory explained 88% of green buying behaviour changes, whereas other factors outside the study's model explained 12%. The table also shows that the independent variables (functional value) had a strong influence on green purchase behaviour with R = 0.836 and adjusted R^2 = 0.700, indicating that this study's regression model has strong explanatory power. The regression model's F-ratio = 779.889 and p-value < 0.000 indicate that the findings were not random and accurately predicted changes in the dependent variable (green buying behaviour). The coefficient table shows that every unit change in any independent variable increases the dependent variable, holding all other factors constant. The suggested regression equation is:

$Y = a_0 + \beta_1 x_{1+}$ e

$Gb = a_0 + \beta_1 FV_{1+}$ e

Hence, to justify the simple linear regression model the resulting equation is;

$Gb = 1.470 + 0.862Fv_1$

Hypothesis 2

H_{o2}: There is no significant influence of social values on green purchase behaviour among university of Uyo students in Akwa Ibom State.

Summary of Simple Regression showing the influence of social values on green purchase behaviour among university of Uyo students in Akwa Ibom State

	B_1	SE	B_2	t-value	Significant (2 tailed)
Constant	4.350	0.322	-	13.515	0.000
Social Value	0.634	0.028	0.783	23.033*	0.000

Dependent variable: green purchase behaviour
$R = 0.783^a$
$R^2 = 0.613$
Adjusted R-square = 0.612
Std. Error of estimate = 1.42014
F = 530.501
Significance = 0.000

significantly related at 5% (p<0.05). B_1= unstandardized beta, B_2= standardized beta, SE= standard error.

$Y = a_0 + \beta_2 x_{2+}$ e

$Gb = a_0 + \beta_2 Sv +$ e

Hence, to justify the simple linear regression model the resulting equation is;

$Gb = 4.350 + 0.634Sv$

Source: *Field Survey Result (2023).*

The hypothesis two test showed that the independent variable strongly influenced the model and dependent variable at R=0.783. Regression coefficient R2= 0.613 and modified coefficient of determination R2= 0.612 indicate that this study's regression model has strong dependent variable explanatory power. Implying that social value explained 71% of green buying behaviour variation, while other characteristics not captured in the model explained 29%. The F-ratio = 530.501 and significant P-value = 0.000 indicate that social value as an independent variable strongly influenced green purchase behaviour. Social value (Sv) positively influences green purchase behaviour, as indicated by a statistically significant unstandardized coefficient of βx2= 0.783 and p-value= 0.000. All other parameters being constant, every unit change in social value leads to a 0.783 positive change in green purchase behaviour among university of Uyo students. From the simple linear regression equation:

$Y = \beta_0 + \beta_2 X_2$ $+e$

$Gb = \beta_0 + \beta_2 Sv_2$ $+e$

The resulting simple linear regression equation is thus:

$Gb = 4.350 + 0.634Sv_2$

Hypothesis 3

H$_{03}$: Emotional values do not have any significant influence on green purchase behaviour among university students in Akwa Ibom State.

Summary of Simple Regression showing the influence of emotional value on green purchase behaviour among university students in Akwa Ibom State.

	B$_1$	SE	B$_2$	t-value	Significant (2 tailed)
Constant	5.123	0.369	-	13.900	0.000
Emotional value	0.558	0.031	0.700	17.954*	0.000

Dependent variable: green purchase behaviour
R = 0.700^a
R^2 =0.490
Adjusted R-square = 0.489
Std. Error of estimate = 1.62957
F = 322332
Significance = 0.000

significantly related at 5% (p<0.05). B$_1$= unstandardized beta, B$_2$= standardized beta, SE= standard error.

$Y = a_0 + \beta_3 x_{3+}$　　　　e

$Gb = a_0 + \beta_3 Ev+$　　　　e

Hence, to justify the simple linear regression model the resulting equation is;

$Gb = 5.123 + 0.558\ Ev$

Source: *Field Survey Result (2023).*

The outcome of the hypothesis three test indicate that the dependent variable and the independent variable in the model were significantly influenced, with an R-value of 0.700. Based on the adjusted coefficient of determination (R2) of 0.489 and the regression coefficient R2 of 0.490, the statistical model employed in this investigation demonstrates a satisfactory explanatory capacity for the dependent variable. It can be inferred that the independent variable, emotional value (X3=Ev), accounted for around 88% of the variability observed in green purchasing behaviour. However, it should be noted that 12% of the impact on the dependent variable could be ascribed to unaccounted-for factors in the model. Furthermore, the F-ratio of 322.332 and the P-value of 0.000 indicate that the outcomes of the regression model are not attributable to random variation and that emotional value, when considered as an independent variable, predicted the dependent variable (green purchase behaviour) in a significant way. In order to evaluate the impact of the independent variable on the dependent variable, the unstandardized beta coefficients for emotional value (Ev) yielded a p-value of 0.000 and a $\beta x3 = 0.700$, which was statistically significant. This indicates that green purchase behaviour is significantly and positively influenced by emotional value. It can

be inferred from this result that for every unit increase in emotional value, there is a corresponding 0.700 positive change in green purchasing behaviour among students at the University of Uyo, assuming all other variables remain constant. According to the equation for straightforward linear regression as stated:

$$Y = \beta_0 + \beta_3 X_3 \qquad +e$$

$$Gb = \beta_0 + \beta_3 Ev_3 \qquad +e$$

The resulting simple linear regression equation is thus:

$$Gb = 5.123 + 0.558Ev$$

Hypothesis 4

H_{04}: Conditional value does not have any significant influence on green purchase behaviour among university of Uyo students.

Summary of Simple Regression showing the influence of conditional value and green purchase behaviour among university of Uyo students

	B_1	SE	B_2	t-value	Significant (2 tailed)
Constant	7.520	0.757		9.928	0.000
Conditional value	0.600	0.49	0.603	12.353*	0.000
Dependent variable: green purchase behaviour					
$R = 0.603^a$					
$R^2 = 0.364$					
Adjusted R-square = 0.361					
Std. Error of estimate = 2.14263					
F = 152.584					
Significance = 0.000					

significantly related at 5% (p<0.05). B_1= unstandardized beta, B_2= standardized beta, SE= standard error.

$$Y = a_0 + \beta_4 x_4 + \qquad e$$

$$Gb = a_0 + \beta_4 Cv + \qquad e$$

Hence, to justify the simple linear regression equation the resulting equation is;

$$Gb = 7.520 + 0.600 \, Cv$$

Source: *Field Survey Result (2023).*

The table displays an adjusted coefficient of determination of 0.364, indicating that 36.4% of the variance in green buying behaviour can be attributed to the conditional value. The calculated F-value (152.584) exceeds the crucial F-value, indicating a significant regression relationship between the dependent variable and the independent variable. The conditional value yielded a beta coefficient of 0.600 (β = 0.600, S.E. = 0.049, t = 12.353, p = 0.000, p < 0.05). Given that the P-value is below 0.05 (p < 0.05), we can conclude that the null

hypothesis is rejected. Hence, there is a substantial impact of conditional value on the green purchasing behaviour of students at the University of Uyo.

Hypothesis 5

H05: There is no significant influence of epistemic value and green purchase behaviour among university of Uyo students.

Summary of Simple Regression analysis showing the influence of epistemic values and green purchase behaviour among university of Uyo students.

	B₁	SE	B₂	t-value	Significant (2 tailed)
Constant	12.344	0.567		21.782	0.000
Epistemic value	0.327	0.041	0.441	8.024*	0.000

Dependent variable: green purchase behaviour

$R = 0.441^a$

$R^2 = 0.194$

Adjusted R-square = 0.191

Std. Error of estimate = 2.41099

F = 64.378

Significance = 0.000

significantly related at 5% (p<0.05). B_1= unstandardized beta, B_2= standardized beta, SE= standard error.

$Y = a_0 + \beta_3 x_3 + \qquad e$

$Gb = a_0 + \beta_3 Ev + \qquad e$

Hence, to justify the simple linear regression equation the resulting equation is;

$Gb = 12.344 + 0.327\ Ev$

Source: *Field Survey Result (2023).*

Hypothesis 5 demonstrates that the coefficient of determination, R^2, is equal to 0.194. This number shows that 19.4% of the variability in green purchase behaviour may be attributed to the influence of epistemic value. The calculated F-value (64.378) exceeds the critical F-value, indicating a substantial relationship between the dependent variable and the independent variable. The beta coefficient for epistemic value was determined to be 0.327 ($\beta = 0.327$, S.E. = 0.041, t = 8.024, p = 0.000, p < 0.05). Given that the P-value is below 0.05 (p < 0.05), it can be inferred that each increase of one unit in epistemic value will result in a positive change of 0.441 in green purchase behaviour among students at the University of Uyo, assuming all other parameters remain unchanged. According to the equation of simple linear regression:

$Y = \beta_0 + \beta_5 X_5 \qquad + e$

$Gb = \beta_0 + \beta_5 Ev_5 \qquad + e$

The resulting simple linear regression equation is thus:

$Gb = 4.350 + 0.634Ev_5$

DISCUSSION OF FINDINGS

The purpose of this study is to investigate the influence of consumption values on the green purchase behaviour of university students. As a result, Sheth *et al.* (1991) proposed theory of consumption values served as the foundation for this study's conceptual model. The findings of the study in hypothesis one reveal that functional value factors had a significant influence on green purchase behaviour, with a regression coefficient of $\beta = 0.862$. This means that the utilitarian, physical attributes, quality, and price of products significantly influence students' choices of eco-friendly products. This finding aligns with a study carried out by Ramaya *et al. (2018),* Raza *et al. (2021),* Adhitiya and Astuti (2019), and Zaidi *et al. (2019),* which revealed that the price and quality of a product positively impact customer behaviour, specifically in the context of selecting environmentally friendly products.

Interestingly, the test of hypothesis 2 reveals that social value had a significant influence on green purchase behaviour, with a regression coefficient of $\beta = 0.634$. This finding is consistent with earlier findings by Biswas and Roy (2015), who found that social value, has a substantial and favourable influence on green consumption behaviour. This finding is also inconsistent with the findings of an earlier study by Reza *et al.* (2021), where it was found that there is a negligible correlation between social value and consumer choice behaviour.

In testing for hypothesis 3, the results established that emotional value had a significant influence on green purchase behaviour with a regression coefficient of $\beta = 0.558$. The finding suggests that consumers will generate favourable emotional encounters for certain green products, which will enhance their patronage behaviour. Suki and Suki (2015) and Kanchanapibul *et al.* (2014) both confirmed this finding in related studies. These studies demonstrate that emotional values such as feelings of safety and willingness to purchase have a direct influence on consumer behaviour and can motivate individual consumers to engage in environmentally friendly purchasing.

Notably, the findings from Hypothesis 4 indicate that conditional value had a significant influence on green purchase behaviour with a regression coefficient of $\beta = 0.600$. Hence, H_{04} was rejected. This is in line with the findings of Moosa and Hassan (2015), Biswas and Roy (2015), and Wang *et al.* (2018). Established that conditional value exert an influence on the purchase of green product. Therefore, conditional value has explanatory power in determining the likelihood of purchasing or adopting green products among university students in Akwa Ibom State.

The results further show that epistemic value had a significant influence on the green purchase behaviour of university students, with a regression coefficient of $\beta = 0.327$. Hence, H_{05} was rejected. This finding resonates with the findings of Roh *et al.* (2022), Gonçalves *et al.* (2016), and Biswas and Roy (2015), who contend that when customers come across a new product, they assess its value by comparing it to products they are previously familiar with and are more likely to engage in sustainable purchases.

CONCLUSION AND MANAGERIAL IMPLICATION

This study aimed to enhance comprehension of consumption values and its influence on environmentally conscious purchasing behaviour among university students in Akwa Ibom State. From the empirical study conducted, findings demonstrate that functional value, social value, emotional value, conditional value, and epistemic value exert substantial influences on green purchase behaviour. It was also revealed that University of Uyo students have a preference for purchasing green items, indicating their sense of responsibility and duty towards environmental preservation. The research findings indicate that consumers place significant emphasis on social status and self-image. Considering the significant and favourable influence of social value on the purchasing behaviour of environmentally friendly products, it is important for the advertising messages of such products to take into account the social requirements of university students and customers.

The results of this study will also be applicable to producers, marketers, and policymakers involved in green products. Specifically, the study reveals that consumption values play a significant role in the decision-making process of both consumers and non-buyers of green products. Hence, marketers and policymakers ought to create tactics to strengthen consumer values associated with the use of environmentally friendly products. Moreover, manufacturers must meticulously contemplate the pricing strategy, as elevated prices can engender unfavourable perceptions towards environmentally friendly products, impeding the growth of the green industry. Marketers should promote the advertisement of environmentally-friendly consumption by utilising diverse media platforms, including television, radio, and the internet, in order to enhance the societal importance attributed to such practices by consumers.

LIMITATIONS AND AREAS FOR FUTURE RESEARCH

This study aimed to select a sample that may accurately represent university consumers; however, it was restricted to the University of Uyo in Akwa Ibom State, Nigeria. Expanding the research to encompass both private and public universities, as well as polytechnics and colleges, would enhance our comprehension of customer green purchasing behaviour for eco-friendly products on a wider and more profound scale. One additional constraint of the present study was its focus on green products in a broad sense. Nevertheless, the adoption of environmentally friendly behaviour may differ among various product categories. Subsequent research might concentrate on several product categories within the realm of environmentally friendly items and evaluate their influence on customer decision-making patterns, as existing literature indicates the presence of variations. This knowledge holds considerable importance for marketing tactics. Ultimately, researchers should examine the collective influence of consumption values on environmentally conscious purchasing behaviour across various states and senatorial districts in Nigeria.

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