# Consumer environmental concern regarding green products: structural effects of consumption values

## Abstract

This study examines the effects of consumption values (i.e. functional value, social value, emotional value, conditional value, and epistemic value) on Malaysian consumers' environmental concern as expressed in their purchase of green products. It also investigates the differences between three usage groups (light, average, and heavy users) and the significant factors that promote those differences. The study applies a quantitative method in which a structured self-administered questionnaire is used. Data is analysed using the Structural Equation Modelling (SEM) technique via the Analysis of Moment Structure (AMOS) computer programme version 21, and One-Way Analysis of Variance (ANOVA), using the Statistical Package for Social Sciences (SPSS) computer programme version 21. Empirical results confirm that social value has the paramount impact on consumers' environmental concern as expressed by their purchase of green products, and that epistemic value, and functional value quality rank behind. Functional value price, emotional value, and conditional value have no significant effects. Statistically significant differences were observed when comparing the light users with average users, and with heavy users ($p < 0.05$). The findings of this study introduce a new momentum for the preceding discoveries on consumer environmental concern as shown in the purchase of green products, which is inadequately covered in the Malaysian context. They also provide important information for companies, and encourage them to place more emphasis on social value, epistemic value, and functional value quality in their manufacturing, in order both to boost environmental concern among consumers in their purchasing decision-making, and to produce green goods that will be readily liked by consumers.